

# GRAND LAKE, COLORADO

## SIGNATURE GUIDELINES



## GRAND LAKE: THE SOUL OF THE ROCKIES™

Grand Lake logo and **GRAND LAKE: THE SOUL OF THE ROCKIES™** tagline are trademarked and not to be reproduced in any form without express written consent from the Town of Grand Lake, Colorado.

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## 1. Signature Guidelines

Grand Lake: The Soul of the Rockies Logo Signature Guidelines are intended for use in various print and digital applications such as town stationery, brochures, event posters, web site, town signage, and promotional items to name a few. The signature may only be used with the written approval by the Brand Steward, which is designated by the Town of Grand Lake Board of Trustees, via Appendix B Terms and Conditions.

## 2. Grand Lake Branding Program

### Brand Promise

We are Grand Lake. Colorado's authentic mountain lake town, the source of your inspiration, the Soul of the Rockies. Choose your path; memories happen the moment you take your first step. This is your life. Breathe deep, get outside, and live it.

Note: The Brand Promise is the paragraph that describes what Grand Lake is today, and what it will be twenty years from now; both what we are, and what we aspire to become. This is the statement that will inform future marketing, advertising, design, and special event decisions. This is the promise we make to visitors, potential residents and businesses regarding the experience they will have here. Business prospects should read this and think, "Gee, there's a business opportunity for me here. I want to open my business in Grand Lake." People planning events should think, "I want to hold my event there." People looking for a weekend getaway, summer vacation, winter retreat, or second home should think, "I want to be there."

### Tagline

The Soul of the Rockies is the tagline and can be incorporated into the logo signature. When using text only (no logo) the correct usage is **GRAND LAKE: THE SOUL OF THE ROCKIES™** in the headline font style noted on page 5.

Logos:



**GRAND LAKE: THE SOUL OF THE ROCKIES™**





### 3. Signature Use

#### Full Color (4cp)

**USAGE GUIDELINES:**

The 4-color process (4cp) version of the Grand Lake Logo should be used on all full-color printed material. It should be sized no smaller than 2." in height by 2.48" width.





Green: 0d3d36		Border: Green: 0d3d36	
White: f1f1f2		Background: White: f1f1f2	
Blue: 00b4b8		Water: Blue: 00b4b8	
Tan: c2865f		Sky: Tan: c2865f	

#### One Color Black

**USAGE GUIDELINES:**

The One-Color version of the Grand Lake Logo must only be printed in Black or Screens of Black. It should be sized no smaller than 2" in height by 2.48" width.



Black: 090400	
White: f1f1f2	

## 4. Fonts

### Font Guidelines for Logo

The following fonts must be used in conjunction with the design construction of Logo.

Headline Text – Grand Lake Colorado

Font: Brandon Printed One Shadow

**GRAND LAKE COLORADO™**

Subheads and Body Copy – The Soul of the Rockies

Font: Anodyne

**THE SOUL OF THE ROCKIES™**

### Font Guidelines for Tagline

The following fonts must be used in conjunction with the design construction of the tagline.

Tagline – Grand Lake: The Soul of the Rockies (used without the logo)

Font: Brandon Printed One Shadow

**GRAND LAKE: THE SOUL OF THE ROCKIES™**

## 5. Sizing and Safety Zone

### USAGE GUIDELINES:

The Grand Lake Logo must not be skewed or stretched in any way. Should be sized to 1:1.24 (no smaller by 2" in height by 2.48" width)

Non-Bleed Size: is smaller than Trim Size and will have a white border around the logo. All non-bleed uses of the logo will be created at these exact dimensions listed above.

Bleed Size: is the trim size plus an additional 1/8 inch of artwork on all sides. This extra 1/8 inch is meant to be trimmed off after printing if need, which ensures the logo will go all the way to the edge of the finished product.

To obtain approval, these guidelines must be strictly followed.

YES



TM

NO



## 6. Using a Background Color

### USAGE GUIDELINES



**YES**



**NO (white background on color logo is prohibited)**

## 7. Using the Logo Online

### USAGE GUIDELINES

The Full Color version of the Town of Grand Lake Logo must be used for all digital applications. Its usage should strictly follow all of the above guidelines.

#### YES



## GRAND LAKE: THE SOUL OF THE ROCKIES™

#### NO



## 8. Signature Use Request and Approval

### Request

To request the use of the Grand Lake Logo Signature Use, submit an application for The Town of Grand Lake's Brand Steward.

### Application Fee

A \$20 application fee must be submitted with request for approval. The check needs to be made out to Grand Lake Chamber of Commerce. See Appendix B for details

### Approval

All products using the Grand Lake Logo Signature must be approved by the Town of Grand Lake's Brand Steward prior to production. The supplier must enter into an agreement (see **Appendix B Terms and Conditions**). The Town of Grand Lake's Brand Steward reserves the right to approve or disapprove any product submitted. Submitted mockup or proof of the samples are required and will not be returned.

Items and all required forms will be submitted to the Town of Grand Lake's Brand Steward. The Grand Lake Branding Committee will meet regularly to determine if product(s) or promotions will be approved.

Once approval is granted and all forms are signed and submitted, the official high resolution Grand Lake Logo Signature will be provided. The Town of Grand Lake's Brand Steward will send an approval email to the applicant letting them know the status.

If denied, the product may not use the Grand Lake Logo Signature. Inappropriate, adult oriented and generally offensive products will not be considered.

### Sales

Once approved, the wholesaler, distributor, or sales rep may begin selling this product both in state and nationwide.

The types of items that will be considered include, but are not limited to:

- Baseball Cap
- Blanket
- Bumper stickers
- Buttons
- Canvas Bag
- Christmas Ornament
- Clothing
- Coasters
- Coffee Table book
- Decal / Cling
- Hats
- Key Chains
- Lapel Pin
- Maps
- Metal Canteen
- Mugs
- Patch
- Pens / Pencils
- Place cards
- Post Cards
- Posters
- Rocks / Stones
- Stuffed Animal
- T-Shirt
- Water bottles
- Website

The following items will be used within the Grand Lake municipality area and not limited to:

- Marketing Materials
- Banners
- Facility signs
- Town publications
- Way-finding signs
- Website

The following items will be used within the Grand Lake municipality area and will only use the Town of Grand Lake's Seal:



- Envelopes
- Letterhead
- Maps
- Uniforms
- Town cars, trucks & equipment
- Street name signs
- Memorial benches

Inappropriate, adult oriented or generally offensive products will not be considered.

## 9. Quality Control

The Grand Lake Logo and **GRAND LAKE: THE SOUL OF THE ROCKIES™** tagline are trademarks of The Town of Grand Lake. Prior approval for its use is required in all instances.

To obtain approval, submit a detailed proposal outlining the intended use of The Grand Lake Logo and **GRAND LAKE: THE SOUL OF THE ROCKIES™** tagline, mockup or proof of item and the application. Mail, email, or fax your completed proposal to Town of Grand Lake's Brand Steward at the address listed below. Permission to use the Grand Lake Logo will be granted in writing:

Town of Grand Lake's Brand Steward  
Attn: Grand Lake Chamber of Commerce  
PO Box 429  
Grand Lake, CO 80447  
Tel: 970-627-3402  
Fax: 970-627-8007  
Email: [Samantha@grandlakechamber.com](mailto:Samantha@grandlakechamber.com)

## Appendix A Grand Lake Logo Signature Use Application

Please check the applicable answer to the following questions, providing details where indicated. Mail this completed application, the signed Terms and Conditions (Appendix B), and a mockup or proof sample to Grand Lake Chamber of Commerce Attn: Town of Grand Lake's Brand Steward PO Box 429 Grand Lake, CO 80447

There is a one-time non refundable \$20 fee. All Checks should be made out to: Grand Lake Chamber of and mailed to PO Box 429 Grand Lake, CO 80447. For questions regarding the fee please call the Brand Steward at 970.627.3402

1. This application for permission to use the Grand Lake Logo Signature is in respect to:

Print marketing/promotional material and/or informational or educational literature; for example: advertising in a newspaper, magazine, newsletter; event invitation or program; brochure or leaflet; poster; direct mail piece, etc. Please briefly describe.

Electronic publications; for example: a website, online newsletter, or video. Please briefly describe: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Retail Item Please briefly describe: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. The intended reproduction of the signature is in:

Color

Black only

White only (reversed in a dark background color)

3. Either a mock-up or a proof must be submitted with your application

Mockup  Proof  Digital Layout

Name of Applicant \_\_\_\_\_

Signature of Applicant \_\_\_\_\_

Date of Submission \_\_\_\_\_

Mailing Address \_\_\_\_\_

Phone Number \_\_\_\_\_

Email \_\_\_\_\_

I have read & agree to the terms and conditions

-----Brand Steward Use -----

APPROVED: \_\_\_\_\_ DATE: \_\_\_\_\_

DENIED: \_\_\_\_\_ DATE: \_\_\_\_\_

## Appendix B Terms and Conditions

The Town of Grand Lake's Brand Steward hereby grants to the party identified below, the "Licensee" a one-time use, non-exclusive, non-transferable license to use the Grand Lake Logo Signature subject to the party agreeing to the following terms and conditions:

1. The Licensee shall not make any alterations to the signature, or adapt the signature as part of another graphic symbol or mark.
2. The Licensee shall use the signature in accordance with specifications and purpose set out on Appendix A of this undertaking.
3. The Licensee shall not grant permission to any other person to use the signature.
4. The Licensee acknowledges that the Town of Grand Lake assumes no liability in respect of the licensee use of the signature.
5. The Town of Grand Lake's Brand Steward reserves the right to terminate any signature usage immediately if there is a breach with this document.
6. The Town of Grand Lake's Brand Steward maintains quality control over all usage of the Grand Lake Logo and **GRAND LAKE: THE SOUL OF THE ROCKIES™** tagline.
7. The licensee hereby accepts all of the conditions with respect to the use of the signature as set out in this document.