

Virtually all communication pieces will use the City logo. In some rare cases, an additional graphic element and/or program look may be appropriate to help create familiarity with a key initiative.

Program looks and graphic elements

On key, highly visible projects or initiatives that last a year or more, it might make sense to create a visual identity and/or graphic elements. This is not necessary nor recommended for most projects. Custom looks will be reserved for large enterprise initiatives that last at least a year or more.

The Communications Department will decide what City projects rise to this level and determine how best to provide the resources for the design work. Before any staff resources or dollars are spent, the project must be presented for consideration and approved by the City graphic designer in Communications and the department director of the requesting department. The City's graphic designer is the final decision-making authority on custom program looks/elements. Elected official offices may create custom looks for ward communications without going through the approval process.

Graphic elements, such as an image representing a specific program like Urban Scholars, Your City. Your Vote. or One Minneapolis One Read, are not meant to replace the City logo. Graphic elements must appear with the City logo in a complementary way on the same page or within close proximity (such as the front page of a report, the bottom of a poster or in a prominent place on a Web page). They should be designed based on the City graphic standards, with specific attention paid to the City color palette and fonts. This will make it more likely the graphic element will be associated with the City and complement the City logo.

Program looks and graphic elements should only be created after careful consideration and consultation with the City's graphic designer. When considering whether this is needed, you must contact the City's graphic designer before committing City resources to a program look or custom graphic element.

The City's graphic designer is the final decision-making authority on all City design questions.

For more information, contact Communications.
This manual is available online at
citytalk.com munications/resources.