CITY OF
ROCHESTER
MINNESOTA

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Dark Turqoise	**Teal**	**Gold**	**Grey**
Pantone: 7470 C	Pantone: 630 C	Pantone: 460 C	Pantone: 5435 C
CMYK: 100, 56, 42, 20	CMYK: 52, 5, 14, 0	CMYK: 11, 10, 61, 0	CMYK: 36, 18, 14, 0
RGB: 0, 88, 111	RGB: 116, 195, 213	RGB: 230, 214, 127	RGB: 165, 186, 201
Hex #: 00586F	Hex #: 74C3D5	Hex #: e6d67d	Hex #: a5bac9

Versions and Usage

Use of the full-color logo is preferred when printing specs permit. Other logo formats are available for use as needed. Do not attempt to recreate this logo or any of the elements within the logo. Use of alternate fonts, color and arrangement modifications is prohibited.

Sizing

The standard logo must be a minimum of 1" wide to maintain legibility. The logo has a safe area marked by an invisible bounding box.

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Preferred Size:
2 in. wide

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Minimum Size:
1 in. wide

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Preferred Size:
1.5 in. wide

CITY OF
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Minimum Size:
0.75 in. wide

Fonts

Stolzl is the primary typeface used in conjunction with the logo for both body copy and headlines. For MS Office and email use primarily, **Arial** is the default system font replacement when other fonts cannot be used.

See the full brand style guide for secondary fonts.

https://fonts.adobe.com/fonts/stolzl

Stolzl
Primary

Arial
Default System Use/Replacement

Safe Area

There should always be a buffer zone surrounding the logo to give it sufficient separation from other text and graphics. To be consistent, the width of the icon can be used as a minimum clear space.

Logo Usage

It is important for the appearance of the logo to remain consistent in all usage and contexts. The logo should never be modified, redrawn or added to. It should only be utilized from the artwork provided.

Do not recolor the logo.

Do not outline or stroke the logo.

Do not add a heavy drop shadow or stylize the logo.

Do not place the logo on a background that compromises legibility.

Do not stretch the logo or use disproportionately.

Do not disassemble or rearrange the logo.

Using the proper file type

In the final logo folders you will find an .eps and .png of every logo variation. The .eps file should be used for print design pieces and the .png files are set to RGB and should only be used for Web or Video.