

MINNESOTA INITIATIVE FOUNDATIONS

This guide to the Minnesota Initiatives Foundation (MIF) brand establishes a unique tool to manage the appearance of the brand and its relationship to defined graphic aspects of format, color and typography.

BRAND SIGNATURE

The MIF brand signature consists of two primary elements: (1) the MIF Minnesota state graphic and (2) the MIF wordmark. Together these elements always appear in a fixed relationship as depicted at the right. There are no exceptions to this configuration.

Respect the minimum size and clear space guidelines to ensure that the brand mark is always clear and legible.

COLORS

The MIF brand signature should appear in the full six core colors whenever possible. When specifying colors to a supplier or vendor, the color formulas accompanying these standards should be used.

Color reproduction must visually match Pantone Matching System (PMS) color samples. Certain end-use adjustments in color may be necessary to achieve an exact match.

TYPOGRAPHY

The Lato typeface family has been selected to visually compliment the MIF brand identity system.



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Variations

With Tagline



Vertical



Clear Space and Minimum Size

Min. Size



Clear Space



Brand Colors

<p>PMS 7694C C100 M77 Y35 K21 R0 G65 B106 #00416a</p>	<p>PMS 327C C100 M21 Y63 K7 R0 G132 B118 #008476</p>	<p>PMS 7711C C98 M18 Y33 K0 R0 G149 B169 #0095a9</p>	<p>PMS 2149C C74 M42 Y19 K1 R74 G129 B168 #4a81a8</p>	<p>PMS 2011C C2 M46 Y91 K0 R242 G153 B52 #f29934</p>	<p>PMS 207C C22 M100 Y77 K16 R170 G0 B52 #aa0034</p>
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Lato Type Face

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
 ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890