



“Destination Brand”

Graphic Standards Manual

Mackinaw Area Visitors Bureau

05/2006

FORWARD

A Mackinaw City Branding Initiative has established a Destination Brand for Mackinaw City. A trademark application has been applied for and confirmation has been received from the Federal Government. The following information is provided to any Mackinaw City partner* to uphold the integrity of this trademark. Authorized users will benefit most when this trademark is applied consistently and correctly. We encourage all those entitled to use the Destination Brand to notify us if violation or misuse of the trademark is suspected.

A Mackinaw City ***partner** will be considered as any business operating within the Mackinaw City area that promotes, produces and or prints material recognizing Mackinaw City as a destination for recreation, travel, manufacturing, and living.

The Destination Brand will be used exclusively by the Mackinaw Area Visitors Bureau as the corporate logo and identification. All other organizations, businesses and corporations may use the destination brand in regards to the “partner” considerations. Any use of the Destination Brand on partner websites must link directly to the MAVB (www.mackinawcity.com) web page.

Partner considerations include:

- Uniforms
- Stationary
- Print Ad
- Signage
- Glassware
- Clothing
- Sports Equipment
- Other (at the discretion of the Executive Director of the MAVB)

The purpose of this Graphic Standards Manual is:

- To present a consistent professional image for the Destination Brand of Mackinaw City.
- To maintain the integrity of the Destination Brand.
- To identify the usability of the Destination Brand for Mackinaw City partners*.

Destination Brand Logo and Usage:

The brand is available in a variety of file types. File types are available online at www.mackinawcity.com.

#1—This is the primary destination logo.

This will be used primarily for light colored background, and color advertising. The word “Michigan” may be eliminated when the Brand is used for local publicity only.



Destination Brand Logo and Usage (cont.)

#2—This is an alternative destination logo.

This will be used only in situations that result in a dark background. The word “Michigan” may be eliminated when the Brand is used for local publicity only.



Destination Brand Logo and Usage (cont.)

#3—Black and White Destination Brand Logo

This destination logo is only used when color is not available. The destination brand logo may be printed in the following manner for black and white printing. The word “Michigan” may be eliminated when the Brand is used for local publicity only.



Incorrect Brand Applications

- **Do Not** use the Destination Brand Logo smaller than 1 1/2 inches in width.
- **Do Not** stretch, compress or alter the Destination Brand Logo.
- **Do Not** allow background or other elements to interfere with the legibility of the Destination Brand Logo.
- **Do Not** use the Destination Brand Logo to identify your company.
- **Do Not** enclose the Destination Brand Logo in a shape.
- **Do Not** print the Destination Brand Logo on top of a multi-colored background.
- **Do Not** fill in the Destination Brand Logo (Star).
- **Do Not** change the typeface, font or set the typeface in upper case type.
- **Do Not** use the Destination Brand Logo in a manner unbecoming or unsuitable for publication.
- **Do Not** change the Destination Brand Logo colors in the font or in the graphics.

Logo file types

JEPG (or JPG)

Best used for Word documents. These files are compressed for smaller file sizes, but cannot be enlarged greatly without pixilating. NOTE: JPEG files lose quality each time they are saved! It is always best to work from an “original” JPEG file. Moving, Copying, and Attaching to an email are acceptable ways to transfer JPEG files. Opening a JPEG file and “Saving As” will result in an inferior version!

TIFF (or TIF)

Generally better suited to Pagemaker and other design programs. Larger file sizes, and will also pixilate if enlarged.

EPS

Generally preferred by professional designers. Larger file sizes, but can be enlarged greatly without loss of resolution.

PDF

“Cross-platform” files that work well on both PC and Mac computers. Generally not a useful file format for designers, however.

GIF

Frequently used on the web because of their small file size. Generally not suitable for print applications.

Destination Brand Sample Sizes



1 1/2 inch



3 inch



4 inch



6 1/2 inch



Destination Brand Agreement

I _____ do hereby agree to the terms and conditions of usage for the Mackinaw City Destination Brand.

Signature _____

Name (Printed) _____

Business _____

Address _____

Phone _____ Fax _____

Upon acceptance of this signed agreement you will be mailed a Destination Brand CD with various files types and 3 approved Brand logos. The Mackinaw City Destination Brand is a trademarked brand, with the Mackinaw Area Visitors Bureau serving as the holding authority. The Executive Director of the MAVB will authorize the distribution of the brand through this signed agreement. Upon the execution of a Destination Brand agreement, which includes certain quality control standards set forth in the Graphics Standards Manual, the Destination Brand Logo will be authorized for use. A non-exclusive agreement to use, will be issued with three specified variations for use on packaging, advertising, and promotional materials upon the regulations and conditions set forth in the "Destination Brand" Graphic Standards Manual.

After such access is granted please read the Graphics Standards Manual carefully to ensure correct use and accurate reproduction of the Destination Brand. When in doubt, please do not hesitate to contact the Mackinaw Area Visitors Bureau. We will gladly assist you in finding a solution for your usage.

As a partner of the Destination Brand Logo, you agree to abide by the rules outlined in the Graphic Standards Manual. Fax or mail this signed agreement to 231-436-5991 or MAVB, 10300 US 23 Hwy, Mackinaw City, MI 49701

Approved By: _____ Date: _____
Executive Director, Mackinaw Area Visitors Bureau