LAKE SUPERIOR RESERVE LOGO

BUFFER ZONE

MINIMUM HEIGHT
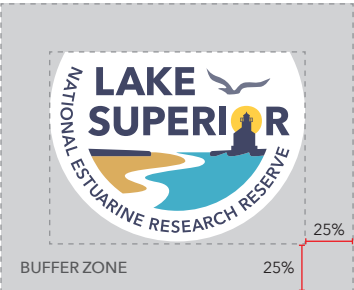

.75"

Do not crowd the logo with other graphic elements. The *minimum* buffer zone should equal 25% of the height of the Lake Superior Reserve logo. More space is often better.

INSTITUTIONAL LOGO ORDER

WEB ADDRESS & SOCIAL MEDIA ICONS

LakeSuperiorReserve.org

LAKE SUPERIOR RESERVE LOGO USAGE

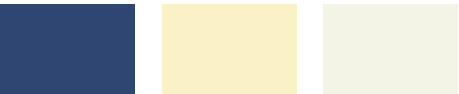## COLOR

PRIMARY COLORS

Primary colors for the Lake Superior National Estuarine Research Reserve are Working Port, Great Sea, River Tea, Superior, and Sea Smoke

Name:	Working Port	Great Sea	River Tea	Superior	Sea Smoke
cmyk:	80, 73, 38, 24	66, 13, 16, 0	14, 32, 73, 0	0, 18, 83, 0	61, 51, 32, 6
rgb:	68, 72, 103	84, 176, 203	217, 169, 89	255, 210, 63	93, 105, 132
hex:	424765	47aec9	dcad5f	ffd046	70758c
Pantone:	282 U	631 U	7555 U	122 U	534 U

SECONDARY COLORS

Secondary colors complement the Reserve's official colors. These colors work well as backgrounds, tint boxes, and other subtle design elements.

cmyk:	70, 50, 0, 50	1, 4, 25, 0	4, 2, 10, 0
rgb:	68, 72, 103	250, 238, 202	243, 242, 229
hex:	424765	faeeca	f3f2e5

ACCENT COLORS

Accent colors provide greater color variation for subtle design elements. These should neither be used in place of the primary colors nor be the dominant colors.

26, 99, 99, 26	0, 75, 90, 0	3, 40, 90, 0	50, 5, 100, 0	3, 40, 90, 50
136, 39, 36	242, 101, 49	242, 164, 54	142, 190, 63	140, 95, 23
882724	f16531	f1a435	8ebd3e	8b5f16

TYPOGRAPHY

PRINT FONTS	USAGE
Avenir Next Regular	Headlines, graphic elements, short copy, block quotes
Avenir Next Italic	
Avenir Next Medium	
Avenir Next Medium Italic	
Avenir Next Demi Bold	
Avenir Next Demi Bold Italic	
Minion Pro Regular	Editorial and long body copy
Minion Pro Italic	
Minion Pro Medium	
Minion Pro Medium Italic	
Helvetica Neue Regular	Photo captions, figures, tables, small required text

WEB FONTS	USAGE
Montserrat Regular, weight 400	Navigation, h1-h6 headers, buttons and graphic elements
ROBOTO, weight 400	Appears all caps above h1-h6 headers
Open Sans Regular	Standard body font, mobile navigation menu

03/2019

LAKE SUPERIOR ESTUARIUM LOGO
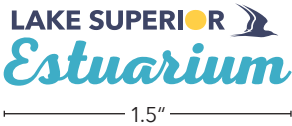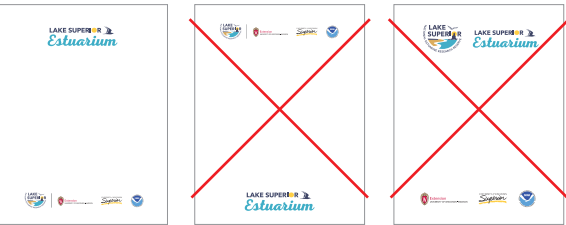

BUFFER ZONE

BUFFER ZONE

Do not crowd the logo with other graphic elements. The *minimum* buffer zone should match the width of the common tern. More space is often better.

MINIMUM WIDTH

1.5"

INSTITUTIONAL LOGO ORDER

WEB ADDRESS & SOCIAL MEDIA ICONS

LakeSuperiorReserve.org

LAKE SUPERIOR ESTUARIUM LOGO USAGE

COLOR

PRIMARY COLORS

Primary colors for the Lake Superior Estuarium are Working Port, Great Sea, and Superior.

Name:	Working Port	Great Sea	Superior
cmyk:	80, 73, 38, 24	66, 13, 16, 0	0, 18, 83, 0
rgb:	68, 72, 103	84, 176, 203	255, 210, 63
hex:	424765	47aec9	ffd046
Pantone:	282 U	631 U	122 U

SECONDARY COLORS

Secondary colors complement the Estuarium's official colors. These colors work well as backgrounds, tint boxes, and other subtle design elements.

cmyk:	70, 50, 0, 50	1, 4, 25, 0	4, 2, 10, 0
rgb:	68, 72, 103	250, 238, 202	243, 242, 229
hex:	424765	faeeca	f3f2e5

ACCENT COLORS

Accent colors provide greater color variation for subtle design elements. These should neither be used in place of the primary colors nor be the dominant colors.

26, 99, 99, 26	0, 75, 90, 0	3, 40, 90, 0	50, 5, 100, 0	3, 40, 90, 50
136, 39, 36	242, 101, 49	242, 164, 54	142, 190, 63	140, 95, 23
882724	f16531	f1a435	8ebd3e	8b5f16

TYPOGRAPHY

PRINT FONTS	USAGE
Ernest and Emily Slanted	*Enjoy, explore, experience!* tagline
Avenir Next Regular	Headlines, graphic elements, short copy, block quotes
Avenir Next Italic	
Avenir Next Medium	
Avenir Next Medium Italic	
Avenir Next Demi Bold	
Avenir Next Demi Bold Italic	
Minion Pro Regular	Editorial and long body copy
Minion Pro Italic	
Minion Pro Medium	
Minion Pro Medium Italic	
Helvetica Neue Regular	Photo captions, figures, tables, small required text

WEB FONTS	USAGE
Montserrat Regular, weight 400	Navigation, h1-h6 headers, buttons and graphic elements
ROBOTO, weight 400	Appears all caps above h1-h6 headers
Open Sans Regular	Standard body font, mobile navigation menu

03/2019