engine RSDG

# LEAD 4 County Trail Initiative
# Wide Open West (WOW)
# Corporate Identity Standards Manual

November 2019

WOODS•WATER•WOW

# Introduction

## Wide Open West (WOW)

LEAD 4 County Trail Initiative
Brand Identity

Mission

The Leaders in Economic Development (LEAD), in a collaborative effort with the stakeholders of Lake, Mason, Newaygo, and Oceana Counties, enhance the equity of regional recreational assets by delivering a unified trail identity for the purpose of attracting trail users of every persuasion to experience expansive access to a wide open scenic trail system from the forest to the western shore.

Vision

A recognized brand amongst all trail users for an impressive 4-county network of trails drawing people from around the Midwest, building 4-season awareness of regional tourism assets, while creating opportunities for asset connectivity for sustainable economic growth for the entire region.

The Visual Brand Identity

The Wide Open West trail system logo evokes a feeling of expansive access to a wild and scenic trail system from forest to shore. Each trail user group can identify with the term "wide open" which creates a "no boundaries" mindset for planning the adventure of their choosing. The vertical message the name creates is "WOW". This allows for creative promotion using imagery of trail users finishing their excursion with a simple "WOW!"

A strong brand identity, consistently applied, must convey and support the professionalism, longevity, and viability of the brand position.

This manual has been developed to help ensure that the WOW corporate identity is consistently applied.

## This manual contains guidelines about:

- How to use the WOW corporate logos
- How to use color
- How to use typography
- Prohibited uses and alterations of the WOW corporate identity
- Application guidleines

# 1.0 Corporate Identity

Description of the Wide Open West  Icon and Logotype

The primary graphic component for the WOW identity is composed of a circular icon with an emblematic rugged flavor that pays homage to the brand's rich, natural offerings. Practically, this graphic approach completely contains all primary and secondary typographic and graphic components.

The main typography utilizes the font Futura Extra Bold Condensed. The word "WOW" is the main focal point in the logotype. The primary typographic and graphic elements are supported by secondary typography featuring the words Woods • Water • Wow. The secondary typographic elements are rendered in all caps in Futura Extra Bold Condensed.

The WOW corporate logo should be used on all print and web materials that are promoting the WOW initiative as a whole.

The logotype and its letter forms must never be altered or re-proportioned in any way.

Only the approved digital files specified in this manual should be used for print and digital output.

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# 1.2 Logo Placement Guidelines

The logo must always be placed on a page or in a container in a consistent manner.

The distance "Z" is defined as the measurement of the safe area maintained around the "WOW" logo element.

The distance "Z" is the minimum margin of distance the logo should have between any of its edges (top, right, bottom, or left) and other graphic elements or the outer edge of a page or container.

In certain atypical circumstances where space is at a premium, this distance may be reduced to "½ Z", but this exception should be used sparingly.
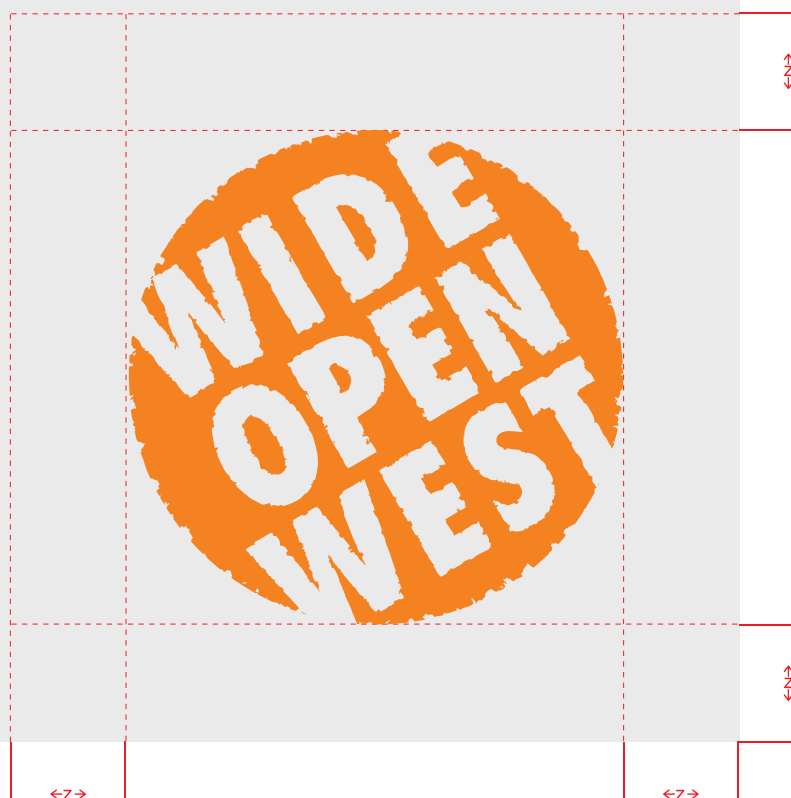
## 2.0 Logo Color Guidelines

Print (Pantone and CMYK) and Web (RGB) Color Breakdowns

### Pantone 151

C=0, M=60, Y=100, K=0

R=245, G=130, B=32

### Black

C=0, M=0, Y=0, K=100

R=0, G=0, B=0

The WOW colorway is designed to boldly and brightly represent the wide variety of options that the WOW trails embody.

Black and Pantone 151 (Orange) are to be used to represent the primary WOW identity.

For 4-color process print use, the CMYK equivalents for Black and Pantone 151 (Orange) are provided.

For web use, the RGB equivalents for Black and Pantone 151 (Orange) are provided.

## 2.0 Logo Color Guidelines

Print (Pantone and CMYK) and Web (RGB) Color Breakdowns

In addition to the primary Black and Pantone 151 (Orange) colorway, a secondary colorway is provided to offer a complimentary set of colors to be used alongside the main brand colors.

These colors are to be used as support colors only, NOT as replacement logo colors.

For 4-color process print use, the CMYK equivalents for the secondary colorway are provided.

For web use, the RGB equivalents for the secondary colorway are provided.

**Primary Logo Colorway**

**Pantone 151**

C=0, M=60, Y=100, K=0
R=255, G=130, B=0

**Black**

C=0, M=0, Y=0, K=100
R=35, G=31, B=32

**Secondary Support Colorway**

**Pantone 7532**

C=50, M=58, Y=72, K=37
R=100, G=80, B=62

**Pantone 431**

C=67, M=53, Y=45, K=18
R=91, G=101, B=110

**Pantone 555**

C=84, M=33, Y=78, K=22
R=37, G=112, B=80

**Pantone 7705**

C=91, M=51, Y=24, K=4
R=0, G=109, B=150

## 2.0 Logo Color Guidelines

Acceptable Color Standards



4-color logo.

This is the preferred version of the logo and should be used whenever technical or aesthetic conditions do not prevent its use.

*Example: Use this version when using 4-color process or digital reproduction.*



4-color logo for use on dark backgrounds.

This is the version of the logo to use whenever technical or aesthetic conditions require that the logo be placed on a dark background.

*Example: Use this version when using 4-color process or digital reproduction and you need to place the logo on a dark background.*

## 2.0 Logo Color Guidelines

Acceptable Grayscale Standards

Grayscale and Black logos.

These are a less preferred version and should be used when only one ink color is available and the printing process supports the use of screens or percentages of the color used.

*Example: Use this version when using 1-color reproduction.*

Grayscale knockout logo for use on a dark background.

This is a less preferred version and should be used when only one ink color is available, the printing process supports the use of screens or percentages of the color used, and the logo must be placed on a dark background..
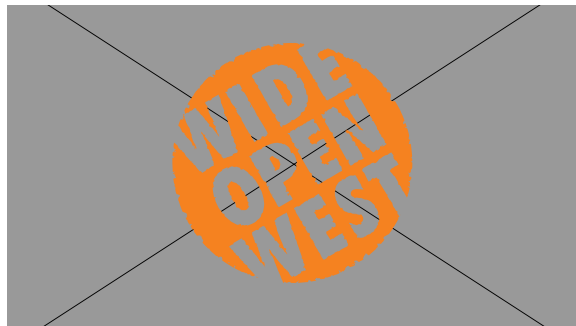
*Example: Use this version when using 1-color reproduction.*

## 2.0 Logo Color Guidelines Prohibited Uses

How not to use the logo
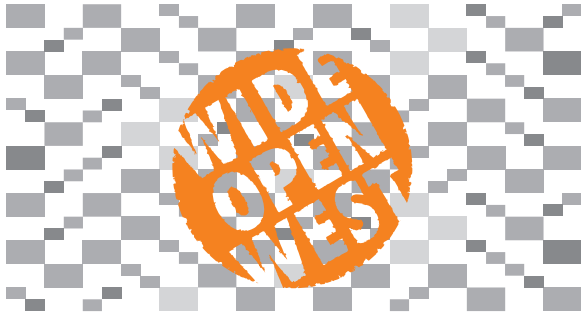


Do not place the logo on a patterned or textured background.



The logo should not be placed on an irregular photographic background which reduces legibility.



Do not place the positive logo on a background of a similar value.



Do not place the logo on a split-field or multi-colored background.

## 2.0 Logo Color Guidelines Prohibited Uses

How not to use the logo

🚫 Do not place a border or enclosure around the logo.

🚫 Do not alter the letter forms in the logotype.

Do not alter the colors or graphic elements in the logo.

Do not add graphic elements to the logo.

🚫 Do not screen the logo.

🚫 Do not outline the logo or portions of the logo.

✅ Correct use of the logo.

## 3.0 Typography

When appropriate, typography used in WOW initiative materials should be set in a font that matches or compliments the WOW initiative typographic elements.

Primary Font

# Futura Extra Bold Condensed

ABCEDFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
1234567890

Supporting Font Family

# Futura Condensed Family

Futura Light Condensed
*Futura Light Condensed Oblique*

Futura Medium Condensed
*Futura Medium Condensed Oblique*

Futura Bold Condensed
*Futura Bold Condensed Oblique*

Futura Extra Bold Condensed
*Futura Extra Bold Condensed Oblique*

# 4.0 Partnership Examples

WOW brand applications for partner use

## 5.0 Application

Approved WOW brand application guidelines and examples.

## 5.0 Application

Approved WOW brand application guidelines and examples.

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Approved WOW brand application guidelines and examples.

Contact:

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