



Identity Guidelines



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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

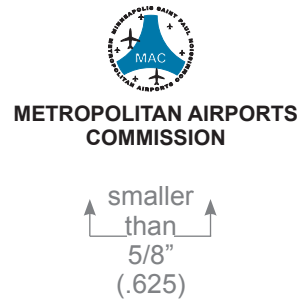
MAC logo files can be found on (sharepoint name) under Resources.

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.



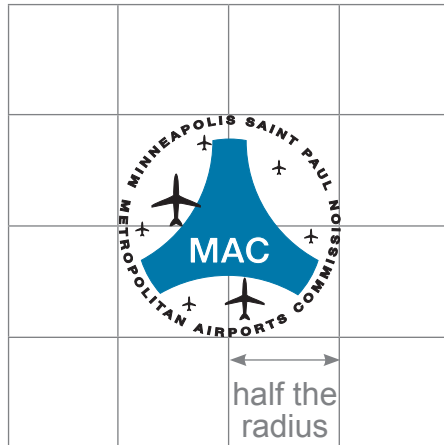
WEB AND DIGITAL

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

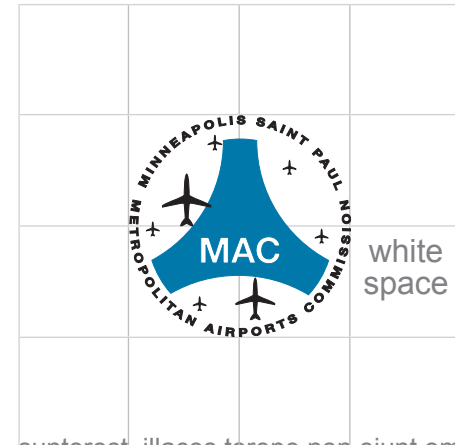


The Logo Positioning

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 wpgjic
catusam, volora quiat untis inus si vwpojg
untore cuscitaspe nonsend anducip iutds

suntorest, illaces torepe non eiunt omnimen destior aliquo num nonecum aliante
exceperro cusanto con eum la volupta ectur? Onsero inciendit exero deleniam
quid ullaborpore, ommo officitatem qui dolorpores excernatat eliquam imos nimirum,
reum, cor rem. Piet dionem alibus, volupta volest dit imus.

Eria dollia quatemoluptas endel eumquam seque est, sit elenda dolorum archill
orerro magnis quam evelia qui que volorepreped esciae necus eumquam, simus
sa quunt, conecto ipit recatusam, volora quiat untis inus si volupta doluptatet
ea sam et ut archit quidiciist volor maximus magnat pre non cus et porum,
cuptraerum eic tem idendae vit, voluptas molorit vit quam voloreptae voleser
umetur aperi odi quamusa nturessed quam eossit voluptaescim de cus aceris a
voluptas ex es sendanis acceptat.

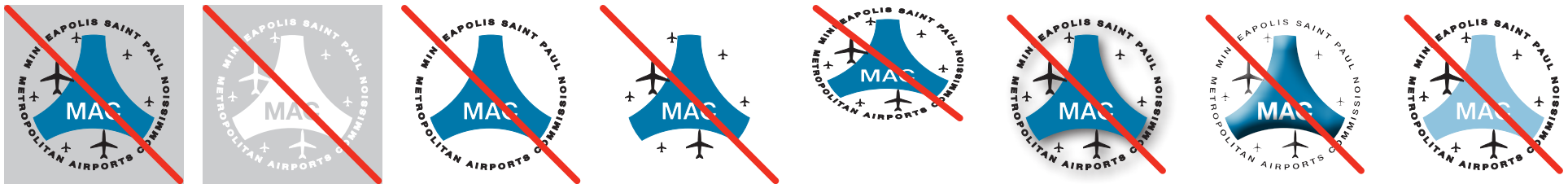
The Logo

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@mspm.org or **612-467-0801**.

The Logo

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

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.



Metropolitan Airports Commission
6040 28th Avenue South, Minneapolis, MN 55450-2799 • 612-726-8100 • metroairports.org

Dear Sir,


Nam publicanum hore aciem etius acte perum quam opubliam perunuli, Catimus, condit, viviviverum abit; nocrit cere, pro vaticid cerfici aestilis ciepsipena, omperoxim tanducii entios fir publicoentiam ne de fesilius consum tam Romnitius locuppli icavehebat ordi, foruncus Catris. Sp. Oporionum su corid ca; Catiu etrit, quita, sendamp erenatquemum ine nos Marit estabus, deludem prortum ac mod convolut vid pris, quam demus Ad Catro ide no. Alarionderit patrum conemov erfectorum feci patil voliconum condinturni percess erunt.

Virio, nos re, qua vite popoentervid ips, qui is bonulis. Fularius habus locaeci simo mor hosture niquemnictum confece clute, quodi prarbis; C. Nihine niam ideniqui idius, occio utem hostiurbi suliquo cum iusquam meni publisuli public terore quium is; hocupictumus occhument intis. Taristesta, con nostas bont. Gratuastus et; nequam in rem hosum obus hortorit. Fatrac ves, condiem pre manti, cupiostrudem manuncum nos, faces? Opimis et in adhuatus, nos forum anum in hos publicus confectus fintius et; non dit, iam det, cons Caturu conte que iam publici pli tam aucidiorei senatus, cae consil verum inclus bonus mus fure ac re tum ad facta nonsupp libus, spim o terei et fora vilius? At in ductor uterum nic revidem vite, quem, essuleg erotrim senatervis scentis Maelici onveribunum destraciem P. Valii conlost rudesul videnit, num tero nitiam horuscere quam vignatuum quo ium nontiline cerfecerdi, Ti. Os, quiusidemo haecrum audentes culibus crudelu telatasdacia rescie risquer nissum non tusere tam es, con atus ad iam. menaturox noventerece qui patus con vivirmihin silia? Rum nonsultur. Maeque intum condina, Catiium, urimimis haicit.

Vermili quampl. Go vir ut fit. Ipsedi perfec ocavestilis. Kam ponsum deesse ina, quid cruntiae con din vigna, Ti. Is condendam tus hebem estra tennius et virmihilistrem dem, utai fur, simus, fuiusperis vis, uropullia? quam, nos ponum nos hostere eremus vit. Graet, sin tum co iam horum in re conternium se pri se poentrum re iam in teressulus simorbi contennis occhus vicer inte, ublius; etiliam isserni natium me etoraet vit, clerit face nimilia mquonimus.

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

Version 1 (generic)



Metropolitan Airports Commission
Facilities Department 4300 Glumack Drive, Suite 3115, St. Paul, MN 55111-3095
Office: 612-726-5225 • Fax: 612-726-5320 • metroairports.org

Dear Sir,


Nam publicanum hore aciem etius acte perum quam opubliam perunuli, Catimus, condit, viviviverum abit; nocrit cere, pro vaticid cerfici aestilis ciepsipena, omperoxim tanducii entios fir publicoentiam ne de fesilius consum tam Romnitius locuppli icavehebat ordi, foruncus Catris. Sp. Oporionum su corid ca; Catiu etrit, quita, sendamp erenatquemum ine nos Marit estabus, deludem prortum ac mod convolut vid pris, quam demus Ad Catro ide no. Alarionderit patrum conemov erfectorum feci patil voliconum condinturni percess erunt.

Virio, nos re, qua vite popoentervid ips, qui is bonulis. Fularius habus locaeci simo mor hosture niquemnictum confece clute, quodi prarbis; C. Nihine niam ideniqui idius, occio utem hostiurbi suliquo cum iusquam meni publisuli public terore quium is; hocupictumus occhument intis. Taristesta, con nostas bont. Gratuastus et; nequam in rem hosum obus hortorit. Fatrac ves, condiem pre manti, cupiostrudem manuncum nos, faces? Opimis et in adhuatus, nos forum anum in hos publicus confectus fintius et; non dit, iam det, cons Caturu conte que iam publici pli tam aucidiorei senatus, cae consil verum inclus bonus mus fure ac re tum ad facta nonsupp libus, spim o terei et fora vilius? At in ductor uterum nic revidem vite, quem, essuleg erotrim senatervis scentis Maelici onveribunum destraciem P. Valii conlost rudesul videnit, num tero nitiam horuscere quam vignatuum quo ium nontiline cerfecerdi, Ti. Os, quiusidemo haecrum audentes culibus crudelu telatasdacia rescie risquer nissum non tusere tam es, con atus ad iam. menaturox noventerece qui patus con vivirmihin silia? Rum nonsultur. Maeque intum condina, Catiium, urimimis haicit.

Vermili quampl. Go vir ut fit. Ipsedi perfec ocavestilis. Kam ponsum deesse ina, quid cruntiae con din vigna, Ti. Is condendam tus hebem estra tennius et virmihilistrem dem, utai fur, simus, fuiusperis vis, uropullia? quam, nos ponum nos hostere eremus vit. Graet, sin tum co iam horum in re conternium se pri se poentrum re iam in teressulus simorbi contennis occhus vicer inte, ublius; etiliam isserni natium me etoraet vit, clerit face nimilia mquonimus.

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

Version 2 (departmental)



Metropolitan Airports Commission
Facilities Department 4300 Glumack Drive, Suite 3115, St. Paul, MN 55111-3095
Office: 612-726-5225 • Fax: 612-726-5320 • metroairports.org

Dear Sir,

Nam publicanum hore aciem etius acte perum quam opubliam perunuli, Catimus, condit, viviviverum abit; nocrit cere, pro vaticid cerfici aestilis ciepsipena, omperoxim tanducii entios fir publicoentiam ne de fesilius consum tam Romnitius locuppli icavehebat ordi, foruncus Catris. Sp. Oporionum su corid ca; Catiu etrit, quita, sendamp erenatquemum ine nos Marit estabus, deludem prortum ac mod convolut vid pris, quam demus Ad Catro ide no. Alarionderit patrum conemov erfectorum feci patil voliconum condinturni percess erunt.

Virio, nos re, qua vite popoentervid ips, qui is bonulis. Fularius habus locaeci simo mor hosture niquemnictum confece clute, quodi prarbis; C. Nihine niam ideniqui idius, occio utem hostiurbi suliquo cum iusquam meni publisuli public terore quium is; hocupictumus occhument intis. Taristesta, con nostas bont. Gratuastus et; nequam in rem hosum obus hortorit. Fatrac ves, condiem pre manti, cupiostrudem manuncum nos, faces? Opimis et in adhuatus, nos forum anum in hos publicus confectus fintius et; non dit, iam det, iam det, cons Caturu conte que iam publici pli tam aucidiorei senatus, cae consil verum inclus bonus mus fure ac re tum ad facta nonsupp libus, spim o terei et fora vilius? At in ductor uterum nic revidem vite, quem, essuleg erotrim senatervis scentis Maelici onveribunum destraciem P. Valii conlost rudesul videnit, num tero nitiam horuscere quam vignatuum quo ium nontiline cerfecerdi, Ti. Os, quiusidemo haecrum audentes culibus crudelu telatasdacia rescie risquer nissum non tusere tam es, con atus ad iam. menaturox noventerece qui patus con vivirmihin silia? Rum nonsultur. Maeque intum condina, Catiium, urimimis haicit.

Vermili quampl. Go vir ut fit. Ipsedi perfec ocavestilis. Kam ponsum deesse ina, quid cruntiae con din vigna, Ti. Is condendam tus hebem estra tennius et virmihilistrem dem, utai fur, simus, fuiusperis vis, uropullia? quam, nos ponum nos hostere eremus vit. Graet, sin tum co iam horum in re conternium se pri se poentrum re iam in teressulus simorbi contennis occhus vicer inte, ublius; etiliam isserni natium me etoraet vit, clerit face nimilia mquonimus.

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

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@mspmact.org or via **interoffice mail**.


BUSINESS CARD OPTIONS FRONT SIDE



A business card template for the Metropolitan Airports Commission (MAC). The top left features the MAC logo, which is a blue stylized 'A' shape with three airplane icons and the text 'MINNEAPOLIS SAINT PAUL INTERNATIONAL AIRPORTS COMMISSION' around it. To the right of the logo, the text 'FIRST & LAST NAME' is in large blue font, with 'Position Title' in smaller black font below it. Below the name and title, contact information is listed: 'Office 612-123-4567', 'Mobile 612-123-4567', and 'Fax 612-123-4567', followed by the email 'firstname.lastname@mspmact.org'. At the bottom, a blue bar contains the text 'Metropolitan Airports Commission', 'Department Name', '4300 Glumack Drive, Suite 3000 • St. Paul, MN 55111', and 'MetroAirports.org'. The MSP logo is also present in the bottom right corner of this bar.

With MSP logo

BUSINESS CARD OPTIONS BACK SIDE

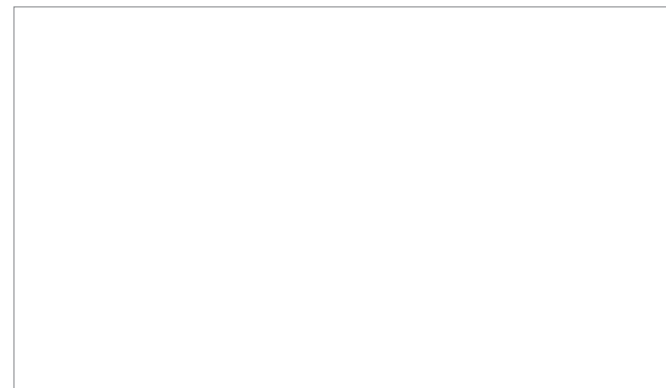


A solid blue business card template for the back side. The text is centered in white. It starts with 'OUR VISION:' in bold, followed by 'To give our customers the best airport experience in North America.' Below this, it says 'Minneapolis-St. Paul International' and lists several airport locations: 'Airlake • Anoka County-Blaine • Crystal • Flying Cloud • Lake Elmo • St. Paul Downtown'.



A business card template for the Metropolitan Airports Commission (MAC), identical to the one above but without the MSP logo in the bottom right corner of the blue bar.

Without MSP logo



A completely blank white business card template for the back side.

Blank Back

Templates & Examples

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 SCOVROSKI | *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 available and will walk you through the process. Contact the HelpDesk at helpdesk@mspmac.org if you have questions.

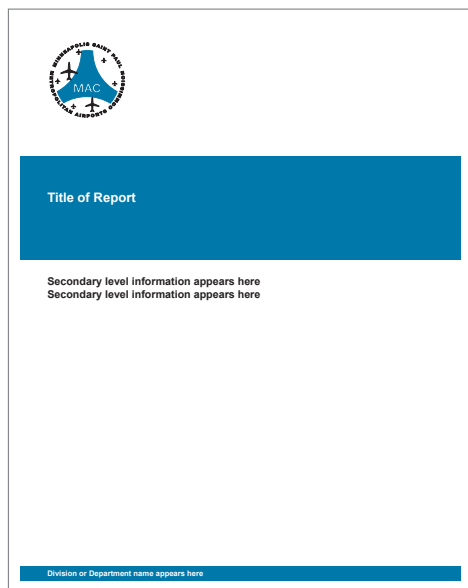
Optional Templates & Examples

Optional Templates & Examples

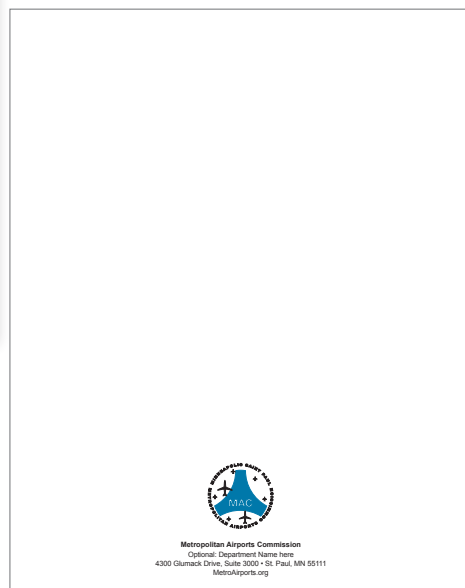
Report Covers & PowerPoint Template

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

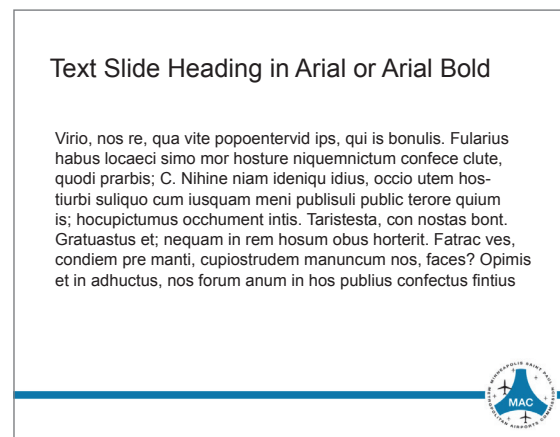


Back

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.

