

BRAND GUIDELINES

City of Minot

PUBLIC INFORMATION OFFICE

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

Marty Neumeier

COMPANY LOGOTYPE



HORIZONTAL: Primary



SQUARE:
Use as needed
for space

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

ICONOGRAPHY



COLOR VARIATIONS



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	Pre-approved secondary colors:
074D87	4499C4	FFD887	F8ECC4	HEX Codes	FF937F	6B793E	
107-16 C	109-13 C	10 - 4 C	7 - 2 C	Pantone Colors	30 - 5 C	177-7 C	

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



	CMYK-C:83, M:82, Y:36, K:26	RGB-R:63, G:58, B:96
	CMYK-C:90, M:73, Y:54, K:60	RGB-R:17, G:39, B:53
	CMYK-C:2, M:97, Y:24, K:0	RGB-R:232, G:33, B:118
	CMYK-C:2, M:95, Y:41, K:30	RGB-R:176, G:26, B:76
	CMYK-C:4, M:84, Y:82, K:0	RGB-R:231, G:80, B:61
	CMYK-C:1, M:80, Y:80, K:30	RGB-R:176, G:65, B:45
	CMYK-C:41, M:0, Y:82, K:0	RGB-R:162, G:207, B:95
	CMYK-C:41, M:0, Y:91, K:35	RGB-R:112, G:146, B:109
	CMYK-C:100, M:22, Y:42, K:3	RGB-R:0, G:140, B:149
	CMYK-C:84, M:22, Y:42, K:40	RGB-R:7, G:93, B:100

VISIT MINOT (CONVENTION & VISITOR'S BUREAU)



'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.