

Great Lakes Bay Region Graphic Guidelines



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Great Lakes Bay Region

Introduction

After decades of discussion and years of working under the umbrella of “Vision TriCounty,” our region has come together under a distinctive regional brand identity. Vision TriCounty, now called the Great Lakes Bay Regional Alliance, along with committed professionals representing Midland, Bay, Isabella and Saginaw counties, worked together to develop a regional brand to achieve the following objectives:

- **Attraction:** To combine the diverse assets, resources and capabilities of our three counties into a single entity to attract investors, targeted business and industry, skilled workers and visitors to our region.
- **Expansion:** To encourage those businesses and organizations that are already located in the Great Lakes Bay Region to invest in growth and innovation here.
- **Collaboration:** To encourage our business, economic development and tourism organizations to continue to work together to achieve common goals and to significantly expand the collaboration within our regional business community.
- **Legislative Impact:** Come together to influence key legislation and fundings, at both the state and federal levels, to improve our regional economy and quality of life.
- **Positive Perception:** To enhance perceptions of the Great Lakes Bay Region as a sophisticated and synergistic region with a commitment to providing an integrated portfolio of resources for economic growth.
- **Unify the Region:** To create pride and confidence among community and business leaders, the media, and all those who live and work in the Great Lakes Bay Region and encourage the belief that we can build a stronger and better future by working together.

Great Lakes Bay Region Logo and Tagline

With these objectives in mind, a brand platform, logo and tagline were developed to guide all regional communications both within and outside the Great Lakes Bay Region.

- This new identity highlights the distinctive geographic features of our region — the Great Lakes and the Bay — creating a unique position for us as we vie for economic investment and tourist dollars with other communities throughout the U.S. and beyond.
 - To those outside Michigan, the Great Lakes are symbolic of the best Michigan has to offer — the largest bodies of fresh water in the U.S., which contribute to both our economic strength and quality of life.
 - And although our bay, the Saginaw Bay, is not the only bay on the Great Lakes or in Michigan, it is the most distinctive geographic feature of our region, one we can capitalize on to increase awareness and interest among our target audiences.
- The tagline “*Where Innovation Flows*” builds on both our water resources and the vast intellectual capital and inventive spirit that have been a part of our region from the early days of the lumber industry to the present time. Innovations in health care, manufacturing, technology, alternative energy and a wide range of other areas are assets that set the Great Lakes Bay Region apart.



Great Lakes Bay Region Brand Platform

The brand platform for the Great Lakes Bay Region is made up of three “brand pillars:”

- Broad Options
- Robust Resources
- Future Focus

These three attributes describe the distinctive characteristics that together make the Great Lakes Bay Region a great place to invest, grow and innovate.

The brand promise, *Transforming Tomorrow Together*, expresses the deep commitment to working together throughout the region to create economic resurgence, economic diversity and more opportunities for all organizations and residents.

Broad Options

In an economic environment where many are struggling, the Great Lakes Bay Region is creating tomorrow's opportunities in diverse industries: health care, science and technology, alternative energy, specialty manufacturing and more. We offer a multitude of options for business location, worker training and education, business support and collaboration, as well as a wide range of community, cultural, housing, educational and recreation choices.

Robust Resources

From the brain power and entrepreneurial spirit of our business and community leaders, to the abundant waterways that surround us, the Great Lakes Bay Region is resource-rich, ready to meet the needs of business and industry with a skilled, highly motivated workforce; tax incentives for economic growth; and a track record for delivering seamless solutions to companies looking for their next success.

Future Focus

Building on our strong history as explorers, inventors and innovators, we are creating a sustainable economy that will meet the changing needs of our region and our world. The Great Lakes Bay Region will be the source of breakthroughs in science and technology, the provider of world-class health care and advanced manufacturing solutions and on the leading edge of alternative energy development – all aimed at a healthy, safe and prosperous tomorrow for all.

Transforming

Tomorrow

Together

Great Lakes Bay Region

Target Audiences

In addition, we have also developed a universe of audiences, both internal and external, to whom informational and promotional messages regarding the Great Lakes Bay Region will be communicated to help us achieve our objectives.



Great Lakes Bay Region

Using the Great Lakes Bay Region Name and Identity

All businesses, corporations, media outlets, non-profit and public institutions throughout Midland, Bay, Isabella and Saginaw counties are encouraged to use the Great Lakes Bay Region brand identity in their communications as appropriate to their own objectives. In cases where “the tri-cities” or “tri-counties” may have previously been used, the Great Lakes Bay Region name and logo can simply be substituted.

In order to ensure that we protect and build the value of our brand identity, we ask all those who use the Great Lakes Bay Region brand to follow these graphic guidelines and to share these guidelines with any third-party vendors or media representatives who may want to use the brand.

The Great Lakes Bay Region logo may not be altered in any way. Use only the art available via download or supplied by the Great Lakes Bay Regional Alliance. For guidelines on which logo format to use in specific applications, see page 11.

Any questions about use of the brand and logo on communications can be referred to Sandy Hermann, program director, Great Lakes Bay Regional Alliance.

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Great Lakes Bay Region

Typography for All Media

All printed and electronic communications and marketing materials prepared for the Great Lakes Bay Regional Alliance and those who wish to use the Great Lakes Bay Region identity are required to use specific type fonts.

Two type families, Gill Sans and Arial, have been specified for use in all Great Lakes Bay Region communications.

Preferred Type Family

Gill Sans: Gill Sans is a strong sans serif font that can be used throughout entire documents. It can function as a headline, subhead, body copy and in very small point sizes. All Gill Sans font types are acceptable, including bold and italic.

AaBbCc

Gill Sans

Alternative Font for Web and Other Electronic Media

Arial: Arial is a classic font family, widely available on most computer platforms and software packages. If you are preparing communications for distribution via the web or other electronic media, Arial may be used in the same way as Gill Sans to avoid “font default” by recipients who do not have Gill Sans available. However, only the regular Arial font family may be used, including bold and italic. Arial Rounded, Arial Narrow and Arial Black are not acceptable.

AaBbCc

Arial

Great Lakes Bay Region Logo Options

The Great Lakes Logos

The Great Lakes Bay Region logo is designed using six elements: the green, gradated Michigan icon; the solid blue icon shadow; the region circles; the typography; the horizontal stroke separating the type; and the trademark symbol. The vertical design is the preferred configuration of the logo elements. See Figure 1.

For applications where the vertical logo does not work as well, the horizontal version may be used. This logo contains the same elements as the vertical logo, configured to fit a horizontal layout. See Figure 2.

Figure 1 – Vertical logo (Preferred)

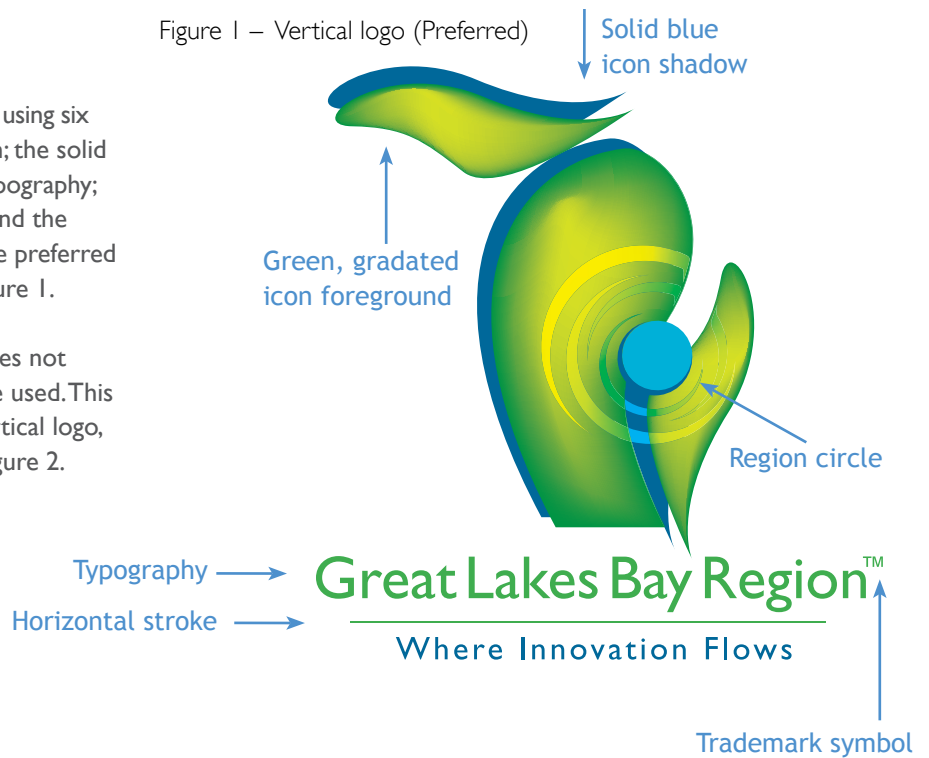


Figure 2 – Horizontal logo (Acceptable)



Great Lakes Bay Region

Size and Clear Space Requirements

Clear Space

The Great Lakes Bay Region logo must always have a minimum amount of clear space on all four sides. The proper amount of clear space needed is equal to the height of the blue regional circle. See Figure 3. These same clear space requirements apply to the horizontal version.

Size Requirements

The logo may never be scaled down smaller than 1.5 inches wide for reproduction in print or electronic media. See Figure 4.

If the logo is used on a premium item, such as a pen, and the identity must be smaller than 1.5 inches, the logo should be used without the name and tagline. See Figure 5.

Figure 3



Figure 4



Figure 5



Great Lakes Bay Region

Acceptable Color Use

Color

Logos are available in multiple color options for both print and digital uses. These include four-color process (CMYK), two-color PMS (Pantone Matching System®), one color (black), and options for specialty printing.

When four-color process is available, the logo should appear in CMYK as shown in Figure 6.

The two-color or one-color logo should be used when four-color process is not an option and PMS colors are available. See Figures 7 and 7A.

The black or gray scale logo may be used when color printing is not available. See Figures 8 and 8A. The white/reverse logo should be used on a dark background color such as black.

CMYK/PMS Breakdowns

Background Blue, Middle Circle (Two-Color Only)
and “Where Innovation Flows” type
PANTONE Blue 7469C,
CMYK = C95/M25/Y0/K35

Dark Green in Michigan, “Great Lakes”
type and horizontal stroke
PANTONE Dark Green 362C,
CMYK = C80/M9/Y100/K9

Medium Green in Michigan (Five-Color Only)
PANTONE 368
CMYK = C64/M0/Y100/K0

Light Green in Michigan, Rings
PANTONE Light Green 380C,
CMYK = C25/M1/Y100/K1

Middle Circle (Full-Color)
PANTONE Process Cyan
CMYK = C88/M0/Y0/K0

Figure 6
Four-color process (CMYK)



Figure 6A
Gray scale



Figure 7
Two-color



Figure 7A
One-color green



Figure 8
One-color black



Figure 8A
Black and white reverse



Great Lakes Bay Region

Acceptable Color Use

Specialty Printing

Some printing applications are limited to the number of colors and shades that can be reproduced. Embroidery, screen printing and cut-vinyl are among the applications that require simplified color builds. A five-color (PMS or equivalent) has been developed as the preferred option for these applications (Figure 9). If five-color printing is not practical, or is cost prohibitive, two and one-color options are available (Figures 9A-C).

Figure 9
Five-color



Figure 9A
Two-color



Figure 9B
One-color



Figure 9C
One-color black



Great Lakes Bay Region

Using the Logo in Various Applications

Table I below is designed to help you select the proper logo format for the medium in which the logo will be reproduced. This table applies to both the horizontal and vertical logo options.

The four-color version is the one most often used for process color printing in EPS format. For RGB or web-safe documents such as Microsoft® Word®, Excel®, PowerPoint® and digital documents, use a JPEG or GIF format.

Table I	Full-color logo	Two-color logo	One-color logo	Black/Gray scale/ Reverse logo
Four-color process printing	EPS format			EPS format (Gray scale)
One-color printing			EPS format	EPS format
Spot-color printing		EPS format	EPS format	
Electronic media (web, PowerPoint™)	JPEG or GIF format			
Word processing	JPEG format			JPEG format
Display graphics, posters & banners	EPS format			EPS format
Embroidery	EPS format (Five-Color)	EPS format	EPS format	EPS format (Black or White)
Silkscreen/Vinyl	EPS format (Five-Color)	EPS format	EPS format	EPS format (Black or White)

Great Lakes Bay Region Business Cards

Card Layout

The proper layout is shown in Figure 10 for the Great Lakes Bay Region business card. All Great Lakes Bay Region business cards measure 2w x 3.5h inches.

Color

Business cards are printed in full color.

Paper Stock

The business cards should always be printed on white 100-lb. cover.

Figure 10 – Business card



Great Lakes Bay Region Letterhead

The proper layout is shown in Figure 11 for the Great Lakes Bay Region letterhead. Figure 12 demonstrates the letterhead design for printing without a bleed, such as on an in-office color printer. All Great Lakes Bay Region letterhead measures 8.5 x 11 inches.

Color

Letterhead is printed in full color.

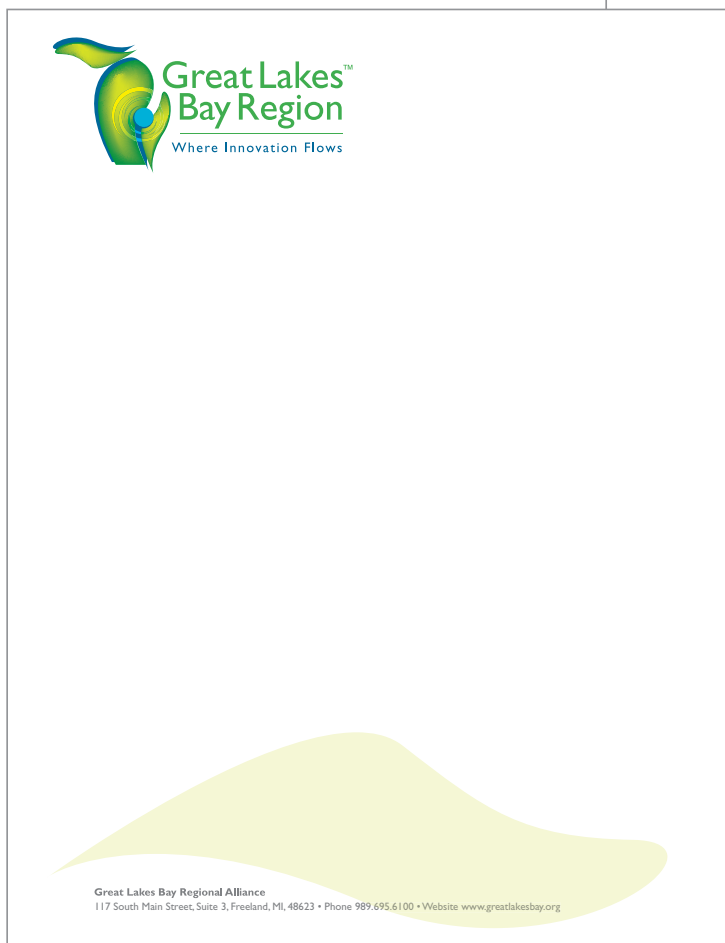
Paper stock

The letterhead should be printed on white 70-lb. text.

Figure 11 – Letterhead



Figure 12 – Letterhead



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Great Lakes Bay Region

No. 10 Business Envelopes

Envelope Layout

The proper envelope layout is shown in Figure 13 for the Great Lakes Bay Region envelope. The No. 10 business envelope measures 9.5 x 4.25 inches.

Color

Envelopes are printed in two-color, PANTONE Green 362 and 80% Black.

Paper Stock

The envelopes should be printed on white 24-lb. writing.

Figure 13 – Envelope

