



LOGO

SIMPLE

This is the simplest and most versatile variation of the Grand Lake Center logo. You will use this logo in most print and web applications both big and small, color and black & white.

The Grand Lake Center logo is inspired by nature and wildlife surrounding the area and the rich history of the town.

We start with the moose on top, which is an iconic piece of Grand Lake's wildlife.

The word Grand Lake is rendered in a classic lake town style with a natural brush like touch to the letters to give a painted on look.

Center is treated with a clean typeface with a retro touch of some cross-strokes on the E's & R.

Then we get down to the GLC seal which is a modern twist on the Town's historical GL seal.

For a locational element, we added the word Colorado split on either side of the GLC seal.





LOGO

SIMPLE BADGE

This variation of the Grand Lake Center logo has all the same power and impact as the simple logo, we just added a badge like border around it.

This logo will mostly be seen in large format applications like signage and banners, but it can also be used on promotional items like drawstring backpacks.

This logo works best on textured backgrounds and scenic landscape photography but is not limited to those compositions.

This logo is best utilized when marketing outdoor events and recreation for the center.





SEAL

MONOGRAM

The seal is a monogram of the Grand Lake Center's initials GLC.

The GLC seal acts as the common element that ties the logo and sub-logos together as a whole.

The GLC seal is a modern twist on the Town of Grand Lake's historical GL seal you see all over town.

The GLC is located in the former elementary school. What better way to remind visitors, and the community, of Grand Lake's rich and rugged history.

The seal has two variations. The simple version of the icon is more versatile and is used most often. The natural version appears more rustic and should most often be used in larger applications.

