

Minnetonka Public Schools Brand & Style Guide



MINNETONKA
PUBLIC SCHOOLS

Introduction

The Minnetonka Public School District transcends traditional definitions of excellence and envisions a school system in which all elements are united to help students reach their highest levels of personal and academic achievement. Consistent use of Minnetonka's brand assets (logos, colors, typefaces and images) helps us establish a common look and feel across the District and makes our uniforms, signage, communications—and so much more—recognizable to the public.

OBTAINING VISUAL ELEMENTS

All logos, photography and graphic elements can be requested by contacting the Communications Office at communications@minnetonkaschools.org.

QUESTIONS?

If you have a question about branding or image use, contact the Communications Office at communications@minnetonkaschools.org.

Sailboat & Star Logo

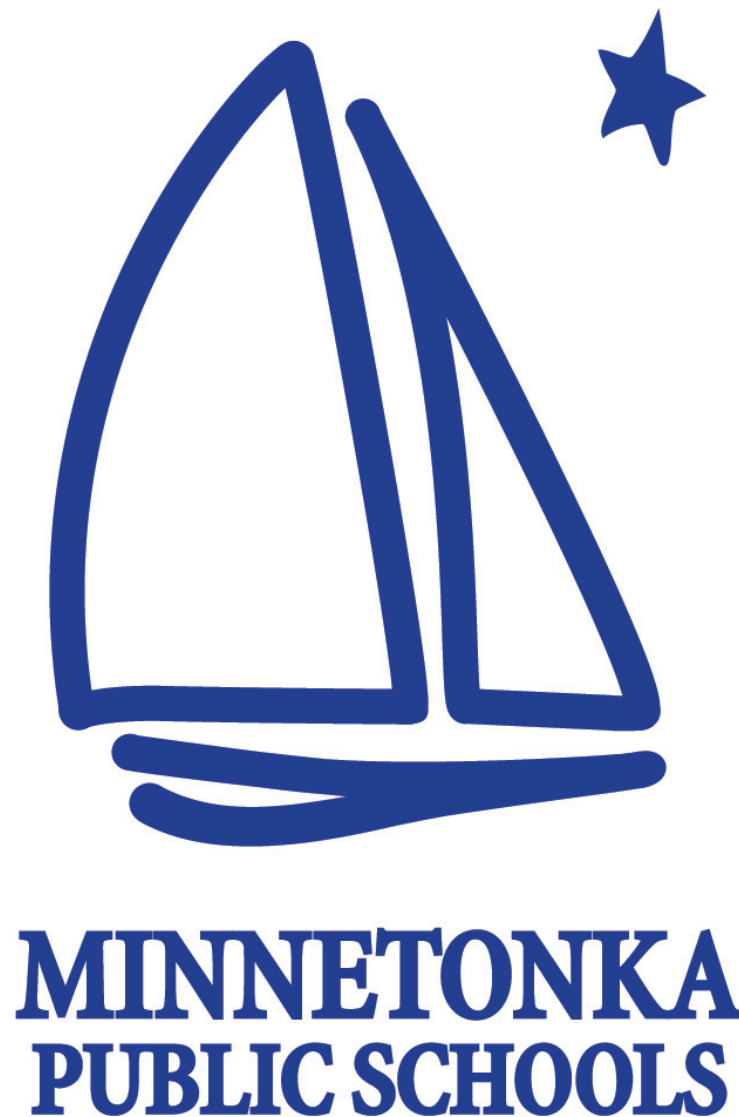
LOGO DESIGN

The official logo of the Minnetonka Public School District is a sailboat with text reading "MINNETONKA PUBLIC SCHOOLS" below the image. The logo font is Minion, with Minnetonka on line one and Public Schools on line two. The logo may be used as a sailboat only or with the name. No other font may be substituted for use in this logo.

LOGO USAGE

This Minnetonka Public Schools logo is the primary visual identity mark of the District and is to be used only on official publications, websites, e-communications and materials. The logo may be used in black or Minnetonka Blue (see page 13) with no background or in white with Minnetonka Blue or black background. **The Sailboat & Star Logo should never be edited or altered without permission from the Communications Office.**

Official logo files can be requested by emailing communications@minnetonkaschools.org.



DISTRICT-APPROVED FORMATS

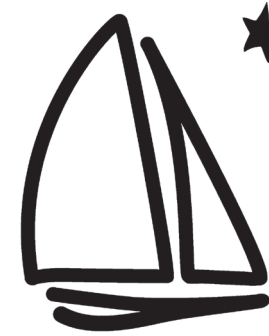
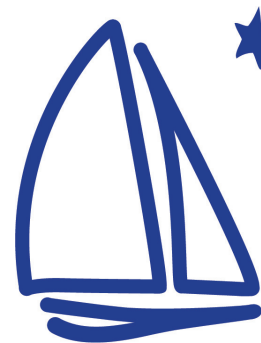
Three formats are available for the Sailboat and Star logo: vertical, horizontal and minimal. Any of the three logo formats may be used depending on the communication. The logo can be used in Minnetonka Blue, black or white.



Horizontal in Minnetonka Blue, black (not pictured) or white



Vertical in Minnetonka Blue, black
or white



Minimal in Minnetonka Blue, black
or white

LOGO SPACING

It is important to keep the logo visible and free from clutter. Use the spacing guidelines below when placing the logo. This minimum clear space indicates the closest any other graphic element or message can be positioned in relation to the Minnetonka logo.



EXAMPLES



UNAPPROVED FORMATS

To maintain the consistency and integrity of the Minnetonka Public School District, the District's logos *may not* be changed or modified in any way. Here are some common mistakes to avoid:



Do not stretch.



Do not stretch.



Do not stretch.



Do not put the logo on backgrounds that have poor contrast.



Do not apply any effects.



Do not add another graphic to the logo or wordmark.

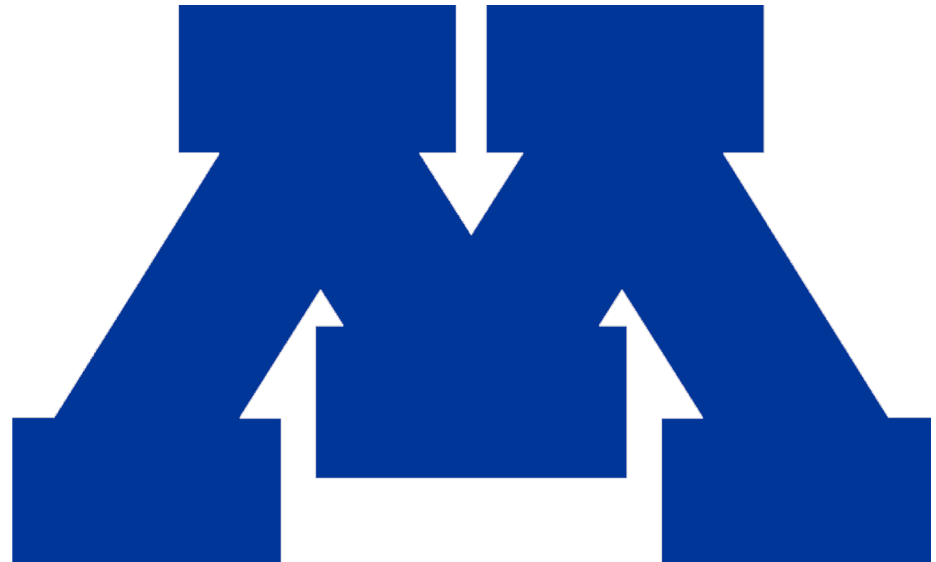


Do not change the logo to another color.

Minnetonka M Logo

LOGO DESIGN

The Minnetonka M logo of the Minnetonka Public School District is a block M in Minnetonka Blue (see page 13). The logo should always be used in either Minnetonka Blue, black with the words Tonka or Skippers beneath it or white on a Minnetonka Blue background. It may have a single or double outline in Minnetonka Blue, black or white.



LOGO USAGE

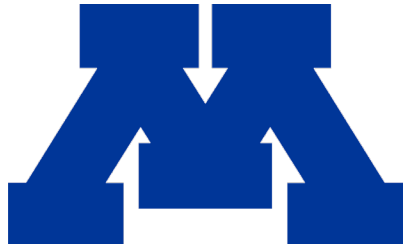
In 2024, Minnetonka Public School District established a coexistence agreement with the University of Minnesota to allow the District to use the Block M logo, as it is trademarked by the University of Minnesota. **View the full terms of the [Coexistence Agreement](#).**

Minnetonka Schools, the Skippers Booster Store, Tonka Pride Committee and affiliated youth and high school athletics teams, may use their vendors to create apparel and merchandise featuring the M provided the use is consistent with the [Coexistence Agreement](#) the District has with the University of Minnesota. These items may be sold and distributed to the public in the Skippers Booster Store or by the Tonka Pride Committee. Youth and high school athletic teams may use the approved versions of the Minnetonka M for team uniforms, team signage, promotional efforts and items for their teams. **The Minnetonka M Logo should never be edited or altered without permission from the Communications Office.**

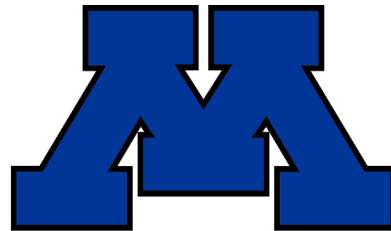
Official logo files can be requested by emailing communications@minnetonkaschools.org.

DISTRICT-APPROVED FORMATS

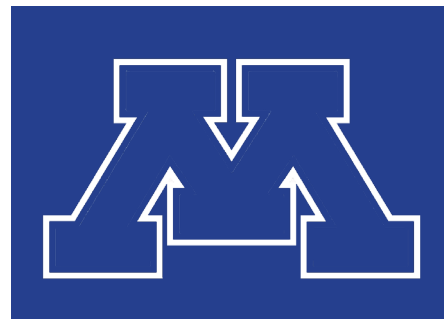
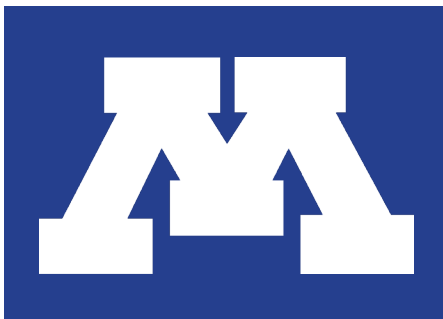
The Minnetonka M should be used primarily in blue. It may also be used in white on a blue background. The Minnetonka M may only be used in black if it is featured in close proximity to the word Minnetonka, Tonka, Skippers or a close variation of those words. For visual clarity, a Minnetonka Blue, white or black single or double outline may also be used. No other variation is permitted for use, per the [Coexistence Agreement](#) the District has with the University of Minnesota.



M in blue

M in blue with a black
outline

M with double outline



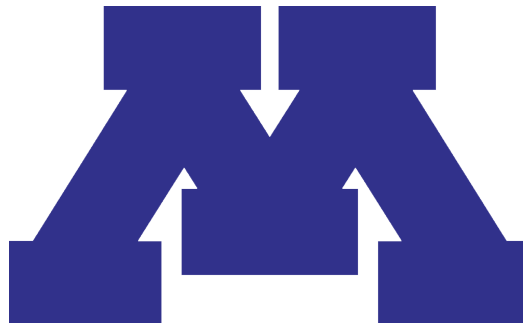
M in white or blue with a single or double outline in white or black on a blue background.

LOGO SPACING

It is important to keep the logo visible and free from clutter. Use the below spacing guidelines when placing the logo. This minimum clear space indicates the closest any other graphic element or message can be positioned in relation to the Minnetonka logo.

SPACING EXAMPLE

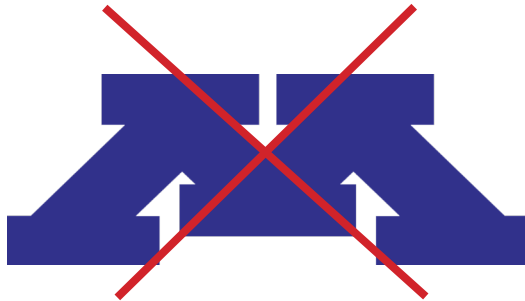
Minimum
Clear Space
(1/5 total size)



If you wish to combine the M with another graphic or wordmark in a way that contradicts the spacing guidelines (such as placing the M on top of another graphic), you must contact the District Communications Department (communications@minnetonkaschools.org) to have your graphic reviewed and approved.

UNAPPROVED FORMATS

To maintain the consistency and integrity of the Minnetonka Public School District's image, the Minnetonka M logo *may not* be changed, combined with another image or modified in any way. Here are some common mistakes to avoid:



Do not stretch.



Do not stretch.



Do not use the Minnetonka M in black or white without Minnetonka, Tonka, Skippers or similar text.



Do not use any other version of the Block M. The University of Minnesota holds exclusive use of all variations of the Block M, excluding those shown on page 7.



Do not use a color other than Minnetonka Blue, black (with Minnetonka, Tonka or Skippers), or white (with a Minnetonka Blue Background). The University of Minnesota holds exclusive use of all other colors.

Other Logos

OTHER OFFICIAL DISTRICT LOGOS

There are many other official logos used by Minnetonka Public Schools. Their use should be requested through the Communications Office and all previous guidelines should be followed. Please email communications@minnetonkaschools.org if you have any questions or concerns.

Below are examples of some of these logos.



OTHER OFFICIAL DISTRICT LOGOS



Official District Colors

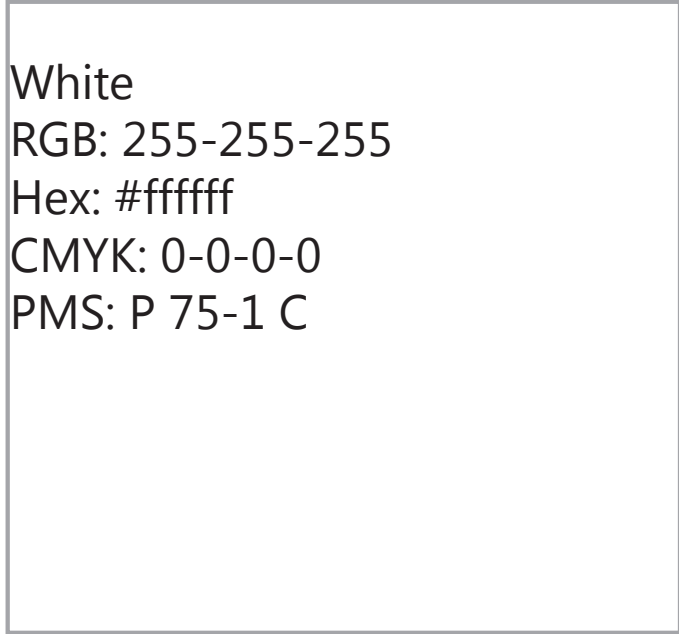
PRIMARY COLOR PALETTE

The official colors of the Minnetonka Public School District are Minnetonka Blue and white. Using the official color palettes will lend consistency to communications.

Remember, the official District logos (Sailboat and Minnetonka M) should only be used in Minnetonka Blue, white (on a Minnetonka Blue background or black (if it is featured in close proximity to the word Minnetonka, Tonka, Skippers or a close variation of those words.



Minnetonka Blue
RGB: 0-54-152
Hex: #003698
CMYK: 100-90-10-0
PMS: 287 C



White
RGB: 255-255-255
Hex: #ffffff
CMYK: 0-0-0-0
PMS: P 75-1 C

COLOR FORMATS

- RGB & HEX numbers are used for projects that will be used online exclusively.
- CMYK is used for projects that will be physically printed.
- Pantone (PMS) is typically given to outside print vendors to ensure their colors match our own.

SECONDARY/ACCENT COLOR PALETTE

Minnetonka Blue should be the prominent color used to anchor and balance fliers, other documents and presentations. Accent colors should be used to highlight important components of materials, but should not be the dominant color.

Midnight

Hex: #002870

RGB: 0-40-112

CMYK: 100-92-27-18

PMS: 2755 C

Lake

Hex: #5395FF

RGB: 83-149-255

CMYK: 67-42-0-0

PMS: 285 C

Sky

Hex: #8BB4FD

RGB: 139-180-253

CMYK: 41-22-0-0

PMS: 278 C

Grape

RGB: 108-7-135

Hex: #6C0787

CMYK: 72-100-9-3

PMS: 267 C

Sunbeam

RGB: 241-177-51

Hex: #F1B133

CMYK: 5-32-92-0

PMS: 124 C

Mint

RGB: 7-143-150

Hex: #078F96

CMYK: 95-5-0-41

PMS: 321 C

Typography

OFFICIAL DISTRICT FONTS

The welcoming and professional feel of the Minnetonka School District is found not just in the words chosen, but in the font used. Typography gives words a distinctive look and feel even before someone reads the text.

Using uniform fonts and style ensures consistency and readability and sets the proper tone. The approved District fonts print and web publications are Segoe UI (PC) or Arial (Mac & PC). Both fonts are available for download online and should be standard on most computers.

Segoe UI

Segoe UI is the main font used by the Minnetonka Public School District for both print and web publications.

- Headlines use bold or semibold
- Body copy use regular or light

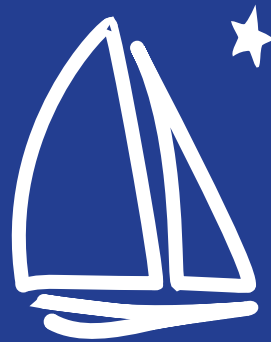
Arial

When Segoe UI is not available, Arial may be used instead.

- Headlines use bold
- Body copy use regular

ADDITIONAL GUIDELINES

- Creative fonts may be used on a limited basis when setting a casual or playful tone. For example, using the **Broadway** font for the title in a flier for a school play.
- Limit fonts to no more than two fonts on the same page.
- Font colors should provide high contrast on the page or screen to increase readability.
- To draw attention to content, you can use font color, UPPER CASE, scale (size) or weight (bold).
- Remember that the ultimate goal is readability.



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PUBLIC SCHOOLS**

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