



# TOUR LAKE COUNTY, OH

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STYLE GUIDE

## ABOUT US

### Promoters of the Unpretentious People's Paradise

Down to earth, authentic, and human, **Tour Lake County** is a friendly, outstretched hand seeking to help local businesses and destinations attract visitors by promoting a well-rounded place that is affordable, convenient, and fun. We meet people where they are and never project anything but helpful access with a smile.

## OUR MISSION

To promote Lake County's tourism assets to increase overnight stays and drive economic development for our members, stakeholders, and communities.

## OUR ETHOS

***Enthusiastic, Helpful, Sunny, Professional.***



The **Primary Logo** features a vibrant mosaic of natural elements framed within the shape of Ohio. A geomarker in the Northeast portion of the state signifies the location of the county. These elements are paired with the word mark, placed flush right of the icon.

Additional color and background applications are to be applied as demonstrated below.

TLC\_Pri\_WhiteBkgrd\_FC



TLC\_Pri\_BlueBkgrd\_FC



TLC\_Pri\_WineBkgrd\_FC



TLC\_Pri\_GreenBkgrd\_FC



TLC\_Pri\_YellowBkgrd\_FC



TLC\_Pri\_TanBkgrd\_FC



TLC\_Pri\_WhiteBkgrd\_1C



TLC\_Pri\_BlackBkgrd\_1C





The **Word Mark** features an organic, friendly, custom lettering solution designed to work in concert with the iconography in the primary logo, and also as a stand-alone element as shown on this page.

Additional color and background applications are to be applied as demonstrated below.

TLC\_Word\_WhiteBkgrd\_FC



TLC\_Word\_BlueBkgrd\_FC



TLC\_Word\_WineBkgrd\_FC



TLC\_Word\_GreenBkgrd\_FC



TLC\_Word\_YellowBkgrd\_FC



TLC\_Word\_TanBkgrd\_FC



TLC\_Word\_WhiteBkgrd\_1C



TLC\_Word\_BlackBkgrd\_1C



All colors used in the Primary Logo and Word Mark must adhere to the **Official Color Information** standards listed at left.

PANTONE, RGB, CMYK, and HEX specifications are provided to help guide the application process for all brand-related touchpoints.



**Lake County Blue**

Pantone 653C  
RGB: 59R, 96G, 144B  
CMYK: 88C, 64M, 18Y, 3K  
HEX: 3b6090



**Lake County Wine**

Pantone 7648C  
RGB: 160R, 74G, 117B  
CMYK: 33C, 88M, 29Y, 3K  
HEX: a04a75



**Lake County Green**

Pantone 7489C  
RGB: 125R, 166G, 91B  
CMYK: 62C, 14M, 91Y, 1K  
HEX: 7da65b



**Lake County Yellow**

Pantone 135C  
RGB: 248R, 199G, 106B  
CMYK: 0C, 24M, 76Y, 0K  
HEX: f8c76a



**Lake County Sand**

Pantone 7500C  
RGB: 222R, 208G, 171B  
CMYK: 12C, 14M, 38Y, 0K  
HEX: ded0ab

# Tour Lake County, OH | Improper Usage Information

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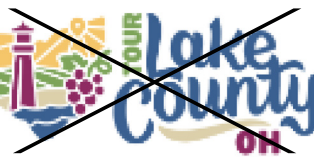
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The Tour Lake County, OH brand identity was designed for the exclusive use of the county and its associated stakeholders. To ensure its maximum performance, the Primary Logo and Word Mark must be displayed properly and may never be altered or modified in any way.

The **Improper Usage Information** listed below and shown at left demonstrates unacceptable uses of the marks within the brand identity:

1. Do not alter the orientation or proportions of marks.
2. Do not alter, rescale, or reformat elements in marks.
3. Do not change typefaces within marks.
4. Do not alter colors within marks.
5. Do not outline marks; reverse versions are provided.
6. Do not crop marks in any way.
7. Do not place marks on visually distracting backgrounds.
8. Only use official Tour Lake County, OH specified colors.
9. Do not add or remove elements from marks.
10. Do not make low-quality reproductions of marks.

**TOUR LAKE COUNTY, OH**

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