# MINNESOTA JUDICIAL BRANCH

Visual Identity Style Guide
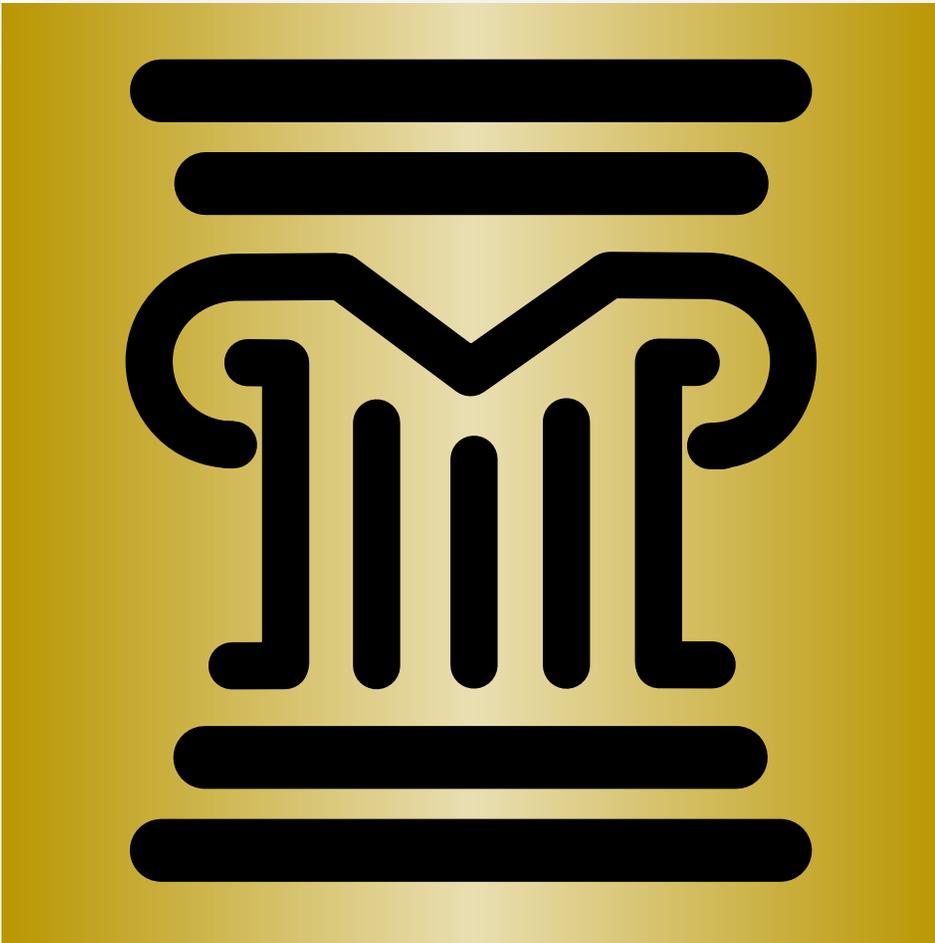
An Introduction

This document is provided as a guide to a set of standards that should be followed when applying the official MINNESOTA JUDICIAL BRANCH logo to materials created for internal and/or public distribution. By adhering to these standards when producing documents and publications, the MINNESOTA JUDICIAL BRANCH will establish and maintain a strong and unified visual presence in the community that it serves.

MINNESOTA JUDICIAL BRANCH

The Logo

The official logo consists of two primary parts; the "M" mark and the words MINNESOTA JUDICIAL BRANCH. In this, the preferred format, the composition is centered vertically. The internal size relationships should never be changed.
Alternate formats will be presented as you progress through this guide.

Logo Presentation

Wherever the logo is used, every attempt should be made to insure that it is surrounded by a clear area equal to the height of the words "Judicial Branch" represented by the dimension "X".
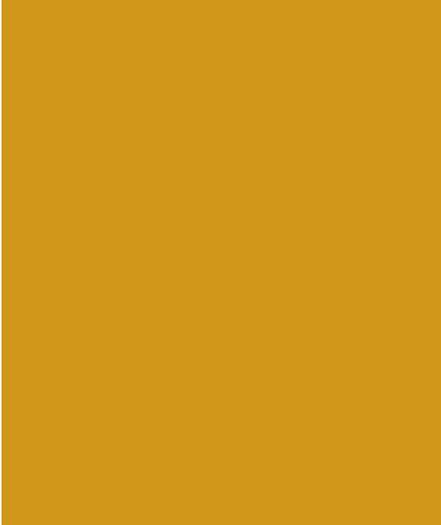
Colors

Pantone (PMS) 1245
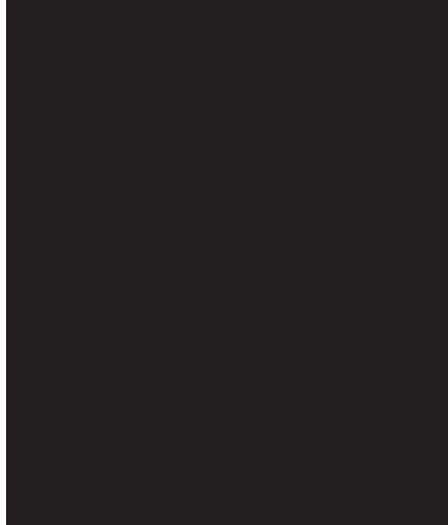
Black

The official colors of the MINNESOTA JUDICIAL BRANCH logo are black and PMS 1245 gold.

There may be times when the official colors won't be available. In such cases it is recommended that the colors black and/or white be used. You will find examples at the end of this guide.

MINNESOTA
JUDICIAL
BRANCH

MINNESOTA
JUDICIAL
BRANCH

MINNESOTA
JUDICIAL
BRANCH

MINNESOTA
JUDICIAL
BRANCH

Alternative Variations

Pictured at left are four acceptable variations of the logo in its vertical format. The two versions on the left would cover any two color application while the two to the right should be used when only the color black is available.

At the end of this guide you will find an alternate one color version for times when a white background is not available.

MINNESOTA JUDICIAL BRANCH

MINNESOTA JUDICIAL BRANCH

MINNESOTA JUDICIAL BRANCH

MINNESOTA JUDICIAL BRANCH

Horizontal Format

There may be applications when the logo in its vertical format will not be suitable. In such cases it is recommended that this horizontal format be used. In order to maintain the size relationship between the "M" mark and the name, the type must be arranged in two lines as shown at left.

ABCDEFGHIJKLM NOPQRSTUVWXYZ 1234567890

MINNESOTA _{3X}
JUDICIAL BRANCH
FIRST JUDICIAL DISTRICT _{2X}

MINNESOTA 3X
JUDICIAL BRANCH 2X
FIRST JUDICIAL DISTRICT 2X

There may be instances when the official logo, seen here in its horizontal format, will require that additional wording such as OFFICES or JUDICIAL DISTRICTS be added. This additional wording should be set in uppercase Times New Roman Bold type, and should not exceed a height measuring two-thirds that of the JUDICIAL BRANCH.

MINNESOTA JUDICIAL BRANCH
STATE COURT ADMINISTRATORS OFFICE

MINNESOTA JUDICIAL BRANCH
FIRST JUDICIAL DISTRICT

MINNESOTA JUDICIAL BRANCH
FIRST JUDICIAL DISTRICT

Horizontal Format Variations

Applications that require the logo to be combined with a STATE OFFICE or JUDICIAL DISTRICT should be arranged like the examples at left.

Note that in applications where additional wording such as a STATE OFFICE or JUDICIAL DISTRICT is not directly attached to the logo, the additional name may appear in any size or typeface desired.

MINNESOTA JUDICIAL BRANCH

STATE COURT ADMINISTRATOR'S OFFICE

JOHN KOSTOUROS

Communications Director

Court Information Office
25 Rev. Dr. Martin Luther King Jr. Blvd
St. Paul, Minnesota, 55155
www.courts.state.mn.us

Phone: (651) 296-6043
Fax: (651) 297-5636
Cell: (612) 719-4998
john.kostouros@courts.state.mn.us

MINNESOTA JUDICIAL BRANCH

Operational Drug Courts In Minnesota

A Comprehensive Report to the Community

Examples of Application

These examples illustrate how the logo might be applied in both horizontal and vertical arrangements. The preferred two-color format was used with plenty of surrounding white background.

Note that the supplementary typeface is a san serif such as Helvetica or Futura so as to differentiate and compliment the logo.

Alternative Applications

MINNESOTA JUDICIAL BRANCH

Acceptable Applications

Unacceptable Applications

Occasionally situations may arise when you must print one color on a colored or white background.
In these instances it is recommended that black or white be used to maintain consistency without introducing additional colors into the logo.