



## Logo Guidelines for Minnesota's Statewide Health Improvement Partnership

This clear, unified brand identity is available for all SHIP grantees.

- The logo must be present on all communications.
- Size of logo should not be viewed at less than 50 pixels tall on screen or .75" tall when printed.
- Position logo as the first image on the document or the last image on the document.
- Logo requires "clear space" equal to "s" height to separate it from other nearby elements.
- Color green:  
PMS 368C - (printing)  
CMYK 65 / 0 / 100 / 0 - (4 color printing)  
RGB 120 / 190 / 33 - (web)  
HEX #78be21 - (web)
- Background preference is white.
- When using the SHIP master along with a custom brand, make one logo dominant and place in opposite locations (front and back or top and bottom like this page).



### NEVER MANIPULATE THE LOGO STRUCTURE

- DO NOT RE-CREATE
- DO NOT STRETCH OR DISTORT
- DO NOT ADD OR ALTER ELEMENTS

### DOWNLOAD SHIP LOGO

Visit [SHIP's Communications Tools \(https://www.health.state.mn.us/communities/ship/support/commsassets.html\)](https://www.health.state.mn.us/communities/ship/support/commsassets.html) page to access to a range of branding resources, including the SHIP logo.

### Graphic Tips

Make piece inviting and easily consumed:

- Use plain language
- Avoid excessive word count
- Be liberal with white space
- Images should help propel the message
- Establish a hierarchy of content to guide the reader from beginning to end.
  1. A dominant image is noticed first
  2. A large font headline is noticed first or second
  3. Subhead – noticed next
  4. Body – noticed next
  5. Contact Info – noticed last
  6. Logo is designed as a focal point and is noticed easily whether at the beginning or end.

Updated 3/29/19