

BRAND STANDARDS



ABOUT THIS GUIDE

These graphic standards were developed as a method for protecting the graphic brand of Grand River Valley. It is important to consult with and follow the enclosed guidelines to maintain the integrity of the brand.

If you need any additional information or guidance, please contact:

File Usage

Use of digital artwork in different applications requires the use of different digital file formats.

When preparing digital or printed documents, a PNG file with a transparent (clear) background will work best in most common word processing and presentation programs.

If you are working on a document with a white background, a JPEG is acceptable as well. If using a JPEG, always check to ensure that the white background doesn't overlap any other colored items or backgrounds in your layout.

For projects that are being produced by vendors, always ask for and make sure your files conform to the specs provided by the vendor. For large format printing, a vector file (AI or EPS) should be used to avoid any loss of quality.

LOGO USAGE GUIDELINES

The following guidelines illustrate the proper use of the Grand River Valley logo.



Primary Logo (with Tagline)

The logo with the tagline underneath is the preferred logo, and should be used in most circumstances. One notable exception is when the tagline is being used as a headline or prominent sub-head.



Secondary Logo (without Tagline)

The logo without the tagline is available for use primarily in cases where the tagline is being used as a headline or the size of the logo renders the tagline unreadable.



Alternate Logo

The alternate logo features only the initials GRV. This logo should only be used in instances where the place location is apparent or in co-branding applications where space is a consideration. As the brand's recognition grows, use of the alternate logo can be expanded.



Logo Safe Area

No other object should be placed within the safe area around the logo. The safe area is an area identified by the height of the letter "G" in Grand.



1-Color Version

The 1-color version of the logo should be used in circumstances where a limited palette is required, or when the logo is printed in black and white.

IMPROPER USE OF THE LOGO

The following are examples of improper modifications of the Grand River Valley logo that may violate the integrity of the brand.



DO NOT use any unofficial colors or any combination of colors different than those in the official color palette.



DO NOT add unofficial copy or graphics covering any part of the logo.



DO NOT delete, add or adjust any element of the logo.



DO NOT change the proportions of the logo.



DO NOT try to recreate this logo. Use only the artwork provided. Should not be typeset or replaced with any other font.



DO NOT screen the logo or use the logo behind text.



DO NOT print the logo on a background or image that makes it difficult to read.



DO NOT alter the logo for any other unapproved entity.

TYPEFACES

Files have been provided in a variety of formats that allow use of the Grand River Valley logo without purchasing typefaces. The logo itself is considered a piece of artwork and should not be changed. However, if additional customizations are made to the logo, such as adding an event name, it will be necessary to purchase the typeface.

Ivy Journal

Regular

Logo Font/Body Copy Font

1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Ivy Journal

SemiBold

Heading/Subhead Font

1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Brandon Grotesque

Medium

Logo Tagline Font

1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Al Fresco

Regular

Complementary Script Font

1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Universal Typefaces

Use these when the above typefaces are unavailable.

EB Garamond

Regular/**SemiBold**

Body Copy/Heading Font

1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Montserrat

Regular/**Bold**

Alternative Body Copy/
Heading Font

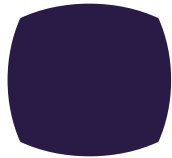
1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

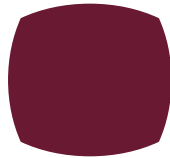
a b c d e f g h i j k l m n o p q r s t u v w x y z

COLOR PALETTE

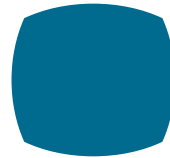
The color palette provides a guide for keeping a consistent color scheme within the brand. Consult the color palettes shown below and work closely with professional printing services to ensure proper colors are used.



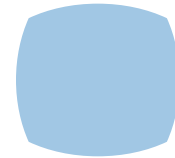
Pantone 2695 C
CMYK 91/100/8/59
RGB 46/26/71
#2E1A47



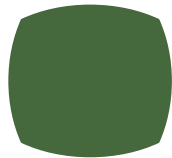
Pantone 7421 C
CMYK 18/100/45/67
RGB 101/29/50
#651D32



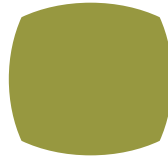
Pantone 7706 C
CMYK 100/16/10/44
RGB 0/106/142
#006A8E



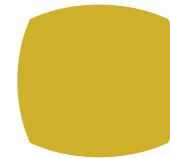
Pantone 543 C
CMYK 37/9/0/1
RGB 164/200/225
#A4C8E1



Pantone 7743 C
CMYK 71/8/100/50
RGB 68/105/61
#44693D



Pantone 7495 C
CMYK 42/5/98/29
RGB 143/153/62
#8F993E



Pantone 7752 C
CMYK 2/13/88/14
RGB 207/176/35
#CFB023