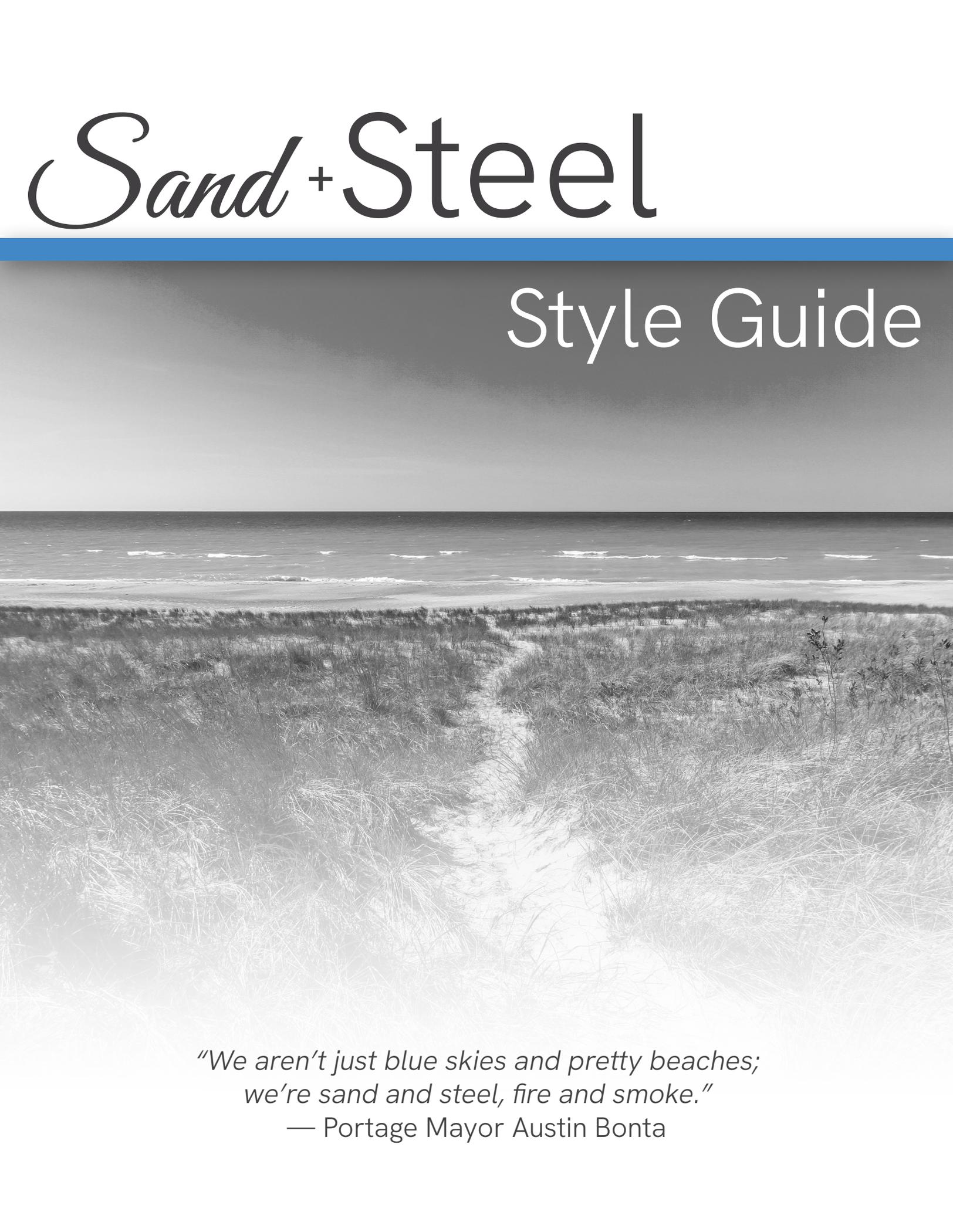


# *Sand* + Steel

## Style Guide



*"We aren't just blue skies and pretty beaches;  
we're sand and steel, fire and smoke."  
— Portage Mayor Austin Bonta*

# *Sand* + Steel

Indiana Dunes

This Style Guide was produced by Indiana Dunes Tourism to get the conversation started around the Sand + Steel theme.

You are welcome to modify these designs. Indiana Dunes Tourism does not require attribution, and the fonts are Google Fonts.



*Sand* + Steel



# Typography

## Hanken Grotesk Light

Hanken Grotesk Light was used for "Steel," "+," and "Indiana Dunes." Hanken Grotesk Black is recommended for titles and headings. Hanken Grotesk Bold is recommended for Callouts. Hanken Regular and Light are recommended for body text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## *Great Vibes*

Great Vibes was used for "Sand," but at 260 pt font, it was used with a 2 pt stroke with round cap, round join, and align stroke to center. The logo has been outlined and simplified for ease of use.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# Typography cont.

**Title/TITLE** — Hanken Grotesk Black 48pt

**Heading 1/HEADING 1** — Hanken Grotesk Bold 36pt

**Heading 2/HEADING 2** — Hanken Grotesk Bold 24pt

**Heading 3/HEADING 3** — Hanken Grotesk Bold 18pt

**Heading 4/HEADING 4** — Hanken Grotesk Bold 14 pt

**Body (Large) 1** — Hanken Grotesk Regular 18pt

**Body (Large) 1** — Hanken Grotesk Light 18pt

**Body 1** — Hanken Grotesk Regular 12pt

**Body 2** — Hanken Grotesk Light 12pt

Special Headings — the headings done in the rack cards was Hanken Grotesk Light 12 and Hanken Grotesk Black in 12pt.

A REGIONAL PROJECT  
**FOR NORTHWEST INDIANA**



*Sand* + Steel  
Indiana Dunes

# Primary Colors



**Coal:** #000000 | C: 75; M: 68; Y: 67; B: 90



**Sky:** #ffffff | C: 0 M: 0 Y: 0 B: 0



**Steel:** #414042 | C: 68; M: 62; Y: 58; B: 46



**Lake:** #4389c8 | C: 73; M: 38; Y: 0; B: 0

# Accent Colors



**Rust:** #922f1e | C: 27; M: 91; Y: 100; B: 27



**Water:** #285f91 | C: 90; M: 64; Y: 20; B: 4



**Fire:** #f07421 | C: 0; M: 73; Y: 100; B: 0

*Sand+Steel*  
Indiana Dunes

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*Sand+Steel*

# PARTNERSHIP OPPORTUNITIES

**SAND + STEEL**  
CACAO + BLACK CURRANT + GREEN GRAPE + LIME JUICE

FIND MORE OFFERINGS  
QR CODE  
ONLINE EXCLUSIVES  
FLUIDCOFFEELOVE.COM  
340g

**BREW BETTER + COFFEE +**

- CLEAN YOUR DEVICE
- USE FILTERED WATER
- GRIND BEANS AS NEEDED
- USE A WEIGHT BASED RATIO

INDIANA ROASTED **FLUID** FAMILY OWNED + OPERATED LIFE + COFFEE + DEATH

LOCALE: MT. KENYA  
PROCESS: FULLY WASHED  
VARIETY: SL28 + SL34  
ELEVATION: 1700 MASL

THIS SPECIAL SELECTION COMES FROM THE MT. KENYA'S HIGHLANDS, WHERE THE VOLCANIC SOIL + COOL CLIMATE CREATE THE PERFECT CONDITIONS FOR RICH, COMPLEX FLAVORS. EXPECT NOTES OF CACAO, BLACK CURRANT, GREEN GRAPE, + LIME JUICE. GROWN AND PROCESSED WITH CARE BY LOCAL FARMERS, THIS COFFEE REFLECTS THE DEDICATION TO QUALITY THAT SHINES IN EVERY CUP. ROASTED IN SMALL BATCHES IN MICHIGAN CITY INDIANA AT FLUID COFFEE ROASTERS + 518 FRANKLIN ST.

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Design Sand + Steel themed products.



# Sand + Steel

Indiana Dunes

## A REGIONAL VISION FOR NORTHWEST INDIANA

Together with regional partners, Indiana Dunes Tourism, South Shore Convention and Visitors Authority, and Visit Michigan City LaPorte are developing a Sand + Steel-themed route along U.S. 12 and throughout surrounding communities.

Let's celebrate our region by weaving together our industrial heritage, cultural stories, local communities, and the Indiana Dunes. This is an opportunity to build regional pride and share a unique and compelling experience with visitors.

The Sand + Steel-themed route will include:

- Art installations
- Interpretive stories
- Wayfinding signage

### This effort builds on the work of several regional initiatives, including:

- The Calumet Heritage Area
- The Marquette Greenway
- The South Shore Train "Discovery Hubs"

Visit [IndianaDunes.com/Sand-Steel](http://IndianaDunes.com/Sand-Steel) or scan the QR code to learn more and to download our editable Sand + Steel style guide.



# Sand + Steel

Indiana Dunes

## JOIN US IN THIS PLACEMAKING CONVERSATION

### Organization Partners

- Cleveland-Cliffs
- Field Museum
- Indiana Dunes National Park
- Indiana Dunes State Park
- Indiana Dunes Tourism
- Northern Indiana Commuter Transportation District
- Northwest Indiana Forum
- Northwestern Indiana Regional Planning Commission
- Ports of Indiana-Burns Harbor
- NWI Regional Development Authority
- Shirley Heinze Land Trust
- South Shore Convention and Visitors Authority
- Visit Michigan City LaPorte

### Community Partners

- Beverly Shores
- Burns Harbor
- Chesterton
- Gary
- La Porte
- Michigan City
- Portage
- Porter

*"We aren't just blue skies and pretty beaches; we're sand and steel, fire and smoke." — Portage Mayor Austin Bonta*

Learn more at  
[IndianaDunes.com/Sand-Steel](http://IndianaDunes.com/Sand-Steel)



# Heading 1

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## Heading 2

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# Sand+Steel



# CAPS HEADING 1

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## CAPS HEADING 3

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## CAPS HEADING 3

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THANK YOU  
**FOR JOINING US**

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