LOGO USAGE

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.

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

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

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 — MWMOcmyk.eps
- For 1-color printing — MWMOgs.eps or MWMOblack.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

Protect it. Pass it on.

MISSISSIPPI WATERSHED MANAGEMENT ORGANIZATION
(MWMOcmyk.eps)

Standard Grayscale

Protect it. Pass it on.

MISSISSIPPI WATERSHED MANAGEMENT ORGANIZATION
(MWMOgs.eps)

Black and White

Protect it. Pass it on.

MISSISSIPPI WATERSHED MANAGEMENT ORGANIZATION
(MWMOblack.eps)

Reverse Color

MISSISSIPPI WATERSHED MANAGEMENT ORGANIZATION
(MWMOcmyk_rev.eps)

Reverse Grayscale

MISSISSIPPI WATERSHED MANAGEMENT ORGANIZATION
(MWMOgs_rev.eps)

REVERSING ART FROM A BLACK BACKGROUND:
Use the following art when reversing the logo from a black background.
Signatures

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

LOGO USAGE

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

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

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

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

Open Sans
60% tint of black (optional)
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.

LOGO USAGE

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

www.mwmo.org
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
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 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. 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 BOLD

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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.
THE SECONDARY FONT FAMILY IS NOTO SERIF

This is the main font for body text and should always be used sentence-case.

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.

Lorem ipsum dolor sit amet, consectetuer 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.
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.

**Times New Roman - Bold**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
```

Lorem ipsum dolor sit amet, consectetur adipisicing 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 - Regular**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
```

Lorem ipsum dolor sit amet, consectetur adipisicing 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.
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.

**MISSION**

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.

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

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

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.

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.)

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

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

### MWMO GRAY SCALE: LOGO COLOR
- **PMS:** BLACK
- **HEX#** 000000
- **CMYK:** N/A
- **RGB:** 238 - 238 - 238
- **HEX#** #EEEEEE

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

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

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

### YELLOW ORANGE:
- **CMYK:** 0 - 30 - 100 - 0
- **RGB:** 252 - 184 - 21
- **HEX#** fc8b15

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

**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.
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
DESIGN ELEMENTS

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
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 to manage stormwater runoff.

**Accomplishments**

- 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.
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

MWMO Solar Party

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 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.

Water Wednesday:
Your Fall Yard

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

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.

MSI LOWRY AVE
MARSHALL ST NE
GRAND ST NE
NE CALIFORNIA ST
1ST ST NE
NE CALIFORNIA ST
GRAND ST NE
MARSHALL ST NE
N LOWRY AVE

Mississippi Watershed Management Organization
2522 Marshall St. NE, Minneapolis, MN 55418 • 612-465-8780 • www.mwmo.org
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**

**A Pollution-Fighting Landscape**
This parking lot helps keep dirty runoff out of the Mississippi River.

**A Garden That Fights Pollution**
This raingarden keeps dirty runoff out of the Mississippi River.

**CONSTRUCTION BANNERS**

**Project for Clean Water**

*Project Name*
Coming [Date/Season]

More info: mwmo.org/[project url]

[Other Logos as Needed]

**LAWN SIGNS**

**PROTECT THE PLANTS**
Habitat Restoration Area (Please stay on paths.)
**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)](image-url)
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.
Protect it. Pass it on.