



CANADIAN
LAKES™

Style Guide

COLORS | FONTS | LOGOS | VARIATIONS

Anatomy of the Canadian Lakes Logo

The logo is comprised of three (3) elements:

1. the green Canadian Lakes Maple Leaf stylized to portray the west side of the state of Michigan and represent our golf fairways,
2. a golf flag and pole, the base of which serves as a locator for Canadian Lakes in the state of Michigan, and
3. the blue mitten which completes the shape of Michigan and represents the inland lakes.



Canadian Lakes Brand Colors

PRIMARY COLORS



PMS 390

CMYK 41, 0, 100, 0
RGB 163, 205, 97
HEX #a3cd61



PMS 661

CMYK 99, 72, 24, 8
RGB 7, 82, 133
HEX #075285



RICH BLACK

CMYK 41, 0, 100, 0
RGB 0, 0, 0
HEX #000000

ACCENT COLOR



PROCESS CYAN

CMYK 100, 0, 0, 0
RGB 0, 159, 223
HEX #009fdf

GREEN is used for the leaf and pin flag.

BLUE is used for the mitten.

BLACK is used for the Canadian Lakes name.

CYAN is used to enhance designs when needed.

Canadian Lakes Logo Usage

There are two standard logos for Canadian Lakes—one vertical in orientation and one horizontal in orientation.

DO

- Choose the orientation that allows the Canadian Lakes name to be as large as possible in the space provided for the mark.
- Ask Marketing Director for guidance if you are unsure.
- Make sure to use/provide the highest quality mark available for the application.

DON'T

- Forget to factor in the required clear space (see p 5).
- Distort or alter the proportions of the marks in any way.
NOTE: For most applications, holding down the SHIFT key while resizing will keep the proper proportions.
- Change the colors of the approved marks.
- Use any part of the marks, including the maple leaf and blue mitten, as part of another word.
- Redesign, redraw, animate the marks.
- Surround the marks with—or place in the foreground over—a pattern or design.
- Rotate or render the marks three-dimensionally.
- Add words, images, or any new elements to the marks.
- Replace the approved typeface with any other typeface.
- Enclose the marks in a shape or combine it with other design elements or effects.
- Modify the size or position relationship of any element within the marks.

NOTE: Contact Marketing Director for approval before using an alternate background color.



Canadian Lakes Logo — With Slogan

At times the brand slogan “the GOOD life” may be used. The slogan orientation represents a slight smile.



Approved Logo Variations

These approved variations may be used. Please provide a sample proof to Marketing Director for approval.



Logo Clear Space

Clear space is an area of space surrounding the logo that is kept free of all graphic elements and typography. The minimum clear space for the Canadian Lakes logo is equal to the size of the N in the name.



Canadian Lakes Fonts

CINZEL

This decorative font is used with custom ligatures to create the distinctive look of the Canadian Lakes name. It should only be used with permission from the Marketing Director.

HELVETICA NEUE

This font family is to be used for all Canadian Lakes print and advertising.

DECORATIVE / SCRIPT FONTS

Decorative and script fonts may be used in certain advertising situation — with permission from the Marketing Director.

NOTE: When Helvetica Neue is not available such as in Word or Outlook, use Arial font.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Helvetica Neue Thin

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9

Helvetica Neue Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9

Helvetica Neue Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9

Helvetica Neue Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9

Logo Permissions Guide

APPLICATION	APPROVAL REQUIREMENTS
Commercial use of logos on merchandise sold for profit	Approval Required – Contact Canadian Lakes for license
Gifts and Premiums: Use of name or logos on merchandise given away or used for Canadian Lakes functions	Approval Required
Outside Vendors: Use of name or logos by local businesses, vendors, suppliers and contractors	Approval Required
Advertising, Sponsorship, Endorsements and Fundraising	Approval Required
Use of name or logos in advertising, sponsorship, endorsement or fundraising activities by an entity	Approval Required
Use of name or existing logos for advertising of official activities or programs approved or sponsored by Canadian Lakes	Approval Required
Political Campaigns	Prohibited
Adult Entertainment	Prohibited
Religiously charged campaigns promoting positions or opinions	Prohibited
Filming and Photography	Approval Required
Partnerships and affiliations not governed by Canadian Lakes	Approval Required