

# Minnesota Department of Human Rights Logo Standards Guide

## Description, Proportions & Measurements

### Description

MDHR logo consists four white pathways that traverse a circle to create eight distinct blue shapes. Each shape displays a different color blue from the shapes surrounding it. The circle of shapes and crossing pathways signifies completeness and focus: a spotlight that highlights diversity, and open-ended boundaries, all participating to form a cohesive entity.

Logo art represents: community, diversity, individuality, progression, unity. It implies: equality, fairness, and respect.

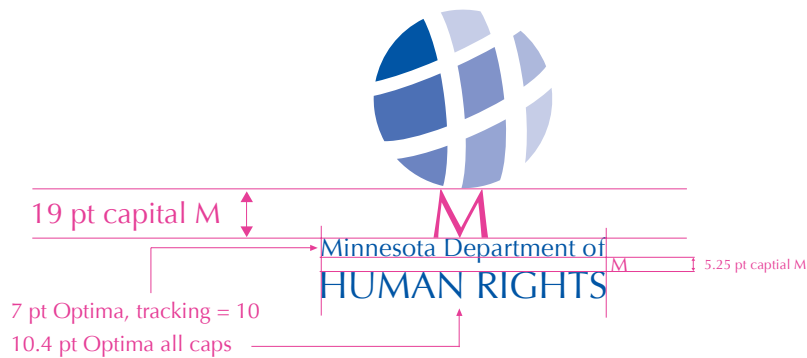
**Two layouts:** Stacked and horizontal.

### Color: PMS Reflex Blue with seven screens

Each shape is a percentage of PMS Reflex Blue. The logo with the seven screens is the full color version of the logo; it may not be appropriate for all uses (see no screen options below). If printed as CMYK, colors are formulated as distinct but closely related blues (see color chart on next page of this document).

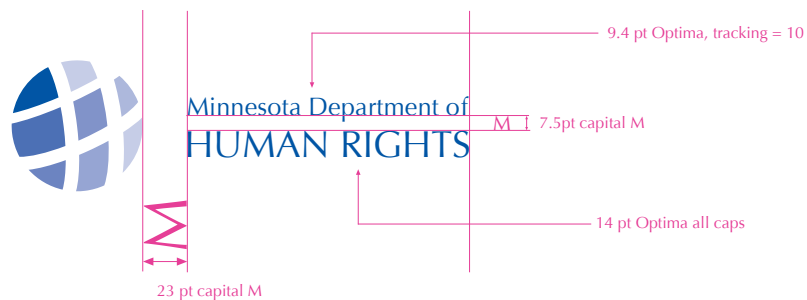
**Optima Typeface.** Optima is used in situations where a modern yet classic appearance is desired. Hermann Zapf, designed Optima between 1952-1955. His intention was to create a classic roman without serifs.

### Stacked Layout



Art and text is centered

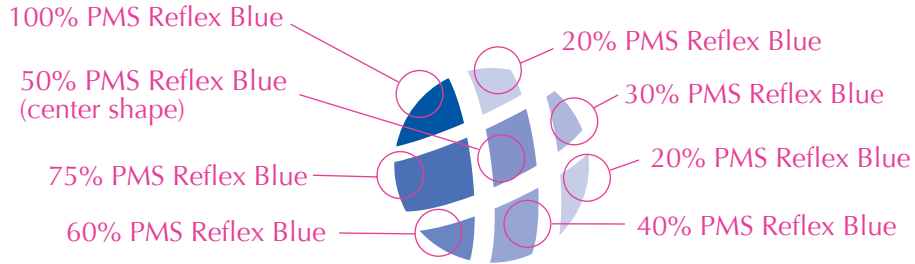
### Horizontal Layout



# MDHR Logo Colors and Screens

## Full-color logo

Lettering is 100% PMS Reflex Blue, shapes are percentages of Reflex Blue shown below.

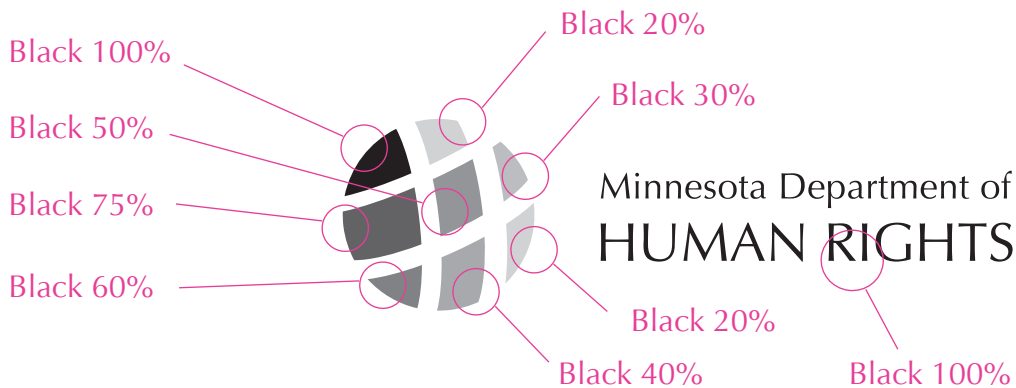


100% PMS Reflex Blue  
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MDHR Blue	MDHR Blue 75%	MDHR Blue 60%	MDHR Blue 50%	MDHR Blue 40%	MDHR Blue 30%	MDHR Blue 20%
PMS Reflex Blue	PMS Reflex Blue	PMS Reflex Blue	PMS Reflex Blue	PMS Reflex Blue	PMS Reflex Blue	PMS Reflex Blue
Cyan 100% Magenta 73% Yellow 0% Black 2%	Cyan 75% Magenta 55% Yellow 0% Black 1%	Cyan 60% Magenta 44% Yellow 0% Black 1%	Cyan 50% Magenta 37% Yellow 0% Black 1%	Cyan 40% Magenta 29% Yellow 0% Black 1%	Cyan 30% Magenta 22% Yellow 0% Black 1%	Cyan 20% Magenta 15% Yellow 0% Black 0%
Red 0 Green 85 Blue 184	Red 76 Green 112 Blue 180	Red 109 Green 132 Blue 192	Red 128 Green 147 Blue 200	Red 150 Green 265 Blue 211	Red 179 Green 204 Blue 228	Red 204 Green 221 Blue 237

## One-color logo, black with screens

Lettering is 100% black, shapes are percentages of black shown below.



# MDHR Logo Color Options



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## One-color logo, blue with screens

Lettering is 100% PMS Reflex Blue, shapes are percentages of PMS Reflex Blue shown on previous page. This is the preferred version.



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## One-color logo, black with screens

Lettering is 100% black, shapes are percentages shown on previous page.



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## One-color logo, blue, no screens

Lettering and shapes are 100% PMS Reflex Blue.



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## One-color logo, black, no screens

Lettering and shapes are 100% black.



## Reverse Logo

Lettering and shapes are 100% white. Use on dark backgrounds when contrast is not sufficient with the screened versions.



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# Misuse

DO NOT...

...scale the logo disproportionately



...put a bounding box around logo



...outline the logo



...recolor the logo



...use a screened version on a background that does not give enough contrast; use the reverse logo or a version with no screens.



# Minnesota Department of Human Rights Logo Standards Guide

## Isolation Boundaries & Minimum Size

### Stacked Layout



Isolation boundary = height of the stacked text (top line from top of 'D' not 'r').



### Horizontal Layout



Isolation boundary = height of the stacked text (top line from top of 'D' not 'r').

