

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.

A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

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



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

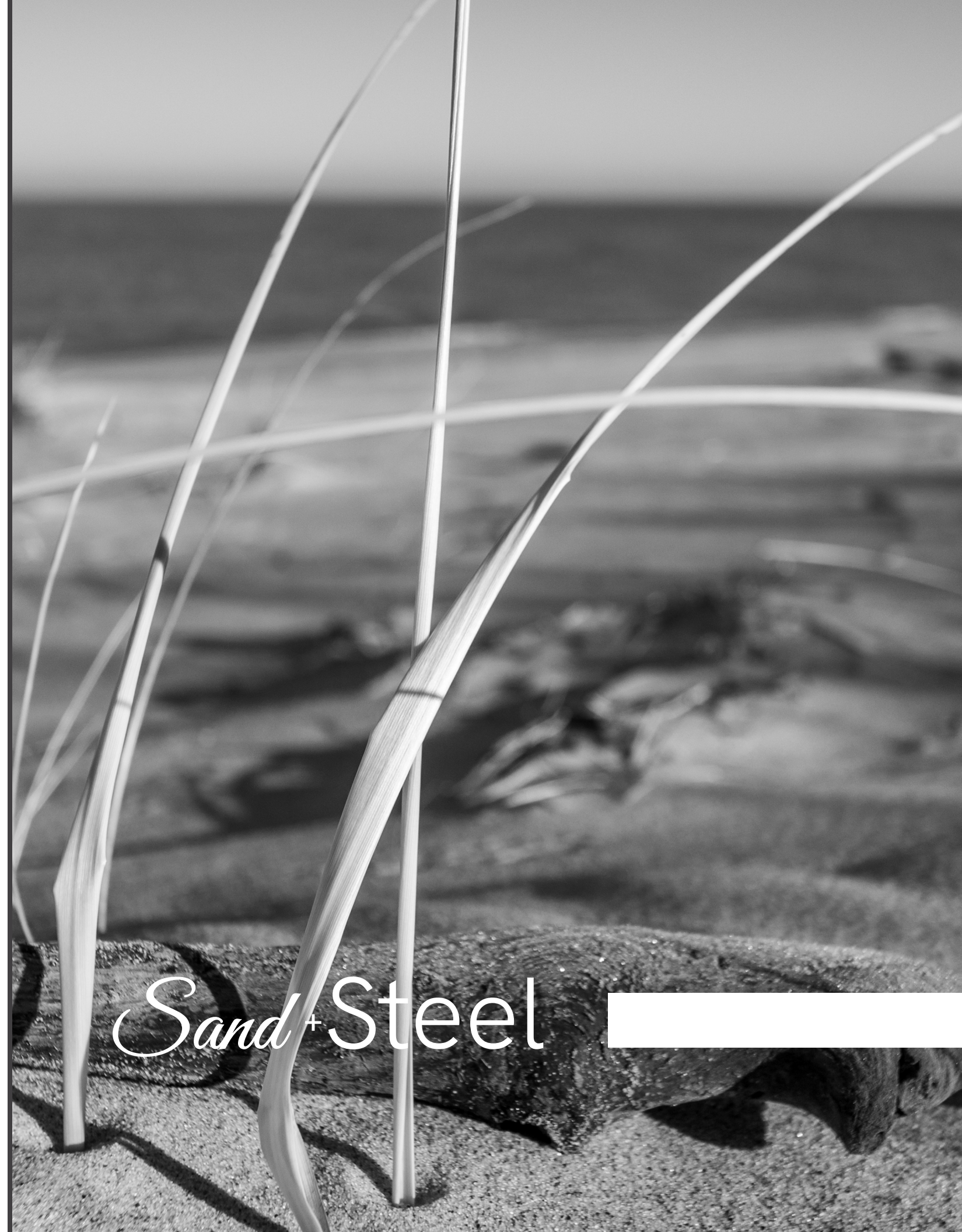
<i>Sand+Steel</i> Indiana Dunes <i>Sand+Steel</i> Indiana Dunes	<i>Sand+Steel</i> <i>Sand+Steel</i>
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PARNTERSHIP
OPPORTUNITIES





Design Sand + Steel themed products.



Sand + Steel

Indiana Dunes

A REGIONAL PROJECT FOR NORTHWEST INDIANA

Together with regional partners, Indiana Dunes Tourism is unveiling an initiative to develop a Sand + Steel theme along U.S. Route 12 and throughout surrounding communities.

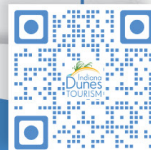
Let's celebrate our region by weaving together our industrial heritage, cultural stories, communities, and the Indiana Dunes. This is an opportunity to create a strong sense of regional pride and share a unique and compelling experience with visitors. It will include:

- Sand + Steel theme
- Art installations
- Interpretive signage
- 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"

We are seeking support from INDOT, the State of Indiana, the Lilly Foundation, and local communities and businesses to create a unifying brand.



Sand + Steel

Indiana Dunes

JOIN OTHERS IN THIS PLACEMAKING CONVERSATION

DRAFT LIST

The partnerships are still being finalized.

Corporate Partners

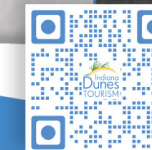
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|---|---|
| ▪ Cleveland Cliffs | ▪ Northwest Indiana Forum |
| ▪ Field Museum | ▪ Northwestern Indiana Regional Planning Commission |
| ▪ Indiana Dunes State Park | ▪ Regional Development Authority |
| ▪ Indiana Department of Natural Resources | ▪ Shirley Heinze Land Trust |
| ▪ Indiana Dunes Tourism | ▪ Visit South Shore |
| ▪ National Park Service | |
| ▪ Northern Indiana Commuter Transportation District | |

Community Partners

- | | |
|------------------|-----------------|
| ▪ Beverly Shores | ▪ La Porte |
| ▪ Duneland | ▪ Michigan City |
| ▪ Gary | ▪ Portage |

"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

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Heading 2

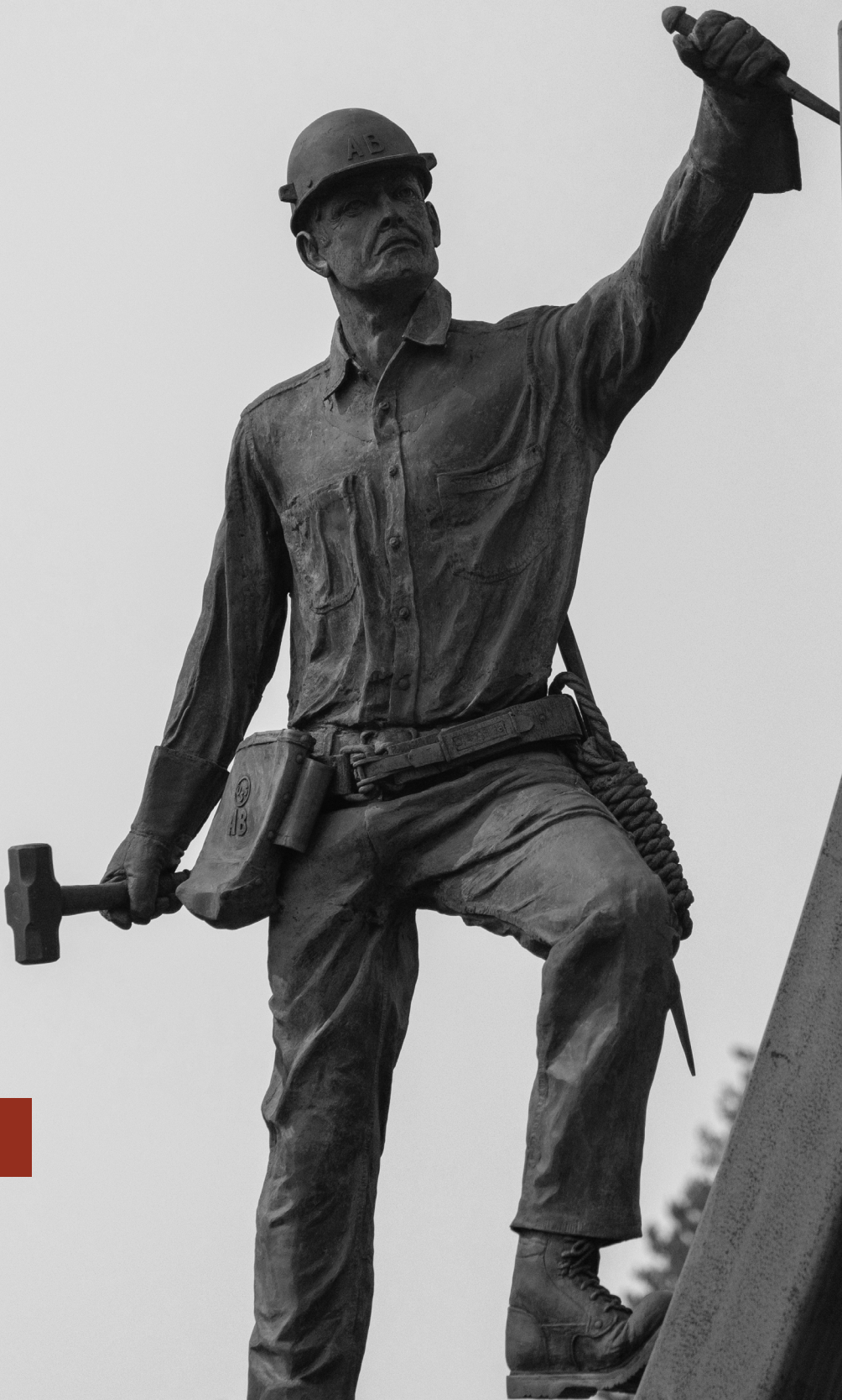
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CAPS HEADING 1

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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

