



VISIT COOK COUNTY STYLE GUIDE



Logo

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



Logo Files

- <https://www.visitcookcounty.com/partners/member-tool-kit/logos/>
- [All logo variations](#)

Print/Digital Font

PRINT/DIGITAL COLLATERAL FONTS

FONTS

MUNDIAL BLACK

MUNDIAL LIGHT

Headline

FONTS

MUNDIAL DEMIBOLD

Body Copy

CHARACTERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

Color Standards

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

Digital Ads

CTA Button:

Orange with white text



Digital Ad Components

1. Community Brand
2. Logo
3. CTA



VCC logo

Condensed
with orange
point

In corner
(based on
location of
photo)

Design Details

Community names should be dynamically integrated into the imagery.

Preferred Logo

[Reverse Digital Condensed logo with orange point](#)

Digital Ads

Digital Display Ad Dimensions

- ❑ **320x250** (*primary*)
- ❑ 300x600
- ❑ 320x480
- ❑ 300x50
- ❑ 320x50
- ❑ 728x90
- ❑ 1080x1080

Native Ad Dimensions

- ❑ 1200x1200
- ❑ 1280x628
- ❑ 800x600

Community Brands - *An ad set for each Community*

1. Lutsen
2. Grand Marais
3. Grand Portage
4. Gunflint Trail
5. Cook County
6. North Shore

Digital Ad Details

- ❑ File Size: 300KB
- ❑ File Type: JPG, PNG, GIF

Digital Ads

Digital Billboard Display Dimensions

- ❑ Display Resolution: 208px h x 720px w
- ❑ Physical Size: 14'h x 48'w
- ❑ File Type: JPG
- ❑ Color Mode: sRGB

Community Brands - *An ad set for each Community*

1. Lutsen
2. Grand Marais
3. Grand Portage
4. Gunflint Trail
5. Cook County
6. North Shore

Examples

- ❑ [Spring 2025](#)
- ❑ [Spring 2025 Co-op Campaign](#)
- ❑ [Summer 2024](#)
- ❑ [Fall 2024](#)
- ❑ [Winter 2024-25](#)

Print Ads - Single Image Style



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

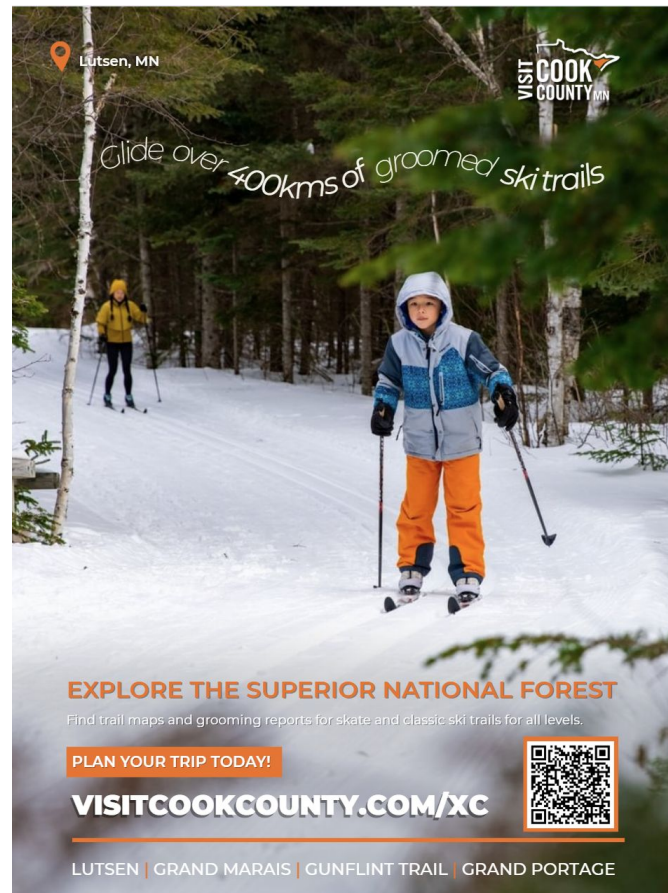
Font: Mundial DemiBold

URL

Font: Mundial Black
All Caps

CTA

Ora



Print Ads - Collage Style



VISIT COOK COUNTY MN

ONE OF A KIND

Cook County is a place rich in history and teeming with adventure through untamed lands. Let the feelings of excitement and relaxation wash over you on the shores of Lake Superior. Delve into the arts, the forest, the waters and the culture up north. Plan your next trip today.

VISITCOOKCOUNTY.COM

LUTSEN | GRAND MARAIS | GUNFLINT TRAIL | GRAND PORTAGE

Lutsen

Grand Marais

Gunflint Trail

Grand Portage



VISIT COOK COUNTY MN

MINNESOTA'S WINTER PLAYGROUND

VISITCOOKCOUNTY.COM/WINTER

Discover Winter At It's Finest.
Find pristine wilderness, expertly groomed trails, abundant wildlife and stunning beauty.

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



Print Ads - Text Style

VISIT COOK COUNTY MN

THE
NIGHT SKY
IS ONLY THE BEGINNING

Find brilliant night skies, endless adventures,
and cozy cabins all year long.

PLAN YOUR TRIP TODAY!

VISITCOOKCOUNTY.COM

LUTSEN | GRAND MARAIS | GUNFLINT TRAIL | GRAND PORTAGE

SCAN FOR OUR
NIGHT SKY GUIDE

Website Fonts & Colors

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