

BRAND GUIDELINES: Clean Air Minnesota

Logo Variations

Primary Logo Treatment

The two-color logo is the default treatment and should be used whenever possible.



primary logo treatment

Black and White Treatment

Use the all black version of the logo when printing documents in black and white. This will prevent the logo from looking washed out when colors are converted to grayscale.



black and white logo treatment

Enclosed Logo

When is to be placed on any background that isn't white or light grey it should be enclosed in a square with equal distance on all sides. A subtle dropshadow can be used, if needed.



Photo Treatments

The enclosed logo can be used as a graphical overlay on imagery or placed on a color band.

A subtle dropshadow may be necessary to make the logo pop against the background. The logo should always appear in a corner of the image, never the center. Never place the logo on a busy photo background, or over people.

Highlight the passion, optimism and commitment of Clean Air Minnesota by using well-lit portraits of people with the backdrop of Minnesota's businesses, cities, parks, and region. Depict business owners in their context, with clean or optimized equipment. Whenever possible, highlight actual partners and small businesses and tell their story. Diversify age, gender, ethnicity and occupation.

Avoid images of sky/clouds without humans. Avoid images depicting poor air quality, or the associated health problems. Leave that for charts, icons, and infographics. Avoid imagery that does not appear to be in Minnesota.



Logo Rules

Spacing

A space equal to the width of a "C" around the entire logo.



Do Not

Never alter or use the logo in the following ways:



Color outside the brand color scheme



Swap logo colors



Not enough contrast between background and logo



Placing logo over pattern competes for attention

Brand Files

Logo Files: [CAM Logo Treatments](#)

Font Files: [Lato Font Family Folder](#)

Iconography: [CAM Icons Folder](#)

Photography: [CAM Partnership Photos](#)

Powerpoint: [CAM Powerpoint](#)

BRAND GUIDELINES: Clean Air Minnesota

Colors

Color plays an important role in CAM's brand identity. These blues should be used on all collateral materials.

When printing in full color coated paper stock is preferable. Uncoated stock absorbs ink which tends to darken and dull colors. Pantone and CMYK colors included in these guidelines are meant for coated paper stock. Colors shown below and on subsequent pages are in RGB because this brand guidelines book will likely be viewed on-screen. RGB/Hex hues will typically look lighter on-screen compared to Pantone (PMS) or CMYK swatches. Always print with PMS or CMYK colors and request printed proofs whenever possible. The Pantone swatches are part of the solid-coated formula guide.



PMS: 7691 C
C: 100 **M:** 43 **Y:** 0 **K:** 30
R: 0 **G:** 98 **B:** 152
Hex: #006298



PMS: 543 C
C: 37 **M:** 9 **Y:** 0 **K:** 1
R: 164 **G:** 200 **B:** 225
Hex: #A4C8E1

Typography

When used appropriately typography is a powerful piece of the brand identity toolkit. The font family "Lato" is recommended for use across all collateral materials.

The font family includes 10 different weights. Lato Bold or Black should be used for Headings in both print and digital collateral. Lato Regular is most appropriate for paragraph copy and smaller headings. "Hairline" and "Hairline Italic" are not recommended because they are too light for easy readability.

Lato can be downloaded for free from Google Fonts at <https://fonts.google.com/> or found in the shared EI drive.

Lato Samples

Lato - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lato - Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lato - Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lato - Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lato - Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Iconography

CAM has a growing stock of iconography that can be used for presentations or documents. Icons should be thin line weight to help indicate modern, innovative, optimistic, and efficiency. This line weight will also help show consistency across various pieces as you integrate additional icons into the mix.

Icons may be either of the brand colors included in this document but the true blue is preferable on white backgrounds. Icons should always be aligned to the bottom of each other. Please note the icons below that do not align with our brand style. Please consult with the marketing team before using an icon found outside the preapproved CAM icons library.

Brand Appropriate Icons



Icon styles that are unacceptable for CAM



Stamp style



Highly stylized and/or detailed icons



Hand-drawn or sketched icons