



DIGITAL PRESS KIT

RespectMN.org



OUR STORY

Minnesotans are passionate about the history of the state and are invested in leaving a great state for future generations. Respect Minnesota was founded to create a broader community view to bring people together and ensure that citizens of Minnesota will be respected. This effort will establish clear values on how to collaborate and create a safe working environment.

MISSION

To generate a climate of understanding and respect among its members, communities, and state. To listen to varying opinions with an open mind. To foster discussion in the midst of disagreements, rather than hostility. To respect each other. To Respect Minnesota.

OUR PLEDGE



[WATCH THE VIDEO](#)

PARTNERS





LOGOS / STYLE GUIDE

[DOWNLOAD LOGO SET](#)

The Respect Minnesota brand is a powerful and valuable business tool. As such, it is critical to adhere to the graphic standards in order to maintain its integrity and to build brand equity. Every element, from color to typography to the logo, used consistently, builds the Respect Minnesota brand.

CORPORATE MARK, CONTROL FIELD AND MINIMUM SIZE



CORPORATE MARK

The Respect Minnesota corporate mark consists of the “Respect Minnesota” name with two stars and circles around the logo. Also the tagline “Moving Forward Together”. Use only the provided approved logo formats and never recreate the mark.

LOGO FONT

The Respect Minnesota logo font is Montserrat Black and Regular.

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890



CONTROL FIELD

To ensure visual clarity, maintain a distance between logo edges, typography and imagery. “Control Field” refers to the area surrounding the mark. This distance should be no less than the height of the letter “M” in Minnesota. No graphic element or text of any kind should be placed within this control field. The recommended distance is equal to the height of the capital letters (X).



MINIMUM SIZE

The minimum size of a mark is determined by the style of reproduction or fabrication. The minimum size should be no less than 1/2 inch measuring the height of the circle.



MARK VIOLATIONS

MARK VIOLATIONS

The integrity of the Respect Minnesota brand identity is diminished when the Respect Minnesota corporate mark is incorrectly applied. Unauthorized versions and unacceptable usage of the corporate mark threatens its legal protection. Variation or alteration of the mark is unacceptable. Shown are some examples of unacceptable use and should never be used.



Do not reproduce the mark in any other color than the approved colors.



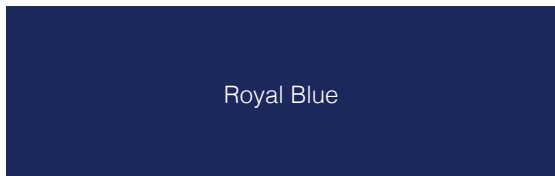
Do not alter the scale of the mark.



Do not tilt the mark in any fashion.

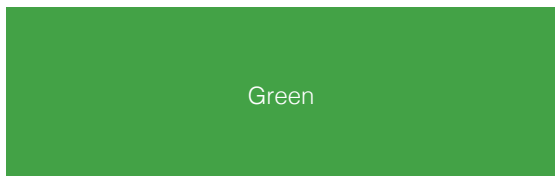
COLORS

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Royal Blue

PANTONE® 2758 C
C: 100 M: 93 Y: 30 K: 29
R: 222 G: 100 B: 38



Green

PANTONE® 7738 C
C: 76 M: 12 Y: 100 K: 1
R: 118 G: 59 B: 63





CONTACT

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