

BRAND GUIDELINES


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Colors

OFFICIAL COLORS


The Northland Foundation colors are navy and deep red.


 PANTONE 654C
C: 100 M: 84 Y: 30 K: 17
Hex code: #003a70
R: 0 G: 58 B: 112


 PANTONE 187C
C: 24 M: 100 Y: 85 K: 17
Hex code: #a61e30
R: 166 G: 30 B: 48


ACCENT COLORS


Other colors may be used as accents in moderation with the official Northland colors.


 C: 4 M: 94 Y: 84 K: 0
Hex code: #e43439
R: 228 G: 52 B: 57

 C: 68 M: 25 Y: 0 K: 11
Hex code: #49aae3
R: 73 G: 170 B: 227

 C: 17 M: 25 Y: 49 K: 0
Hex code: #d5ba8c
R: 213 G: 186 B: 140

 C: 27 M: 15 Y: 20 K: 0
Hex code: #bbc6c3
R: 187 G: 198 B: 195

 C: 0 M: 42 Y: 98 K: 0
Hex code: #faa21f
R: 250 G: 162 B: 32

 C: 55 M: 0 Y: 91 K: 0
Hex code: #7ec351
R: 126 G: 195 B: 81

Logo

PRIMARY LOGO

This is the primary logo for the Northland Foundation.
This logo will not be altered in any way.



ICON

The Northland Foundation icon can be used on its own as decoration within a piece.



LOGOTYPE

The font used in the Northland Foundation logo is Montserrat Semibold in all caps.

**MONTSERRAT
SEMIBOLD**

Logo Usage

GRAYSCALE LOGO

The 4-color logo should be used whenever possible, however, situations will arise where using a grayscale logo is necessary such as in newsprint.



REVERSED LOGO

Whenever possible, the logo should appear on a light background in order to maintain contrast. If the logo cannot be placed on a light background, it can be reversed in all white.



SIZING AND PLACEMENT

When using the logo it is important to consider size and placement. Typically the logo should appear left or center-justified on a page. The logo should never appear smaller than 1" wide. Never place graphic elements closer than .25" to the logo.



.25" of clear space
surrounding logo

Font Usage

HEADLINES

For consistency, always use Montserrat bold or semibold for headlines. The point size of the headline will depend on what size of paper you are using. For letter-size documents it may be acceptable to use a larger font face close to 24pt. For smaller documents it is acceptable to use a medium-sized font face close to 16 or 18pt.

**MONTERRAT
BOLD**

**MONTERRAT
SEMIBOLD**

SUBHEADS

Subheads should always appear in Montserrat Semibold or regular and should contrast from both the headline and body copy fonts. Subheads should appear at least a few point sizes smaller than the headline, and at least a few point sizes larger than the body copy.

**MONTERRAT SEMIBOLD
MONTERRAT REGULAR**

BODY COPY

While Montserrat is the font most commonly used for headlines and subheads, sometimes you will need a font with a lighter weight for body copy. In this instance use Helvetica or Arial which both pair well with Montserrat. The body copy should be no smaller than 10pt.

Helvetica
Arial

NOTES ON HEIRARCHY

While using headline, subhead and body copy fonts together it is important to consider heirarchy. The main focus of a typographic heirarchy is to create organization on a page. Contrasting similar fonts through use of capitalization, color and size will make a readable and visually appealing piece.

HEADLINE

SUBHEAD

Body Copy

Font Usage Cont'd

LINE SPACING

Line spacing is a small but important detail in the look and feel of a document. For documents heavy with text, consider a larger line space. This will make the text-heavy document feel lighter, and easier to digest visually. Typically a line space should be no larger than 1.5 times the size of the font

This block of copy is 10pt Helvetica with a 16pt line height to create visual space. This block of copy is 10pt Helvetica with a 16pt line height to create visual space.

This block of copy is 10pt Helvetica with a 12pt line height which has less visual space. This block of copy is 10pt Helvetica with a 12pt line height which has less visual space.

Formatting Letters

MARGINS

The Northland Foundation letterhead is printed with .75" margins. Be sure to format your letter documents with the same margins so that your letter will align with the Northland Foundation Logo and address.

.75" Left and Right Margins



FONT

Like all marketing materials, most letters should be written with a sans-serif typeface such as Helvetica or Arial and no smaller than 10pt.

Formatting Contact Information

JUSTIFICATION

In most cases contact information should be left justified. In some other cases, such as a narrow brochures or business cards it may be centered.

Left Justified

202 West Superior Street, Suite 800
Duluth, Minnesota 55802
218.723.4040 • 800.433.4045 • northlandfdn.org

Centered

202 West Superior Street, Suite 800
Duluth, Minnesota 55802
218.723.4040 • 800.433.4045 • northlandfdn.org

LINE FORMATS

There are two different line formats for contact information, 3-line and 2-line. The 3-line format is preferable for narrow publications like brochures and business cards while the 2-line format lends itself well to reports or other wide documents.

3-line Format

202 West Superior Street, Suite 800
Duluth, Minnesota 55802
218.723.4040 • 800.433.4045 • northlandfdn.org

2-line Format

202 West Superior Street, Suite 800 Duluth, MN 55802
218.723.4040 • 800.433.4045 • northlandfdn.org