

Logos

Vertical (preferred usage)

MINIMUM SIZE $\frac{3}{4}$ "

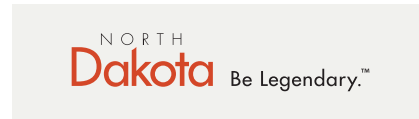


Horizontal

MINIMUM SIZE $\frac{1}{2}$ "



A minimum clearance must be maintained between the logo and other graphical elements. The clear space [N] around the signature is equal to the height of the letters in NORTH.

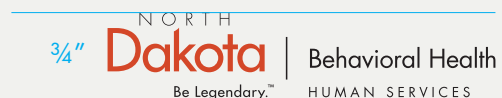


Agency and Subsidiary Logos

In cases where an agency has multiple subsidiary agencies or departments, both are listed with the subsidiary displayed more prominently as seen in the Behavioral Health example.

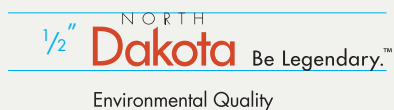
Agency Horizontal

(preferred usage) MINIMUM SIZE $\frac{3}{4}$ "









Agency Vertical

MINIMUM SIZE NORTH DAKOTA $\frac{1}{2}$ "



Color Palette

PRIMARY

 Pantone 173C C12 . M87 . Y100 . K2 R211 . G71 . B39 # d34727	 Warm Gray 10C C51 . M50 . Y54 . K17 R121 . G110 . B102 # 796e66	 Pantone 7535C C30 . M26 . Y35 . K0 R182 . G176 . B162 # b6b0a2	 Pantone 7474C C88 . M40 . Y42 . K10 R8 . G116 . B130 # 087482	 Black C0 . 0 . 0 . K100 R0 . G0 . B0 # 000000	 White
---	--	---	--	--	--

PERCENTAGES

SECONDARY

 Pantone 1807C C24 . M91 . Y78 . K16 R168 . G53 . B58 # a8353a	 Pantone 137C C0 . M42 . Y100 . K0 R250 . G162 . B27 # faa21b	 Pantone 299C C81 . M18 . Y0 . K0 R4 . G159 . B218 # 049fda	 Pantone 7490C C61 . M23 . Y90 . K5 R112 . G151 . B73 # 709749	 Pantone 390C C35 . M12 . Y100 . K0 R179 . G189 . B53 # b3bd35
--	---	---	--	--

Typography

Design Font Family – Futura

FUTURA LIGHT
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789,;!"&/*

FUTURA LIGHT OBLIQUE
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789,;!"&/*

FUTURA MEDIUM
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789,;!"&/*

Correspondence Fonts – Segoe and Arial

SEGOE
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789,;!"&/*

ARIAL
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789,;!"&/*

Photography

