

GRAND LAKE, COLORADO

BRAND GUIDELINES

2026 Edition



Go Grand Lake • Town of Grand Lake • Headwaters Marina • Grand Lake Center

Introduction

These Brand Guidelines are the definitive reference for all four Town of Grand Lake entities: Go Grand Lake (GGL), Town of Grand Lake (TOGL), Headwaters Marina (HM) and the Grand Lake Center (GLC). It exists to ensure that every touchpoint — from signage to apparel to social media — presents a cohesive, professional and instantly recognizable identity.

Whether you are a staff member, designer, vendor, or partner, this guide provides everything you need to represent each brand correctly and confidently.

Please read this document before producing any branded material. When in doubt, refer back here — or contact your brand manager.

Brands at a Glance

Brand	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

GO GRAND LAKE

1. Go Grand Lake (GGL)





1.1 Logo

The Go Grand Lake logo is a circular badge mark featuring a scenic mountain landscape featuring Mt. Craig, lake water and pine trees, layered to evoke the iconic natural beauty of Grand Lake, Colorado. The circle format makes it versatile for merchandise, digital and print applications.



1.2 Color Palette

The GGL palette is inspired by the Colorado high-country environment: deep lake blues, alpine sky, forest green, and a vibrant orange for energy and warmth.

			
GGL Blue #00456F RGB: 0 / 69 / 111 CMYK: 94 / 36 / 0 / 57	GGL Light Blue #AFDFE4 RGB: 175 / 223 / 228 CMYK: 30 / 0 / 10 / 0	GGL Green #005648 RGB: 0 / 86 / 72 CMYK: 76 / 0 / 50 / 67	GGL Orange #F15A22 RGB: 241 / 90 / 34 CMYK: 0 / 80 / 100 / 0

1.3 Typography

Element	Typeface	Notes
"GRAND LAKE"	Drone Ranger Display	Primary display font; bold and adventurous character
"COLORADO"	Futura Bold	Clean, geometric secondary text; all caps

General typography principle: Drone Ranger Display should only ever be used in logo contexts. Do not use it for body copy or UI text. Futura (or Futura PT) serves as the brand's geometric, modern text voice.

TOWN OF GRAND LAKE

2. Town of Grand Lake (TOGL)

2.1 Logo

The Town of Grand Lake logo uses a stylized interlocking "G" letterform, representing both "Grand" and the civic pride of the community. The curved, open design is simple and timeless while retaining an official, authoritative feel. "TOWN OF GRAND LAKE" arcs along the lower portion in a confident tracking.



2.2 Color Palette

The Town of Grand Lake uses a single, authoritative green — a deep forest color that grounds the brand in the natural landscape of Colorado and signals trustworthiness.



TOGL Green
#104F2F
RGB: 16 / 79 / 47
CMYK: 65 / 0 / 70 / 73

This single-color approach allows for maximum flexibility across official documents, signage, and embroidered items while maintaining a dignified, civic presence. Secondary colors may be used from the GGL palette when TOGL content appears alongside tourism materials.

2.3 Typography

Element	Typeface	Notes
"TOWN", "GRAND LAKE"	Futura PT Heavy	Maximum weight for authority; used in the logotype
"OF"	Futura Bold	Lighter weight distinguishes connective text

HEADWATERS MARINA

3. Headwaters Marina (HM)

3.1 Logo Versions





The Headwaters Marina logo uses a bold shaped badge design reminiscent of a classic, wooden maritime ship. It exists in three distinct versions, each serving a specific use:

- Black & White — for single-color print, embossing, and merchandise applications.
- Full Color (Solid Brown) — primary digital and print version; brown badge with gradient type.
- Wood Grain — premium version for signage, retail displays, and specialty print.



3.2 Color Palette

The Headwaters Marina palette evokes warmth, wood, water, and the golden Colorado sun — perfect for a friendly, laid-back recreation brand personality.

			
HM Brown #562E0F RGB: 86 / 46 / 15 CMYK: 0 / 50 / 70 / 80	HM Light Tan #CE9D72 RGB: 206 / 157 / 114 CMYK: 20 / 40 / 60 / 0	HM Blue #7ED3F7 RGB: 126 / 211 / 247 CMYK: 45 / 0 / 0 / 0	HM Orange #FAA61A RGB: 250 / 166 / 26 CMYK: 0 / 40 / 100 / 0

3.3 Typography

Element	Typeface	Notes
"HEADWATERS"	Mystic Extended Italic	Bold, expressive script — the logo's signature element
"GRAND LAKE", "MARINA", "8,369"	Futura Bold	Clean, readable supporting text; all caps

GRAND LAKE CENTER

4. Grand Lake Center (GLC)




4.1 Logo Versions

The Grand Lake Center logo uses a classic badge design that evokes a welcoming community hub for all. It incorporates the Town “G” logo for parent brand recognition, and a moose element to celebrate Grand Lake’s wildlife and environment. Several versions exist for a multitude of uses, from website and social media, to merchandise and “SWAG” items like stickers, chapstick, pens, etc.



4.2 Color Palette

Inspired by its beautiful natural surroundings, the Grand Lake Center palette evokes a fresh, clean and timeless feeling creating an inviting, invigorating and healthy atmosphere.

		
GLC Grand Lake Blue #00B4B8 RGB: 0 / 179 / 183 CMYK: 75 / 4 / 32 / 0	GLC Forest Brown #CE9D72 RGB: 74 / 49 / 21 CMYK: 25 / 50 / 75 / 75	GLC Natural White #F1EDEA RGB: 241 / 238 / 234 CMYK: 1 / 2 / 3 / 3

4.3 Typography

Element	Typeface	Notes
"GRAND LAKE"	Greycliff - Bold	Rugged, hearty, and warm with strong capitals
"Center"	Greycliff - CF	A versatile geometric sans-serif typeface

5. Brand Do's and Don'ts

These rules apply across all brands. Consistent application protects the integrity of each identity and ensures a professional, unified presentation to residents, visitors and partners.

5.1 Logos — Do's

✓ DO

- ✓ Use only the official, approved logo files provided in this guide.
- ✓ Maintain clear space equal to the height of the logo mark on all sides.
- ✓ Use the B&W logo version on dark or photographic backgrounds where color logos would not reproduce well.
- ✓ Scale logos proportionally using corner handles — always maintain original aspect ratio.
- ✓ Use the wood grain HM logo for premium and retail applications.

X DON'T

- X Never stretch, squeeze, or distort any logo.
- X Never recreate, redraw, or retype any logo from memory.
- X Never place a logo on a background color that causes it to disappear or become illegible.
- X Never apply drop shadows, glows, outlines, or other effects to any logo.
- X Never mix logos from different brands in a way that implies a single unified entity.

5.2 Colors — Do's and Don'ts

✓ DO

- ✓ Always reference exact hex, RGB, or CMYK values from this guide when specifying brand colors.
- ✓ Use each brand's primary color as the dominant hue in its materials.
- ✓ Use GGL Orange sparingly, as an accent only, to draw attention to key messages.
- ✓ Ensure sufficient contrast between text and background (WCAG AA minimum).

X DON'T

- X Never sample colors from screen screenshots — always use official hex/CMYK values.
- X Never use GGL colors in TOGL materials or HM colors in GGL materials without explicit approval.
- X Never introduce new colors or gradients outside the approved palette without brand manager sign-off.
- X Never use GL Orange as a primary background color — it is an accent only.

5.3 Typography — Do's and Don'ts

✓ DO

- ✓ Use Futura (or Futura PT) for all branded supporting text, headlines, and captions.
- ✓ Use logo-specific display fonts (Drone Ranger, Mystic) only within logo lockups.
- ✓ Maintain consistent tracking and leading as defined by the logo artwork.
- ✓ If Futura is unavailable, use Century Gothic as a system fallback.

X DON'T

- X Never use Drone Ranger Display or Mystic Extended Italic for body text, captions, or UI elements.
- X Never use decorative, script, or novelty typefaces in branded materials.
- X Never alter the type within any logo — spacing, size, and weight are locked.
- X Never use all-lowercase for brand names — always use the approved capitalization.

6. Logo File Usage Guide

All approved logo files are maintained by the Town of Grand Lake. Designers and vendors should request files from your brand manager rather than sourcing logos from websites or documents.

Format	Best For	Notes
SVG / EPS / AI	Print, signage, large-format	Vector formats — scalable to any size without quality loss. Preferred for any professional print application.
PNG (transparent)	Digital, web, presentations	Use only high-resolution files (300+ dpi or original source size). Transparent background for overlay use.
PDF	Press-ready print files	Use PDF files supplied by Walden Creative; do not export logos to PDF yourself.
JPG	Email, low-res web only	Last resort only; no transparency support. Never use for print.

7.1 Minimum Size

To maintain legibility, logos should never be reproduced smaller than the following minimum dimensions:

- GGL Circle Logo: 1 inch / 72px minimum diameter
- TOGL Logo: 1.25 inches / 90px minimum width
- Headwaters Marina Logo: 2 inches / 144px minimum width (due to text density)
- Grand Lake Center Logo: 1 inch / 72px minimum diameter

Below these minimums, fine details and text within the logos will become illegible. In applications requiring very small logos, consult your brand manager for an approved simplified version if one exists.

8. Questions & Brand Approvals

Brand consistency is a shared responsibility. Any materials produced on behalf of Go Grand Lake, the Town of Grand Lake, Headwaters Marina should be reviewed against this guide before publication or production.

For questions, file requests, or approval of new materials:

Brand Design: Walden Creative

This document supersedes all previous brand guidelines. Revision history is maintained by the brand manager. Last updated: 2026.
