MOORHEAD
MINNESOTA

Logo Usage Guide

City of Moorhead

LOGO USAGE GUIDE

The City of Moorhead logo provides visual recognition of the City. It is the City's unique identifier and promotes the City of Moorhead to the public. The logo identifies vehicles, equipment, and structures as belonging to the City and identifies communications from the City.

The City logo must be consistently used and applied in a uniform way in order to have the most value. The colors, fonts, and image that comprise the logo represent the City's identity and can be a shorthand way of referring to the City in advertising and marketing materials. Therefore, it is important to avoid re-creating different types of logos for specific purposes (e.g., letterhead and business cards) or having similar-but-not-identical versions for departments or divisions of the City.

All users of the logo are expected to adhere to the Logo Usage Guide. The Usage Guide includes standards that allow inclusion of references to a particular department, division, event, or activity, and the ability to use the logo in applications that include other images or designs. Incorporating ANY changes not specifically identified within the Logo Usage Guide is not acceptable without express permission from the City Manager or her/his designeé.

About the logo:

The City of Moorhead logo is an abstract reference to the roofline of Moorhead's most recognizable building, the Hjemkomst Center. The building's unique roofline accommodates the sail of the Hjemkmost Viking Ship, built by Robert Asp and his family and sailed to Norway in 1982, now located within the Hjemkomst Center. "Hjemkomst" means homecoming, and the Hjemkomst voyage has been a source of pride for this area which has a strong Scandinavian heritage.

Official Logo

This is the official City of Moorhead logo for used to identify the City of Moorhead for all internal and external communication purposes.

MOORHEAD
MINNESOTA

Color Standards

The City of Moorhead logo may use only the colors and font specified here. It is important to use the correct colors and font of the logo to preserve identity.

City of Moorhead Blue
C: 100 **M:** 50 **Y:** 5 **K:** 0
R: 0 **G:** 113 **B:** 180
Hexadecimal: #0071b4

Black
C: 0 **M:** 0 **Y:** 0 **K:** 0
R: 0 **G:** 0 **B:** 0
Hexadecimal: #000000

Font standard for City of Moorhead logo: Calibri

Acceptable Use

The examples here show the correct ways in which to use the City of Moorhead Logo in various circumstances. The logo must be large enough to be readable.

White Background

When working with a white background and color, use the Standard City of Moorhead logo.

When working with a white background and no color, use the All Black logo.

Black Background

When working with a black background and color, use the Omega logo.

When working with a black background without color, use the All White logo.

Other Background

When working with a color, gray, or photo background, the City of Moorhead logo may be used only if the format chosen is entirely readable in that circumstance.

| White Background	Black Background
Standard	Omega
All Black	All White

Other Background

All White

Omega

All Black

Spacing

In order to preserve identity and clarity, there must be a clean space surrounding the City of Moorhead Logo. Text and other graphics may not intrude this space—10% of the width of the logo size, or about the size of the "M" in the word Moorhead.

For example, if the logo is 500 pixels wide, the clear space on all sides would each need to be at least 50 pixels wide.

100%

10%

10%

10%

10%

MOORHEAD
MINNESOTA

Fma quam, sus ma doluptam reprovid quisqui delendis.
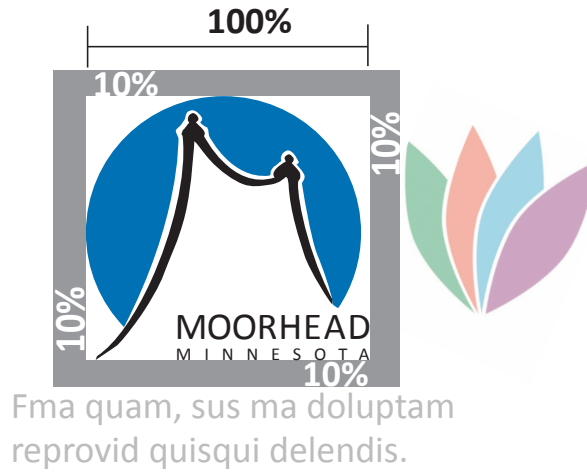
Adding Contact Information

To use the City of Moorhead logo with an added department name (on letterhead, maps, and other official documents), the name and up to two lines of contact information may be added below or to the side of the words Moorhead and Minnesota.

Horizontal Alignment

MOORHEAD
MINNESOTA | Neighborhood Services

Identification Only

MOORHEAD
MINNESOTA | Human Resources
218.299.5179 | hr@ci.moorhead.mn.us
500 Center Ave | 3rd Floor | Moorhead, MN 56561

Additional Lines

Vertical Alignment

MOORHEAD
MINNESOTA
City Manager's Office

Identification Only

MOORHEAD
MINNESOTA
Assessor's Office
500 Center Ave. | 3rd Floor | Moorhead, MN 56561

Additional Lines

*See attachments for specific, full-size document (and requirements) such as letterhead, news releases, business cards, etc.

Combining with other Departmental Graphic Images/Emblems

Some departments use other images for branding/identity purposes. Departments may no longer use symbols that adapt the official City Logo in methods other than identified above. Other images, such as a badge or a separate and distinct icon may be used as follows:

1. **Official correspondence**

   (stationery, news releases, etc.)

   City of Moorhead logo is the dominant icon for the City and to look cohesive internally and externally, it must be used and must be the larger of the icons.

2. **Brochures/Marketing**

   City of Moorhead logo must be used on all materials to show that it is an official City publication, but may be smaller and less prominent than an event name or other icon. It is suggested that the City of Moorhead logo be used near any contact information included on the material, even if that means it is on the bottom of the back page.

3. **Records and Documentation**

   Documents such as permits, licenses, agendas, etc. must include the City of Moorhead Logo prominently in the document heading, unless City, County, State, or Federal regulations require otherwise.

   (Examples are attached at the end of the manual.)

Official Correspondence

MOORHEAD
MINNESOTA

Police Department
915 9th Ave N | PO Box 817 | Moorhead, MN 56561

MOORHEAD
MINNESOTA

Fire Department
1120 1st Avenue N | Moorhead, MN 56561

*See attachments for specific, full-size document (and requirements) such as letterhead, news releases, business cards, etc.

Brochures/Marketing Example

RiverArts 2014

Parks and Recreation

Front

MOORHEAD
MINNESOTA

Parks and Recreation
Contact Information
218.299.5340

Back

*See attachments for specific, full-size documents (and requirements) such as letterhead, news releases, business cards, etc.

Unacceptable Uses

Fixed Aspect Ratio
It is unacceptable to distort the City of Moorhead logo size in any way by stretching or elongating the logo in any direction.

Additional Changes
The logo variations specified here and anything similar to these examples are unacceptable uses of the City of Moorhead Logo.

No stretching of the logo or any of the words.

Do not make the logo trasnparent.

Do not rotate the logo.

Do not use an altered color on the logo.

Do not move the words of the logo.

Do not emboss or add a drop shadow.

Assessor's Office

Do not add any shapes within 10% around the logo.

Do not add other graphic elements to the logo.

A Great Place To Live.

Do not add a subtitle or tagline to the logo.

Do not outline the shapes or letters of the logo.

Special Circumstances

The City of Moorhead may grant explicit permission to use the City logo in a manner other than identified in this Usage Guide. All special circumstances must be requested in advance and approval is not guaranteed. Requests may be directed to: **logo@cityofmoorhead.com**, or **218.299.5305**. Please allow 5 business days notice. Approval to use the logo in a manner similar to any of the unacceptable uses identified in the Usage Guide will be denied.

Digital Logo File

The City of Moorhead logo formats available for use are located on the website:

- vector .svg
- vector .eps
- TIFF
- transparent .png
- JPEG (for website or similar electronic use only, due to generational loss of resolution)

www.cityofmoorhead.com/logo

Questions

Phone: 218.299.5305

Email: logo@cityofmoorhead.com

OFFICIAL DOCUMENT EXAMPLES

Letterhead | 8.5" x 11"

- The City of MoorheadLogo must be in upper left hand corner
- Contact information may be added for departments and divisions

MOORHEAD
MINNESOTA | City of Moorhead

Date

Address

Dear _____,

Sincerely,

Name
Contact info (optional)

Black and white example

MOORHEAD
MINNESOTA | City of Moorhead

News Release | 8.5" x 11"

- The City of MoorheadLogo must be in upper left hand corner

News Release
Date:

For Further Information, please contact:
Name:

Phone:

<div align="center">

Title
Subtitle

[Arial Typestyle]

####

</div>

Black and white example

City of Moorhead

Business Card

Michelle French | City Clerk

500 Center Avenue
PO box 779
Moorhead MN 56561

Office 218.299.5352
Mobile 218.686.1910
michelle.french@cityofmoorhead.com

www.cityofmoorhead.com

David Ebinger | Chief of Police

915 19th Avenue N
PO Box 817
Moorhead, MN 56561

Office 218.299.5123
Emergency 911
dave.ebinger@cityofmoorhead.com

www.cityofmoorhead.com

Standardization
It is necessary to have a standarized business
card for City employees for identity and
cohesive purposes.

How To Order
For standardization purposes and easy access,
the options for information shown on a
business card are available upon ordering.

City of Moorhead Business Card Color Palette

City of Moorhead Blue
C: 100 **M:** 50 **Y:** 5 **K:** 0
R: 0 **G:** 113 **B:** 180
Hexadecimal: #0071b4

Dark Blue
C: 100 **M:** 50 **Y:** 5 **K:** 58
R: 0 **G:** 56 **B:** 97
Hexadecimal: #003861

Black
C: 0 **M:** 0 **Y:** 0 **K:** 0
R: 0 **G:** 0 **B:** 0
Hexadecimal: #000000