EAST TOWN BRAND IDENTITY AND STYLE GUIDE

Logo

Standard full color logo

The standard full color logo should be used whenever possible for all applications.

Grayscale logo

If you can't use the standard full color logo, produce our logo in 100% black.

White reversed logo

The white reversed logo should only be used over backgrounds in which the standard full color logo does not offer appropriate contrast.

East Town Minneapolis logo

The Minneapolis full color logo should be used whenever a location descriptor is necessary or helpful.

E Graphic

Color palette

Pantone 382C
CMYK	29/1/100/0
RGB	193/213/47
HEX	c3d500

Pantone 3005 C
CMYK	84/51/0/0
RGB	37/116/187
HEX	2474bb

Pantone 151C
CMYK	0/80/95/0
RGB	241/90/41
HEX	f05a28

Pantone Black C
CMYK	0/0/0/100
RGB	0/0/0
HEX	020202

Typography

Trade Gothic LT Std

Trade Gothic LT Std is our primary typeface for all external communication materials. Whenever possible, use Trade Gothic LT Std to set all text and use sentence case to maintain a friendly and approachable look and feel.

Trade Gothic LT Regular
abcdefghijklmnopqrstuvwxyz1234567890?&$%
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890?&$%

Trade Gothic LT Bold
abcdefghijklmnopqrstuvwxyz1234567890?&$%
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890?&$%

Trade Gothic LT Bold No.2
abcdefghijklmnopqrstuvwxyz1234567890?&$%
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890?&$%

Typography in use

Varying weights and sizes can be used when appropriate emphasis is needed. The use of italics should be limited to highlight quotes or technical callouts.
Let your copy lead the way. Don't confuse the reader by SHOUTING or undermining their ability to understand your words.

OFFICIALLY EAST TOWN

The east side of downtown Minneapolis is officially East Town. On Thursday, the East Downtown Council — which will also soon change its name to include the new title — voted to adopt East Town as the new umbrella term for the Elliot Park and Downtown East neighborhoods.

Subheads or Callouts.
SUBHEADS OR CALLOUTS.

easttownmpls.org

Partnership logo lockup

The standard full color logo should be used whenever possible for all applications.
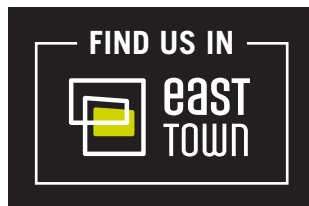
White reversed partnership logo

The white reversed logo should only be used over backgrounds in which the standard full color logo does not offer appropriate contrast.

Find Us In East Town stamp

East Town business partners are welcome and encouraged to include the Find Us In East Town stamp on website and social media channels.

The standard black and green color logo should be used on white or light backgrounds.

The white reversed logo should be used on backgrounds where the standard full color logo does not offer appropriate contrast.

Logo applications

Clearspace

In order to maintain the integrity of the logo, it is important that nothing infringes on its space. The clearspace is measured by the height of the "E" within the East Town logo.

Logo size

The minimum size the standard logo may be used is 14 mm wide. When using the standard Mpls logo, the minimum size is 27 mm.

27 mm

14 mm

Acceptable logo use

Unacceptable logo use

USBANK STADIUM

Do not add copy or graphics to the logo.

Do not rotate.

Do not change color.

Do not skew or distort.

Do not place over low contrast colors or photos.

Et acerchi natur a dem nonsequ odigendio. Et electotam que il eum reperrun voluptae

Do not use the logo in text, East Town should be typeset when used this way.

Do not add a shadow or glow to the logo.

Do not alter the relationships of logo components.

Do not repeat the logo as a pattern.

Banner Application

Type and logo application