The Luverne identity was created to unify the city's brand—embracing the community's progressive thinking to move us into the future.

Our branding success depends on the consistent and frequent use of key identifying elements, producing a positive and lasting impression to those we serve.

The City of Luverne logo is hand-designed and should be reproduced with great care. It should appear on all communications and be used in compliance with the standards shown in this guide.

Never produce your own logo or allow vendors to produce a logo for projects you are coordinating. The original logo must be obtained and used. The proportions of the Luverne logo and its elements may not be modified in any way.

Whenever possible, use the logo that incorporates the tagline.

**City of Luverne Logo**

The preferred logo is in color and is shown with and without the tagline. Use the logo with the tagline whenever possible. Only when necessary should a black/white, one-color or reverse logo be used.

**Black/White logo**

When the background is very dark, the reverse logo is appropriate.

If the background is red, use the reverse option below.

**One-Color Logo**

**Reverse Logo**

When the background is very dark, the reverse logo is appropriate. If the background is red, use the reverse option below.
The City of Luverne, Minnesota, logo is hand-designed and should be reproduced with great care. It should be used in compliance with the standards shown in this guide and on communications targeting viewers outside of the immediate Luverne vicinity. Use this logo for all visitor and tourism branding efforts.

Never produce your own logo or allow vendors to produce a logo for projects you are coordinating. The original logo must be obtained and used. The proportions of the City of Luverne, Minnesota, logo and its elements may not be modified in any way.

City of Luverne, Minnesota, Logo
The preferred logo is in color and is shown with and without the tagline. Use the logo with the tagline whenever possible. Only when necessary should a black/white, one-color or reverse logo be used.

Black/White Logo

One-Color Logo

Reverse Logo

When the background is very dark, the reverse logo is appropriate. If the background is red, use the reverse option below.
The Luverne Entity Logos include the Luverne Area Chamber & CVB, Luverne Blue Mound Liquor, Luverne Area Aquatics & Fitness and Luverne Municipal Airport - Quentin Aanenson Airfield. These should be used on business materials, correspondence, printed materials, etc. See example.

The Luverne Entity logos are hand-designed and should be reproduced with great care. They should appear on all communications and be used in compliance with the standards shown in this guide.

Luverne Entity Logos
The preferred logo is in color and can be used with and without the tagline. The same standards for black/white and reverse logos shown on previous logo examples apply. Below are three examples of entity logos.

The City of Luverne Department logos are created for select city departments. See examples.

The City of Luverne Department logos are hand-designed and should be reproduced with great care. The appropriate logo can be used on communications, signage and vehicles where applicable. These should be used in compliance with the standards shown in this guide.

Never produce your own logo or allow vendors to produce a logo for projects you are coordinating. The original logo must be obtained and used. The proportions of the Luverne Entity and Department logos and elements may not be modified in any way.

City of Luverne Department Logos
The preferred logo is in color and can be used with and without the tagline. The same standards for black/white and reverse logos shown on previous logo examples apply. Below are two examples of department logos.
The Luverne, Minnesota, Co-branding logo has been intentionally created with a larger heart graphic to be used as a logomark only in specific instances. This logo should not be used interchangeably with the primary City of Luverne logo, but only on advertising, collateral or communications where Luverne is sharing branding efforts with another established business or brand. This logo allows the public to see the Luverne heart easily as a logomark, even when displayed quite small in advertising and alongside other logos. This reinforces the City of Luverne’s brand by allowing the ability to partner with other important area attractions, entities and businesses.

The Luverne Co-Branding logos are hand-designed and should be reproduced with great care. They should be used in compliance with the standards shown in this guide.

Never produce your own logo or allow vendors to produce a logo for projects you are coordinating. The original logo must be obtained and used. The proportions of the Luverne Co-Branding logos and elements may not be modified in any way.

Co-branding Logo
The preferred logo is in color and is shown below. Only when necessary should a black/white, one-color or reverse logo be used.

Black/White Logo
When the background is very dark, the reverse logo is appropriate.

One-Color Logo
If the background is red, use the reverse option below.

Reverse Logo
When the background is very dark, the reverse logo is appropriate.
The “Love the Life” tagline was created to be part of a larger, city- and area-wide campaign. Therefore, the tagline can — and should — be used in different ways to support the city’s many positive attributes. Examples of different ways to integrate the theme are shown on this page.

**Love the Life Tagline**

The “Love the Life” tagline is hand-designed and is provided in a digital file to maintain graphic integrity. The tagline is incorporated with the logo, as shown on previous pages, or can also be used alone as a headline or graphic element as shown in the examples below.
The Luverne Heart mark was created to be part of a larger, city- and area-wide campaign. Therefore, the Heart mark can — and should — be used in different ways to support the theme and reinforce the brand. Examples of different ways to integrate the mark are shown on this page.

Heart Mark

The Luverne Heart mark is hand-designed and is provided in a digital file to maintain graphic integrity. The Heart mark can be used in many ways as a decorative element in printed advertising, web design, banners, collateral materials, etc. The examples below illustrate banner designs and T-shirts.
Consistent color standards are important to help create a lasting image of the Luverne brand.

**Logo Colors**

The Luverne logo should be represented in two colors: PMS 7427 red and 70% black when used in any color application—which is preferred—and black in single color applications.

Printing the logo in reverse is acceptable on a dark background.

**Rules Print** 100% Black

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**Pantone 7427 Red**

- RGB: C: 0, M: 100, Y: 65, K: 28
- Hex: #b50938

**PMS 424 Gray**

- RGB: R: 108, G: 111, B: 112
- Hex: #6c6f70

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**PMS 7427 Red 4-color process, RGB and Hex equivalents:**

- C: 0
- M: 100
- Y: 65
- K: 28
- Hex: #b50938

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**Luverne Love the life!**

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**Luverne Love the life!**

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**Luverne Love the life!**

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**Luverne Love the life!**

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**Luverne Love the life!**

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Consistent color standards are important to help create a lasting image of the Luverne brand.

Tagline Colors
The Luverne tagline should be represented in PMS 7427 or in 100% black in single-color applications. Printing the tagline in reverse is acceptable on a dark background.

Love the life!

Prints 100%
PMS 7427 Red

Love the charm
Prints 70% Black

Love the life!

Prints 100%
PMS 7427 Red

Love the charm
Prints 70% Black
An additional palette of support colors is suggested to complement the Luverne red and gray in print, web and promotional materials.

**Brand Accent Colors**

Brand accent colors to complement the standard PMS 7427 red and 70% black include the following:

- **100% Black**
  - 4-color process, RGB and Hex equivalents:
  - C: 0, R: 35, M: 0, G: 31, Y: 0, B: 32, K: 100
  - Hex #: 231f20

- **PMS 646 Blue**
  - 4-color process, RGB and Hex equivalents:
  - C: 72, R: 83, M: 43, G: 129, Y: 16, B: 172, K: 1
  - Hex #: 5381ac

- **PMS 7407 Gold**
  - 4-color process, RGB and Hex equivalents:
  - C: 20, R: 204, M: 38, G: 156, Y: 84, B: 74, K: 1
  - Hex #: cc9c4a

- **Pantone 512 Purple**
  - 4-color process, RGB and Hex equivalents:
  - C: 60, R: 120, M: 100, G: 37, Y: 24, B: 111, K: 9
  - Hex #: 78256f

- **PMS 5835 Green**
  - 4-color process, RGB and Hex equivalents:
  - C: 39, R: 161, M: 30, G: 156, Y: 77, B: 90, K: 4
  - Hex #: 919c5a
Whenever the logo is used with supporting copy or graphics, a generous amount of space must be left around it. The minimum acceptable space is shown in the examples. The gray area indicates acceptable proximity of copy or graphics in all usages.

The exception to this rule is placement of the address or website.

By using the proximity guides shown here, adequate visual emphasis of the logo is maintained.

The unit “X” is equal to the height and width of the logotype.
The City of Luverne letterhead is shown here. To ensure consistency, follow the positioning, type style, sizes and leading guidelines.

The suggested letter type style is Times New Roman set at 11 point, with single line spacing and 1 inch margins on the left and right sides. The letter’s date starts 1 inch below the header artwork.

City of Luverne Letterhead
NOTE: Examples below are not actual size.

Today’s Date
Addressee’s Name
Addressee’s Title
Company Name
Street Address
City, State Zip Code

Salutation:

This letter illustrates a solid block typewriting format, suggested for use in office correspondence at all levels. The font shown is Times New Roman set at 11 pt. with single line spacing, and 1 inch margins on the left and right. The letter’s date starts 1 inch below the header artwork.

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Closing,

Sender’s Name
Sender’s Title

ABC:ef

Enclosure.
The City of Luverne - department level letterhead is shown here. To ensure consistency, follow the positioning, type style, sizes and leading guidelines.

The suggested letter type style is Times New Roman set at 11 point, with single line spacing and 1 inch margins on the left and right sides. The letter’s date starts 1 inch below the header artwork.

**City of Luverne - Department Level Letterhead**

NOTE: Examples below are not actual size.

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For Department-Level Correspondence, use the City of Luverne #10 Envelope.
An example of an Entity of the City of Luverne letterhead is shown here. To ensure consistency, follow the positioning, type style, sizes and leading guidelines.

The suggested letter type style is Times New Roman set at 11 point, with single line spacing and 1 inch margins on the left and right sides. The letter’s date starts 1 inch below the header artwork.

Entity Letterhead

NOTE: Examples below are not actual size.

For an Entity of the City of Luverne, use the Corresponding #10 Envelope
An example of a City of Luverne business card template is shown here. Use the template provided for all City of Luverne and department level business cards.

City of Luverne Business Cards

Front

Holly J. Sammons
Economic Development Director
City of Luverne

305 East Luverne Street
PO Box 659
Luverne, MN 56156
P 507.449.5033
C 507.920.9772
F 507.449.9936
hsammons@cityofluverne.org

Back

www.CityOfLuverne.org

Love the life!
An example of an Entity of the City of Luverne business card is shown here. Use the template provided for all entities of the City of Luverne business cards.

Entity Business Cards

Front

Jane Wildung Lanphere
Executive Director
Luverne Area Chamber

213 East Luverne Street
Luverne, MN 56156
P/F 507.283.4061
Toll-Free 888.283.4061
luvernechamber@co.rock.mn.us
www.LuverneChamber.com

Back

www.LuverneChamber.com

Love the life!
The Arial font family and Times New Roman font family give a recognizable look to all communications materials. These fonts are flexible enough to work across all media.

NOTE: When creating advertising and marketing collateral material, typefaces may be altered to fit design requirements. However, it is recommended that no typeface should be condensed or expanded more than 30% of its original dimension.

Typeface selection must be made with consideration given to maximum legibility. Adequate contrast between type and background must also be ensured.

Arial Font Family
Available in a variety of weights, Arial is a contemporary sans serif typeface that is ideal for headlines, large display type and captions. It can also be used for body copy and cutlines.

Times New Roman
This classical and highly legible serif font is recommended for body copy and can also be used for headlines.

General Guidelines for Text and Body Copy
In addition to Arial and Times New Roman, other typefaces can be used as design elements when necessary.

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic
Arial Black

Times New Roman
Times New Roman Italic
Times New Roman Bold
Times New Roman Bold Italic
When working with sign vendors, be sure to provide the original logo. Never produce your own logo or allow vendors to produce logos for your sign project. The proportions of the Luverne logo and its elements may not be modified in any way. Refer to the guidelines for color on pages 7-9.

Directional or informational copy should be printed in a clear, readable typeface such as Arial Bold.

Sign Examples
When working vendors to produce vehicle graphics, be sure to provide the original logo. Never produce your own logo or allow vendors to produce logos for your project. The proportions of the Luverne logo and its elements may not be modified in any way. Refer to the guidelines for color on pages 7-9.

Any additional informational copy should be printed in a clear, readable typeface such as Arial Bold.