



GROUSE MOUNTAIN
ENVIRONMENTAL CONSULTANTS



GROUSE MOUNTAIN ENVIRONMENTAL CONSULTANTS CORPORATE DESIGN GUIDELINES

THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent **Grouse Mountain Environmental Consultants'** corporate identity. This includes our name, logo and other elements such as colors, and type.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect **Grouse Mountain Environmental Consultants'** brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of **Grouse Mountain Environmental Consultants'** name and marks.

LOGO INTRODUCTION

Our logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the icon pieces and our company name – they have a fixed relationship that should never be changed in any way.



CORPORATE TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Design. We have selected Nunito Sans, which is clean, easy to read and professional for **Grouse Mountain Environmental Consultants'** communications, as the primary corporate typefaces.

NUNITO SANS

THE FONT

Nunito is a well balanced sans serif typeface superfamily, with 2 versions: The project began with Nunito, created by Vernon Adams as a rounded terminal sans serif for display typography. Jacques Le Bailly extended it to a full set of weights, and an accompanying regular non-rounded terminal version, Nunito Sans.

TYPE EXAMPLES OF NUNITO SANS

NUNITO SANS

Regular

A B C D E F G H I J K L M
 N O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m
 n o p q r s t u v w x y z

Bold

A B C D E F G H I J K L M
 N O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m
 n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! “ \$ % & / () = ? ` ; :
 “ [] | { } ≠ ‘
 Σ Ω π • ‘
 @ Ω © ∂ ≈ √ ~ ∞ − ≤ < > ≥ ◇

BRAND COLORS

PRIMARY COLOR SYSTEM

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Explanation:

Grouse Mountain Environmental Consultants has two official colors: Mountain Sky Blue and Black.

Usage:

The blue is the main color. The black is the color of text.



PRIMARY COLOR MOUNTAIN SKY BLUE

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COLOR CODES

CMYK : C078 M023 Y009 K000

RGB : R000 G155 B201

Web : # 009bc9



PRIMARY COLOR BLACK

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COLOR CODES

CMYK : K100

RGB : R0 G0 B0

Web : # 000000



CONTACT AND SUPPORT INFORMATION

ABOUT THESE GUIDES

If any information is unclear about these guides or the Grouse Mountain Environmental Consultants brand please reach out to us for clarification. In addition to these brand guides we are happy to provide official brand elements as we deem fit for accurate brand representation.

CONTACT

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