

ILLUMINATE

south loop



IDENTITY STANDARDS AND GUIDELINES



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OVERVIEW

The following set of guidelines is intended to help you uphold the integrity and appearance of our identity system. By adhering to these simple rules, we can create a consistent image and leverage the power of the Illuminate South Loop identity.

To maintain the integrity of our brand and identity, this guidelines manual provides the tools and direction needed to create communications that build the brand voice. Our identity is a visual representation of Illuminate South Loop.

To facilitate consistency in the execution of our image system, follow these basic standards and use approved digital logos.

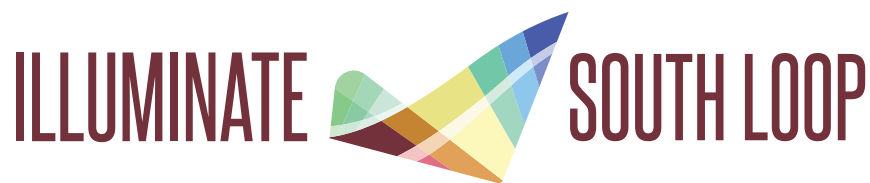
Please contact Janine Hill, Communication Administrator, at 952-563-8819 or e-mail jhill@BloomingtonMN.gov with any questions you may have regarding the specifics of these standards.

PRIMARY

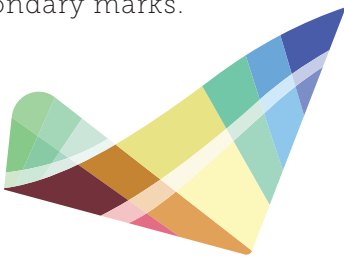
Use the primary mark whenever possible.

**SECONDARY**

Use the secondary mark in spaces that require a horizontal logo.

**ELEMENTS**

Use the graphic elements to accent designs or when it is not possible to use the complete primary or secondary marks.

**MARK**

The icon was designed to represent the South Loop's personality and represents the lifestyle, people, business, natural habitat and wildlife. The swooping shape of the mark is a tribute to the city's geographical location on the Minnesota River. The angles were designed to represent the aviation business in the area. The colors of the northern lights were used to represent the illuminating the night sky.

Illuminate South Loop logo is the graphic expression that represents everything our city stands for: our personality, our values and the way in which we serve residents, businesses and visitors. It is imperative that our logo be applied consistently throughout our communications.

As a general rule, use only the approved horizontal and vertical versions of the logo. And, always print the logo in the approved colors (see color palette on page 6). Logos are available through Communications.



CLEAR FIELD

A clear field must surround the logo to ensure its clarity and visual impact. The size of the clear field is determined by the “X” measurement shown below. The “X” measurement is equal to the height of the logotype, as shown in the illustration. No graphic elements should invade this field.



MINIMUM LOGO SIZE

The minimum size requirement of the Illuminate South Loop logo is 3/4 inches and 2 inches, as shown below.



ONE COLOR AND REVERSE LOGO USAGE

In one applications, use either a solid black or white logo. Do not substitute black or white with any other color.

You may also use the reversed logo, preferably over a color within the color palette (see color palette on page 6). Be careful to ensure that the contrast is great enough between the logo and color to be readable. Note: Clear field requirements on page 2 apply when using the reverse logo.



INCORRECT IDENTITY USAGE



Do not recreate the logo.

Do not alter the proportions.

Do not smaller than 3/4" and 2".



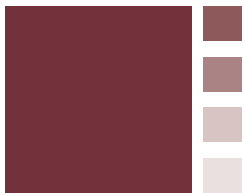
Do not use a border around the logo or invade clear space.



Do not use the logo in an unapproved color.

The font color in printed materials should always be Red or Blue. Colors from the icon color palette may be used as appropriate. No color substitutions are allowed when printing the logo.

FONT COLOR PALETTE



Pantone 505
 RGB R114 G51 B60
 Hex# 71323c
 CMYK c m y k
 100% 39 83 82 38



Pantone 7455
 RGB R73 G92 B169
 Hex# 495aa9
 CMYK c m y k
 100% 81 71 0 0

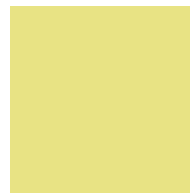
ICON COLOR PALETTE



Pantone 284
 RGB R108 G167 B218
 Hex# 6ba6da
 CMYK c m y k
 100% 26 23 0 0



Pantone 338
 RGB R116 G119 B168
 Hex# 74c7a8
 CMYK c m y k
 100% 54 0 43 0



Pantone 608
 RGB R233 G226 B132
 Hex# e9e283
 CMYK c m y k
 100% 10 4 60 0



Pantone 7510
 RGB R114 G51 B60
 Hex# 71323c
 CMYK c m y k
 100% 21 51 95 4

The colors shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® is the property of Pantone, Inc.

Two families of typefaces are used in the image system: Steelfish Bold and Steelfish Regular. The approved typefaces are shown below. Certain applications may require alternate typefaces, such as a Web site. Please contact Graphics with any questions you may have regarding typeface usage.

STEELFISH BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,,:;"'!@#\$%^&*()_+=

STEELFISH REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,,:;"'!@#\$%^&*()_+=

ILLUMINATE  SOUTH LOOP

