

City of Minneapolis

The logo is to the City of Minneapolis what a handwritten signature is to a person. It represents the City and should be used consistently on all visual communications.

Logo

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LOGO

The logo is the primary symbol used to represent the City of Minneapolis to our residents, businesses and other partners. It lets people know that materials they receive are from City government.

The logo must be prominently displayed on all communications pieces such as brochures, newsletters, flyers, videos, electronic communications materials and any other printed, digital or video items produced by or for a City department.

No other logo may be used in place of the official City of Minneapolis logo. No other graphic may be used in place of the logo. Official versions of the logo are available at:

citytalk/communications/resources

The City of Minneapolis logo is trademarked. Any requests for use of the City logo by partners, agencies or other entities must be presented to the City of Minneapolis Communications Department before any project begins. The Communications Department manages the City's brand, and therefore is the final decision-making authority on use of the City logo. In cases where it is appropriate for a partner, agency, or other entity to use the logo, the Communications Department will license that use in writing.

The official City logo is required on all City communications. It may not be used to promote non-City activities or imply the City's endorsement except where a formal partnership exists.

Some City programs have signature graphic elements, and these elements must be accompanied (on a document, Web page, poster etc.) by the approved City logo. Other graphic elements should complement the City logo, not overpower it.

The City logo may not be used for campaign purposes.

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

Because of its importance, care must be taken in the use of the City of Minneapolis logo. It must be presented in a consistent manner and its use must be governed by rules. If the logo is used inconsistently, its value will be diminished.

Versions

CITY LOGO VERSIONS

Color



Black and white



Reverse black and white



Digital versions of the logo should be used as provided and can be found at:

citytalk/communications/resources

Use the logo in the City's official colors. Use the black and white version when printing in black and white.

The spacing, proportions and alignment should never be adjusted or changed.

The logo should never be incorporated with any other symbol or logo to create another logo or graphic.

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

Always surround the logo with clear space to ensure readability.

Sizing and positioning

Color:

The City of Minneapolis logo consists of four custom blended colors: dark blue, light blue, green and gray. The logo should always be situated in a clear, readable location. It must always have good contrast with the background to ensure maximum impact and accessibility. It's best to use the logo on a white background.

Minimum size:

The logo should be sized to ensure legibility and prominence. It should never appear smaller than 1". Maximum size will depend on the project but it should never appear overwhelming for the piece.



Clear zone:

Whenever the logo is used, a clear zone must surround it to separate it from other elements such as headlines and text and imagery. The size of the clear zone is determined by the width of the "M" and is shown below.



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

The City of Minneapolis has many departments, services and programs that are valuable to the enterprise, its partners and customers. A clear, consistent identity system adds credibility and helps maintain a professional image.

Departments and divisions

DEPARTMENT LOGOS

When a department name is attached to the logo, it replaces the “City of Lakes” tagline. Descriptors of the department, for example Department of, Department, Office of, do not appear with the logo. Exceptions may be made if requested by the department head and space allows.

This version of the logo may be used on communication tools so an inquiry about a piece’s content can be directed to the correct department. This is the only image that may be used to represent a City department. Departments are prohibited from creating any other logo, graphic element, etc. to represent a City department or division.

Use of a division name may be used in place of the department name only with prior approval of the department head and as space allows. Once approved, Communications will create logo versions for division use. In order to maintain consistency and a professional presentation, no department or division may create its own logo artwork. Only artwork provided by Communications may be used.



Digital files of various versions of the logo are available online at:

citytalk/communications/resources

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

The brand is a valuable piece of our enterprise and without proper care and attention, its impact will be diminished.

Application

To ensure we all present a consistent image for the City of Minneapolis, it's important to avoid improper use of the logo. Always use the electronic files provided. Never try to recreate the graphics on your own. You can find the electronic files at:

citytalk/communications/resources

Incorrect usage:



Creating, promoting and protecting the brand is the responsibility of all City staff with guidance from Communications. This begins with careful brand management and consistent use.

Once downloaded, these logos should never be altered to preserve the integrity of the brand. If you have questions, please contact the Cheryl Boe in Communications at cheryl.boe@minneapolismn.gov.

The spacing, proportions and alignment should never be adjusted or changed.

No elements of the City logo may be used separately. For example, the sailboat image may not be used without the accompanying words "Minneapolis" and "City of Lakes." Exceptions are rare and must be approved by Communications before the project work begins. Contact Cheryl Boe if you have any questions: cheryl.boe@minneapolismn.gov.

The logo should never be incorporated with any other symbol or logo to create another logo or graphic.

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