



BRAND STANDARDS



CITY OF
OWATONNA

CITY ADMINISTRATOR'S MESSAGE



Jenna Tuma, City Administrator

The City of Owatonna's commitment to providing a community where residents and businesses can thrive is reflected in our brand. Our brand strategy is how we portray the organization and the quality of the City of Owatonna's services, facilities and everything else we provide for the community.

Our brand serves as an instant, visual reminder of the integrity and value of City departments and presents the City of Owatonna as a professional and efficient organization. Through a consistent and unified brand identity, recognition and loyalty is enhanced. Our brand also serves as a foundational element of how we communicate and interact with the public.

Everyone who uses the City of Owatonna's brand elements helps shape perceptions about the organization, its elected officials and employees as well as its services and facilities. It is important to present a consistent, professional brand. The guidelines provided in this manual are designed to help ensure materials displaying the logo and other brand elements are produced consistently, demonstrating the City's standards for high quality.

Please join me in embracing our official brand standards as a way of demonstrating the pride in the community that is shared by City employees, elected officials and community members.



PURPOSE & VALUES

Purpose: We Create a Better Tomorrow

Values:

Better Together

We are one team of diverse perspectives and talents working to create a better tomorrow for Owatonna. We support each other, listen to understand and respectfully challenge each other – always recognizing and trusting that we will succeed more as a team than on our own.

Community Stewardship

We are here to proactively care for, protect and serve our community. We understand that our community trusts and empowers us to do our work responsibly, with integrity and utilize resources efficiently and effectively.

Pride in Our Work

We care, we show up prepared to work and we strive for excellence in all that we do. We commit to continuously learn and improve each day. We believe if it's worth doing, it's worth doing well.

Purpose and value statements guide the decisions and actions of an organization. They provide a framework for developing strategies, planning projects and defining goals. These statements demonstrate the brand in action.

ABOUT THIS GUIDE

The messaging, logomark, colors, typography, photography and other design elements are the core of the City of Owatonna's brand system. Using them in compliance with the brand standards creates a clear, consistent and professional portrayal of the City organization and builds brand awareness and experience. This guide shows how to use these elements in a manner that complies with the approved brand.

Logo files, templates and other branding assets are available for all City employees through the [Multimedia Library in SharePoint](#). CMYK files are available for logo and operational identifier versions to prevent inconsistencies by using various software programs that may lead to improper color conversions.

FILE USAGE

Use of digital artwork in different applications requires the use of different digital file formats.

When preparing digital or printed documents, a PNG file with a transparent (clear) background will work best in most word processing and presentation programs.

When working on a document with a white background, a JPEG is acceptable as well. If using a JPEG, make sure the white background doesn't overlap any other colored items or backgrounds in the layout.

For projects being produced by vendors, always ask for and make sure files conform to the specifications provided by the vendor.

For large format printing, a vector file (EPS) should be used to avoid any loss of quality.

COMMUNITY-WIDE & CITY BRANDING

The City of Owatonna's brand is part of a Community-wide brand. The creative brand assets borrow elements of Owatonna's past and bring them into the future. The circle graphic icon and typography reference the Louis Sullivan-designed bank building (early prairie style architecture). The simplified, streamlined shape of the circle graphic gives it a modern-day feel and symbolizes the community coming together toward a common purpose. The seed pod within the circle graphic can be seen across the community in multiple variations. The color palette reflects the tones of both Owatonna's natural assets and its famous architecture.



BRAND MESSAGING & VOICE

The City of Owatonna

Brand messaging and voice are key elements for portraying an organization's tone and personality. They set a standard for expectations in interactions. Integrating consistent messaging strategies into internal and external communications reinforces the City's brand experience. The following executive summary can be used when referring to the City of Owatonna:

The City of Owatonna is committed to providing a community where residents and businesses can thrive. This growing micropolitan consistently ranks among the most livable small towns in the country and serves as a shopping, tourism and healthcare magnet for southern Minnesota. Rich in waterways, woodlands and other recreational areas, its strong community, education and business culture provide a high quality of life. Located in southeastern Minnesota, Owatonna is the county seat for Steele County and is home to several major employers.

BRAND NARRATIVE

Owatonna's community-wide Brand Narrative establishes the written character of the brand and provides context for the visual elements that display the brand. Stakeholders throughout the community are encouraged to use all or some of the narrative when describing Owatonna or the relationship of Owatonna to an organization, event or business. The narrative can be used to guide tone when developing new content.

Did you ever look down the road and wonder where that extra mile would take you? In Minnesota, the answer is Owatonna, a place where the extra mile isn't merely a distance but a promise, of unforgettable experiences and uplifting community. It's more than a location on the map; it's a sanctuary, a place where your journey becomes as remarkable as the destination.

In Owatonna, we believe in the power of working together and building strong connections. We're a tight-knit community where neighbors are friends, and friends neighbors. Built on prairie generosity and ingenuity, you're following in the footsteps of trailblazers here—people who built this community with their dreams and determination. Today, that spirit lives on in every smile you encounter, in every handshake extended, in every extra mile we go to make you feel at home and help you succeed.

Our city is a harmonious blend of tradition and progress, where the past echoes through our historic streets and the future beckons with innovation and opportunity. As you walk our tree-lined boulevards and explore our charming downtown, you'll find a place where tradition and progress walk hand in hand. It's a place where the echoes of our past harmonize with the promise of our future.

Welcome to Owatonna, where the extra mile takes you.

LOGO USAGE GUIDELINES

The following guidelines illustrate the proper use of the City Of Owatonna logo. It is available in various formats.



PRIMARY LOGO

This is the City of Owatonna's preferred logo.



LOGO CLEAR SPACE AREA

No other object or text should be placed within the clear space area around the logo. The clear space is an area identified by the length of the line under the second O and must remain clear.



PRIMARY LOGO WITH TAGLINE

The lockup of the logo with the tagline underneath is also acceptable when locked up as shown here.



HORIZONTAL LOGO

The horizontal lockup of the logo should be used when there isn't enough vertical height for the primary logo.



ONE-COLOR VERSIONS

One-color versions of the logo should be used when a limited palette is required or when the logo is printed in black and white.



HORIZONTAL LOGO WITH TAGLINE

The horizontal lockup of the logo with the tagline underneath is also acceptable when locked up as shown here.

LOGO USAGE GUIDELINES

The following guidelines illustrate the proper use of the Owatonna Partners For Economic Development logo.



PRIMARY LOGO

The vertically stacked logo is the preferred logo and should be used in most circumstances.



HORIZONTAL LOGO

The horizontal lockup of the logo should be used when there isn't enough vertical height for the primary logo.



ONE-COLOR VERSIONS

One-color versions of the logo should be used when a limited palette is required or when the logo is printed in black and white.



LOGO SAFE AREA

No other object should be placed within the safe area around the logo. The safe area is an area identified by the height of the orange line.

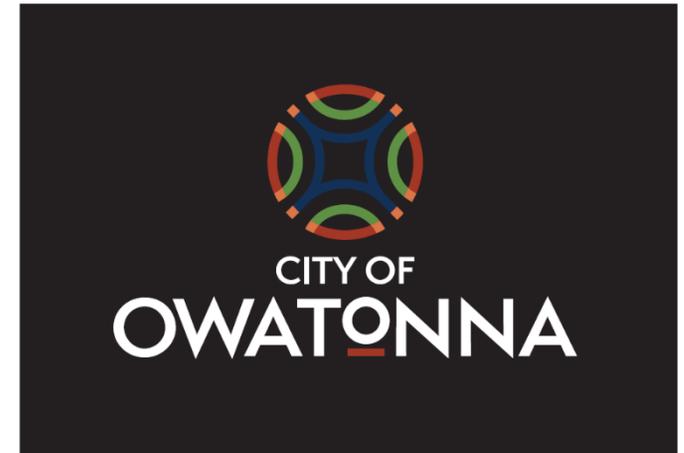
LOGO USAGE GUIDELINES

Adjustments may be needed when applying the logo to a light or dark field of color. The changes in the logo shown below are the only approved adjustments for the logo to stand out regardless of the field of color it is applied to. Preferred light fields of color are white and light grey. Preferred dark fields of color are black, dark grey, dark navy and dark red that match the primary colors in the color palette. When applying the logo onto a light field of color, use the primary logo colors as shown on the left below. When applying the logo onto a dark field of color as shown on the right below, replace both blue lines of text with white for “CITY OF OWATONNA” letters only. The blue in the circle graphic icon remains blue and the bar under the “O” in “OWATONNA” remains red on both light and dark fields of color.

LOGO APPLIED ON A LIGHT FIELD OF COLOR:



LOGO APPLIED ON A DARK FIELD OF COLOR:



IMPROPER USE OF LOGO

The following are examples of improper modifications for the City Of Owatonna logo that may violate the integrity of the brand. All usage guidelines below apply to all partner logos.



DO NOT use any unofficial colors or any combination of colors different than those in the official color palette.



DO NOT add unofficial copy or graphics covering any part of the logo.



DO NOT delete, add or adjust any element of the logo.



DO NOT try to recreate this logo. Use only the artwork provided. It should not be typeset or replaced with any other font.



DO NOT screen the logo or use the logo behind text.



DO NOT print the logo on a background or image that makes it difficult to read.



DO NOT alter the logo for any other unapproved entity.

PROPERLY SCALING THE LOGO



DO NOT change the proportions of the logo.



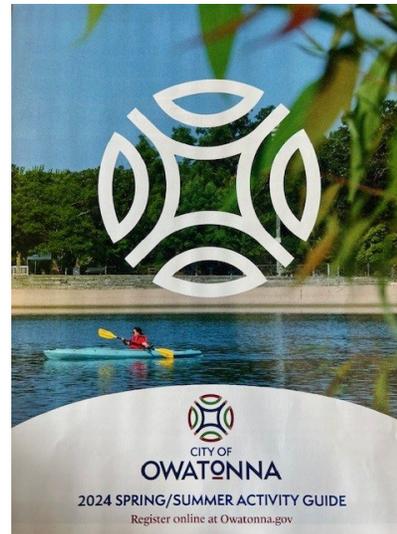
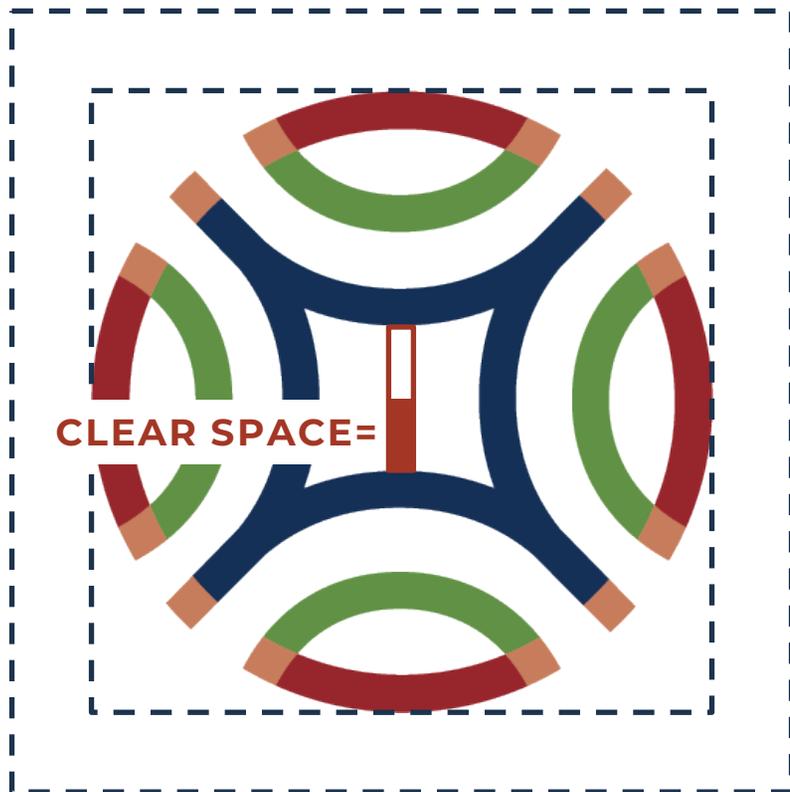
Always scale the logo so that the vertical and horizontal proportions remain intact

CIRCLE GRAPHIC GUIDELINES

The circle graphic icon is part of the official logomark recognized as a visual element representing the City of Owatonna's brand. It can be used alone in full-color, one-color, solid, screened back/gradient/transparency or cropped to bleed off the edge of the page. It can be used with brand-compliant text or photos if adequate clear space around it is maintained as a safe area. The circle graphic may be reduced in size if it remains legible with no spaces or elements becoming indistinguishable. When used as a watermark, the circle graphic icon should always accompany the solid logomark.

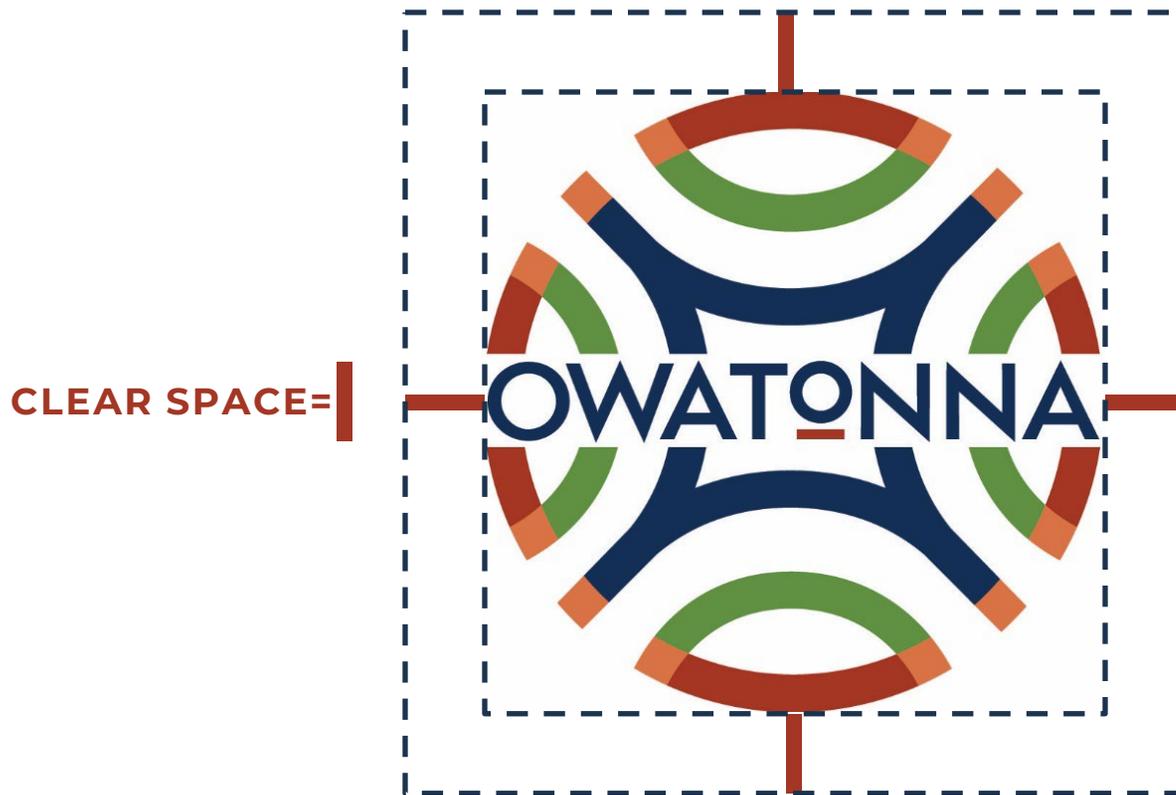
CIRCLE GRAPHIC CLEAR SPACE

No other object or text should be placed within the clear space area around the circle graphic. The safe area is the area around the graphic equal to half of the height of the blank space inside the seed pod. This space must remain clear.



OWATONNA CONTAINED CIRCLE GRAPHIC GUIDELINES

The contained circle graphic version of the City's logomark may be used alone in place of the logo in one-color or full-color options when it is recognized as a visual element representing the City of Owatonna's brand. Its use is limited to specialty items and other narrow uses. Brand colors and fonts apply. Text is centered. It may only be used as unified piece with no scaling of "OWATONNA" in relation to the circle graphic icon. It cannot be applied in a size too small to be legible to the average viewer. It must be scaled appropriately to ensure adequate clear space around it.



CIRCLE GRAPHIC CLEAR SPACE

No other object or text should be placed within the clear space around the contained circle graphic. The safe area is the area around the graphic equal to the height of the first "O". This space must remain clear.

OPERATIONAL IDENTIFIERS

In rare cases, an entity operating within the City organization requires a distinguishing graphic identifier specific to an operation or location. Such entities utilize their unique brand graphics to market services, programs, amenities or facilities. These operational identifiers comply with or complement the City's brand standards and may be used with or without the City logomark. These operational identifiers must remain intact and cannot be modified. Guidelines in this manual for clear space, improper use, fonts, colors, etc. apply whenever using these identifiers. The vertically stacked identifiers are preferred and should be used in most circumstances. The horizontal lock-ups should be used when there isn't adequate vertical height allowing use of the vertically stacked option. One-color versions of these identifiers are available to use when they are printed in black and white.



BROOKTREE
Golf Course



RIVER SPRINGS
Water Park



OWATONNA
Public Library



OWATONNA
Degner Regional Airport



**TENNIS &
PICKLEBALL**
Center

CAMPAIGN GRAPHICS

Specific campaigns may require graphics that portray the City's brand along with the campaign's identity. Campaign graphics must comply with the fonts, colors and other specifications in this manual; however, they may also include components unique to the campaign. Examples of brand-compliant campaign graphics are shown below. Campaign graphics, when appearing within the line of sight of the logo, will not exceed the height of the logo. General guidelines for logo use provided on previous pages also apply when using campaign graphics. These graphics may be used for vehicles, signs, apparel, printed materials and other communications materials.



COLOR PALETTE

The color palette provides a guide for keeping a consistent color scheme within the brand. Consult the color palette shown below and work closely with professional printing services to ensure proper colors are used. The palette is intended to enhance the development of a cohesive brand. All designs should rely on the colors within the palette. The Pantone color matching system ensures color consistency.

PRIMARY COLORS:

The City of Owatonna's brand is represented by these two primary colors:



PANTONE 302 C
CMYK 100/85/39/33
RGB 21/28/86
#153056



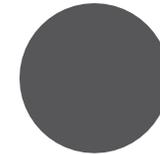
PANTONE 7622 C
CMYK 24/90/98/19
RGB 163/54/36
#a33624

SECONDARY COLORS:

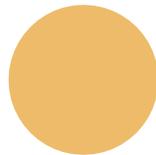
These secondary colors can be utilized as accents:



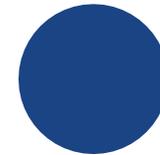
PANTONE 2266 C
CMYK 76/48/66/38
RGB 54/82/72
#365248



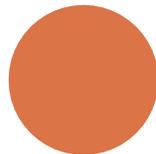
PANTONE 431 C
CMYK 0/0/0/80
RGB 88/89/91
#58595b



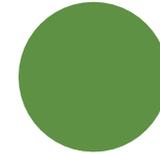
PANTONE 2006 C
CMYK 0/22/77/0
RGB 255/201/186
#ffc956



PANTONE 7686 C
CMYK 100/85/20/5
RGB 29/67/130
#1d4382



PANTONE 7591 C
CMYK 11/65/80/1
RGB 219/116/70
#db7446



PANTONE 7489 C
CMYK 67/24/96/7
RGB 96/144/67
#609043

OFFICIAL CITY FONTS

The logomark is considered a piece of artwork; the text within it should not be changed. Segoe UI is the primary Microsoft typeface for City of Owatonna correspondence. Adobe typefaces are available through an Adobe Creative Cloud subscription. Lato is the primary typeface for use in Canva. All variations of these typefaces are acceptable.

**PRIMARY
MICROSOFT
TYPEFACE:**

Segoe UI
(body copy/text)

123456789 0123456789 **01234567890** ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu**vwxyz**
abcdefghijklmnopqrstuvwxyz****

**PRIMARY
ADOBE
TYPEFACES:**

Semplicita Pro

123456789 0123456789 **01234567890** ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu**vwxyz**
abcdefghijklmnopqrstuvwxyz****

LeMonde Livre Classic

123456789 0123456789 **01234567890** ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu**vwxyz**
abcdefghijklmnopqrstuvwxyz****

Montserrat
(headlines)

123456789 0123456789 **01234567890** ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu**vwxyz**
abcdefghijklmnopqrstuvwxyz****

**PRIMARY
CANVA
TYPEFACE:**

Lato
(body copy/text)

123456789 0123456789 **01234567890** ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu**vwxyz**
abcdefghijklmnopqrstuvwxyz****

HISTORY OF THE OWATONNA BRAND

While the new brand is the primary visual identity for the City of Owatonna, the historic seal and coat of arms artwork is elevated for more formal, limited uses when its historical value is essential to portray. It is part of the City of Owatonna's history and will continue as part of its brand.

The original Westerlund artwork from 1965 and Coat of Arms description is displayed in the Charles S. Crandall Center Council Chambers at City Hall. This artwork may only be used in branding when resolution or detail is not compromised and when it is not cost-prohibitive to preserve the details and integrity of the art. Ideally, it should be used when the Bob Bowman poem can accompany it for context.



NON-COMPLIANT LOGOS

These previously used logos are no longer in use and do not meet brand standards.



THE CITY OF



OWATONNA

Housing & Redevelopment Authority



PHOTOGRAPHY

Photography supports and enhances communications. When used to represent the City of Owatonna, photos should portray and help reinforce the service offerings and benefits provided to the community. It is preferable to use photos of actual City of Owatonna assets, amenities, employees and activities whenever possible. Stock photography may also be used. Use photos that depict Owatonna's scenic setting and lifestyle as well as the City of Owatonna's purpose and values. Be sure resolution is appropriate for the size and format in which the photo is being used. Photos are preferred over clip-art graphics. The photos shown here are examples of brand-compliant images. Photos should be updated continuously to ensure they capture the subject accurately.



SPONSORSHIP BRANDING

The City Council has established a policy for supporting community events through in-kind contributions. Within this policy, authorized City Staff may waive fees for providing support for events or programs hosted by other organizations that are deemed to provide a significant community benefit. Based on the total value of the support provided through in-kind services, equipment rentals, facilities fees, etc., the City of Owatonna will be recognized as a sponsor when a waiver is granted.

To acknowledge the City's support, the recipient will include the City's logo in promotional materials identifying this sponsorship. Logo files will be provided to the recipient along with this Brand Standards Manual. Use of the City logo will comply with these standards.

Based on the level of support provided by the City, a minimum level of recognition is inclusion in a list of event sponsors.

CO-BRANDING

When the City logo appears with branding from other organizations, the City logo is placed in a prominent location and sized for visibility. When it is visible with other brands, it is preferable for the other brands to be sized no larger than 50 percent of total square inches covered by the City logo. The example below shows the City of Owatonna logo embroidered on the front left chest 4 inches wide by 2.5 inches high. The two smaller logos embroidered on each sleeve are 3.75 inches wide by 1.2 inches high (left) and 1.8 inches wide by 1.9 inches high (right). The larger Rice Lake



CO-BRANDING

This co-branding application shows the City logo with the Gopher Sport logo. The size and placement of the two logos preserve the City logo as most prominent and adheres to the standards on the previous page. This application also demonstrates the Rec on the Go campaign graphic which supports the City's brand.



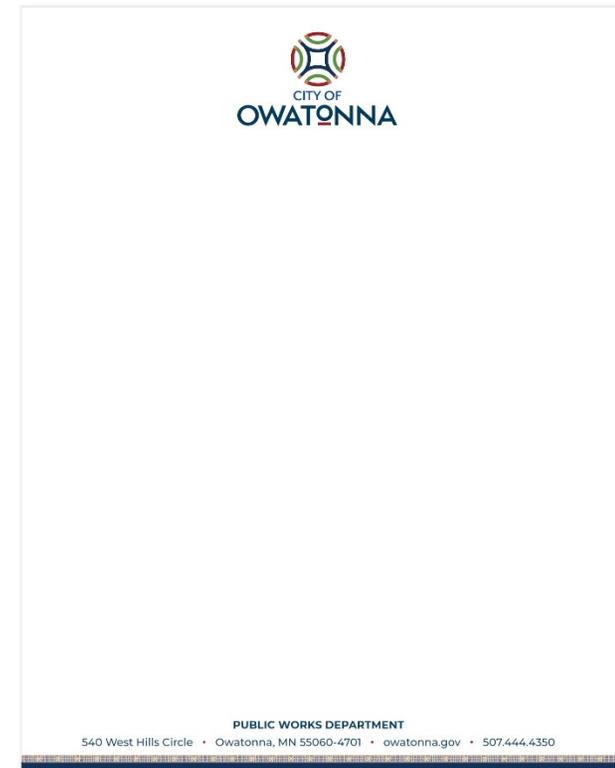
BRANDED MATERIALS

When applying the logo to printed materials, these examples demonstrate compliant use. A representative from each department has been designated to order business cards, letterhead and envelopes for that department. City employees can find ordering information in the Multimedia Library on SharePoint or in Teams.

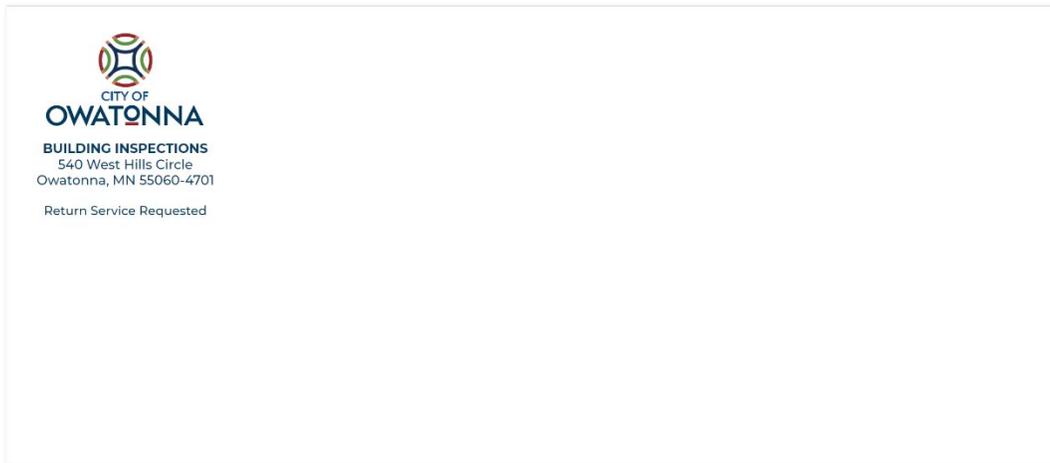
Business cards: 100# Cougar cover stock, 4/4, bleeds on three sides. Front: Name - Montserrat Semi Bold 7.5 points. Title, phone number(s), email address - Montserrat Medium 7.5 points. Back: QR code to scan to upload contact information, website address - Semplicita Pro Bold 12 points, street address - Montserrat Medium 8 points.



Letterhead: 60# Cougar Opaque smooth white, 4/0, bleeds on three sides. Department name – Montserrat Bold, 11 points, all caps. Address - Montserrat Medium 11 points. There are also brand-compliant [letterhead templates](#) for each department in the Multimedia Library on SharePoint.



Envelopes: 60# Cougar Opaque smooth white, 4/0, bleeds on three sides. Department name – Montserrat Bold, 11 points, all caps. Address - Montserrat Medium 11 points.



BRANDED MATERIALS

When applying the logo to printed materials, these examples demonstrate compliant use.



INVOICE

*Rental Property
Inspection & License*

Bill to: {{ownerName}}
{{ownerStreetNo}} {{ownerStreetName}}
{{ownerCity}} {{ownerState}} {{ownerZipCode}}

Invoice Number: {{FF19283}}
Invoice Date: {{FF17846}}
Payment Terms: Due upon receipt

Location: {{streetNo}} {{streetName}}
{{additionalLocations}}

Owner: {{ownerName}}
{{ownerStreetNo}} {{ownerStreetName}}
{{ownerCity}} {{ownerState}} {{ownerZipCode}}
{{ownerPhoneNo}}

Details:	Inspection & License Fee	\${{FF17845}}
	TOTAL DUE	\${{FF17845}}

Remittance: To pay with a check:
Please return the portion below with payment.

To pay with a credit or debit card:
Call 507-444-2454 (Mon-Fri, 8:30 AM to 4 PM)
Note: There is a 2.99% + \$0.99 processing fee

Make check payable to: CITY OF OWATONNA.
Include invoice number or property address on check.

Owner: {{ownerName}}
Invoice No: {{FF19283}}
Total Due: \${{FF17845}}
Location: {{streetNo}} {{streetName}}
{{additionalLocations}}

Mail to: Owatonna Fire Department
107 W Main St
Owatonna, MN 55060

FIRE DEPARTMENT
107 WEST MAIN STREET | OWATONNA, MN 55060 | OWATONNA.GOV/FIRE | 507.444.2454



STATEMENT

*Rental Property
Inspection & License*

Mail to: {{ownerName}}
{{ownerStreetNo}} {{ownerStreetName}}
{{ownerCity}} {{ownerState}} {{ownerZipCode}}

Statement Date: {{currentDate}}

Invoice Date: {{FF17846}}

Invoice Number: {{FF19283}}

Invoice Amount: {{FF17845}}

Payment Received: {{totalPaid}}

Balance Due: {{FF17845}}

Remittance: To pay with a check:
Please return the portion below with payment.

To pay with a credit or debit card:
Call 507-444-2454 (Mon-Fri, 8:30 AM to 4 PM)
Note: There is a 2.99% + \$0.99 processing fee

Make check payable to: CITY OF OWATONNA.
Include invoice number or property address on check.

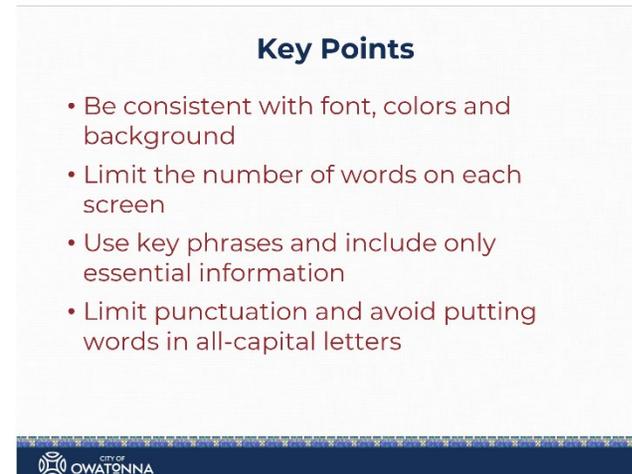
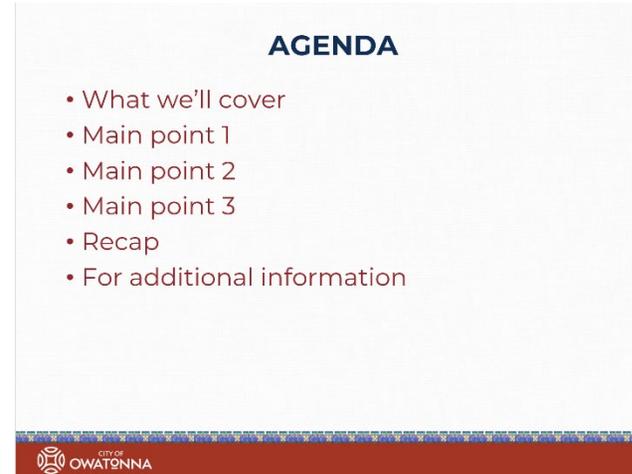
Owner: {{ownerName}}
Invoice Number: {{FF19283}}
Balance Due: \${{FF17845}}
Location: {{streetNo}} {{streetName}}
{{additionalLocations}}

Mail to: Owatonna Fire Department
107 W Main St
Owatonna, MN 55060

FIRE DEPARTMENT
107 WEST MAIN STREET | OWATONNA, MN 55060 | OWATONNA.GOV/FIRE | 507.444.2454

BRANDED MATERIALS - PRESENTATIONS

When applying the logo to materials, there are templates that demonstrate compliant use in the Multimedia Library in SharePoint which is available to all City employees. This is an example of a brand-compliant PowerPoint presentation.



BRANDED APPAREL - OVERVIEW

Logos applied to apparel must be produced consistently. The color of the fabric on which the logo is embroidered is considered the field of color and must match the approved color palette. Use the guidelines provided in this manual for embroidering on light and dark fields of color. The field of color standards for apparel are solid navy, black, grey or white. Applying the brand on a patterned field of color is prohibited. If an exact match is not possible or variations are needed, approval by the Communications Manager is required. Branded apparel must be purchased from approved suppliers. Branded apparel may be produced in one spot color or in full color using embroidery or silkscreening. The logo must be clearly legible from a minimum of three feet away. These standards also apply when applying the City's logomark on personally-owned apparel.

BRANDED APPAREL - EMBROIDERED

The DST file is available for embroidery vendors. Thread colors for embroidery are specified below. The standard size for embroidering the logo on apparel as shown below is 2.09 inches high and 3.53 inches wide and uses 3795 stitches.

Approved Pantone Colors:	Approved Thread Brands/Colors:
PANTONE 302C	Robison Anton 2303 Madeira 1243
PANTONE 7622C	1174 Madeira 1747 Madeira
PANTONE 7686C	Madeira 1676 Madeira 1167
PANTONE 7489C	Madeira 1101 Madeira 1701
PANTONE 7591C	Madeira 1753



BRANDED APPAREL - EMROIDERED

These examples demonstrate brand-compliant use of the logo embroidered on apparel.



BRANDED APPAREL - SILKSCREENED

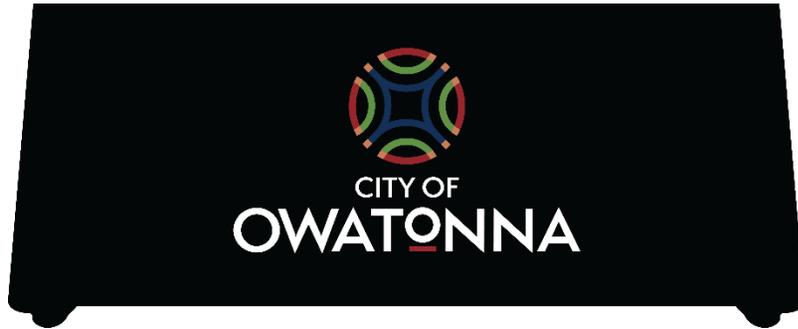
These examples demonstrate brand-compliant use of the logo silkscreened on apparel.



BRANDED DIMENSIONAL ITEMS - SUBLIMATED

These examples demonstrate brand-compliant use of the logo using sublimation on fabric.

Tablecloths:



Custom Fabric:



Event Tent:

PRODUCT TEMPLATE
10'X10' POP-UP DYE
SUBLIMATED VALUE
EVENT TENT CANOPY
1010VT-CAN-SQ

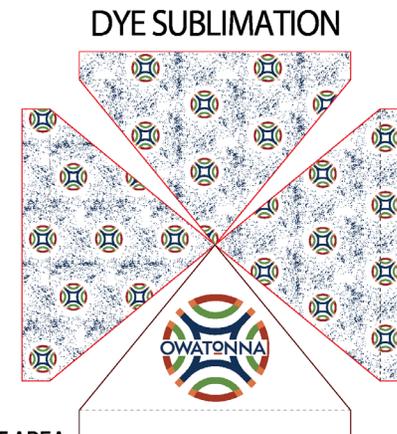
This template is designed for a 10'x10' pop-up value event tent canopy (10'11" x 10'11" x 10').

ART GUIDELINES AND SET-UP INSTRUCTIONS:

- Choose cloth fabric color from PolyKrat options (see second page of PDF).
- Place artwork onto appropriate area(s) of template.
- Vector artwork must have outlined fonts.
- Better artwork looks best at 300dpi resolution.
- Additional imprint areas are available.



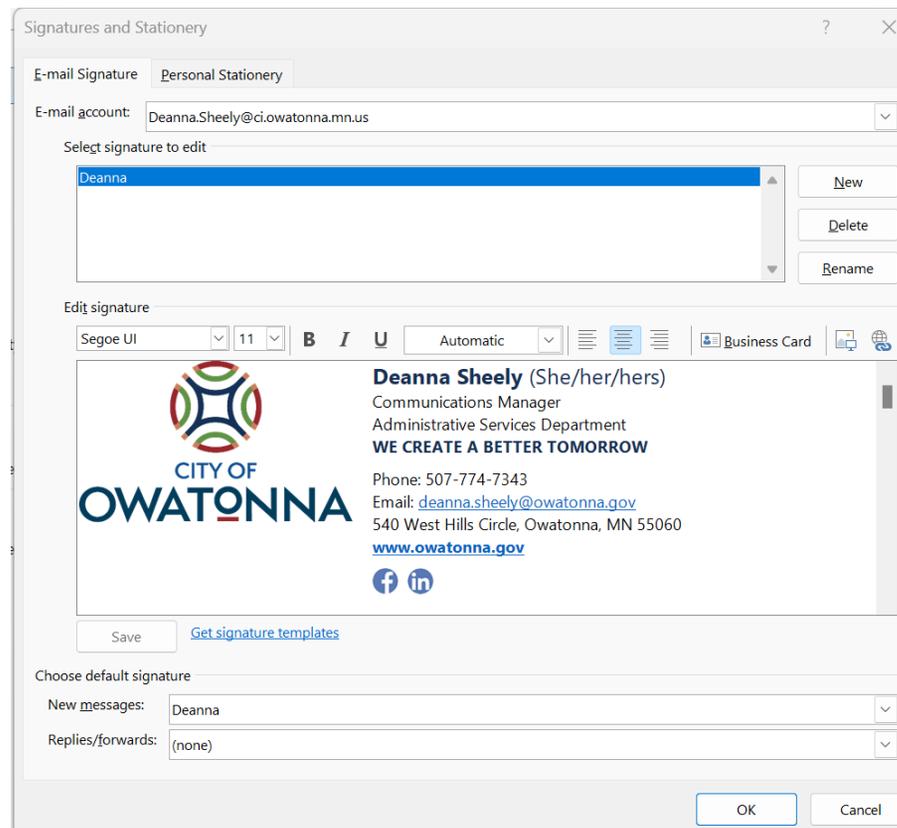
IMPRINT AREA
118.08"W x 13.44"H



■ FULL-IMPRINT AREA

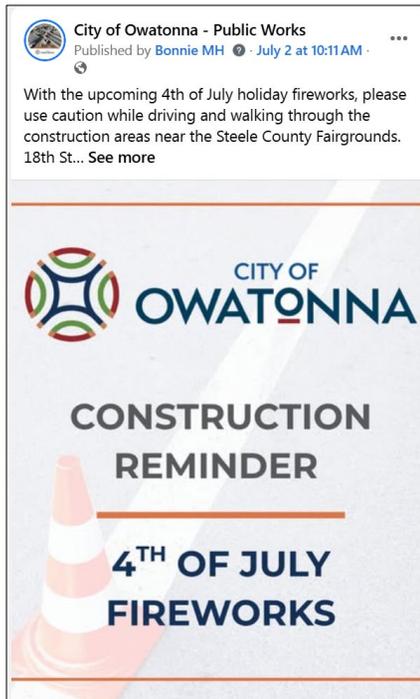
EMAIL SIGNATURE

Email is an important communication channel internally for communicating internally and externally. A brand-compliant, consistent email signature helps City employees ensure their closing salutations include pertinent contact information and provides authentication of employees' identities. Having a consistent email signature also helps reinforce the City of Owatonna's brand. With repeated use, the email signature becomes instantly recognizable and identifies the sender as a City employee. The example shown is compliant with the City's brand. Each employee can consider how to utilize the example below by selecting personalization options such as the e-mail account holder's name and title, whether they would like to include their gender preference(s), which department they are in and whether a second phone number should be added. When choosing to include the organization's Purpose Statement and social media links, please use them as shown in this example.



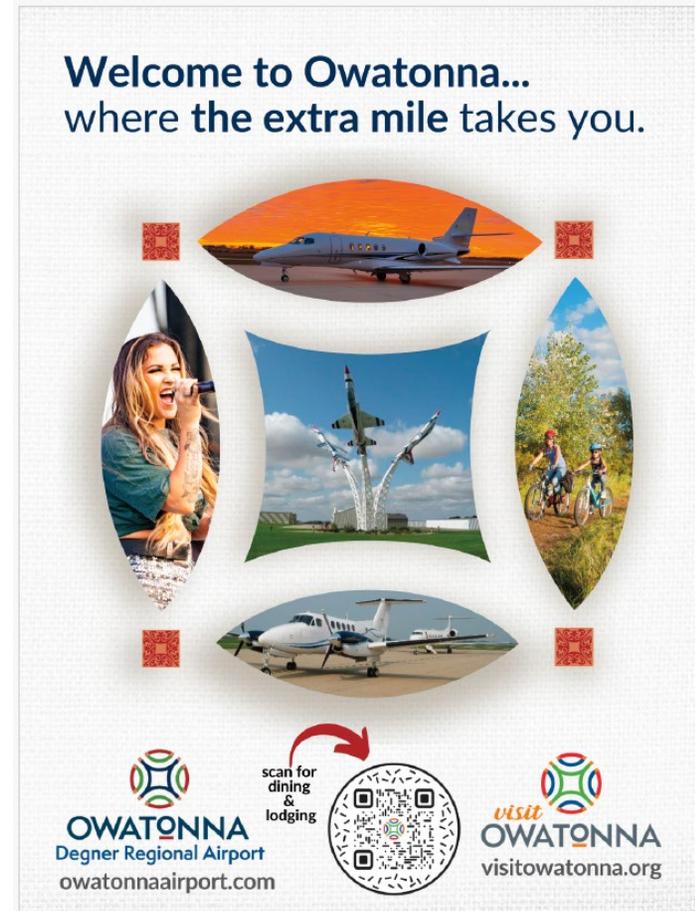
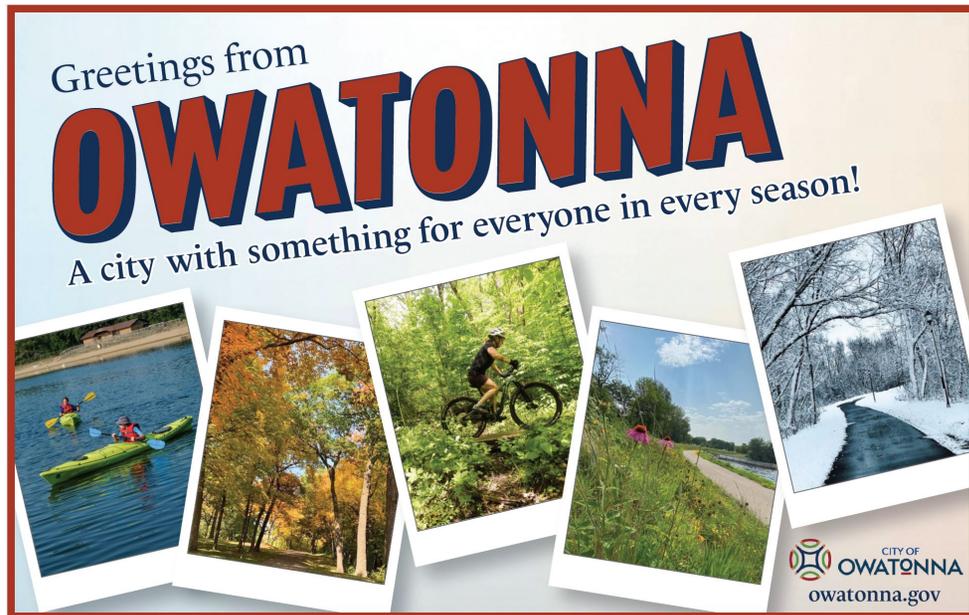
SOCIAL MEDIA

When applying the logo to social media posts, all brand standards must be adhered to. Photos and graphics that utilize brand colors are preferred over clip-art graphics.



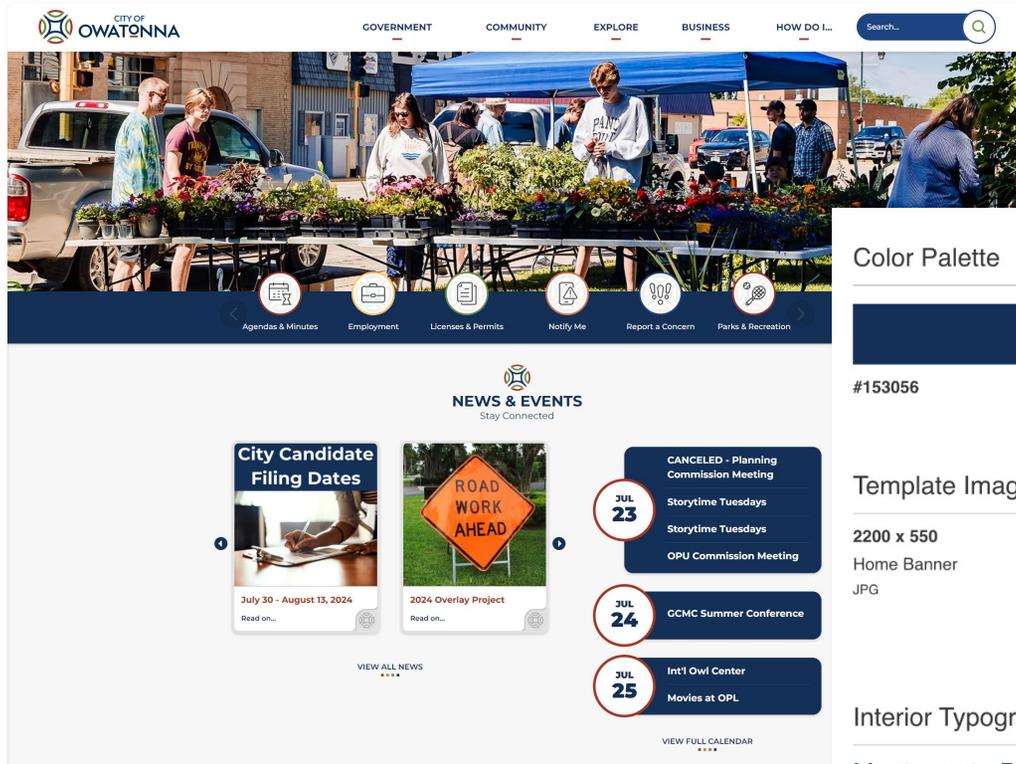
ADVERTISING

When applying the logo to paid advertisements, the guidelines provided in this manual for fonts, colors and logo use must be followed. The example below shows compliance.



WEBSITE

This home page layout demonstrates brand compliance. Civic Plus utilizes brand compliant elements in website



Color Palette



Template Image Sizes (width x height - measured in pixels at 72ppi)

2200 x 550	2200 x 300	342 x 342	60 x 60
Home Banner	Interior Banner	News Flash	Graphic Button
JPG	JPG	JPG	(Icon - masked) SVG

Interior Typography

Montserrat - Bold - #153056

Headline
Montserrat - Bold - #A33624
 Headline Level 2
Montserrat - Bold - #1D4382
 Headline Level 3
 Montserrat - Regular - #2E2E2E
 Normal Text
 Montserrat - Regular - #1D4382
 Hyperlink

Site ID



325 x 78
 PNG

Alert Center Bar Option



2024 Web Standards

Above are guidelines to assist you to easily update and maintain your new CivicPlus website!

Feel free to visit <http://www.civicplus.help> for further guidance or contact your Client Success Manager with any questions.

Save out images in JPG, PNG or SVG format as stated above.

Icons can be found for free on

<https://fonts.google.com/icons>

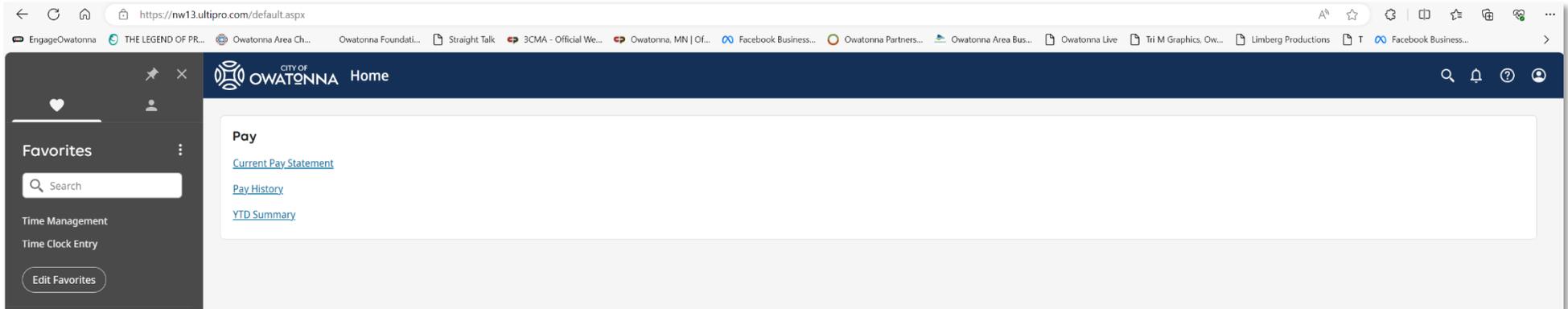
<https://iconmonstr.com/>

<https://www.iconfinder.com/>

ONLINE PLATFORMS

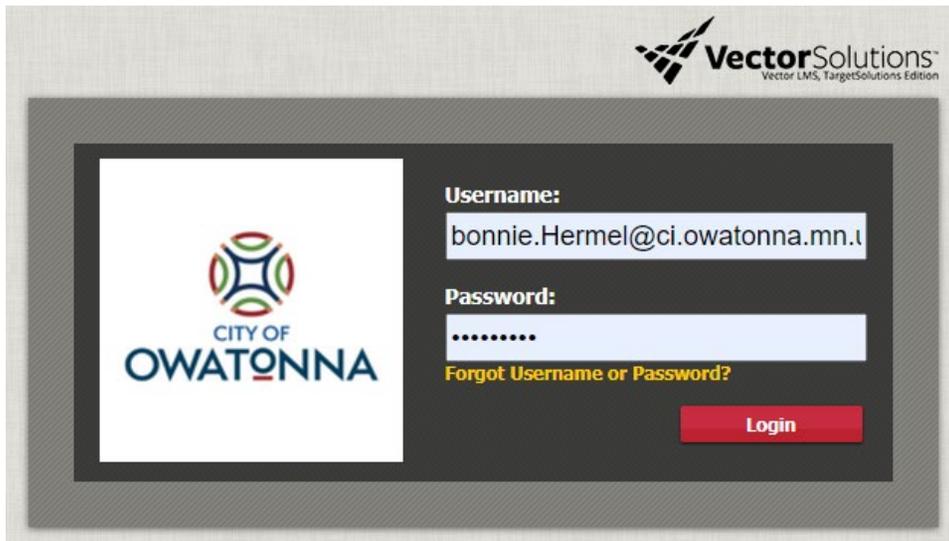
When applying the logo to online platforms used by the City of Owatonna, brand guidelines apply as shown below.

UKG UltiPro Payroll Portal



OpenGov Rental License Template

Vector Solutions Employee Training Platform



VEHICLE GRAPHICS

City vehicles are one of the most visible opportunities to display the City's brand. These guidelines apply to all City-owned vehicles and equipment. When applying vinyl graphics to vehicles, the brand will (generally) be placed on both sides of the vehicle or centered in one location, either front or back in a way that avoids distortion of the logo. The logomark cannot be separated but must be applied as a single graphic containing the circle graphic icon locked up with the lines of text for "CITY OF" and "OWATONNA" in its approved format. Graphics should not be separated by doors, hidden by mounted items such as ladders or distorted by vehicle contours such as fenders. A set of vinyl graphics, including two identical logomarks, is typically applied to the front doors of the vehicle and centered left to right in the door area maintaining clear space as specified in this manual for the logo safe area whenever possible. Department names are not applied to vehicles (this restriction does not apply to emergency response vehicles).

Material: Vehicle graphics are produced using 3M IJ 175 high-performance vinyl with laminate.

Size: For most trucks, the size of the logo graphics is 24 inches wide by 15 inches high. The logo size is adjusted as needed to accommodate larger or smaller spaces on vehicles while maintaining the integrity of the logo and its proportions. The size is determined by the type of vehicle and any obstructions on the area where it is being applied such as door handles, mirrors, wheel wells, gas caps, trim, etc.



VEHICLE GRAPHICS – VINYL VEHICLE NUMBERS

All City vehicles display a five-digit vehicle number which must adhere to Minnesota State statutes requiring government vehicles to display numbers with a minimum height of two inches. Numbers are placed on both sides of most vehicles. They are produced using the same material specified above. The size of the numbers scale up from the two-inch minimum height proportionately to accommodate the area where they are applied to the vehicle. The numbers are produced in dark blue when applied to a light field of color and white when applied to a dark field of color. The font for vehicle numbers is Semplicita Pro.



VEHICLE GRAPHICS – WRAPS

Vehicle graphics can be applied as full or partial wraps on City vehicles. These graphics are produced using the specifications for vehicle graphics on the previous page and include the City's brand.



VEHICLE GRAPHICS

The following additional items are approved for being displayed on City vehicles as noted:

- U.S. flags (up to six inches wide) are applied on both sides of emergency response vehicles
- Vehicles that routinely carry fire extinguishers must clearly mark locations of the extinguishers on the exterior of the vehicle in one location
- Reflective safety striping and warning graphics such as “911” or “Call Before You Dig-811”
- Vehicle manufacturer brand names, models and dealership emblems

The following additional items are not approved for being displayed on City vehicles:

- Logos or advertising for companies, groups or other organizations
- Bumper stickers of any type
- Window decals (unless brand compliant)

Windows and windshields must be kept clear of decals and obstructions with the exception of the following:

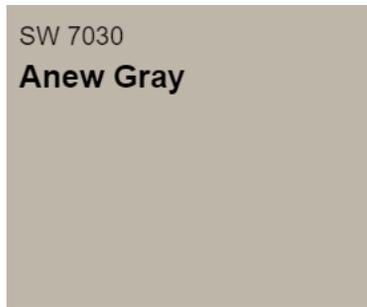
- State emission sticker, where applicable
- State inspection sticker, where applicable
- License sticker
- Anti-freeze and oil change stickers
- Applicable special parking permits

FACILITIES

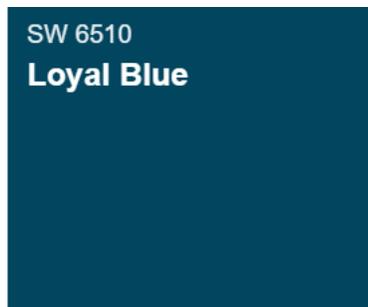
When applying the brand to walls in City facilities, the following guidelines apply to Sherwin Williams paint colors. Other paint brands may be matched to these to comply with brand standards. Contact the Facilities Manager prior to painting walls in any City building or on City property.

Wall Paint: A contemporary and inviting color palette uses light and medium greys as primary colors. The two primary greys are SW7030 and SW7645.

Accent Paint: A color matching system was used to develop a pallet of accent paint colors based on brand-compliant Pantone matching system colors. These paint colors can be used as accents (*indicates preferred accent colors to reflect City brand):



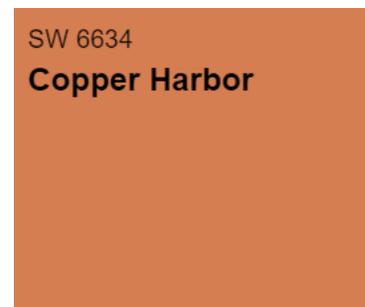
SW7030 Anew Gray



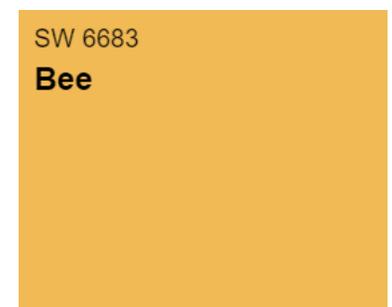
**PMS 302C =
SW6510 Loyal Blue***



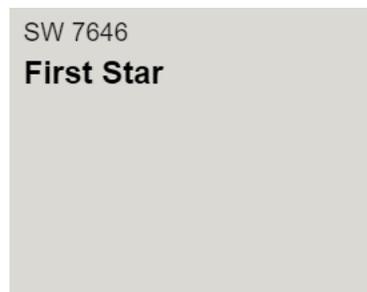
**PMS 7686C =
SW6967 Frank Blue***



**PMS 7591C =
SW6634 Copper Harbor***



**PMS 2006C =
SW6683 Bee**



SW7646 First Star



**PMS 7622C =
SW7587 Antique Red***



**PMS 7489C =
SW6718 Overt Green***



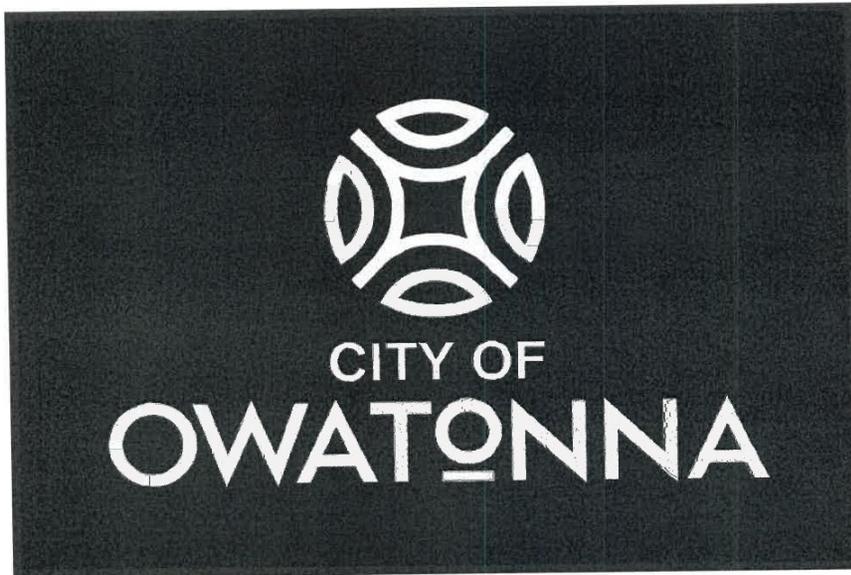
**PMS 2266C =
SW 6461 Isle of Pines**



**PMS 431C =
SW7674 Peppercorn**

FACILITIES

When applying the brand to floor mats in City facilities, brand guidelines apply as shown below. Use City-supplied one-color, white logo files on mats that are one of the approved dark colors (black, dark blue or grey). Contact the Facilities Manager prior to developing floor mats that will be used in any City building or in any City property.



FACILITIES

When applying the brand as vinyl graphics on walls in City facilities, brand guidelines apply as shown below. Use City-supplied CMYK logo files. Contact the Facilities Manager prior to developing graphics that will be adhered to any surface in any City building or on City property.



EXTERIOR DOOR GRAPHICS

When applying the brand as vinyl graphics on exterior doors in City facilities, brand guidelines apply as shown below. Use City-supplied CMYK logo files. Contact the Facilities Manager prior to developing graphics that will be adhered to any surface in any City building or on City property. These guidelines apply to all City-owned facilities and buildings. The placement, size and color used for door graphics is dependent on the location and selected for maximum visibility. Montserrat is the primary typeface used.

Material: Exterior door graphics are fabricated using 3M high-performance vinyl.



EXTERIOR SIGNAGE

City of Owatonna exterior signage must meet all government required specifications and be ordered from an approved vendor. All signs must meet all government required specifications and comply with the City of Owatonna's Sign Ordinance (Chapter 153). Contact the City Planner and Facilities Manager, Facilities Manager and Communications Manager prior to producing signs. Specifications for sign material, size, color, design, etc. are available. Signage for each location is determined specifically for the needs in that area and are fabricated to comply with the designs shown here.

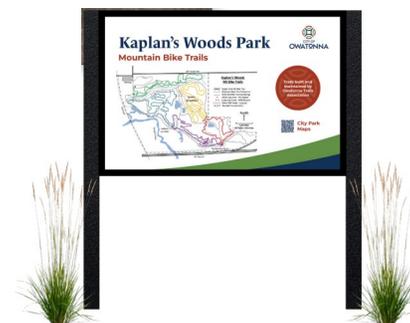
City Entrance/Monument Sign



Building/Facility Identification Sign



Park Kiosk Sign



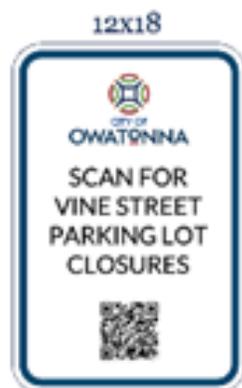
Directory/Map



Directional/Wayfinding



Other



INTERIOR SIGNAGE

When applying the brand standards to produce interior signs, approved fonts and colors must be used. Interior signs are fabricated using Graphic Blast MP (Melamine Plastic). The background color for interior signs matches Sherwin Williams Peppercorn SW7674 and the letters are white as shown below. Contact the Facilities Manager prior to developing interior signs that will be used in a City building or in any City property.

ADA ROOM ID SIGNS

- A** - PANEL
 - BEST SIGN SYSTEMS MP GRAPHIC BLAST
 - 1/8" CLEAR ACRYLIC PANEL PAINTED P1
- B** - COPY & BORDER
 - 1/32" ROWMARK R1
 - 1/32" RAISED BORDERS
- C** - BRAILLE
 - CLEAR GRADE II BRAILLE

INSTALL

- MOUNTS TO WALL WITH VHB TAPE

FINISH SCHEDULE:

- P1** - SHERWIN WILLIAMS 7674 PEPPERCORN
- R1** - 311-204 BRIGHT WHITE ROWMARK

EXAMPLE

CONFERENCE ROOM RESTROOM VESTIBULE (5/8" height)

116 AUDIO VIDEO ROOM

119 WOMEN (9" height)

117 MEN (9" height)

CONFERENCE ROOM 120 (9" width, 6" height)

OCCUPIED OPEN

INTERIOR DECALS

When appropriate, interior decals that are outside brand colors and fonts can be applied in City buildings and facilities. Contact the Facilities Manager prior to developing decals that will be used in any City building or in any City property.



DECALS	
A	DECAL - 3 PART DECAL OF V1 V2 V3
A	DECAL - 2 PART DECAL OF V1 V4
INSTALL INFO: - DECAL MOUNTS TO CLEAN FIRST SURFACE	
FINISH SCHEDULE:	
V1	OPAQUE WHITE VINYL (220-10)
V2	OPAQUE BLACK VINYL (220-12)
V3	CARDINAL RED 220-53
V4	OPAQUE INTENSE BLUE VINYL (220-127)

NAME PLATES

When applying the logo to name plates that will be used in City meetings and facilities, brand guidelines apply as shown below. Use the City-supplied one-color, white-only logo file. These are produced using Clear Matte Navy Blue laserable plastic with white text. The name plates for elected officials are 16 inches long by 3 inches wide by 1/16 inch thick. Contact the Facilities Manager prior to developing name plates that will be used in any City building or in any City property.



ACCESS & IDENTIFICATION BADGES

When applying the logo to badges used for identification and access to City facilities, these brand-compliant templates are used. Contact the Facilities Manager for information on access badges.

Employee Badge



Elected Official Badge



Recreation Passholder Badge



Tenant Badge



BRANDED DIMENSIONAL ITEMS

Banners



TEMPLATE KEY	
	= BLEED AREA
	= FINISHED SIZE
	= SAFE AREA



RTR 1
QTY 1

RTR 2
QTY 1

33.5" DELUXE PRO TELESCOPING RETRACTOR_SINGLE SIDED
VIEWABLE IMAGE SIZE: 33.5" x 79.5"
PRINT PMS COLOR(S): NONE

INTERNAL INFO_PRINT SIZE: 33.5"W x 92" H

BRANDED DIMENSIONAL ITEMS

Dimensional items that display the City of Owatonna's brand must be produced consistently with the guidelines provided in these Brand Standards. These examples show how the logomark can be applied to a variety of items while remaining brand-compliant. Dimensional items must be purchased from approved suppliers. The logo may be produced in one spot color or using the four-color process. The logo must be clearly legible from a minimum of three feet away. The color of the item on which the logo is used is considered the field of color and must comply with the brand's color palette. If an exact match is not possible, the item color must be approved by the Communications Manager.



BRANDED DIMENSIONAL ITEMS

Lapel pins are used to display the brand. The City of Owatonna's elected officials and staff can wear them or use them as gifts. These are available through Fame Awards.

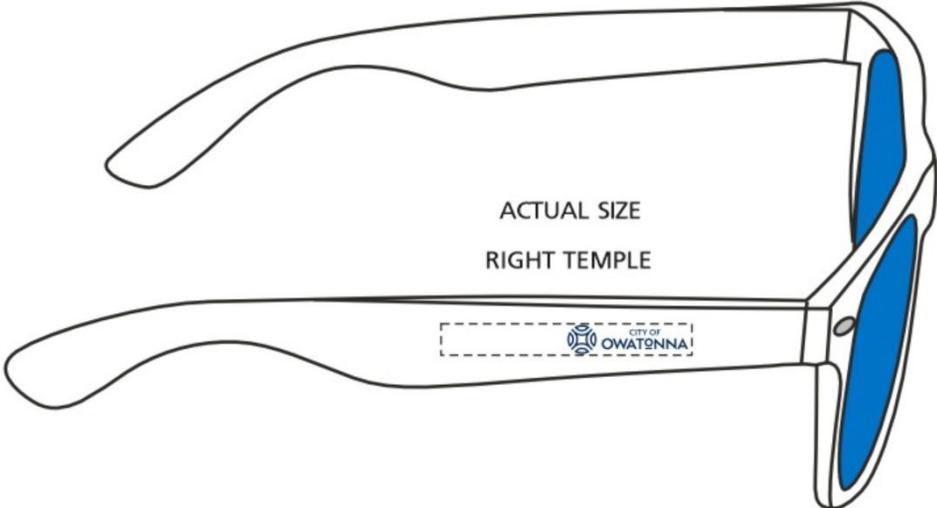
1.25" size



- 7591C
- 7622C
- 7489C
- 7686C
- 302C
- metal
- white

BRANDED DIMENSIONAL ITEMS

These are available through 4imprint. The colors and imprint areas shown below are brand-compliant.



ADDITIONAL INFORMATION

For additional information or guidance about using the City of Owatonna's brand or these brand standards, please contact:

Deanna Sheely
Communications Manager
City of Owatonna
Deanna.sheely@owatonna.gov
507.774.7343

For information about the City of Owatonna, visit [Owatonna.gov](https://www.owatonna.gov)

For information about the community-wide brand, visit brandingowatonna.com