



**Remarkable  
Lake County, OH**

**Brand Expression  
& Style Guide**





## About Us

The Lake County Visitors Bureau is an independent, non-profit, destination management organization that provides visitor services, information, travel support, and event conference planning assistance. We are governed by a five-member board and funded through by a 3% hotel/motel occupancy tax and membership due—not local taxes.

Through collaborative efforts with local stakeholders and partners, we promote Lake County's attractions, entertainment, lodging, dining, events, arts & culture, heritage sites, and more. We work with travel and tourism organizations by marketing to associations, motor coach operators, and individual businesses through advertisements, trade shows, and other educational means.

Our goal is to deliver an established tourism vision for Lake County, OH, to develop a unified destination experience for our visitors, and to increase public awareness of all of the remarkable attractions here. A vibrant tourism scene increases the likelihood that additional restaurants, businesses, festivals, and cultural events will develop or take place in Lake County, OH. Through the impact of travel, Remarkable Lake County, OH strengthens the county's economic sustainability and provides opportunities for people in the community, therefore playing a key role in the long-term development of Lake County, OH and its residents' quality of life.

## Our Mission

"To increase overnight stays in Lake County, Ohio by promoting Travel and Tourism to the area in partnership with our members and stakeholders."

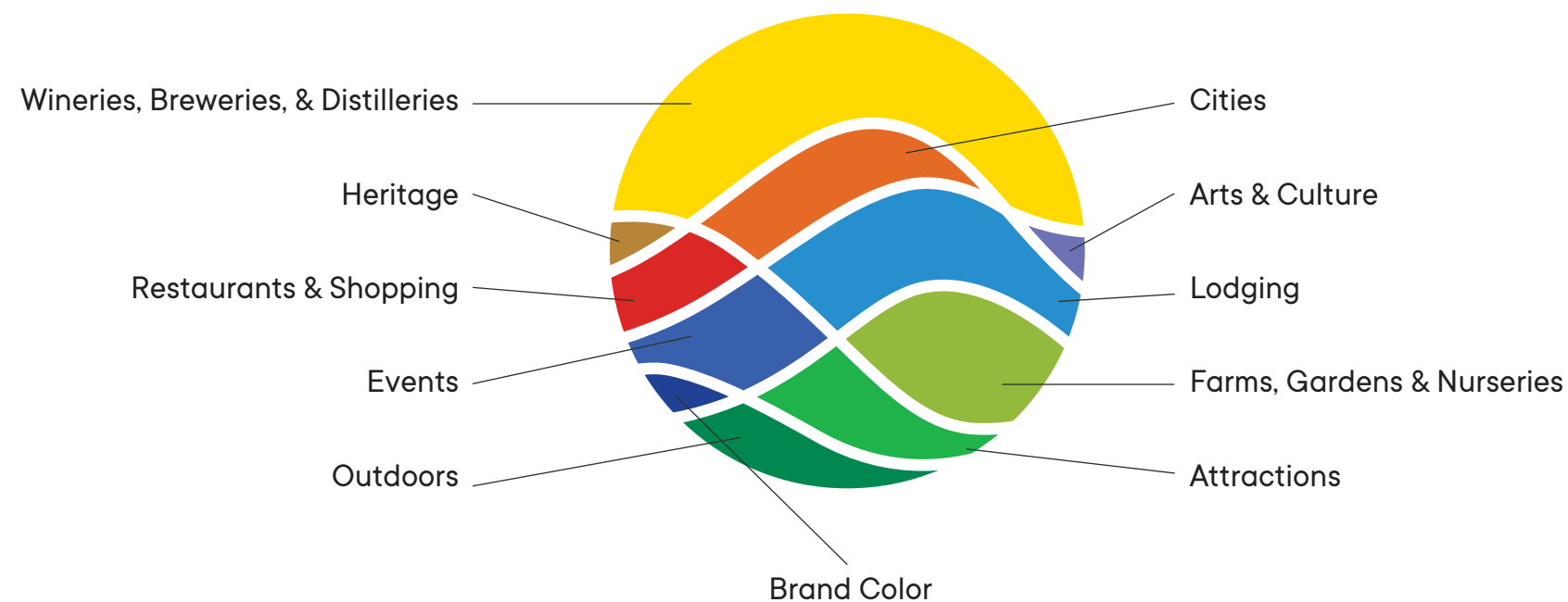
# Our Logo

Whether traveling for business or making memories with family, you'll find and experience what can only be described as "remarkable" in Lake County, OH. With a variety of attractions, we've made it easier for our visitors to plan their own remarkable experience by designating ten categories (below). Represented by color in our logo, each come together in a circle to display an authentic reflection of Lake County as a tourist destination and unified vision of our community. The land, lake, and sky are tied together by the threads of our diverse, vibrant community, who embrace the region with an immeasurable sense of civic pride.



Primary Logo

# Remarkable Lake County, OH



# Our Logo

All of these logos are available in a negative and one-color version.

## Print Logo | CMYK

This logo is to be used for all printed collateral including all publications, advertising, billboards, posters, and flyers.



Remarkable  
Lake County, OH

## Print Logo | Spot Color

When applicable, use the spot logo for printing collateral for publications, advertising, billboards, posters, and flyers.



Remarkable  
Lake County, OH

## Screen Logo | RGB

This is our logo to be used for all screen work, including websites, social media, video, and presentations.



Remarkable  
Lake County, OH



# Do's and Don'ts

- 01 Space around the logo - always leave the logo some space to breathe. Use white or neutral backgrounds.
- 02 Use the negative logo on a photo. If needed, a light drop shadow is permitted.
- 03 Do not place the logo on colors other than white or navy.
- 04 Do not use the logo on backgrounds that are too light or cluttered.
- 05 Do not rotate the logo.
- 06 Do not add embellishments (such as a stroke) to the logo.

01  
Minimum amount of space required around logo.  
**Hint:** this is built into the logo file's artboard.



02



03



04



05



06



# Our Typeface

## TT Commons

**01** TT Commons is a universal sans serif with a minimal, geometric character shapes. The design of the typeface was developed for the widest possible range of tasks with which any quality corporate font is required to cope. Low contrast strokes and averaged drawing of letters makes TT Commons excellent for large arrays of text. Additionally, an individually developed design of each glyph makes it possible to use it successfully as a display font. All of our marketing materials, including the logo, utilize the alternate lowercase a glyph to achieve a more humanist typographic expression (**02**).

TT Commons intentionally does not have distinctive decorative details. On the contrary, its appeal is its simplicity and sharpness of forms. Use TT Commons wherever possible.

**01** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*() /

**02**  
Lowercase a  
alternate glyph



# Color Guide

## RGB (screen)

Our colorful branding includes eleven different colors in the logo (!) and two colors for text.  
Please make sure you use the art files with the correct color output so that they appear as intended.  
If you're not sure, let us know and we'll help.



**Brand Color**  
R:0 G:56 B:155  
#00389B



**Attractions**  
R:4 G:183 B:25  
#04B719



**Restaurants & Shopping**  
R:219 G:36 B:28  
#DB241C



**Outdoors**  
R:0 G:134 B:80  
#008650



**Arts & Culture**  
R:114 G:114 B:221  
#7272DD



**Events**  
R:0 G:90 B:221  
#005ADD



**Lodging**  
R:0 G:145 B:222  
#0091DE



**Farms, Gardens & Nurseries**  
R:148 G:183 B:0  
#94B700



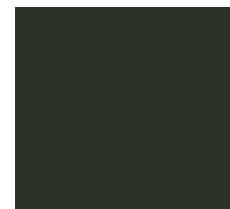
**Heritage**  
R:184 G:132 B:56  
#B88438



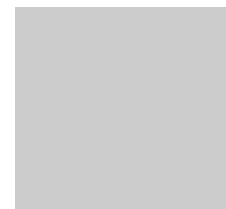
**Cities**  
R:229 G:104 B:19  
#E56813



**Wineries, Breweries & Distilleries**  
R:255 G:218 B:0  
#FFDA00



**Text 1**  
R:46 G:51 B:42  
#2E332A



**Text 2**  
R:204 G:203 B:203  
#CCCBCB

# Color Guide

## CMYK & Spot (print)

Our colorful branding includes eleven different colors in the logo (!) and two colors for text.  
Please make sure you use the art files with the correct color output so that they appear as intended.  
If you're not sure, let us know and we'll help.



**Brand Color**  
PMS 661C  
C:100 M:89 Y:4 K:1



**Attractions**  
PMS 361C  
C:79 M:0 Y:100 K:0



**Restaurants & Shopping**  
PMS 485C  
C:8 M:98 Y:100 K:1



**Outdoors**  
PMS 7731C  
C:88 M:23 Y:88 K:9



**Arts & Culture**  
PMS 2725C  
C:63 M:59 Y:0 K:0



**Events**  
PMS 285C  
C:91 M:53 Y:0 K:0



**Lodging**  
PMS 279C  
C:77 M:33 Y:0 K:0



**Farms, Gardens & Nurseries**  
PMS 376C  
C:48 M:10 Y:100 K:0



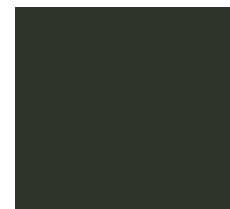
**Heritage**  
PMS 7510C  
C:26 M:48 Y:91 K:6



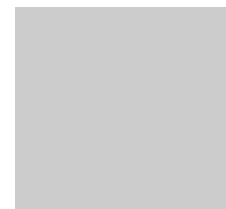
**Cities**  
PMS 158C  
C:6 M:72 Y:100 K:0



**Wineries, Breweries & Distilleries**  
PMS 108C  
C:2 M:11 Y:100 K:0



**Text 1**  
PMS 447C  
C:69 M:58 Y:70 K:62



**Text 2**  
PMS 420C  
C:19 M:16 Y:16 K:0



# Brand Personality

Understanding Remarkable Lake County's character is important in helping visitors experience the best it has to offer. Whether we're writing copy for an ad, speaking at an event, or posting on social media, we should always maintain our brand's personality traits:

**Welcoming**

**Friendly**

**Sincere**

**Accommodating**

Secondary traits: Leader, knowledgeable, inclusive, forward-thinking, reassuring.

# Language

Direct, concise, sincere but light-hearted, and easy to understand.

The following pages include approved brand copy.

Use these as examples when you are writing and speaking on behalf of Remarkable Lake County, OH.

# Brand Intro

**Your experience begins here. | Welcome to Remarkable Lake County, OH.**

Discover some of Ohio's most popular travel destinations only twenty miles east of Cleveland on the southern shores of Lake Erie. Experience breathtaking landscapes, beaches, outdoor escapes, world-class wineries, national and local heritage sites, and events and festivals throughout the year. Whether traveling for business or making memories with family, you'll find and experience what can only be described as "remarkable" in Lake County, OH.

# Arts & Culture



**Great art and culture.**

Abundant natural resources, a rich heritage, and a lively entrepreneurial spirit contribute to Lake County's dynamic arts & culture scene. Visit one of the nation's largest art galleries in Mentor or attend a performance at one of the nation's remaining authentic barn theaters in Madison. Lake County is home to the Grand River Valley Wineries and Vintage Ohio, which draws visitors from all over the region. From fine art and theater to Ohio's largest free music festival, you'll find an appreciation for the finer things in life in Remarkable Lake County, OH.

# Attractions



**Endless things to see and do.**

Lake County is packed full of things to do. Relax or play at Ohio's best beaches. Explore beautiful gardens at one of the largest arboretums in the country. Immerse yourself in our museums, national and local historical sites, or catch a foul ball at a Lake County Captains game. Whether you're a first-time visitor or long-time resident, there's always something fun to do in Remarkable Lake County, OH.

# Cities



## The definitive guide.

Our cities and villages offer endless experiences for the savvy traveler. Shop, dine and explore the downtown areas of Mentor, Willoughby, and Madison Village. Experience the heritage sites in Kirtland or enjoy a ballgame at Classic Park in Eastlake. Spend a day in the sun at the lakefront parks and beaches in Mentor, Mentor-on-the-Lake, Fairport Harbor, and Willowick. Whether you're looking for a fun day with the family or a romantic getaway, our cities have it all in Remarkable Lake County, OH.

# Events



## Plan something unforgettable.

Looking for something fun to do? Our annual events and festivals showcase the best art, culture, and cuisine in the state. Lake County is host to events like Party in the Park, Ohio's largest free music festival, or the annual Rib Burn Off where grill masters serve delicious food to hungry participants. Sample a variety of wines at Vintage Ohio, the region's premiere wine and food event, or eat, drink, and dance your way through our annual Celtic Festival. No matter what time of year or day of the week, there is something exciting to experience in Remarkable Lake County, OH.

# Farms, Gardens & Nurseries



## Escape to the countryside.

Four distinct seasons and the shores of Lake Erie allows Lake County to enjoy some of the region's most prosperous farmland. A 'Nursery Belt' that has called our coastline home for decades is host to dozens of locally-owned and operated farms, gardens, and nurseries offering beautiful plants, flowers, fresh fruits, vegetables, and more. Take a drive through our scenic countryside to experience our farmers markets, garden centers, and arboretums. Fresh produce, plants, and gifts are a few examples of the abundant resources within Remarkable Lake County, OH.



# Heritage



**Proudly established in 1840.**

A rich cultural history and strong sense of community runs through Lake County. Discover national and local historical landmarks like the President James A. Garfield Historic Site in Mentor, or the gorgeous Kirtland Temple and Historic Kirtland Village, OH. Our fun-loving community gathers for annual events like the Lake County Fair and Train Days at the Painesville Railroad Station. Take a trip back in time at our museums and cultural sites that proudly illustrate our heritage in Remarkable Lake County, OH.

# Lodging



**Comfort, convenience, and style.**

Stay comfortable and cozy during your visit to Lake County. A wide variety of lodging options are available for your next family vacation, business meeting, or romantic getaway. Whether you're looking to book a luxurious hotel, a budget inn, a friendly bed & breakfast, or camp under the stars, your perfect accommodations await in Remarkable Lake County, OH.

# Outdoors



**Get outdoors.**

Lake County's biggest attraction is our abundance of natural resources and activities to do outside. Boat, sail, kayak, or fish on Lake Erie or two of Ohio's Scenic Rivers – the Grand and Chagrin. Visit a nationally-recognized arboretum, trek over 50 miles of carefully conserved trails, explore 35+ parks and waterways, and enjoy over 30 miles of shoreline along Lake Erie. Dozens of cabin and tent campsites are available, most of which stay open year-round. Hiking, biking, swimming, skiing, fishing, golf – you'll find it all here in Remarkable Lake County, OH.

# Restaurants & Shopping



## **Treat Yourself.**

Over 325 retailers and restaurants catering to varied and eclectic tastes are open for business in Lake County, OH.

Busy department stores and award-winning restaurants await in the ever-popular Mentor. Specialty shops attract discerning shoppers to the charming historic downtown districts of Willoughby, Painesville, and Madison. Local businesses in lakefront towns like Fairport Harbor offer unique and tasteful gifts like handmade soaps or heirloom antiques. Whatever your style is, there's always something to find in Lake County, OH.

In the mood for delicious family dining at one of our many outstanding restaurants, or a romantic dinner for two at a bistro? Or perhaps a tour of one of our many award-winning wineries with a glass of wine and a delicious meal is more up your alley. If enjoying an unforgettable meal is on your vacation to-do list, look no further than Lake County, OH.

## **The best wine, beer, and spirits—all in one region.**

Discover the Grand River Wine Valley, one of Ohio's most popular travel destinations. Try our region's famous ice wine and stop by our craft breweries and distilleries, where expertly-crafted beers and sample small-batch spirits are available for tasting. Take a tour, sample award-winning wines, and dine in unique settings only found in this beautiful region. If you're looking to relax or learn more about how these award-winning spirits are made, our local wineries, breweries, and distilleries offer an experience to savor.

# Wineries, Breweries & Distilleries







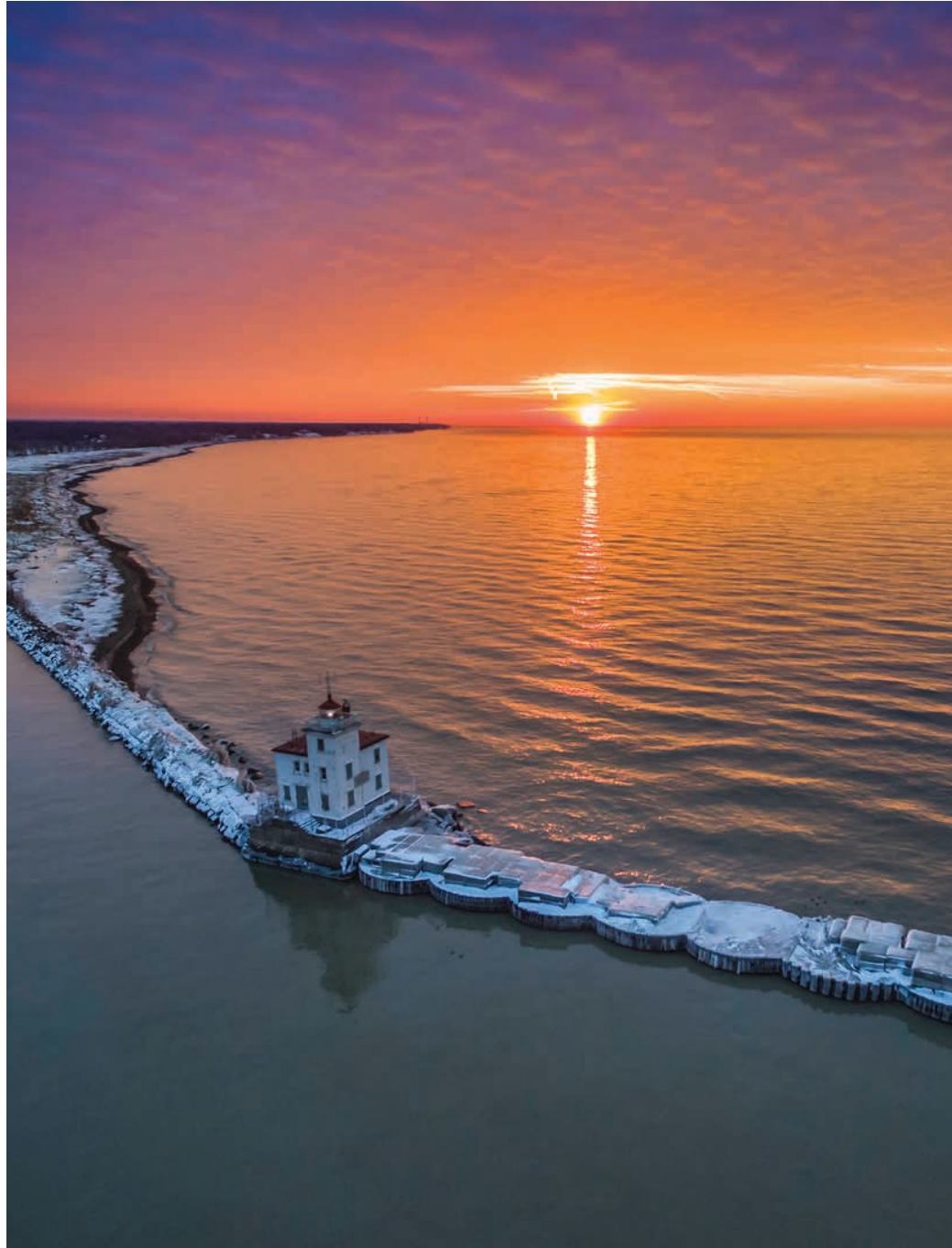
# Photography

Most of our photography is obtained through the talented photographers that reside in Lake County. However, we occasionally use stock images as well. All photography should be:

- Natural, observed, and feel realistic to Lake County, OH.
- Free of any treatment (duotone, posterization, cross-processed).
- People should be engaged, candid, and feel approachable.
- Animals (particularly fish and birds) should be native to Northeast Ohio.
- Have a clear, defined focal point.
- Consider room for copy if the photo will be used in an ad.
- Should be ad-quality and high resolution.
- Credited when requested.



# Photography Samples | Nature & Attractions





# Photography Samples | Nature & Attractions



Photos: Andrew Cross



# Photography Samples | Nature & Attractions





# Photography Samples | Animals



Photo: Jonathan White



Photo: Debbi Schuster



# Photography Samples | People





# Photography Samples | People





# Photography Samples | People





# Photography Samples | Food & Drink





# Photography Samples | Food & Drink

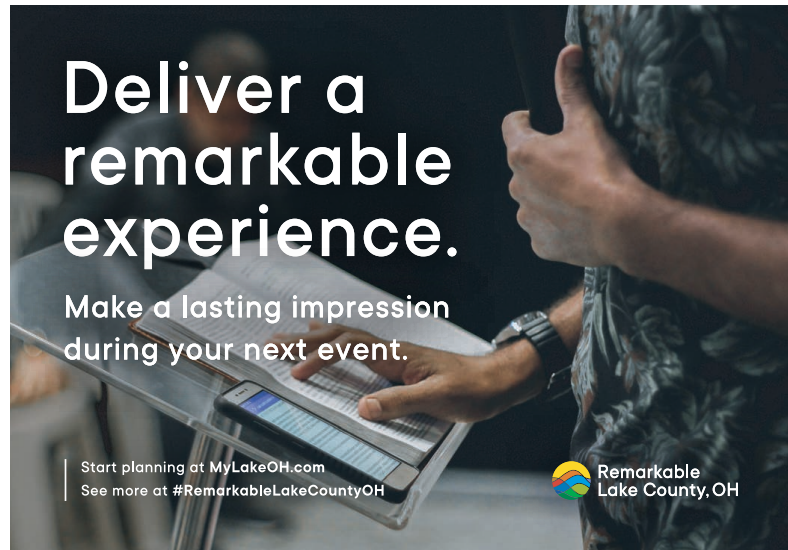




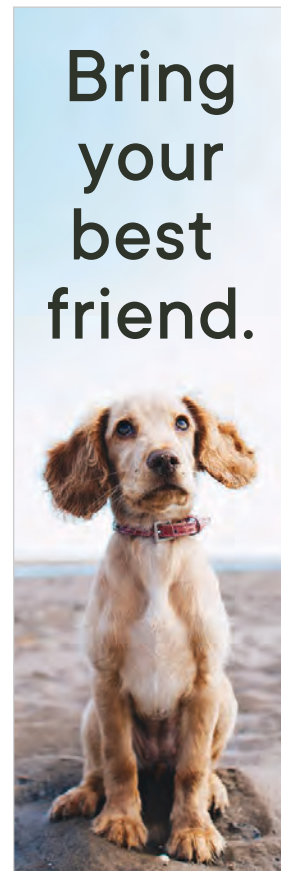
# Putting It All Together

Here are some examples of how we put all of these elements together:

- 01 When possible, place the headline over the image. Placement can make or break a composition, so be sure that the photography allows for copy space.
- 02 The logo and any copy should be displayed on white. If there is copy, make sure it's brand-approved.
- 03 Make sure there is enough negative space around the logo.
- 04 Unless the ad is very small, use consistent language for the website/social call to action.



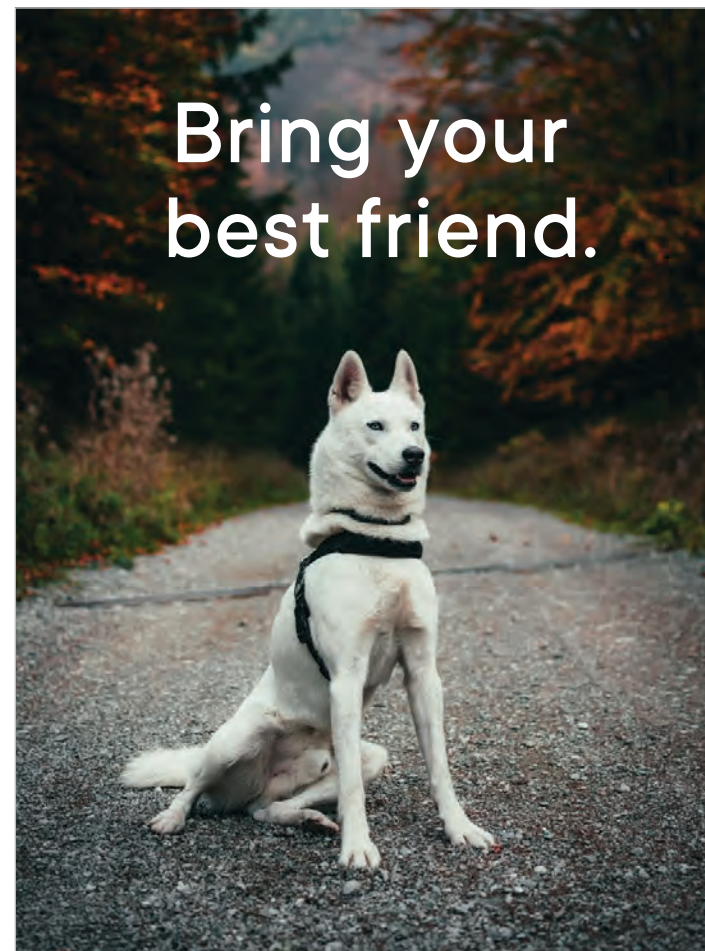
01



02

Discover some of Ohio's most popular travel destinations only twenty miles east of Cleveland on the southern shores of Lake Erie. Experience breathtaking landscapes, beaches, outdoor escapes, world-class wineries, national and local heritage sites, and events and festivals throughout the year. Whether traveling for business or making memories with family, you'll find and experience what can only be described as "remarkable" in Lake County, OH.

Your experience begins at MyLakeOH.com See more at #RemarkableLakeCountyOH



03



Your experience begins at MyLakeOH.com See more at #RemarkableLakeCountyOH



04



# To Our Partners

These guidelines are for the use of the Remarkable Lake County, OH design teams and their contracted partners only. If you are a partner utilizing any part of the Remarkable Lake County, OH branding, be it an event, advertisement, or merchandise, please contact the Lake County Visitors Bureau for graphic assets and approval.

When in doubt, refer back to this document. Don't hesitate to contact us with any questions.

Thank you and keep up the great work.