

# BRAND STYLE GUIDE

JUNE 2022

The **Low Salt. No Salt. Minnesota** logo consists of a primary logo for use in all marketing materials. Please refer to this brand style guide for both color and font specifications. Send to vendors whenever necessary for logo and color clarification.

## LOGO



Main Logo Full Size



Minimum recommended reduced size with tagline is 1.5" wide.

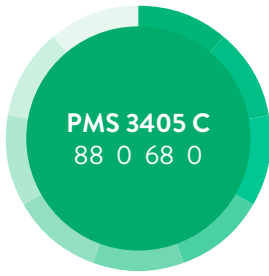


Main Logo Black

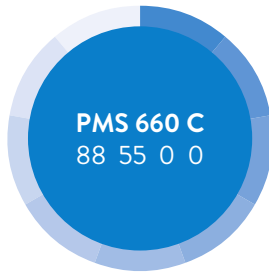


Main Logo Reverse

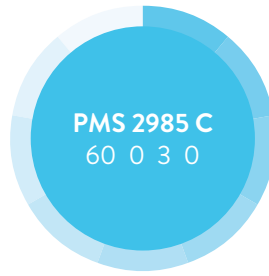
# COLORS



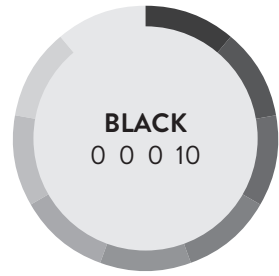
RGB 0 174 129  
HEX #00AE81



RGB 18 111 183  
HEX #126FB7



RGB 73 199 237  
HEX #49C7ED



RGB 230 231 232  
HEX #E6E7E8

# TYPOGRAPHY

The logo is made up of 2 main fonts - Brandon Grotesque and Gotham Condensed Bold.

## Logo Font

Aa

Brandon Grotesque Regular & **Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ1324567890  
abcdefghijklmnopqrstuvwxyz

## Tagline Font

Aa

Gotham Condensed Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ1324567890  
abcdefghijklmnopqrstuvwxyz

# BRAND DON'TS



Do Not Place on Busy Background



Do Not Change Brand Colors



Do not stretch or otherwise distort logo.