



# Brand Guidelines

# 1.0

## Brand Mark

- 1.01 Elements of the Brand Mark
- 1.02 Brand Colour Palette
- 1.03 Permitted Logo Colours
- 1.04 Permitted Logo Backgrounds
- 1.05 Permitted Orientations
- 1.06 Exclusion Zone
- 1.07 Minimum Size
- 1.08 Improper Use
- 1.09 Special Representation of Brand Mark

# Elements of the Brand Mark

Our Brand Mark represents who we are. It symbolizes the iconic face of our identity and one must take great care to adhere to the rules governing its usage.

The kerning between the letters has a fixed proportion that must not be altered.

The Great Lakes Mark consists of:

- A mnemonic of a bird taking flight
- The Great Lakes wordmark.

The Brand Mark must always be reproduced from the master artwork files and must not be redrawn, retyped or altered in any way.

The Brand Mark has predetermined lock-ups with locations and the words "Institute of Management". The relative proportion and position of the Brand Mark with these elements must not be altered.

Brand Mark



Brand Mark with  
institute description



Brand Mark with location



Brand Mark with location  
& institute description



Brand Mark with location



Brand Mark with location  
& institute description



# Colour palette

Colour plays an important role in establishing a unique brand personality. Colours set a distinct tone to the entire visual identity system and help evoke the brand values.

## Primary colour palette

The primary color palette should be used predominantly, especially for text.

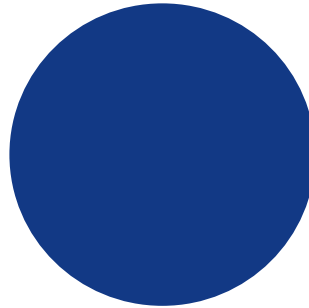
## Secondary colour palette

The secondary colour palette is to be used in conjunction with the primary colour palette as accent colours,

## Tertiary colour palette

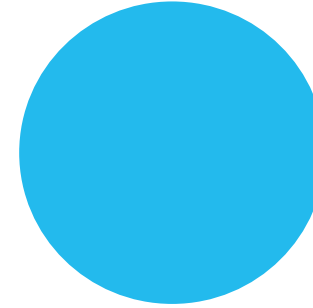
The tertiary color palette consists of subtle colors and should be used for backgrounds in various collateral.

### Primary colour palette

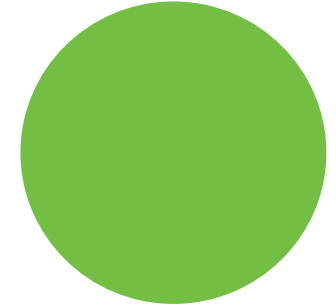


**GREAT LAKES NAVY BLUE**  
PANTONE 287 C  
C 100 M 85 Y 0 K 20  
R 0 G 48 B 140  
#00308c

### Secondary colour palette

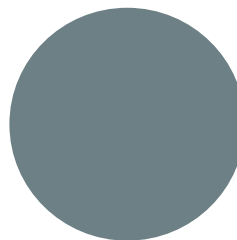


**GREAT LAKES SKY BLUE**  
PANTONE 306 C  
C 67 M 05 Y 0 K 0  
R 0 G 186 B 242  
#00baf2

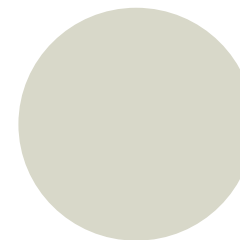


**GREAT LAKES LEAF GREEN**  
PANTONE 2287 C  
C 60 M 0 Y 100 K 0  
R 91 G 197 B 0  
#5bc500

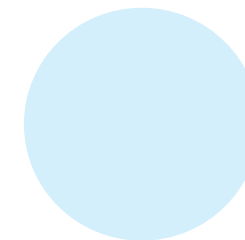
### Tertiary colour palette



**GREAT LAKES COOL GREY**  
PANTONE 444 C  
C 55 M 35 Y 35 K 17  
R 109 G 128 B 133  
#6D8085



**GREAT LAKES WARM GREY**  
PANTONE 7534 C  
C 15 M 10 Y 20 K 0  
R 216 G 216 B 201  
#D8D8C9



**GREAT LAKES NAVY BLUE**  
15% PANTONE PROCESS CYAN  
C 15 M 0 Y 0 K 0  
R 212 G 239 B 252  
#D4E5FC

# Permitted Logo Colours

**CMYK** artworks should be used for offset printing.  
Eg. Full colour advertisements, brochure covers, stationery etc.

**RGB** artworks should be used for digital applications like websites, presentations, emailers etc.

**Greyscale** artworks should be used for applications where colour reproduction is not possible.

Eg. Newspaper advertising in black and white

**Black** artworks should be used for applications where colour reproduction is not possible.

Eg. Brown paper, green cloth-line envelopes.

**CMYK / RGB / PANTONE**



**BLACK**



**GREYSCALE**



## DON'Ts

Do not use secondary or tertiary colours for the logo



# Permitted Logo Backgrounds

The Mark must ideally appear in full colour only on white. It can be used in reverse on Great Lakes Navy Blue for specific applications such as TVC end frames or applications that need a high visual contrast such as signage and merchandise.

As an exception, the Mark may appear on either white or black as long as the contrast between the background and the logo is prominent.

It may also appear in full colour on the light beige background of financial newspapers.

Brand Mark in full colour on white background



Brand Mark in reverse on blue background



Brand Mark in reverse on black background



Brand Mark in black on brown & green cloth-lined envelopes



Brand Mark in colour on financial newspapers



# Permitted Orientations

## Horizontal Orientation

This version should be used predominantly.

## Vertical Orientation

This version should be used as an exception in severely constrained horizontal spaces.

Eg: Vertical exhibition banners.

Horizontal Orientation



Do not use the logo in any other orientation than what is permitted.



Vertical Orientation 1



Vertical Orientation 2



# Exclusion Zone

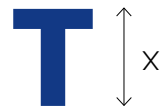
Exclusion zone is the free space that is maintained around the Brand Mark.

Care must be taken that no graphic element or text intrudes within this area.

The exclusion zone is very important to maintain the sanctity of the mark by not cluttering the space around it.

A minimum exclusion zone equal to the height of the 'T' from the Great Lakes logo must be maintained on all sides.

All artworks provided contain the exclusion zone as a part of the artwork file.



## NOTE

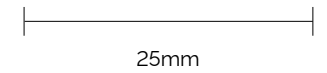
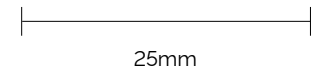
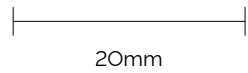
x = Height of T in the Great lakes logo



# Minimum Size

The main requirement of a Brand Mark is that it is clearly seen.

The Mark should not be reproduced smaller than the minimum size. It can however be scaled proportionately to any large size.



Actual minimum size



# Improper Use

Mentioned alongside are a few examples of improper use. This is an illustrative rather than an exhaustive list.

Do not add outlines to make the Brand Mark look bolder.



Do not use colours other than the ones recommended.



Do not use the secondary colour palette for the Brand Mark.



Do not change the colours of the Brand Mark.



Do not use outlines for the Brand Mark.



Do not squeeze and stretch the Brand Mark.



Do not add drop shadows/ bevel/emboss/ glow or add any warp effects on the Brand Mark.



Do not place the logo on a busy image.



Do not place the logo on a busy image.



# Special Representation of Brand Mark

The Great lakes Brand Mark can be reproduced by using techniques like embossing, debossing, laser cutting etc.

Materials like leather, wood, brushed steel may be used for this.

The logo may also be blind embossed on paper that is blue, white, or other colours from the secondary colour palette.

The 3D rendition of the mark is allowed with different materials like metal, acrylic, wood etc for applications like signage.

Do not create a 3D representation of the mark using software. The 3D Mark must be created out of real material.



Watermark



Watermark

