

MICHIGAN'S UPPER PENINSULA  
**INNOVATION SHORE**<sup>®</sup>  
BRAND GUIDE

# STANDARD LOGO USAGE

## Anatomy of the Logo

This is where we live. The structure of the logo represents the strength, balance & joy of a U.P. lifestyle.



MICHIGAN'S UPPER PENINSULA

**INNOVATION SHORE**®

Partial black Text above Great Lakes line



Empty white space that represents our 1,700 miles of Great Lakes shoreline.



This represents the Great Lakes & natural resources that provide the people that live here with a unique life.

## Logo Variations

MICHIGAN'S UPPER PENINSULA  
**INNOVATION SHORE**®

Normal Logo

MICHIGAN'S UPPER PENINSULA  
**INNOVATION SHORE**®

One Color Logo

MICHIGAN'S UPPER PENINSULA  
**INNOVATION SHORE**®

Custom Partner Logo

The Innovation Shore logo is typically presented in the full color “normal” version, but can also be presented in one color (all black, or all white). Partners also have the option of a custom presentation where the partial text below the “Great Lakes line” is colored to match the brand of the company using it in their marketing materials (refer to Custom Logo section for more details). Any organization wanting to adopt the logo to fit their organization’s brand colors must get prior authorization from Upper Peninsula Marketing Department Inc. by emailing: [karyno@marketingdepartmentinc.com](mailto:karyno@marketingdepartmentinc.com)

## White Space

There should be a generous amount of clear, open space surrounding all logos. The diagram below shows the minimum clear space around the logo, which no other elements should violate.



# USAGE EXAMPLES

## DO NOT USE



**Do NOT** put the logo in a box. The logo can be placed in a large official brand color background with ample white space. See color palette section.



**Do NOT** distort logo in any way



**Do NOT** outline logo



**Do NOT** alter approved colors or create special effects, or place on unapproved color background.



**Do NOT** place the logo on top of photos or other backgrounds where the logo is visually obstructed.

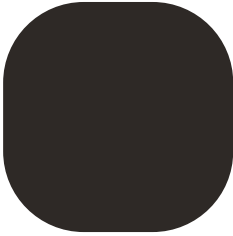


**Do NOT** mix colors in the logo in any other place besides the partial text below the "wave line".

# STANDARD COLORS

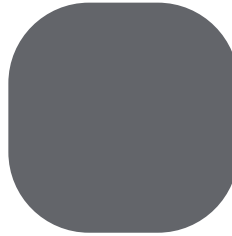
## Primary colors

### Black (above “wave line”)



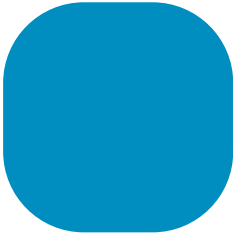
**PANTONE Black C - 100%**  
C 67 - M 63.82 - Y 66.94 - K 67.28  
R 45 - G 42 - B 38  
#2d2a26

### Dark Gray (U.P. text)



**PANTONE Cool Gray 10 C - 100%**  
C 61.91 - M 52.59 - Y 47.58 - K 19.23  
R 99 - G 101 - B 105  
#636569

### Blue (below “wave line”)



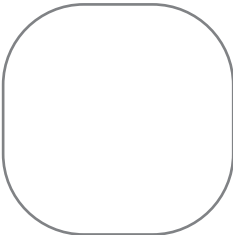
**PANTONE 7689 C - 100%**  
C 78.61 - M 32.89 - Y 7.46 - K 0.02  
R 35 - G 141 - B 193  
#238dc1

### Light Gray



**PANTONE Cool Gray 10 C - 20%**  
C 61.91 - M 52.59 - Y 47.58 - K 19.23  
R 99 - G 101 - B 105  
#636569

### White



C 0 - M 0 - Y 0 - K 0  
R 255 - G 255 - B 193  
#ffffff

# CUSTOM PARTNER LOGO

A partner with a signed Innovation Shore license agreement with Innovation Shore can include the logo in their own marketing materials (both in print and for digital display). In this case, partners are allowed to create a "Custom Partner Logo" in order to include their primary brand color on the partial text below the "Great Lakes line" in the Innovation Shore logo (to replace the PMS 7689 C Blue). Below are approved examples.

## Examples



Any organization wanting to adopt the logo to fit their organization's brand colors must get prior authorization from Upper Peninsula Marketing Department Inc. by emailing: [karyno@marketingdepartmentinc.com](mailto:karyno@marketingdepartmentinc.com)

# CUSTOM PARTNER LOGO

Custom colors are **ONLY TO BE APPLIED TO THE “NORMAL” FULL-COLOR LOGO**, and **ONLY TO THE AREA THAT CONTAINS PARTIAL TEXT BELOW THE “WAVE LINE”**.

## Examples



This above example is correct usage.



**Do NOT** use custom color logo in one color versions (full black or white) or over solid color backgrounds.



**Do not** use custom color on any other area of the logo except for the partial text below the “wave line”.

# CUSTOM PARTNER LOGO

## Examples



Creating an extension to a sign is one way to use your custom partner logo.



A tab or pull-out can be added to your website as a placeholder for the logo. In this instance a white logo stands out better on the gray box. Don't forget to hyperlink the logo to [www.innovationshore.com](http://www.innovationshore.com)

# CUSTOM PARTNER LOGO

## Examples



Using a light background offers more flexibility with any version of the logo.



When placing the logo on any other color background (anything other than white/light grey) always use the white or black version of the logo.

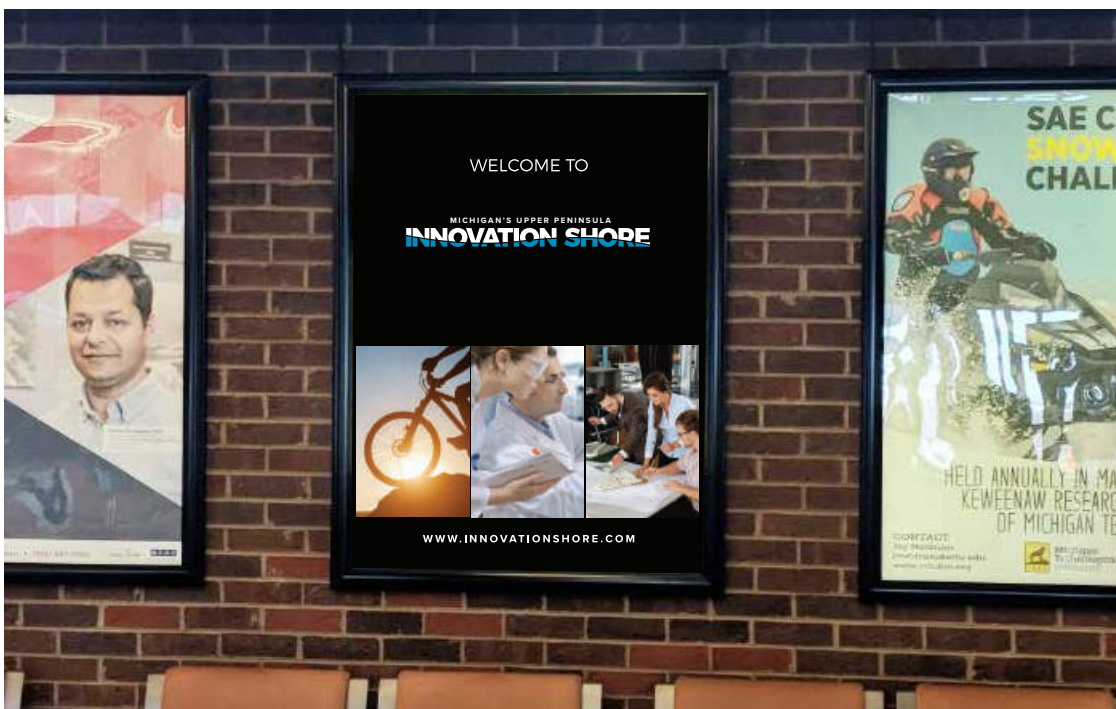


# CUSTOM PARTNER LOGO

## Examples



The logo always appears best on white.



Evaluate the setting—if well lit the 2-color logo is a smart choice. If not use the all black or all white logo.

# LANGUAGE USAGE

Along with the Innovation Shore visual brand, licensed partners of Innovation Shore are encouraged to use the correct language style when referring to Innovation shore.

When describing where the company is located in conjunction with or relation to Innovation Shore, DO NOT use the words "Michigan", "Upper Peninsula", "Keweenaw", any local town or area name, or any other geographic descriptor (or any other extraneous words) - instead use:

**"At Innovation Shore".**

**DO NOT USE EXAMPLES:**

"At **the** Innovation Shore".

"At **our** Innovation Shore".

"At **Keweenaw's** Innovation Shore".

"At **the Houghton** Innovation Shore".

**EXAMPLE OF PROPER USE:**

"Marketing Department Inc., located **at Innovation Shore**, provides advanced manufacturing & technology companies with marketing strategy and research services."