

MEETING PLANNER DIGITAL TOOL KIT

Use our social media & digital tools to get attendees excited about your Grand Rapids event.



Experience Grand Rapids' Channels

Follow these channels and share relevant information with your audience.

Facebook:

[Facebook.com/ExperienceGR](https://www.facebook.com/ExperienceGR)

Instagram:

[@experiencegrandrapids](https://www.instagram.com/experiencegrandrapids)

LinkedIn:

[LinkedIn.com/company/ExperienceGrandRapids](https://www.linkedin.com/company/ExperienceGrandRapids)

YouTube:

[YouTube.com/ExperienceGR](https://www.youtube.com/ExperienceGR)



Visual Assets

Visit our [Convention Media Library](#) to download Grand Rapids photos and video assets for your promotions.



Destination Videos

Browse our [Attendance Building Playlist](#) for YouTube videos that will get attendees excited about meeting here.



#ExperienceGR #Grand Rapids

Use these hashtags so attendees can easily find information about your Grand Rapids event.



GrandRapidsAttendee.com

A one-stop resource for your attendees to discover dining options, things to do, exclusive discounts, transportation tips and more. Includes a map of 120+ downtown hotels, restaurants, shops & attractions.



ExperienceGR.com

The most comprehensive source of information about visiting Grand Rapids/Kent County, for planners and attendees alike.



Experience GR.com/Meetings-Blog

Designed for planners, our Meeting Minds blog shares proven planning tips, ideas and how-tos to make every meeting better.



Let Us Welcome Your Group

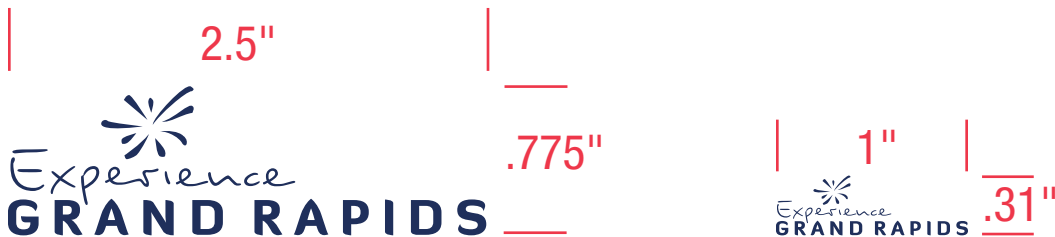
We can welcome your group on our LinkedIn channel (tell us your conference handles and official hashtag) and/or with banners at the Gerald R. Ford International Airport (ask us for specs if you want to create a custom banner).


Experience
GRAND RAPIDS

Our Brand Mark Guidelines



This is the approved Experience Grand Rapids brand mark. This dark-blue color version should always be used unless a specific reproduction process requires another solid color or reversed version of the logo. Special circumstances may require adjustments in the color combinations of the logo depending on the background to enable the logo to show properly. The Brand Manager can assist with these color combinations.



The brand mark should always maintain this proportion ratio. Although it is not the preference, we do understand the need for the logo to be smaller. The brand mark should never be sized less than 1" x .31".



The above graphic illustrates the borders that should be maintained between the brand mark and accompanying graphic elements. This includes other logos and text.



RGB: 32-47-92
Hex Code: 202f5c
CMYK: 99-89-36-28
PMS 654

The preferred color is dark blue.



RGB: 103-99-96
Hex Code: 676360
CMYK: 4-9-12-70
PMS 405

The second color option is dark grey.



Dark blue and grey are the primary logo colors.



RGB: 32-47-92
Hex Code: 202f5c
CMYK: 99-89-36-28
PMS 654



RGB: 103-99-96
Hex Code: 676360
CMYK: 4-9-12-70
PMS 405



For print use.



For digital use.



The brand mark can also be reversed from a solid color. Care should be taken to assure the background has adequate contrast. Similarly, the brand mark should never be placed over the background of bright, distracting colors, a busy design or photography that impedes the mark's recognition.



A solid black version of the brand mark may be used if necessary.



The "burst" icon can be used by itself as a supporting graphic element while designing Experience Grand Rapids marketing materials. It is preferred that the burst be used only after the brand mark has already appeared in its complete form. The burst should never be used as the only brand identifier of Experience Grand Rapids. Third parties must obtain permission from Experience Grand Rapids to use the burst as a graphic element.

If you have any questions about the use and application of the Experience Grand Rapids brand mark, please contact our Brand Manager:

Carly Heiss
Marketing Manager

CHeiss@ExperienceGR.com
616.233.3577