



# BRAND + GUIDELINES

MEET **minneapolis**™

Official Convention + Visitors Association

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Say hello to Meet Minneapolis™, the Official Convention and Visitors Association.

In this book, you'll find all you need to know how to use the Meet Minneapolis identity system correctly and consistently—its signature, color palette, typography, secondary element, imagery, tone of voice, stationery and advertising. By following these guidelines, you'll help build and maintain an exciting, powerful brand.

A couple of things to pay special attention to: 1) always use the electronic files provided, never try to recreate the graphics on your own; 2) the layouts in the guide are for visual reference only and are not approved keylines.

If you have any questions while using these guidelines, call Elizabeth Volkman at 612.767.8036 or email [elizabethv@meetminneapolis.com](mailto:elizabethv@meetminneapolis.com)

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## + The Signature

### Primary Two Color Signature

**MEET minneapolis**™  
Official Convention + Visitors Association

Pantone 577 and Pantone 2915

### Black + White Signature

**MEET minneapolis**™  
Official Convention + Visitors Association

### Reverse Signature



### Alternate One Color Signatures

**MEET minneapolis**™  
Official Convention + Visitors Association

Pantone 165

**MEET minneapolis**™  
Official Convention + Visitors Association

Pantone 2915

**MEET minneapolis**™  
Official Convention + Visitors Association

Pantone 360

The Meet Minneapolis Signature is a visual expression of the Meet Minneapolis brand. It's two words uniting to create one name, symbolizing the unique blending of our city's differing elements. When used properly and consistently, it will build recognition and reinforce the brand.

The Signature is made up of two parts: the wordmark and tagline. The wordmark illustrates the attributes of the brand with its casual, friendly and modern typography and color. The tagline clearly defines the legal name of the organization.

The wordmark and tagline should never appear alone. When using the Signature, never change the proportions or spacing between the wordmark and tagline. To ensure the Signature is consistently applied, preserving the integrity of the Meet Minneapolis brand, always use the electronic logo files provided.

The Signature must include the trademark symbol (TM) at all times.

### Primary Two Color Signature

The two color Signature is the preferred application.

### One Color Signature

The one color Signature can be used in the colors listed to the left, as well as black and reversed to white. The one color applications may be used to create higher contrast from photography or pattern. For example, if the photography is primarily blue, the orange one color Signature on white may be a good option to create more contrast and visual pop.

## + The Signature

### Correct Usage

**MEET** minneapolis™  
Official Convention + Visitors Association

The Meet Minneapolis Signature should always appear with the Official Convention + Visitors Association tag underneath. There must always be white space completely surrounding all sides of the logo. When resizing the logo in a document please be sure to hold the shift key down so it is proportionally resized and does not appear stretched.

### Incorrect Usage

**MEET** minneapolis™

**MEET** minneapolis™  
Official Convention + Visitors Association

## + Clear Space and Size Restrictions



A minimum amount of clear space must always surround the Meet Minneapolis Signature to separate it from other elements such as headlines, text and imagery, as well as the outside edge of printed, electronic and three-dimensional materials. Proper use of clear space ensures visual impact and legibility of the Signature.

When calculating the minimum amount of clear space, please follow the guidelines shown. The amount of clear space is defined by the height of the word "Minneapolis." When possible, additional clear space is preferred.



The Meet Minneapolis Signature should never be used smaller than 1" wide as indicated.

### Primary Signature Colors



Pantone 2915  
CMYK: 61-C, 7-M, 0-Y, 0-K  
RGB: 94-R, 182-G, 228-B



Pantone 577  
CMYK: 33-C, 1-M, 49-Y, 4-K  
RGB: 171-R, 199-G, 133-B

### Primary Signature Colors

The two primary colors of the Signature are cool in tone and work in contrast to hot color patterns and vibrant photography. This is the preferred application of the Meet Minneapolis Signature.

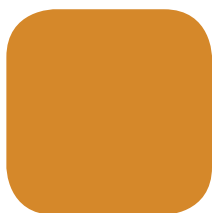
### Color Palette

The secondary color palette represents the qualities of Minneapolis. The two orange shades represent the vibrant, pulsing attitude of the city. The blue, green and dark neutral shades reflect the city's natural elements.

### Color Palette



Pantone 1375  
CMYK:  
0-C, 56-M, 100-Y, 7-K  
RGB:  
255-R, 160-G, 47-B



Pantone 165  
CMYK:  
0-C, 68-M, 98-Y, 0-K  
RGB:  
255-R, 99-G, 25-B



Pantone 360  
CMYK:  
62-C, 0-M, 78-Y, 0-K  
RGB:  
97-R, 194-G, 80-B



Pantone 646  
CMYK:  
73-C, 30-M, 3-Y, 10-K  
RGB:  
84-R, 130-G, 171-B



Pantone 418  
CMYK:  
33-C, 23-M, 34-Y, 68-K  
RGB:  
87-R, 88-G, 79-B

Please refer to the marketing department for the actual PANTONE color chips to accurately match and reproduce Meet Minneapolis colors.

The CMYK and RGB formulas should be used as starting points. Please work with your printers and producers to determine the correct color for your specific project.

The colors reproduced in this brand guide have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards.

PANTONE® is a registered trademark of Pantone, Inc.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789**

Bryant Pro Bold Alt 2

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789**

Bryant Pro Medium Alt 2

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789**

Bryant Pro Regular Alt 2

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789**

Locator Light

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789**

Locator Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789**

Helvetica Regular

#### Primary Typography

The primary typeface for all Meet Minneapolis materials and signage is Bryant Pro. Bryant Pro should be used for headlines, subheads and for minimal amounts of copy. Bryant Pro is casual and friendly, yet unmistakably modern, just like Minneapolis.

#### Secondary Typography

Locator is the secondary typeface to be used for larger blocks of copy. Locator has a tighter, cleaner line and a squared edge that nicely complements the rounded look of Bryant Pro.

Helvetica is the secondary PC typeface option.