

Brand Style Guide

CREATED FOR:

Gladstone, Michigan

CREATED BY:

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This style guide serves as a roadmap for maintaining consistency and cohesion across all your brand touchpoints!



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What We'll Cover

This guide outlines how to keep your brand clean, simple, and recognizable. Inside, you'll find guidelines for using your logo, brand mark, colors, and typography—ensuring consistency across all designs.

Following these rules helps maintain your playful and bold personality and keeps Gladstone looking its best. Your role in upholding these standards is key to making every interaction feel unmistakably “Gladstone.”

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Brand Overview

These are a few ideas based on what we've gathered about the heart of the Gladstone community. Use them as a starting point to shape your mission and values.

Keeping these core pieces in mind will help you stay focused on what matters most and keep things consistent as the brand grows over time.

Mission Statement Suggestion

"A proud lakeside town where community, local business, and the outdoors come together—welcoming visitors and locals alike to experience all that makes Gladstone home."

Brand Voice Suggestion

The Gladstone voice is friendly, proud, and down-to-earth. We keep it simple, honest, and welcoming—like chatting with a neighbor over a cup of coffee or casting a line off the dock. Our tone is warm and straightforward, rooted in tradition but open to sharing all the things we love most about life up north: time on the lake, time in the woods, and time spent together.

Brand Values Suggestion

1. Community
2. Tradition
3. Outdoors
4. Pride

Primary Logo

- Most detailed logo option; contains full design elements like the tree/sunshine/wave icon and typography.
- Best used for larger formats like website headers, signage, and marketing materials where detail can be clearly seen.

USE ON: Website headers, business cards, large print materials, and signage where detail can be clearly displayed.

Simple, Clean and Friendly



Script + Sans-Serif Pairing for a mix of Modern + Timeless Vibes

Monochrome Variations

- The primary logo can be made monochrome if desired. Refrain from changing colors to be “random” or outside of the brand to avoid confusion or overwhelm.
- Use when the logo needs to blend seamlessly into a more minimalist or sophisticated design. Monochrome is also useful for embossing, etching, or situations where color reproduction may not be ideal.



Secondary Logo

- Simplified, stacked version of the primary logo.
- Ideal for smaller spaces, horizontal spaces, or when you need a more versatile logo (e.g., social media posts, packaging).



USE ON: Smaller formats like social media posts, packaging, or promotional materials where space is limited.

Brand Mark

- A simplified, standalone graphic that represents your brand at a glance. This minimal yet memorable design—the tree, sun, and waves—captures the essence of Gladstone without relying on text.
- It's perfect for reinforcing brand recognition in small spaces while keeping your visual identity playful and distinctive.



USE ON: Favicons, profile pictures, social media icons, product packaging, stickers, and any design where a simple, recognizable symbol is needed.

Wordmark Logos

- Contain just the brand name in stylized typography, without additional icons.
- Great for digital and print uses where clear brand recognition is needed, especially in spaces where the focus should be on the name itself.

USE ON: Letterheads, on top of photography, email signatures, social media posts, business cards, and digital platforms where the focus is on the brand name itself.



Logo Usage

Clearspace Requirements

- When using your primary logo, make sure it's not squished or overlapping any other design elements. The space on each side is about the height and width of the "M" in "Michigan."

Minimum Size

- Don't shrink the primary logo too much. If the logo needs to be very, very small, then choose one of your submark or wordmark logos instead.
- If you can't make out the shape of the tree and waves, the logo is too small.



Gladstone
MICHIGAN



Primary Color Palette

- The primary color palette of navy, green, gold and blue creates a vibrant, outdoorsy, and friendly mood.
- Use the hex code when you want to ensure precise, consistent color reproduction across digital platforms.

Primary: Navy #093F60	Primary: Pine #1D9336
Sunshine #FFBE1D	Light Blue #54AFDD
Off-White #F8FBFD	Warm Black #1C2120

Typography suggestions

FONT: "RELATION TWO BOLD"

Headings

- Typography shapes your brand's personality and ensures clarity. The right fonts, sizes, and spacing create a cohesive, engaging look that connects with your audience.

- You can purchase these exact font licenses here and here.

- Stick to clean, easy-to-read fonts for writing body copy. The heading font should never be used to write a whole paragraph.

FONT: "FINAL SIX BOOK"

Subheadings

Brand Voice and Tone

Your brand's voice and tone are key to connecting with your audience. A clear, consistent voice ensures your messaging feels authentic and on-brand.

Brand Personality

- **Friendly:** Warm and welcoming—like sharing a story with a neighbor on the porch.
- **Simple:** Clear and easy to understand, with no fluff or fuss.
- **Laid-back:** Down-to-earth and relaxed, just like life by the lake.

Brand Voice Suggestion

Our voice is friendly, proud, welcoming, and rooted in the simple joys of small-town life. We keep things warm and easygoing—like a chat at the local café or a walk along the lake. Whether you're a lifelong local or just passing through, our tone invites you to slow down, enjoy the moment, and feel right at home.



"Here in Gladstone, it's the simple things that matter most. Whether you're casting a line or catching a sunset with friends, we're all about slowing down and enjoying the little moments."

Gladstone

