

Great Lakes Eastern's logo is the corporation's distinctive signature. It is a unique design based on a careful combination of graphic elements.

It is important that the logo be used correctly so that the public will recognize the Great Lakes Eastern logo and name wherever it appears.

For that reason, Great Lakes Eastern has developed standards that specify how the logo and name are to be used. Included here are many of these guidelines and camera-ready logos.

When used on printed material, the logo should be accompanied by a registration mark. This provides legal protection for Great Lakes Eastern's corporate identity.

The construction of the GLE signature illustrates that the logo is not simply made of lines and text. Its design has been carefully developed to ensure strength and clarity. Exact appearances and proportions are difficult to recreate, therefore only camera-ready artwork is permissible for use.

Color Usage

Logos may be used in any one of four colors designed by the Visual Communications Department.

Logo colors are Navy Blue, White, Black and 50% Grey. The preferred color arrangement is Navy Blue on White background or White on Navy Blue background. The Black and grey colorings are acceptable.



Great Lakes Eastern's identity: smooth, bold, distinctive...

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RAILROAD COMPANY**

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