

GREAT LAKES
ST. LAWRENCE
GOVERNORS
& PREMIERS



BRAND GUIDELINES

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WELCOME

The following set of style guidelines for the for the Great Lakes St. Lawrence Governors & Premiers (GSGP) brand identity was developed to ensure consistency and build strong brand recognition across the market.

Use these guidelines to inform any creative that you develop on behalf of GSGP.

Please don't hesitate to contact us with any questions regarding appropriate usage.

CONTACT INFO

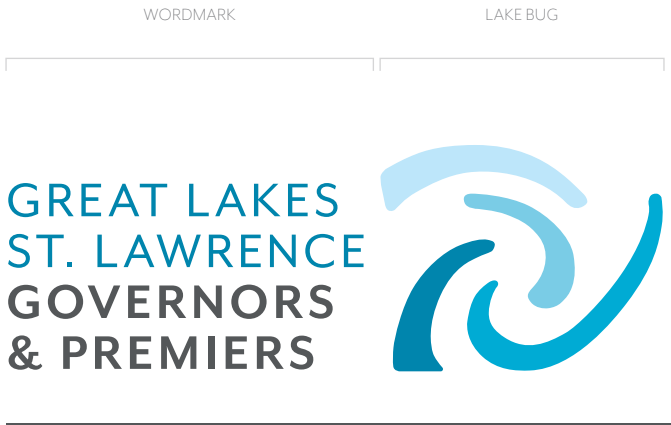
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LOGO CONSTRUCTION

The GSGP logo is comprised of two components: the GSGP wordmark and lakes bug. The GSGP logo lockup is comprised of the logo and the tagline.

The horizontal version (seen here) of the logo is preferred.

When using the logo or the logo lockup, their components are always placed in a fixed relationship and should never be altered, modified or recreated in any way.



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HORIZONTAL LOGO WITHOUT TAGLINE



VERTICAL LOGO

In some instances, the GSGP logo can be used in a vertical format.

When using the logo or the logo lockup, their components are always placed in a fixed relationship and should never be altered, modified or recreated in any way.



VERTICAL LOGO WITHOUT TAGLINE



FRENCH TRANSLATION

You may use the French language version as needed.

HORIZONTAL FRENCH LOGO

**LES GOUVERNEURS ET
LES PREMIERS MINISTRES
DES GRANDS LACS ET
DU SAINT-LAURENT**



VERTICAL FRENCH LOGO

**LES GOUVERNEURS ET
LES PREMIERS MINISTRES
DES GRANDS LACS ET
DU SAINT-LAURENT**



LAKES BUG

The lakes bug may be used independently as a design element provided it is not in close proximity to the logo or logo lockup on the same piece of communication.

The lakes bug should be used only:

- ▶ In its original color scheme
- ▶ As one of the brand colors
- ▶ White on a brand color
- ▶ As an overlay on images

NOTE: The design of the lakes bug is a stylized graphic depiction of the five Great Lakes and the St. Lawrence River.

ORIGINAL COLOR SCHEME



BRAND COLORS



WHITE ON A BRAND COLOR



TAGLINE AS A GRAPHIC ELEMENT

The tagline may be separated from the logo lockup when legibility would otherwise be compromised or the tagline needs to be emphasized (e.g., in tradeshow, presentations, etc.).

When used separately, the color of the tagline may be:

- ▶ In its original gray
- ▶ Black
- ▶ White on primary brand color
- ▶ On images provided the tagline is presented sufficient contrast from the image

Use one of the graphic files when placing the tagline in a document and avoid resetting it. When used in copy, the tagline should be capitalized.

ORIGINAL COLOR

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BLACK

UNITED FOR GROWTH

WHITE ON A BRAND COLOR

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CLEAR SPACE

The “area of isolation” represents the minimum safe distance that all content (copy, graphics, other logos, etc.) must keep from the GSGP logo in order to ensure the brand’s importance and prominence in each execution. This includes the logo with tagline lockup (not shown).

Think of it as a moat protecting your castle.

The unit of measurement for the clear space around the logo is the height of the darkest blue lake (“Lake Michigan”) in the lakes bug. While more distance is of course welcome, this measurement must be respected for everything—print, web, packaging, apparel and more.

In certain instances, such as banner ads, where there is a smaller space to work with, the minimal amount of for the clear space around the logo is the height of the lightest blue lake (“Lake Superior”) in the lakes bug.

PREFERRED CLEAR SPACE



MINIMUM CLEAR SPACE



MINIMUM SIZE

The minimum size requirement protects the GSGP logo from becoming too small to be recognizable.

In print applications, the overall width of the logo should be at least 1.25" (32mm) wide without the tagline lockup, or at least 1.75" (44mm) wide with the tagline lockup.

In print applications, the height of the tagline when used alone should be at least .125" (3mm) tall.

There is no minimum size requirement for the lakes bug.

In web and online applications, the overall width of the logo should be at least 90 pixels without the tagline, or 126 pixels with the tagline.

LOGO MINIMUM SIZE



TAGLINE MINIMUM SIZE



LOGO COLOR USE

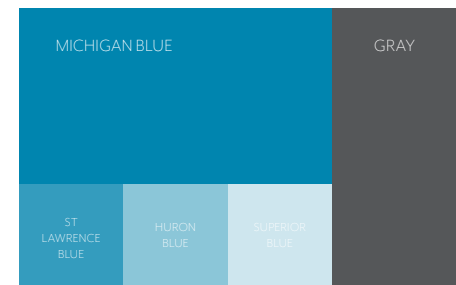
The coloration of the GSGP logo is an essential element in establishing a recognizable look for the identity. Consistent use of color enhances the strength of the identity.

The primary colors for the GSGP logo are dark blue and dark gray. There are three support blues that, together with the primary blue, comprise the lakes/river within the four “lakes” within the lakes bug. No other colors should be applied to the logo. When color is not available or desirable, the logo can be rendered black on white, white on black, black on gray, or white on gray.

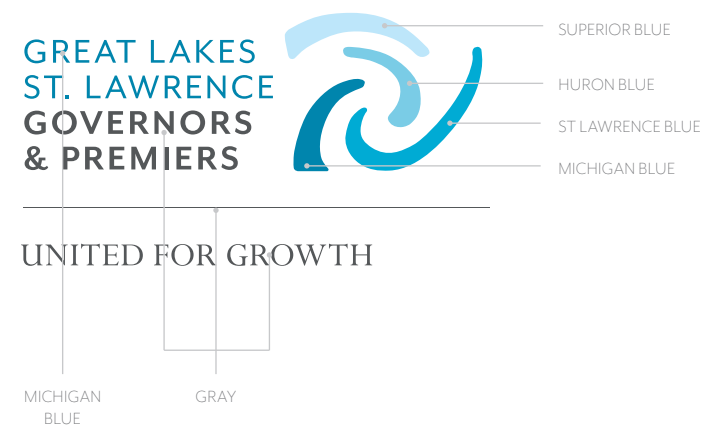
The single-color GSGP logo can be used as an alternative for embroidering or printing on fabric.

NOTE: Unique names have been given to the different blues to avoid confusion and to distinguish them from one another. These are not industry standard or PANTONE names. When referring to these colors to printers, please use the color formulas listed on page 12.

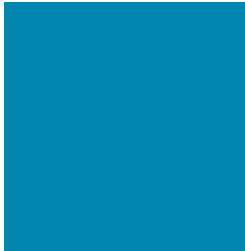
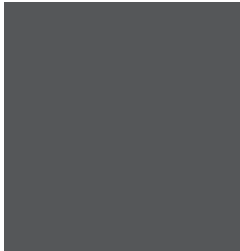
COLORS

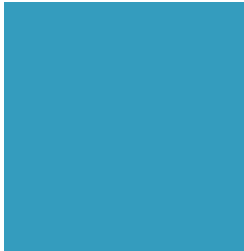
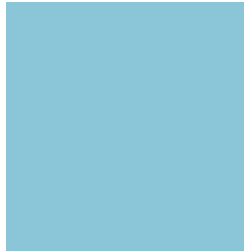
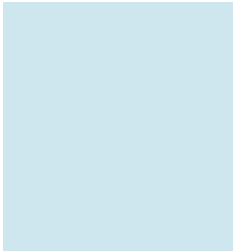


LOGO COLOR BREAKDOWN



COLORS

PRIMARY	
	
MICHIGAN BLUE	
PANTONE	7704
RGB	R 188 G 230 B 251
Hex	BCE6FB
CMYK	C 97 M 33 Y 20 K 1
GRAY	
PANTONE	425
RGB	R 84 G 87 B 90
Hex	54575A
CMYK	C 66 M 56 Y 53 K 29
BLACK	80% Black

SUPPORT BLUES					
					
ST LAWRENCE BLUE		HURON BLUE	SUPERIOR BLUE		
PANTONE	80% 7704	PANTONE	45% 7704	PANTONE	20% 7704
RGB	R 122 G 205 B 229	RGB	R 0 G 170 B 211	RGB	R 0 G 132 B 173
Hex	7ACDE5	Hex	00AAD3	Hex	0084AD
CMYK	C 97 M 2 Y 14 K 0	CMYK	C 48 M 1 Y 7 K 0	CMYK	C 24 M 0 Y 0 K 0

NOTE: Unique names have been given to the different blues to avoid confusion and to distinguish them from one another. These are not industry standard or PANTONE names. When referring to these colors to printers, please use the color formulas listed above.



CONTRAST

The preferred placement of the GSGP logo is on a white background. However, if the GSGP logo does appear on a colored background, there must be sufficient contrast to display the logo properly.

If the logo is placed on any of the brand colors or on a black background, use the white version of the logo.

Do not use the GSGP logo on “busy” backgrounds such as stripes, grids, etc.

PREFERRED USE ON WHITE



WHITE ON BRAND COLORS



INCORRECT USES

Do not substitute colors in the logo or lakes bug



Do not change the size relationship of the lakes bug to the wordmark



Do not apply a drop shadow to the logo



Do not alter the position of the lakes bug to the wordmark



Do not place on a busy background or one that lacks adequate contrast



Do not use brand elements in any color other than a brand color



SPECIAL APPLICATIONS

The GSGP logo should always be seen clearly and dramatically. Use the following guide for a 2-color application, for example, when reproducing the logo using silkscreening, screenprinting or embroidery techniques.

In many cases, due to size restrictions, the tagline can be separated from the logo so that it is appropriately legible. For shirts or baseball caps, the tagline may be located on the back and the logo on the front.

While a white fabric or material is preferred for appropriate logo reproduction, using white on a color that is nearest to the brand is also acceptable. Choose a blue that is closest to Michigan Blue whenever possible. If a suitable blue is not available, a dark gray is appropriate.

NOTE: Unique names have been given to the different blues to avoid confusion and to distinguish them from one another. These are not industry standard or PANTONE names. When referring to these colors to printers, please use the color formulas listed on page 12.

2-COLOR APPLICATION ON WHITE (PREFERRED)



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WHITE/REVERSED



STATIONERY PACKAGE (DRAFT)

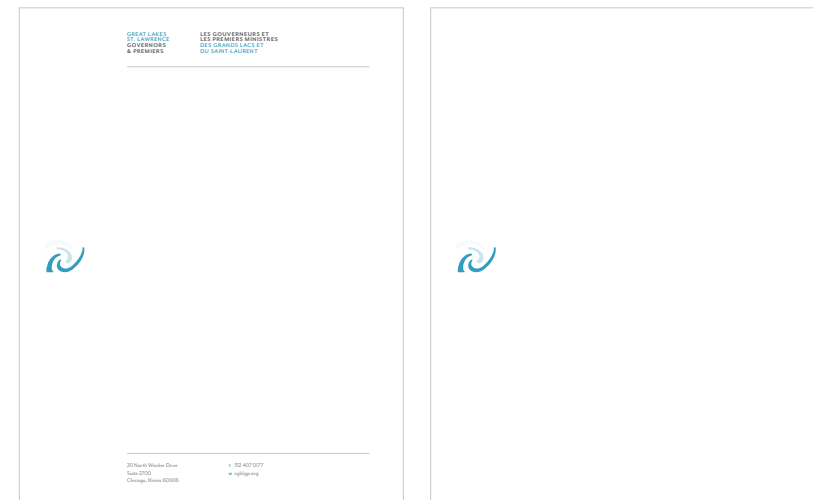
BUSINESS CARD

Business cards should be set in English and French, one on each side.
Use the appropriate logo lockup and approved translations to proceed.



DUAL-LANGUAGE LETTERHEAD

A first and second sheet have been designed. If the second sheet is not available, use the same stock. Set your left-most margin to 2" (51mm or 144 pixels) in Microsoft Word for printing.



FIRST PAGE

SECOND SHEET

BRAND TYPEFACE

Mr Eaves Mod is the font used in the wordmark. You may obtain the font from Adobe TypeKit at www.typekit.com

MR EAVES MOD LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789- & \$ * % # @ ? ! + = (, . ;)

MR EAVES MOD REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789- & \$ * % # @ ? ! + = (, . ;)

MR EAVES MOD BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789- & \$ * % # @ ? ! + = (, . ;)

Perpetua is the font used in the tagline. You may obtain the font from Linotype at www.linotype.com

PERPETUA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789- & \$ * % # @ ? ! + = (, . ;)