

## LOGO GUIDELINES

Vertical (preferred usage)

Minimum Size



Horizontal



Clear Space

A minimum clearance must be maintained between the logo and other graphic elements. The clear space [N] around the logo is equal to the height of the N in NORTH.



## AGENCY AND SUBSIDIARY LOGOS

In cases where an agency has multiple subsidiary agencies or departments, both are listed with the subsidiary displayed more prominently as seen in the Behavioral Health example.

Agency Horizontal (preferred usage) **MINIMUM SIZE 3/4"**



Agency Vertical **MINIMUM SIZE NORTH DAKOTA 1/2"**



# COLOR PALETTE



**Pantone 173C**  
C12 . M87 . Y100 . K2  
R211.G71.B39  
#D34727



**Warm Gray 10C**  
C51 . M50 . Y54 . K17  
R121. G110. B102  
#796e66



**Pantone 7535C**  
C30 . M26 . Y35 . K0  
R182. G176. B162  
#b6b0a2



**Pantone 7474C**  
C88 . M40 . Y42 . K10  
R8. G116. B130  
#087482



**Black**  
C0 . 0 . 0 . K100  
R0. G0. B0  
#000000



**White**



**Pantone 1807C**  
C24 . M91 . Y78 . K16  
R168 . G53 . B58  
#a8353a



**Pantone 137C**  
C0 . M42 . Y100 . K0  
R250. G162. B27  
#faa21b



**Pantone 299C**  
C81 . M18 . Y0 . K0  
R4. G159. B218  
#049fda



**Pantone 7490C**  
C61 . M23 . Y90 . K5  
R112. G151. B73  
#709749

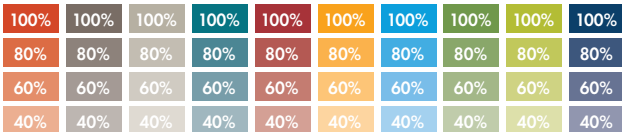


**Pantone 390C**  
C35 . M12 . Y100 . K0  
R179. G189. B53  
#b3bd35



**Pantone 541C**  
C100 . M78 . Y32 . K22  
R14.G64.B106  
#D34727

## Percentages



# TYPOGRAPHY

## Design Font Family — Futura

FUTURA PT LIGHT  
ABCdabc123

FUTURA PT LIGHT OBLIQUE  
ABCdabc123

FUTURA PT BOOK  
ABCabc123

FUTURA PT BOOK OBLIQUE  
ABCabc123

FUTURA PT MEDIUM  
ABCabc123

FUTURA PT MEDIUM OBLIQUE  
ABCabc123

**FUTURA PT HEAVY  
ABCabc123**

FUTURA PT CONDENSED BOOK  
ABCabc123

*Futura Now Script Light\**  
ABCabc123

*Futura Now Script Regular\**  
ABCabc123

## Correspondence Fonts — Segoe and Arial

SEGOE UI REGULAR  
ABCabcd123

SEGOE UI ITALIC  
ABCabc123

**SEGOE UI BOLD  
ABCabc123**

ARIAL REGULAR  
ABCabc123

ARIAL ITALIC  
ABCabc123

**ARIAL BOLD  
ABCabc123**

# USAGE

## What logo format do I use for:

|                    |      |      |
|--------------------|------|------|
| Print              | .eps | CMYK |
| Embroidery         | .eps | CMYK |
| Silkscreen         | .eps | CMYK |
| Word Doc (Print)   | .png | CMYK |
| PowerPoint         | .png | RGB  |
| Digital: Web/Email | .png | RGB  |

# PHOTOGRAPHY

Use photography that is honest, real and spirited to capture North Dakota's personality. Aim for visuals that are genuine, dynamic, people-centric, and offer diversity in age, ethnicity and culture. Stay away from anything too staged. Refer to the full brand guide for visual examples. To obtain photography, please reference the resources below:

## North Dakota Government Owned Assets

State Media Library - [www.medialibrary.nd.gov](http://www.medialibrary.nd.gov)

## Subscription

Adobe Stock - part of the Creative Suite license

## Free

Pexels - [www.pexels.com](http://www.pexels.com)  
Pixabay - [www.pixabay.com](http://www.pixabay.com)