GRAPHIC IDENTITY GUIDE

LOGO

This is the primary Southern Minnesota Initiative Foundation logo (1). In particular instances, a secondary stacked version of the logo is available (2).

COLOR

Whenever possible, the logo should appear in the colors shown. When an alternate color version must be used, the logo should always stay as one color, preferably black (3) or white (for dark backgrounds).

PRESENTATION

The logo should never be stretched or distorted in any way (4), nor should any part of the logo be replaced with other text or symbols. The type should never appear without the symbol.

To keep other objects from crowding the logo, a “clear space” equivalent to the height of the type should be maintained on all sides of the logo. No text or other graphics should appear inside this space (5).

TAGLINE

In addition, the tagline is an important part of the brand and should be treated in a consistent manner. The Southern Minnesota Initiative Foundation tagline is: Collaborating for Regional Vitality (6). The tagline should always be worded the same and set in title case, and should always appear in Neris Regular. When paired with the full-color logo, it should always be in the color shown (PMS 7412 orange). An alternative font should never be used for the tagline.













SIZING

Below are the ideal sizes for the various SMIF logo styles in standard print usage, with and without the tagline. Sizes outside these ranges should only be used when required by a specific application (such as billboards, signage or pens).

Primary logo (7): approximately 1" high, but any height between 0.625" and 1.25" is acceptable. Any height between 100 and 140 pixels for digital use.

Secondary logo (8): approximately 1.375" high, but any height between 1" and 1.75" is acceptable. Any height between 140 and 180 pixels for digital use.

Primary logo with tagline (9): approximately 1.125" high, but any height between 0.875" and 1.5" is acceptable. Any height between 110 and 150 pixels for digital use.

Secondary logo with tagline (10): approximately 1.75" high, but any height between 1.5" and 2" is acceptable. Any height between 180 and 220 pixels for digital use.



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TYPOGRAPHY

Consistent use of fonts will help promote brand recognition. For example, the font used in the logo – Neris – will become recognizable as your brand grows stronger. In addition, fonts used in general communications materials, like brochures, flyers and ads, contribute to your brand development by helping to create a certain overall "look and feel."

The primary fonts for SMIF are Neris (sans serif) and Garamond (serif). Neris can be downloaded at *myfonts.com/fonts/eimapas/neris* (many of the weights are free).

When these fonts are unavailable, preferred alternatives are Arial or Times New Roman. SMIF's website uses Signika (Google font). If an alternative is required, it is recommended that you select one and use it consistently.

Primary Fonts

NERIS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GARAMOND

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LOGO OVERLAY

In general, the logo can be placed over a photo or pattern, as long as the background allows the logo to be clearly visible. To maintain the integrity of the logo, use subtle textures that do not interfere with the logo; avoid busy, high-contrast patterns or images.

If placing over an image, make sure the photo has adequate open area (sky, lawn, blurred background, etc.) and is even in tone. If appropriate, edit the image by slightly darkening or lightening the area where the logo will appear. DO NOT apply a drop shadow to the logo.









COLOR

Color is an important part of an organization's brand, and can be a powerful tool when used effectively. This is the approved color palette, with color conversions.

Only the colors specified in the palette, plus black, may be used when producing a project for the organization. The PMS colors listed here are intended for use on both coated and uncoated papers. When applicable, actual ink numbers should be specified. For 4-color or electronic projects, the colors should be converted to CMYK or RGB, respectively.

PMS 7519
C:24 **M:**42 **Y:**45 **K:**68
R:94 **G:**75 **B:**60
HEX: 5E4B3C

PMS 403
C:18 **M:**21 **Y:**27 **K:**47
R:140 **G:**133 **B:**123
HEX: 8C857B

PMS 7535
C:10 **M:**11 **Y:**23 **K:**19
R:183 **G:**176 **B:**156
HEX: B7B09C

PMS 616
C:10 **M:**5 **Y:**49 **K:**6
R:208 **G:**200 **B:**131
HEX: D0C883

PMS 5503
C:39 **M:**2 **Y:**14 **K:**10
R:148 **G:**183 **B:**187
HEX: 94B7BB

PMS 5483
C:65 **M:**11 **Y:**25 **K:**27
R:79 **G:**134 **B:**142
HEX: 4F868E

PMS 7412
C:2 **M:**58 **Y:**96 **K:**10
R:211 **G:**130 **B:**53
HEX: D38235

EDITORIAL GUIDELINES

As important as it is to be visually consistent, it is also important to be consistent in text. SMIF follows the Associated Press Stylebook and consults Purdue's Online Writing Lab to maintain editorial consistency. Below is a list of the most common items for quick reference:

Dates: Do not use st, nd, rd, or th with dates.

Direction: Use lowercase when referring to directions on a compass. Capitalize regional terms when they refer to a commonly accepted proper name of an area. Given this, always use "southern Minnesota" and "Greater Minnesota.

Name: Spell out or say "Southern Minnesota Initiative Foundation" in first mention. Thereafter, "SMIF" can be used. To reduce repetition, "the Foundation" can also be used, but "SMIF" is preferable.

Numerals: For ordinal numbers, spell out first through ninth and use figures for 10th and above when describing order in time or location.

Space: Use a single space after a period.

Times: Use figures and periods for a.m. and p.m. Spell out noon and midnight. Use a colon to separate hours from minutes, but do not use :00. *(Examples: 1 p.m., 3:30 a.m.)*

SUMMARY

The information outlined in this guide is designed to help facilitate the development of consistent, effective communications across the entirety of Southern Minnesota Initiative Foundation.

If you have any questions about using the logo or would like to request art files, please contact the Communications Director. Any artwork created with these files should be approved before distribution.