

**LIVE**  
**WHITE**  
**LAKE**

Brand Guidelines

**LIVE**  
WHITE  
LAKE

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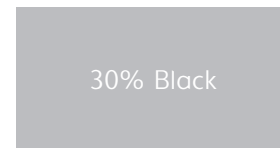
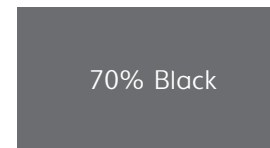
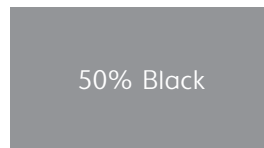
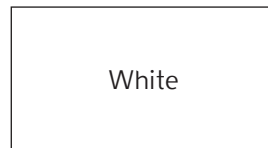
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#### Preferred Usage

When using the Live White Lake graphic on a colored background, be sure it is dark enough to provide contrast and readability



Black and white & reversed



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C: 2  
M: 100  
Y: 85  
K: 6

R: 200  
G: 16  
B: 46

#c8102e

Pantone 186

C: 76  
M: 0  
Y: 38  
K: 0

R: 0  
G: 191  
B: 179

#00bfb3

Pantone 3262

C: 98  
M: 24  
Y: 1  
K: 3

R: 0  
G: 125  
B: 186

#007dba

Pantone 7461

C: 0  
M: 49  
Y: 100  
K: 0

R: 255  
G: 130  
B: 0

#ff8200

Pantone 151

30% Black

R:188 G:190 B:192

#BCBEC0

## Colors

The Live White Lake logo uses four colors interchangeably.



Do not use against conflicting color backgrounds.



Do not alter the chosen color palette.



Do not distort the logo.



Do not use the words "Live White Lake" without highlighting the words "LIVE IT."



Do not use alternate fonts.

### No-No's

To maintain the integrity and consistency of the Live White Lake brand, please don't do these things.

**Source Sans Pro Black**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0 1 2 3 4 5 6 7 8 9**

**Source Sans Pro Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0 1 2 3 4 5 6 7 8 9**

**Source Sans Pro Semibold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0 1 2 3 4 5 6 7 8 9**

Source Sans Pro Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0 1 2 3 4 5 6 7 8 9

## Fonts

The Source Sans Pro font family should be used to remain consistent in brand material.