



GRAPHIC STANDARDS GUIDE

LOGO IDENTITY

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



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.



LOGO IDENTITY

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.



LOGO IDENTITY

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.

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.

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.



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.



LOGO IDENTITY

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



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.



TAGLINE

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.

Love the life!

Prints 100% PMS 7427 Red → *Love the* charm ← Prints 70% Black

Love the progress

Love the parks

Love the arts

Love the possibilities

Love the life!

Prints 100% PMS 7427 Red → *Love the* charm ← Prints 70% Black

Love the progress

Love the parks

Love the arts

Love the possibilities

THE HEART MARK

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.



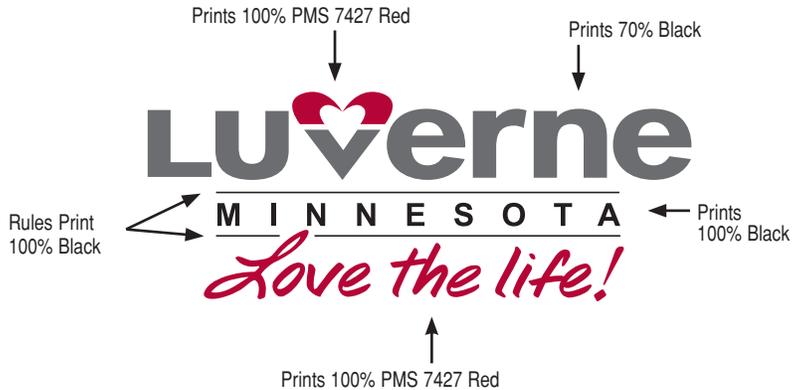
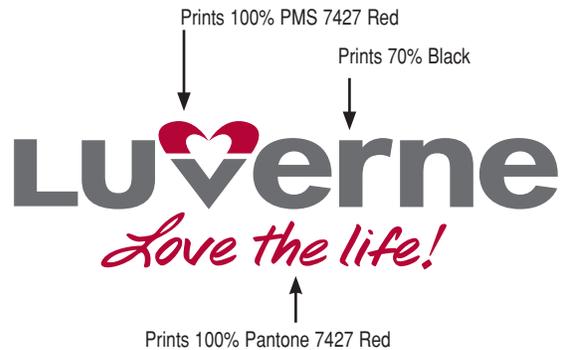
COLOR

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

Logo Colors

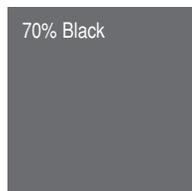
The Luverne logo should be represented in two colors: PMS 7427 red and 70% black when used in any color application—which is preferred—and black in single color applications.

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



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

C: 0 R: 156 Hex # : b50938
M: 100 G: 19
Y: 65 B: 46
K: 28



PMS 424 Gray is the color equivalent for 70% black and the RGB and Hex equivalents:

R: 108 Hex # : 6c6f70
G: 111
B: 112

COLOR

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!

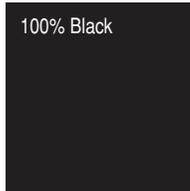
Prints 100% PMS 7427 Red → *Love the* charm ← Prints 70% Black

COLOR

An additional palette of support colors is suggested to complement the Luverne red and gray in print, web and promotional materials.

Brand Accent Colors

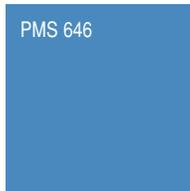
Brand accent colors to complement the standard PMS 7427 red and 70% black include the following:



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

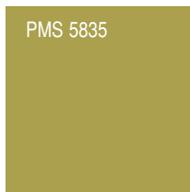
Hex #: cc9c4a



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

CLEAR SPACE

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.

X =  height and width of the logotype



STATIONERY

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.

The diagram shows a letterhead template with the following elements and dimensions:

- Header:** Luverne MINNESOTA Love the life! (with a red horizontal line below it)
- Contact Info:** 305 East Luverne Street, PO Box 659 • Luverne, MN 56156 • P 507.449.2388 • F 507.449.5033 • www.CityOfLuverne.org
- Margins:** 1 inch on the left and right sides.
- Text Content:**
 - Today's Date
 - Addressee's Name
 - Addressee's Title
 - Company Name
 - Street Address
 - City, State Zip Code
 - Salutation:
 - Body text (three paragraphs of Lorem Ipsum)
 - Closing,
 - Sender's Name
 - Sender's Title
 - ABC:ef
 - Enclosure.

City of Luverne #10 Envelope

The diagram shows a #10 envelope with the following elements:

- Logo:** Luverne MINNESOTA Love the life!
- Address:** 305 East Luverne Street, PO Box 659
Luverne, MN 56156

STATIONERY

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.

305 East Luverne Street, PO Box 659 • Luverne, MN 56156 • P 507.449.5033 • F 507.449.9936 • www.CityOfLuverne.org

1 inch

Today's Date

1 inch

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.

Duis autem vel en irure dolor in reprehenderit in voluptate velit esse molestiae son consequat, vel illum dore eu fugiat nulla pariatur. At vero eos et accusam et justo odio dignissim qui blandit praesent lupatum delenit aigue duos eismod empor incdunt ut labore et dolore masgna aliquam erat. Lorem ipsum dolor sit amet, consectetur adipscing elit, sed diam ut labore et volupat.

Ut enim ad minimim veniami quis nostrud exercatation ullamcorpor suscipit labvoris nisi ut aliquit ex ea commodo consequat. Duis autem vel en irure dolor in reprehenderit in voluptate velit esse molestiae son consequat, vel illum dore eu fugiat nulla pariatur. Ut enim ad minimim veniami quis nostrud exercatation ullamcorpor suscipit labvoris nisi ut aliquit ex ea commodo consequat.

Duis autem vel en irure dolor in reprehenderit in voluptate velit esse molestiae son consequat, vel illum dore eu fugiat nulla pariatur. At vero eos et accusam et justo odio dignissim qui blandit praesent lupatum delenit aigue duos eismod empor incdunt ut labore et dolore masgna aliquam.

Closing,

Sender's Name
Sender's Title

ABC:ef

Enclosure.

1 inch

**For Department-Level Correspondence,
use the City of Luverne #10 Envelope**

Luverne
Love the life!
305 East Luverne Street, PO Box 659
Luverne, MN 56156

STATIONERY

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.

The diagram shows a letterhead template for the Luverne Area Chamber & CVB. At the top left is the logo: "Luverne Area Chamber & CVB" with a red heart over the 'u' in Luverne. To the right of the logo is the slogan "Love the life!". Below the logo is the address: "213 East Luverne Street, Luverne, MN 56156 • P/F 507.283.4061 • Toll-Free 888.283.4061 • www.LuverneChamber.com". A red horizontal bar is positioned below the address. The main body of the letter is enclosed in a dashed box. On the left side, a vertical double-headed arrow indicates a 1-inch margin from the top header artwork to the start of the letter's date. On the right side, a horizontal double-headed arrow indicates a 1-inch margin from the right edge of the letter to the right edge of the page. The letter content includes: "Today's Date", "Addressee's Name", "Addressee's Title", "Company Name", "Street Address", "City, State Zip Code", "Salutation:", a paragraph of placeholder text, a closing, "Sender's Name", "Sender's Title", "ABC:ef", and "Enclosure."

For an Entity of the City of Luverne, use the Corresponding #10 Envelope

The diagram shows a #10 envelope with the Luverne Area Chamber & CVB logo and address printed on it. The logo consists of "Luverne Area Chamber & CVB" with a red heart over the 'u' in Luverne, and the slogan "Love the life!" below it. The address is "213 East Luverne Street, Luverne, MN 56156".

STATIONERY

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



Back



STATIONERY

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



Back



TYPOGRAPHY

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

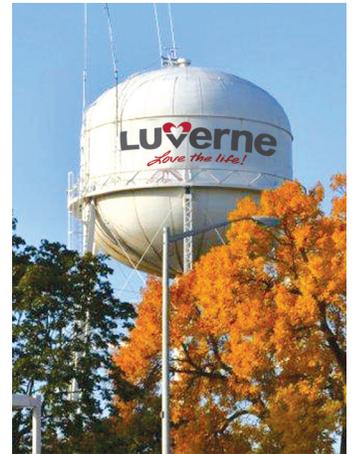
Times New Roman Bold Italic

SIGNS

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



VEHICLE GRAPHICS

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.

Vehicle Examples

