



VILLAGE OF GROSSE POINTE SHORES

GRAPHIC IDENTITY SYSTEM



Introduction

Village of Grosse Pointe

Welcome to the comprehensive graphic identity system for the Village of Grosse Pointe Shores, A Michigan City (GPS). This guide is designed to ensure all city communications are unified, professional, and reflect well on GPS's community spirit and values. Here, you'll find clear guidelines and concrete examples on how and when to use the new city logo and city seal, as well as instructions for colors, typefaces, grid layouts, and more.

City Logo and City Seal Usage Guidelines

The Village of Grosse Pointe Shores logo and how to use it.

CITY LOGO



The centered Village of Grosse Pointe Shores City logo
Wherever possible, you should use the centered Village of Grosse Pointe Shores logo.

It is available in both spot color and CMYK versions.

SEAL LOGO



The centered Village of Grosse Pointe Shores Seal logo
Wherever possible, you should use the centered Village of Grosse Pointe Shores logo.

It is available in both spot color and CMYK versions.

Rules of use City Seal

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Choosing the correct logo



Purpose:

The city seal is the “official” logo for the city and it should be reserved for use on official and formal documentation.

Usage:

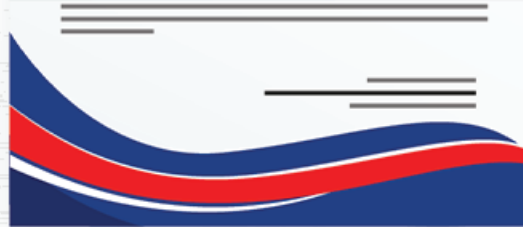
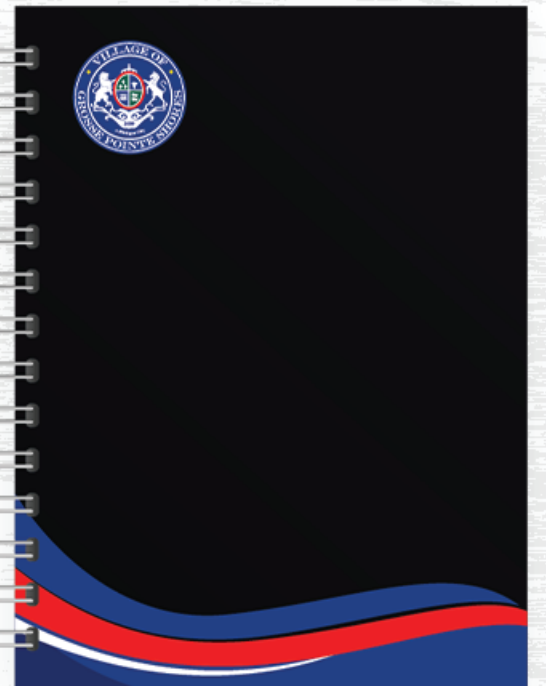
Use the city seal on official government documents, including official stationery, legal paperwork, letters from the mayor, proclamations, citations, and any other formal communication.

Placement:

The seal should retain its traditional specifications and should not be modified. It may appear as a watermark on official documents.

Rules Of Use City Seal

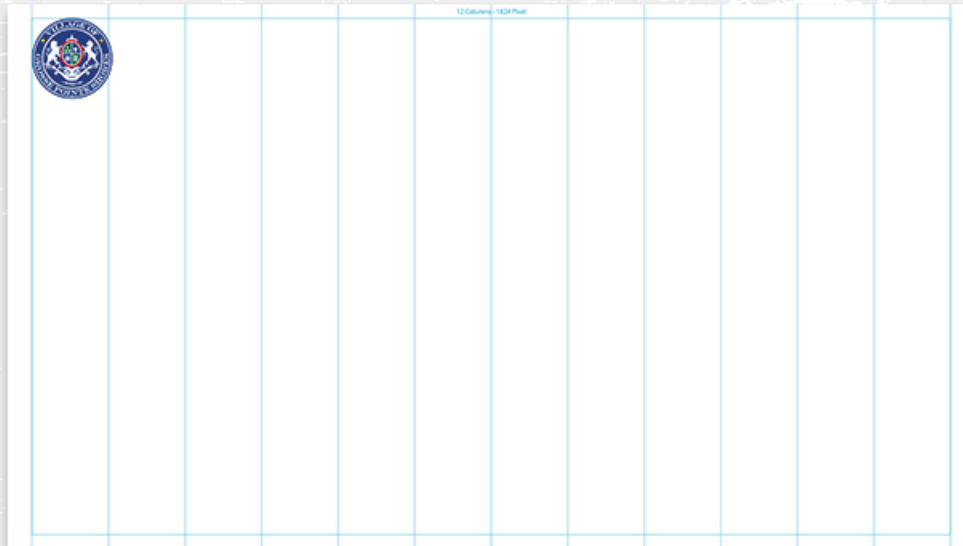
official stationery, legal paperwork, letters



Application Examples

Lobby TV Screen:

Apply the 12-column grid with consistent margins. Use the city seal as a watermark if it's a formal announcement and the logo for general event promotion.





12 Columns - 1634 Pixel

Trash / Recycling



Trash

1 Day Delay

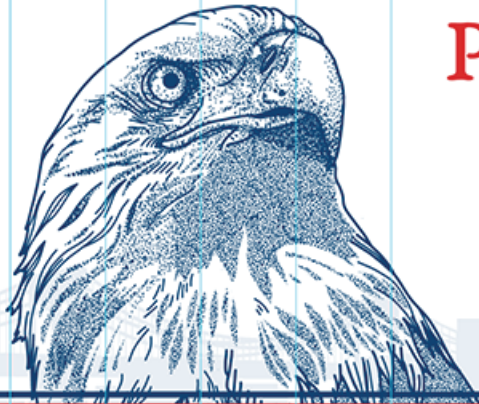
Recycling

On Schedule

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12 Columns - 1634 Pixel



PRESIDENTS' DAY

"Government of the people, by the people, for the people"

- Abraham Lincoln

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Rules Of Use City Logo

Choosing the correct logo



Purpose:

The new city logo is designed for contemporary communications, such as the GPS Facebook and Instagram accounts, website, City Hall lobby TV screen, marketing materials, monthly newsletter, and event promotions.

Usage:

Use the city logo in all instances where modern and engaging representation is necessary. It is the primary symbol for promoting GPS and engaging with residents and visitors.

Placement:

Always ensure the logo is in a prominent, unobstructed location. Adhere to a minimum clear space around the logo, equal to the height of the logo's main element.

Modifications:

Do not alter the logo in any way, including color changes, stretching, or adding effects.

Rules Of Use City Logo

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Choosing the correct logo



Wherever possible you should use the full-colour logo – unless size or production constraints mean that it will not reproduce legibly – in which case, use the simplified logo.



A simplified mono version of the logo is available for use where colour is not an option.

This logo can be used as artwork for special applications – for instance, as a template for embroidering.

Rules Of Use City Logo

Minimum sizes and quiet area



The recommended minimum size for using the full-colour logo is 40mm. The example shown is at this size.



The recommended minimum size for using the simplified logo is 20mm. The example shown is at this size.



Minimum quiet area

A minimum quiet area, which is equivalent to the height of the capital letters in the first line, should be left around the logo (as indicated by the dashed line). No other graphic elements should appear inside the minimum quiet area.

Use the diagram above to calculate the minimum quiet area: add one square equivalent to the height of the capital letters in the first line to all four sides to create the minimum quiet area.

Incorrect Usage

Examples of what not to do with the logo



Do not stretch or squash the logo or any of the logo elements.



Do not distort the logo or any of the logo elements.



Do not rotate the logo or any of the logo elements.



Do not add drop shadows or other special effects.



Do not change the colour of the logo or any of the logo elements.



Do not break apart the logo elements. The logo is one complete unit.

Coloured Or Photographic Backgrounds

Using the logo on backgrounds other than white



Using the logo on a solid colour background

When placing the logo on a background that matches its color or any other color that may clash with it, use the simplified black or white version of the logo for better visibility. If you're unsure, please use your judgment or consult the Village of Grosse Pointe Shores office for guidance.



Using the logo on a photographic background

When using the logo on a photographic background, always try to place it in a clear area of the image. If the background is too strong, busy, or clashes with the logo, use the simplified black or white version for better visibility. If you're unsure, please use your judgment or consult the Village of Grosse Pointe Shores office for guidance.

Brand Colors

The Village's color palette maintains a sense of tradition while introducing fresh tones that evoke the local environment and modern era. Consistency in color application reinforces brand identity across all platforms.

Primary Colors



Blue

HEX #0077b6
RGB (0, 119, 182)



White

HEX #FFFFFF
RGB (255, 255, 255)



Gold

HEX #e2c262
RGB (226, 194, 98)

Secondary Colors



Light Blue

HEX #66B2FF
RGB (102, 178, 255)



Green

HEX #009933
RGB (0, 153, 51)



Grey

HEX #666666
RGB (102, 102, 102)

Typography

Using consistent typefaces across all communications helps maintain a cohesive, high quality and professional appearance.

Primary Typeface

Serif

neuton

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#\$%^&*()_+{|}:"<>?-=[];',./`~

Usage:

Headlines, subheadings, and body text for digital and print materials

Styles:

Regular, **Bold**, *Italic*

Clean & Modern:

Slab-serif with a timeless, professional look.

Highly Readable:

Sharp, balanced letterforms for print and digital.

Versatile:

Works for logos, body text, and everything in between.

Elegant & Approachable:

Subtle curves add warmth, perfect for human-centric brands.

Print-Friendly:

Optimized for physical media like brochures and packaging.

Neutral Aesthetic:

Fits any industry—corporate, creative, or luxury.

Typography

Using consistent typefaces across all communications helps maintain a cohesive, high quality and professional appearance.

Secondary Typeface

San-Serif
Barlow

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#\$%^&*()_+{|: "<>? -=[] ; ' , . / ` ~

Usage:

Formal documents, print journals, and legal texts

Styles:

Regular, **Bold**, *Italic*

Modern & Clean:

A geometric sans-serif with a fresh, contemporary vibe.

Highly Versatile:

Multiple weights and styles for flexibility in design.

Great for UI/Web:

Designed for readability on screens, perfect for digital interfaces.

Neutral Tone:

Works well alongside primary fonts without overpowering them.

Tech-Friendly:

Its minimalist aesthetic suits tech, startups, and modern brands.

Free & Open Source:

Easily accessible for any project.

Grid System

The grid system – used by designers to organize and align visual elements within a brand's design – ensures all communications are visually balanced and organized, making them easy to read and navigate.

Print Materials

(e.g., fliers, posters, brochures, postcards)

Grid Layout

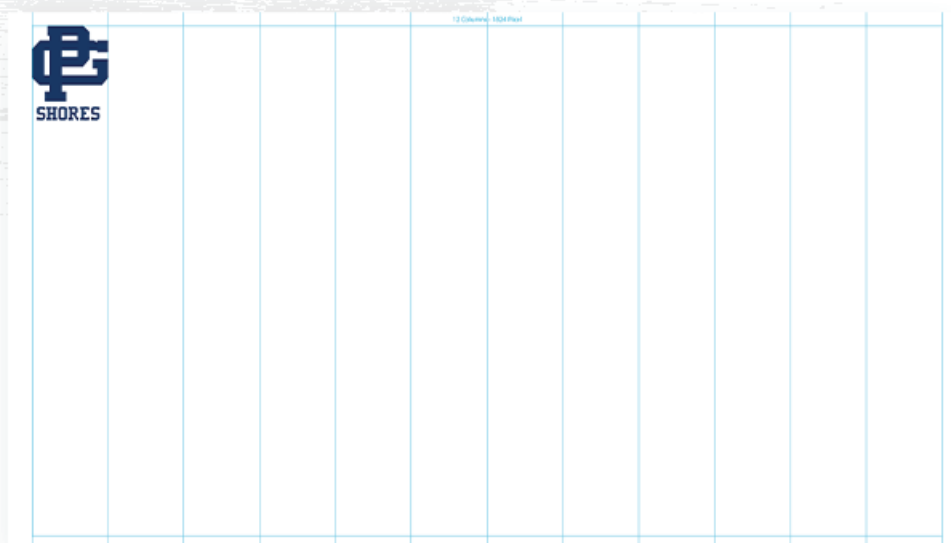
Use a base grid of 12 columns with a 3mm gutter. Margins should be consistent, with a 10mm margin on all sides of the document.

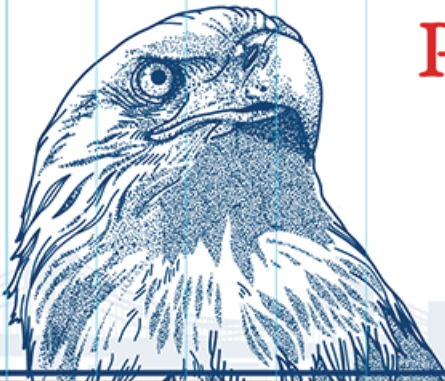
Alignment:

Left-align body text and justified text for larger bodies, such as articles or reports.
Digital Communications (e.g., GPS website, GPS social media, lobby TV)

Lobby TV Screen:

Utilize a 16:9 aspect ratio grid with a 5% margin on all sides for key content, maintaining readability from different viewing distances





PRESIDENTS' DAY

"Government of the people, by the people, for the people"

- Abraham Lincoln

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Parks Committee Meeting

Starts at 4PM on Tuesday, September 17, 2024



Trash / Recycling

Trash
1 Day Delay

Recycling
On Schedule

gpshoresmi.gov



General Guidelines

Imagery

All imagery should be high-resolution (300 DPI), cropped well, professional, and reflect the beauty and culture of GPS. Use quality images that showcase community events, local landmarks, and resident activities.

Consistency

Always follow the guidelines for color, typeface, and logo usage across all media. This will create a unified, consistent and professional appearance.

Accessibility

Ensure all communications are accessible to all residents. Use high-contrast colors, readable fonts, and alternative text for images.

