



Visual Identity Guide

Effective branding depends in large part on consistent usage and display of the brandmark. The following guide is meant to assist current users of the brandmark and serve as a steward of the mark as it continues to be used in the future.

The Mark

The primary brandmark is the circular design. It appears in four colors and contains the name "Granville Recreation District" in circular form as shown above.

ONLY in instances where this mark will appear too small to be readable or effective, a horizontal form is permissible. The name and illustrations should maintain the proportion shown.



The mark should always be displayed on a white background. When it is necessary to apply against a color background, a white border is required.



The white space above and below the type should be equal.



The ENTIRE mark should appear within the white background. The amount of white around the mark should be equal to the height of "Recreation".

Colors

The colors of the mark are shown, both in Pantone Matching System and CMYK colors (primarily used in printed applications) and RGB equivalents (for web and other digital applications). No other colors should be added or substituted.

| | | | |
|---|--|---|--|
| PMS 288 C100 M0 Y67 K23 R0 G75 B141 | PMS 2905 C41 M2 Y0 K0 R139 G210 B244 | PMS 348 C100 M0 Y85 K24 R0 G136 B82 | PMS 376 C50 M0 Y100 K0 R140 G198 B63 |
|---|--|---|--|

Fonts

The only font used in the brandmark is **Gendron**. The lettering of the mark should not be altered or changed in any way from that supplied with the complete brandmark.

Any text used in conjunction with the GDR mark should be a sans serif font that reflects the contemporary and casual character of the mark. Such fonts are **Myriad**, **Gill Sans**, **Lucida Sans** and **Stone Sans**. "Stodgy" and "serious" serif faces are not recommended as consistent with the brand character.

| | |
|-------------|---------------------------|
| Myriad | <i>Myriad Italic</i> |
| Gill Sans | <i>Gill Sans Italic</i> |
| Lucida Sans | <i>Lucida Sans Italic</i> |
| Stone Sans | <i>Stone Sans Italic</i> |

One Color Usage

When only one color is available to reproduce the mark, it should be displayed as shown. This example assumes a screen of the color is available.



40% screen



GRANVILLE
RECREATION DISTRICT



When only one color - and no screens- is available to reproduce the mark, it should be displayed as shown.



One color against color background

If care is taken to consistently apply and display the Granville Recreation District brandmark as described in this document, it should result in consistent, immediate recognition of the mark and create a positive and enthusiastic response to the organization and its business.