

Brand Standard Brief

Minnesota Safe Routes to School

The Logo:

The logotype

The symbol

This is the full color preferred logo version and should only appear on a white or very light background. DO NOT recreate!



Vertical Version

Use if the preferred version is not appropriate for the space available.



Other versions:

Black and white



Grayscale



Reversed (white)



Color Palette:

The following colors have been chosen as the brand colors. See samples of the use of color online at www.mnsaferoutestoschool.org. Please avoid using other colors for any Minnesota Safe Routes to School branded materials.

Identity Colors:

CMYK 90-81-10-0	PMS 2736	CMYK 65-2-0-0	PMS 298	CMYK 41-6-100-0	PMS 583
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Secondary Colors:

CMYK 0-20-100-0	PMS 123	CMYK 100-40-25-0	PMS 314	CMYK 65-35-100-0	PMS 7496
CMYK 0-5-25-0	PMS 1205	CMYK 0-40-25-35	PMS 309	CMYK 65-35-100-35	PMS 7498

Accent Colors:

CMYK 45-75-100-0	PMS 7517	CMYK 25-100-40-0	PMS 220	CMYK 48-80-0-0	PMS 258
CMYK 45-75-100-30	PMS 7518	CMYK 25-100-40-20	PMS 216	CMYK 60-100-0-0	PMS 259

Neutral Colors:

CMYK 40-30-30-100	PMS BLACK 6	CMYK 0-9-16-43	PMS WARM GRAY 8	CMYK 22-19-23-0	PMS WARM GRAY 3
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Minnesota Safe Routes to School Brand Standard Brief (continued)

Font Palette:

Whenever possible use the Verdana font family for creating documents and correspondence. This font can be condensed to 50% if needed for headlines. Other sans serif typefaces may be substituted if absolutely necessary (Arial, Univers, Helvetica, etc.). Alternate text font is Garamond.

Verdana Regular:

1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Verdana Bold:

1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Garamond:

1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Do's & Don'ts:

DO leave a clear space around the logo equal to the height of the word "SAFE"
DO use logo at 1.5" min. width or larger

DO NOT stretch or change the logo in any way
DO NOT use logo smaller than 1.5" in width
DO NOT use 3-color logo on dark background



Other Elements:

Elements from the brand may be used sparingly for graphic interest and a special functions. Please only use them as provided ... do not change the color.



Positioning Statement

When introducing MnSRTS, use one of the following positioning statements:

Short Version:

Minnesota Safe Routes to School combines the expertise of multiple state agencies together with national and local partners to provide parent, school and community groups with the resources needed to support walking and biking to school.

Long Version:

Minnesota Safe Routes to School combines the expertise of multiple state agencies together with national and local partners to provide parent, school and community groups with the resources needed to support walking and biking to school. **This statewide effort promotes the development of comprehensive local SRTS programs that cover all 5Es — education, encouragement, enforcement, engineering, and evaluation. Our students will gain lifelong healthy habits and improved academic performance through physical activity; our schools become safer with reduced traffic and improved air quality; and our communities become better places to live, learn, work and play.**



Find the full Brand/Marketing Guide online at www.mnsaferoutestoschool.org

Prepared for Minnesota Safe Routes to School

www.mnsaferoutestoschool.org

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