Brand Guidelines

VERSION 1.0 · MAY 2020

Our Brand

Overview

At The GrandWay, we pride ourselves on providing entertainment and creating experiences for all. With various attractions ranging from horse racing to gaming, and event spaces perfect for hosting weddings, parties, and corporate functions, we aim to combine elegance and community in all that we do.

The Logo

With The GrandWay serving as the all encompassing brand for our facility, it was important to us that our logo reflected the idea of bringing things together. Shapes are used to abstractly represent our different spaces and attractions while also creating an elegant "G" icon.

Sizing & Clear Space

Logo Sizing

To ensure the legibility of the logo, it must always be equal to or larger than the sizes specified. For print, the logo should never appear smaller than 1". For digital, it must appear at least 100 pixels wide.

Clear Space

The minimum clear space that must be around the logo is equivalent to the height of the square labelled "X". This distance is calculated based on the height where specified. The height of the clear space box is always equal to the width.

1" W (Print)
100px (Digital)
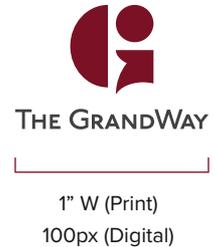
1" W (Print)
100px (Digital)

Logo Colours

Colour Variations

The GrandWay logo should use the full colour version where possible. In the scenario where the logo will appear on a dark background, use the reversed or white options. If you are limited with colour, use black.

'G' Icon

Our icon should use the full colour version whenever possible. In the scenario where the icon appears on a dark background, the colour version can be used given it has enough contrast, otherwise the white option should be used. If you are limited with colour use black.

Full Colour

Reversed

White on Black

Black on White

'G' Icon

Full Colour

White on Black

Black on White

0.5" W (Print)
50px (Digital)

Logo Don'ts

Respect the Logo

To maintain the integrity of our logo, please avoid the following scenarios:

1. **DO NOT** compress or stretch the logo. The logo must be scaled uniformly.

2. **DO NOT** place the colour version of the logo on solid coloured backgrounds.

3. **DO NOT** make the logo solid burgundy or apply colours not approved by our guidelines.

4. **DO NOT** rotate the logo. It must always appear horizontal or vertical.

5. **DO NOT** place the logo onto busy backgrounds or photos.

6. **DO NOT** apply any effects such as drop shadows or gradients to the logo.

1.

2.

3.

4.

5.

6.

Colours

Primary Colours

Burgundy was chosen as The GrandWay's primary colour to give our brand an elegant feel. It is used for our icon, headings and backgrounds. A neutral gray is used for the wordmark to ensure that the 'G' icon remains the focus of our logo.
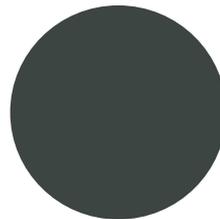
Secondary Colours

Charcoal provides a contrasting, neutral colour for our brand. It is used for body copy, subheadings and icons. It can also be used for backgrounds at both full opacity and at 5% opacity.
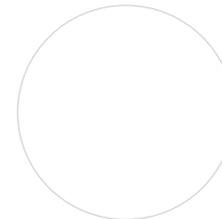
Primary Colours
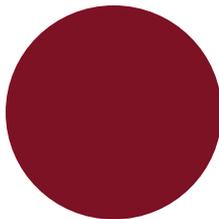
PANTONE P 54-16 C
C 30 M 100 Y 82 K 38
R 124 G 18 B 35
#7C1223

PANTONE 44 C
C 68 M 60 Y 60 K 47
R 63 G 64 B 64
#3F4040

PANTONE 000 C
C 0 M 0 Y 0 K 0
R 255 G 255 B 255
#FFFFFF

Secondary Colours

PANTONE Black 6 C
C 72 M 67 Y 65 K 80
R 22 G 21 B 21
#161515

5%

Typography

Garvis Pro

Our primary typeface, Garvis Pro Regular, is an elegant serif font that embodies our sophisticated brand while contrasting the sans serif of our wordmark.

Montserrat

Montserrat is a modern sans serif thatdoesn't compete with our primary typeface. It is used sparingly and only in semi-bold, all caps.

Proxima Nova

Proxima Nova was chosen as a neutral body copy font that would not compete with either of our other typefaces. Only the regular version of the font should be used to provide contrast when used alongside Montserrat.

Garvis Pro Regular

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz

0123456789

Montserrat Regular

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz

0123456789

Proxima Nova Regular

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz

0123456789

Type Hierarchy

Hierarchy is used to organize type in a way that establishes an order of importance, allowing our audience to easily navigate and digest our content. This system needs to stay consistent in order to maintain our brand's personality, look, and feel.

Lorem Ipsum Dolor Sit Amet

Heading

Garvis Pro is used for headings and short text fragments.

Lorem Ipsum Dolor Sit Amet

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

LOREM IPSUM DOLOR SIT AMET

Subheading

Garvis Pro at a smaller size is used for subheadings.

Body Copy

Proxima Nova Regular is used for all body copy.

Buttons / Emphasis

Montserrat Semi-Bold in all caps is used for all links and buttons, as well as for any smaller sub-headings or text fragments that need emphasis

Photography

Imagery Style

We prefer our imagery to be candid and to capture moments, rather than appearing posed or static. Action shots, smiling faces and detailed shots all show our brands personality and convey our balance of community, fun and elegance.

Photo Overlay

As we offer such a wide variety of events and attractions, we use photo overlays to ensure our imagery doesn't appear to be disjointed. Toning down vibrancy and warming up colours provides an elegant, welcoming feel to our photography.

Iconography

Icon Anatomy

We use icons when words or photography just won't cut it. Follow these guidelines when making new icons that don't appear on this page:

1. Icons should always be drawn with a consistent line thickness of 1pt and with rounded points.

2. Icons should always make use of the occasional line gap for style like the icons pictured here.

3. Icons should have no interior fill.

4. Icons should always use our charcoal colour and only appear on white or light coloured backgrounds.

5. Icons should appear no smaller than 0.5" or 30 pixels.

Line gaps add style and bring a unique quality to our icons
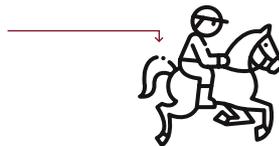
No fill (outline only)

Consistent line thickness
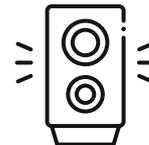
Looking for our Logo?

Here are a few links to our logo for your digital/print needs

Can't find what you need?

Please contact:
Jenna Knox
519-846-5455 ext 247
jknox@thegrandway.com
7445 Wellington County Rd 21
Elora, Ontario N0B 1S0

Digital Logos

GrandWay Logo - Horizontal
GrandWay Logo - Vertical

Print Logos

GrandWay Logo - Horizontal
GrandWay Logo - Vertical