

# BRAND GUIDELINES

City of Minot

PUBLIC INFORMATION OFFICE

701-857-4727

INFO@MINOTND.GOV

WWW.MINOTND.GOV

PO BOX 5006 MINOT ND, 58702

'A brand is not just a logo, tagline, or color scheme:  
A brand is the emotional response of the consumer.' Marty Neumeier

## COMPANY LOGOTYPE

City of Minot

HORIZONTAL: Primary

SQUARE:  
Use as needed  
for space

City of  
Minot

## COLOR VARIATIONS



## TYPEOGRAPHY

Available in Microsoft 360 and Adobe:

Canva alternative:  
Proxima Nova Black

Arboria

Canva alternative:  
Honey Script Bold

Sarah Script

Preferred body text  
in all platforms:

Verdana

## COLOR USED

C - 100 M - 75 Y - 21 K - 5	C - 70 M - 27 Y - 6 K - 0	C - 0 M - 15 Y - 55 K - 0	C - 0 M - 4 Y - 19 K - 0	CMYK Colors	C - 0 M - 44 Y - 57 K - 0	C - 59 M - 33 Y - 54 K - 7
074D87	4498CA	FFD887	F8ECCC	HEX Codes	FF937F	6B793E
107-16 C	109-13 C	10-4 C	7-2 C	Pantone Colors	30-5 C	177-7 C

Pre-approved secondary colors:

## ICONOGRAPHY



## LEGACY LOGO

Retired 2023.  
PIO can help  
with updates.

City of Minot

All logos in this document are approved to represent the City of Minot.  
 The use of these logos should be made known to the PIO.  
 No cropping, editing, additions or recoloring of the logos should take place. Most are available in black or white variants. Please include PIO in any discussions to add or alter the logo collection.

## CITY DEPARTMENTS & PARTNERS



## MINOT AREA CHAMBER EDC

Minot ONE brand was introduced in 2022 as a universal symbol for commerce. MACEDC is the keeper of the brand. PIO has a copy of the brand guide. Do NOT alter or change the color schemes of the design.

FONTS: **Ubuntu** | **Roboto** | **Lora**



M	CMYK-C:83, M:82, Y:36, K:26	RGB-R:63, G:58, B:96
M	CMYK-C:90, M:73, Y:54, K:60	RGB-R:17, G:39, B:53
M	CMYK-C:2, M:97, Y:24, K:0	RGB-R:232, G:33, B:118
M	CMYK-C:2, M:95, Y:41, K:30	RGB-R:176, G:26, B:76
M	CMYK-C:4, M:84, Y:82, K:0	RGB-R:231, G:80, B:61
M	CMYK-C:1, M:80, Y:80, K:30	RGB-R:176, G:65, B:45
M	CMYK-C:41, M:0, Y:82, K:0	RGB-R:162, G:207, B:95
M	CMYK-C:41, M:0, Y:91, K:35	RGB-R:112, G:146, B:51
M	CMYK-C:100, M:22, Y:42, K:3	RGB-R:0, G:140, B:149
M	CMYK-C:84, M:22, Y:42, K:40	RGB-R:7, G:93, B:100

## VISIT MINOT (CONVENTION & VISITOR'S BUREAU)



**Sisu;**  
 (SEE - SOO) / NOUN. / **FINNISH**

EXTRAORDINARY SPIRIT & CHARACTER.  
 A STRENGTH AND DETERMINATION TO OVERCOME  
 AND MAKE THE BEST OF WHAT YOU HAVE.  
 A MAGICAL QUALITY TO NEVER GIVE UP.

'Sisu' and 'Why Not Minot' were a 2025 commission by Visit Minot with local artist Max Patzner. The designs are available for use but should be approved by Visit Minot.