

# DOWNTOWN

Rochester, Minnesota

## Brand Manual

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## 2.1

### Logo

#### A. PRIMARY LOGO

#### B. PRIMARY LOGO VARIATION

#### C. SECONDARY LOGO VARIATION

#### D. SECONDARY LOGO VARIATION

A

DOWNTOWN  
Rochester, Minnesota

B

DOWNTOWN  
Rochester, Minnesota

C

DOWNTOWN

D

DOWNTOWN

#### LOGO VERSIONS

The horizontal version of our logo is the overall primary logo for Downtown Rochester, MN.

## 2.1

### Logo Stacked

A. PRIMARY LOGO STACKED

B. PRIMARY LOGO STACKED  
VARIATION

C. SECONDARY STACKED  
LOGO VARIATION

D. SECONDARY STACKED  
LOGO VARIATION

A

DOWN  
TOWN  
Rochester, MN

B



C

DOWN  
TOWN

D



#### LOGO VERSIONS

The stacked version of our logo is very versatile in its usage being close to a square shape it fits well in many different collateral formats.



## 2.2 Logo Variants

### LOGO USAGE

Make sure that our logo is only shown in one of our primary brand colors and white and black.

Our logo can be used on various backgrounds, solid brand colors, photos etc. However, there must be adequate contrast between the two.



DOWNTOWN  
Rochester, Minnesota



DOWNTOWN  
Rochester, MN



### LOGO VERSIONS

It is important to remember when using our logo on one of our brand color backgrounds that there is enough contrast provided.



LOGO VERSIONS

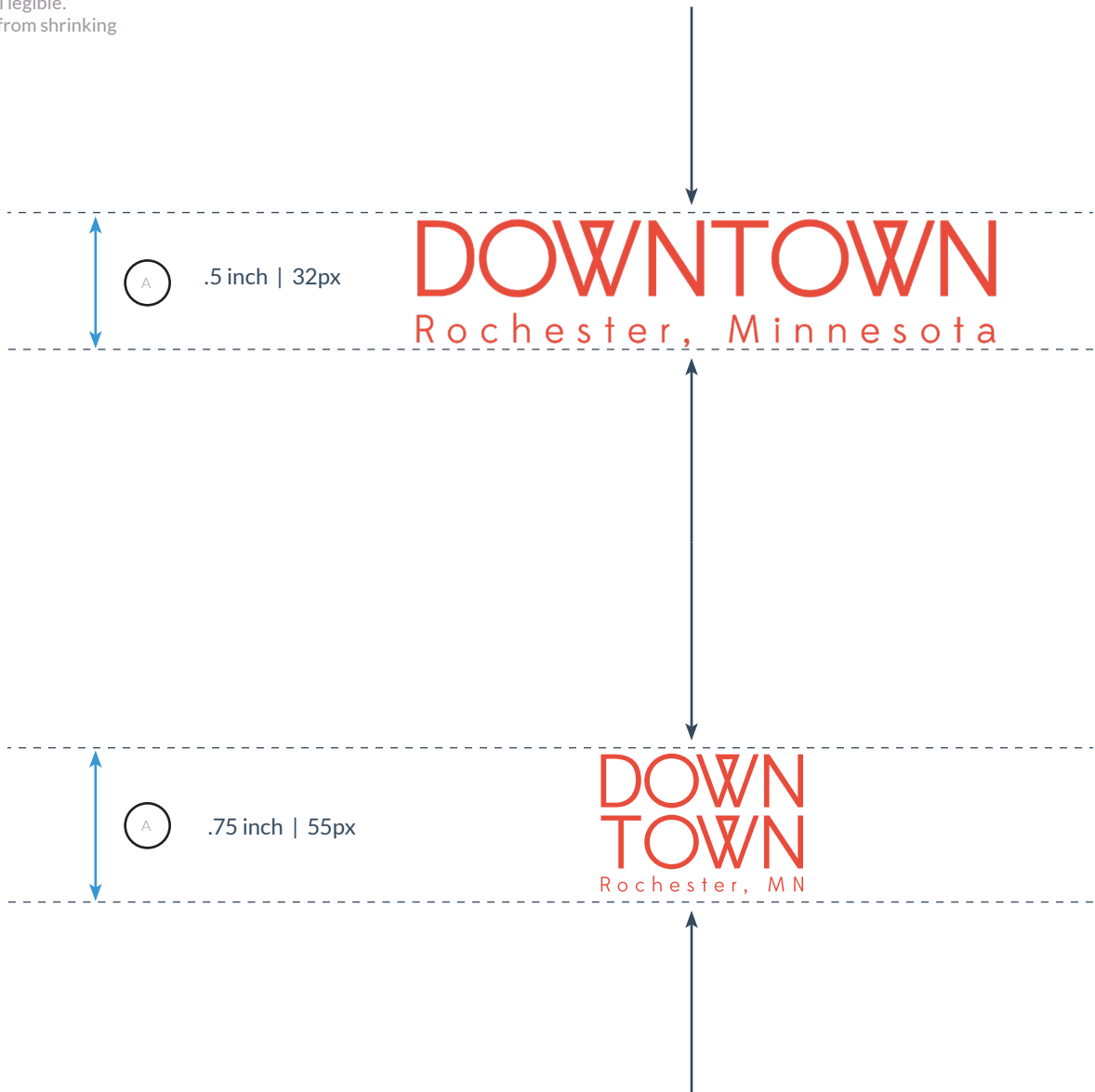
The logo can be used in any of our brand colors including white and black but is not to be used in any of the category specific colors.

## 2.3

### Minimum Size

#### A. MINIMUM SIZE

We want to make sure that when our logo is used that it is still legible. For this reason, refrain from shrinking our logo too small.



#### LOGO VERSIONS

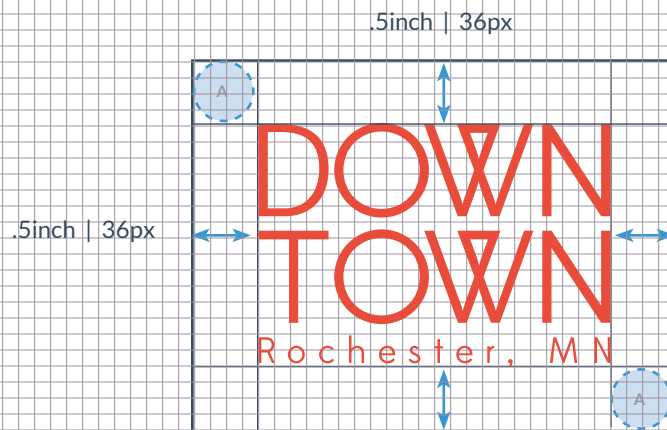
Keep this in mind with all logo variations. Our stacked logo variations should follow the minimum size for our stacked logo shown above, and our horizontal logo variations should follow the minimum size for our horizontal logo shown above.

## 2.4

### Logo Clearspace

#### CLEARSPACE

The area that surrounds our logo is as important as the logo itself. The minimum area of 2 “x”, known as “clear space,” provides breathing room to our logo and eliminates visual clutter (text, graphic elements or other logos) that can compete with logo legibility – thereby diminishing the effectiveness of our logo.



#### LOGO VERSIONS

This rule applies to all our logo versions.

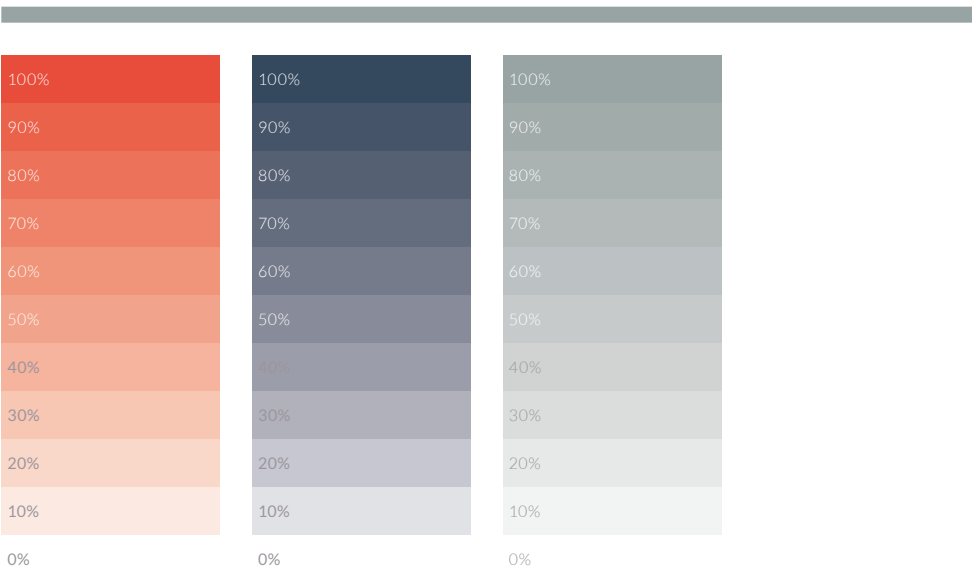
# 3.1 Color Hues

This is our primary brand color palette. When it seems necessary to use a lighter shade of our brand colors reference the Hue chart.

## Primary Color Palette



## Color Hues



**NOTE**

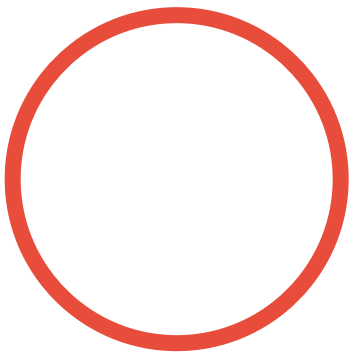
Try to use our brand colors at 100% of their full color as often as possible. If the materials call for additional supporting colors of a lighter hue within our brand colors then reference this chart.



## 3.2

### Color Palette Breakdown

Our core brand colors are broke down into CMYK, Web, RGB, and Pantone numbers for usability across media platforms.



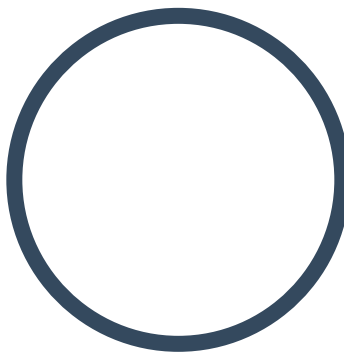
Primary Coral

CMYK  
C004/M085/Y083/K000

Web  
#E54C3C

RGB  
R229/G076/B060

Pantone  
Alizarin



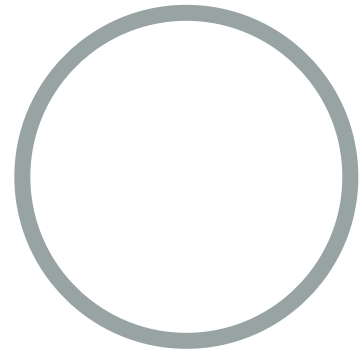
Primary Slate

CMYK  
C083/M066/Y043/K029

Web  
#35495E

RGB  
R053/G073/B094

Pantone  
Wet Asphalt



Light Grey

CMYK  
C044/M029/Y034/K000

Web  
#96A2A1

RGB  
R150/G162/B161

Pantone  
Asbestos

#### NOTE

It is not shown above, but white is an important color in our brand framework, as well, and is used on many of the collateral items to provide a good balance of heavy and light along with creating an open quality.

## 4.4

### Primary Typeface

#### TYPEFACE AVAILABILITY

Lato will be supplied with final files, it is also an open source font available through Google.

#### FONT INFO

Lato.ttf  
Designed by Łukasz Dziedzic

Lato is a sans serif typeface family started in the summer of 2010 by Warsaw-based designer Łukasz Dziedzic ("Lato" means "Summer" in Polish). In December 2010 the Lato family was published under the Open Font License by his foundry tyPoland, with support from Google.

The semi-rounded details of the letters give Lato a feeling of warmth, while the strong structure provides stability and seriousness. "Male and female, serious but friendly. With the feeling of the Summer," says Łukasz.

Hello I'm:  
Lato

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklno  
pqrstuvwxyz  
1234567890

#### Lato Regular

ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnpqrstuvwxyz  
1234567890!@£\$%^&

#### Lato Light

ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnpqrstuvwxyz  
1234567890!@£\$%^&

#### NOTE

Lato Regular is the standard type for use in body text.

## 4.4

### Primary Typeface

#### Lato Hairline

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&

#### Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&

#### Lato Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&

#### Lato Hairline Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&

#### Lato Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&

#### Lato Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&

#### Lato Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&

#### Lato Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&

#### NOTE

The Lato type family provides great diversity in the thickness of its letters as well as in style. This allows for our brand to stay within one type family providing cohesiveness along with variation.