



Protect it. Pass it on.

MISSISSIPPI
WATERSHED
MANAGEMENT
ORGANIZATION

MWMO Brand Style Guide

UPDATED AUGUST 2020

Logo

PRINT AND WEB RULES | EXCLUSION ZONES | ALTERNATIVE COLOR BACKGROUNDS

Logo Introduction

This is the MWMo logo, which incorporates the tag line, “Protect it. Pass it on.”
The logo should ALWAYS be used in its entirety – NEVER separate elements.



SM

Brand or identification mark associated with a service. This means it has protection under the copyright law.

Protect it. Pass it on.

This protection also includes the tag line, an integral part of the logo.

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Do not use the logo any smaller than 25% or approximately 1" wide

Logo Variations

The MWMO logo can be used in two variations: horizontal (primary) and vertical (secondary). Each variation has its own set of files and can be used in color, grayscale, and black-and-white versions.



Vertical - this is the primary version of the logo. This version should be used whenever possible, especially in print applications.



Horizontal - this is the secondary logo, used primarily for the web.



LOGO USAGE

Color Variations

Native files of the logo can be obtained by contacting the MWMO.

Commonly used files include:

- For 4-color printing — MWMOcmk.eps
- For 1-color printing — MWMOgs.eps or MWMObk.eps
- For internet use — MWMOrgb.jpg or MWMOrgb.gif
- For PowerPoint — MWMO.jpg

Please contact the MWMO for formats suitable for alternate uses and resolutions.

Standard Color



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(MWMOcmk.eps)

Standard Grayscale



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**MISSISSIPPI
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(MWMOgs.eps)

Black and White



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(MWMObk.eps)

Reverse Color



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(MWMOcmk_rev.eps)

Reverse Grayscale



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(MWMOgs_rev.eps)

REVERSING ART FROM A BLACK BACKGROUND:

Use the following art when reversing the logo from a black background.

The logo features the letters 'MWMo' in a bold, black, sans-serif font. The 'o' is lowercase and has a small 'SM' trademark symbol. Below the letters is a blue wavy line representing water, with green grass blades growing from behind the letters. Below the logo is the tagline 'Protect it. Pass it on.' in a bold, black, sans-serif font. Below the tagline is the full name 'MISSISSIPPI WATERSHED MANAGEMENT ORGANIZATION' in a blue, sans-serif font, with 'MISSISSIPPI' and 'WATERSHED' on one line, and 'MANAGEMENT ORGANIZATION' on the next line. To the right of the logo and tagline are two vertical double-headed arrows, each labeled with an 'X', indicating the minimum clear space required around the logo and tagline. Below the logo and tagline is a horizontal line. Below this line is the website 'www.mwmo.org' in a bold, black, sans-serif font. To the right of the website is the text 'Open Sans' in a bold, black, sans-serif font. Below the website and 'Open Sans' is another horizontal line. Below this line is the address '2522 Marshall Street NE' and 'Minneapolis, MN 55418' in a black, sans-serif font. To the right of the address is the text '60% tint of black (optional)' in a black, sans-serif font. Below the address and '60% tint of black (optional)' is a horizontal line. Below this line is the phone number '(612) 746-4970' in a black, sans-serif font.

MWMoSM

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www.mwmo.org

Open Sans

2522 Marshall Street NE
Minneapolis, MN 55418

(612) 746-4970

Keep all images and type this minimum distance from all sides of the logo

60% tint of black (optional)



Always use the following format for the our address and contact info:

2522 Marshall Street NE
Minneapolis, Minnesota 55418
(612) 746-4970

Signatures

Below are examples of MWMO signatures used for business cards, stationary, etc.
Note the spacing of the text elements based on the logo size.



Do not use the logo any smaller than 1" wide.

Always use the following format for the our address and contact info:

2522 Marshall Street NE
Minneapolis, Minnesota 55418
(612) 746-4970

Exclusion Zones

Area around the logo, specifying the amount of designed clear space (containing no other graphic or text) that can surround the logo. Make sure there is always enough clear space around the logo so it's not crowded. As a general rule use the letter "O" from the MWMO part of the logo as a measuring tool to see how much clear space to include around the logo.



Choosing the Right Logo

The standard-color MWMo logo (below, at left) is the preferred option for most applications. However, if placing the logo on a black or color background, choose the alternative that is most legible and/or consistent with other organizations' logos (if applicable). Below are examples of appropriate logo selections based on the background.



Standard Color



Reverse Color



Standard Grayscale



Black and White

Typeface

PRINT RULES (MAIN BRAND FONT) | WEB RULES | BACKUP FONT RULES

TYPEFACE

Open Sans (headings)

The primary font family is Open Sans: <https://www.google.com/fonts/specimen/Open+Sans>
The Bold weight should be used for headlines both in sentence-case and uppercase*.
The regular weight should be used uppercase* for headlines, and sentence-case for body-copy.

USE:

Open Sans is used mainly for headings, pull quotes and other “emphasis” text.

OPEN SANS BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

*When used uppercase, set tracking to +100

OPEN SANS BOLD

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in.

OPEN SANS REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

OPEN SANS REGULAR

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in.

TYPEFACE

Noto Serif (body text)

The secondary font family is Noto Serif: <https://www.google.com/fonts/specimen/Noto+Serif>
This is the main font for body text and should always be used sentence-case.

USE:

Noto serif is the main font for body text

NOTO SERIF REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

NOTO SERIF REGULAR

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in.

NOTO SERIF ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

NOTO SERIF ITALIC

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Backup Fonts (Mac/PC/desktop-safe font)

If the above primary fonts are unavailable or cannot be used due to software limitations, the Arial and Times New Roman font families may be used as backup fonts. In such cases, Arial would substitute for Open Sans as the default font for headings, while Times New Roman would substitute for Noto Serif as the default font for body text.

ARIAL BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

ARIAL REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

TIMES NEW ROMAN - BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

TIMES NEW ROMAN - REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Typography Example

HEADLINE
OPEN SANS BOLD

Mississippi Watershed Management Organization

INTRO
OPEN SANS REGULAR

The Mississippi Watershed Management Organization is one of about three dozen watershed organizations in the Twin Cities Metropolitan Area. Its boundaries include the Mississippi River as it runs through Minneapolis, as well as the land that drains to the river.

HEADLINES AND SUB-HEADLINES
OPEN SANS BOLD (100 KERNING)

MISSION

BODY COPY
NOTO SERIF REGULAR

The Mississippi Watershed Management Organization is one of about three dozen watershed organizations in the Twin Cities Metropolitan Area. Its boundaries include the Mississippi River as it runs through Minneapolis, as well as the land that drains to the river.

STANDALONE COPY
NOTO SERIF ITALIC

*Ipsum dolor sit amet, consectetur adipiscing elit,
sed do eiusmod tempor incididunt ut labore et
dolore magna aliqua.*

PULL QUOTE
NOTO SERIF ITALIC

“This was a fantastic learning experience for our class!”

Design Layout

OPEN SANS BOLD AND
REGULAR WITH NOTO
SERIF REGULAR

OUR BLOG | JANUARY 12, 2016

Long-Term Management of the Watershed

The MWMO is looking for members of the community to serve on the Citizen Advisory Committee. This group serves at the request of the MWMO Board of Commissioners and assists the MWMO in the annual budget process, reviewing Stewardship Fund grant proposals and watershed planning. Open seats include: Saint Paul, Lauderdale, Southwest Minneapolis, Columbia Heights and Hilltop.

OPEN SANS BOLD (+100
KERNING) W/ NOTO SERIF
ITALIC

WHAT WE DO

The MWMO will provide for the long-term management of its water and associated land resources through the development and implementation of projects, programs, and policies that respect ecosystem principles and reflect changing community values.

OPEN SANS BOLD W/ OPEN
SANS REGULAR (+100 KERNING)

Doug Snyder

EXECUTIVE DIRECTOR

Colors

PRIMARY COLORS | SECONDARY COLORS | COLOR RATIOS

COLORS

Color Palette

Designers should use the following colors when creating publications, signage and other artwork for MWMO projects. They are appropriate for both web and print products.

Use the “Color Ratios” section on the next page to help determine how much of each color to use. Note that not all colors need to be used for a given project. (See “Sample Brand Applications” on page 21 for usage examples.)

PLEASE NOTE:

Never use the logo in colors other than as designated. If the logo must go in one color other than black, use the darkest color in the document.

MWMO BLUE: LOGO COLOR

PMS: 2925 BLUE
CMYK: 100 - 25 - 0 - 0
RGB: 0 - 143 - 212
HEX# 008fd5

MEDIUM BLUE:

PMS: N/A
CMYK: 100 - 70 - 27 - 10
RGB: 0 - 77 - 140
HEX# 004d8c

DARK BLUE:

PMS: 432
CMYK: 77 - 64 - 52 - 40
RGB: 56 - 66 - 76
HEX# 38424C

MWMO GREEN: LOGO COLOR

PMS: 376 GREEN
CMYK: 50 - 0 - 100 - 0
RGB: 140 - 198 - 63
HEX# 8dc63f

WEB GREEN:

PMS: N/A
CMYK: 69 - 12 - 70 - 1
RGB: 85 - 168 - 116
HEX# 55A874

YELLOW ORANGE:

CMYK: 0 - 30 - 100 - 0
RGB: 252 - 184 - 21
HEX# fcb815

MWMO GRAY SCALE: LOGO COLOR

PMS: BLACK
HEX# 000000

PMS: BLACK - 60% TINT
HEX# 000000

LIGHT GREY:

PMS: N/A
CMYK: 5 - 4 - 4 - 0
RGB: 238 - 238 - 238
HEX# #EEEEEE

COLORS

Color Ratios

This section represents the hierarchy of how much importance should be given to each color in a visual design.

MWMO BLUE: 20%

MEDIUM BLUE: 5%

DARK BLUE: 20%

MWMO GREEN: 5%

WEB GREEN: 20%

BLACK - 60% TINT: 5%

LIGHT GREY: 20%

YELLOW ORANGE: 5%

Design Elements

RULES AND TREATMENTS

Photography & Pattern

Photography: Authentic, informative

Optional treatments: Semi-transparent diagonal line pattern or 75% blue transparency (for use with type).

Pattern:

Semi-transparent pattern when used as overlay with type




Treatment:

75% blue transparency over photo



Sample Brand Applications

Sample Brand Applications




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[Insert Report Title Here]

(Insert subtitle or teaser text here, if desired. Up to two lines.)



MWMO Watershed Bulletin: 20XX-XX

Report Template



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Community Raingarden

An artist-designed raingarden collects and uses stormwater from a 10,000 square foot roof at the Highpoint Center for Printmaking in Minneapolis. Highpoint invited the community to plant and learn about clean water to raise awareness about water and ways manage stormwater runoff.



CAPITAL IMPROVEMENT PROJECT

<p>GRANTEE</p> <p>Minneapolis Public Schools</p> <p>MWMO FUNDING</p> <p>\$525,000</p> <p>TOTAL PROJECTION COST</p> <p>\$369,688.40</p> <p>LOCATION</p> <p>Edison High School 700 22nd Avenue NE Minneapolis, MN 55418</p> <p>YEAR</p> <p>2013</p>	<p>ACCOMPLISHMENTS</p> <ul style="list-style-type: none">• The raingarden collects and infiltrates stormwater from a 10,000 square foot roof• Over 100 people participated in the community planting event celebrating the Community Raingarden Project
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[Mississippi Watershed Management Organization](#) / 2522 Marshall street NE / Minneapolis, MN 55418 / (612) 465-8780 / [mwmo.org](#)

Project Fact Sheet

Sample Brand Applications



MWMO
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MWMO Solar Party

TUESDAY, AUGUST 9
5:00–7:00 P.M.

LOCATION
MWMO Stormwater Park and Learning Center
2522 Marshall Street NE, Minneapolis, MN 55418

RSVP
RSVP for this free event at
www.mwmo.org/events/mwmo-solar-party

QUESTIONS?
612-465-8780 | contacts@mwmo.org

CURIOUS ABOUT SOLAR ENERGY? Thinking about going solar at home or at your business, but not sure what it would take? Come to our solar party and to learn more about how solar works and how the MWMO's system has changed the way we operate!

- Learn how the MWMO saves energy and money with its solar photovoltaic system
- Discover the connection between clean water and energy
- Find out what you need to install solar panels at your home or business
- Get answers from the people that helped make solar possible at MWMO
- Hear about programs such as the Made in Minnesota Solar Incentive Program

Featuring representatives from All Energy Solar and Silicon Energy. Light snacks and refreshments will be provided.

MISSISSIPPI WATERSHED MANAGEMENT ORGANIZATION 2522 Marshall St. NE, Minneapolis, MN 55418 • 612-465-8780 • www.mwmo.org

Full Page Flyer



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Learn how to keep a healthy yard while keeping the Mississippi River clean too! This workshop will cover practical tips to prepare your yard for fall in an eco-friendly way. Featuring local expert Kim Sullivan and MWMO staff.

WEDNESDAY, AUGUST 10
6:00–7:30 P.M.

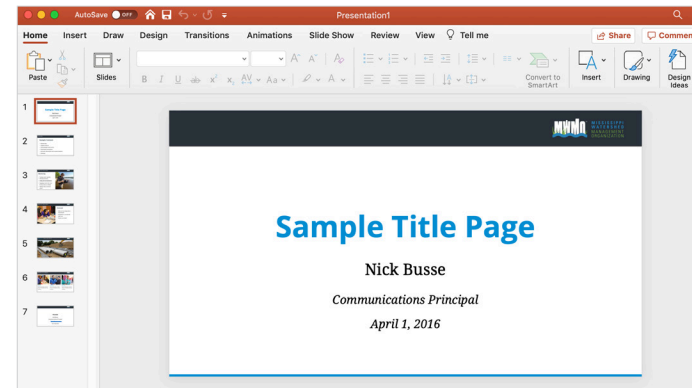
LOCATION
MWMO Stormwater Park and Learning Center
2522 Marshall Street NE, Minneapolis, MN 55418

COST
Free

QUESTIONS?
612-465-8780 | contacts@mwmo.org

Water Wednesday: Your Fall Yard

Half Page flyer



AutoSave • Presentation1

Home Insert Draw Design Transitions Animations Slide Show Review View Tell me

Share Comments

Convert to SmartArt

Insert Drawing Design Ideas

1 2 3 4 5 6 7

Sample Title Page

Nick Busse
Communications Principal
April 1, 2016

PowerPoint Template

Signage Standards

LOGO | TYPOGRAPHY | COLORS | PRINT SPECS / RULES

Interpretive Signage Templates

The MWMO's interpretive sign templates are designed to make it easy for partners and grantees to showcase their clean water and habitat projects. The MWMO offers to pay for design, fabrication, and installation of signage for selected projects. Funding requests are considered on a case-by-case basis. Contact MWMO staff for details.

INTERPRETIVE SIGNS



CONSTRUCTION BANNERS



LAWN SIGNS



Interpretive Sign Design

The MWMO's interpretive signage templates are designed to be versatile and can accommodate a variety of project types. Depending on the complexity of a project, MWMO staff may be able to help design the signage themselves.

Design Elements:

The MWMO has a small library of icons representing different stormwater best management practices (BMPs).

Plain-language text with concise descriptions.

Images can easily be swapped for illustrations, photographs or other artwork.

Optional, customizable map showing project location in relation to MWMO watershed.

Ample space for project partner logos.



Example Interpretive Sign (Children's Dental Services)

Interpretive Sign Construction Standards

A typical MWMO interpretive sign consists of a high-pressure laminate sign panel on a frameless, angle-mounted pedestal. Signage should be installed and located in such a way that signs are accessible to people who use wheelchairs.

Description:

Interpretive signage to be displayed on frameless pedestal for angle mounting self supporting display panels. Sign panel should typically sit 32"–36" from the ground.

Size:

Typically 36" x 24"

Sign Face:

0.5"-thick high-pressure laminate panel

Hardware:

Stainless steel

Pedestal:

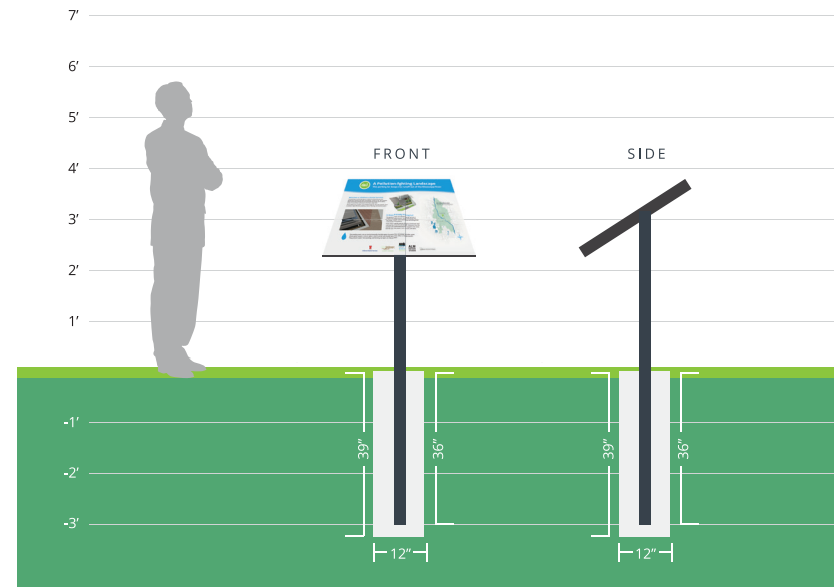
16" x 20" mount plate with 45-degree angle mount

Post:

3" x 3" x 72" aluminum post with black texture powder coat finish

Footing:

In ground installation should be installed per manufacturer's recommendations. Typically a minimum of 36" depth is required to reach frost-line depth.

**Cost:**

Around \$1,100 for fabrication and delivery. Graphic design services and installation of the signage, if they cannot be performed by MWMO staff, typically cost extra.

Construction Banners

Our construction banner designs are intended for projects that are soon to begin or currently in progress. Banner signs are typically mounted to a temporary construction fence. Post-mounting is also an option. As they are less durable than standard interpretive signs, the banners are meant to be temporary.

Description:

Mesh or vinyl banner with metal grommets for mounting. Typically displays a project's name, expected completion date, partner logos and a web address for visitors to find more information.

Size:

Typically 36" x 24" (can be easily scaled up, if needed)

Cost:

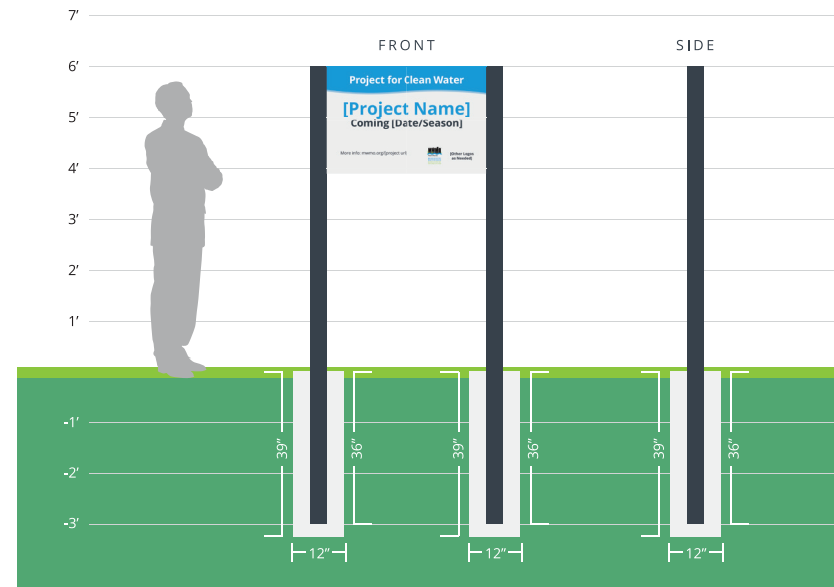
Around \$200 (banner only)

Post (if needed):

4" x 4" x 108" cedar post

Footing (if needed):

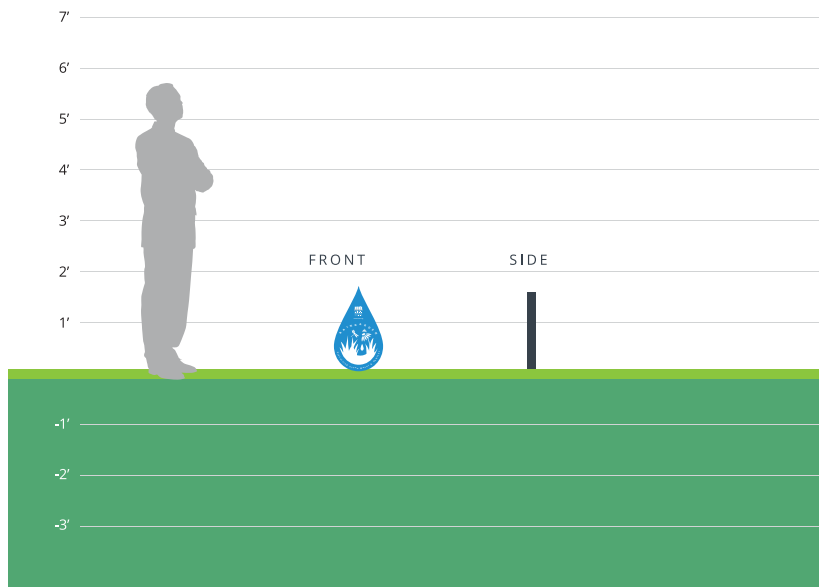
Minimum of 36" depth.



Lawn Signs

Corrugated plastic lawn signs offer a relatively inexpensive option for signage. These signs are anchored to the ground using metal stakes. They are best suited for small projects/sites.

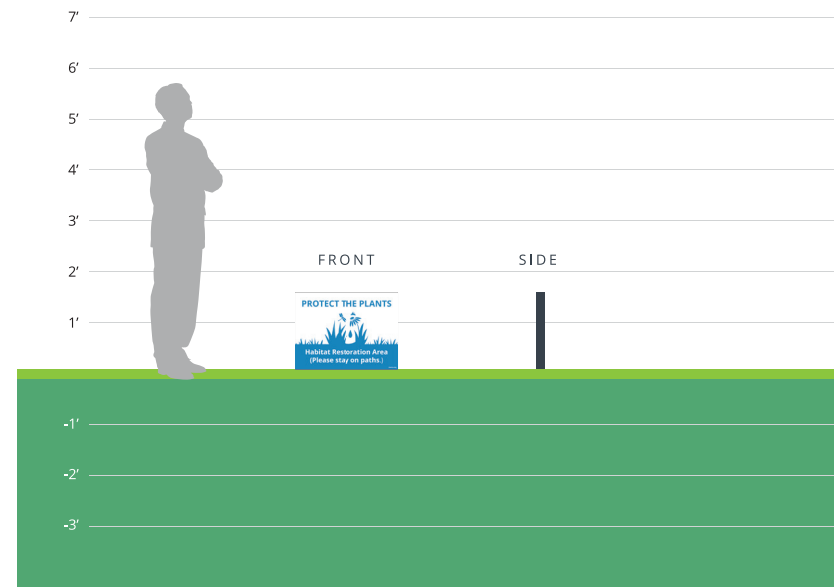
RAINGARDEN SIGN



Description:

The MWMO's “teardrop” raingarden sign is suitable for small raingardens and similar bioinfiltration features. It is made of corrugated plastic and typically costs \$9–\$10 per sign.

RESTORATION SIGN



Description:

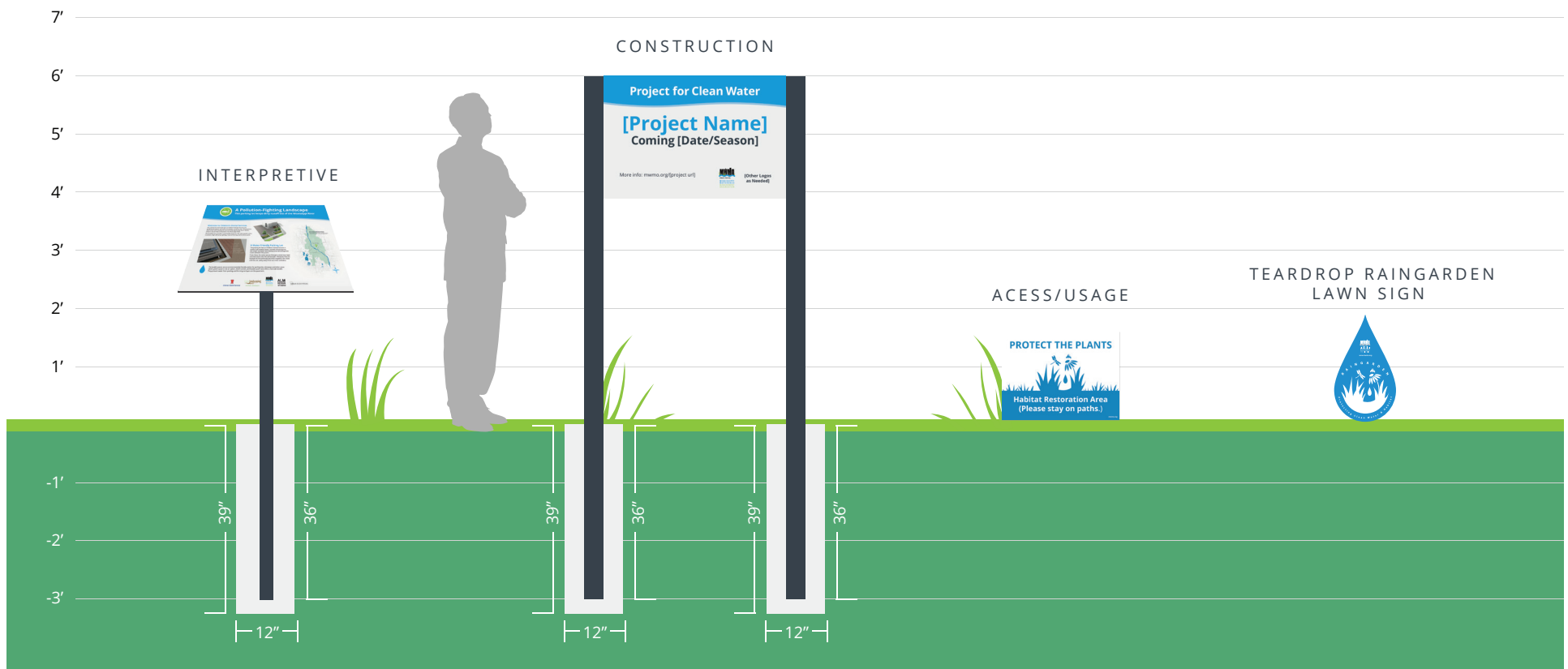
This “Protect the Plants” sign is intended for newly planted areas where vegetation needs time to establish. They are made of corrugated plastic and cost around \$12 per sign.

Post & Footing Rules

Post: Embed post a minimum of 36" into the ground.

Footing: Pour concrete at least 6" wider and 3" deeper than post and embed.

Always follow manufacturers' recommendations. Professional installation is recommended.



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Protect it. Pass it on.