

DULUTH

BRAND GUIDELINES 2022



DULUTH

For questions or further clarification, please reach out to the City of Duluth at tourism@duluthmn.gov.

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1.0

OUR BRAND

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1.1 OUR BRAND

LOVE IT LIKE WE DO

As caretakers of the Duluth brand, we have a strong influence on how individuals perceive our city. Each time we interact with a potential visitor, influencer, travel partner or even community member, we have an opportunity to engage in a positive, meaningful way and let them know why we love Duluth.

1.2 OUR BRAND

THE DULUTH BRAND

Like a person, a brand has a unique personality and character traits that become recognizable to key audiences through consistent use of voice and design.

As these elements are reinforced, brand recognition and reliability grow.



1.3 OUR BRAND

INTRODUCTION

We hope that these guidelines are exactly that...a guide.

To ensure we establish a recognizable, authentic and unified voice for Duluth.

They're not hard and fast rules meant to confine you or hold you back. They're a lighthouse helping you navigate the waters.

Where possible, they aim to give you room to explore and freedom to stretch your imagination.





1.4 OUR BRAND

BRAND STORY

“Welcome to Duluth” is something we say here. But it’s also something you’ll feel. The people, the pace, the place—are unapologetically original. Unique by nature. There’s a reason the air smells better. And the beer tastes better. And the folks just seem happier. It’s because they are. You will be too. When you come to Duluth, you become a part of what makes this place so special. While you’re here with us, you’re one of us. And even when you leave Duluth, it never leaves you. You’ll get it when you get here. Welcome to Duluth. Love it like we do.





1.5 OUR BRAND

BRAND POSITION

At its essence, the brand position is the starting point for all marketing messages. It's a concise and memorable summation of Duluth's brand personality.

LOVE IT LIKE WE DO

THE PEOPLE.

Quirky, diverse, industrious, adventurous, friendly, fun.
The people of Duluth are the personality of the city.

THE PACE.

From outdoor adventure to neighborhood breweries
and restaurants, Duluth has a vibe for every visitor.

THE PLACE.

Part rugged. Part refined. 100% original. Duluth is a city
nestled in nature providing the best of both.

2.0

TONE & VOICE

2.1

COMPASS POINTS

20

2.1 TONE & VOICE

COMPASS POINTS

Think of the Duluth brand as a person. Like a person, every good brand has a distinct personality. Character traits. A way of thinking and speaking. A visual style.

Having a distinctive personality and consistent point of view makes Duluth more relatable, more interesting and more memorable.

FRIENDLY ✦ UNIQUE ✦ PROUD ✦ HONEST ✦ SURPRISING





FRIENDLY

- ◆ Duluth is welcoming and inclusive. As such, the tone should be inviting, easygoing, helpful and considerate. In addition, communication should be conversational, approachable and encouraging. Talk like you're inviting your friend to Duluth.

FRIENDLY DOES NOT MEAN:

Patronizing, overeager or gimmicky. Just because it's marketing doesn't mean we want our messaging to sound like a sales pitch.

UNIQUE

Some might call it quirky, unconventional or even Duluthy. We just call it doing what you love in a place you love.

UNIQUE DOES NOT MEAN:

Offensive or disrespectful. We celebrate our differences in a way worth celebrating.

HONEST

We're not trying to be something we're not. An authentic Duluth experience is why we love it here. Visitors will too.

HONEST DOES NOT MEAN:

Shocking or insincere. We want recognition not attention. This is still Minnesota after all.

PROUD

Shaped by our history. Prepared for the future. We never take either for granted as we enjoy each day to the fullest.

PROUD DOES NOT MEAN:

Arrogant or condescending. Superior may be our lake, but it's not our vibe.

SURPRISING

No matter what you were expecting, Duluth is more than you expected. Extraordinary is not out of the ordinary here.

SURPRISING DOESN'T MEAN:

Goofy or inauthentic. We want our surprises to be of the pleasant variety.

3.0

IMAGERY

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3.1 IMAGERY

PHOTOGRAPHIC DIRECTION

Our photographic direction brings to life what makes Duluth like no place else.

Moments that are real, honest and unique.

Less planned and scripted. More candid. Unapologetically original. People come to Duluth to experience what makes this city so special.

3.2 IMAGERY

PHOTOGRAPHIC PRINCIPLES

When selecting images they should encompass one or more of the following principles:

CAPTIVATING ✦

HONEST ✦

INCLUSION ✦

ACTIVE ✦

Things are unique in Duluth and we want to convey that through our photography.

CAPTIVATING

One-of-a-kind, breathtaking photographs that are unique to Duluth. These should capture the subject matter without any explanation and showcase all that Duluth has to offer.





HONEST

Duluth is unapologetically original.
Let that shine through in the photography
by showcasing authenticity.





INCLUSION

We are proud of our people, places and the pace at which we do things. Equal representation is very important to us whether it be our local shops, landmarks and/or peers.





ACTIVE

Duluth is full of energy and that should reflect in our photography. From all types of activities to all types of people, none of it should go unseen.





3.3 IMAGERY

BEST PRACTICES

To keep things consistent, avoid selecting images that use the following techniques: labeling/cluttering, over exposed, staged and cliched, over edited, color overlays, low quality.

PEOPLE



Show authenticity of individuals with organic shots, expressing their true self.



Avoid awkward stances and overly posed portraits.

FOOD & BEVERAGE



Show products in their real environments but focus on placement, angles and natural lighting.



Avoid straight on shots, messy scenes and bad lighting. This makes the product unappetizing.

ARTS, CULTURE & EVENTS



Show the full experience. Allow others to feel immersed in the art and culture scene.



Avoid generalized and/or stock photos that aren't unique to the artist, event or scene.

NATURE



Show the variety of nature that Duluth has to offer and incorporate people enjoying it.



Avoid close up nature shots that could be from any destination.

LABELING



Avoid cluttering images with large scale logos and marks. Let the image shine.

STAGED



Avoid posed and staged shots. Show people enjoying the moment.

OVER EXPOSED



Refrain from extreme exposure that reduces clarity of the subject matter.

OVER EDITED



Avoid extreme editing. The image should still look realistic, just enhanced.

COLOR OVERLAYS



Avoid color overlays that distract from the original photo.

LOW QUALITY



Avoid poor quality images such as phone photos or pixelated photos.



4.0

TYPOGRAPHY

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4.1 TYPOGRAPHY

TYPOGRAPHY DIRECTION

Duluth's typography is built around the brand's modern, unique personality but emphasizes clarity and uniformity. Our brand utilizes a variety of typefaces based on medium, space, readability and more. Both fonts can be purchased and activated online at fonts.adobe.com.

◆ PRIMARY TYPEFACES (HEADLINES - ALL CAPS)

BALBOA EXTRA CONDENSED (HEADLINES)

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW XX YY ZZ

BALBOA BOLD (SUBHEADS)

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW XX YY ZZ

◆ SECONDARY TYPEFACES (SUBHEADS - ALL CAPS & BODY COPY)

ANISETTE STD BOLD (SUBHEADS)

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW XX YY ZZ

BALBOA LIGHT (BODYCOPY)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

4.2 TYPOGRAPHY

TYPOGRAPHY BEST PRACTICES

Below are examples of correct typographic layouts using headlines, subheadlines and body copy. For headlines primarily use Balboa Extra Condensed, but you may also use Balboa Bold to provide words of emphasis. You may use Balboa Bold or Anisette STD Bold for subheadlines depending on your spacing and needs. Balboa Extra Condensed should only be used in all caps and is the only typeface that should be used for vertical type headlines and callouts. Anisette STD Bold is used sparingly in subheadlines and is primarily used to call out locations, the brand tagline and additional descriptors. For example, it is used alongside the logo when identifying neighborhoods, establishments (the visitor center) and other approved partnerships.

HEADLINE FONT HERE

HEADLINE FONT HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do **eiusmod tempor** incididunt ut labore et dolore magna aliqua. Magna etiam tempor orci eu lobortis elementum nibh tellus. Tristique sollicitudin

SUBHEADLINE HERE

HEADLINE FONT HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do **eiusmod tempor** incididunt ut labore et dolore magna aliqua. Magna etiam tempor orci eu lobortis elementum nibh tellus. Tristique sollicitudin

SUBHEADLINE HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do **eiusmod tempor** incididunt ut labore et dolore magna aliqua. Magna etiam tempor orci eu lobortis elementum nibh tellus. Tristique sollicitudin



Balboa Extra Condensed should only be used in all caps and is the only typeface that can be used for vertical type headlines and callouts.

5.0

COLOR PALETTE

5.1 USAGE

46

5.1 COLOR PALETTE

COLOR USAGE

◆ PRIMARY COLORS

Superior Blue and North Star Gold are Duluth's primary colors. They serve as anchor points in establishing our identity and differentiating us from other tourism locations. These colors should be implemented consistently in all communications and marketing materials. Refer to the color values listed when working with Duluth's brand colors.

◆ SECONDARY COLORS

Duluth's secondary palette comes straight from the heart of the city. It represents what you will see firsthand and provides a warm and welcoming feeling.



PRIMARY

**Superior Blue**

PMS: 7696 C
 CMYK: 74.24.26.0
 RGB: 99.153.174
 HEX: #6399AE

**North Star Gold**

PMS: 4026 C
 CMYK: 19.47.95.2
 RGB: 188.140.61
 HEX: #BC8C3D

**True Black**

PMS: Black C
 CMYK: 66.66.68.71
 RGB: 45.41.38
 HEX: #2d2926

SECONDARY

**Fog**

PMS: 7541 C
 CMYK: 15.5.8.0
 RGB: 217.225.226
 HEX: #D9E1E2

**Sand**

PMS: 7527 C
 CMYK: 14.13.21.0
 RGB: 214.210.196
 HEX: #D6D2C4

**Mirage Lake**

PMS: 2463 C
 CMYK: 73.38.53.14
 RGB: 91.118.113
 HEX: #5B7671

**Moss**

PMS: 7761 C
 CMYK: 51.42.100.21
 RGB: 116.113.54
 HEX: #747136

**Bronze**

PMS: 730 C
 CMYK: 24.65.100.11
 RGB: 158.101.46
 HEX: #9E652E

**Rocky Beach**

PMS: 4225 C
 CMYK: 44.42.55.8
 RGB: 139.131.114
 HEX: #8b8372

**Lupine Purple**

PMS: 5205 C
 CMYK: 43.66.35.7
 RGB: 134.100.122
 HEX: #86647a

**Forest Green**

PMS: 2411 C
 CMYK: 92.44.99.56
 RGB: 28.66.32
 HEX: #1c4220

**Lester Brown**

PMS: 2322 C
 CMYK: 44.71.84.55
 RGB: 78.53.36
 HEX: #4e3524

6.0

GRAPHICS

6.1 ELEMENTS

50

6.1 GRAPHICS

ELEMENTS

There are multiple graphic elements that make up Duluth's brand. Reference below the different treatments and restrictions when it comes to using them in marketing materials.

◆ THE NORTH STAR



The North Star is something you will see used in a variety of ways within the brand – whether it be a region identifier, substitution for a bullet point or more expressively in patterns.

EXAMPLES:

BULLETS / CALLOUTS

◆ CALLOUT HEADLINE HERE

COORDINATE IDENTIFIER

◆ 46.7867° N, 92.1005° W

REGION IDENTIFIER



PATTERN



When using the pattern, overlay them on top of the same color. Set the star opacity to multiple and change to 25%.

◆ VERTICAL TYPE

VERTICAL TYPE

Vertical type plays a big part within the brand. As mentioned in the typography guidelines, it is used mostly as a headline or in ads where a larger callout is applicable. In most situations you will see it used to display the tagline “Love It Like We Do.” It adds visual interest and leans into the northern compass point.

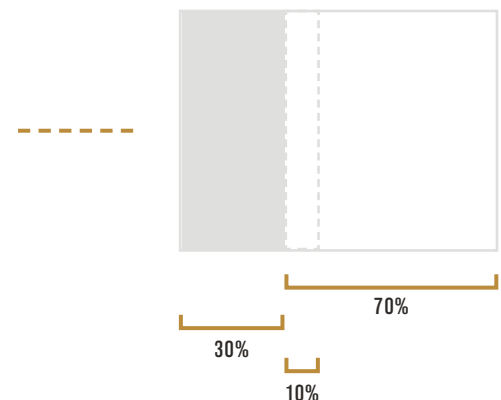
◆ COLOR FIELDS

When in doubt, use a solid field of color. Duluth’s brand is built on an extensive color palette with many options. Opt for “less is more” and feel free to fill backgrounds with full colors letting the typography, content and imagery shine through.



◆ GRID SYSTEM

When laying out different marketing materials, especially print, look to follow the brand’s grid system. It is used to balance the use of vertical type, showcase multiple photos and highlight the people, the pace and the place we call Duluth. It may not be applicable in every use but should be a primary graphic element when possible.



The grid should consist of two columns. The first one being about 30% of the full width and the second being 70%. The usage of vertical type will fall in the 70% area and take up about 10-15% creating an overlay.

7.0

LOGO

7.1 GUIDELINES

54

6.1 LOGO

GUIDELINES

The Duluth logo is a key element of our brand identity. Consistent use of the logo is essential to maintaining our identity and gaining instant recognition across all marketing and media channels, along with representing our city nationwide.





PRIMARY LOGO

The primary Duluth logo will appear on most communications. Note that this version has the North Star located centrally and above the letter 'u'. It also does not include any taglines or secondary verbiage. Whenever possible, please use the full-color logo on acceptable color fields. Use the reversed-out version when spacing and readability become an issue. In one-color applications, white is the primary logo color over dark colors and any photography overlays. The black variation is used sparingly and only when necessary.

The logo consists of the word "DULUTH" in a bold, sans-serif font. The letters are a medium blue color. A small, four-pointed gold star is positioned above the letter "U".

FULL COLOR PRIMARY

The logo consists of the word "DULUTH" in a bold, sans-serif font. The letters are black. A small, four-pointed black star is positioned above the letter "U".

ONE COLOR (BLACK)

The logo consists of the word "DULUTH" in a bold, sans-serif font. The letters are white. A small, four-pointed gold star is positioned above the letter "U". The logo is set against a solid blue background.

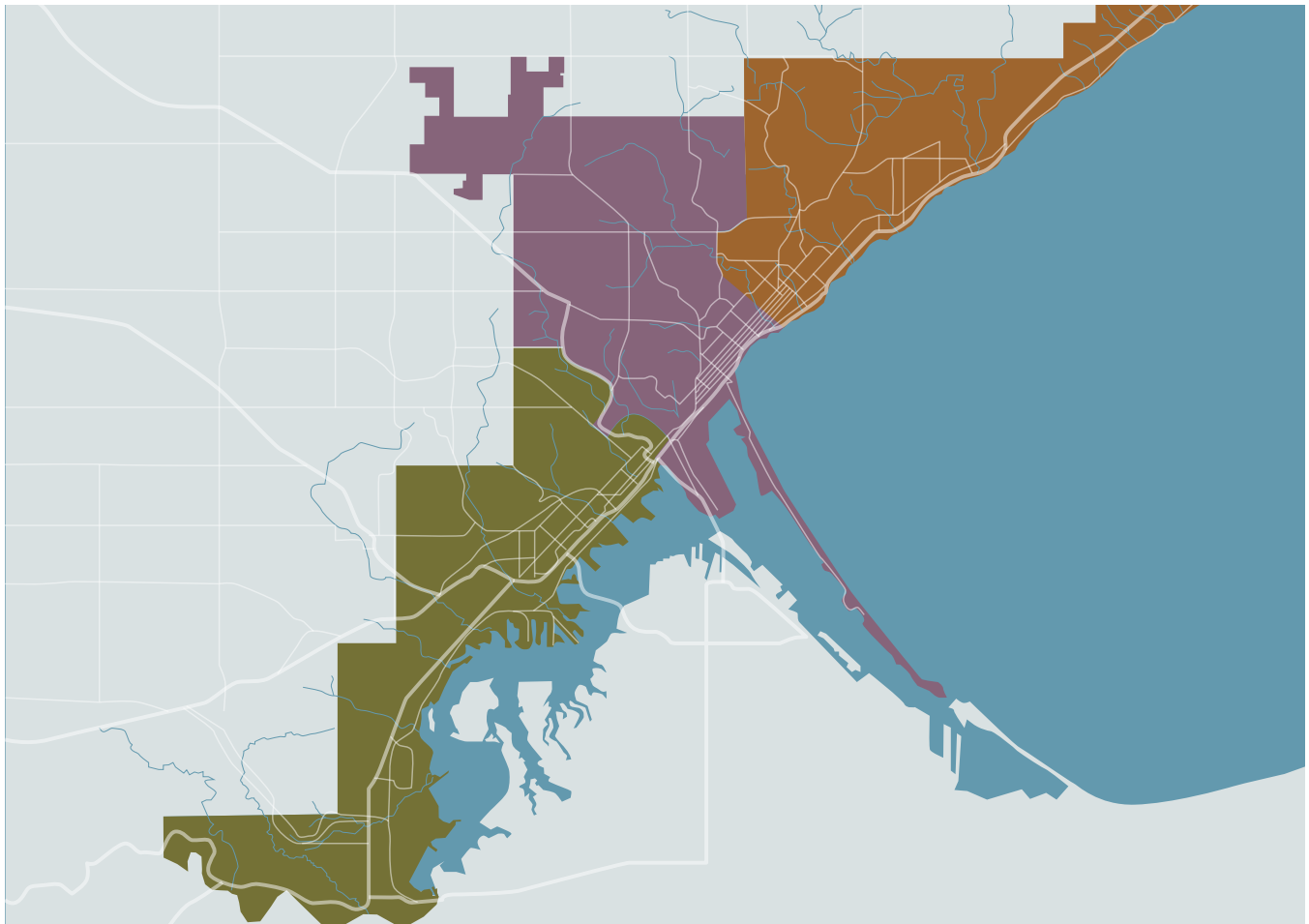
FULL COLOR REVERSED

The logo consists of the word "DULUTH" in a bold, sans-serif font. The letters are white. A small, four-pointed white star is positioned above the letter "U". The logo is set against a solid blue background.

ONE COLOR (WHITE)

REGION MARKS

The region logo marks are used strategically in graphical content materials or when specifically talking about that location. They are meant to describe and call out the different regions of Duluth and provide guidance to visitors. Some examples of when these marks should be used include maps, visitor guides and any other directional materials.



DULUTH

WEST

NEIGHBORHOODS INCLUDE:

Lincoln Park, Piedmont Heights, Denfeld, Spirit Valley, Oneota, Cody, Irving, Bayview Heights, Fairmount, Norton Park, Riverside, Smithville, Morgan Park, Gary - New Duluth and Fond Du Lac.

DULUTH

CENTRAL

NEIGHBORHOODS INCLUDE:

East Hillside, Kenwood, Duluth Heights, Central Hillside, Canal Park and Park Point.

DULUTH

EAST

NEIGHBORHOODS INCLUDE:

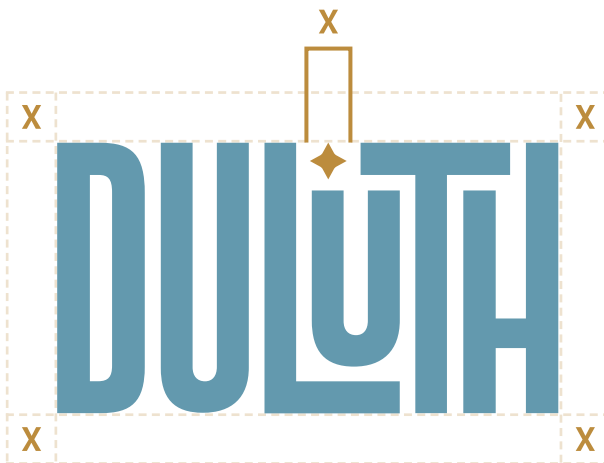
North Shore, Lakeside-Lester Park, Morley Heights/Parkview, Woodland, Hunters Park, Chester Park - UMD and Endion.

CLEAR SPACE & SIZING

To protect the integrity of the logo, be sure to account for details such as safe area, scaling and minimum size. The following pages will show the proper amount of space to leave around all logos to ensure uninterrupted readability. They will also show the minimum size requirements for each logo to ensure legibility of all elements.

◆ SAFE AREA

The recommended amount of clear space for this logo is the width of the North Star in DULUTH.



◆ MINIMUM SIZE

To ensure legibility, this logo should never be reproduced at sizes smaller than three-quarters of an inch (.75") wide.



CO-BRANDING

Duluth is part of the state of Minnesota and Explore Minnesota Tourism. Both logos should be present on any specific pieces that communicate both brands or are in partnership with each other. The Duluth brand and Explore Minnesota brands should be stacked side by side or vertically with a dividing line incorporated. To create a pleasing layout, the divider line should be half the height of the Duluth logo and centered between the two logos evenly. You can use this same rule in any case where there is a partner logo needed. See below for examples and guidance.

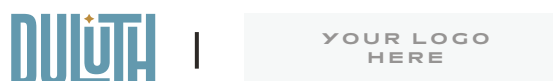
EXPLORE MN TOURISM ✦



EXPLORE MN TOURISM
'LARGE STACK' LOGO

EXPLORE MN TOURISM
'HORIZONTAL STACK' LOGO

GENERAL EXAMPLES ✦



LOGO TAGLINE & TREATMENT

On advertising materials promoting Duluth, the “Love It Like We Do” tagline should only be used in standalone situations.

When deciding whether or not to use the tagline with the logo, please consider the readability of the materials based on the guidelines below:

- On signage, broadcast creative, and in materials where there is limited supporting content, the tagline should be utilized with the logo to drive awareness.
- On media with limited space or timing constraints (such as outdoor billboards or banner ads), the logo is best served without the tagline.



The tagline “Love It Like We Do” should be in Anisette STD Bold all caps and tracked at 350.

If you’re using the full color logo, the tagline should be in North Star Gold. If you’re using a one-color version of the logo, the tagline should be in the same color that you’re using.

The logo should always be the most prominent element, therefore the tagline should never go past the left edge of the letter D and the right edge of the letter H of DULUTH.

LOVE IT LIKE WE DO





BUSINESS LABELS

If you are wanting to add a business name alongside the Duluth logo, please reference the below guidelines. Before use of such logo variation please get approval at tourism@duluthmn.gov.



VISITOR CENTER



YOUR BUSINESS HERE

Business labels should follow the brand tagline rule by using Anisette STD Bold all caps and tracked at 350. They should remain on one line unless legibility becomes a factor, then two lines are okay.

All business labels should be approved by the City of Duluth before being used publicly or on any marketing materials.

For further questions and approval of use, please contact tourism@duluthmn.gov.

VISIT DULUTH LOGO

The Visit Duluth logo is used on behalf of Visit Duluth only on items such as letterheads, official documents and situational instances. It is not to be used in any marketing materials. When the occasion arises where the Visit Duluth logo is needed, please reference the below.



FULL COLOR PRIMARY



ONE COLOR (BLACK)



ONE COLOR (WHITE)

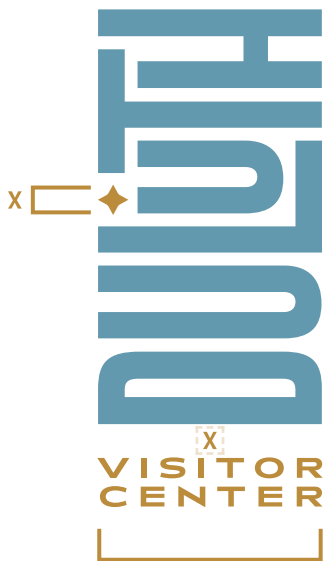


For the Visit Duluth logo, the word “Visit” should always be located on top of “Duluth” and never exceed its width. It will remain center aligned and fall between the letters ‘D’ and ‘H’. Under no circumstances will any other business name or label follow this rule. For more questions, please reach out to the City of Duluth at tourism@duluthmn.gov.

As you may have noticed, for the full color version of the Visit Duluth logo, the Duluth mark becomes strictly Superior Blue. This allows the focus to fall on “Visit” which is treated with North Star Gold. For reversed-out uses, it becomes all black or all white.

ADDITIONAL LOGO VARIATIONS

The vertical variation of the logo should never be used on marketing materials. It is strictly used for signage, merchandise and special occasions. You should always resort to the primary logo unless advised otherwise. In a case where the vertical logo is needed, reference the below rules.



If adding a business label please reference the previous page for styling. The addition should never exceed the width of the Duluth logo and should always be secondary to the primary logo. For spacing between the logo, use the height of one North Star.



Below you will see the extended Duluth logo. This should never be used in day-to-day marketing materials, but instead as a treatment when it comes to murals, merchandise and special occasions. The top of the 'L' and bottom of the 'H' are the only letters that receive this treatment. In any case this is needed please contact the City of Duluth at tourism@duluthmn.gov.



LOGO MISUSE

To ensure a cohesive and clear brand, proper use of the Duluth logo is imperative. Please refrain from using old and/or non-approved logos. If you have questions, please contact us at tourism@duluthmn.gov.



⊗ DO NOT APPLY A STROKE TO THE LOGO.



⊗ DO NOT APPLY A DROP SHADOW TO THE LOGO.



⊗ DO NOT ROTATE THE LOGO.

**See page 66 for vertical use on signage and merch.*



⊗ DO NOT STRETCH THE LOGO.



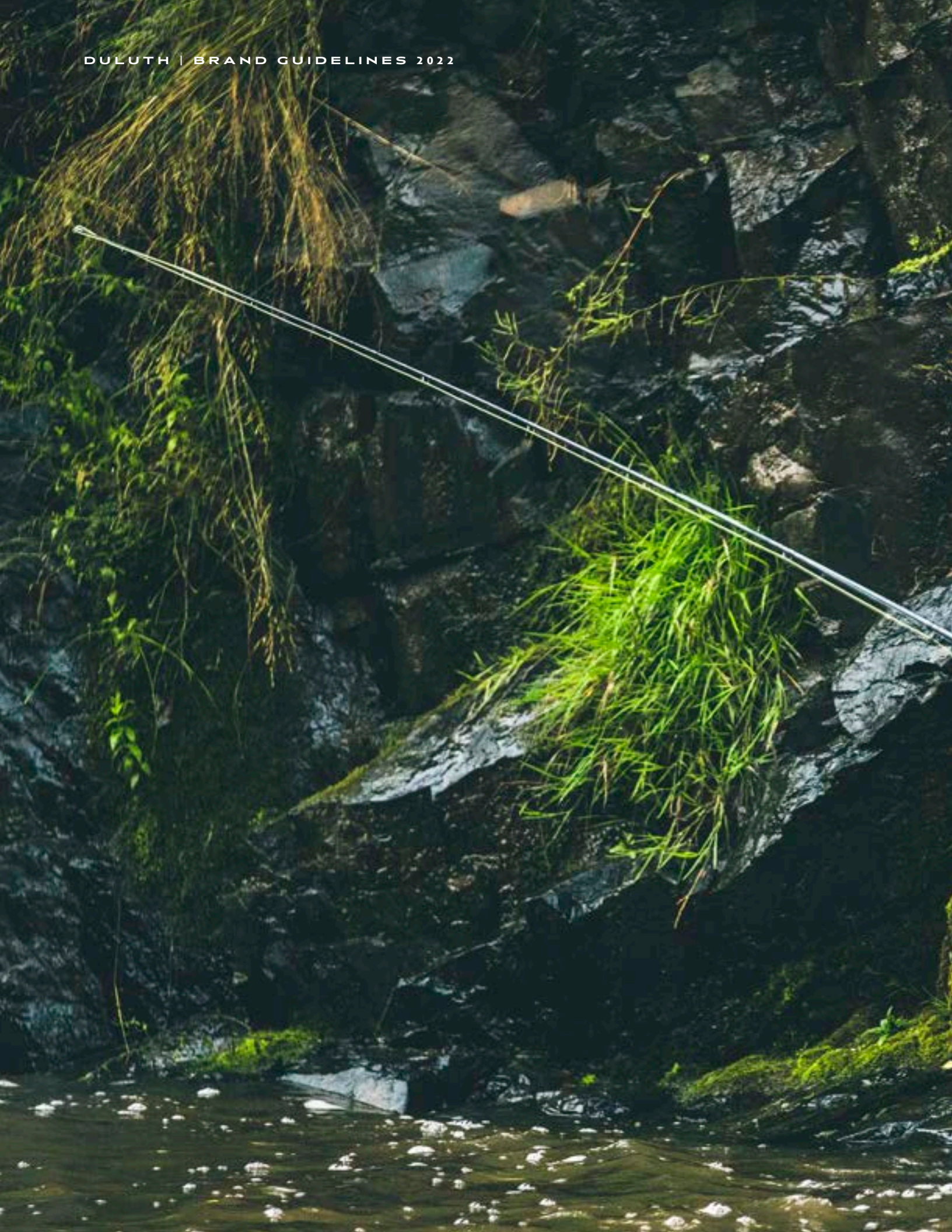
⊗ DO NOT ADJUST PROPORTION OF THE LOGO.



⊗ DO NOT ALTER THE COLORS OF THE LOGO.



⊗ DO NOT USE LOGO VERSIONS/COLORS THAT ARE HARD TO READ OR SEE.
BE SURE YOU ARE USING THE REVERSED VERSIONS OF ONE COLOR LOGOS.





8.0

BRAND IN USE

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8.1 BRAND IN USE

USING THE BRAND

You've learned all that goes into Duluth's brand. What's next?

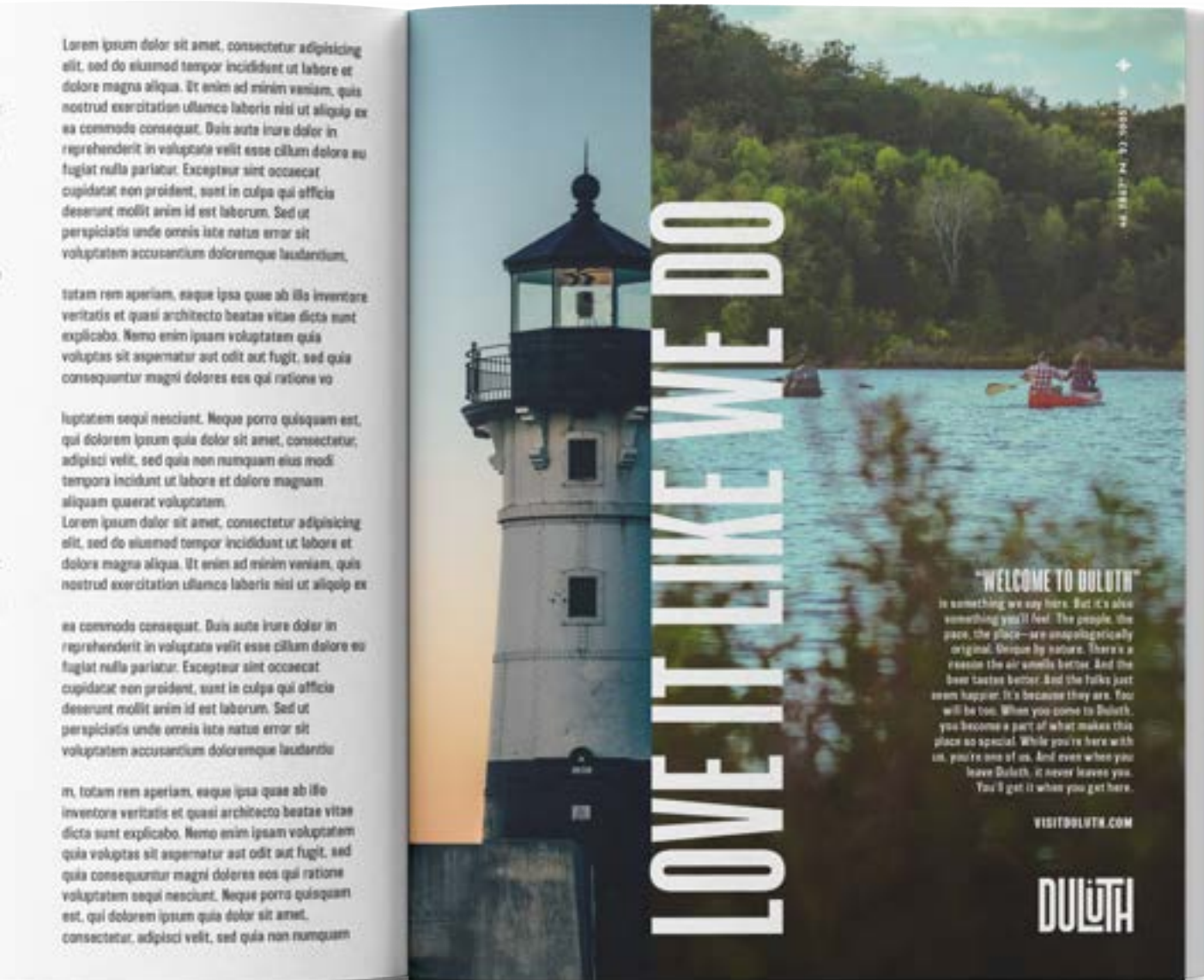
Now is the fun part where everything comes together to show potential visitors what makes Duluth such a unique destination. Combining these guidelines with your industry knowledge and passion for the community will help to showcase what Duluth has to offer. The next few pages will provide brand execution examples to give you guidance when building out your own marketing materials.



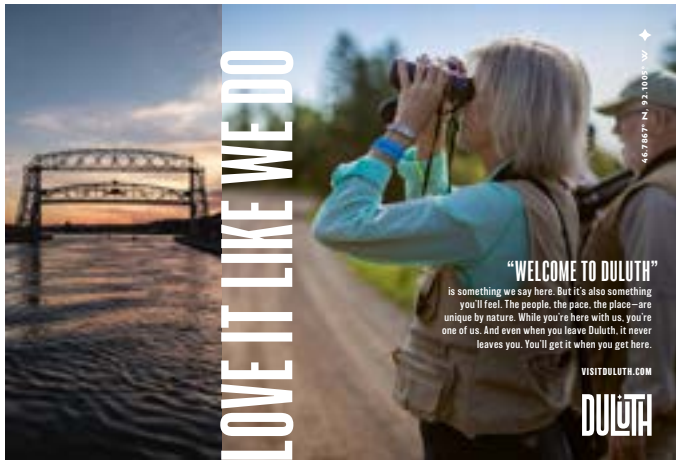
BRAND MOCKUPS

Below you will see the brand in real-life scenarios. Take into consideration that not everything will be exactly as shown as the brand is forever evolving, but please follow the guide to achieve a cohesive look and feel across the industry and partnerships. Together we can achieve the mutual goal of getting more visitors to the city and promoting all the local offerings we have.

◆ PRINT MATERIALS



ADDITIONAL EXAMPLES:



◆ **BILLBOARDS**



◆ DIGITAL & SOCIAL

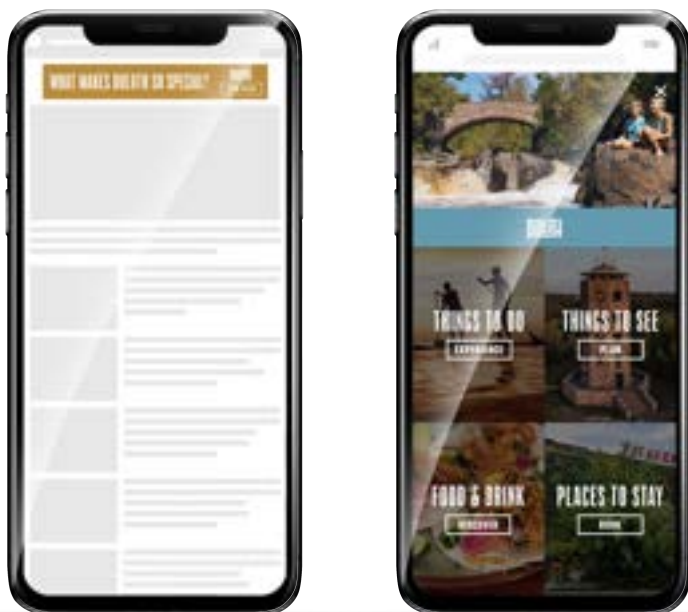
DESKTOP SKINS



DISPLAY BANNERS



RICH MEDIA UNITS



Social media, whether it be paid or organic, is a simple way to reach a large audience. Sharing what we're already posting is a great start, but also creating your own content can be beneficial. When doing so, feel free to co-brand with the logo lockup for brand consistency.

SOCIAL INSTANT EXPERIENCE



SOCIAL NEWSFEED



EXAMPLE:

From the world-famous to local favorites, book your trip to find what makes Duluth so special. You'll get it when you get here.



Love It Like We Do
Book your Duluth stay today.

VisitDuluth.Com/Stay

[Book Now](#)

DULUTH |

YOUR
LOGO
HERE

**Feel free to add your own logo to the Duluth lockup when posting content on social.*

◆ SIGNAGE

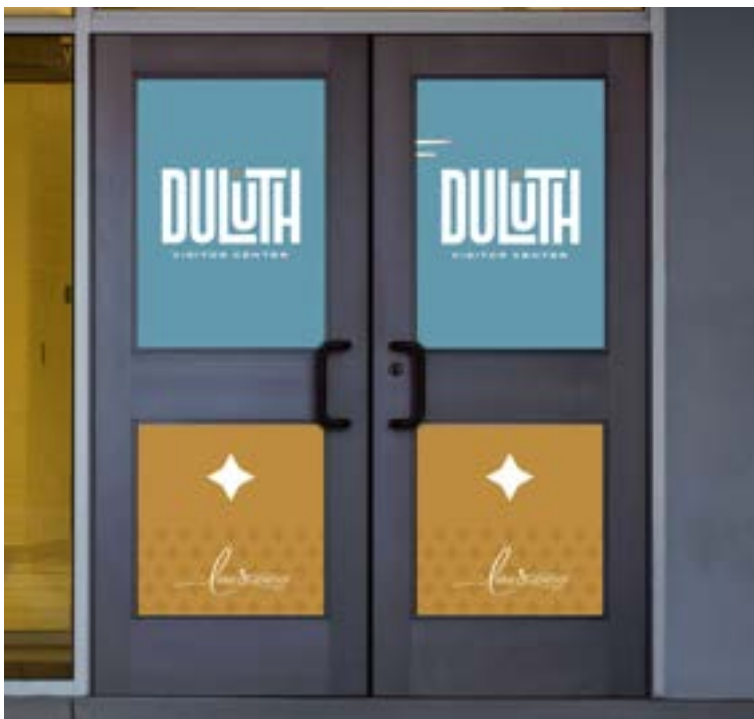
WINDOW CLINGS



Variations of signage are all great ways to promote the city of Duluth but also display your partnership and/or business alongside the Duluth mark. Feel free to add your business name, logo lockup or standalone logo with such promotions.

**See page 64 for guidance on logo treatment and approval processes.*

DOOR WRAPS



POSTERS & SANDWICH BOARDS



STREET SIGNS



BUSINESS SIGNS



◆ **MERCHANDISE**



◆ STATIONERY



Letterhead and stationery are great pieces to incorporate your variation of the Business Logo or, in this instance, the Visit Duluth logo. These documents are not used as marketing materials and are meant for business use.

With items like notebooks, flash drives and even business cards, we encourage using the brand's secondary color palette to add variety to the set.

**See page 47 for the Duluth color palette guide.*



8.1 BRAND IN USE

ADDITIONAL RESOURCES

Though this guide encompasses much of what makes up the Duluth brand, it doesn't end there. If you have more specific questions, need approval on any partnerships or are looking for ways to get to know the brand a little better, please reference the below resources.

CONTACT THE CITY OF DULUTH ✦

For questions or further clarification, please reach out to the City of Duluth at tourism@duluthmn.gov.

CHECK OUT OUR SOCIAL MEDIA PLAYBOOK ✦

For more ways to partner with us, check out our social media playbook. Discover how to carry the brand into social media, the ins and outs of different platforms and how to create posts that benefit your business and community.

