



# Brand Guidelines



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## 01. LOGO

When selecting imagery, we focused on dynamic visuals that evoked a sense of place. We pursued the idea that the Mississippi River holds varied meanings for people, and it has a history that some folks are still reckoning with. It's a place that feeds the needs of civilization and industry, while also being the lifeblood of precious natural habitats.

There are three logo lockup variations: horizontal, vertical and box. The horizontal lockup is the primary logo and preferred usage. The tagline is optional. The logo should always be used in its original colors unless placed on a monochrome background. Maintain clear spacing around the logo to ensure visibility. Do not stretch, distort, or change colors beyond the approved palette.

### HORIZONTAL

Use this when the logo needs to fit an area that is wider than it is tall.



### VERTICAL

Use this lockup when the logo needs to fit an area that is taller than it is wide.



### BOX

Use this when the logo needs to fit an area that is closer to a 1:1 ratio.



## LOGO WITH TAGLINE

This version of the logo includes the tagline. Use this version of the logo when Sacred Water is the focal point of a graphic or deliverable.

### HORIZONTAL



### BOX



# PARTNER LOGO PAIRING

For partnership logo lockups, use the Sacred Water logo that aligns the best with the partner's logo. A separator is always required and the Sacred Water logo shows up first. One logo should never appear significantly larger than the other one.

## HORIZONTAL

If both logos are similar in width, ensure the height of the logos are the same, as well as the separator. Below are examples of the Sacred Water logo with steering committee organizations' logos.



## VERTICAL

If both logos are similar in width, ensure the width of the logos are the same, as well as the separator. Below are examples of the Sacred Water logo with steering committee organizations' logos.



## O2. TYPOGRAPHY

The brand typography combines bold expression with clarity and functionality.

The fonts are clean, contemporary, and cohesive to ensure readability across all platforms.

Only use the logo font, Dazzle Unicase Bold, for materials that are primarily Sacred Water, Shared Future branded.

## FONTS AND USES

### LOGO FONT

Dazzle Unicase Bold

**AABBECCDD**

**MNOOPQRSTUVWXYZ**

**1234567890 @#\$&:"<>%**

### DIGITAL

Digital Header: DIN 2014 Extra Bold

Digital Subheader: DIN 2014 Bold

Digital Body: Arial Regular

SIZE 24

SIZE 14

SIZE 11

GRAY

**Header Text**

**LOREM IPSUM**

Ignienda nederatem ut ipiene idi conserunt̄. Eruessir̄ es̄o  
volest as illam aut alit voluptas sinto quias qui a commut̄ laboro  
tem utet deratur incipsae re volum?

### Font Availability & Usage

Dazzel Unicase and DIN 2014 are fonts used for the logo and they are licensed and available from Adobe Fonts. If possible, these are the preferred fonts to use. However, for an open-source alternative and to substitute for DIN 2014, use Barlow Condensed which can be downloaded from Google Fonts.

## O3. COLORS

The color palette for this campaign reflects the natural beauty and rich history of the Mississippi River in the Twin Cities. The blues and teals represents the depth and movement of the river, evoking a sense of strength and continuity, and encompasses the themes of renewal and connection. The spectrum of the color orange provides warmth and earthiness, inspired by sunsets and seasonal change.

Together, these colors create a balanced, inviting, and dynamic visual identity that honors the river's role in transforming the region's landscape.

## BRAND COLOR PALETTE

### PRIMARY



**Deep Teal**  
RGB 0, 69, 85  
HEX #004555  
CMYK 95, 62, 49, 36

### SECONDARY



**River Blue**  
RGB 0, 137, 169  
HEX #0089A9  
CMYK 84, 33, 24, 1



**Dusty Orange**  
RGB 247, 131, 79  
HEX #F7834F  
CMYK 0, 60, 74, 0

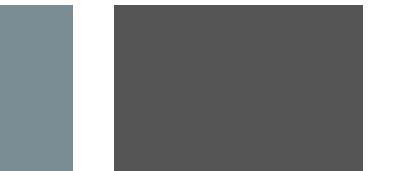


**Golden Ochre**  
RGB 238, 177, 88  
HEX #E8B158  
CMYK 6, 33, 75, 0

### NEUTRALS



**Soft Sand**  
RGB 242, 236, 225  
HEX #F2EDE1  
CMYK 4, 5, 10, 0



**Slate Gray**  
RGB 122, 140, 148  
HEX #7A8C94  
CMYK 56, 37, 35, 3



**Gray**  
RGB 85, 85, 85  
HEX #555555  
CMYK 64, 56, 55, 31



**Black**  
RGB 0, 0, 0  
HEX #000000  
CMYK 0, 0, 0, 100



**White**  
RGB 255, 255, 255  
HEX #FFFFFF  
CMYK 0, 0, 0, 0

# BRAND COLOR PALETTE

EXPANDED (OPTIONAL)



**Stormy Blue**  
RGB 74, 108, 129  
HEX #4A6C81  
CMYK 75, 50, 36, 11



**Sky Blue**  
RGB 107, 184, 217  
HEX #6BB8D9  
CMYK 55, 11, 7, 0



**Rust Red**  
RGB 193, 80, 46  
HEX #C1502E  
CMYK 18, 81, 94, 7



**Forest Green**  
RGB 58, 111, 80  
HEX #3A6F50  
CMYK 78, 35, 76, 22

EXPANDED (OPTIONAL)



**Moss Green**  
RGB 121, 142, 92  
HEX #798E5C  
CMYK 55, 30, 75, 8



**Sunset Coral**  
RGB 232, 153, 128  
HEX #E89980  
CMYK 6, 47, 47, 8



**Amber Gold**  
RGB 215, 154, 53  
HEX #D79A35  
CMYK 16, 41, 95, 1



**Sandy Beige**  
RGB 217, 197, 160  
HEX #D96CA0  
CMYK 15, 20, 40, 0

## 04. COLOR + TYPE

The tables below show the ADA- and WCAG-compliant combinations of text and background colors. Please note that at times a font color is only acceptable to use over a background when in bold, and a regular font weight.