### The Logo:

**The logotype**

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:

<table>
<thead>
<tr>
<th>CMYK</th>
<th>PMS</th>
<th>CMYK</th>
<th>PMS</th>
<th>CMYK</th>
<th>PMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>90-81-10-0</td>
<td>2736</td>
<td>65-2-0-0</td>
<td>298</td>
<td>41-6-100-0</td>
<td>583</td>
</tr>
</tbody>
</table>

#### Secondary Colors:

<table>
<thead>
<tr>
<th>CMYK</th>
<th>PMS</th>
<th>CMYK</th>
<th>PMS</th>
<th>CMYK</th>
<th>PMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-20-100-0</td>
<td>123</td>
<td>100-40-25-0</td>
<td>314</td>
<td>65-35-100-0</td>
<td>7496</td>
</tr>
<tr>
<td>0-5-25-0</td>
<td>1205</td>
<td>0-40-25-35</td>
<td>309</td>
<td>65-35-100-35</td>
<td>7498</td>
</tr>
</tbody>
</table>

#### Accent Colors:

<table>
<thead>
<tr>
<th>CMYK</th>
<th>PMS</th>
<th>CMYK</th>
<th>PMS</th>
<th>CMYK</th>
<th>PMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>45-75-100-0</td>
<td>7517</td>
<td>25-100-40-0</td>
<td>220</td>
<td>48-80-0-0</td>
<td>258</td>
</tr>
<tr>
<td>45-75-100-30</td>
<td>7518</td>
<td>25-100-40-20</td>
<td>216</td>
<td>60-100-0-0</td>
<td>259</td>
</tr>
</tbody>
</table>

#### Neutral Colors:

<table>
<thead>
<tr>
<th>CMYK</th>
<th>PMS</th>
<th>CMYK</th>
<th>PMS</th>
<th>CMYK</th>
<th>PMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>40-30-30-100</td>
<td>BLACK 6</td>
<td>0-9-16-43</td>
<td>WARM GRAY 8</td>
<td>22-19-23-0</td>
<td>WARM GRAY 3</td>
</tr>
</tbody>
</table>
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](http://www.mnsaferoutestoschool.org)

Prepared for Minnesota Safe Routes to School
[www.mnsaferoutestoschool.org](http://www.mnsaferoutestoschool.org)
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