

# Clean Water Land and Legacy Amendment Logo Usage Guidelines

## Legislative Direction for Use of Legacy Logo (Minnesota Laws 2010, chapter 361, article 3, section 5, (b) ):

“A recipient of the funds from the outdoor heritage fund, parks and trails fund, clean water fund or arts and cultural heritage fund shall display, where practicable, a sign with the logo developed under this section on construction projects and at access points to any land or water resources acquired in fee or an interest in less than fee title, or that were restored, protected, or enhanced, and incorporate the logo, where practicable, into printed and other materials funded with money from one or more of the funds.”

### File types:

For print:

Print documents should utilize the CMYK version of the following formats:

EPS- This format is suitable for publication and lends well to enlargement

JPEG- Jpegs are typically easy to work with, however, do not enlarge or reduce well. They maintain a smaller file size but text can become blurry at smaller and larger sizes. They are compatible with most publication software programs including Microsoft word and PowerPoint.

TIF- TIF files are larger in size but maintain their integrity better than JPEG files.

For web or digital documents:

Web and digital documents should utilize the RGB versions of the following formats:

JPEG- JPEG files are typically easy to work with, however, do not enlarge or reduce well. They maintain a smaller file size but text can become blurry at smaller sizes. JPEG is not an ideal format for logos on websites or digital media.

GIF- A highly compatible file, will work well in web and digital applications and when utilize few colors are small in size.

PNG- An ideal web format however is less compatible with some internet browsers and operating systems than a JPEG or GIF.

TIF- Highly compatible and high quality, yet file size can be larger.

### Color:

- Do not alter the colors of the logo.
- In print documents a high resolution version of the logo using the CMYK color profile should be used.
- In web and digital documents, utilize the logo in the RGB color profile.
- If printing in black and white or grayscale, use the single color version (Black on white preferred) or the reversed (white on black) version.
- If printing in 1, 2, or 3 colors, use the black and white version of the logo.



C5 M41 Y96 K0	R238 G162 B42
C20 M95 Y99 K10	R183 G47 B39
C82 M67 Y1 K0	R68 G97 B171
C80 M10 Y100 K0	R45 G164 B74

### Size:

- The minimum height of the logo should not be less than ¾ inch.
- Logo should not be reproduced in a manner that causes the logo to become illegible or blurry.

### Position:

The logo should be clearly visible and maintain a clear space equal to 1/4 the width of the logo.



### Logo Don'ts

- Do not distort the dimensions of the logo
- Do not alter the logo in any way including the text
- Do not place over an overly complex background as to preserve the visibility of the logo
- Do not place the logo in a box when applying on a non-white background

