BRAND STYLE GUIDE

The **Low Salt. No Salt. Minnesota** logo consists of a primary logo for use in all marketing materials.
Please refer to this brand style guide for both color and font specifications. Send to vendors whenever necessary for logo and color clarification.

LOGO

Main Logo Full Size

Minimum recommended reduced
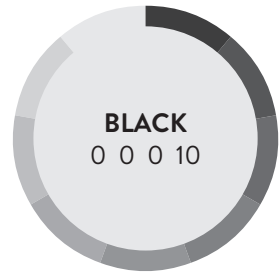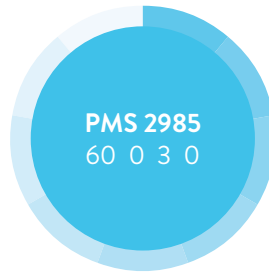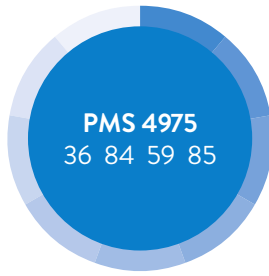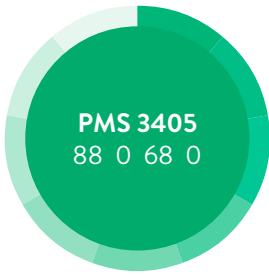size with tagline is 1.5″ wide.

Main Logo Black

Main Logo Reverse

COLORS

PMS 3405
88 0 68 0

PMS 4975
36 84 59 85

PMS 2985
60 0 3 0

BLACK
0 0 0 10

TYPOGRAPHY

The logo is made up of 2 main fonts – Brandon Grotesque and Gotham Condensed Bold.

Logo Font

Aa

Brandon Grotesque Regular & **Bold**
ABCDEFGHIJKLMNOPQRSTUVWXYZ1324567890
abcdefghijklmnopqrstuvwxyz

Tagline Font

Aa

Gotham Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ1324567890
abcdefghijklmnopqrstuvwxyz

BRAND DON'TS

Do Not Place on Busy Background

Do Not Change Brand Colors

Do not stretch or otherwise distort logo.