



## BRAND GUIDE

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## ABOUT THIS GUIDE

One of our most valuable assets is the Great Lakes Fishery Commission brand.

The guidelines on the following pages help ensure that our brand is presented in a unified and consistent manner; maintains a professional and reliable image; and enjoys long-term recognition.

If you have any questions regarding the Great Lakes Fishery Commission brand guidelines, please contact:

**Jill Wingfield**

Communications & Policy Program Manager

[jwingfield@glfc.org](mailto:jwingfield@glfc.org)

(734) 669-3005

## PRIMARY LOGOS

### Full Color

Use the full-color logo whenever possible.



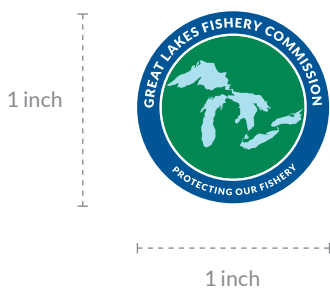
### One Color

When color is limited use the logo in blue or black.



### Minimum Size 1"

For applications smaller than one inch in size use an alternate logo – centered without tagline – page 6, option 4.



### GUIDELINES FOR USAGE:

Use this primary logo with “Protecting Our Fishery” tagline for public education partnerships, presentations, and marketing collateral.

## PRIMARY LOGOS

WITH ALTERNATE TAGLINE

### Full Color

Use the full-color logo whenever possible.



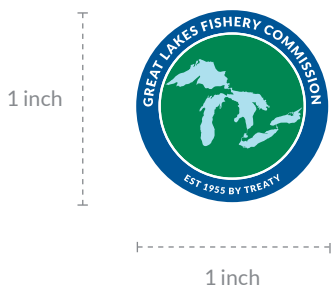
### One Color

When color is limited, use the logo in blue or black.



### Minimum Size 1"

For applications smaller than one inch in size, use an alternate logo – centered without tagline – page 6, option 4.



### GUIDELINES FOR USAGE:

Use this primary logo when partnering with and presenting to other governmental agencies, as well as within select applications such as coffee cups and signage.

## ALTERNATE LOGOS

Option 1



**Great Lakes  
Fishery Commission**

PROTECTING OUR FISHERY

Option 2



**Great Lakes  
Fishery Commission**

EST 1955 BY TREATY

Option 3



**Great Lakes  
Fishery Commission**

### GUIDELINES FOR USAGE:

Alternate logos emphasize the GLFC name.  
Use these logos when it is important for the  
organization's name to be prominent, for  
example on the website and within stationery.

## ALTERNATE LOGOS

CONTINUED

Option 4



# Great Lakes Fishery Commission

### MINIMUM SIZE 1/4"

*For applications requiring a very small size, use this centered logo without tagline.*



### GUIDELINES FOR USAGE:

Use this alternate logo when a centered application is preferred, for example when embroidering on GLFC clothing or on notecards.

## FRENCH PRIMARY LOGO

### Full Color

Use the full-color logo whenever possible.



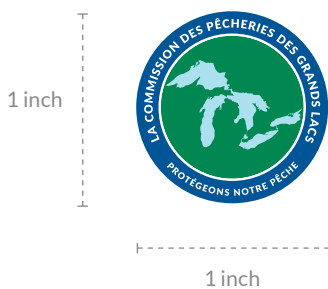
### One Color

When color is limited use the logo in blue or black.



### Minimum Size 1"

For applications smaller than one inch in size use an alternate logo – centered without tagline – page 10, option 4.



### GUIDELINES FOR USAGE:

Use this primary logo with “Protecting Our Fishery” tagline for public education partnerships, presentations, and marketing collateral.

# FRENCH PRIMARY LOGO

WITH ALTERNATE TAGLINE

## Full Color

Use the full-color logo whenever possible.



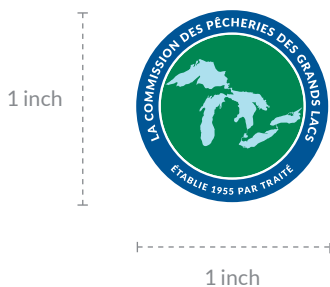
## One Color

When color is limited, use the logo in blue or black.



## Minimum Size 1"

For applications smaller than one inch in size, use an alternate logo – centered without tagline – page 10, option 4.



## GUIDELINES FOR USAGE:

Use this primary logo when partnering with and presenting to other governmental agencies, as well as within select applications such as coffee cups and signage.



## FRENCH ALTERNATE LOGOS

Option 1



**La Commission des Pêcheries  
des Grands Lacs**

PROTÉGEONS NOTRE PÊCHE

Option 2



**La Commission des Pêcheries  
des Grands Lacs**

ÉTABLIE 1955 PAR TRAITÉ

Option 3



**La Commission des Pêcheries  
des Grands Lacs**

### GUIDELINES FOR USAGE:

Alternate logos emphasize the GLFC name.  
Use these logos when it is important for the  
organization's name to be prominent, for  
example on the website and within stationery.

## FRENCH ALTERNATE LOGOS

CONTINUED

Option 4



# La Commission des Pêcheries des Grands Lacs

### MINIMUM SIZE 1/4"

*For applications requiring a very small size, use this centered logo without tagline.*



### GUIDELINES FOR USAGE:

Use this alternate logo when a centered application is preferred, for example when embroidering on GLFC clothing or on notecards.

## BILINGUAL LOGOS

Option 1



Option 2



**Great Lakes  
Fishery Commission**

**La Commission des Pêcheries  
des Grands Lacs**

### GUIDELINES FOR USAGE:

Use these logos on Canadian materials or applications that require an emphasis on GLFC's international treaty between Canada and the USA.

## BILINGUAL LOGOS

CONTINUED

Option 3



**La Commission des Pêcheries des Grands Lacs**  
**Great Lakes Fishery Commission**

Option 4



**La Commission des Pêcheries des Grands Lacs**  
**Great Lakes Fishery Commission**

### GUIDELINES FOR USAGE:

Use these logos on Canadian materials or applications that require an emphasis on GLFC's international treaty between Canada and the USA.

## EMBROIDERY LOGOS

English



**Great Lakes Fishery  
Commision**

French



**La Commission des Pêcheries  
des Grands Lacs**

### GUIDELINES FOR USAGE:

The green circle in the center has been enlarged to keep the great lakes away from the edge and maximize detail.  
Use this logo for embroideries.

## PRIMARY TYPOGRAPHY

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Lato Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

Lato Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

Lato Black

### GUIDELINES FOR USAGE:

All GLFC communications should use the typeface Lato, when possible. This Google font is available for download. Limit weights to Regular, Bold, and Black.

## SECONDARY TYPOGRAPHY

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Clarendon LT Std Roman

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Clarendon LT Std Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

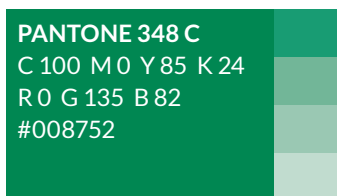
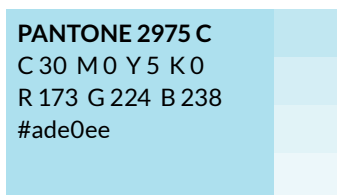
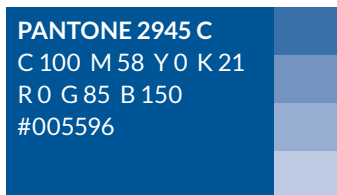
Merriweather Font Family – *Used in the Laurentian*

### GUIDELINES FOR USAGE:

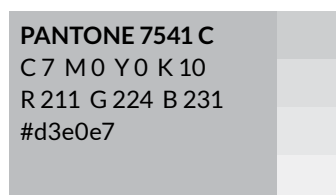
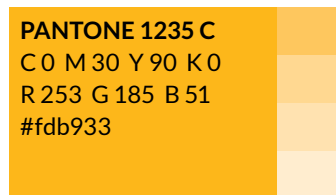
Clarendon LT Std can be used alongside Lato as a header or large typography. It should not be used as body copy. Merriweather font family is used in the Laurentian publication and can be used as body copy when a serif typeface is preferred.

# COLOR

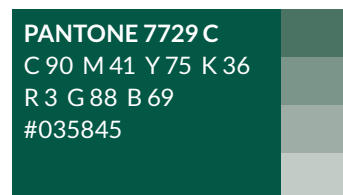
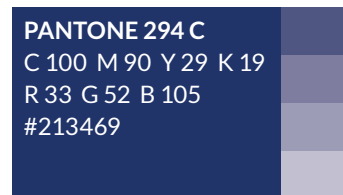
## Primary



## Secondary



## Dark



### GUIDELINES FOR USAGE:

A specific color palette has been developed for GLFC. In addition to black, use these exact colors on all GLFC communications.



## COLOR

### Embroidery Threads

**1177 DARK BLUE  
MADEIRA CLASSIC  
RAYON**

**[SEE THREAD](#)**

**1075 LIGHT BLUE  
MADEIRA CLASSIC  
RAYON**

**[SEE THREAD](#)**

**1079 GREEN  
MADEIRA CLASSIC  
RAYON**

**[SEE THREAD](#)**

### Interior Wall Paint

**OLD NAVY 2063-10  
EGGSHELL**

**[PURCHASE PAINT](#)**

#### GUIDELINES FOR USAGE:

A specific color palette has been developed for GLFC. In addition to black, use these exact colors on all GLFC communications.

## CANADA / USA FLAGS



**EST 1955 BY TREATY**



**ÉTABLIE 1955 PAR TRAITÉ**



**ÉTABLIE 1955 PAR TRAITÉ  
EST 1955 BY TREATY**

### GUIDELINES FOR USAGE:

Use this flag artwork within applications that require an emphasis on GLFC's international treaty between Canada and the USA. May be embroidered on the sleeve or pocket of GLFC clothing, for example.

## SCIENCE LOGO LOCKUPS

Fishery Research  
Project



Fishery Research Project  
Funded by Great Lakes Fishery Commission

Science Transfer  
Project



Science Transfer Project  
Funded by Great Lakes Fishery Commission

Sea Lamprey  
Research Project



Sea Lamprey Research Project  
Funded by Great Lakes Fishery Commission

## SCIENCE LOGO LOCKUPS USAGE

Space for content

Logo lockup  
on 30% tint, light blue  
PANTONE 2975 C



Fishery Research Project  
Funded by Great Lakes Fishery Commission

### GUIDELINES FOR USAGE:

In most cases, the science logo lockup can be placed on a 30% tint, light blue field at the bottom of the page.

# LAKE CHAMPLAIN & LAKE MEMPHREMAGOG PROGRAM

Blue text



Programme du lac Champlain  
et du lac Memphrémagog

Lake Champlain &  
Lake Memphremagog Program

White text  
on dark blue



Programme du lac Champlain  
et du lac Memphrémagog

Lake Champlain &  
Lake Memphremagog Program

White text  
on black



Programme du lac Champlain  
et du lac Memphrémagog

Lake Champlain &  
Lake Memphremagog Program

## SUPPLEMENTAL SEA LAMPREY CONTROL INITIATIVE (SUPCON)



## SUPCON PRIMARY LOGO

Green  
*Use the green logo  
whenever possible.*



White  
*Logo can be reversed  
out of green or black.*



Black



GUIDELINES FOR USAGE:  
Use this primary logo with  
tagline whenever possible

## SUPCON ALTERNATE LOGO

Green  
*Use the green logo  
whenever possible.*



White  
*Logo can be reversed  
out of green or black.*



Black





## SUPCON MARK

### Green

*Use the green logo whenever possible.*



### White

*Logo can be reversed out of green or black.*



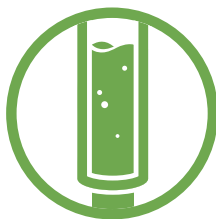
### Black



## SUPCON ICON SET

IN GREEN

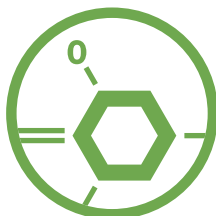
Lampricides



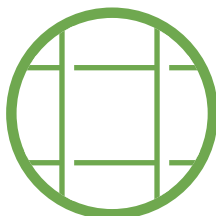
Sterilization



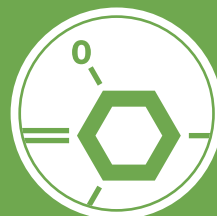
Pheromones



Traps



Barriers



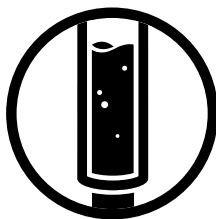
### GUIDELINES FOR USAGE:

Icons can be paired with Lato and can be used in vertical or horizontal orientation.

## SUPCON ICON SET

IN BLACK

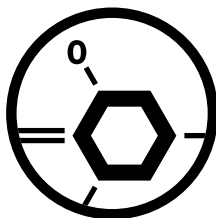
Lampricides



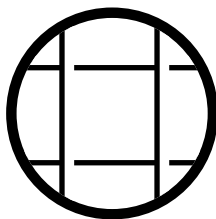
Sterilization



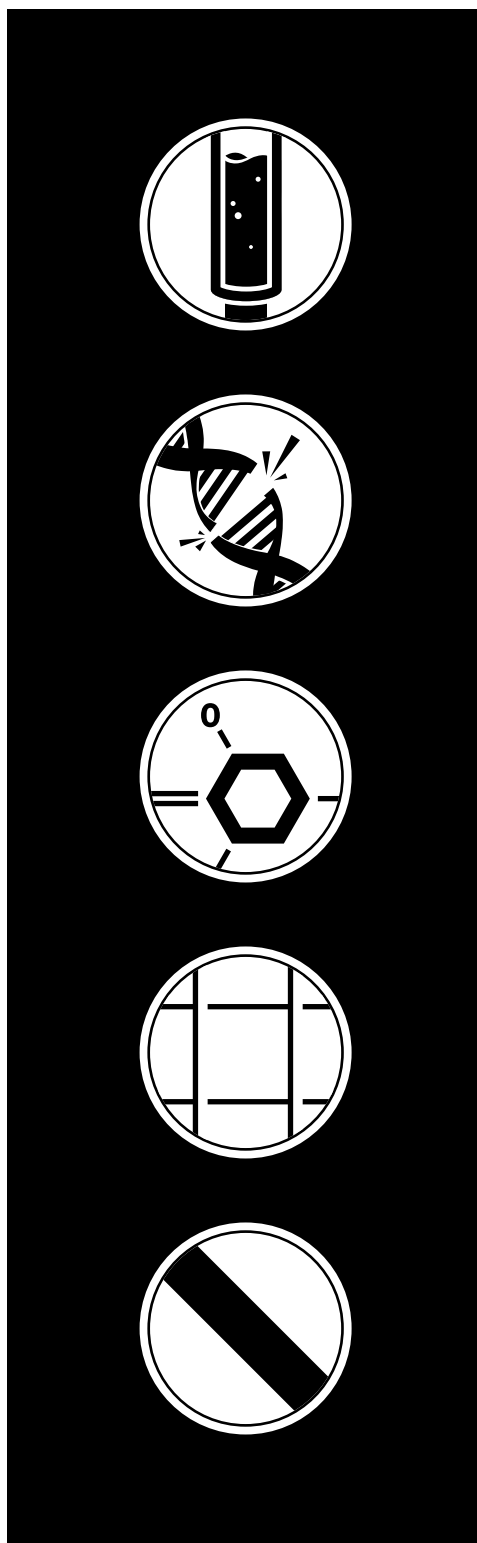
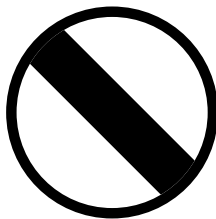
Pheromones



Traps



Barriers

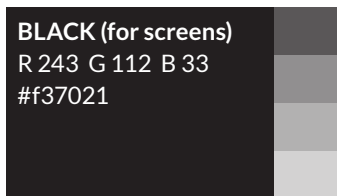
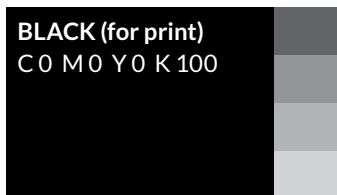
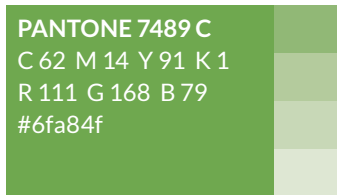


### GUIDELINES FOR USAGE:

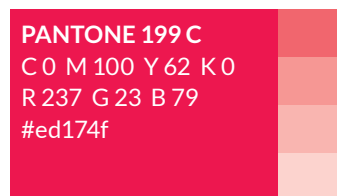
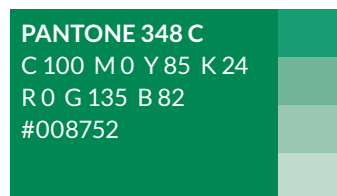
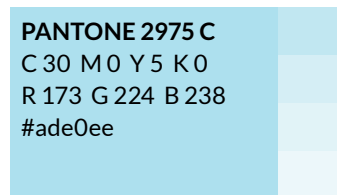
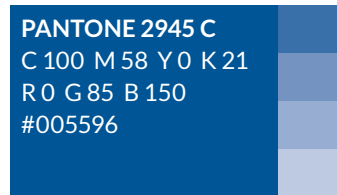
Icons can be paired with Lato and can be used in vertical or horizontal orientation.

# COLOR

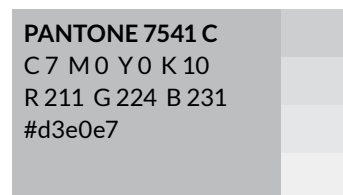
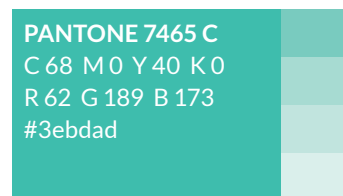
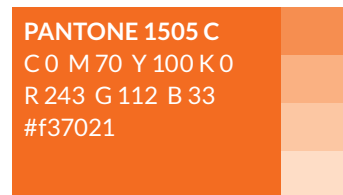
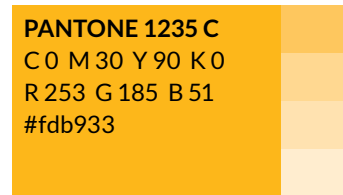
## SUPCON



## GLFC Primary

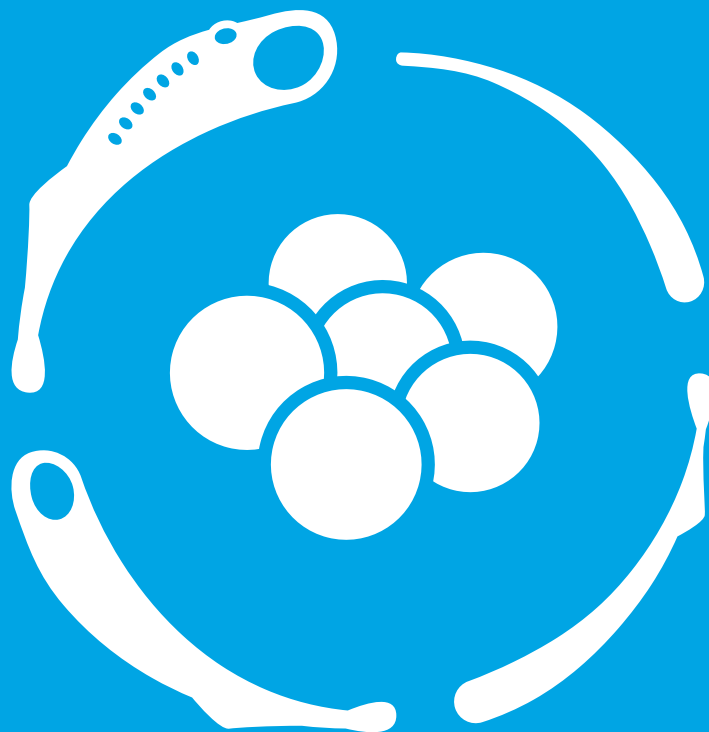


## GLFC Secondary



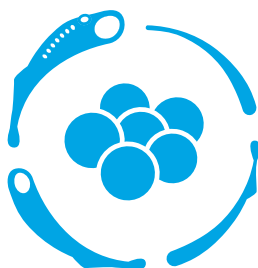
GUIDELINES FOR USAGE:  
SUPCON colors can be used alongside  
GLFC primary and secondary colors.

## SEA LAMPREY AQUACULTURE & PROCUREMENT (SLAP)



## SLAP PRIMARY LOGO

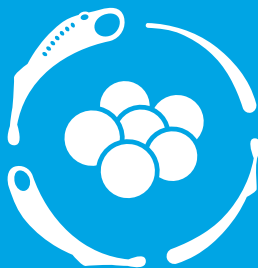
Blue  
*Use the blue logo  
whenever possible.*



# SLAP

Sea Lamprey Aquaculture  
& Procurement

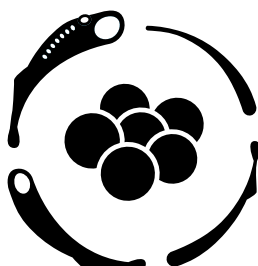
White  
*Logo can be reversed  
out of blue or black.*



# SLAP

Sea Lamprey Aquaculture  
& Procurement

Black



# SLAP

Sea Lamprey Aquaculture  
& Procurement

GUIDELINES FOR USAGE:  
Use this primary logo with  
tagline whenever possible

## SLAP ALTERNATE LOGO

Blue  
*Use the blue logo  
whenever possible.*



White  
*Logo can be reversed  
out of blue or black.*

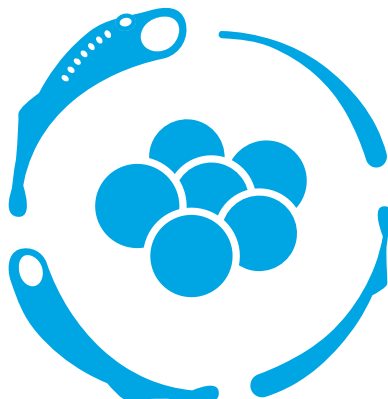


Black

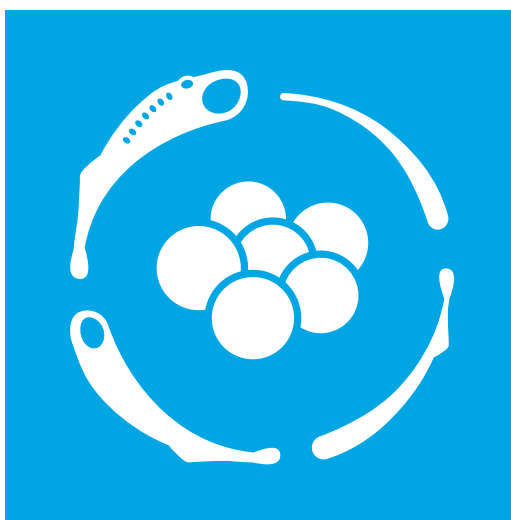


## SLAP MARK

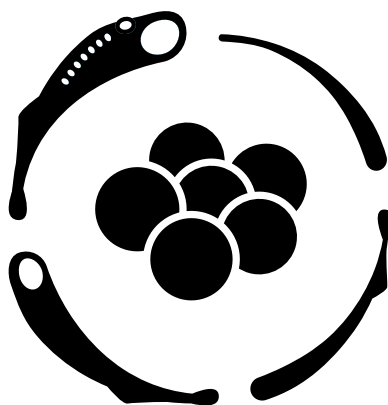
Blue  
*Use the blue logo  
whenever possible.*



White  
*Logo can be reversed  
out of blue or black.*



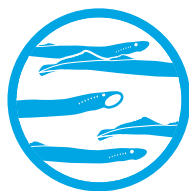
Black



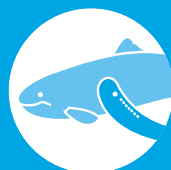
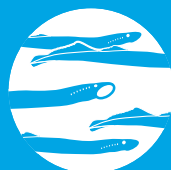


## SLAP ICONS

White Background

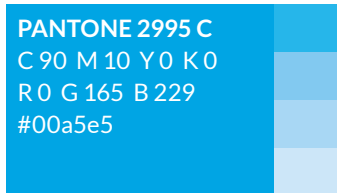


Blue Background

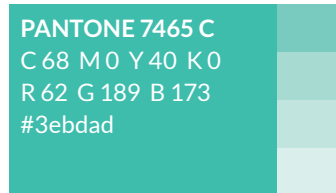


## COLOR

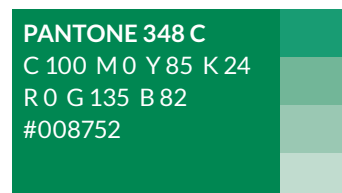
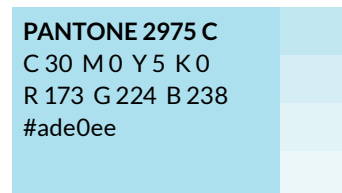
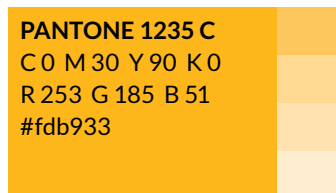
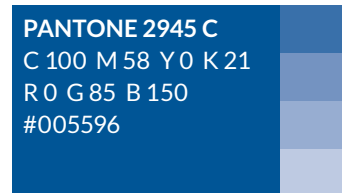
### SLAP Primary



### SLAP Secondary



### GLFC Primary



GUIDELINES FOR USAGE:  
SUPCON colors can be used alongside  
GLFC primary and secondary colors.



**Council of Great Lakes  
Fishery Agencies**

## COUNCIL OF GREAT LAKES FISHERY AGENCIES LOGO

Blue  
*Use the blue logo whenever possible.*



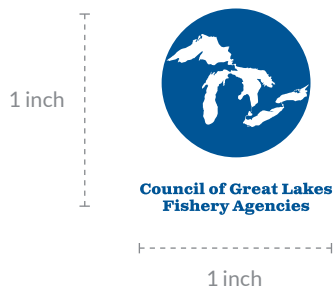
**Council of Great Lakes  
Fishery Agencies**

Black



**Council of Great Lakes  
Fishery Agencies**

Minimum Size 1"



## LAKE COMMITTEE LOGOS

Council of Lake Committees



**Council of Lake  
Committees**

Great Lakes  
Law Enforcement Committee



**Great Lakes  
Law Enforcement  
Committee**

Great Lakes  
Fish Health Committee



**Great Lakes  
Fish Health  
Committee**

## LAKE COMMITTEE LOGOS



**Council of Lake  
Committees**



**Lake Superior  
Committee**



**Lake Erie  
Committee**



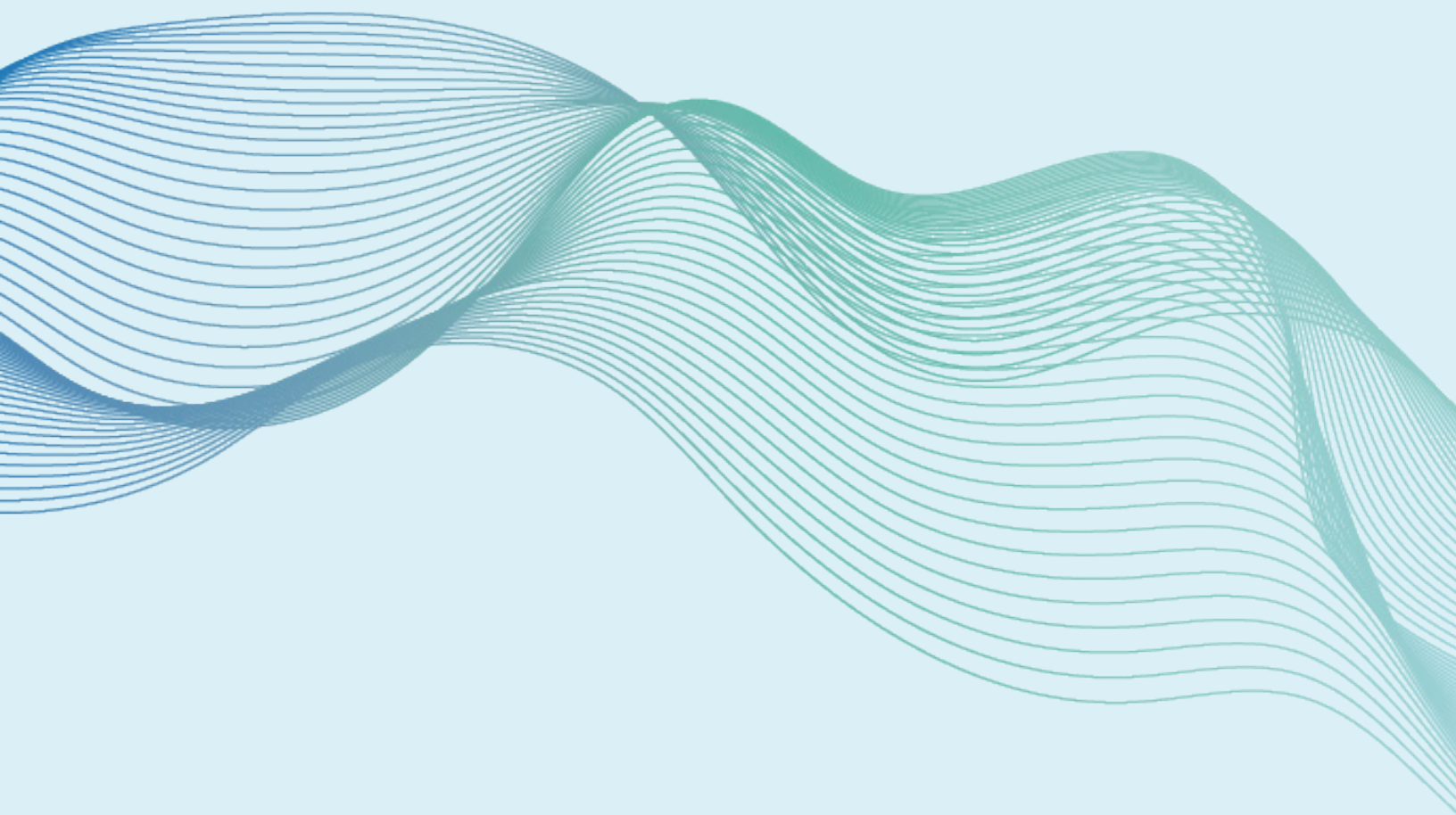
**Lake Huron  
Committee**



**Lake Michigan  
Committee**



**Lake Ontario  
Committee**



## PULSE ON SCIENCE LOGOS AND MARKS

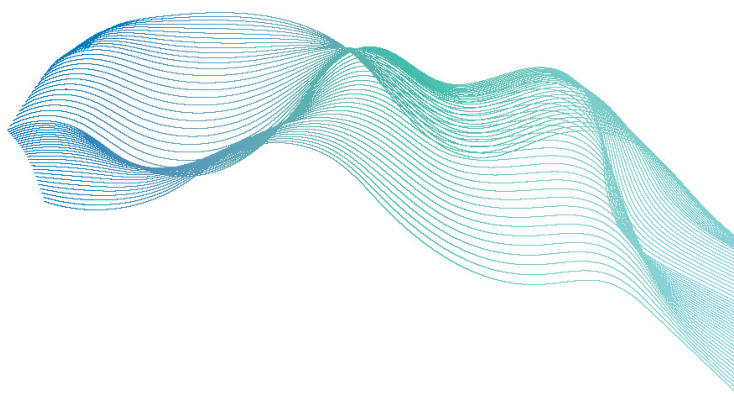
Logo Lockup



Logotype



Wave





## MASTHEADS

### Deliverable



## PULSE ON SCIENCE

Deliverable | Summer 2024

This publication provides current news on cutting-edge science relevant to Great Lakes fishery managers. Be sure to check out the back page for information on the Science Transfer Program.

### Research Brief



## PULSE ON SCIENCE

Research Brief | 2022, Vol. 2

This bi-annual newsletter lists titles and abstracts for recently completed. Commission-funded research projects and links to associated media coverage and publications.

**BANNER**

Web

