



VISIT COOK COUNTY STYLE GUIDE



PRIMARY LOGO

Color



Black



Reverse



PRIMARY LOGO WITH COMMUNITIES



- LUTSEN • TOFTE
SCHROEDER
- GRAND MARAIS
- GUNFLINT TRAIL
- GRAND PORTAGE

DIGITAL COLLATERAL LOGO

Condensed logos as shown below:

Color



Black



Reverse



DIGITAL ADS WITH CONDENSED LOGO



PRINT/DIGITAL COLLATERAL FONTS

FONTS

MUNDIAL BLACK
MUNDIAL LIGHT

Headline

FONTS

MUNDIAL DEMIBOLD

Body Copy

CHARACTERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

COLOR STANDARDS

PMS 370 C
C58, M22, Y91, K4
R121, G156, B75
#7A9C49

SPRING

PMS 158 C
C2, M66, Y98, K0
R238, G118, B36
#ee7624

FALL + YEAR ROUND

PMS 7691 C
C100, M62, Y18, K2
R0, G78, B114
#006098

SUMMER

PMS 7657 C
C49, M99, Y0, K27
R110, G43, B98
#6E2B62

WINTER

PRINT/DIGITAL COLLATERAL



Location Tag

Font: Brandon
Grotesque Black
In corner (based on location of photo)

Headline

Font: Mundial Light
and Mundial Black
Images are cut into the headline

Body Copy

Font: Mundial DemiBold

URL

Font: Mundial Black
All Caps

CTA Button:

Orange with white text



VCC logo
Condensed with orange point
In corner (based on location of photo)

WEBSITE FONTS

FONTS

Brandon Grotesque Black

Headlines

CHARACTERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

FONTS

Roboto Slab

Sub Headlines

FONTS

Open Sans

Body Copy

WEBSITE COLOR STANDARDS

PRIMARY PALETTE

#7A9C49

#123144

#DC6927

#006098

#780116

STANDARD TEXT COLOR

#1F1B16

BACKGROUND COLOR

#F5F5F5