



TOWN OF GRAND LAKE

STAFF REPORT

TO
Mayor & Trustees

FROM
Katie Hearsum, Marketing & Communications Manager

DATE
June 8, 2026

ACTION TYPE: Action Requested Information Only

RE: Adoption of Town of Grand Lake Brand Guidelines – 2026 Edition

BACKGROUND

The Town of Grand Lake operates four distinct brands that collectively represent the community’s identity across tourism, civic, recreation, and waterfront services. To ensure consistent, professional, and recognizable representation across all touchpoints — from signage and apparel to social media and official documents — staff has developed a comprehensive set of Brand Guidelines for the 2026 edition.

The Brand Guidelines were developed in partnership with Walden Creative, the Town’s brand design partner, and cover all four Town entities:

Code	Full Name	Purpose
GGL	Go Grand Lake	Destination marketing and tourism promotion
TOGL	Town of Grand Lake	Municipal governance and civic identity
HM	Headwaters Marina	Waterfront recreation and marina services
GLC	Grand Lake Center	Community fitness, recreation, and events

PURPOSE AND SCOPE

The 2026 Brand Guidelines establish the definitive reference for logo usage, color palettes, typography, and application standards for all Town of Grand Lake entities. The guidelines ensure that every staff member, designer, vendor, or partner has a clear and consistent framework for representing each brand correctly.

Key elements addressed in the guidelines include logo versions and clear space requirements, official color palettes with exact hex/RGB/CMYK values, typography standards, logo file format guidance (SVG/EPS, PNG, PDF, JPG) and minimum size requirements, Brand Do’s and Don’ts, and the contact and approval process through Walden Creative for new branded materials.

FISCAL NOTE

There is no direct fiscal impact associated with adopting the Brand Guidelines. The guidelines codify existing brand assets developed under the Town’s existing relationship with Walden Creative. Any future branded materials produced in accordance with these guidelines will be subject to the Town’s normal budgeting and procurement processes.

STAFF RECOMMENDATION

Staff recommends that the Board of Trustees adopt the Town of Grand Lake Brand Guidelines – 2026 Edition as the official brand standard for all four Town entities. Adoption will ensure consistent application of Town branding across all departments, vendors, and partners, and provides a clear reference document for staff and external partners going forward.

SUGGESTED MOTION

“I move to adopt the Town of Grand Lake Brand Guidelines – 2026 Edition as the official brand standards for the Town of Grand Lake, Go Grand Lake, Headwaters Marina, and Grand Lake Center, and to direct staff to apply these standards across all Town-produced and Town-authorized branded materials.”