GRAND BAY NATIONAL ESTUARINE RESEARCH RESERVE

BRANDING GUIDE

UPDATED APRIL 2018

COLOR PALETTE

The color palette chosen is reminiscent of the naturalistic colors found along the Savannah Trail.
These colors are complimentary to each other and can be used interchangeably with ease.

CMYK Value: C100 M74 Y40 K32
RGB Value: R0 G58 B93

Pantone Matching System:
Spot Color, Coated Paper: 302 C
Spot Color, Uncoated Paper: 2955U
Process Color, Coated Paper: 302 CP
Process Color, Uncoated Paper: 2955 UP

CMYK Value: C26 M6 Y3 K0
RGB Value: R184 G216 B235

Pantone Matching System:
Spot Color, Coated Paper: 290 C
Spot Color, Uncoated Paper:290 U
Process Color, Coated Paper: 290 CP
Process Color, Uncoated Paper:290 UP

CMYK Value: C100 M46 Y39 K14
RGB Value: R0 G100 B127

Pantone Matching System:
Spot Color, Coated Paper: 315 C
Spot Color: Uncoated Paper: 314 U
Process Color, Coated Paper: 315 CP
Process Color, Uncoated Paper: 314 UP

CMYK Value: C38 M27 Y27 K0
RGB Value: R162 G169 B173

Pantone Matching System:
Spot Color, Coated Paper: 429 C
Spot Color, Uncoated Paper: 429 U
Process Color, Coated Paper: 429 CP
Process Color, Uncoated Paper: 429 UP

CMYK Value: C47 M61 Y82 K45
RGB Value: R93 G69 B43

Pantone Matching System
Spot Color, Coated Paper: 462 C
Spot Color, Uncoated Paper: 1545 U
Process Color, Coated Paper: 462 CP
Process Color, Uncoated Paper: 1545 UP

CMYK Value: C6 M7 Y35 K0
RGB Value: R241 G228 B178

Pantone Matching System
Spot Color, Coated Paper: 7499 C
Spot Color, Uncoated Paper: 7499 U
Process Color, Coated Paper: 7499 C
Process Color, Uncoated Paper: 7499 U

CMYK Value: C39 M20 Y100 K1
RGB Value: R168 G173 B0

Pantone Matching System
Spot Color, Coated Paper: 383 C
Spot Color, Uncoated Paper: 397 U
Process Color, Coated Paper: 383 CP
Process Color, Uncoated Paper: 397 UP

CMYK Value: C91 M33 Y99 K26
RGB Value: R0 G105 B55

Pantone Matching System
Spot Color, Coated Paper: 349 C
Spot Color, Uncoated Paper: 348 U
Process Color, Coated Paper: 349 CP
Process Color, Uncoated Paper: 348 UP

OFFICIAL FONT

Primary

It is important to ALWAYS use these primary fonts to maintain a consistent and recognizable Grand Bay NERR brand.

Secondary

The secondary font is reserved for limited usage. NEVER use it by itself or in body copy. It must be used in conjunction with Futura STD or Chaparral Pro. Example of usage would be to draw interest in titles.
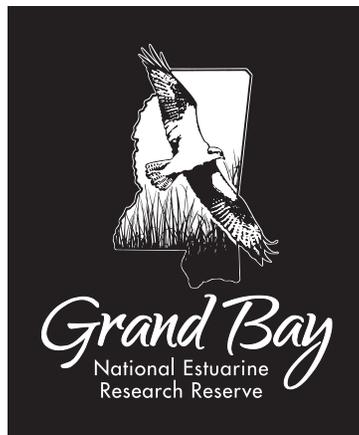
FUTURA STD

CHAPARRAL PRO

Light
AaBbCcDdEe
1234567890
AaBbCcDdEe
1234567890

Bold
AaBbCcDdEe
1234567890
AaBbCcDdEe
1234567890

Condensed Bold
AaBbCcDdEe
1234567890
AaBbCcDdEe
1234567890

Light
AaBbCcDdEe
1234567890

Light Italic
AaBbCcDdEe
1234567890

Book
AaBbCcDdEe
1234567890
AaBbCcDdEe
1234567890

Extra Bold
AaBbCcDdEe
1234567890
AaBbCcDdEe
1234567890

Condensed Extra Bold
AaBbCcDdEe
1234567890
AaBbCcDdEe
1234567890

Regular
AaBbCcDdEe
1234567890

Medium
AaBbCcDdEe
1234567890
AaBbCcDdEe
1234567890

Condensed Light
AaBbCcDdEe
1234567890
AaBbCcDdEe
1234567890

Regular Italic
AaBbCcDdEe
1234567890

Bold
AaBbCcDdEe
1234567890

Heavy
AaBbCcDdEe
1234567890
AaBbCcDdEe
1234567890

Condensed Medium
AaBbCcDdEe
1234567890
AaBbCcDdEe
1234567890

Bold Italic
AaBbCcDdEe
1234567890

Qwigley

Regular
AaBbCcDdEe
1234567890

PRIMARY LOGO

The primary logo should always be used to maintain a strong brand. In instances of space limitations, the secondary logo can be used.
A horizontal and vertical logo are provided and can be interchangeably used depending on space availability.

Vertical

Horizontal

SECONDARY LOGOS

Secondary logos are reserved for limited usage. These should only be used when there isn't enough space to print the full logo.

Wordmark

Image Only

Grand Bay
National Estuarine
Research Reserve

Grand Bay
National Estuarine
Research Reserve

Spot- 2 Color

Process Color

Spot - 1 Color

Always provide sufficient protected space around your logo. It is important to provide breathing room around the logo and eliminate visual clutter from surrounding objects (images, text or other logos). Provide the minimum area of the N to prevent competition with surrounding objects. Providing this clear space creates a more impactful and legible logo.

LOGO USAGE GUIDELINES

The appearance of the logo should never be altered or edited. The logos should always be used as they exist in the logo files.
Do not recreate or redraw the logo, change the scale of any elements or change the colors of the logo.

Don't violate the clear space.

Moss Point, MS 39562
(228) 475-7047

Don't distort.

Provide sufficient contrast.

Don't create new logos.

GRANDBAYNERR.ORG

Don't use an old logo.

Grand Bay
National Estuarine Research Reserve