



# HENNEPIN COUNTY

MINNESOTA

Brand Guidelines





# Hennepin County Brand Guidelines

November 2016

## **Hennepin County**

Communications  
612-348-3848

[hennepin.us/brand](http://hennepin.us/brand)



# Building our brand

Everything and everyone has an identity – what we look like, how we're stitched together, what makes us tick. Our identity includes how we imagine ourselves, how others perceive us and what we're driven to achieve.

It's the same for groups. Clubs, schools, communities, churches, small businesses, corporations and governments have identities.

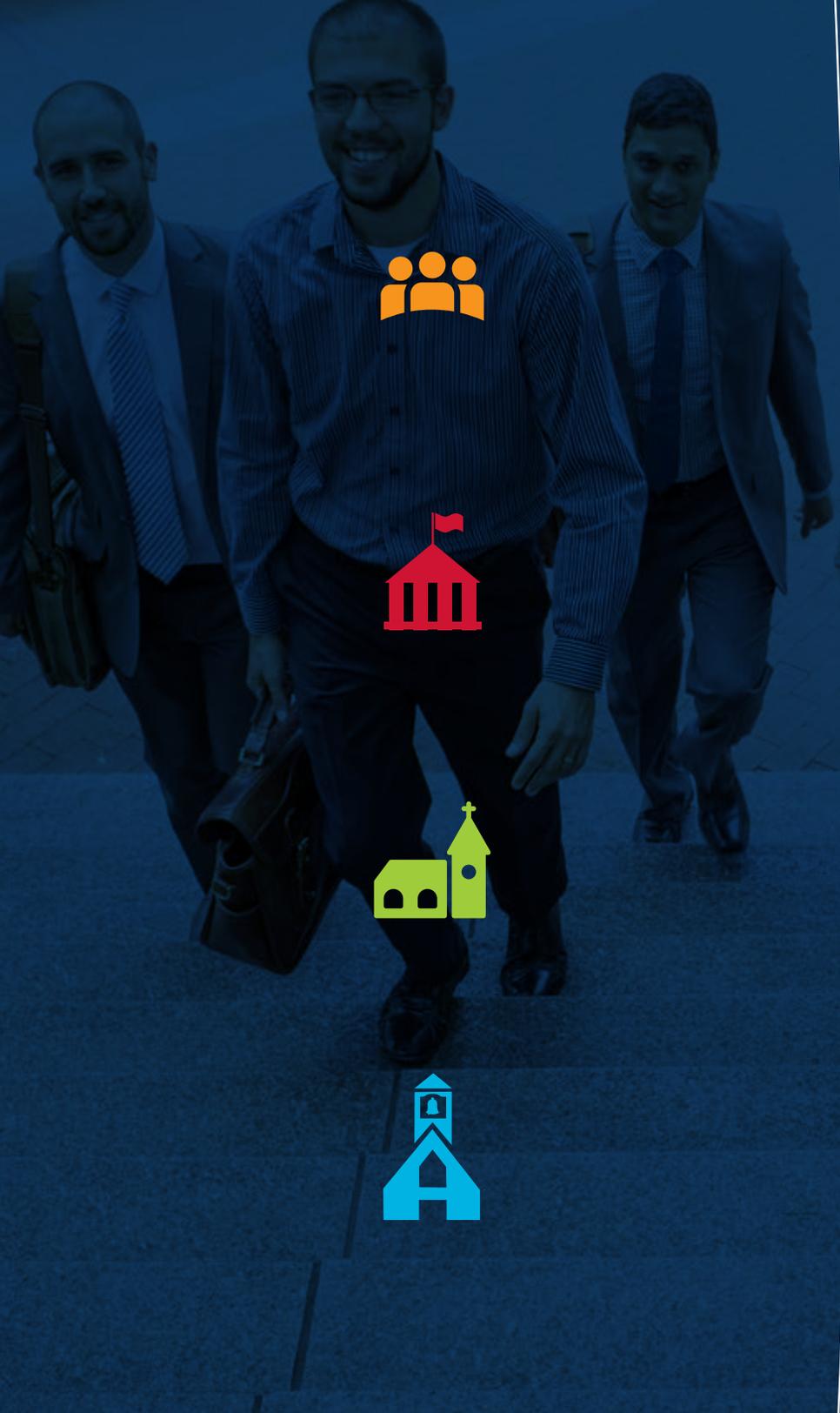
When we think of identity within a large organization, we use a different word: BRAND.

Our brand ultimately takes shape through daily connections and interactions with residents, taxpayers, customers, clients, partners, visitors and employees.

Out in the world, brand is affirmed, reinforced and sometimes reimagined. It earns a reputation.

Hennepin County has earned its reputation through our work, our aspirations, and our collective personality. More importantly, we earn our brand through the ways we greet and engage the public we are entrusted to serve.

Consider these brand guidelines your user's guide – or better yet – your owner's manual, designed to keep Hennepin County true to our identity, our work, and most importantly, our residents.





# HENNEPIN COUNTY MINNESOTA

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# Goals

We work to ensure residents are



Healthy



Protected and safe



Self-reliant



Assured due process



Mobile

Our brand begins with our values: our mission, vision and goals. These are the principles that focus and guide the ways in which we serve our residents.

## Mission

The mission of Hennepin County is to enhance the health, safety and quality of life of our residents and communities in a respectful, efficient and fiscally responsible way.

## Vision

We envision a future where residents are healthy and successful and where our communities are safe and vibrant. We will strive to meet and exceed expectations by engaging people and communities in developing innovative solutions to challenges. We will be a diverse, learning organization. We will partner with others to enhance the quality of life in Hennepin County and the region.

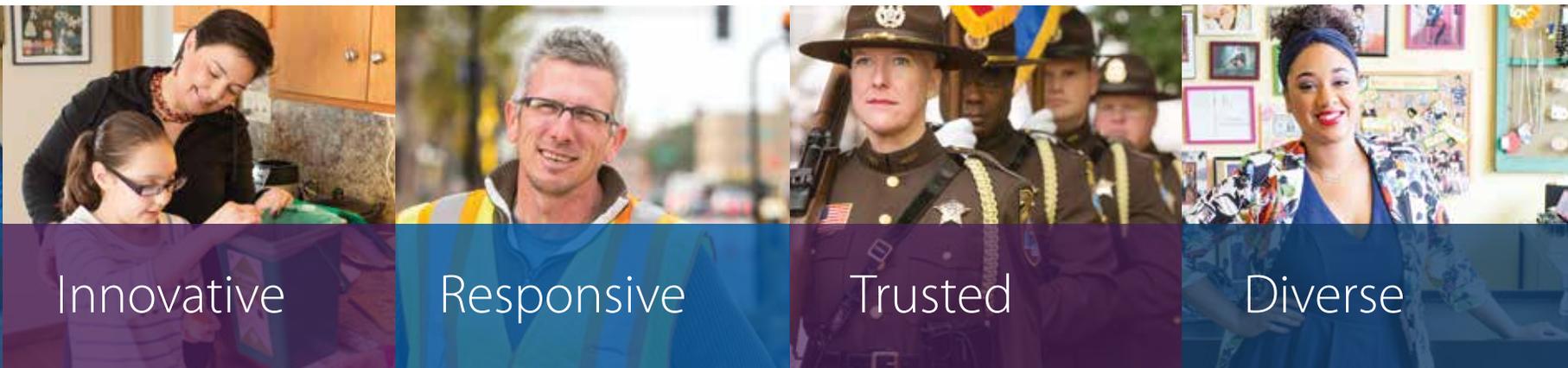
## Core values

As an employer we value continuous improvement, customer service, diversity and inclusion, employee engagement, and workforce development.



# Brand personality

We are and strive to be:



Describing the collective personality of a large and complex organization like Hennepin County can be challenging. Still, there are key personality traits found in the work we do and the ways we connect with each other and residents.

This list of brand personality traits, while not exhaustive, speaks to the essence of “who” Hennepin County is and desires to be, and helps inform our voice and aesthetic.

# Brand style

As an organization, our responsibility is to efficiently connect people with the information and services they need. How we talk, write and design should reflect that commitment. In all our communications we should be clear, direct and accessible.

## Clear. Direct. Accessible.

Today's most essential technological devices are designed to be simple, clean and intuitive. It's what the public expects. Our brand style is in sync with these modern aesthetics while embodying our organization's personality.

Language that is easy to understand. Light type that feels approachable rather than overwhelming. Ample use of white space and consistent use of contrast and color to enhance readability and understanding. Inviting, relatable and meaningful imagery. These are the elements that shape our style.



# HENNEPIN COUNTY MINNESOTA



Here. When you need us.

# Brand voice

The language we use to communicate to Hennepin County residents and employees is just as integral to our brand as our look. Like our brand style, our voice is clear, direct and accessible. We connect with and speak with our residents and our employees as individual people.

## Brand positioning statement

Our brand positioning statement is a concise articulation of who we are as an organization. It is not an official tagline; it's a framework for how we talk about our work.

# Here. For you.

These three words contain a sense of place, a sense of promise, and a personal connection. They succinctly give voice to our brand personality traits, and they are the building blocks for our communications with the public.

They also demonstrate our commitment to plain language by focusing on our readers and by using language that is clear, conversational and accessible. You can learn more about plain language and the Hennepin County writing style at [hennepin.us/writingguide](https://hennepin.us/writingguide).



here

### Place

Hennepin County has a specific geography, a specific charge to the work we do, and specific touch points where we connect with our residents to provide what they need when they need it. We describe each of those places of intersection as “here.”



for

### Promise

This is the heart of what we do. It is the respectful way we interact with people and the foundations we lay to help improve lives.



you

### Personal

The “you” speaks to the individual resident or employee. When it comes to the list of the things we do and what we stand for, our work “for you” is as varied as the myriad programs and services we provide.

## How to use our brand positioning statement

When writing headlines or taglines, include the three key elements of place, promise, and personal. You can be concrete and describe how we're here to process driver's license applications and to clear snow and ice after a storm. Or you can focus on our broader aspiration of making life better for residents — how we help maintain the environment, protect our residents, and save lives.

### Job recruiting example

If we are writing to prospective employees, a possible headline using all of the elements with a similar rhythm might read:

Your future. Made here.

The order is different, but it has Place + Promise + Personal. In this case, the promise is aspirational – “your future” via a viable career path shaped here at Hennepin County.

### Snow and ice removal example

When talking about the work we do to keep our roads clear in winter, you could write:

Here to clear your way.

Again, the format can subtly change, but the three key elements remain: Place + Promise + Personal.

## Personal

Talking directly to you, and about your future.

## Place

Your future is shaped right here at Hennepin County.

HENNEPIN COUNTY  
MINNESOTA

Your future. Made here.

Join our team: exceptional benefits, balanced work life

Hennepin

## Promise

The promise that your career goals and the aspirations you hold for yourself and your community will be met.

# Logo, wordmark and seal

Hennepin County's logos are the trusted emblems of our brand. They are our most powerful visual brand assets, and they immediately communicate who we are. Therefore, correct use of our logos is key to maintaining a professional and coherent brand.



Hennepin "H" logo



Hennepin County wordmark



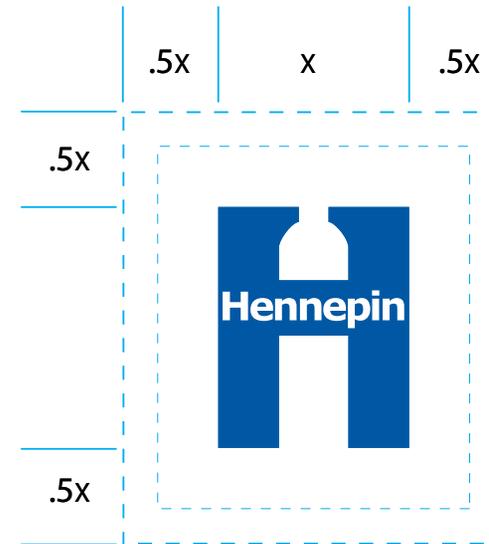
Hennepin County seal

### Primary logo: Hennepin “H”

The Hennepin “H” is our most-recognized visual symbol. It must be used in all publications and promotional materials for Hennepin County programs and services.

### Clear space

A clear space of one half of the logo’s width (.5x) should surround the logo, illustrated to the right with dashed lines. The logo should never be conjoined or adjacent to other graphic and copy elements.



## When to use which logo

Is the piece self-promotional, either for Hennepin County or department unit or area?



**YES** use both the Hennepin “H” and the wordmark



**NO** use the Hennepin “H” and optionally the wordmark

Is this piece used to build client awareness of a program or service?



**YES** use the Hennepin “H” and optionally the wordmark followed by the program or service

Will Hennepin County be represented in a group of logos with outside organizations?



**YES** use the Hennepin “H” — the wordmark should not be released to outside organizations

Will the logo be used as an introduction rather than sign off?



**YES** use the wordmark



**NO** use the Hennepin “H”

# Primary logo: Hennepin “H”

## The right size for the right piece

When placing the logo on surfaces 9x12 inches (full page) or smaller, use one of the logo sizes below (width of logo).



### Minimum size

¼ page

2p4.8 or .4 inches

Suggested uses:

2 x 3 ½ card  
promotional items  
4 x 5 postcards

½ page

3p0 or .5 inches

Suggested uses:

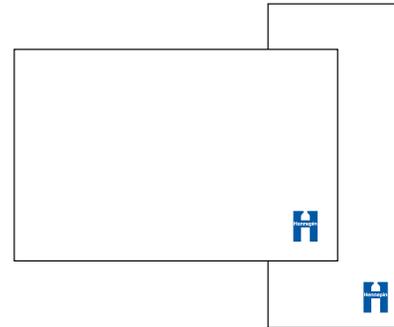
6 x 9 postcards  
4 x 9 brochures

Full page

3p7.2 or .6 inches

Suggested uses:

8 ½ x 11 pages



## Use, placement and display of the Hennepin “H” logo

Placement of the logo depends in part on how a particular piece is designed, mailed or displayed. The logo should not occupy a leading or central position within design. Rather, it should act as an endorsing feature — a seal of approval.

On a single-sided or single surface design, the logo is ideally placed in the lower right hand corner (see examples above). On a multi-sided or multi-surfaced layout, the logo may be on the back cover or page as a final sign off.

### Logo color

The “H” of the logo should either be displayed in our primary blue (PMS 293) with “Hennepin” displayed in white, or in reverse with the “H” in white and “Hennepin” in blue.

Reverse logos with “Hennepin” knocked out are occasionally used by Hennepin County Communications for placement on our core colors and select images.

Correct use:



Incorrect use:



Distorting



Rotating



Inverting



Skewing



Drop shadows



Beveling or dimensionalizing



Removing "Hennepin"



Funky colors



As a URL



As a part of another logo or symbol



Linked with text



In a shape



More than once per visual surface



As a pattern

## Secondary logo: Hennepin County wordmark



HENNEPIN COUNTY  
MINNESOTA

HENNEPIN COUNTY  
MINNESOTA

The Hennepin County wordmark is a clear and uniform visual representation of the county name, and it is designed to augment the Hennepin “H.”

This wordmark’s supportive role working with the Hennepin “H” allows us to consistently lead in with the words “Hennepin County” while still using our other mark for endorsement.

### Use, placement and display of the wordmark

The wordmark is a graphic element that works in tandem with the Hennepin “H” (see example on next page). The wordmark should never be recreated from type or used more than once per piece.

The wordmark should always be set apart from other design and text elements. It should either be displayed in white on one of Hennepin’s core colors or contrasting accent color, or in color (PMS 293 and warm grey) on white space.



## Wordmark variations

In its primary form, “Minnesota” occupies the second line of the wordmark, further defining Hennepin’s geographic location and drawing from the brand equity of the state.

When appropriate, “Minnesota” can be left off the second line or replaced with a very short description of the related program or service. ‘Hennepin County’ always comes first, demonstrating the hierarchy of organization above program or service (see example below).

HENNEPIN COUNTY  
SERVICE CENTER



## Hennepin County seal



## Use and display of the county seal

The use of the county seal is restricted to official, formal or commemorative applications (i.e., checks, plaques). It’s also reserved for use by constitutional officers (Board of Commissioners, County Attorney, Sheriff).

Hennepin County Communications governs the use of the seal.

Note: The internal part of the Hennepin County seal is the same as the State of Minnesota seal. Many Minnesota counties use this as their official seal.

# Color

The color system reflects the diversity and vibrancy of Hennepin County.

## Core colors

The Hennepin County color palette is built around three core colors plus white. These rich colors set the tone of any design and are used in contrast with ample proportions of white and/or white space. We use the core colors to create anchor design elements such as color floods and shapes or as dense color masks for images. They should make up the majority of the color in visual designs.

When selecting material colors other than white for promotional items such as shirts, pens and hats, choose colors that are a near match to our three core colors.

## Neutral colors

Three neutral colors help to warm and soften design elements, creating a more approachable feel.

They can be used as backgrounds, in charts and graphs, and for subtle rules or other design breaks.

## Accent colors

Our palette includes a set of bright accent colors chosen to reflect the diverse and vibrant nature of our staff and the communities we serve.

We recommend using only one accent color along with its variant to add a touch of brightness that pops against the core colors and white “mini-palette.” Avoid developing materials that have a rainbow effect using all of the accent colors together.

Accent colors can be used in headers, icons, charts and graphs to add a visual flourish.

HENNEPIN BLUE

WHITE

RICH PURPLE

DEEP BLUE

Core colors



PANTONE 293  
CMYK 100 69 0 4  
HEX 0058a4  
RGB 0 88 164



PANTONE WHITE C  
CMYK 0 0 0 0  
HEX ffffff  
RGB 255 255 255



PANTONE 2627  
CMYK 83 100 32 35  
HEX 3e1151  
RGB 62 17 81



PANTONE 295  
CMYK 100 80 32 25  
HEX 113c66  
RGB 17 60 102

Accents

BLUE ACCENT SET



CMYK 100 0 0 0  
HEX 00aeef  
RGB 0 174 239



CMYK 60 0 0 0  
HEX 44c8f5  
RGB 68 200 245

GREEN ACCENT SET



CMYK 43 0 100 0  
HEX 9fcc3b  
RGB 159 204 59



CMYK 25 0 100 0  
HEX cbdb2a  
RGB 203 219 42

GOLDEN ORANGE ACCENT SET



CMYK 0 50 100 0  
HEX f7941e  
RGB 247 148 30



CMYK 0 20 100 0  
HEX ffc005  
RGB 255 203 5

WARM RED ACCENT SET



CMYK 0 100 80 15  
HEX ce1432  
RGB 206 20 50



CMYK 0 90 80 0  
HEX ef413d  
RGB 239 65 61

Mini-palettes






Neutrals



CMYK 14 19 21 39  
HEX 928884  
RGB 146 136 132



CMYK 11 13 16 32  
HEX a49e99  
RGB 164 158 153



CMYK 1 7 7 12  
HEX ded3ce  
RGB 222 211 206

# Typography

Consistent use of our corporate typefaces — Myriad Pro and Adobe Garamond — reinforces Hennepin’s brand identity.

## Primary font family – Myriad Pro

Myriad Pro is a versatile typeface that represents our modern, energetic organization. It should be used for all text, including headings and body copy. Our preferred weight is Myriad Pro light. If the design requires font sizes below 11 pt, use Myriad Pro regular. Heavier bold and semibold should be reserved for subheads.

## Substitute font – Segoe UI

For Microsoft environments where Myriad Pro is unavailable, use Segoe UI. Segoe UI has a strong resemblance to Myriad Pro, and the full font family includes a variety of weights and comes standard in all Microsoft platforms.

## Serif font family – Adobe Garamond (Garamond)

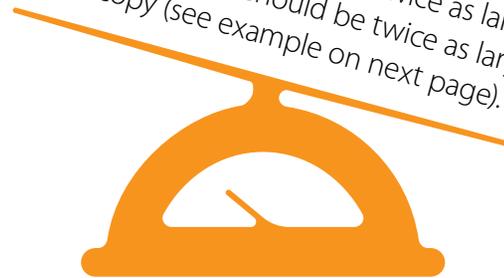
For formal communications like official letters, invitations and programs, use Adobe Garamond.

## How to use fonts

We encourage the use of type as a design element that interacts with surrounding design elements — as shown below where the type is weighing down the scale.

## A mix of weights

*Because our fonts are light, headlines and supporting copy should be set in larger point sizes to maximize readability. As a general guide, headlines should be twice as large as subheads, which should be twice as large as body copy (see example on next page).*



# Amazingly few discotheques provide jukeboxes

Myriad Pro light

## Intro prose

Myriad Pro light 16 point

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## Headline (H1)

Myriad Pro light 48 point

## Subhead (H2)

Myriad Pro light 24 point

## Body copy

Myriad Pro light 12 point

# Photography

People connecting with our brand should see themselves reflected in our programs and services. This makes photography an essential element of our brand style.

## **Photo style**

Photos should represent the breadth of our community and our employees while reinforcing our brand personality traits of caring, innovative, responsive, trusted and diverse. Subjects should either be directly engaged with the camera and by extension our intended audience, or engaged with another person, emotion or activity when it makes sense. Subjects should always be portrayed as asset rich, demonstrating our positive contribution to their quality of life.

## **Environmental portraiture**

Residents and employees should be featured in the places they engage with Hennepin County's unique way of life and where their lives intersect with the programs and services that make our quality of life possible.

## **Limited use of stock photography**

It's always our first preference to use original photos of actual Hennepin County residents, reinforcing the authentic nature of our brand. In very specific circumstances, privacy or other concerns related to sensitive topics may necessitate the use of stock photography; although justification should be substantial.

## **Photo standards**

Photos selected for design should meet high quality standards for focus, clarity, color, lighting, composition and subject matter interest. Photos should aid in the communication goals of the overall design or publication.



# Iconography

Consistent use of iconography is a simple way to reaffirm our brand by adding another dimension of relatability to our design aesthetic.

## Icons

Icons can help communicate ideas and information quickly and effectively. They bring a sense of personality and relatability to any design while cutting across language and cultural barriers.

## Selection

The icons we've developed:

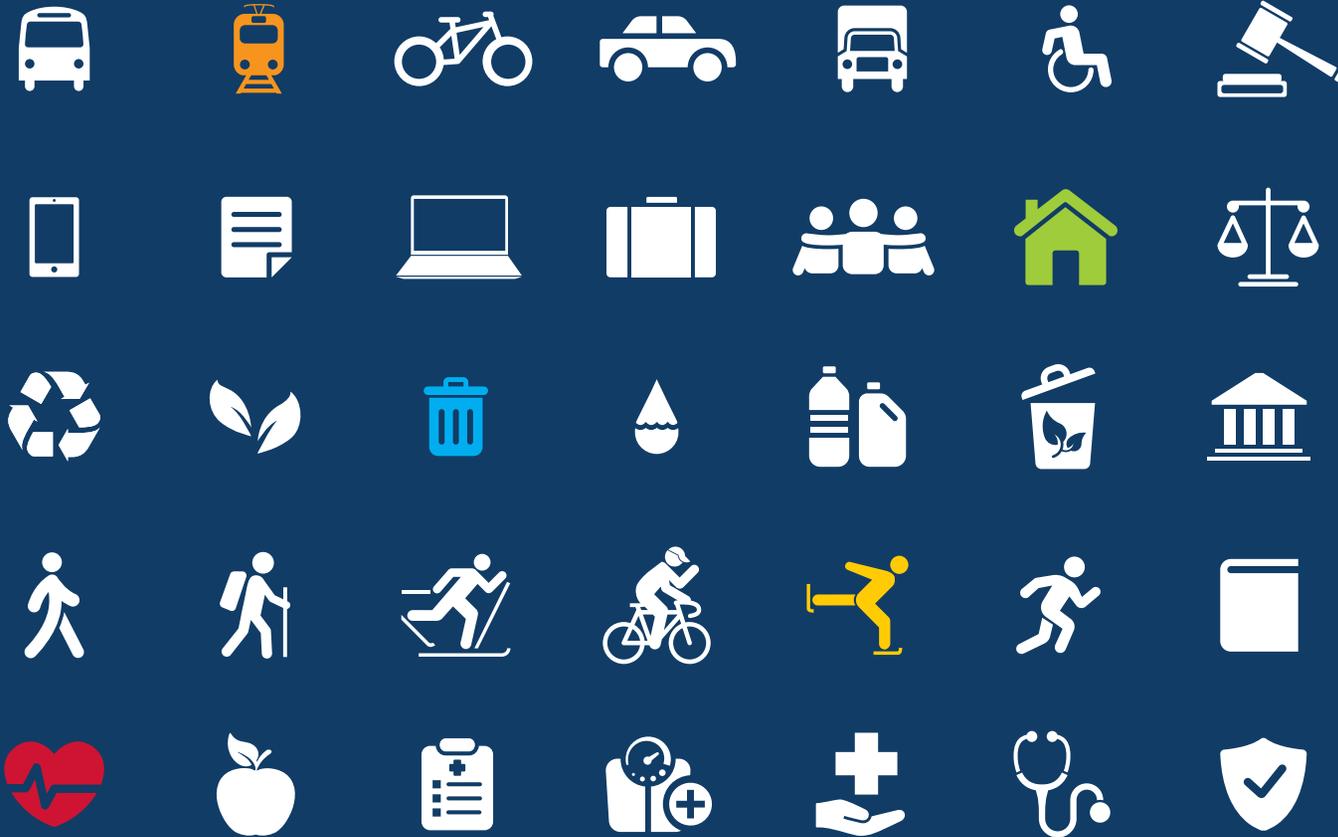
- Are simple yet recognizable
- Have friendly, rounded shapes and a variety of strokes and weights
- Include large amounts of solid space for color

## Suggested use

Icons can be used as stand alone graphics and as tools for building charts, graphs and infographics. Avoid using a variety of different colored icons together in any given design.

If you need icons, please contact the Communications office.

Correct use:



If necessary, a lightweight stroke can be used to circle the icon.



Incorrect use:



Stretched



With effects



Non-Hennepin colors



With gradient or pattern



In a solid shape

# Photo frames

A photo frame is an icon that contains a photo. Successful photo frames pair photos and icons to enhance meaning and add playfulness to a design.



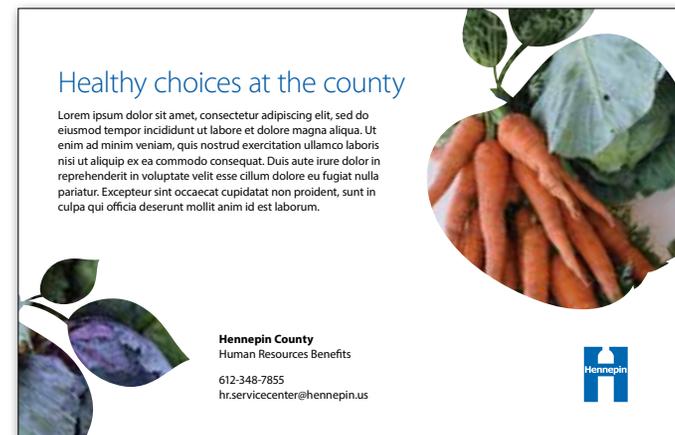
## Building a photo frame

Photo frames should contain imagery — both in the outside icon shape and the fill graphic — that is simple for the viewer to digest and understand. Photos that are busy, contain too many people or have a lack of clear focal interest should not be used to create photo frames.

## Use of photo frames

Because of the complexity of these graphics they must be used at a larger scale than the icon set. The minimum size for photo frames is 1" square.

Photo frames work best against a white background. The examples to the right are successful because the photo frames are set against white.

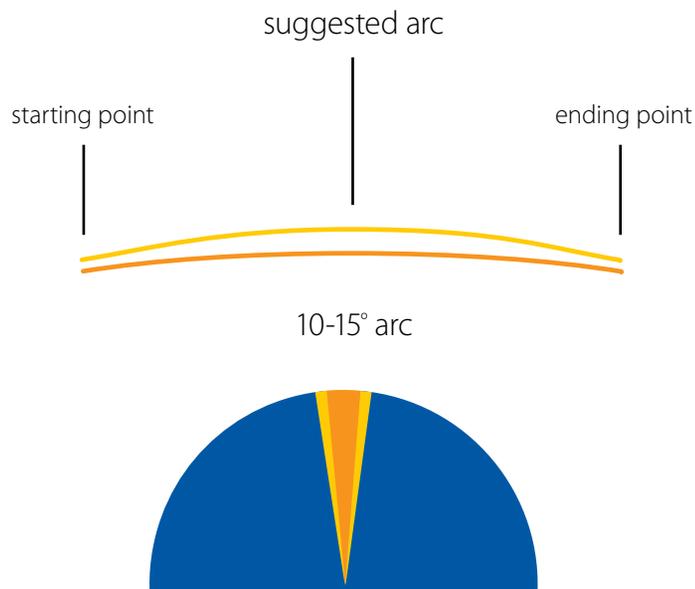


# Shape and design elements

The use of shape and other design elements can create a sense of movement or reinforce specific traits of our brand personality.

## Shape

Contours that embrace images of people or key ideas subtly reinforce how we care for our people and communities and are responsive to their needs.



## Design elements

The strong contrast between our rich core colors and white can be softened by layering interlaced curved lines that echo the contours of the solid color arc.



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