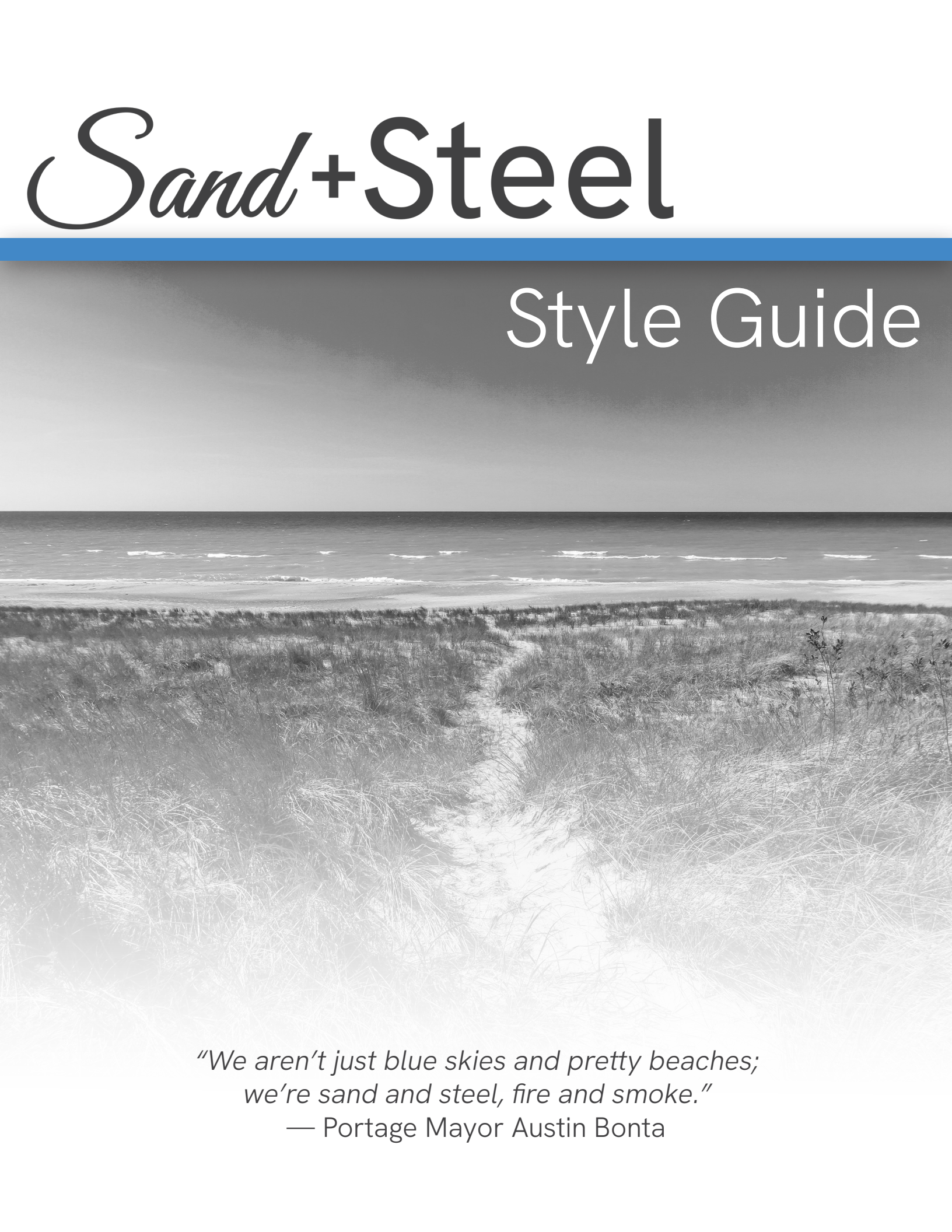


Sand+Steel

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

Great Vibes

Hanken Grotesk Bold

Sand+Steel

Indiana Dunes

Hanken Grotesk Medium

Hanken Grotesk Regular

Typography

Hanken Grotesk

Hanken Grotesk Bold was used for the "+," Medium was used for "Indiana Dunes," and Regular was used for "Steel." The "+" and "Steel" also have a 0.5 stroke with round cap, round join, and align stroke to outside. 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 150 pt font, it was used with a 1 pt stroke with round cap, round join, and align stroke to outside. The logo has been outlined and simplified for ease of use.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

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

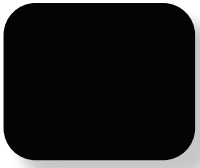
Special Headings — the headings done in the rack cards was Hanken Grotesk Light 12 and Hanken Grotesk Black in 12pt.

The background of the entire image is a close-up, textured surface of rusted metal. The rust is a deep, mottled brown color with some lighter, yellowish-brown spots where the metal is more exposed. The texture is grainy and uneven, with some vertical streaks and small pits. The lighting is somewhat uneven, with a slightly brighter area towards the top center.

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

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FIND MORE OFFERINGS



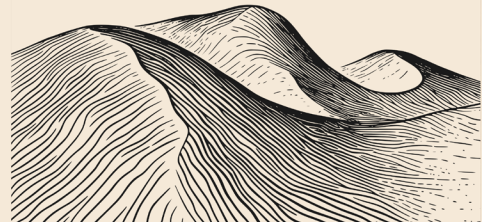
ONLINE EXCLUSIVES

FLUIDCOFFEELOVE.COM

340g

SAND + STEEL

CACAO + BLACK CURRANT + GREEN GRAPE + LIME JUICE



BREW BETTER + COFFEE +

CLEAN YOUR DEVICE

USE FILTERED WATER

GRIND BEANS AS NEEDED

USE A WEIGHT BASED RATIO

340g

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.

INDIANA ROASTED

FLUID

⚡☕💀

FAMILY OWNED + OPERATED

LIFE + COFFEE + DEATH

⚡☕💀

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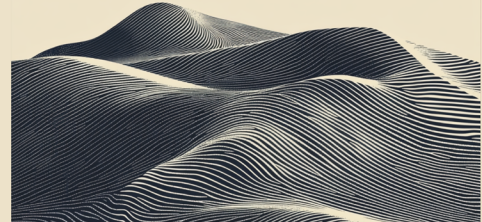
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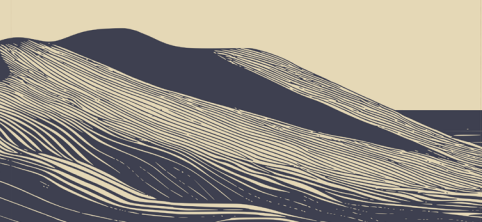
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Design Sand + Steel themed products.



Sand + Steel



Sand+Steel

Indiana Dunes

A REGIONAL VISION FOR NORTHWEST INDIANA

Together with regional partners, Indiana Dunes Tourism, South Shore Convention and Visitors Authority, NWI Regional Development Authority, and Northwest Indiana Forum are developing a Sand + Steel-themed route along U.S. 12 and throughout surrounding communities.

We are celebrating and building regional pride by weaving together industrial heritage, cultural stories, local communities, and the Indiana Dunes.

The Sand + Steel-themed route will include:

- Digital app & self-guided tour
- Art installations
- Interpretive stories
- Wayfinding signage & videos

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

- Calumet Heritage Area
- Marquette Greenway
- RDA Comprehensive Strategic Plan
- Ignite the Region

Visit IndianaDunes.com/Sand-Steel or scan the QR code to learn more and to download our Sand + Steel style guide.



JOIN US IN THIS PLACEMAKING CONVERSATION

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
- Valparaiso Creative Council

Community Partners

- Chesterton
- Gary
- La Porte
- Michigan City
- Portage
- Porter
- Valparaiso

"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



Heading 1

Beatur? Tem quid quatem sus istius por solor reruptur am debiste nonsequunt.

Ur abo. Et ut latquid ut earchil milia dit aut volorro conseni nos excerateret optaque etus ma est provit omni sit quatece peroviduciet omnim iumquunt imenim fuga. Nam, ilique voluptaes sus vel est est ad maiorem id minvenda nem nulpa volesec estempel minvelicae aute vellab is cum et facerum sinulliquam qui cones nulparum eicia as derem velendae ni tempe lab idita sum, nonsectur, sa consecero quam, ulpa cusdam quatiunt ipis pratia sit is et porum est omniaep taticitat lit isqui qui autam, culpa voluptio. Ut mi, audist voluptatis experiaectum restrum ellaccu sdantessit es et fuga. Iliquam fugia si omnim fuga. Parunto expliqui re nihictur, que non eatempos asperferio. Namet ent inulleseque conseroreped molut eturestius sus, sam, sit as earit od quodio. Itaes eos doluptam, seque pedit des et harum quat.

Heading 2

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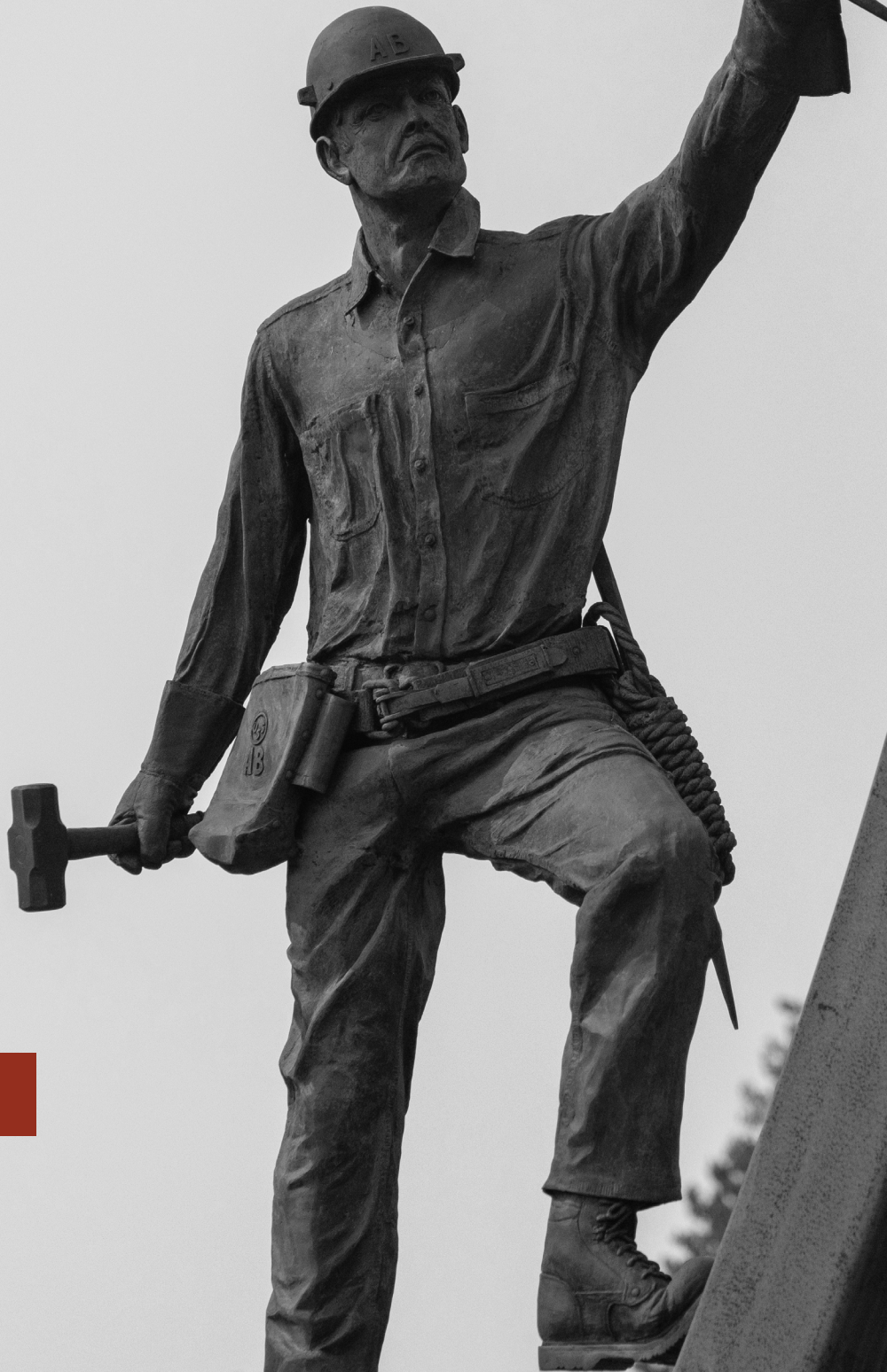
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Sand+Steel



CAPS HEADING 1

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CAPS HEADING 2

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CAPS HEADING 3

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CAPS HEADING 3

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THANK YOU
FOR JOINING US

