

HOW-TO USE THE DOWNTOWN BRAINERD LOGO

For Businesses and Organizations

LOGO RECOMMENDED FORMAT

We're excited that you'd like to show off the fact that your business is located in Downtown Brainerd. It's important to keep a consistent look to the Downtown Brainerd brand. This supports the work of the other Main Street committees while making Downtown Brainerd more easily recognized to consumers in area advertising.

To make sure that we present the best image to customers and visitors, here are some guidelines about how to use the Downtown Brainerd logo.



- The logo should be printed in full color, solid black, solid burgundy, or solid white if reversing the logo out of a solid color.
- The Downtown Brainerd logo may be scaled proportionally to fit everything from banners to small brochures. To ensure successful reproduction, the Downtown Brainerd logo should not be reproduced smaller than 1.25" wide.
- To assure its integrity and visibility, the Downtown Brainerd logo must be surrounded by an adequate clearspace — a space equal in size to the height of the word "Established", as shown in the logo.



SUGGESTIONS FOR HOW TO USE THE LOGO

The Downtown Brainerd logo can be added to your business's or organization's

- Website, Facebook page, blog, or other internet sites your business may use, then link to www.DowntownBrainerd.com
- Print ads
- Brochures
- Menus

Noting in press releases that your business is located in Downtown Brainerd is another easy way to promote the area.

WHAT NOT TO DO WITH THE DOWNTOWN BRAINERD LOGO

The Downtown Brainerd logo was specially drawn. The tower, type, weight and spacing are in a fixed relationship which should not be altered, modified, or repositioned in any way.

Specifically, this means:

- Do not use colors within the logo other than those provided by Brainerd Main Street.

- Do not place the logo over a background that provides insufficient contrast (such as a gradient), or on a patterned background. The logo may be used as a white reversed out image from a solid color.
- Do not alter, add or delete any elements of the logo.
- Do not separate or rearrange any elements of the logo.
- Do not retype or recreate the logo.
- Do not distort the logo by stretching its width or height.
- Do not position the logo within a contained space (i.e.: put a box around it).
- Do not add any graphic elements to the logo.
- Do not place the logo over an image (photograph/graphic/line art).
- When reproducing the logo, use only the official reproduction artwork provided to you by Brainerd Main Street.
- In addition, for maximum clarity and visibility, care should be taken to ensure that the logo is always readable and that other images or design elements do not visually interfere.
- To ensure successful reproduction, the Downtown Brainerd logo should not be reproduced smaller than 1.25” wide.



PROMOTIONAL SLOGAN

- Promotional slogan, “The Heart of the City” should be used beneath the logo.
- The slogan should be used as often as possible to reinforce the message.
- The slogan should be kept the same size relative to the logo and should not be any wider than the logo.

TALKING ABOUT THE BRAINERD MAIN STREET PROGRAM

- The preferred usage for referring to the organization is the “Brainerd Main Street Program.” This name should be used in the first reference for any external publication/communication.
- After the first complete name use, “Brainerd Main Street” may be used in place of the entire organizational name.

REFERRING TO DowntownBrainerd.com

- The first letter of each word in the web address should be capitalized (“D”owntown”B”rainerd.com) and you don’t need to show the “www”.

HOW TO GET THE LOGOS

Contact Main Street Coordinator Emily Northey to receive logos in the format that works best for you. You may contact Emily at enorthey@explorebrainerdlakes.com or call at (218) 822-7126.