



Great Lakes
Women's
Business
COUNCIL
Accelerating business growth

Brand guidelines • 2015

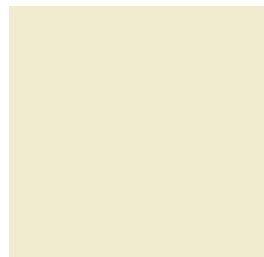
Full-color



C 100, M 60, Y 0, K 0
PMS 661
HEX 0066b3



C 95, M 0, Y 25, K 35
PMS 7474
HEX 007e8e



C 5, M 5, Y 20, K 0
PMS 4545
HEX f1e9cf

Guidelines

- The logo can be used only in its entirety and should not be defaced, rotated, distorted or altered in any way.
- Do not attempt to recreate the logo.
- The logo should not be used any smaller than 1.5 inches wide.
- Adequate negative space must surround the logo to equal no less than 25 percent of its width. This space should not include text of any kind. For example, if the logo is two inches wide, there should be 1/2 inch of space around it.
- The logo should only appear in the official colors:
 - Blue
 - Teal
 - Cream
 - Black
 - White

Full-color



Grayscale



One-color



Black and white



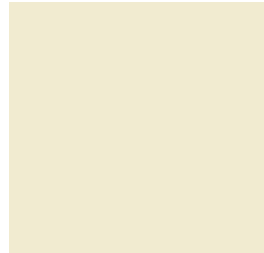
Primary color palette



C 100, M 60, Y 0, K 0
PMS 661
HEX 0066b3



C 95, M 0, Y 25, K 35
PMS 7474
HEX 007e8e



C 5, M 5, Y 20, K 0
PMS 4545
HEX f1e9cf

Secondary color palette

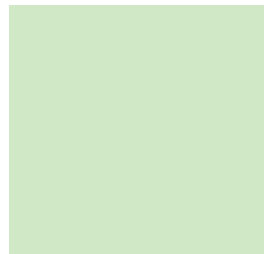
These additional colors may be used to complement the primary color palette. They do not replace the logo colors, but may be used as bullets, rule lines, boxes and other graphic elements.



C 100, M 70, Y 0, K 20
PMS 2758
HEX 003974



C 35, M 0, Y 10, K 0
PMS 304
HEX a1dbe3



C 18, M 0 Y 27, K 0
PMS 7486
HEX d2e8c7

Primary font families

Aleo – fontsc.com/font/aleo

The quick brown fox jumps over the lazy dog.

Clear Sans – fontsc.com/font/clear-sans

The quick brown fox jumps over the lazy dog.