



# Visit Cook County Brand 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



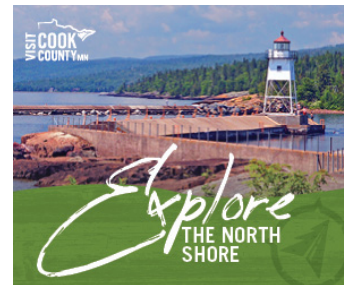
Black



Reverse



## Digital Ads with Condensed Logo



## Print Collateral Font

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FONTS

# Trade Gothic

Light

Medium

**Bold**

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CHARACTERS

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

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FONTS



**Regular for Headline Usage Only**

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## Web Font

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FONTS

# Myriad Pro

Regular

**SemiBold**

**Bold**

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CHARACTERS

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

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## Color Standards

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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