

**MEETING DATE:** March 26, 2015

**TITLE:** Acceptance of 2014 MCWD Brand Manual Updates

**RESOLUTION NUMBER:** 15-~~XXX~~021

**PREPARED BY:** Telly Mamayek, MCWD Director of Communications and Education

**E-MAIL:** tmamayek@minnehahacreek.org **TELEPHONE:** 952-641-4508

**REVIEWED BY:**  Administrator  Counsel  Program Mgr. (Name): \_\_\_\_\_  
 Board Committee  Engineer  Other

**WORKSHOP ACTION:**

Advance to Board mtg. Consent Agenda.  Advance to Board meeting for discussion prior to action.  
 Refer to a future workshop (date): \_\_\_\_\_  Refer to taskforce or committee (date): \_\_\_\_\_  
 Return to staff for additional work.  No further action requested.  
 Other (specify): \_\_\_\_\_

**PURPOSE or ACTION REQUESTED:**  
Accept 2014 MCWD Brand Manual updates

**PROJECT/PROGRAM LOCATION:**  
N/A

**PROJECT TIMELINE:**  
November – December 2014: Brand Manual updates made by graphic designer  
February 12, 2015: Status report presented to MCWD Board of Managers workshop  
March 12, 2015: Request acceptance of MCWD Brand Manual updates by MCWD Board of Managers

**PROJECT/PROGRAM COST:**  
Fund name and number: 2303  
Current budget: \$8,000  
Expenditures to date: \$0  
Requested amount of funding: NA  
Is a budget amendment requested? No  
Is additional staff requested? No

**PAST BOARD ACTIONS:**

July 16, 2009 – MCWD Board of Managers adopts updated MCWD Logo and Stylebook  
February 12, 2015 – Presentation of 2014 MCWD Brand Manual updates to MCWD Board Workshop

March 12, 2015 – Board of Managers Request forwards the 2014 Brand Manual updates ~~be advanced from to the MCWD Board Workshop to March 26, 2015 MCWD Board Meeting for final action.~~ consent agenda

**SUMMARY:**

The current MCWD logo has been in use since 2009, when the design was changed to accommodate technical requirements for District boundary signage. The MCWD Logo and Stylebook, accepted by the MCWD Board of Managers on July 16, 2009, has been the District's guide for use of variations of the District's logo, official color palette and typefaces on District signage, publications, logo wear and other promotional and informational materials.

As the District's communication needs and design standards have changed, staff identified a need in the fall of 2014 for an updated brand manual. Working with graphic designer Justin Hickman, who created the 2009 MCWD Logo and Stylebook, staff developed a brand manual with a broader color palette, updated logo designs including the addition of a one-color logo for use on dark-colored backgrounds, more contemporary typefaces to reflect current design standards and improve legibility and consistent graphic design features to freshen the District's brand.

The 2014 MCWD Brand Manual updates were presented at the February 12, 2015 MCWD Board Workshop. Staff At the March 12, 2015 Board Workshop the board is requesting forwarded the 2014 MCWD Brand Manual updates ~~be advanced from the March 12, 2015 MCWD Board Workshop to the~~ consent agenda for the March 26, 2015 MCWD Board Meeting for final action.

**RESOLUTION**

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**RESOLUTION NUMBER:** 15-XXX021

**TITLE:** **Acceptance of 2014 MCWD Brand Manual Updates**

**WHEREAS,** the current MCWD logo has been in use since 2009, when the design was changed to accommodate technical requirements for District boundary signage; and

**WHEREAS,** the MCWD Logo and Stylebook, accepted by the MCWD Board of Managers on July 16, 2009, has been the District's guide for use of variations of the District's logo, official color palette and typefaces on District signage, publications, logo wear and other promotional and informational materials; and

**WHEREAS,** as the District's communication needs and design standards have changed, staff identified a need in the fall of 2014 for an updated brand manual; and

**WHEREAS,** working with graphic designer Justin Hickman, who created the 2009 MCWD Logo and Stylebook, staff developed a brand manual with a broader color palette, updated logo designs including the addition of a one-color logo for use on dark-colored backgrounds, more contemporary typefaces to reflect current design standards and improve legibility and consistent graphic design features to freshen the District's brand; and

**WHEREAS,** the 2014 MCWD Brand Manual updates were presented at the February 12, 2015 MCWD Board Workshop; and

**WHEREAS, at the MCWD Board Workshop dated March 12, 2015 it was moved by Manager Casale and seconded by Manager Calkins and passed 6-0 that this resolution be forwarded to the next Board Meeting for final action.**

**NOW, THEREFORE, BE IT RESOLVED** that the Minnehaha Creek Watershed District Board of Managers accepts the 2014 MCWD Brand Manual updates.

**Resolution Number 15-XXX-021 was moved by Manager \_\_\_\_\_, seconded by Manager \_\_\_\_\_.** Motion to adopt the resolution \_\_\_ ayes, \_\_\_ nays, \_\_\_ abstentions. Date: \_\_\_\_\_.

\_\_\_\_\_  
Secretary Date: \_\_\_\_\_

# MCWD

BRAND MANUAL



**MINNEHAHA CREEK**  
WATERSHED DISTRICT

## **THE LOGO**

A graphic identity unifies an organization. Using our logos in a consistent way results in an integrated promotion for our institution – which leads to brand awareness and a perceived value of what we have to offer. It also demonstrates to the world the importance we place on the management of our resources. By managing our logos well, we give the appearance of managing all areas well, thereby gaining trust and credibility.

## **EPS FILES**

The EPS files contain vector copies of the logo for use in electronic documents created in Adobe or Quark programs. These vector copies can be enlarged or reduced in size (guidelines for minimum sizing are explained in the following sections) without becoming pixelated. The EPS file type (CMYK version) should be used when creating large or professionally-printed items like posters, banners, business cards, signs, or wherever the logo must appear larger than 4” in size. (Several high-quality JPEG (CMYK) versions of the logo labeled “XL” are available when EPS files cannot be used).

The EPS versions of the logo have a transparent background and can be used when placing the logo over a solid color background in Adobe and Quark programs.

## **JPEG & PNG FILES**

The JPEG and PNG copies of the logo can be used for documents created in Microsoft Office and on the Internet. These copies should not be used for professionally printed materials. The PNG file type is preferred for usage on the Internet since the background is transparent in the PNG logo files, though it can be used most anywhere a JPEG can. The PNG’s transparent background can also be useful in Microsoft Office documents.

# THE MCWD LOGO

## PRIMARY LOGO



**MINNEHAHA CREEK**  
WATERSHED DISTRICT

## MCWD LOGO COLORS



**SPOT** Rich Black Process Cyan

**CMYK** c37 m38 y15 k100 c100 m0 y0 k0

**RGB** r6 g0 b10 r0 g180 b247

## MCWD LOGO

The MCWD logo is the main representation of the brand. It is composed of rich black, white, and cyan. In all possible instances, it should be staged over a white background with the proper margins on all four sides.

There are three versions of the Minnehaha Creek Watershed District (MCWD) logo: vertical, horizontal, and banner. The vertical and horizontal logos are available with or without the MCWD tagline, though the banner logo always includes the tagline. The primary, secondary, and banner versions of the logo are available in color (CMYK and RGB) and grayscale. The one-color logo is available in black, cyan, and white. The respective files are available in the Brand Manual Folder on file with the MCWD.

## PRIMARY LOGO

The vertical version of the logo with the tagline is the primary signature of the Minnehaha Creek Watershed District. The primary logo has the strongest visual presence of the MCWD logo set, but it does have its limitations, so be mindful of the minimum size, and use a secondary version of the logo when the primary logo won't look its best. The color version is always preferred over the grayscale versions.

For all electronic materials, the RGB color version should be used. For all printed materials, the CMYK version should be used. For printing in one-color, the alternate one-color logo should be used. The logo should not be altered in any way when being used. Please see the the following sections for detailed guidelines.

# SECONDARY LOGOS

## SECONDARY LOGOS

The secondary logos include a vertical version without the tagline, and a horizontal version with the tagline.



**MINNEHAHA CREEK**  
WATERSHED DISTRICT



**MINNEHAHA CREEK**  
WATERSHED DISTRICT  
QUALITY OF WATER, QUALITY OF LIFE



**MINNEHAHA CREEK**  
WATERSHED DISTRICT

## BANNER LOGO

The banner version of the logo, inspired by the historic MCWD logo, should be used for special materials like letterhead, business cards, banners, and other promotion materials.



## ONE-COLOR LOGO

Due to the nature of the MCWD logo, the primary design is not suitable in instances when it must be used in one color or in reverse. In these instances, the alternative one-color logo may be used. The other appropriate use for the one-color logo is when a logo is needed that is smaller in size than the primary and secondary logos can accommodate (see page 5 on minimum sizes).

**MCWD**  
MINNEHAHA CREEK  
WATERSHED DISTRICT

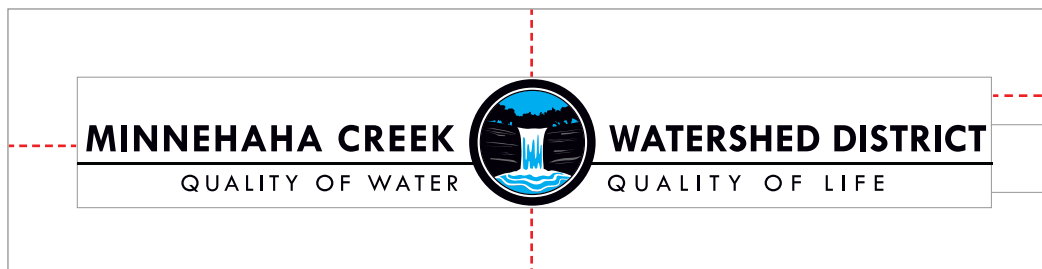
**MCWD**  
MINNEHAHA CREEK  
WATERSHED DISTRICT

# LOGO CLEAR SPACE



## CLEAR SPACE

Whenever using a the MCWD logos, a margin of clear space, without text or objects, must always surround the logo on all four sides. This margin is equal to the height of the words "Minnehaha Creek Watershed District" as demonstrated below.





# MINIMUM LOGO SIZES

## BANNER LOGO

1/2"



## MINIMUM LOGO SIZES

Below are the minimum sizes allowed for using the respective MCWD logos.

## HORIZONTAL LOGO W/ TAGLINE

5/8"



## VERTICAL LOGO W/OUT TAGLINE

5/8"



## VERTICAL LOGO W/ TAGLINE

1"



## ONE-COLOR LOGO

1/2"



## HORIZONTAL LOGO W/OUT TAGLINE

1/2"



# LOGO DON'TS



MINNEHAHA CREEK  
WATERSHED DISTRICT

1.



2.



MINNEHAHA CREEK  
WATERSHED DISTRICT

3.



MINNEHAHA CREEK  
WATERSHED DISTRICT

4.



MINNEHAHA CREEK  
WATERSHED DISTRICT

5.



6.



MINNEHAHA CREEK  
WATERSHED DISTRICT

7.



MINNEHAHA CREEK  
WATERSHED DISTRICT

8.



MINNEHAHA CREEK  
WATERSHED DISTRICT

9.



MINNEHAHA CREEK  
WATERSHED DISTRICT

10.



MINNEHAHA CREEK  
WATERSHED DISTRICT

11.



MINNEHAHA CREEK  
WATERSHED DISTRICT

12.

## LOGO DON'TS

Shown are several of the most common examples of unacceptable handling of the MCWD logo. These examples and any other non-standard variations are discouraged in any and all media unless otherwise permitted and approved by MCWD.

1. DO NOT skew, distort, bevel, rotate or fold the logo.
2. DO NOT omit portions of the logo, or use the icon independently
3. DO NOT outline the logo.
4. DO NOT alter the colors of the logo.
5. DO NOT reverse the logo.
6. DO NOT create decorative patterns with the logo.
7. DO NOT add drop shadows or graphic elements to the logos.
8. DO NOT use the logos as part of another logo or graphic symbol.
9. DO NOT enclose the logos in a shape other than a four-cornered square.
10. DO NOT re-create the logos by hand or computer drawing.
11. DO NOT use our logos over backgrounds or photographs with distracting patterns or elements.
12. DO NOT place our logos on top of dark colored backgrounds (unless using the alternate one-color logo).

# MCWD TYPEFACES

## MCWD TITLE BAR

The MCWD Title Bar is a five row dotted horizontal bar that is used to distinguish sections of information from one another. The title text should use the Avenir Next typeface in bold and all caps. The title bar should be slightly narrower than the title text. The space between the title text and the beginning of the bar should be about one letter width. Do not stretch or warp the title bar. The length can be adjusted by refitting the clipping mask around it. The title bar is not limited to this use, so use it creatively with your best judgment. A vector copy (EPS) of the MCWD Title Bar is available on request.



## EXAMPLE SUBHEADING

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

## MCWD TYPEFACES

The Avenir Next and Myriad Pro typeface families are the official fonts of the Minnehaha Creek Watershed District. When creating print and electronic communications, use Avenir Next (in all caps) for headings (**16pt bold**) and subheadings (**11pt or 13pt bold**), and Myriad Pro for body copy (**10pt regular**). Other weights of these fonts can be used when it suits the application. These fonts files are available by request from the Minnehaha Creek Watershed District.

### AVENIR NEXT

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890

Myriad Pro  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890

## HEADING 16PT BOLD

### SUBHEADING 13PT BOLD

### SUBHEADING 11PT BOLD

Body copy 11pt regular

# MCWD "NOTCH"

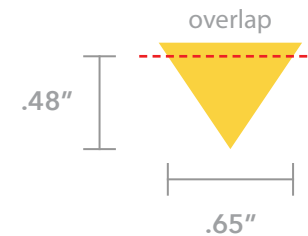
## AQUATIC INVASIVE SPECIES

MCWD uses education and awareness, research, grants and other tools to assist communities in preventing the spread of aquatic invasive species. To promote understanding and collaboration on these efforts, the District hosted AIS Symposiums in 2012 and 2014 that attracted audiences from across the state.



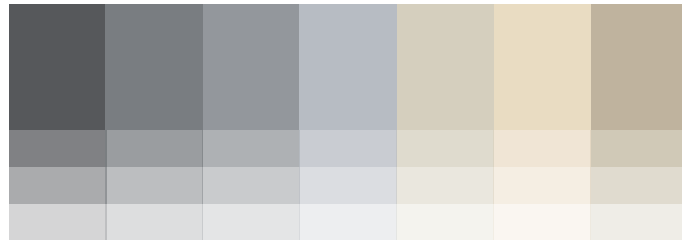
## MCWD "NOTCH"

The Notch is a visual element that can be used to tie two sections together. It's particularly useful when connecting a caption to a graphic or photo, as seen in the example on the left. The Notch is a vector triangle that can be paired with a variety of rectangle sizes, but the notch itself should always be dimensions specified here in the brand manual. The notch should match the color rectangle it's paired with exactly, and should always overlap the rectangle by .07 inches to prevent any visible seam between the two shapes (as shown in grey). Using the Notch is not required, but use it when you feel it enhances the design and helps communicate the information more effectively.



# MCWD COLOR GUIDE

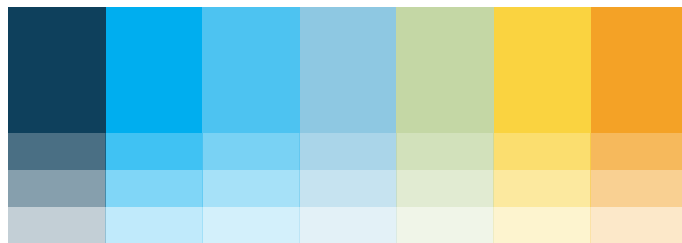
## Neutral



### Opacity

75%  
50%  
25%















## Dynamic



### Opacity

75%  
50%  
25%

## Color Codes (CMYK, RGB, HEX)

						
c65 m56 y52 k29 r85 g87 b90 #55575a	c55 m45 y42 k8 r121 g124 b128 #797c80	c46 m36 y33 k1 r145 g149 b154 #91959a	c29 m20 y18 k0 r182 g188 b194 #b6bcc2	c17 m14 y25 k0 r212 g206 b189 #d4cebd	c8 m11 y24 k0 r232 g219 b193 #e8dbc1	c26 m26 y38 k0 r191 g178 b157 #bf29d
						
c97 m71 y42 k31 r15 g64 b91 #0f405b	c100 m0 y0 k0 r0 g173 b239 #00adef	c59 m3 y0 k0 r77 g194 b240 #4dc2f0	c42 m7 y6 k0 r142 g199 b225 #8ec7e1	c25 m4 y43 k0 r195 g214 b163 #c3d6a3	c2 m15 y86 k0 r250 g210 b63 #fad23f	c2 m42 y96 k0 r243 g161 b38 #f3a126

## MCWD COLOR PALETTE

The original MCWD color palette has been expanded to include the use of both dynamic and neutral colors that complement each other and can be used in any combination as long as the integrity of the brand is not diminished. Also, remember that white space is your friend (and best friends with the MCWD logos) in clean, attractive layouts, so always incorporate it into your designs.

### *When should I use CMYK and RGB colors?*

RGB colors are intended for any media that will be viewed on a computer monitor. This would include all electronic media like Powerpoint presentations, websites, emails, videos, or PDFs. You can find RGB copies of the MCWD logo in both the horizontal and vertical formats and with or without the tagline (i.e. "MCWDrgbHoriz.jpeg" or "MCWDrgbHoriz.eps").

CMYK colors are intended for any media that will be printed onto paper stock or any other medium. This would include brochures, maps, banners, posters, business cards, letterhead, envelopes or any other printed documents. You can find CMYK copies of the MCWD logo in both the horizontal and vertical formats and with or without the tagline (i.e. "MCWDcmykHoriz.jpeg" or "MCWDcmykHoriz.eps").

Pantone/Spot Colors are intended only when specific color matching is required when printing materials. Since both of the MCWD logo colors are process colors (CMYK), on most occasions specifying Pantone colors is not necessary. Pantone colors may be used, but not required, when less than two other colors are being used besides the MCWD logo colors.