

Great Lakes Leadership Award

Brand Guidelines

May 2019



Great Lakes
Protection Fund

Introduction



Presented by
Great Lakes Protection Fund

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WATER TECHNOLOGY INNOVATION

The Great Lakes Protection Fund seeks to raise the leadership profile of innovative initiatives, and support entities that focus their energies on the Great Lakes challenges and how best to solve them. We embrace that entrepreneurial spirit and encourage collaboration in promoting the recognition of the Great Lakes Leadership Award with the inclusion of the Award recognition logo in public relations and media outlets.

The following pages outline the logos and usage available in this effort.

Award Recognition Logo



Presented by
Great Lakes Protection Fund

WATER TECHNOLOGY INNOVATION



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Primary Logo

This logo is to be used when placed independently from any written context.

Secondary Logo

This logo is to be used when accompanied with written context of the area of excellence in which the award was given, i.e. Water Tech Innovation.

Watermark Logo

This simplified logo is to be used as an overlay over a portion digital on-screen graphic to identify the Award.

Award Recognition Logo

Primary Logo



File name: Award_Primary_RGB/CMYK



File name: Award_Primary_1c_white



File name: Award_Primary_1c_black

Secondary Logo



File name: Award_Secondary_RGB/CMYK



File name: Award_Secondary_1c_white



File name: Award_Secondary_1c_black

Watermark Logo



File name: Award_Watermark_RGB/CMYK

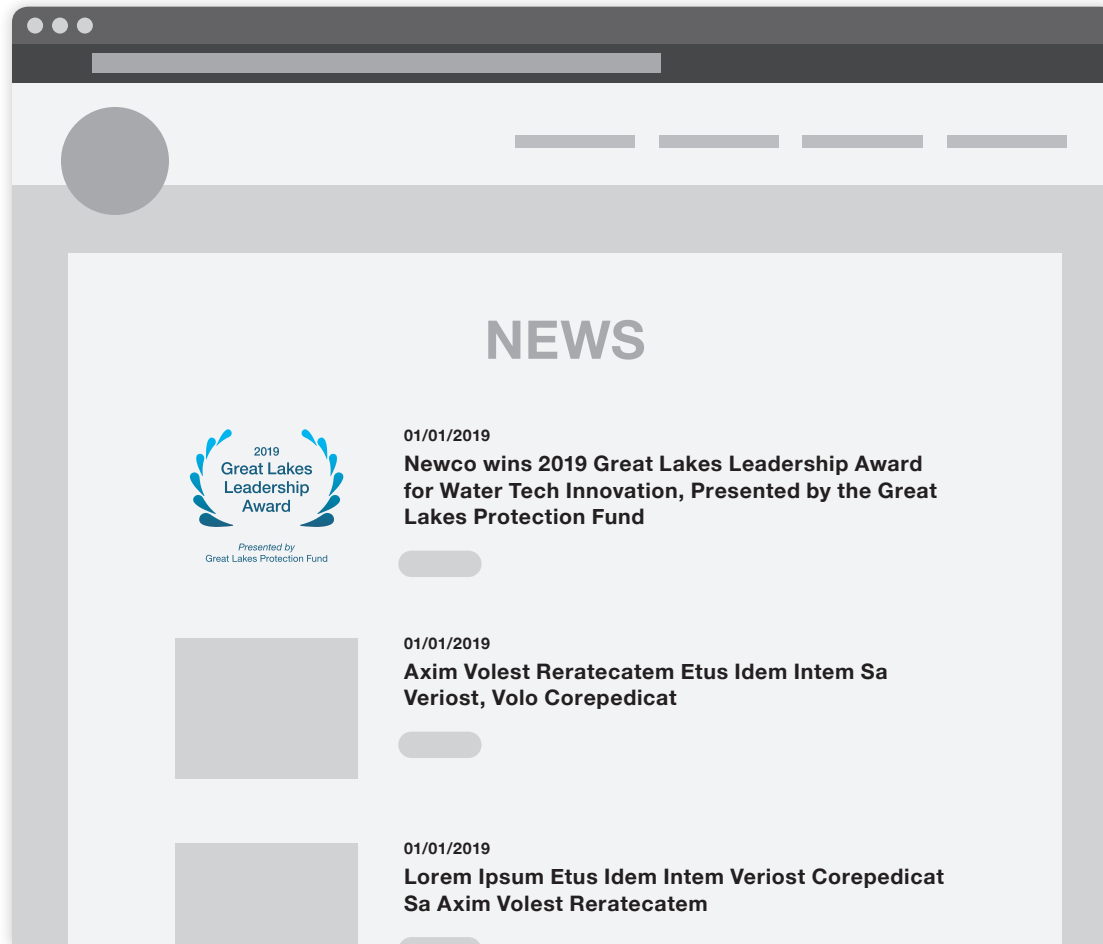


File name: Award_Watermark_1c_white



File name: Award_Watermark_1c_black

Award Recognition Logo Usage—Website



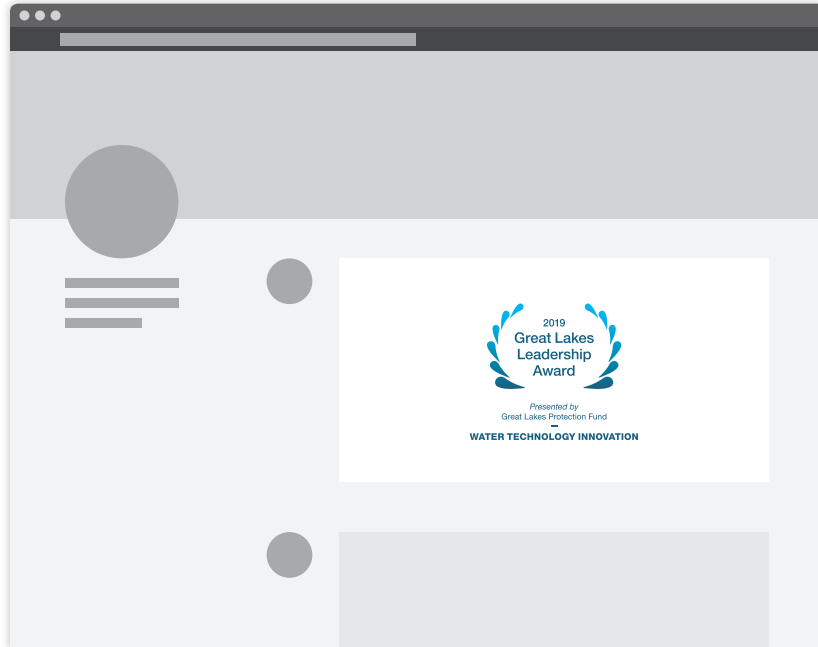
List View

The secondary logo is to be used on awardee websites when used within the context of a news or blog story.



File name: Award_Secondary_RGB

Award Recognition Logo Usage—Social Media



LinkedIn, Twitter, Facebook

We hope you will share the news of your award on all social media channels. We recommend using the primary logo on its own or using the watermark logo over a photo of your recognized work.



Example 1



Example 2

For questions, please contact:

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