# CITY OF MINNEAPOLIS

## VISUAL IDENTITY AND GRAPHIC STANDARDS POLICY

**(Link to** Procedures**)**

**Applies to**: Applies to all departments of the City of Minneapolis, elected officials, and all contractors and volunteers who do graphic design work for the City. The Minneapolis Convention Center is exempt from these standards as it has its own graphic standards.

**Synopsis**: Requires that all City materials designed by departments, employees, contractors or volunteers follow the graphic standards developed and maintained by the Communications Department.

**Council Approval Date**:                                               **Effective Date**:

**Administering Department**: Communications Department          **Phone**: 612-673-3763

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**POLICY STATEMENT**

The following graphic standards are adopted to ensure a consistent, professional, and cohesive visual identity for the City of Minneapolis. The City logo, seal, colors, and other components included in this policy are important elements of City government's brand and as such, should be used appropriately and consistently across the enterprise. The Communications Department is responsible for the development, enforcement, and maintenance of this policy and all associated procedures.

**Governing policy**: City of Minneapolis Visual Identity and Graphic Standards

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### SCOPE

This policy and its associated procedures apply to all City departments, divisions and offices, including offices of elected officials. It also applies to all contractors and volunteers who do graphic design work for the City. Questions about interpretation of the standards should be referred to the Communications Department.

### WORK RULES

A. City employees and elected officials must use official City business cards, letterhead and envelopes.
B. All materials designed by staff, contractors, or volunteers must use the City logo, color palette and fonts. Any variation must be approved by Communications.
C. Creation of any other logos to represent City departments or divisions is prohibited.
D. Departments must go through the approval process outlined in the graphic standards before developing any custom looks, logos, or other art for City programs and initiatives. Elected official offices may create custom looks for ward communications without going through the approval process.
E. Use of the City seal is restricted to official uses outlined in the graphic standards.
F. All employees must use a standard email signature block.

### ROLES AND RESPONSIBILITIES

| Role | Responsibility |
|---|---|
| Employees | 1. Comply with City policy and procedures. |
|  | 2. Inform contractors and volunteers of City policy and make sure it is followed. |

| Managers and supervisors | 1. Understand and comply with City policy and procedures.<br>2. Ensure that all employees, contractors and volunteers comply with the graphic standards policy.<br>3. Inform employees of resources available (e.g., templates for City materials available through CityTalk) to help employees easily follow the graphic standards. |
|---|---|
| Communications Department | 1. Create and maintain brand standards and make them available to all City staff.<br>2. Provide templates for commonly used City materials so employees can avoid designing from scratch where possible.<br>3. Inform employees of resources available (e.g., templates for City materials available through CityTalk) to help employees easily follow the graphic standards.<br>4. Manage approval process for design projects performed by City staff, contractors or volunteers to ensure that standards are followed.<br>5. Manage approval process for custom looks and variations from the standards. |