

# Great Northern Catskills Logo Artwork

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The Great Northern Catskills logo is made up of two elements: The Design Feature and the Logotype. These terms will be referred to throughout the guidelines.



## Great Northern Catskills Logo Usage

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The Design Feature and the Logotype are meant to be used together in the lock-up shown below at all times unless otherwise specified. The Great Northern Catskills logo may be reproduced only in the versions shown in these guidelines and may not be altered in any way.



# Great Northern Catskills Logo Clear Space Requirements




The Great Northern Catskills logo should always have a bounding box of “clearspace” around it to separate it from surrounding elements. Below is the clear space rule that should be followed for all applications. Unit “x” is the width of the space between the “i” and first “l” in the word “Catskills”.



# Great Northern Catskills Logo Color Requirements

The Great Northern Catskills logo has been created as a 4-color logo. Other color versions are available (shown on the next page). Although it is best to use the Pantone Matching System (PMS) numbers to reproduce the Great Northern Catskills logo, 4-color process (CMYK) or on screen (RGB) values are listed for use as well. These colors should not be altered or substituted in any way.



			
	GOLD	BURGUNDY	BLACK
PMS	4505 C	483 C	BLACK C
CMYK	C 0 M 15 Y 78 K 36	C 0 M 91 Y 100 K 60	C 0 M 13 Y 49 K 98
RGB	R 122 G 22 B 58	R 177 G 149 B 0	R 38 G 28 B 2

## Great Northern Catskills Logo Color Requirements, continued

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The Great Northern Catskills logo has been created as a grayscale logo. The color values for this logo are listed below. These colors should not be altered or substituted in any way.



100% BLACK



70% BLACK

# Great Northern Catskills Logo Color Requirements, continued

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When color (spot or CMYK) is not available, use the grayscale version, or the single color positive or single color negative version.



# Great Northern Catskills Corporate Colors

The Great Northern Catskills corporate colors should be used in all messaging as labeled below. Use color values for each label as defined in this guidebook.

## PRIMARY COLOR

Black

## SECONDARY COLOR

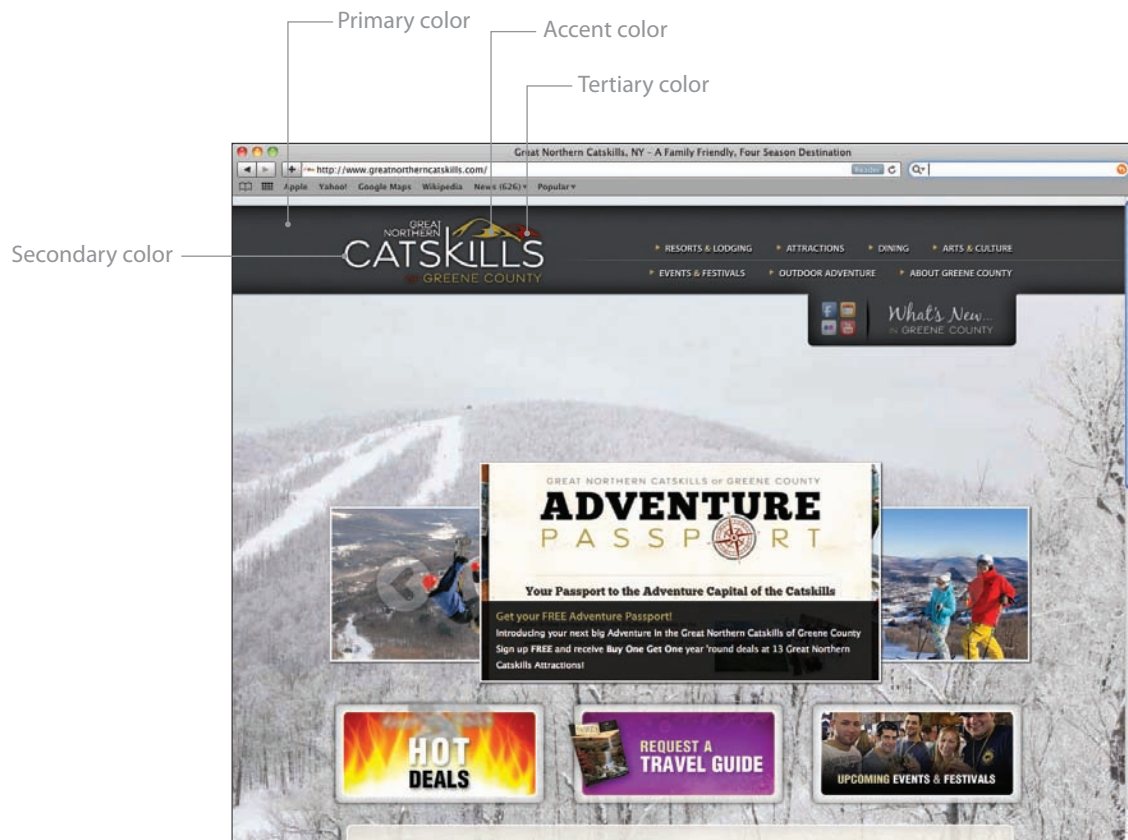
White

## TERTIARY COLOR

Burgundy

## ACCENT COLOR

Gold



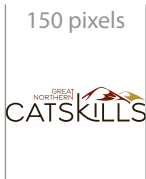
# Great Northern Catskills Logo Size Requirements

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The smallest size the Great Northern Catskills logo tagline can be applied is shown below. If your organization needs to use an even smaller application of the Great Northern Catskills logo, please confer with the Adworkshop Creative Team.



In print, it is recommended the Great Northern Catskills logo does not appear less than one inch wide, and under no circumstance appear less than 0.75" wide. All clearspace, usage, and color rules apply.



On the web, the smallest Great Northern Catskills logo size allowed is 150 pixels wide. All clearspace, usage, and color rules apply.



## Great Northern Catskills Logo Background Do's

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Whenever possible, the Great Northern Catskills logo should be used on a white or neutral background but for those applications that require a background color, the following guidelines should be followed.

On white or light colored background.



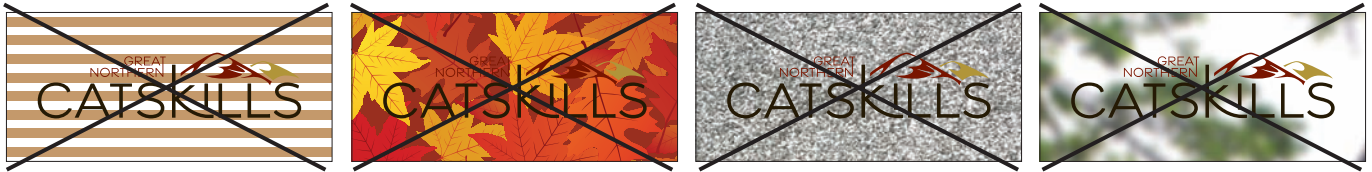
The reversed color version of the Great Northern Catskills logo is allowed on dark colored and black backgrounds.



## Great Northern Catskills Logo Background Don'ts

Avoid using the Great Northern Catskills logo on a busy background or backgrounds with a similar color or value as those in the Great Northern Catskills logo. A few examples of backgrounds to avoid are shown below.

Don't use the Great Northern Catskills logo on a pattern or photographic background that is not a solid value.\*



Don't apply a drop shadow to the Great Northern Catskills logo.\*



Don't use the Great Northern Catskills logo on a background color that is similar to the colors in the logo...



...use the all white version of the Great Northern Catskills Logo instead...



...or use the all black version of the Great Northern Catskills logo instead.



\*with the exception of broadcast media where the logo can appear over a photo and can have a drop shadow.

# Incorrect Great Northern Catskills Logo Usage

The Great Northern Catskills logo should not be stretched, cut apart, altered or changed in any way. Below are a few examples of incorrect usage.



Don't use screen captures of the Great Northern Catskills logotype.



Don't condense, expand, stretch, or otherwise distort the Great Northern Catskills logo.



Don't slant or lean the Great Northern Catskills logo.



Don't separate the design features from the logotype or overlap them.



Don't change any of the colors of any of the elements in the Great Northern Catskills logo.



Don't change the colors of the Great Northern Catskills logotype.



Don't substitute fonts in the Great Northern Catskills logo.



Don't resize elements of the Great Northern Catskills logo.



Don't separate the design features from the logotype or overlap them.



Don't group campaign lines or alternate taglines with the Great Northern Catskills logo.



Don't add elements to the Great Northern Catskills logo.



Don't remove elements from the Great Northern Catskills logo.

# Great Northern Catskills Corporate Fonts

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The Great Northern Catskills fonts should be used in all messaging.

## PRIMARY FONTS

Use in high level messaging

### LODGE CODE

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

(NO BOLD, LIGHT, OR LOWERCASE VERSIONS AVAILABLE)

### Myriad Pro Semibold

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

### Myriad Pro Bold

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

### Myriad Pro Black

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

# Great Northern Catskills Corporate Fonts, continued

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## SECONDARY FONTS

Use in sub messaging and body copy:

### Myriad Pro

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

### Myriad Pro Light

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## SECONDARY FONTS, continued

Use to accent in sub messaging and body copy:

### Myriad Pro Italic

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

### Myriad Pro Light Italic

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

### Myriad Pro Semibold Italic

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

### Myriad Pro Bold Italic

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

### Myriad Pro Black Italic

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

# Great Northern Catskills Corporate Fonts, continued

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## SECONDARY FONTS, continued

Use in sub messaging and body copy when space is limited:

Myriad Pro Condensed

1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Myriad Pro Light Condensed

1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## SECONDARY FONTS, continued

Use to accent in submessaging and body copy when space is limited:

Myriad Pro Semibold Condensed

1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Myriad Pro Bold Condensed

1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Myriad Pro Black Condensed

1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Myriad Pro Condensed Italic

1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Myriad Pro Light Condensed Italic

1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Myriad Pro Semibold Condensed Italic

1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Myriad Pro Bold Condensed Italic*

1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Myriad Pro Black Condensed Italic*

1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# Great Northern Catskills Corporate Fonts, continued

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## SPECIALTY FONTS

Use on Website in Events category:

*Blackjack*

*1234567890*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*Christopher Hand*

*1234567890*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

# Great Northern Catskills Logo with Tagline

The Great Northern Catskills logo can be used with or without the tagline in place.





# Great Northern Catskills Logo Tagline Clear Space Requirements

The Great Northern Catskills logo should always have a bounding box of “clearspace” around it to separate it from surrounding elements. Below is the clear space rule that should be followed for all applications. Unit “x” is the width of the space between the “i” and first “l” in the word “Catskills”.



# Great Northern Catskills Logo Tagline Background Do's

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Whenever possible, the Great Northern Catskills logo should be used on a white or neutral background but for those applications that require a background color, the following guidelines should be followed.

On white or light colored background.



The reversed color version of the Great Northern Catskills logo is allowed on black backgrounds.



The reversed color version of the Great Northern Catskills logo with White Tagline is allowed on dark colored backgrounds and preferred for black backgrounds.



# Great Northern Catskills Logo Tagline Background Don'ts

Avoid using the Great Northern Catskills logo tagline on a busy background or backgrounds with a similar color or value as those in the Great Northern Catskills logo. A few examples of backgrounds to avoid are shown below.

Don't use the Great Northern Catskills logo tagline on a pattern or photographic background that is not a solid value.\*



Don't apply a drop shadow to the Great Northern Catskills logo tagline.\*



Don't use the Great Northern Catskills logo tagline on a background color that is similar to the colors in the logo and tagline...



...use the all white version of the Great Northern Catskills logo instead...



...or use the all black version of the Great Northern Catskills logo instead.



\*with the exception of broadcast media where the logo can appear over a photo and can have a drop shadow.

## Incorrect Great Northern Catskills Logo Tagline Usage

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The Great Northern Catskills logo tagline should not be stretched, cut apart, altered or changed in any way. All of the examples for incorrect Great Northern Catskills logo usage shown previously apply to the Great Northern Catskills logo tagline as well. Below are a few examples specific to incorrect logo tagline usage.



Don't reposition the Great Northern Catskills logo tagline within the logo tagline lock-up.



Don't change any of the colors of any of the elements in the Great Northern Catskills logo tagline.



Don't reduce or enlarge the Great Northern Catskills logo tagline within the logo tagline lock-up.



Don't group campaign lines or alternate taglines with the Great Northern Catskills logo tagline lock-up.



Don't add words or other elements to the Great Northern Catskills logo tagline.

# Great Northern Catskills Logo Tagline Clear Space Requirements

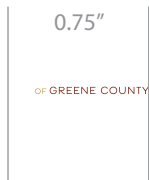
When the Great Northern Catskills tagline is separated from the logo tagline lock-up, the tagline should be placed a minimum of distance “y” from the logo.



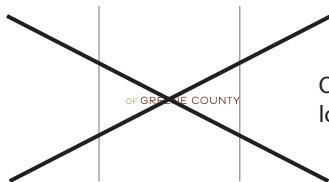
# Great Northern Catskills Tagline Size Requirements

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The smallest size the Great Northern Catskills logo tagline can be applied is shown below. If your organization needs to use an even smaller application of the Great Northern Catskills logo, please confer with the Adworkshop Creative Team. There are no restrictions to the maximum dimension the Great Northern Catskills logo tagline. All background do's and don'ts outlined previously for the logo tagline apply for the tagline independently as well.



In print, it is recommended the Great Northern Catskills tagline does not appear less than one inch wide, and under no circumstance appear less than 0.75" wide.



On the web, the Great Northern Catskills logo tagline should not be used by itself.

The Great Northern Catskills logo tagline should always have a bounding box of “clearspace” around it to separate it from surrounding elements. Below is the clear space rule that should be followed for all applications. Unit “x” is the width of the letter “W” in the word “AWAKEN”.

