

Great Lakes Bay Region Graphic Guidelines



Contents

Introduction	1
Logo and Tagline	2
Brand Platform.....	3
Target Audiences	4
Using the Great Lakes Bay Region Name and Identity.....	5
Typography for All Media.....	6
Logo Options	7
Size and Clear Space Requirements	8
Acceptable Color Use	9-10
Using the Logo in Various Applications	11
Business Cards.....	12
Letterhead	13
No. 10 Business Envelopes.....	14

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 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 who 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:** To come together to influence key legislation and funding 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, not-for-profit and public institutions throughout Midland, Bay 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 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 Sherril Tarrant, program director, Great Lakes Bay Regional Alliance.

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Great Lakes Bay Region Typography for All Media

Preferred Type Families

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.

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)

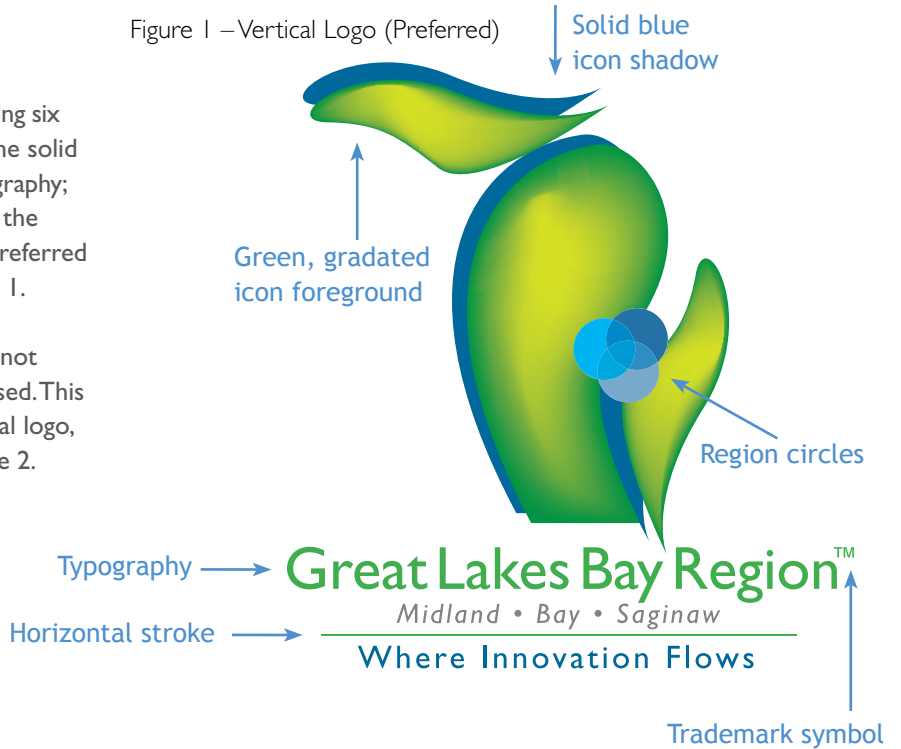


Figure 2 – Horizontal Logo (Acceptable)



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 combined height of the three regional circles. 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

Four-color process (CMYK), two-color PMS (Pantone Matching System®), one color (black) and white/reverse are the only approved versions for the Great Lakes Bay Region logo.

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

The black logo may be used when color printing is not available. See Figures 7 and 7A. The white/reverse logo should be used on a dark background color, such as black.

PMS and CMYK Breakdowns

Background Blue and “Where Innovation Flows” type – PANTONE Blue 7469C, CMYK = C95/M25/Y0/K35

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

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

Midland Circle – PANTONE Process Cyan (no PANTONE number needed), CMYK = C88/M0/Y0/K0

Bay Circle – PANTONE Blue 7462C, CMYK = C78/M38/Y11/K20

Saginaw Circle – PANTONE Blue 645C, CMYK = C42/M9/Y0/K18

“Midland • Bay • Saginaw” type – PANTONE Gray 877C, CMYK = C0/M0/Y0/K0

Figure 6
Four-color process (CMYK)



Figure 6A
Four-color process reverse (CMYK)



Figure 7
One-color Black



Figure 7A
Black and white reverse



Great Lakes Bay Region Acceptable Color Use

When a two-color (spot) application is necessary, the logo must be used as shown in Figures 8 and 8A.

The two-color logo is used when PMS or spot color printing is specified. A choice between blue and green has been provided.

Two-color Breakdowns

Blue - PANTONE 3015C and black

Green - PANTONE 362C and black

Figure 8
Two-color – Black and PMS 3015C



Figure 8A
Two-color – Black and PMS 362C



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.

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 web, use a JPEG or GIF format.

Table I	Full-color logo	2-color logo	Black or reverse logo
Four-color process printing	EPS format		
One-color printing			EPS format
Spot-color printing		EPS format	EPS format
Electronic media (web, PowerPoint™)	JPEG or GIF format	JPEG or GIF format	JPEG or GIF format
Word processing	JPEG format		JPEG format
Display graphics, posters & banners	EPS format	EPS format	EPS format
Embroidery	EPS format		EPS format
Silkscreen			EPS format

Great Lakes Bay Region Business Cards

Card Layout

The proper layout is shown in Figure 9 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 9 - Business Card



Great Lakes Bay Region Letterhead

The proper layout is shown in Figure 10 for the Great Lakes Bay Region letterhead. Figure 11 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.

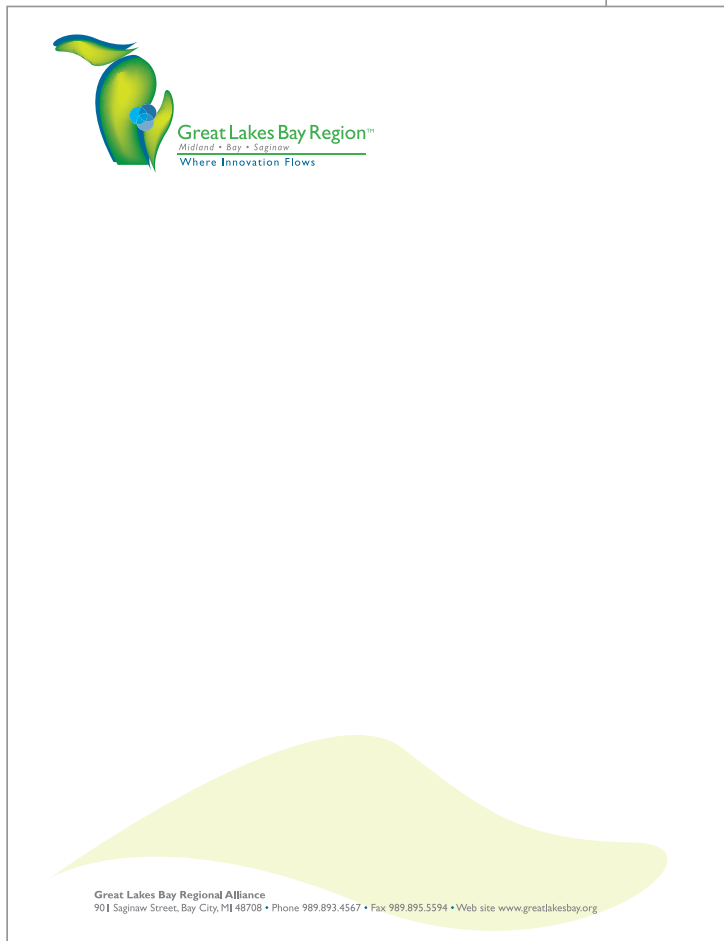
Paper stock

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

Figure 10



Figure 11



Great Lakes Bay Region No.10 Business Envelopes

Envelope Layout

The proper envelope layout is shown in Figure 12 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 12

