

DOWNTOWN SIGNAGE STYLE GUIDE



SIGNAGE TYPOGRAPHY

Barlow is a Google font and the download can be found [here](#).

TYPOGRAPHY

**BARLOW
BLACK
VARIOUS SIZES
CENTER ALIGNED**



**DOWNTOWN
MINNEAPOLIS
NEIGHBORHOOD
ASSOCIATION**

DOWNTOWN EAST NEIGHBORHOOD & DISTRICT COLORS

DOWNTOWN WEST NEIGHBORHOOD & DISTRICT COLORS

All neighborhood/district names and the DMNA website should be in Pantone P1-1 C (white).

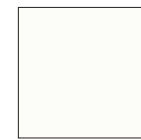


PANTONE P PROCESS BLACK C
HEX #231F20
R35 G31 B32



PANTONE P PROCESS BLACK C
HEX #231F20
R35 G31 B32

The DMNA logo should be in Pantone P Process Black C and Pantone P1-1 C.



PANTONE P 1-1 C
HEX #FCFDF9
R252 G253 B249



PANTONE P 1-1 C
HEX #FCFDF9
R252 G253 B249

When choosing colors from Downtown East OR Downtown West neighborhoods, please only choose **three** colors.



PANTONE P 121-7 C
HEX #01B3C5
R1 G179 B197



PANTONE P 40-8 C
HEX #F0552C
R243 G85 G53

Three colors is enough to represent the district without being overwhelming.



PANTONE P 119-16 C
HEX #017E8E
R1 G126 B142



PANTONE P 45-16 C
HEX #D63927
R214 G57 B39

Please do not mix Downtown East and Downtown West colors.



PANTONE P 14-7 C
HEX #F3B635
R243 G182 B53



PANTONE P 106-6 C
HEX #4789C3
R71 G137 B195

Colors should not be competing with chosen graphics.



PANTONE P 151-7 C
HEX #69BE5A
R105 G190 B90



PANTONE P 133-4 C
HEX #8BD0C0
R139 G208 G192



PANTONE P 152-16 C
HEX #2E8232
R46 G130 B50



PANTONE P 133-14 C
HEX #0AA98F
R10 G169 B143



PANTONE P 37-7 C
HEX #F37443
R243 G116 B67



PANTONE P 17-7 C
HEX #FBAE42
R251 G174 B66



SIGNAGE GRAPHICS

Graphics on signage should be simple, clean and easy to digest from far away. Nothing complicated or overly detailed.

Examples:

GRAPHICS

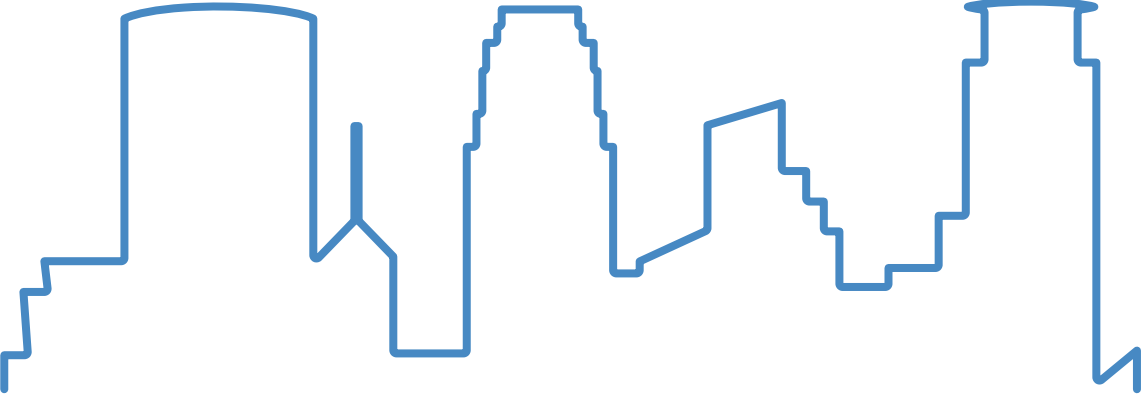
North Star



River/
Flour Packaging



City Skyline



Wheat/Grain



Stone Arch Bridge



DOWNTOWN NEIGHBORHOOD SIGNAGE
DOWNTOWN EAST & WEST
METAL SIGN 15 X 20 IN

LAYOUT

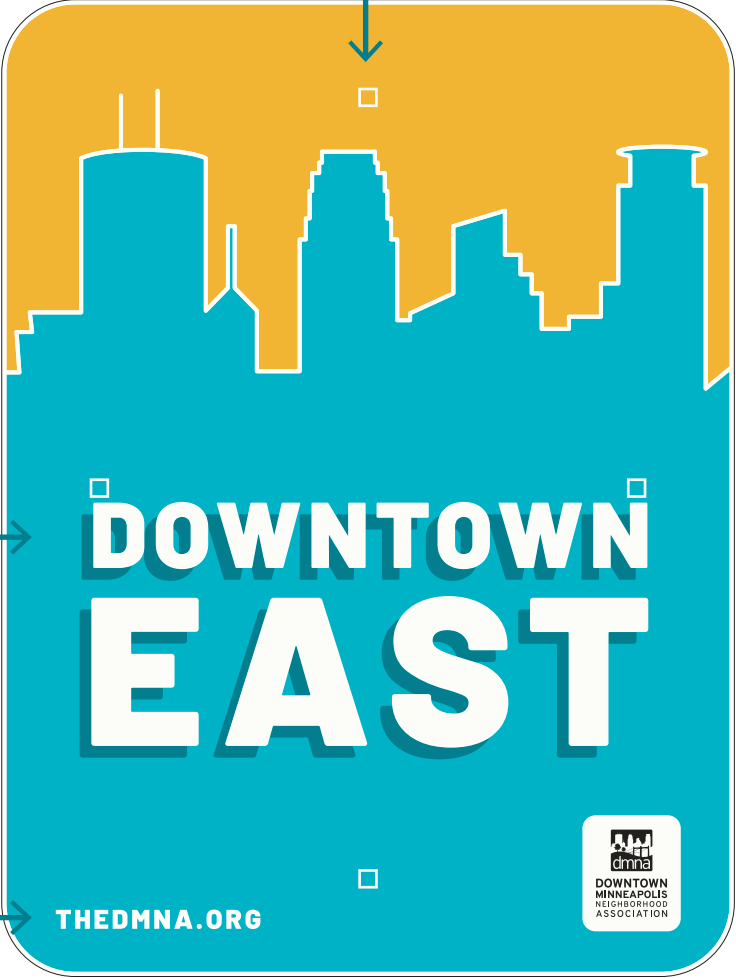
HOLES FOR INSTALL

15 IN

20 IN

NEIGHBORHOOD NAME
- IN BARLOW
- CENTER ALIGNED
- WHITE

DMNA WEBSITE
- ALWAYS IN LOWER
LEFT CORNER
- IN BARLOW
- WHITE



DMNA LOGO
- ALWAYS IN LOWER
RIGHT CORNER
- BLACK & WHITE



DOWNTOWN NEIGHBORHOOD SIGNAGE
DOWNTOWN EAST & WEST

MOCKUP



DOWNTOWN DISTRICT SIGNAGE
MILL DISTRICT
BANNER SIGN 15 X 30 IN

LAYOUT

ICONIC GRAPHIC ELEMENTS
FROM DISTRICT

- EX. WHEAT, RIVER/FLOUR PACKAGING, STONE ARCH BRIDGE & NORTH STAR BLANKETS

DMNA WEBSITE

- ALWAYS IN LOWER LEFT CORNER
- IN BARLOW
- WHITE



HOLES FOR INSTALL

DISTRICT NAME

- IN BARLOW
- CENTER ALIGNED
- WHITE

YEAR DISTRICT
WAS ESTABLISHED

- IN BARLOW
- IN SOME TYPE OF BADGE

DMNA LOGO

- ALWAYS IN LOWER RIGHT CORNER
- BLACK & WHITE



DOWNTOWN
MINNEAPOLIS
NEIGHBORHOOD
ASSOCIATION

DOWNTOWN DISTRICT SIGNAGE
MILL DISTRICT

MOCKUP

