



BRAND BOOK

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BRAND

STATEMENT

For those continuous learners who never stop questioning what's possible, Grand Lake Center, at the base of the Rocky Mountain National Park, and home to Basecamp, hosts contemporary thought leaders that break with convention and are moved by the inspired surrounding so you are challenged to think bigger and live brighter.

BRAND

PROMISE

The GLC should move confidently in the compelling brand promise attributes it has crafted:

- **Inspire & Be Inspired**
- **Be Welcoming to All**
- **Be Authentic**
- **Create Connectedness**

When GLC / Basecamp consistently delivers on these attributes and when the customer's expectations are exceeded, it can more easily differentiate itself and assume a competitive edge. Potential customers will choose GLC / Basecamp because of its consistency of brand promise.

“Join fellow inspired learners and leave with an extended family”

BRAND

THE WHY

The GLC / Basecamp 'why' has to do with the idea of “The Heartbeat Continues.” There is a tremendous amount of civic pride from the locals that they are members of a community that has preserved their rich history and where visitors are in awe of the natural beauty of the region. The GLC employees and volunteers have a heightened sense of this pride and want to contribute to extending this into their visitors. The “why” they do what they do is because they want to make sure that the heartbeat of the town continues. They want the GLC to thrive in spite of the challenges it has undergone to become a credible resource in the community. They believe it's an excellent hub of community, inspiration and to keep the vibe of 'continuous learning' alive.

BRAND

PERSONALITY

Brand personality can be defined as a brand's human component. It's that aspect of an organization's outward expression to those who are interacting with GLC / Basecamp. It says to customers and participants, “Yes, there are real people behind this business. These are people I can connect with.” It's the hook that draws you in and emits an emotional vibe. An organization with a recognizable brand personality really moves through the otherwise boring, predictable corporate speak of many businesses. The goal is to give customers an idea of who they are going to be interacting with at GLC / Basecamp.

The goal of having a brand personality to create an emotional connection with the ideal customers listed within this summary. Because GLC / Basecamp is serious about achieving goals, the important point to remember in order to build a brand that speaks in an honest, authentic, approachable way. Showing the GLC's true colors will innately resonate with your ideal customers.



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.





LOGO

BADGE

Unlike the other two logo variations, the badge is mainly used for promotional items like stickers and patches.

This badge highlights Grand Lake's iconic Mount Gregg (aka Mount Baldy) with pine trees and Grand Lake in the foreground.

This variation is more of a playful graphic used to promote the GLC and should never be used in place of the other logo variations.

Although the badge is not the main logo it still has an important and fun role to play.





SEAL

MONOGRAM

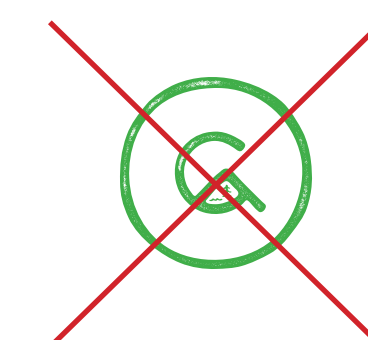
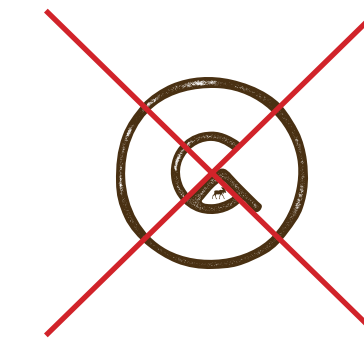
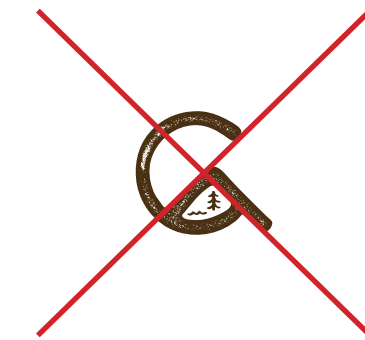
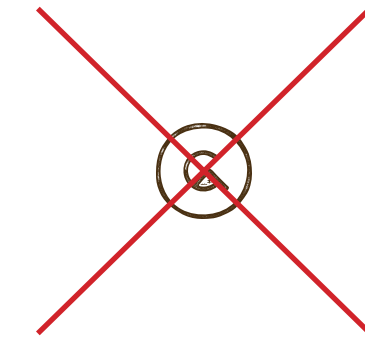
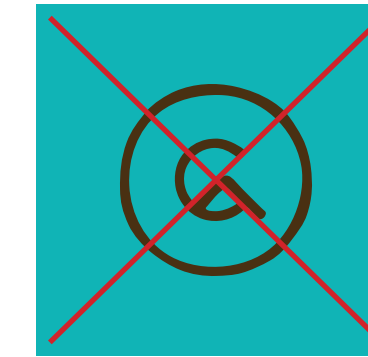
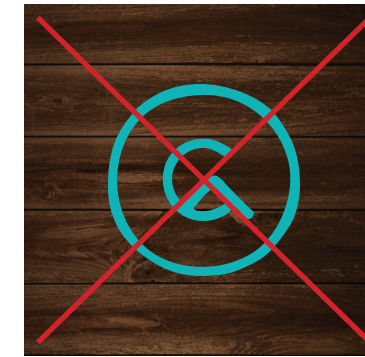
The seal is a monogram of the Grand Lake Center's initials GLC.

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.





SUB-LOGO

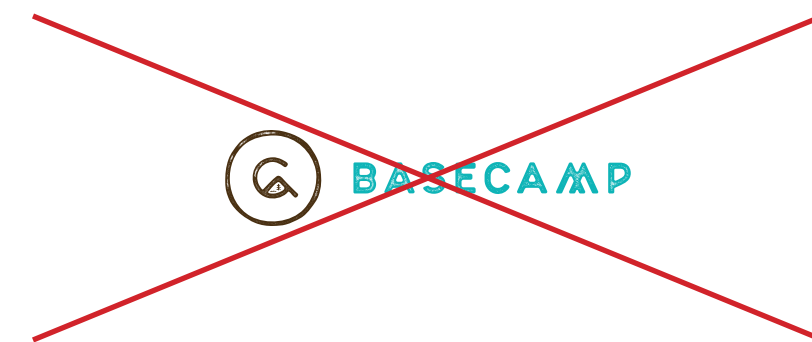
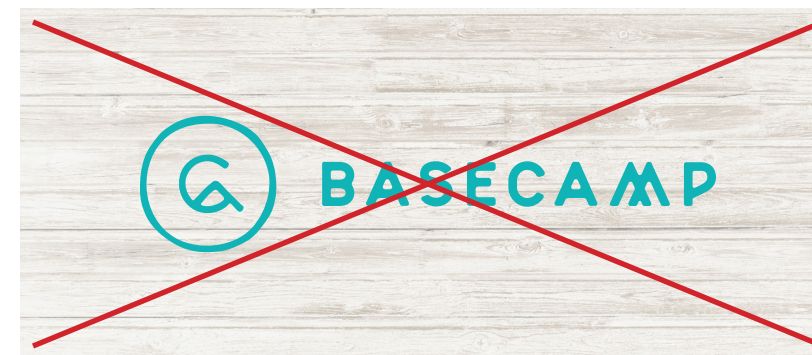
BASECAMP

The Grand Lake Center is split into two sub-categories. Basecamp is the events side, where visitors come for conferences like the Disney Way Workshop Series.

The Basecamp logo uses the GLC seal to display the historical town of Grand Lake as well as it's ties to the Grand Lake Center.

Then combines the word Basecamp in a modern yet rustic typeface bringing out the nature. The M in this typeface has a nice mountain like feel to bring the point home even further.

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





SUB-LOGO

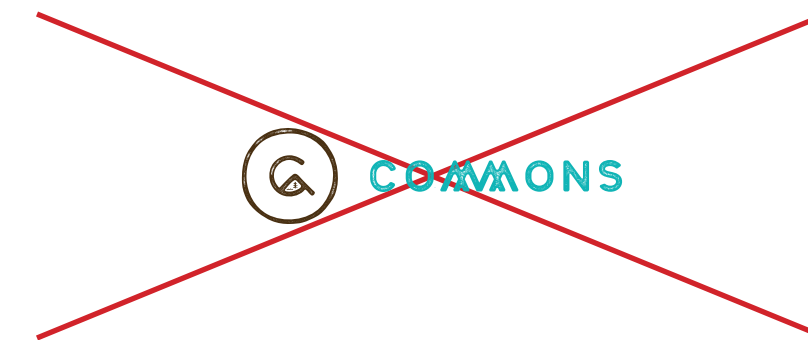
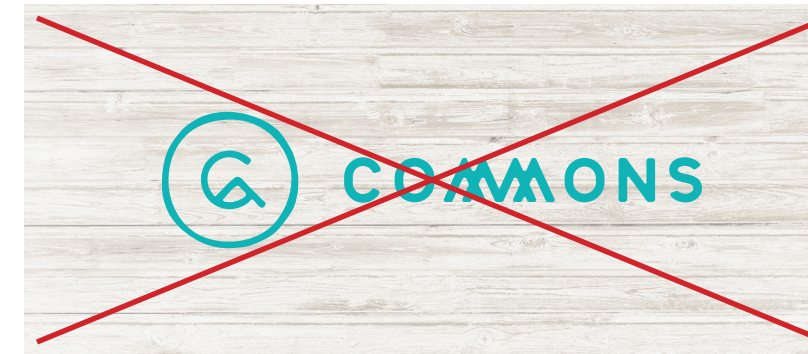
COMMONS

The other half of the Grand Lake Center is the Commons which is the community side. This is where locals can take advantage of the GLC many resources such as fitness rooms, classes, workshops, crafts, outdoor activities and more.

The Commons logo like Basecamp uses the GLC seal to display the historical town of Grand Lake as well as it's ties to the GLC.

Then combines the word Commons in a modern yet rustic typeface bringing out the nature. The M's in this typeface have a nice mountain like feel to bring the point home even further.

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



HEADLINES GREYCLIFF - EXTRA BOLD

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

TITLES GREYCLIFF - BOLD

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

BODY
GREYCLIFF - DEMI BOLD

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

TYPOGRAPHY

GREYCLIFF CF

Rugged, hearty, and warm, Greycliff CF is a versatile font family. Strong capitals and a smooth, open lowercase are effective in a variety of applications. The geometric, near-monoline construction lends Greycliff CF a classic durability reminiscent of the 1940s, tempered by softened edges and vibrant shapes.

HEADLINES

When you are trying to grab some attention use Greycliff CF Extra Bold in ALL CAPS across the top.

TITLES

When naming or categorizing you should always use Greycliff CF Bold in ALL CAPS above.

BODY

When you have a bunch of beautiful copy use Greycliff CF Demi Bold in a Sentence case.

CMYK: 75 4 32 0
RGB: 0 179 183
HEX: 00B4B8
PANTONE: 7466 U

CMYK: 25 50 75 75
RGB: 74 49 21
HEX: 4A3115
PANTONE: 4625 U

CMYK: 1 2 3 3
RGB: 241 238 234
HEX: F1EDEA
PANTONE: WHITE U

COLOR

GRAND LAKE BLUE

This greenish-blue color represents the beautiful blue waters of Grand Lake. This natural body of water sits just south of the Town of Grand Lake and is one of the biggest draws for visitors.

FOREST BROWN

This dark brown color represents the surrounding wooded land of the Rocky Mountain National Park and Arapaho National Forests bordering the Town of Grand Lake just north and south.

NATURAL WHITE

This beige-ish white color represents how white truly occurs in nature. Rarely will you find pure white or pure black occur in nature. You are more likely to find different shades of white and black.



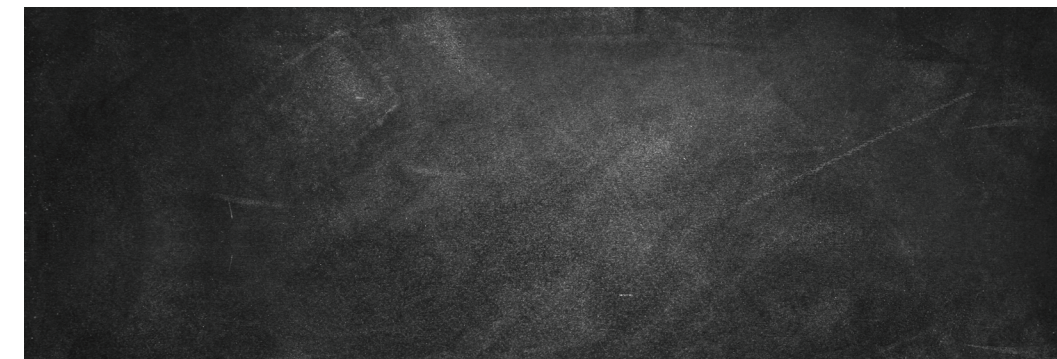
IMAGERY

PHOTOGRAPHY

When choosing photography for the Grand Lake Center you should look for images that capture the natural beauty of the area. Scenic landscapes, as well as wildlife and adventure images, allow viewers to transport themselves to Grand Lake and imagine their experience.

When choosing photography for Basecamp and Commons candid style photography works great. When you are able to catch someone in the act of doing something it adds more life to the photo. You want to show the viewer a true experience, not a bunch of images of people posing and smiling at the camera.

As long as you pick images that show the Grand Lake Center's true personality you can't go wrong.



IMAGERY

TEXTURE

There are three main textures used throughout the Grand Lake Center's visual identity. Each of the textures has a different meaning and purpose.

The light woodgrain symbolizes a combination of nature and history due to its naturally worn appearance. This texture can be used throughout most of the GLC collateral, due to its subtleness.

The dark woodgrain can be used in instances when the light woodgrain texture is not applicable. For example: The directional signage inside the GLC uses the dark woodgrain to contrast against the beige walls.

The chalkboard texture represents the history of the building as a former elementary school. This texture is designed to be used in situations where learning and education take place. A great example of this texture in action is the interior signage for the different classrooms.



IMAGERY

ILLUSTRATION

Throughout the GLC branding you will notice a common theme of nature, history and education. This theme carries through all the way down to our hand illustrated icons.

The icons are designed in a hand drawn style like something you would see on a chalkboard. Each icon represents a service offered by either Basecamp or Commons.

The natural look and feel you get from hand drawn elements speaks authenticity to the viewer. As a bonus, it is a great reference to the buildings history.

TEXT

TO NE OF VOICE

When writing copy for the Grand Lake Center it is important to have a consistent voice throughout. We want to ensure that the reader feels like a member of GLC staff is talking to them whether they are on the website or see a post on social media.

The GLC tone should feel warm and welcoming, informative but not boringly informational. We want the reader to feel inspired after they are finished.

Be sure to let some personality into the copy, don't be afraid to let your true colors show. If you can relate to the reader, your chances of building that connection dramatically increases.

“Welcome to the Grand Lake Center, you made it. We have some very exciting knowledge to share with you today, but before we get started, we are so glad you could join us...”

