MINNESOTA

SAFE ROUTES
TO SCHOOL

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BRAND GUIDELINES

OCTOBER 2021

INTRODUCTION

The Minnesota Safe Routes to School (MnSRTS) Brand Guidelines is a reference tool to guide consistent usage of the MnSRTS brand in visual communications.

The purpose of these guidelines is to facilitate a clear, effective, and memorable presentation of the logo and a standard brand identity.

ACCEPTABLE USES

PRIMARY LOGO

SECONDARY LOGOS

LOGO FAMILY

The MnSRTS logo family consists of one primary logo and four secondary logos.

The arched logo (right) is the primary version of the logo, and it should be used in most instances.

The four secondary logos (far right) can be used in instances when the primary logo is impractical to use (see page 6).

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MN SRTS

ACCEPTABLE USES

LOGO COLOR COMBINATIONS

There are three color combinations for each version of the logo: 3-color, black, and white. The usage examples at the right showcase the primary logo, but the same principles apply to the secondary logos as well.

3-COLOR
ON WHITE BACKGROUND

BLACK
ON WHITE BACKGROUND

WHITE
ON BLACK OR DARK BACKGROUND
Use this version over a dark background color or photograph. The background must be dark enough to provide contrast for legibility.

UNACCEPTABLE USES

Any deviation from the acceptable uses of the MnSRTS logo means the logo will be more difficult to remember—this will negatively impact the effectiveness of the program. Therefore, no variations of the logo are permitted under any circumstances.

Here are a few examples of typical logo violations. The examples are meant to be representative, however, and do not encompass all possible cases.

Do not attempt to re-draw or re-typeset elements of the logo

Do not place the logo within another shape

Do not use low-res or pixelated versions of the logo

Do not distort or stretch the logo

Do not alter the colors of the logo

Do not tilt or turn the logo

SPACE & SIZE

The MnSRTS logo should be used consistently to project a distinctive brand identity.

CLEAR SPACE

To help the logo tell its story most effectively, a buffer of clear space must be maintained around the MnSRTS logo.

A unit of space equivalent to the height of the adult pedestrian should be maintained so the logo has enough clear space. See diagram at right.

MINIMUM SIZE

To ensure readability, do not use the primary logo at a size smaller than 1" in width. Instead, please use the small arched logo for anything between 1-0.5". Anything smaller than 0.5" is not recommended.

1" W

0.5" W

COLORS

Color is a primary means of visual identification. Below are the designated colors for the MnSRTS logo. Do not apply unapproved colors to the logo.

PMS

Pantone© Matching System (PMS) inks are the industry standard for color specification in offset printing with spot color.

CMYK

CMYK (cyan, magenta, yellow, key/black) mixes have been customized to match, as closely as possible, the color palette's PMS values. CMYK inks are primarily used in four-color (or full-color) commercial and digital printing.
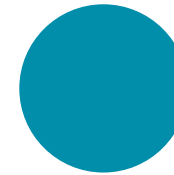
HEX

HEX color values, which appear as six character combination of letters and numbers, are used for applications viewed on screen, such as web pages.
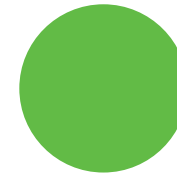
PRIMARY COLORS
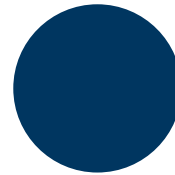
MINNESOTA BLUE
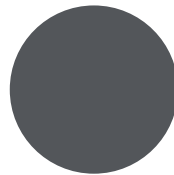PMS 2995 C
100 / 60 / 10 / 53
#003865

MINNESOTA ACCENT TEAL
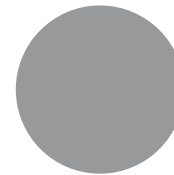PMS 3135 C
83 / 29 / 26 / 1
#008EAA

MINNESOTA GREEN
PMS 368 C
65 / 0 / 100 / 0
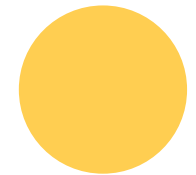#78BE21

ACCENT COLORS

MINNESOTA DARK GRAY
PMS COOL GRAY 11 C
66 / 57 / 51 / 29
#53565A

MINNESOTA MEDIUM GRAY
PMS COOL GRAY 7 C
44 / 35 / 34 / 1
#97999B

MINNESOTA LIGHT GRAY
PMS COOL GRAY 1 C
14 / 10 / 13 / 0
#D9D9D6

MINNESOTA EXTENDED ACCENT GOLD
PMS 1225 C
0 / 19 / 79 / 0
#FFCE51

TYPOGRAPHY

There is one typeface at the heart of the MnSRTS identity: Brandon Grotesque. Meaning, this typeface must be used whenever possible.

BRANDON GROTESQUE

For all headlines and subheaders please use:

- Brandon Grotesque Black
- Brandon Grotesque Bold
- Brandon Grotesque Medium

For most heavy-lifting, including body copy, captions, and footers, please use:

- Brandon Grotesque Regular
- Brandon Grotesque Regular Italic
- Brandon Grotesque Light
- Brandon Grotesque Light Italic

The typeface can be synced via Adobe Fonts for Creative Cloud users: fonts.adobe.com/fonts/brandon-grotesque

OPEN SANS

If and when Brandon Grotesque is not available to use, please substitute with Open Sans. It can be downloaded for free at: fonts.google.com/specimen/Open+Sans

HEADLINES & SUBHEADERS

Brandon Grotesque Black
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0123456789!@#$%^&*(){}:"<?,./;

Brandon Grotesque Bold
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0123456789!@#$%^&*(){}:"<?,./;

Brandon Grotesque Medium
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0123456789!@#$%^&*(){}:"<?,./;

BODY, CAPTIONS & FOOTERS

Brandon Grotesque Regular
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0123456789!@#$%^&*(){}:"<?,./;

Brandon Grotesque Regular Italic
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0123456789!@#$%^&(){}:"<?,./;*

Brandon Grotesque Light
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0123456789!@#$%^&*(){}:"<?,./;

Brandon Grotesque Light Italic
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0123456789!@#$%^&(){}:"<?,./;*