

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

DOWN
TOWN
Rochester, MN

C

DOWN
TOWN

D

DOWN
TOWN

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.



LOGO VERSIONS

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



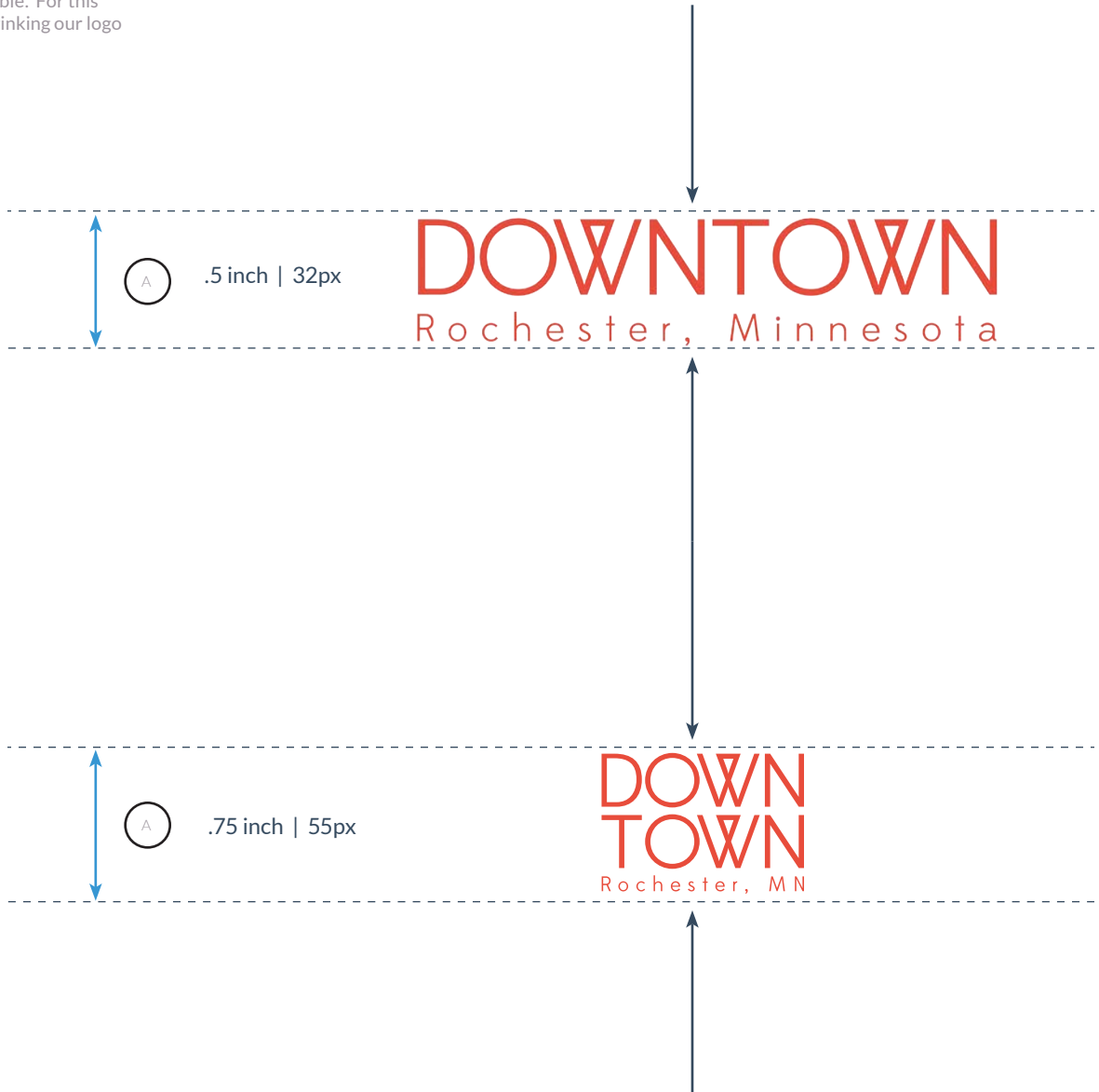
LOGO VERSIONS

The logo can be used in any of our brand colors including white and black, but it 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 it is still legible. For this reason, refrain from shrinking our logo too small.



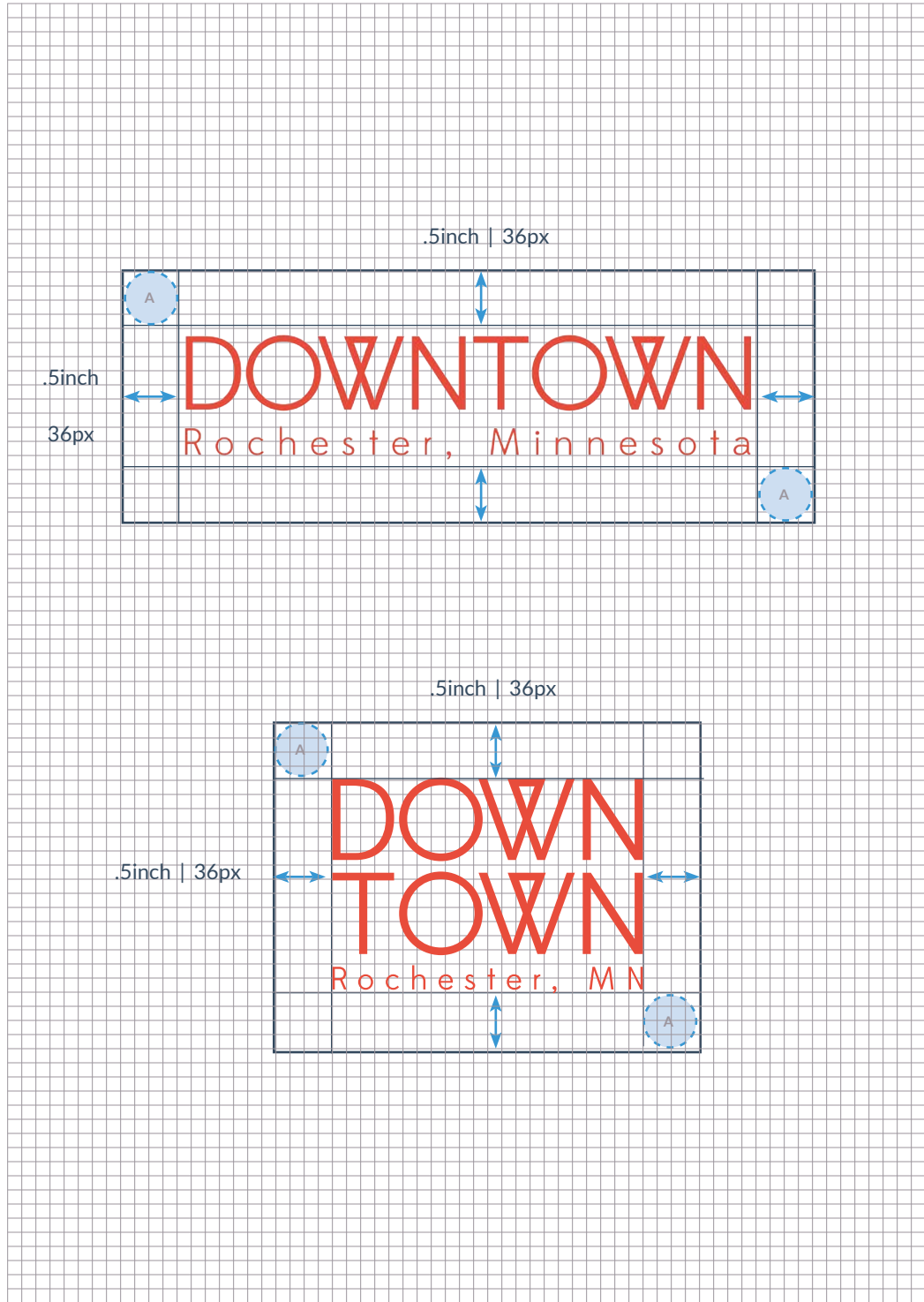
LOGO VERSIONS

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.