



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 hoirzontal 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 similiar 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 similiar 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

AABBEeCCDD
MNOPQRSTUVWXYZ
1234567890 @#\$%&'"<>%

Digital

Digital Header: DIN 2014 Extra Bold

Digital Subheader: DIN 2014 Bold

Digital Body: Arial Regular

Header Text

LOREM IPSUM

Ignienda nderatem ut ipiene idi conseruntem. Eturessinis esto
volest as illam aut alit voluptas sinto quias quia commolut laborro
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.

03. 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



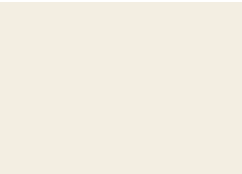
Golden Ochre

RGB 238, 177, 88

HEX #EEB158

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

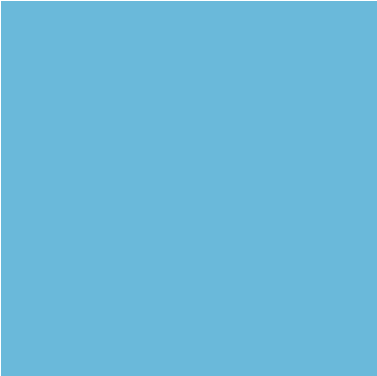
CMYK 0, 0, 0, 0

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 #D9C5A0
CMYK 15, 20, 40, 0

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O4. 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 not in a regular font weight.

| Text Color | Deep Teal | | River Blue | | Dusty Orange | | Golden Ochre | |
|--------------------------|-----------|------|------------|------|--------------|------|--------------|------|
| Text Weight / Background | Regular | Bold | Regular | Bold | Regular | Bold | Regular | Bold |
| Deep Teal | | | | Aa | | Aa | Aa | Aa |
| River Blue | | | | | | | | |
| Dusty Orange | | Aa | | | | | | |
| Golden Ochre | Aa | Aa | | | | | | |
| Soft Sand | Aa | Aa | | Aa | | | | |
| White | Aa | Aa | Aa | Aa | Aa | Aa | Aa | Aa |
| Slate Gray | | Aa | | | | | | |
| Gray | | | | | Aa | Aa | Aa | Aa |
| Black | | | Aa | Aa | Aa | Aa | Aa | Aa |

[illegible]