



BRAND SPECIFICATIONS GUIDE

BACKGROUND Grand Rapids, MN is surrounded by over 1 million public accessible forest acres that include over 2,000 miles of trails and over 1,140 area lakes. This makes Grand Rapids, Minnesota the perfect place for people to visit and enjoy an abundance of outdoor recreation opportunities for all seasons. According to Zartico Data - outdoor recreation is the main reason that people vacation here.

TAG PHRASE Get Outdoors Into Minnesota's Nature accentuates the original Grand Rapids, Minnesota community branding: 'Grand Rapids, It's in Minnesota's Nature'. This leverages the splendor of the outdoors that is enhanced by the wonderful indoor amenities.

APPROVED LOGOS

Standard Brand Logos: This is the Visit Grand Rapids Destination Marketing brand logo that is to be known as the Standard Brand Logo. It reflects the splendor of nature that surrounds Grand Rapids, Minnesota as well as the landscape that provides for a wide variety of outdoor recreation opportunities. The brand logo identifies the main focus of visitor interest on outdoor recreation, includes the Grand Rapids community brand: "It's in Minnesota's Nature", and also includes the name of the organization (Visit Grand Rapids) whose purpose is to conduct destination marketing to generate a positive economic impact for the Grand Rapids, MN area.

HORIZONTAL BRAND LOGO WITH NICHES



HORIZONTAL BRAND LOGO WITHOUT NICHES



Seasonal Niche Crest Logos: The circle crest logos are a representation of the outdoor recreation that can be done in each season. These were created to be used where the horizontal logo does not fit, and to add to specific outdoor recreation niche destination marketing. These crests can be used as a seal on social media images, in blog articles, on the website, etc.

Tree Cluster Crest Logos: The circle crest logos that have the double pine tree, with the section of green and section of blue below represents the previously used logo by Visit Grand Rapids. The green represents land, and the blue represents water. The combination of all three represents the abundance of forest land surrounding Grand Rapids, Minnesota that creates the perfect landscape a wide variety of outdoor recreation. This circle crest was created to be used when space does not allow for the horizontal standard brand logo, and in places where a crest seal makes more sense for use. This crest can be used as a seal on social media images, in blog articles, on the website, etc.

BUSINESS BRAND LOGO: Two business brand logos have been created to be used along with the tree cluster circle crest logo for official Visit Grand Rapids business documentation. These were created as simpler versions without the full landscape image as a more professional branding. Examples of use are for letterhead, email signatures, The About Page, and Groups page of the website.



SEASONAL HORIZONTAL LOGOS
SPRING



SEASONAL CIRCLE CREST LOGOS



SUMMER









APPROVED CMYK VALUES

SPRING

					
Hunter Green	Spring Green	Bronze	Bright Blue	Black Brown	Black
C 83 M 52 Y 81 K 70	C 54 M 22 Y 100 K 4	C 22 M 58 Y 100 K 7	C 39 M 4 Y 21 K 0	C 66 M 63 Y 65 K 62	C 0 M 0 Y 0 K 100

SUMMER

					
Hunter Green	Spring Green	Bronze	Water	Black Brown	Black
C 83 M 52 Y 81 K 70	C 54 M 22 Y 100 K 4	C 22 M 58 Y 100 K 7	C 60 M 7 Y 1 K 0	C 66 M 63 Y 65 K 62	C 0 M 0 Y 0 K 100

APPROVED FONT STYLES

Vinyl OT Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Rock Salt Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ALTERNATIVE BRAND LOGO USE:

Black and White versions have been created for certain situations when a full color logo cannot be used for all brand logo versions. See below for examples. Visit Grand Rapids encourages businesses, organizations and the greater Grand Rapids, Minnesota community to utilize these logos and to present creative ways to incorporate them into business and community use. Ideas can be presented to the Grand Rapids Brand Manager, Megan Christianson via email: megan@visitgrandrapids.com or cell: 218-259-0572.



BRAND LOGO USAGE:

Do include proper clear space to ensure that the logo is presented with clarity.



SPRING



GET OUTDOORS

INTO MINNESOTA'S NATURE

VISIT GRAND RAPIDS, MN



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VISIT GRAND RAPIDS, MN



VISIT
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GET OUTDOORS INTO MINNESOTA'S NATURE

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SUMMER



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BRAND QUICK ACCESS GUIDE SPRING

APPROVED LOGOS

SEASONAL HORIZONTAL LOGOS



SEASONAL CIRCLE CREST LOGOS



APPROVED CMYK VALUES



Hunter Green

C 83 M 52 Y 81 K 70



Spring Green

C 54 M 22 Y 100 K 4



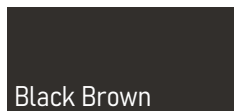
Bronze

C 22 M 58 Y 100 K 7



Bright Blue

C 39 M 4 Y 21 K 0



Black Brown

C 66 M 63 Y 65 K 62



Black

C 0 M 0 Y 0 K 100

APPROVED FONT STYLES

Vinyl OT Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Rock Salt Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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BRAND QUICK ACCESS GUIDE SUMMER

APPROVED LOGOS

SEASONAL HORIZONTAL LOGOS



SEASONAL CIRCLE CREST LOGOS



APPROVED CMYK VALUES



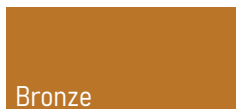
Hunter Green

C 83 M 52 Y 81 K 70



Spring Green

C 54 M 22 Y 100 K 4



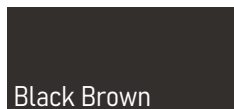
Bronze

C 22 M 58 Y 100 K 7



Water

C 60 M 7 Y 1 K 0



Black Brown

C 66 M 63 Y 65 K 62



Black

C 0 M 0 Y 0 K 100

APPROVED FONT STYLES

Vinyl OT Regular

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