

BRAND STANDARDS

Rightside Design Group

PREPARED FOR:



NEWAYGO COUNTY TOURISM BRAND STANDARDS

PREPARED BY:

Rightside Design Group
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ISSUING /EFFECTIVE DATE:

6-1-17

BRIEF

BRAND PALETTE & GRAPHIC DESIGN STANDARDS

The following guidelines were created to assist Newwaygo County Tourism stakeholders in making informed decisions regarding marketing and branding, and to create guidelines for using the Newwaygo County Tourism branded assets consistently and correctly.

The Newwaygo County Tourism Council has contracted with RIGHTside Design Group (RSD) for the planning and development of all branded and marketing assets. Assigned representatives works directly with the RSD team, and will be responsible for monitoring and approving any and all branded and marketing materials produced by and for Newwaygo County Tourism Assets.

If you need any additional information or guidance, please contact the Newwaygo County Tourism Council.

Logo



Name Font:

DOMUS TITLING - MODIFIED CHARACTERS

Tag Font:

ingra hair

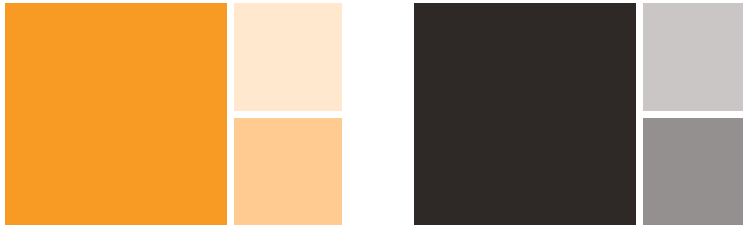
Fonts may be obtained through Adobe Typekit

Logo Variations - 1 color + inverted



Color on black or dark background may only be used when enough contrast is present to clearly make out the characters of the logo/mark

Primary Color Book:



PMS: 1375 C
Web: ff9e16
RGB: 249 - 156 - 37
CMYK: 0 - 45 - 96 - 0

PMS: Black C
Web: 231f20
RGB: 35 - 31 - 32
CMYK: 0 - 0 - 0 - 100

Expanded / Secondary Color Book:



PMS: 7699 C
Web: 35647e
RGB: 53 - 100 - 126
CMYK: 83 - 54 - 35 - 12

PMS: Warm Gray 7 C
Web: 978b82
RGB: 151 - 139 - 130
CMYK: 42 - 40 - 45 - 4

PMS: 7408 C
Web: f9be00
RGB: 249 - 190 - 0
CMYK: 2 - 26 - 100 - 0

PMS: 576 C
Web: 7a9c49
RGB: 122 - 156 - 73
CMYK: 57 - 22 - 91 - 4

Secondary Logo Color Variation:



Logo - Tourism Council Modified Brand Mark



Tourism Council Name Font:

DOMUS TITLING - MODIFIED CHARACTERS

Tourism Council and ALL CAP tagline Font:

ingra hair

Fonts may be obtained through Adobe Typekit

Tourism Council Primary Color Book:



PMS: Black C
Web: 231f20
RGB: 35 - 31 - 32
CMYK: 0 - 0 - 0 - 100



PMS: 7699 C
Web: 35647e
RGB: 53 - 100 - 126
CMYK: 83 - 54 - 35 - 12