MANKATO AREA FOUNDATION

LOGO GUIDELINES 2017

Version 1 / 11.10.17

TABLE OF CONTENTS:

Mankato Area Foundation Brand Introduction..... 3
Mankato Area Foundation Logo..... 4
Color Specifications 5
Spacing and Sizes 6
Logo Don'ts..... 7
Logo Files..... 8

MANKATO AREA FOUNDATION

MANKATO AREA FOUNDATION BRAND INTRODUCTION

The Mankato Area Foundation brand guidelines are created to ensure a unified look and feel through all forms of communication that represent our brand. All communication pieces created externally need to be approved by Mankato Area Foundation. To request graphic elements, logos and templates, please contact **PresenceMaker at (507) 779-0965** or **info@presencemaker.com.**

What is branding?
Branding is the means by which we communicate our identity. We communicate our identity through a system that we refer to as our "brand strategy," which is integrated into all our business communications, advertising, public relations and other materials.

Why the brand guidelines?
In various ways, everyone of us has a part in communicating our brand—whether through verbal, visual or written communications. The brand guidelines are intended to assist in the understanding and application of our identity. It also serves as a tool for print, advertising and specialty vendors who require instructions to accurately publish our identity on their materials. In order to properly protect and maintain the Mankato Area Foundation identity, it is important to adhere to the guidelines contained within.

The guidelines in this document are meant as a tool to improve the creative process rather than inhibit it. By following these guidelines, the materials you create will represent the Mankato Area Foundation brand and your individual brand cohesively to the communities we serve.

Thank you for following these guidelines.

MANKATO AREA FOUNDATION LOGO

Master Logo

The consistent use of our logo will help build visibility, brand equity and recognition for our company. Always be certain it is reproduced cleanly, clearly and without distortion from provided artwork. It is composed of specially designed letterforms that can not be typeset or electronically generated. It has fixed relationships between the elements. Never attempt to reproduce it without the supplied artwork and do not redraw it or alter it in any way.

The Mankato Area Foundation master logo should be used at all times. This is to make sure the logo and brand are used in a consistent manner across all communications.

FULL COLOR - MASTER LOGO

Logo Variations

BLACK LOGO

REVERSE LOGO

STACKED LOGO

STACKED LOGO - BLACK

STACKED LOGO - REVERSE

COLOR SPECIFICATIONS

Logo Colors

Color is a powerful means of visual identification. Consistent use of our colors will build visibility and recognition for the Mankato Area Foundation brand.

Black

PANTONE BLACK C
C: 0 M: 0 Y: 0 K: 100
R: 45 G: 41 B: 38
HEX: #2D2926

Gold

PANTONE 872 C
C: 40 M: 43 Y: 84 K: 8
R: 133 G: 113 B: 77
HEX: #85714D

The color swatches are not completely accurate, but merely a close representation of the colors. Please consult with a Pantone® Matching System guide for precise color match.

Primary Color Palette

The primary palette should be used in all occasions for Mankato Area Foundation marketing communications. The palette has been designed to give a bold and exciting direction to the brand, offering flexibility in the design of digital and print materials. Percentage tints can be used of any of these colors.

BLACK
C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0
HEX: #000000

PANTONE 872 C
C: 40 M: 43 Y: 84 K: 8
R: 155 G: 132 B: 73
HEX: #9B8449

BLACK 80%
C: 0 M: 0 Y: 0 K: 80
R: 83 G: 85 B: 84
HEX: #535554

BLACK 15%
C: 0 M: 0 Y: 0 K: 15
R: 222 G: 223 B: 223
HEX: #DEDFDF

SPACING AND SIZES

Isolation Area

Our logo is one of our most valuable assets. Always position it for maximum impact and give it plenty of room to "breathe." The Mankato Area Foundation logo should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.

The area is defined by using the height of the logo's icon. A margin of clear space equivalent to this height is drawn around the logo to create the invisible boundary of the area of isolation.

MANKATO AREA FOUNDATION ISOLATION AREA

This area of separation is a minimum and should be increased wherever possible.

Minimum Size

There are no predetermined sizes for the Mankato Area Foundation logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, minimum size is shown below. This 0.25" tall size has been set to safeguard the integrity of the logo at all times.

To ensure quality control, try to share .eps logo formats with external partners who are developing materials unless the logo has been specifically sized for the application. The .eps logos may be scaled to any size without any loss of quality.

MINIMUM SIZE IS 0.25" TALL

LOGO DON'TS

Always respect the integrity of the Mankato Area Foundation logo. Please do not stretch, squeeze or otherwise morph or manipulate it. Any modification of our logo confuses its meaning and diminishes its impact.

LOGO DON'TS

Do not: stretch, squeeze or alter our logo in any way.

Do not: change the logo color.

Do not: recreate or retype our logo.

Do not: use graphic effects (e.g. drop shadows or outlines) on our logo.

Do not: add taglines, locations, etc. to our logo without approval

CHECKLIST AND AVAILABLE LOGO FILES

Checklist

- ☐ The logo is no smaller than 0.25" tall
- ☐ Minimum clear space has been maintained around the logo
- ☐ The logo appears in the approved colors
- ☐ Resizing was done proportionately using the scaling tool
- ☐ The logo is clear and crisp and has sufficient contrast with the background color

If you have questions about this brand guide, please call PresenceMaker at (507) 779-0965.

Available Logo Files

The visual identities are available in a variety of file formats.

1. EPS files - Use when working with a design program or professional printer.
2. JPG and PNG files - Use when working with PowerPoint presentations, office printing software or web.