

GREAT WATERS

STYLE GUIDE

Revised 8.11.2020



P.O. Box 1075
Portsmouth, NH 03802
603.475.2889

LOGO



LOGO | space guidelines

To ensure legibility of the logo and tagline, allow minimum amount of clearspace of 1/2 “G” (not including hairline) using the lettering in the logo as sized.

For the sides, use the waves as the edge to measure. For the top use the small caps letters (REAT), and for the bottom use the base line, not descenders.



GREAT WATERS

Cinzel Decorative & custom lettering
Custom kerning/small caps
Note for EPS file, this lettering is outlined

Entertaining the Lakes Region

Kaushan Script & custom lettering
Regular/initial capitals

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

— Sans serif typeface: Museo Sans 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

— Sans serif typeface: Museo Sans 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

— Sans serif typeface: Museo Sans 700

The above can all be used in italics as needed. Example:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

— Sans serif typeface: Museo Sans 500 Italic

1.

Serif Headline

SANS SERIF BODY. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam lacinia quis turpis at pharetra. Aliquam eget quam porttitor urna fermentum hendrerit. Mauris quis nisl a dui viverra tincidunt et eu justo. Nulla eget justo nec urna dignissim tempor at eu massa. Maecenas dignissim velit velit, et ornare ligula eleifend a. Curabitur ut nulla eget enim sodales feugiat. Nulla hendrerit ac tortor vel placerat.

2.

Serif Headline

SERIF BODY. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam lacinia quis turpis at pharetra. Aliquam eget quam porttitor urna fermentum hendrerit. Mauris quis nisl a dui viverra tincidunt et eu justo. Nulla eget justo nec urna dignissim tempor at eu massa.

Sans Serif Subheadline

Curabitur ut nulla eget enim sodales feugiat. Nulla hendrerit ac tortor vel placerat. Quisque suscipit varius turpis ac iaculis. Nam sed facilisis ipsum. Nulla cursus risus et viverra porttitor.

SANS SERIF HIGHLIGHT TEXT Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam lacinia quis turpis at pharetra. Aliquam eget quam porttitor urna fermentum hendrerit.

3.

SANS SERIF HEADLINE

Sans Serif Subheadline

SERIF BODY. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam lacinia quis turpis at pharetra. Aliquam eget quam porttitor urna fermentum hendrerit. Mauris quis nisl a dui viverra tincidunt et eu justo. Nulla eget justo nec urna dignissim tempor at eu massa. Maecenas dignissim velit velit, et ornare ligula eleifend a. Curabitur ut nulla eget enim sodales feugiat.


4.

Sans Serif Headline

SERIF BODY. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam lacinia quis turpis at pharetra. Aliquam eget quam porttitor urna fermentum hendrerit. Mauris quis nisl a dui viverra tincidunt et eu justo. Nulla eget justo nec urna dignissim tempor at eu massa. Maecenas dignissim velit velit, et ornare ligula eleifend a. Curabitur ut nulla eget enim sodales feugiat.

COLORS | primary logo colors

For use on letterhead, envelopes, notecards, signage, business cards, anything Board-related, and swag (goodie bags items and give-aways such as cups, mugs, glasses, tote bags, hand sanitizer, picnic baskets, lawn chairs, etc.).



A

GREAT WATERS

Entertaining the Lakes Region

B

primary logo colors*

Color	CMYK	RGB	HEX	PMS
A	100/52/0/0	0 /111/186	006FBA	3005C
B	100/90/10/0	37/64/143	25408F	7687C

primary percentages

Percentage	Usage
70%	OK
50%	OK
10%	OK
Dark Blue	DO NOT

A. OK to use color percentages

B. DO NOT use color percentages

*dark blue is considered “Great Waters blue,” and is used for large color fields.

COLORS | complementary color palette - neutral tones
For use on Campaign and Annual Fund materials.



CMYK
71/30/75/13

RGB
81/130/91

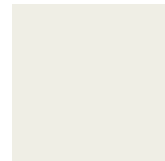
HEX
51825B



CMYK
43/26/45/1

RGB
152/166/146

HEX
98A692



CMYK
6/3/9/0

RGB
238/239/230

HEX
EEEF6



CMYK
35/27/32/0

RGB
169/171/166

HEX
A9ABA6



CMYK
64/57/51/27

RGB
88/87/92

HEX
58575C

The complementary colors may be used primarily as accent colors that call the viewer's eye to important information like calls-to-action.

Color percentages can be used for large fields of color. None of the colors may be used on or behind the Great Waters logo.

COLORS | alternate color palette

For use on program, marketing, website, promotional products (ex. brochures, posters).

primary logo colors



secondary/accent colors*



CMYK
3/82/69/0

CMYK
21/100/40/2

CMYK
1/14/64/0

CMYK
63/26/83/7

RGB
233/85/80

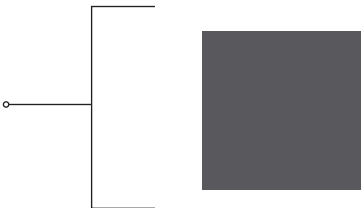
RGB
193/30/100

RGB
253/216/118

RGB
105/144/84

* Not to be used all at once. Can use at max two, with one other for very small accents if needed.

Neutral



CMYK
64/57/51/27

RGB
89/88/93

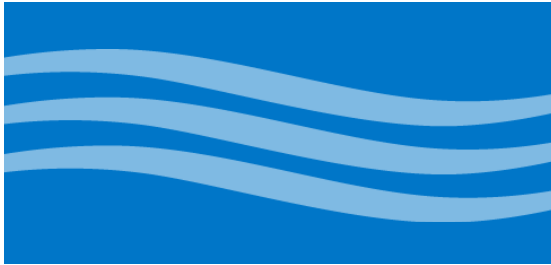


On **dark colors**, entire logo is shown in white, on a transparent background. Black box pictured above is only for demonstration purposes - white logo file does not include the box.

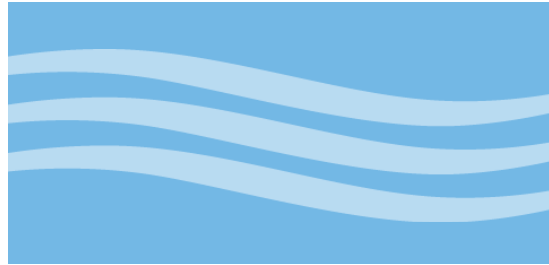


In **gray scale**, entire logo is shown in 100% black, on a transparent background, with the exception of the top wave, which is 70% black.

GRAPHICS | use of waves as graphic design element



white wave with 50% transparency
on 100% primary blue



white wave with 50% transparency
on 50% primary blue



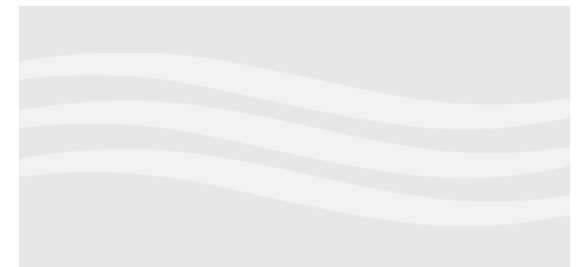
white wave with 50% transparency
on 10% primary blue



white wave with 50% transparency
on 100% primary black

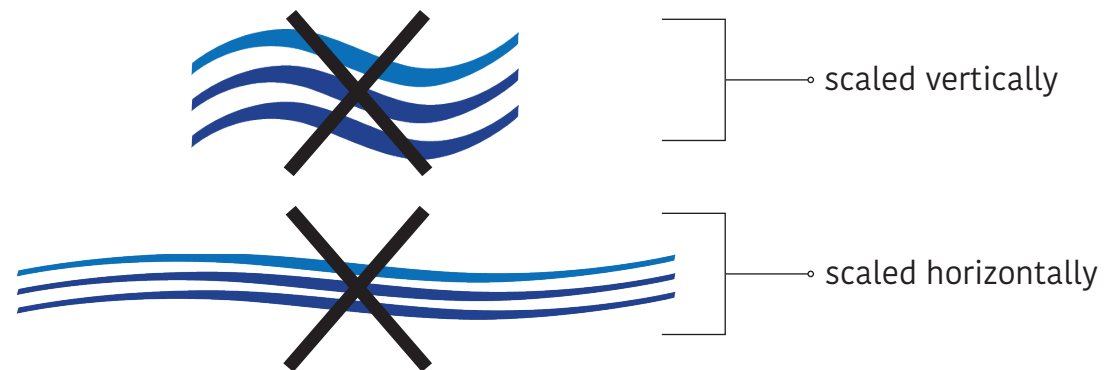


white wave with 50% transparency
on 50% primary black



white wave with 50% transparency
on 10% primary black

Waves can be sized to be used as a background design element. When using as a background design element, use a white wave with a 50% transparency, on the primary blue background (color A on page 6), or on black for gray scale. Waves should only be increased or decreased in size by exact ratio dimensions. **Do not scale only horizontally or vertically.**



GENERAL RULES

Website and social media* address should always be case sensitive:

[GreatWaters.org](https://www.GreatWaters.org)

[@GreatWatersNH](https://www.GreatWatersNH.org)

*When using social media icons with the Great Waters handle, always follow the logo guidelines as per the instructions provided when downloading the logo. Always read the guidelines in advance of using an icon in a new application in case they've changed. If no color guidelines are specified, use either blue from the GW logo, black, or white.