



GRAVENHURST
GATEWAY TO MUSKOKA

Standards Manual

The Logo

Branding is more than a name and a logo.

It's all of the ways that we communicate our organization. Through branding we uniquely mark who we are. By carefully managing our brand, we can cultivate our presence, create enduring relationships, and stand apart from other communities.

Logotype

In reproducing the logo, it is important that the design, proportions and spacing of the characters never be altered—not even slightly. This is because any deviations may dilute the “branding” of the image.

Symbol

The symbol should, in almost every case, always accompany the logotype. It is the visual signature of Gravenhurst.



Logotype

Colour

Colour is a key element of a brand's identity. The consistent use of colour plays a major role in brand building.

The primary colours selected for the Gravenhurst logo are blue PMS 533 C, and green PMS 364 C in the Pantone Matching System.

The Gravenhurst logo may only be reproduced in different colours as specified in the identity standard (see page 4).



PMS 533 C



PMS 364 C

Note: The colours shown throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Colour Standards. For colour matching in printing, always refer to the PANTONE® MATCHING SYSTEM.

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PMS 533 C

Colour Applications

The preferred colour application of the Gravenhurst logo in the one colour version is PMS 533 C. However, the Gravenhurst logo may also only appear in white (reverse) against a background colour.

On photographic backgrounds, always ensure legibility by placing the logo in an area that is relatively simple and uncluttered.

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One Colour



Black



PMS 533 C

Reversed Logos



Examples of logo on simple imagery.



Typeface

Typography is an important tool in building a distinctive style and unique brand identity.

The Gravenhurst identity system includes two type families.

Basilia is the primary font family, well matched in weight and structure to the logo's icon. This serif font is also used to maximize document readability. The various weights and styles of this font will also allow for flexibility of use in design. It is great for headlines, sub headlines as well as body copy.

Avenir is the supporting font family. It is a clean, contemporary font. This supporting sans-serif font allows for some visual contrast. It is best used as a body copy font; avoid headlines.

These are elements that are representative of Gravenhurst's image.

Please Note:
Basilia and Avenir are not standard fonts on most computers. When creating internal presentations with Microsoft applications or electronic media, use alternate fonts, Times New Roman in place of Basilia and Arial in place of Avenir only. The font used for the word GRAVENHURST has been customized from the font Basilia.

Basilia Primary Typeface

Basilia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Basilia Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Basilia Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
tu 1234567890

Avenir Supporting Typeface

Avenir Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Basilia Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Basilia Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Medium Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Clear Space

Clear space around the Gravenhurst logo is required to prevent any nearby text, illustrations, photography, complex images or graphics from diluting or minimizing the impact of the brand mark.

The area indicated, based on the height of the capital 'G' in the Gravenhurst logotype, is the minimum allowable distance between the logo and all other graphic elements or text.

A distance of 'G' is the standard clear space for applying the logo.

Adherence to this specification will increase recognition of the logo and ensure that the integrity of the logo is not compromised.



Recommended Clear Space

Acceptable Sizes

Minimum Logo Size Allowed

The minimum size the logo can be printed measures one inch and one quarter (1.25") in width as shown.

This is to ensure legibility of the tagline in all print material.

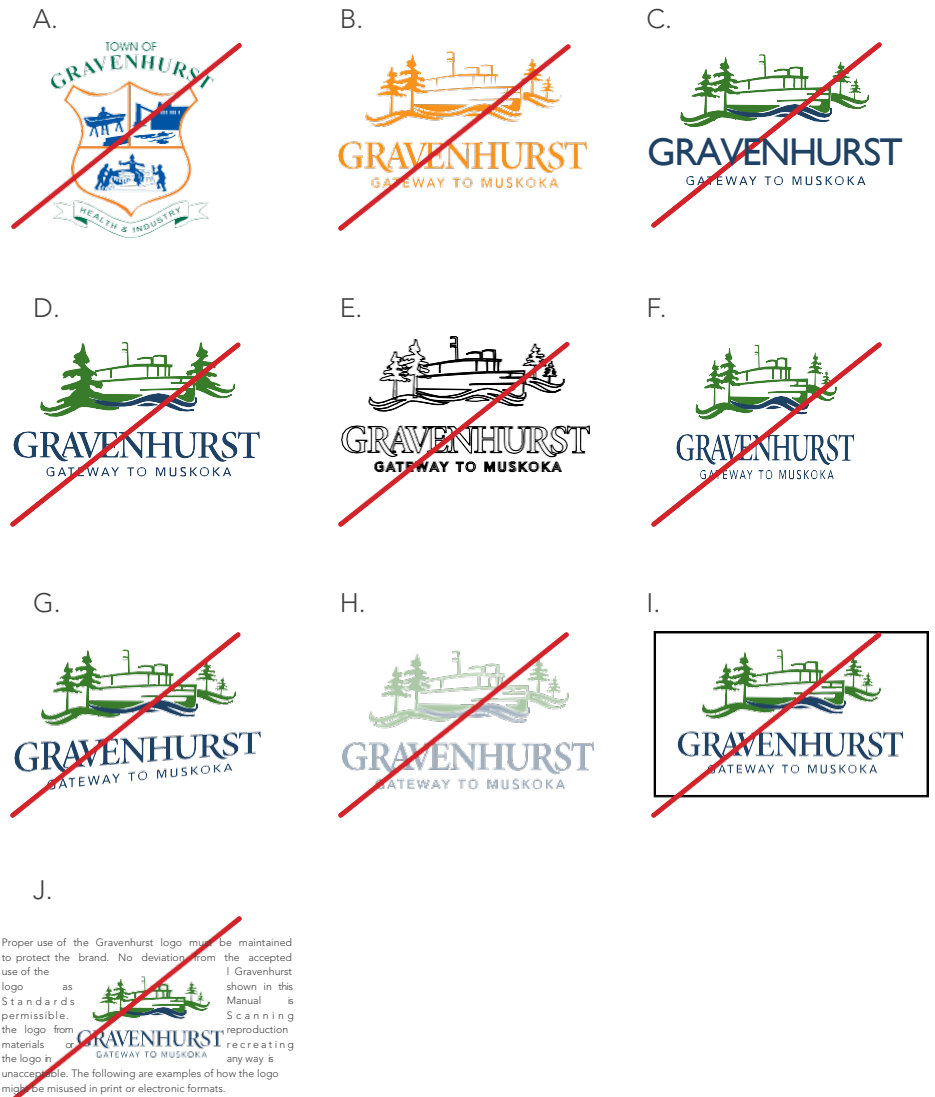


Minimum 1.25" Wide

Unacceptable Usage

Proper use of the Gravenhurst logo must be maintained to protect the brand. No deviation from the accepted use of the Gravenhurst logo as shown in this Standards Manual is permissible. Scanning the logo from reproduction materials or recreating the logo in any way is unacceptable. The following are examples of how the logo might be misused in print or electronic formats.

- A. Do not use the former Gravenhurst logo.
- B. Do not use any color other than Gravenhurst blue, green, or white for the logo.
- C. Do not typeset the logo.
- D. Do not redraw the logo.
- E. Do not outline the logo.
- F. Do not distort the logo.
- G. Do not skew the logo.
- H. Do not add additional elements, such as a drop shadows or embossing filters to the logo.
- I. Do not box or put a key line around the logo.
- J. Do not crowd the logo with images or text, allow for clear area at all times.





Additional Usage

Letterhead

Envelopes

Business Cards


Email Signatures

Corporate Documents

PowerPoint Template

Vehicles and Equipment

Promotional Products



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