Minneapolis
City of Lakes

City of Minneapolis Graphic Standards

City of Minneapolis

Standards are established to ensure that a brand and image are consistent, no matter where or how they are used. As we follow them we build credibility with the community we serve.

About these standards

Graphic standards are vital for any organization. Why set standards? Creating a uniform visual identity helps to build a solid brand. It helps the City of Minneapolis look professional, and it strengthens the City's image and recognition with the public and staff.

We are many things to many people. The City of Minneapolis is a large enterprise. It has many departments, services and programs. It's important that our departments, services and programs are clearly associated with the City of Minneapolis. Using the City's logo, colors, fonts and other standards consistently helps build our identity.

These standards are mandatory for all City of Minneapolis communications materials, whether for internal or external audiences.

These standards are designed to provide clear, consistent guidelines for using the City of Minneapolis identity including logo, color, font and business tools. They must be followed for materials including but not limited to brochures, fact sheets, posters, PowerPoint presentations, flyers, etc.

Always use the electronic files provided. Never try to recreate or alter graphics on your own or with a vendor/contractor.

Graphic standards save time, money and frustration by avoiding off-brand communications and materials.

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

*A strong brand is not just a name or a logo, but an overall image
or feeling that people have when interacting with the City.*

Introduction

Brand, identity and logo

BRAND
 A brand is the perceived emotional enterprise image as a whole.

A brand is a promise, an experience or a memory. It's more than just a name,
logo or collection of products and services. It's how people think and feel
about an enterprise and what it has to offer.

 A brand is a person's gut feeling about an enterprise or business. It's not what
we say it is; it's what others say it is. Graphic design is the visual language to
communicate a clear and consistent belief system so the values and voice
come through.

IDENTITY
An identity includes the visual aspects that form part of the overall brand.

The key elements of the City of Minneapolis enterprise identity system are
the logo, color palette, typefaces, typographic treatments, graphic elements,
spacing and paper stock.

LOGO
A logo identifies an enterprise in its simplest form via the use of a wordmark
or icon.

The City of Minneapolis logo must be the primary symbol used to represent
the City and must appear on all materials from the City, whether created by
City staff or others (contractors, volunteers, etc.). Contract designers and others
doing graphic design projects must be referred to the City's graphic designer
before beginning a project.

A strong identity increases public
awareness of City services and
strengthens the public's association
with their value.

It's important to project a consistent
image that is visible wherever our
brand is represented.

The secret of a successful brand is its
ability to evolve over time, retaining
its heritage while changing to suit the
needs of its target audience.

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

City of Minneapolis

Graphic standards are vital for any organization. We are many things to many people. Using the City's logo, color palette and fonts consistently helps build our identity.

Resources

The City's Communications Department manages the City's brand. City materials are not created by any one department which is why standards and centralized brand management is so important. For questions about graphic standards, contact the City's graphic designer, Cheryl Boe, at cheryl.boe@minneapolismn.gov.

ONLINE RESOURCES

Minneapolis writing style manual:
The City of Minneapolis writing style manual is a quick reference guide for City employees to use with all written materials: website, reports, internal memos, letters, newsletters, brochures, ads, etc.

You can find it at:
citytalk/communications/resources

Business cards:
To order business cards go to:
citytalk/finance/procurement/businesscards

To order printed letterhead and envelopes:
Contact the City's graphic designer, Cheryl Boe, at cheryl.boe@minneapolismn.gov to order letterhead and envelopes for the first time. Electronic versions of the letterhead are also be available.

Printing services:
Once you have received a print ready file from the City's graphic designer, you will need to submit an order form that you can find at **citytalk/clerk/dsc** and contact the Document Solution Center at 612-673-2354.

Templates:
Templates for fact sheets, flyers, posters, agendas, PowerPoint presentations and other projects are available at:
citytalk/communications/resources

Communications will review your project to answer any questions you have about compliance with the policy.

Exceptions to the graphic standards are rare and must be approved by Communications before beginning a project.

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

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

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, website, 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.

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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.

Logo

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 City logo should be printed on a white background whenever possible.

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.

1" wide

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.

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.

Logo

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.

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.

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

citytalk/communications/resources

Minneapolis
Regulatory Services

Departments are prohibited from creating any other logo, graphic element, etc. to represent a City department, division or program.

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:

Do not alter the proportions.

Do not change the size/relationship of the type.

Do not add drop shadows.

Do not change the colors of the logo.

Do not change the icon.

Do not change the location of the icon.

Do not enclose in a shape.

Do not change the capitalization of the logo.

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, the logo should never be altered to preserve the integrity of the brand.

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.

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

Unlike the City of Minneapolis logo, the City seal is not for everyday use.

City seal

The City of Minneapolis seal is restricted to official, formal or commemorative use. The City Clerk shall determine which official documents will display the seal. Any other use of the City seal requires prior approval from Communications and the City Clerk's Office with the following exceptions:

• Elected official business cards and letterhead.
  Only the official versions described in these standards may be used.

• Elected official thank you cards, newsletters and notes.
  Templates are provided as part of these standards.

• Elected official certificates and proclamations presented by elected officials.
  Templates are provided as part of these standards.

• Event program, invitations and other materials related to elected official formal or commemorative use, such as swearing-in and departure ceremonies.
  Check with Communications for design assistance and approval before going to print.

Use only an official, digital version of the seal, as provided by Communications. Using a version found on the Web or reproduced from other materials may result in an unprofessional, diluted image which diminishes its impact and the professional appearance of the materials.

The City seal may not be used for campaign purposes.

There are bound to be items that have been produced in the past that display the City seal, such as lapel pins, coasters, décor, etc. These items may continue to be used until they run out so as not to be wasteful. But no additional materials incorporating the City seal may be created without prior approval from Communications and the City Clerk's Office.

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

Applying color is one of the most powerful methods of creating appeal and brand recognition.

Primary color palette

PRIMARY COLOR PALETTE

Dark blue
CMYK
C: 86 M: 33 Y: 8 K: 0
RGB
R: 0 G: 138 B: 192
Hex
008AC0

Light blue
CMYK
C: 85 M: 1 Y: 14 K: 0
RGB
R: 0 G: 178 B: 213
Hex
00B2D5

Gray
CMYK
C: 0 M: 0 Y: 0 K: 77
RGB
R: 95 G: 96 B: 98
Hex
5F6062

Green
CMYK
C: 22 M: 1 Y: 75 K: 13
RGB
R: 162 G: 180 B: 39
Hex
DBE06B or D1DA88 for a lighter version

Darker blue for web
CMYK
C: 87 M: 59 Y: 8 K: 0
RGB
R: 42 G: 106 B: 169
Hex
2A6AA9

To promote the City's brand, use the four colors (dark blue, light blue, gray and green) provided as the predominant colors along with the grays on page 12.

The darker blue for the Web should only be used for Web-based projects.

If the green is used in a large area change the percentage to 70%.

Accent colors can be found on page 13 and should be used sparingly as bullets, callouts, for charts/graphs, etc.

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

To promote the City's brand, the City colors should be used in all materials from the City.
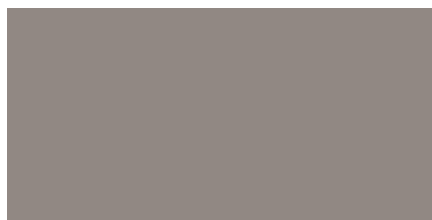
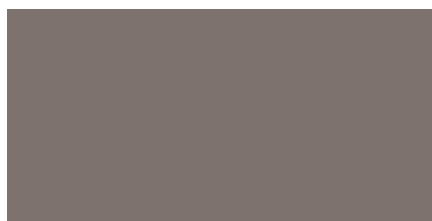# Secondary color palette

ACCENT COLORS - GRAYS
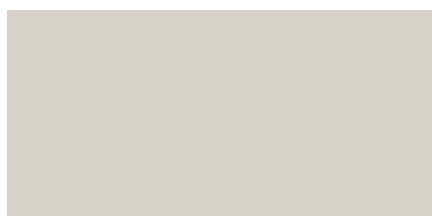
CMYK
C: 6 M: 7 Y: 10 K: 11
RGB
R: 213 G: 208 B: 202
Hex
D5D0CA

CMYK
C: 11 M:13 Y: 15 K: 27
RGB
R: 173 G: 167 B: 163
Hex
ADA7A3

CMYK
C: 14 M: 19 Y: 21 K: 39
RGB
R: 146 G: 136 B: 132
Hex
928884

CMYK
C: 17 M: 24 Y: 25 K: 49
RGB
R: 125 G: 113 B: 109
Hex
7D716D

The gray colors may be used for backgrounds, shadows or bars. These complement the primary City color palette.

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

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Color choices are critical to the branding of the City enterprise and it's important to use the standard color palette consistently. It's not enough to select a color simply because we like it.

Color palette and fonts

Accent colors

ACCENT COLORS

Orange
CMYK
C: 0 M: 58 Y: 95 K: 0
RGB
R: 246 G:134 B: 40
Hex
F68628

Purple
CMYK
C: 70 M: 77 Y: 7 K: 23
RGB
R: 85 G: 67 B: 126
Hex
55437E

Yellow
CMYK
C: 0 M:19 Y: 89 K: 0
RGB
R: 255 G: 206 B: 52
Hex
FFCE34

The overall colors for any piece should be from the primary color palette of dark blue, light blue, green and gray.

Accent colors should be used to enhance, *but not replace*, the City's primary color palette. Use accent colors only for bullets, thin ruling lines, typographic callouts or to make something stand out.

Use red only for emergency information. An example of this would be Snow Emergency. Contact the City graphic designer for specifications on use of the color red.

If you need additional colors for charts, graphs, etc., contact the City graphic designer.

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

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Typography is an important component of design – it's a driving force in all forms of communication art. Can you imagine reading a magazine, checking out a website, playing with an app or watching TV without text?

Enterprise fonts

Typography is the art and technique of arranging type and is used to add tone, clarity and emotion to communication. The type we use helps convey the personality of our enterprise. This involves the selection of typefaces, point size, line length, leading (line spacing), adjusting the spaces between groups of letters (tracking) and adjusting the space between letters (kerning).

Why is typography important? It conveys a feeling and keeps people reading. The choice of typeface can affect how a piece is understood. Good typography is utilitarian in that it allows the reader to focus on the content and not the formatting. It often goes unnoticed because it just makes sense. Consistent use of typography is a part of visual identity and an important part of our brand.

FONTS
The City fonts have been chosen for readability and ease of use. Myriad Pro is the sans serif font and should be used whenever possible for print materials if you have it on your computer. Myriad is a humanist sans-serif typeface that combines elegance, a contemporary look and a strong sense of tradition. It comes in a variety of weights and widths. If you don't have Myriad Pro on your computer, use Calibri.

When a serif font is desired, Adobe Garamond is preferred if you have it on your computer. Any version of these fonts (bold, regular, italics, condensed) are allowed for use. If you don't have Adobe Garamond on your computer, use Garamond.

Most City employees will use Calibri which is packaged with Microsoft Windows and should be used for all email correspondance.

FOR EASY READABILITY
Use the type size to clearly distinguish between headlines, subheads and body copy and apply those elements consistently.

Use the same font consistently in each project. Do not use multiple fonts in the same piece.

The following are the City print fonts. Only use these fonts:

Use Calibri for City communications.

If your project requires a serif font, use Garamond.

Calibri
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Garamond
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUV

Use Myriad Pro if you have it on your computer and only for printed projects.

If your project requires a serif font use Adobe Garamond if you have it on your computer.

Myriad Pro
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Adobe Garamond
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU

City of Minneapolis

Stationery specifications are intended to produce uniform materials, easily recognizable and identifiable as official communications from the City of Minneapolis.

Business cards

The most widely distributed printed materials representing an organization are its stationery system. Letterhead, envelopes and business cards are necessary tools for carrying out daily work and often present our first impressions to our audiences. The stationery system is a cost-effective opportunity to project a consistent and distinctive identity.

BUSINESS CARDS
One standard template for business cards has been developed for all City employees. Employees may not produce their own business cards identifying themselves as City employees or for use in official City business. If you have any questions about business cards, please contact Cheryl Boe in the Communications Department at cheryl.boe@minneapolismn.gov.

Communicate the most direct way for the recipient to reach you.
A business card is not meant to provide multiple addresses, phone numbers, etc. This may be confusing for readers who will not know which contact information is appropriate for their needs. Alternate addresses, phone numbers, or other information should be provided in an email, phone call, or in the body of your letter etc., but not added to your business card.

It is recommended that professional certification initials not be included. The business card is intended to let people get in touch with you and not meant to be a vehicle for providing the recipient with information about your training or level of expertise. Instead, use your professional credentials in the signature of your written and electronic correspondence, or in the body of your letter, when it is relevant to share that information.

Use the remainder of your current business cards before ordering new cards.

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

The purpose of a business card is to provide the recipient with a clear, concise means of contacting you.

Business cards

BUSINESS CARDS

All City employee and elected official business cards must be ordered through:

citytalk/finance/procurement/businesscards

The sample below illustrates the five slots available for your contact information. Each employee will have up to five lines total. Each employee card will use a standard space for telephone and email. You are also able to choose three other options. *Please refer to page 17 for City staff, Page 18 for elected officials and page 19 for Police Department.*

Susan Segal
City Attorney

TEL   612.673.3272
CELL 612.328.9999

susan.segal@minneapolismn.gov
Facebook.com/cityofminneapolis
Twitter: @CityMinneapolis

Minneapolis
City of Lakes

City Attorney's Office
305 S. Fifth St., Room 210, Minneapolis, MN 55415

The back of the card is standard for all City employees. It includes the outline sailboat graphic and City website url on a dark blue background.

www.minneapolismn.gov

In cases where it's appropriate to include a division after the title or the title is long, ample space has been provided to include the information on one or two lines.

Example:

George Kraynick
Manager, Water Quality and Laboratory Services
Water Treatment and Distribution Services

City employees have the option of including the City's official social media site addresses.

Please refer to the Minneapolis writing style manual for the appropriate way to designate an address:

citytalk/communications/resources

Examples:
350 S. Fifth St.
4119 Dupont Ave. N.
1200 Currie Ave. N.

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

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City of Minneapolis

Only primary contact information should be included on business cards.

Business cards - City staff

BUSINESS CARDS - CITY STAFF

All employee business cards must be ordered through:

citytalk/finance/procurement/businesscards

Please refer to the Minneapolis writing style manual for the appropriate way to designate an address:

citytalk/communications/resources

Examples: 350 S. Fifth St., 4119 Dupont Ave. N., 1200 Currie Ave. N.

Susan Segal
City Attorney

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Twitter: @CityMinneapolis

Minneapolis
City of Lakes

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305 S. Fifth St., Room 210, Minneapolis, MN 55415

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Business card contact selections
(Choose up to five.)
Each employee card has a standard space for telephone and email. You are also able to choose three other options.
Note: changeable areas are in orange.

City staff choices
(Choose up to five.)

TEL   612.673.6222
CELL 612.328.7895
FAX   612.328.9999
TTY   612.328.9999

brette.hjelle@minneapolismn.gov
Facebook.com/cityofminneapolis
Twitter: @CityMinneapolis
311: City information
911: Emergency
www.minneapolismn.gov/publicworks

Tel, cell, fax and TTY are indented. All other contact information is left justified.

Please note that social media use by employees is subject to the City's Social Media Policy.

City of Minneapolis

Elected officials have the option of using the City seal in place of the outline sailboat on the back of the card.

Business cards - elected officials

BUSINESS CARDS - ELECTED OFFICIALS
All elected official business cards must be ordered through:

citytalk/finance/procurement/businesscards

The sample below illustrates the five slots available for your contact information. Each employee will have up to five lines total. Each employee card will use a standard space for telephone and email. You are also able to choose three other options. Please refer to the Minneapolis writing style manual for the appropriate way to designate an address:

citytalk/communications/resources

Examples: 350 S. Fifth St., 4119 Dupont Ave. N., 1200 Currie Ave. N.

Kevin Reich
Council Member, 1st Ward

TEL   612.673.3272
CELL 612.328.9999

kevin.reich@minneapolismn.gov
Facebook.com/cityofminneapolis
Twitter: @CityMinneapolis

Minneapolis
City of Lakes

City Council
305 S. Fifth St., Room 307, Minneapolis, MN 55415

Elected officials have the option of using the City seal in place of the outline sailboat on the back of the card.

www.minneapolismn.gov

Business card contact selections
(Choose up to five.)
Each elected official card has a standard space for telephone and email. You are also able to choose three other options. *Note: changeable areas are in orange.*

Elected official choices
(Choose up to five.

TEL   612.673.6222
CELL 612.328.9999
FAX   612.328.9999
TTY   612.328.9999

elizabeth.glidden@minneapolismn.gov
Facebook.com/cityofminneapolis
Twitter: @CityMinneapolis
311: City information
911: Emergency
www.minneapolismn.gov/ward8
Facebook.com/elizabethglidden
Twitter:@elizglid

Elected officials have the option of including the City's official social media site addresses or ward social media addresses. City materials, including business cards, may only be used for City business purposes.

Tel, cell, fax and tty are indented. All other contact information is left justified.

Please note that social media use by employees is subject to the City's Social Media Policy.

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

Elected officials have the option of including the City's social media site addresses or ward social media addresses.

Business cards - elected officials

BUSINESS CARDS - ELECTED OFFICIALS

Kevin Reich
Council Member, 1st Ward

TEL 612.673.3272
CELL 612.328.9999

kevin.reich@minneapolismn.gov
Facebook.com/cityofminneapolis
Twitter: @CityMinneapolis

City Council
305 S. Fifth St., Room 307, Minneapolis, MN 55415

Elected officials have the option of using the City seal in place of the outline sailboat on the back of the card.

www.minneapolismn.gov

Business card contact selections
(Choose up to five.)
Each elected official card has a standard space for telephone and email. You are also able to choose three other options.
Note: changeable areas are in orange.

Elected official choices
(Choose up to five.

TEL 612.673.6222
CELL 612.328.9999
FAX 612.328.9999
TTY 612.328.9999

elizabeth.glidden@minneapolismn.gov
Facebook.com/cityofminneapolis
Twitter: @CityMinneapolis
311: City information
911: Emergency
www.minneapolismn.gov/ward8
Facebook.com/elizabethglidden
Twitter:@elizglid

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

Police staff have the option of using the police badge in place of the outline sailboat on the back of the card.

Business cards - Police

BUSINESS CARDS - POLICE DEPARTMENT

All Minneapolis Police business cards must be ordered through:

citytalk/finance/procurement/businesscards

The format for the front of Police Department business cards follows the same standard format as City staff business cards.

Medaria Arradondo
Chief of Staff

TEL   612.673.3679
CELL 612.328.9999

Minneapolis
City of Lakes

medaria.arradondo@minneapolismn.gov
Facebook.com/MinneapolisPoliceDepartment
Twitter:@MPD_PIO

Police
350 S. Fifth St., Room 130, Minneapolis, MN 55415

Police Department staff members have the option of using the police badge in place of the outline sailboat on the back of the card. This version also includes tip line information.

www.minneapolismn.gov

Anonymous tips:
    Call 612.692.TIPS (8477)
    Text TIP411

MINNEAPOLIS
Serving Since
1867
POLICE

Business card contact selections

Each employee card will use a standard space for **telephone** and **email**. You are also able to choose three other options. *Note: changeable areas are in orange.* Tel, cell, fax and TTY are indented. All other contact information is left justified.

Police staff choices

(Choose up to five.)
    TEL   612.673.6222
    CELL 612.328.7895
    FAX   612.328.9999
    TTY   612.328.9999
medaia.arradondo@minneapolismn.gov
Facebook.com/MinneapolisPolice
Department
Twitter: @MPD_PIO
311: City information
911: Emergency
Badge number 2222
Precinct: 612.454.4567
www.minneapolismn.gov/police

Please refer to the Minneapolis writing style manual for the appropriate way to designate an address:

citytalk/communications/resources

    Examples:
    350 S. Fifth St.
    4119 Dupont Ave. N.
    1200 Currie Ave. N.

Stationery specifications are intended to produce uniform materials that are easily recognizable and identifiable as an official communication from the City of Minneapolis.

Letterhead

LETTERHEAD

The City of Minneapolis letterhead includes color shells with black text for individual departments and divisions. The Communications Department will provide electronic versions to all departments and elected officials. Request print versions by contacting Cheryl Boe at cheryl.boe@minneapolismn.gov.

All letterhead requests must be sent to the City graphic designer at cheryl.boe@minneapolismn.gov.

Letterhead is available with the department name at the top. There is ample space to add the division if approved by the department head.

For printed letterhead do not add names or direct extensions (such as those of a department director). An individual's name, title, phone number or email address on printed letterhead will make the letterhead obsolete upon the individual's departure. Use Calibri font for the body of the letter at 10 point size.

City of Minneapolis stationery may only be used for official City business. It may not be used for personal or campaign purposes.

Margin guidelines:
    Side margins are 1"
    Top margin is 2" for text
    Bottom margin is .5"

All City letterhead is printed on 24# Mohawk Loop stock by the Document Solutions Center.

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

City of Minneapolis

To project a consistent, high quality visual image, use the approved business tools for business correspondence.

Letterhead - elected officials

LETTERHEAD

Elected officials have the option of using a letterhead version with the City seal in place of the City logo. The Communications Department will provide electronic versions to all elected officials. To order print versions please contact Cheryl Boe in Communications at cheryl.boe@minneapolismn.gov.

All letterhead requests should be sent to the City graphic designer at cheryl.boe@minneapolismn.gov.

Follow the guidelines for standard margin layouts.

Margins:
   Side margins are 1"
   Top margin is 2" for text
   Bottom margin is .5"

Use Calibri font for the body of the letter at 10 point size.

City of Minneapolis stationery may only be used for official City business. It may not be used for personal or campaign purposes.

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

City of Minneapolis

*Official communications should create a positive first impression that is both current and professional.*

Envelopes

ENVELOPES

The City of Minneapolis envelopes include color shells with black text for individual departments and divisions. All City letterhead is printed on 24# Mohawk Loop stock. To order envelopes please contact the Cheryl Boe in Communications at cheryl.boe@minneapolismn.gov.

All envelope requests should be sent to the City graphic designer at cheryl.boe@minneapolismn.gov.

Envelopes are available with the department name. There is ample space to add the division if approved by the department head.

Minneapolis
City of Lakes

City Coordinator
350 S. Fifth St. - Room 301M
Minneapolis, MN 55415
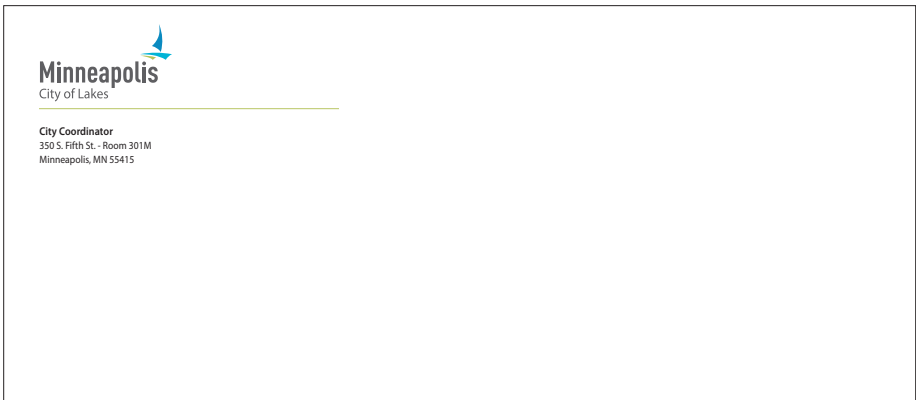
Virtually all communication pieces will use the City logo. In some rare cases, an additional graphic element and/or program look may be appropriate to help create familiarity with a key initiative.

Program looks and graphic elements

On key, highly visible projects or initiatives that last multiple years, we might conside creating a visual identity and/or graphic elements. This is not necessary nor recommended for most projects. Custom looks will be reserved for large enterprise initiatives that last multiple years. All custom program design must be approved and driven by the Communications Department.

The Communications Department will decide what City projects are approved and determine how best to provide the resources for the design work. Before any staff resources or dollars are spent, the project must be presented for consideration and approved by the City graphic designer in Communications and the department director of the requesting department. The City's graphic designer is the final decision-making authority on custom program looks/elements. Elected official offices may create custom looks for ward communications without going through the approval process.

Graphic elements, such as an image representing a specific program like Your City. Your Vote. or Urban Scholars, do not replace the City logo. Graphic elements must appear with the City logo in a complementary way on the same page or within close proximity (such as the front page of a report, the bottom of a poster or in a prominent place on a webpage). Graphic elements will be designed based on the City graphic standards, with specific attention paid to the City color palette and fonts. This will make it more likely the graphic element will be associated with the City and complement the City logo.

You must contact the City's graphic designer before committing City resources to a program look or custom graphic element. Program looks and graphic elements are only created after careful consideration and consultation with the City's graphic designer.

The City no longer uses illustrations, sketches or clip art. When an image is needed, a photograph should be considered. Communications has skyline, and other photographs, available for enterprise use.

The City's graphic designer is the final decision-making authority on all City design questions and requests.

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

Badges and patches may be used in conjunction with the official City of Minneapolis logo but not in place of it.

Police badge and patch, Fire patch

POLICE BADGE AND PATCH

The Police badge and/or patch should always appear with the City logo, not in place of it. Exceptions may be made for uniforms and other items with limited space. When choosing a graphic element to represent the Police Department, the Police badge should be the first choice. The patch should only be used where it reproduces well. Always use an original, digital version provided by the Communications Department rather than copying the art from a printed piece or website. Any other versions should be discontinued. Questions about use of the Police badge or patch should be referred to the City's graphic designer.

FIRE PATCH

The Fire patch should always appear with the City of Minneapolis logo, not in place of it. Exceptions may be made for uniforms and other items with limited space. Always use an original, digital version provided by the Communications Department rather than copying the art from a printed piece or website. Any other versions should be discontinued. Questions about use of the Fire patch should be referred to the City's graphic designer, Cheryl Boe in Communications at cheryl.boe@minneapolismn.gov.

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

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City of Minneapolis

In a business world that embraces electronic forms of communication, it is essential to present yourself with proper online etiquette. A formal, basic, yet informative email signature can convey the impression that you and your enterprise are professionals.

Email signatures

EMAIL SIGNATURE

All City employees must use one of the email signature blocks provided. Samples Email signature options that you can cut and paste for your own use can be found at:

citytalk/communications/resources

OPTION 1

Susan Segal
City Attorney

City of Minneapolis - City Attorney's Office
350 S. Fifth St. - Room 210
Minneapolis, MN 55415-1315
www.minneapolismn.gov

612-673-3272
susan.segal@minneapolismn.gov

Minneapolis
City of Lakes

OPTION 2

Susal Segal
City Attorney

City of Minneapolis - City Attorney's Office
350 S. Fifth St. - Room 210
Minneapolis, MN 55415-1315
www.minneapolismn.gov

612-673-3272
susan.segal@minneapolismn.gov

EMAIL SIGNATURE OPTIONS

You may use either the City logo at the bottom or Facebook and Twitter icons that link to the City's social media platforms. You can also use the signature without the logo or icons.

Add cellphone number after office number.

Recommended font for email correspondence is Calibri 11 point.

When necessary, legal disclaimers may be included after the email signature.

Do not use wallpaper or other art when sending email. While it may seem to add a personal touch, it can detract from the professional presentation. Our emails are part of the City's identity. Also, some images may be difficult for others to view or download. For additional email tips:

citytalk/communications/resources

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

City of Minneapolis

A consistent email signature that follows the graphic standards can add a professional touch and connection to the City brand.

Email signatures

EMAIL SIGNATURE
Samples of the City email signature that you can cut and paste for your own use can be found at:

citytalk/communications/resources

Medaria Arradondo
Chief of Staff

City of Minneapolis - Police
305 S. Fifth St., Room 130
Minneapolis, MN 55415-1315
www.minneapolismn.gov

612-673-2101
medaria.arradondo@minneapolismn.gov

Minneapolis Police Department employees may choose to help promote the department's social media platforms through this email signature.

Medaria Arradondo
Assistant Chief

City of Minneapolis - Police
305 S. Fifth St., Room 130
Minneapolis, MN 55415-1315
www.minneapolismn.gov

612-673-2101
matthew.clark@minneapolismn.gov

EMAIL SIGNATURE TIPS
Use either the City logo at the bottom or Facebook and Twitter logos.

Add cell phone numbers after office number.

Recommended font for email correspondence is Calibri 11 point.

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

Templates help ensure consistency and save staff time.

Templates and Paper

TEMPLATES

For printed projects such as flyers, newsletters, brochures, meeting agendas, posters, etc., be sure to follow the City requirements and guidelines. The City templates are compliant with these graphic standards and print-ready.

You can find templates at:

citytalk/communications/resources

If you need a template not listed, email your request to Cheryl Boe: cheryl.boe@minneapolismn.gov.

PAPER

The City paper stock is Cougar white smooth uncoated and it comes in a variety of weights. All City projects must be printed on this paper unless approved by Communications. If you're not sure what weight is best for your project, or have a question about paper, contact the City's graphic designer, Cheryl Boe in Communications at cheryl.boe@minneapolismn.gov.

City employees should use the provided templates whenever possible instead of creating new materials from scratch. This helps maintain a professional, consistent look and saves staff time.

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

Refer to the City of Minneapolis writing style manual when you have questions about grammar, punctuation, word choice and other writing and editing issues.

Writing style manual & accessibility block

MINNEAPOLIS WRITING STYLE MANUAL

The City of Minneapolis writing style manual is a reference guide for City employees to use with all written materials: website, text in videos, reports, internal memos, letters, newsletters, brochures, ads, etc. The rules in this guide provide a standard for using words, numbers and punctuation correctly, consistently and clearly, which leads to good writing.

The most up-to-date version of the writing style manual is available at:
citytalk/communications/resources

ACCESSIBILITY

The most current guidance for use of the accessibility block can be found at: http://citytalk/ncr/AccessOutreach/WCMS1Q-004985. Remember to add your contact information into the accessibility block. Do not hyphenate words or break up phone or email addresses.

Accessibility block example:

For reasonable accommodations or alternative formats please contact (add your information here including: department, contact person, phone and email).

People who are deaf or hard of hearing can use a relay service to call 311 at 612-673-3000.

TTY users can call 612-673-2157 or 612-673-2626.

Para asistencia 612-673-2700, Yog xav tau kev pab, hu 612-673-2800, Hadii aad Caawimaad u baahantahay 612-673-3500.

When writing any City materials, keep in mind that your readers will likely only scan or read them once. Use clear, conversational language; be straightforward, brief and specific; and use journalism's who, what, when, where, why to make sure you're giving your readers the information they need.

In materials promoting City programs, services, etc., always spell out "Minneapolis" and do not use the abbreciated "Mpls." This will help keep your materials aligned with the City brand and make your content easier to find in Web searches.

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

Project design steps

STEPS TO FOLLOW FOR A SUCCESSFUL DESIGN PROCESS AND AN EFFECTIVE PRODUCT

First, consider your goals:

• Who is your audience (whom are you trying to reach)?

• What is your message?

• What is your timetable?

• Are you creating for print, digital or both?

• What is your distribution plan? How will you make sure your materials get seen by your target audience(s)?

• What is your budget?

Before a designer will begin a project, you will need to provide final approved text as well as any other photos, charts, etc. That means anyone who needs to approve these items has already done so. Approving text should not happen after a piece has been laid out. That wastes valuable design time and may require the designer to consider a different format if the changes are significant.

If you are working with a designer, some careful planning can make the process go smoothly and result in a more effective product. Allow them to provide the design including colors, layout, etc. You will likely have a better project if you do not try to dictate details of a piece. Trust the designer; this is his/her area of expertise.

When working with a designer, you can expect to have one round of minor changes, if necessary or perhaps two in some circumstances. Make sure you include all requested changes all at once so the designer can work efficiently. It is not reasonable to expect a designer to make multiple rounds of changes.

Always include a City logo, phone number and/or Web address on posters, flyers, etc.

Graphics requests should be made by permanent City employees with their supervisor's approval. Graphic design projects may not be managed by interns, fellows, temporary, or contract employees. Employees in those groups may be part of the process so they have a learning opportunity, but the project may not be managed by them.

If your department finds that it's necessary to work with a contractor or volunteer, it's your responsibility to make sure that person follows the City graphic standards and contacts the City graphic designer at two key points in the project process: before beginning work and before finalizing it. The City's graphic designer, Cheryl Boe, can be reached at cheryl.boe@minneapolismn.gov.

Keep in mind, while design can add polish to a communications piece, there is a risk of over-designing. Not only can it detract from the important content and message you are trying to communicate, but it can also appear wasteful to the public.

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