

# Visual Style Guide

## PRIMARY LOGO

The *Great Lakes, Great Read* logo has been carefully considered for use in various sizes and on multiple materials and media. Always use the original art without alteration. Do not adjust the colors, substitute fonts, replace words, reconfigure the elements, combine with elements of other logos, or attempt to re-create the logo in any way.

## COLOR AND COLOR REVERSE

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Color logo on a light background



Color reverse logo on a dark background

## BLACK AND BLACK REVERSE

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Black logo on a light background



Black reverse logo on a dark background

## BUFFER ZONE AND MINIMUM SIZE

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A minimum amount of space must be maintained between the logo and other graphic elements (including type, page edge, etc.). The minimum buffer zone should equal 25% of the height of the logo. More space is often better. To ensure the logo maintains its visual quality, use logo 1" tall or taller.

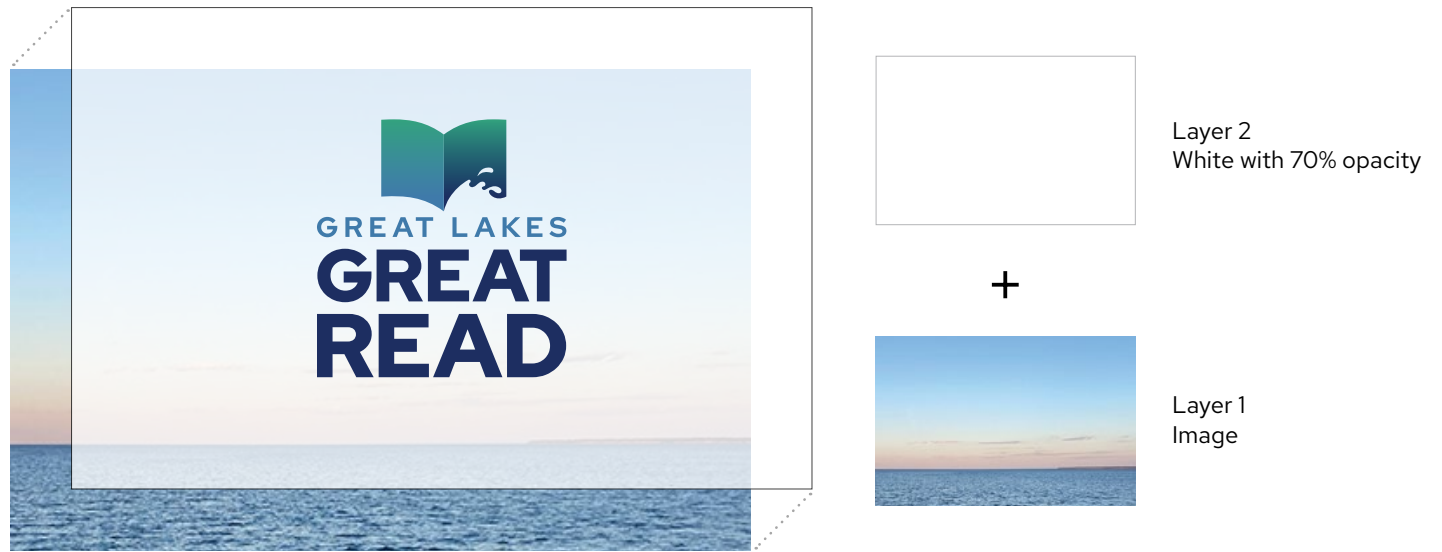


Buffer zone should equal 25% of the height of the logo



Logo minimum height 1"

LOGO DOs



✓ Do use the color logo when placing over a suitable image background. Consider bringing more attention to the logo by adding a layer of white with 70% opacity.



✓ Do use the color or color reverse logo when placing over a suitable image background.



✓ Do use the black or black reverse logo when printing in one color.

LOGO DON'Ts



✗ Don't isolate with a box or shape around the logo.



✗ Don't rotate or skew the logo.



✗ Don't add a drop shadow to the logo.



✗ Don't distort the logo.



✗ Don't add an outer glow to the logo.

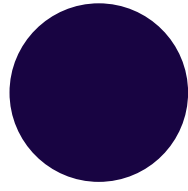


✗ Don't display competing elements close to the logo.

## COLOR

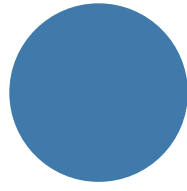
### PRIMARY COLORS

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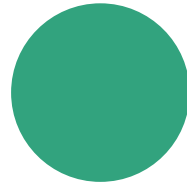
**For web/digital**  
Hex: #1D2E61  
RGB: 29, 46, 97

**For Print**  
CMYK: 100, 90, 28, 28



**For web/digital**  
Hex: #3F7AA9  
RGB: 63, 122, 170

**For Print**  
CMYK: 75, 41, 9, 9



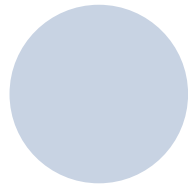
**For web/digital**  
Hex: #33A27E  
RGB: 51, 162, 126

**For Print**  
CMYK: 77, 14, 65, 0

### SECONDARY COLORS

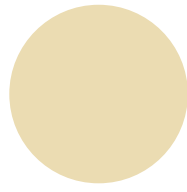
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Secondary colors work well as backgrounds, tint boxes and other subtle design elements.



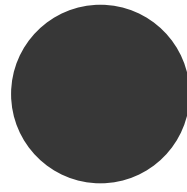
**For web/digital**  
Hex: #CCE3F5  
RGB: 204, 227, 245

**For Print**  
CMYK: 20, 11, 4, 0



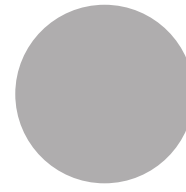
**For web/digital**  
Hex: #EBDCB2  
RGB: 235, 220, 178

**For Print**  
CMYK: 0, 4, 28, 9



**For web/digital**  
Hex: #373737  
RGB: 55, 55, 54

**For Print**  
CMYK: 69, 62, 62, 55



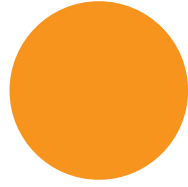
**For web/digital**  
Hex: #AFADAE  
RGB: 175, 173, 174

**For Print**  
CMYK: 33, 27, 27, 0

### ACCENT COLOR

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An accent color provides greater color variation for subtle design elements. An accent color should not be used in place of the primary colors nor be the dominant color.



**For web/digital**  
Hex: #F7941D  
RGB: 247, 148, 29

**For Print**  
CMYK: 0, 50, 100, 0

## TYPOGRAPHY

### PRIMARY TYPEFACES

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#### Red Hat Display

**For web/digital/print**

**Recommended uses:** Large sizes, headings/headlines, subheadings  
Red Hat Display family is available from [Google Fonts](#).

#### Red Hat Text

**For web/digital/print**

**Recommended uses:** Small sizes, paragraphs (body copy)  
Red Hat Text family is available from [Google Fonts](#).

### SUPPLEMENTAL TYPEFACES

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#### Crimson Pro

**For print only**

**Recommended uses:** Long body copy, publications, small sizes only.  
Not for use on websites.  
Crimson Pro family is available from [Google Fonts](#).