Identity Guidelines

Contents

Introduction 3

Identity Guidelines

The Logo 5

The MAC Logo
Recommended Sizing
Positioning
Logo Don’ts
Colors Within the Logo

Typography 11

Fonts & Readability

Templates & Examples 13

Letterhead
Business Cards
Email Signature

Optional Templates & Examples 18

Publication, Report Covers & PowerPoint Template

Introduction
Identity Guidelines

WHAT IS THE PURPOSE OF THIS DOCUMENT?

This set of guidelines was developed to provide guidance as to the appropriate use of the MAC's logo and branding system in the course of daily work. The rules in this document should be adhered to whether you're updating your email signature, creating signs, or ordering a bunch of branded baseball caps. These rules preserve the integrity of MAC's brand and showcase the high-quality experience we offer.

WHAT IS A BRAND?

The simple answer is that a brand is a company's image. Yet, a brand is significantly more than that. It also consists of customers' experiences and expectations—both factual and emotional—when doing business with a company.

Brands reflect how organizations are perceived by their customers, partners and the public. How brand elements (such as logos, letterhead and other materials) look, how they are used, and how they work together, can impact the integrity of a brand.

WHY ARE BRANDING GUIDELINES IMPORTANT?

Details matter. Especially when communicating our brand to the world. Consistency in our logo and branding materials are paramount in maintaining the integrity of our MAC brand. Each logo, color, typeface and design element helps tell a visual story to the community about who we are, what we do and what we stand for.

Consequently, when people stray from the designated logo and colors, MAC's reputation as a professional, first-rate organization is diminished.

Who is this document for?

This guide is for all MAC employees, associates and partners. Our expectation is the guidelines contained herein will be used to represent MAC's brand in all forms of communication, both internal and external. If you have questions, please contact **Lisa Ruetten** in the Public Affairs and Marketing Department at **lisa.ruetten@mspmac.org** or **612-467-0801**.

The Logo

The Logo

The MAC Logo

Used for decades, the MAC logo is the organization's most important visual brand element. The logo depicts seven planes, representing each of the MAC airports, with the two largest representing MSP and St. Paul Downtown airports, as well as the light blue delta, signifying the confluence of the Minnesota and Mississippi rivers near the airport.

Because of our logo's widespread familiarity with Minnesota lawmakers, media and the general public, maintaining its integrity and consistency is essential. It is the mark of our brand and a symbol of our dedication to quality, consistency and efficiency.

OUR LOGOS:

PREFERRED

To be used whenever possible.

REVERSE

Only to be used on a colored background. White circle needs to be included behind logo.

BLACK

To be used only when printing in black and white.

PANTONE 307

To be used when only one color is available.

Helpful Hint

MAC logo files can be found on (sharepoint name) under Resources.

The Logo

Recommended Sizing

PRINT

In printed pieces, the MAC logo is not to appear smaller than 5/8" in diameter. If it must be smaller than this, use the version with “Metropolitan Airports Commission” spelled out below or to the right of the logo.

5/8"
(.625)

METROPOLITAN AIRPORTS
COMMISSION

smaller
than
5/8”
(.625)

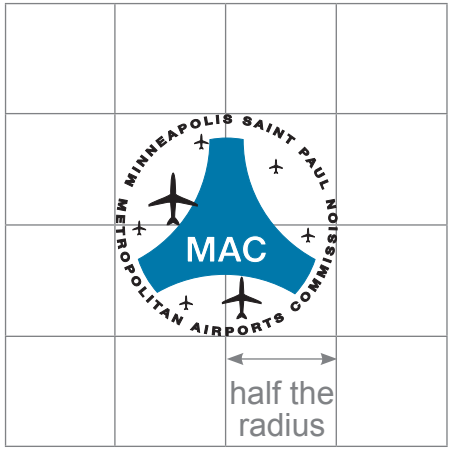
WEB AND DIGITAL

In digital format, the MAC logo needs to be readable. The logo should not be smaller than 188 pixels in diameter.

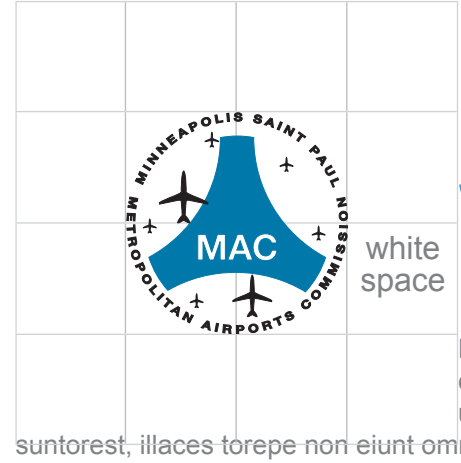
188
pixels

The Logo
Positioning

The **minimum** white space around all sides of the logo should be equal to half the radius of the circle. In simple terms, make sure to leave ample space for the logo to breathe.



EXAMPLE:



Subhead
Headline

Piet dionem alibus, volupta voles wpogjc catusam, volora quiat untis inus si vwpojg untore cuscitaspe nonsend anducip iutds suntorest, illaces torepe non eiunt omnimen destior alique num nonecum aliante exceperro cusanto con eum la volupta ectur? Onsere inciendit exero deleniam quid ullaborpore, ommo officitatem qui dolorpores excernatat eliquam imos nimin reium, cor rem. Piet dionem alibus, volupta volest dit imus.

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The Logo

Logo Don’ts

As previously noted, maintaining the consistent look and feel of the brand is of the utmost importance in communicating the MAC brand.

Below you will find rules and examples that show how NOT to use the MAC logo/brand.

- Do NOT reverse the logo. The logo must always appear on a white background.
- Do NOT move or eliminate any logo element.
- Do NOT remove the text circle or use the MAC delta symbol alone in any MAC communications.
- Do NOT distort the logo’s dimension.
- Do NOT add drop shadows or bevels to the logo.
- Do NOT modify the colors or the copy of the logo.

Helpful Hint

If you need assistance or clarification when using the MAC logo, please contact **Lisa Ruetten** in the Public Affairs and Marketing Department at **lisa.ruetten@mspmac.org** or **612-467-0801**.

Colors Within the Logo

COLORS

Only these approved colors are to be used in the MAC logo. They are not to be changed or modified in any way. Below are the colors and their appropriate code for Pantone, CMYK and RGB purposes. (Pantone and CMYK are typically used for printed items and RGB is used for digital or online purposes.)

Pantone 307
CMYK: 100/6/0/34
RGB: 0/120/168
HEX: 0079aa

Black
CMYK: 0/0/0/100
RGB: 0/0/0

Helpful Hint

If you come across logo files that are not reflective of the correct MAC logo (wrong color, for instance) please delete them and ensure others in your department are not using the wrong logo as well.

Typography

Fonts & Readability

SANS SERIF FONT

The Arial typeface, a sans serif font, is very legible and is best used for print materials, email and snail mail. Make sure you use type between the sizes of 9 and 12 points for optimal readability. Extra space between lines, or leading, is recommended for the body copy of letters. Arial comes standard on PCs.

Arial Regular

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

SERIF FONT

Times New Roman, a serif font, is especially useful as an accent for headlines and subheads. It is familiar to readers' eyes, making for better legibility and readability. Times New Roman comes standard on PCs.

Times New Roman Regular

Times New Roman Bold

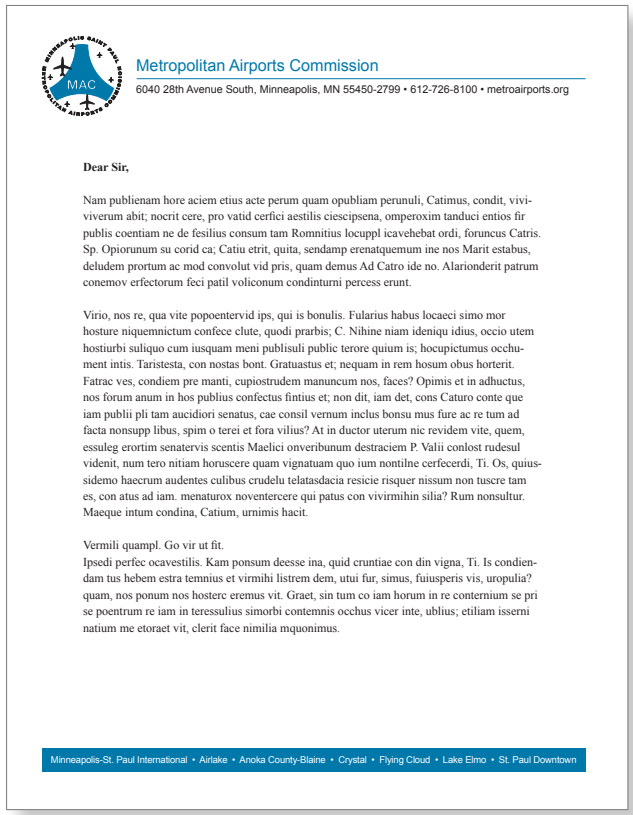
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Templates & Examples

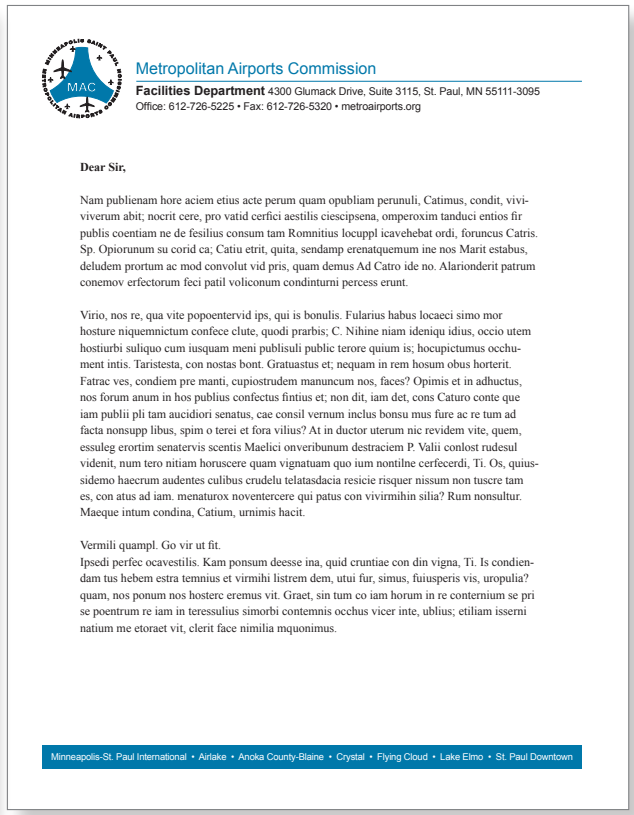
Templates & Examples
Letterhead

When using the MAC letterhead, make sure you are using the Times New Roman typeface between the sizes of 10 and 12 points for optimal readability.

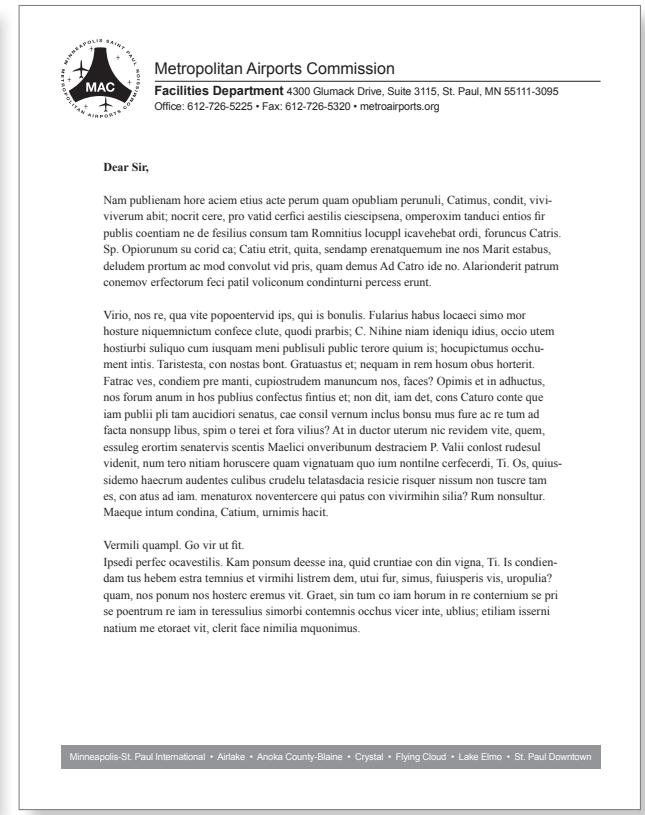
Extra leading is recommended for the body copy of letters.



Version 1 (generic)



Version 2 (departmental)



Version 3 (black & white)

Helpful Hint

Margins for MAC letterhead should be set at 1” left, right and bottom and 2.5” top. Use the electronic letterhead template as often as possible to ensure consistency.

Templates & Examples

Business Cards

Business card templates are only available in a horizontal format. The information's hierarchy, font type/size, MAC logo and other elements should all be displayed exactly as the examples shown here.

To order business cards, fill out a business card order form and send it to **Lisa Ruetten** in the Public Affairs and Marketing Department at **lisa.ruetten@mspmac.org or via interoffice mail.**

BUSINESS CARD OPTIONS FRONT SIDE

FIRST & LAST NAME
Position Title

Office 612-123-4567 **Mobile** 612-123-4567 **Fax** 612-123-4567
firstname.lastname@mspmac.org

Metropolitan Airports Commission
Department Name
4300 Glumack Drive, Suite 3000 • St. Paul, MN 55111
MetroAirports.org

With MSP logo

FIRST & LAST NAME
Position Title

Office 612-123-4567 **Mobile** 612-123-4567 **Fax** 612-123-4567
firstname.lastname@mspmac.org

Metropolitan Airports Commission
Department Name
4300 Glumack Drive, Suite 3000 • St. Paul, MN 55111
MetroAirports.org

Without MSP logo

BUSINESS CARD OPTIONS BACK SIDE

OUR VISION:
To give our customers the best airport experience in North America.

Minneapolis-St. Paul International
Airlake • Anoka County-Blaine • Crystal • Flying Cloud • Lake Elmo • St. Paul Downtown

Blank Back

Email Signature

Your MAC email address is provided so that you can perform your job duties efficiently. When you send an email using this address, you are representing the entire organization —not just yourself or your department.

Below is the required format for presenting your contact information in the footer of any MAC-related emails. The information's hierarchy and other elements should all be displayed as it is presented here.

To update your email signature in Microsoft Outlook, go to MACpoint and search for the "How To Signature" document. This document will provide the steps for creating your email signature. You can also contact your department's communication captain for assistance. Per the guidelines, please use only the format shown below.

- DO NOT add photos, images or graphics of any kind (including logos, self portraits or personal stationery)
- DO NOT add personal quotes or philosophical statements
- DO NOT change colors or fonts (Signature fonts are Times New Roman. Social media link font is Arial.)

MELISSA SCOVRONSKI | *Manager, Public Affairs and Marketing* | **O:** 612-726-8170 **M:** 651-341-9097 **F:** 612-726-5527 | www.MetroAirports.org
Metropolitan Airports Commission | 4300 Glumack Drive, Suite 3000, Saint Paul, MN 55111 facebook twitter

Helpful Hint

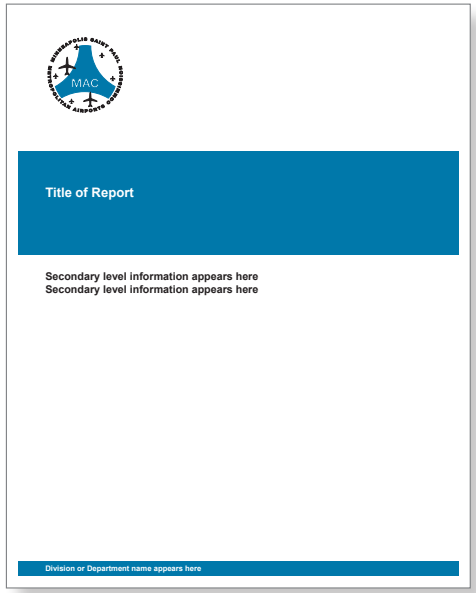
To create your signature in Outlook, go to (sharepoint name) and choose Resources. Instructions for the two Microsoft Windows versions are availble and will walk you through the process. Contact the HelpDesk at helpdesk@mspmac.org if you have questions.

Optional Templates & Examples

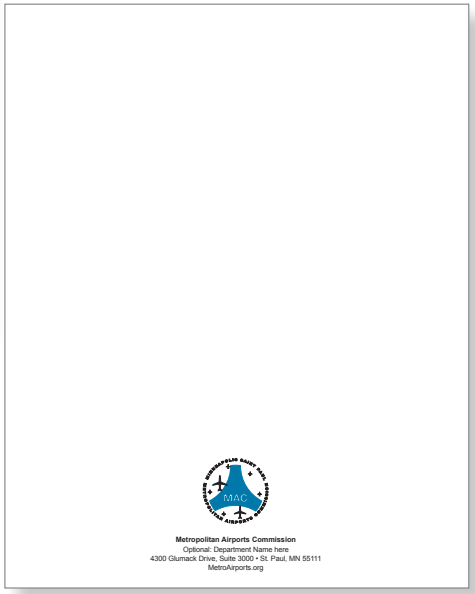
Report Covers & PowerPoint Template

REPORT COVERS

When presenting a MAC-branded report or document to external vendors or partners, the following template may be used as a cover and back cover to ensure consistency, quality and efficiency.



Cover

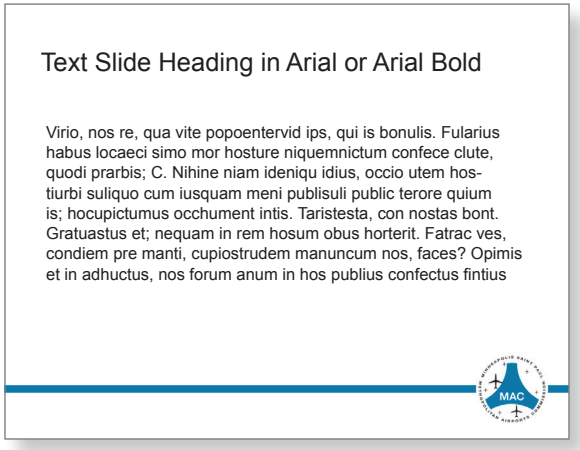


Back

POWERPOINT TEMPLATE

This is the suggested format when creating a PowerPoint presentation for both internal and external projects. The template's colors, logo placement and other elements should all be displayed as presented here, with the headline text in 36-point Arial font and the supporting text in 16-point Arial font.

You can find this template on (sharepoint name) under Resources.



Helpful Hints

The MAC has vehicle graphics standards, as well. Please contact **Lisa Ruetten** in the Public Affairs and Marketing Department at **lisa.ruetten@mspmac.org** or **612-467-0801** for guidelines.