

upstream

BRAND STYLE GUIDE 2020



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upstream : LOVING WHERE WE LIVE

OUR MISSION: INSPIRE AND CELEBRATE SHARED CULTURAL AWARENESS AND ACTION BETWEEN MINNESOTANS THAT LEADS TO BETTER CARE FOR THE PLACE WE LIVE AND EACH OTHER.

OUR VISION: A FUTURE WHERE ALL WHO LIVE AND WORK IN MINNESOTA EXPRESS THEIR CONNECTION ACROSS RACE, IDEOLOGY AND GEOGRAPHY THROUGH A UNIFIED CULTURE OF CARING FOR OUR PLACE AND EACH OTHER.

Upstream is a group of Minnesotans that live by the belief that we all do better when we all do better.

This means all of us. Conservative heroes, progressive heroes, and heroes of all shapes, sizes, gender, color, ideology, and geography. We believe that the best way to meet and overcome our challenges is to solve them upstream. This is what Minnesota does best. We are an upstream state with an upstream state of mind. Our home is a place we love dearly, and loving something means work—hard work. We are here to work hard for the greater Minnesota we all cherish. We believe we will build a greater Minnesota for all of us when we think UPSTREAM.

LOGOS









upstream
LOVING WHERE WE LIVE



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LOVING WHERE WE LIVE

EARTH



SKY



GROWTH



WATER





ISTOCK IMAGE #508918798 - \$33



ISTOCK IMAGE #1088507412 - \$11



ISTOCK IMAGE #820656860 - \$11



ISTOCK IMAGE #867402862 - \$11

COLOR FAMILY



GREY



PMS Coated: Cool Gray 9 C
PMS Uncoated: Cool Gray 9 U
CMYK: C/0, M/0, Y/0, K/65
RGB: R/119, G/120, B/123
HEX: 77787B



PMS Coated: Cool Gray 7 C
PMS Uncoated: Cool Gray 7 U
CMYK: C/0, M/0, Y/0, K/45
RGB: R/157, G/159, B/162
HEX: 9D9FA2



PMS Coated: 427 C
PMS Uncoated: 2330 U
CMYK: C/0, M/0, Y/0, K/20
RGB: R/209, G/211, B/212
HEX: D1D3D4

YELLOW



PMS Coated: 130 C
PMS Uncoated: 129 U
CMYK: C/0, M/47, Y/100, K/0
RGB: R/248, G/153, B/29
HEX: F8991D



PMS Coated: 116 C
PMS Uncoated: 115 U
CMYK: C/0, M/19, Y/100, K/0
RGB: R/255, G/205, B/5
HEX: FFCDD5



PMS Coated: 113 C
PMS Uncoated: 106 U
CMYK: C/0, M/19, Y/100, K/0
RGB: R/255, G/205, B/5
HEX: F7EC13

TEAL



PMS Coated: 632 C
PMS Uncoated: 632 U
CMYK: C/82, M/33, Y/42, K/6
RGB: R/40, G/130, B/138
HEX: 28828A



PMS Coated: 631 C
PMS Uncoated: 631 U
CMYK: C/64, M/16, Y/16, K/0
RGB: R/88, G/171, B/197
HEX: 58ABC5



PMS Coated: 636 C
PMS Uncoated: 636 U
CMYK: C/44, M/0, Y/0, K/0
RGB: R/129, G/212, B/247
HEX: 81D4F7

ORANGE



PMS Coated: 2027 C
PMS Uncoated: 2028 U
CMYK: C/0, M/90, Y/85, K/0
RGB: R/239, G/65, B/54
HEX: EF4136



PMS Coated: 715 C
PMS Uncoated: 158 U
CMYK: C/3, M/65, Y/83, K/0
RGB: R/236, G/120, B/64
HEX: EC7840



PMS Coated: 714 C
PMS Uncoated: 157 U
CMYK: C/0, M/50, Y/100, K/0
RGB: R/247, G/148, B/29
HEX: F7941D

BLUE



PMS Coated: 2131 C
PMS Uncoated: 2131 U
CMYK: C/86, M/73, Y/0, K/0
RGB: R/60, G/88, B/167
HEX: 3C58A7



PMS Coated: 2130 C
PMS Uncoated: 2130 U
CMYK: C/81, M/61, Y/0, K/0
RGB: R/64, G/104, B/178
HEX: 4068B2



PMS Coated: 2925 C
PMS Uncoated: 2925 U
CMYK: C/78, M/24, Y/5, K/0
RGB: R/0, G/153, B/205
HEX: 0099CD

RED



PMS Coated: 7419 C
PMS Uncoated: 7419 U
CMYK: C/15, M/100, Y/90, K/36
RGB: R/146, G/17, B/29
HEX: 92111D



PMS Coated: 7418 C
PMS Uncoated: 7418 U
CMYK: C/15, M/100, Y/90, K/10
RGB: R/190, G/30, B/45
HEX: BE1E2D



PMS Coated: 7417 C
PMS Uncoated: 7417 U
CMYK: C/0, M/100, Y/100, K/0
RGB: R/237, G/28, B/36
HEX: ED1C24

GREEN



PMS Coated: 7742 C
PMS Uncoated: 7742 U
CMYK: C/71, M/38, Y/78, K/25
RGB: R/74, G/107, B/73
HEX: 4A6B49



PMS Coated: 2248 C
PMS Uncoated: 2248 U
CMYK: C/66, M/24, Y/63, K/4
RGB: R/96, G/151, B/118
HEX: 609776



PMS Coated: 368 C
PMS Uncoated: 367 U
CMYK: C/50, M/0, Y/100, K/0
RGB: R/141, G/198, B/63
HEX: 8DC63F

BROWN



PMS Coated: 4645 C
PMS Uncoated: 4645 U
CMYK: C/35, M/60, Y/80, K/25
RGB: R/139, G/94, B/60
HEX: 8B5E3C



PMS Coated: 4665 C
PMS Uncoated: 4665 U
CMYK: C/25, M/40, Y/65, K/0
RGB: R/196, G/154, B/108
HEX: C49A6C



PMS Coated: 2309 C
PMS Uncoated: 4685 U
CMYK: C/2, M/13, Y/35, K/0
RGB: R/247, G/219, B/173
HEX: F7DBAD

PURPLE



PMS Coated: 2077 C
PMS Uncoated: 2077 U
CMYK: C/75, M/100, Y/0, K/0
RGB: R/102, G/45, B/145
HEX: 662D91



PMS Coated: 527 C
PMS Uncoated: 2602 U
CMYK: C/50, M/100, Y/0, K/0
RGB: R/146, G/39, B/143
HEX: 92278F



PMS Coated: 225 C
PMS Uncoated: Rhod. Red U
CMYK: C/0, M/95, Y/20, K/0
RGB: R/238, G/42, B/123
HEX: EE2A7B

OCHRE



PMS Coated: 7567 C
PMS Uncoated: 7567 U
CMYK: C/38, M/75, Y/100, K/48
RGB: R/101, G/54, B/20
HEX: 653614



PMS Coated: 7551 C
PMS Uncoated: 7551 U
CMYK: C/33, M/57, Y/100, K/18
RGB: R/152, G/104, B/40
HEX: 986828



PMS Coated: 7555 C
PMS Uncoated: 7555 U
CMYK: C/21, M/39, Y/100, K/1
RGB: R/202, G/154, B/44
HEX: CA9A2C

TYPOGRAPHY

Paperback 48

abcdefghijklmn

opqrstuvwxyz

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

1234567890

Paperback 6 (Roman)

abcdefghijklmn

opqrstuvwxyz

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890

Paperback 12 (Bold)

abcdefghijklmn

opqrstuvwxyz

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890

THE PRIMARY BRAND TYPEFACE IS
PAPERBACK. IT SHOULD BE USED
FOR MOST APPLICATIONS FOR THE
UPSTREAM BRAND.

BRYANT PRO (MEDIUM SC)

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890

Bryant Pro (Medium)

abcdefghijklmn

opqrstuvwxyz

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890

THE SECONDARY TYPEFACE FOR THE
BRAND IS BRYANT PRO. BRYANT IS A
VERSATILE SANS SERIF FONT FOR
BODY COPY.

Header:
Paperback 12
38 PT



The Upstream Story

Subhead:
Paperback 48 Roman
20 PT



Diam Nonummy Nibh id a Euismod tincidunt
ut laoreet Dolore Magna Aliquam erat Volutpat

Body Copy:
Bryant Pro Regular
12 PT



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General Mills™ lives upstream

Target™ thrives upstream

the YWCA™ swims upstream

Casa de Esperanza™ construye upstream

Minneapolis American Indian Center™ works upstream

Minneapolis Urban League™ grows upstream

OutFront Minnesota™ has pride upstream

League of Women Voters Minnesota™ votes upstream

solutions where we live

creating where we live

partners where we live

building where we live

working where we live

together where we live

enjoying where we live

growing where we live

humanity where we live

caring where we live

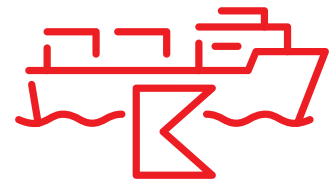
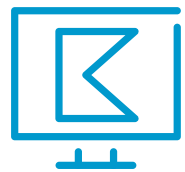
parenting where we live

educating where we live

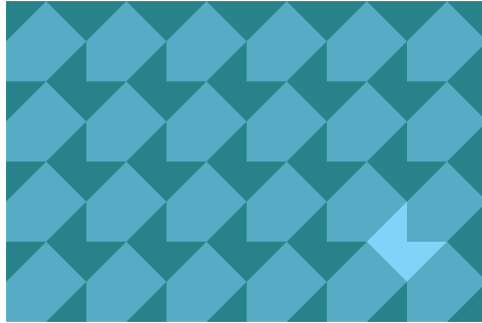
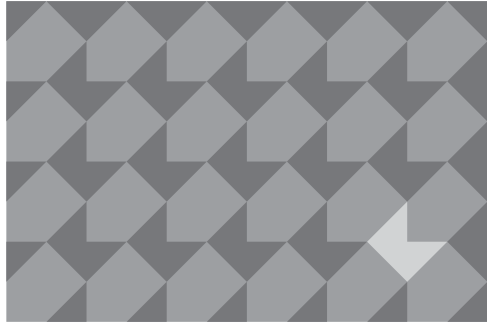
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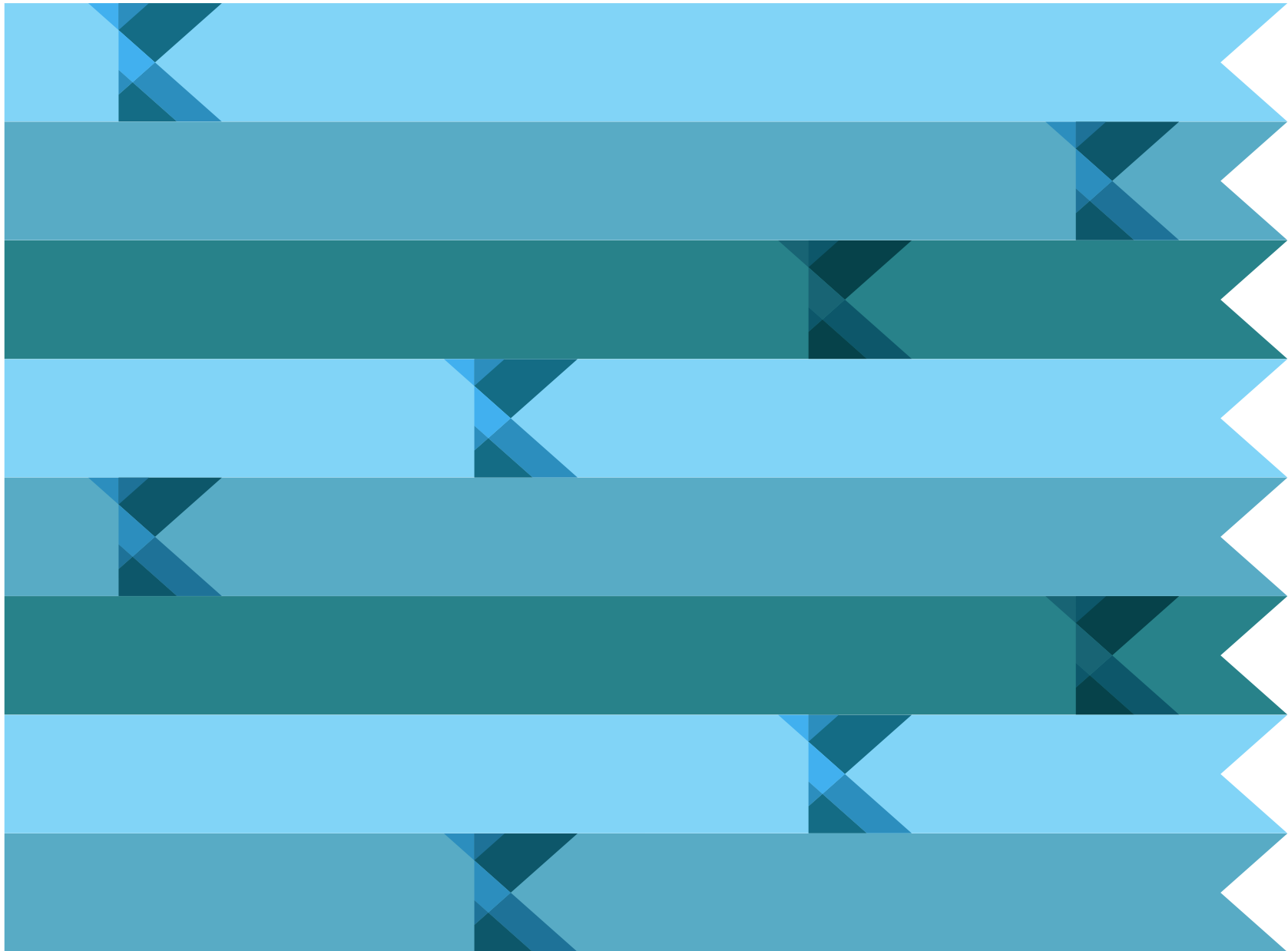
holidays where we live

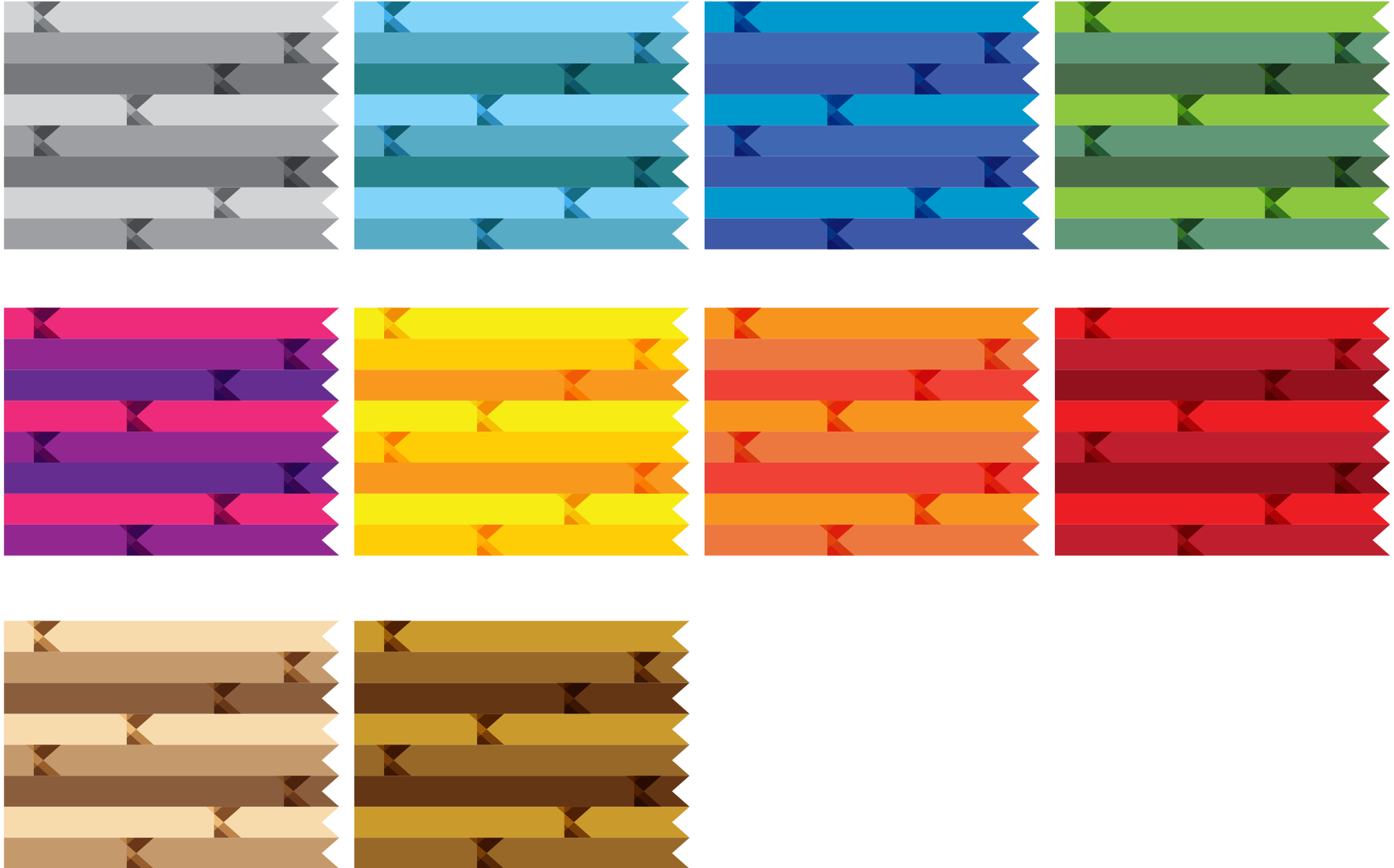
GRAPHIC ASSETS



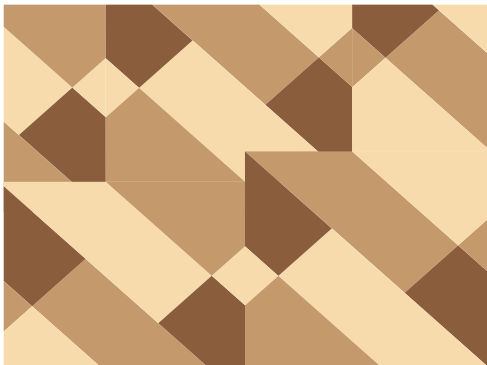
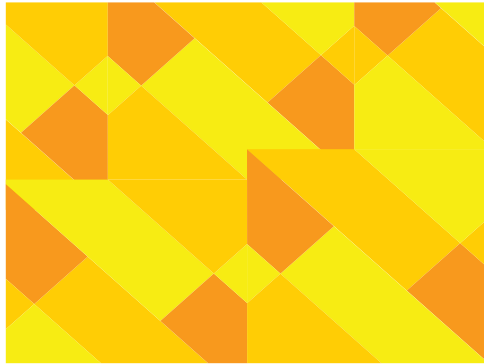
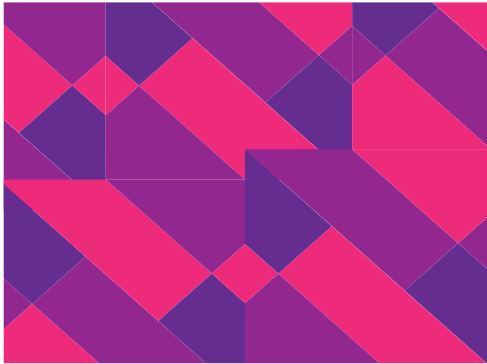


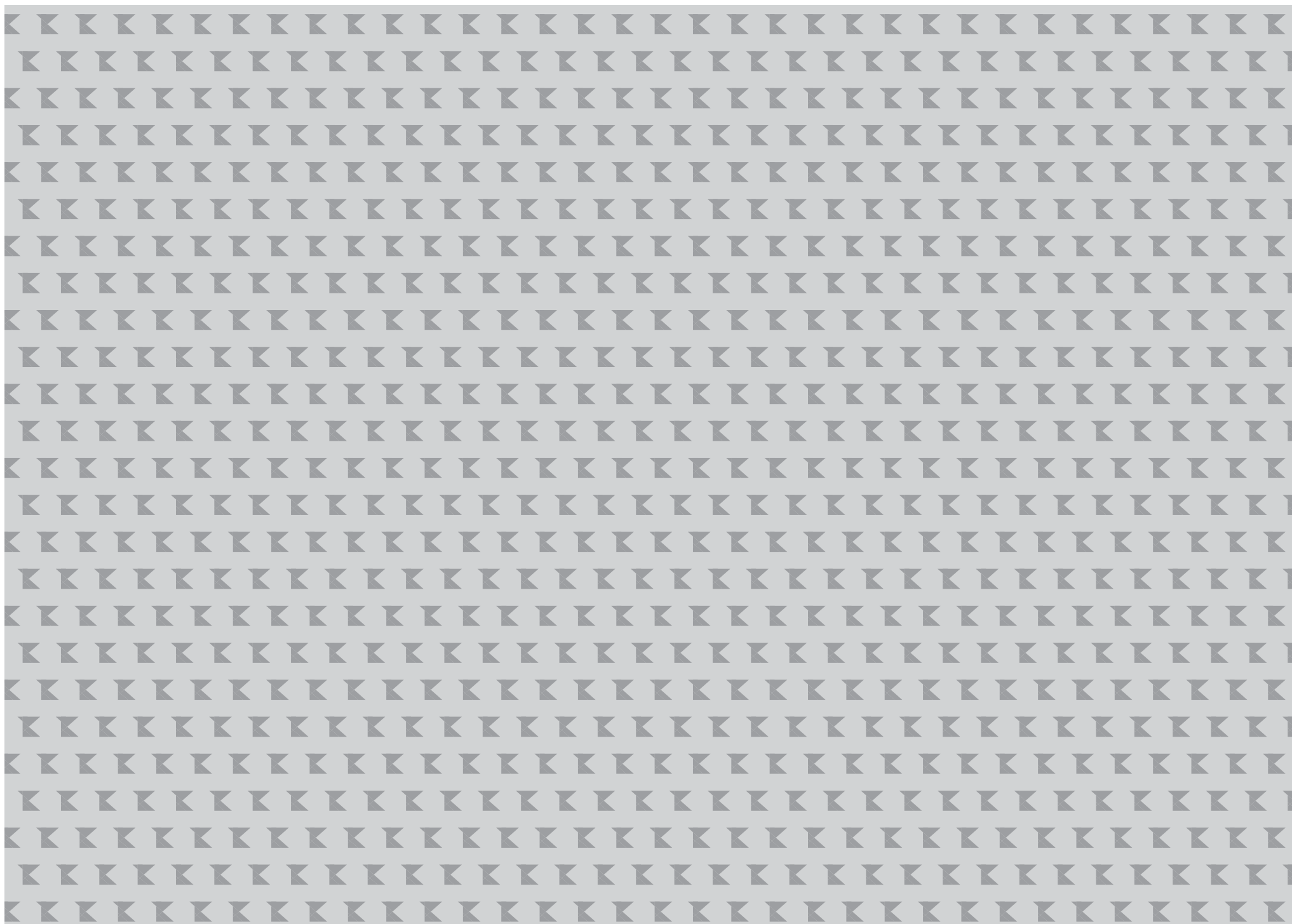


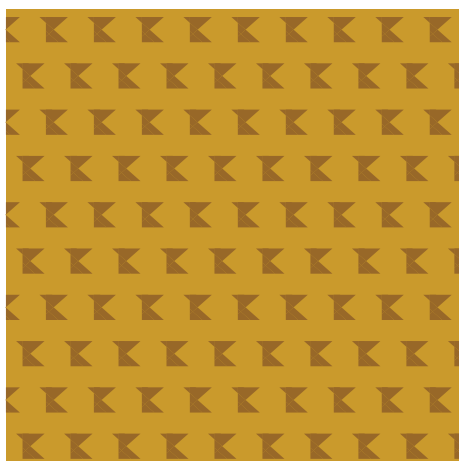
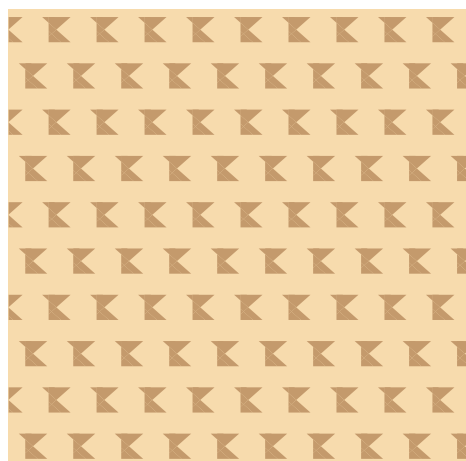
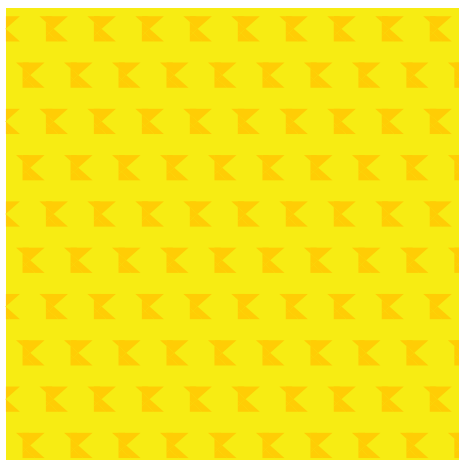
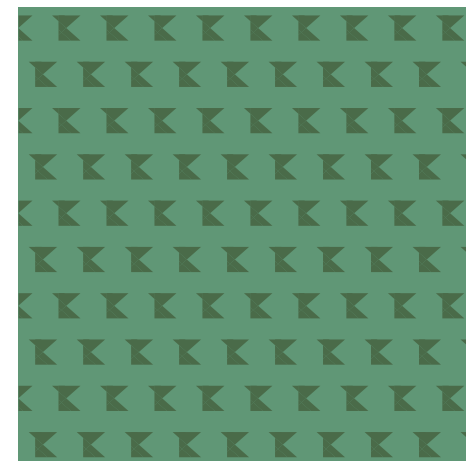
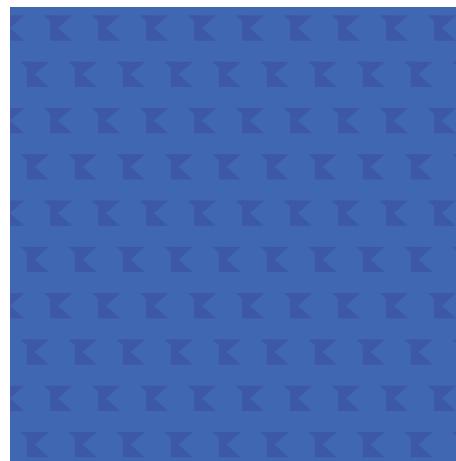
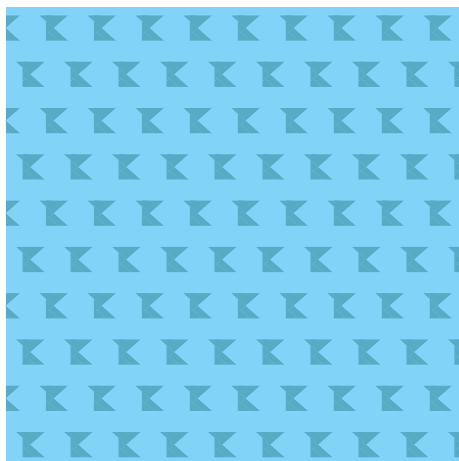
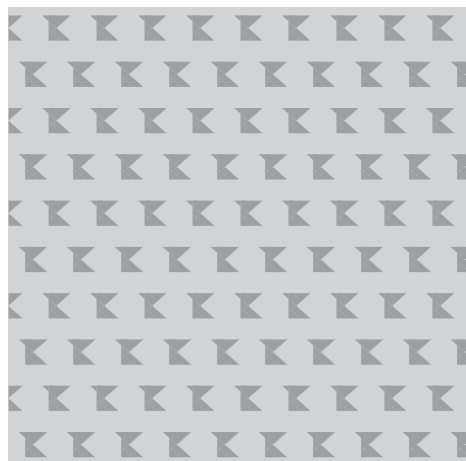














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CO-BRANDING

Target lives



upstream
LOVING WHERE WE LIVE

Cargill grows



upstream
LOVING WHERE WE LIVE

YWCA empowers



upstream
LOVING WHERE WE LIVE

General Mills thrives



upstream
LOVING WHERE WE LIVE

Target goes

upstream
LOVING WHERE WE LIVE

Together we swim best

upstream
LOVING WHERE WE LIVE

Casa de Esperanza construye

upstream
LOVING WHERE WE LIVE

General Mills goes

upstream
LOVING WHERE WE LIVE

Seward Coop thrives

upstream
LOVING WHERE WE LIVE

Cargill goes

upstream
LOVING WHERE WE LIVE







Target



upstream
LOVING WHERE WE LIVE

Cargill



upstream
LOVING WHERE WE LIVE

YWCA



upstream
LOVING WHERE WE LIVE

General Mills



upstream
LOVING WHERE WE LIVE



Target lives upstream

LOVING WHERE WE LIVE



Cargill grows upstream

LOVING WHERE WE LIVE



YWCA empowers upstream

LOVING WHERE WE LIVE



General Mills lives upstream

LOVING WHERE WE LIVE

Target



thrives
upstream
LOVING WHERE WE LIVE

YWCA



empowers
upstream
LOVING WHERE WE LIVE

Cargill



grows
upstream
LOVING WHERE WE LIVE

General Mills



lives
upstream
LOVING WHERE WE LIVE

PHOTOGRAPHY USAGE













ISTOCK IMAGE #862201574 - \$33



ISTOCK IMAGE #1143947860 - \$11



ISTOCK IMAGE #646190476 - \$11



ISTOCK IMAGE #638917944 - \$11



ISTOCK IMAGE #1077299892 - \$33



ISTOCK IMAGE #874160424 - \$33

WEARABLES



QUESTIONS?
COMMENTS?
NEED FILES?

REPLACE

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TO IMPROVE + REPLACE