

Visual Identity

written by John Mueller | September 12, 2021

Our logos represent all of the Keweenaw Mountain Lodge. It unifies our brand-image and brings together all aspects of the resort. As well, the use of colors from our logo, along with the type of font (typography) that exhibits our image, strengthens our identify as a historic wilderness resort at the top of the Keweenaw.

Below you will find links to pages that provide access and information for our logos, color palette, and typography (fonts). We want to use these items consistently and correctly when expressing KML's visual identity across multiple platforms.

[[Logos](#) | [Color Palette](#) | [Typography-Fonts](#)]



[KML Info Card – Horizontal | [Download PDF](#)]



A ***WILDERNESS RESORT***
AT THE TOP OF THE
KEWEENAW



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