



MINNESOTA
2030 

**Brand Guidelines
for the 2030 Olympic Bid by
Minnesota State**

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Minnesota 2030

The Minnesotan Olympic bid for Winter Olympics 2030 is a branding project completed as part of Curt Lund's intermediate Graphic Design course at Hamline University.

The brand is focused on an intersection of the natural elements of the state and the culture of our cities.

Our visual branding is centered on the colors of the beautiful agates found across our shores to connect to the sprawling natural lands here and to infuse a bright color indicative of the lively cultural scene in the Twin Cities and the friendly, welcoming people that bring warmth to a cold landscape.



To represent our brand, the slogan “Minnesota: home of the warmest winter games” was written. This is meant to counteract the perspective of Minnesota as a harsh landscape because while the weather is cold our people are friendly and welcoming and our cities have rich, cultural diversity.

We hope through our brand we can connect visitors to the unseen side of Minnesota: the color and the warmth of our people and our cities.

Master logo

The logo was inspired by the stacked shelves of the iron range and married with the concept of Minnesota's plentiful agates and rivers through different line types, be it organic or mechanic. The combination of lines is to represent the wilderness of Minnesota and the hard working people who worked on the iron range.



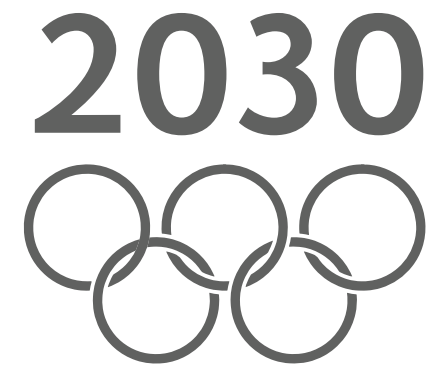
MINNESOTA
2030 

Logo variations



Full Logo

For most applications especially surrounding the event in marketing and communications material to ensure clarity about what the logo represents.



Non-Visual

For use when Minnesota has already been stated on the documentation and when the document is heavy on visuals already.



Visual Only

Only for very specific applications when all other information is directly stated around the logo.

Brand guidelines

Logo usage



Exclusion zones

Always allow a minimum space around the logo.



Minimum width

The logo minimum width is 54px.



Maximum width

There is no maximum size defined for this logo.



Semplicita

Headline font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+="':?><

Regular

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

Italic

*Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.*

Bold

**Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.**

Light

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

Medium

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

Merriweather

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+=":?><

Regular

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

Light

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

Brand guidelines

Color

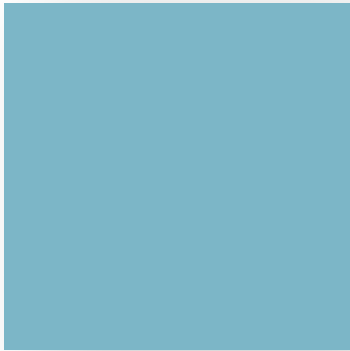
Primary



HEX #D73B27
R215 G59 B39
C10% M92%
Y100% K2%



HEX #C1272D
R193 G39 B45
C17% M98%
Y93% K7%

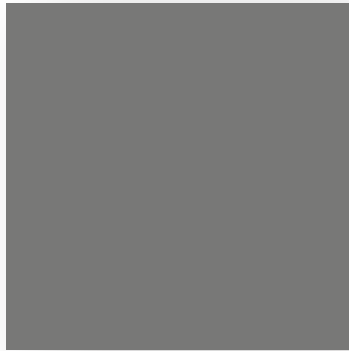


HEX #7EB6C8
R126 G182 B200
C51% M14%
Y16% K0%

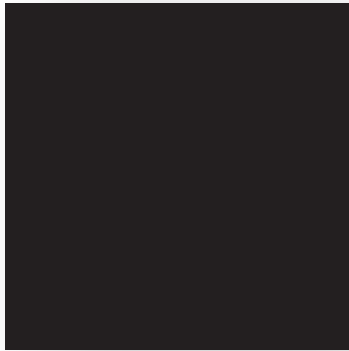
Secondary



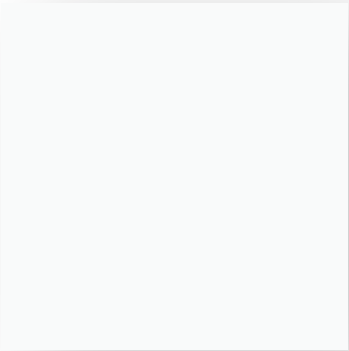
HEX #A09F9F
R160 G159 B159
C40% M32%
Y33% K0%



HEX #787878
R120 G120 B120
55% M46%
Y46% K11%



HEX #231F20
R35 G31 B32
C0% M0%
Y0% K100%

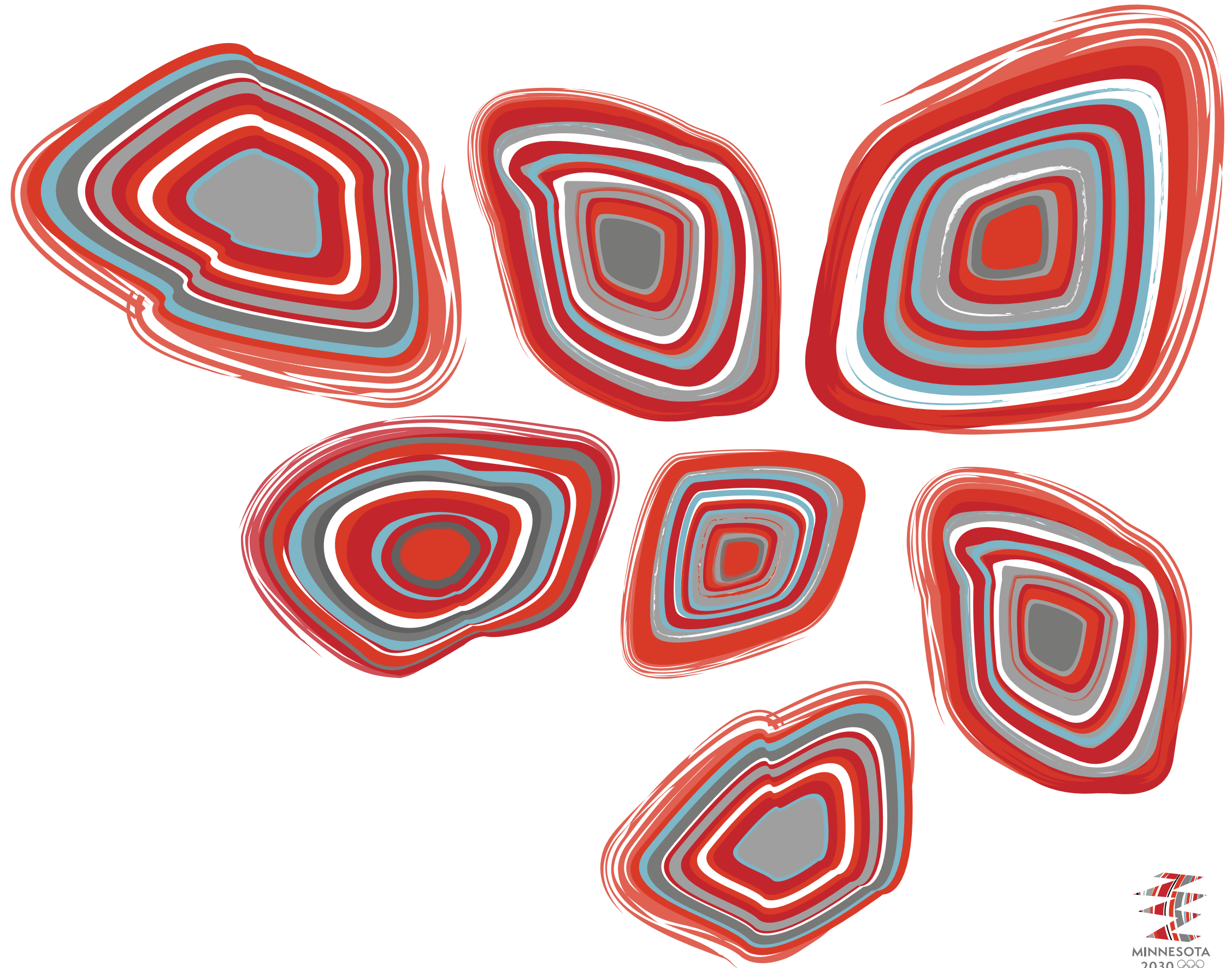


HEX F8F8F8
R248 G248 B248
C2% M1%
Y1% K0%

Agate Graphics

Ambient graphics throughout the brand are based on agate-drawings featuring the Adobe Illustrator artistic brush Dry Ink 1 to create a consistent, but organic line quality throughout.

These graphics are used throughout the brand identity with varying crops to increase visual interest while maintaining a strong cohesion from piece to piece of different collateral.



Brand guidelines

Icons

The symbol set consists of symbols that would be seen across a variety of brand materials.

Symbols are used in wayfinding and used for representing sports to increase the clarity of our communications – especially for international visitors. Each of the symbols uses the Minnesota 2030 Olympics brand identity to be consistent with the other designs.

The graphic in the middle is black and is encased in white space. That white space is then surrounded by a red agate shape, then a thinner grey, then and even thinner white, and then a blue paint brush stroke on the outside.

These surrounding lines create an agate-like texture which makes the symbols cohesive when they are used in brand materials. The graphics themselves are organic to match the visual style of the brand.



Biathlon



Bobsleigh



Xcel Energy Center



Food



Slalom Skiing



Snowboarding



Restrooms



Torch



Figure Skating



Speed Skating



U.S Bank Stadium



Light rail



Cross-Country Skiing



Hockey



Bus or Shuttle Stop



First Aid - Medical Care



Ski Jumps



Curling



Cultural Attraction



Parking

Mascots

The mascots in the branding are Babe the Blue Ox, Liam the Loon, Rusty the Fox, and Bernard the Black Bear. All of the animals are native to Minnesota, but Babe is from folklore of Minnesota; specifically the story of Paul Bunyan. The loon is also the state bird. Each mascot is clothed in winter hats, mittens, and scarves all in the colors from the branding.

The mascots were made to create the warm and welcoming feeling that not only the Olympics creates but also Minnesota. This feeling was created by using a more cartoonish style of line weights and flat coloring.

The mascots are to be used in any situation that has a need to bring a more welcoming feeling to a space be it clothing or signage. They are also used for festivities throughout the state - especially to connect and entice people to visit Minnesota's cultural icons.



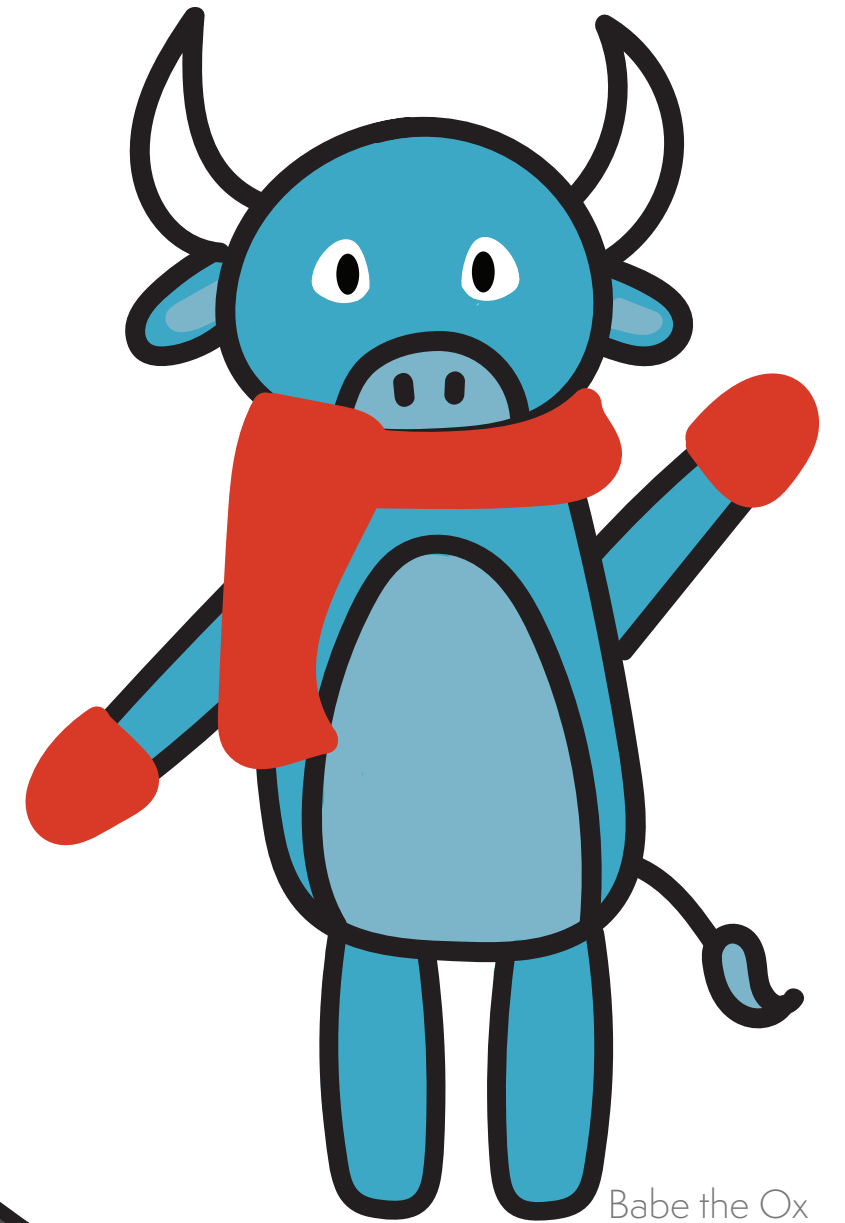
Rusty the Fox



Liam the Loon



Bernard the Bear



Babe the Ox

Brand Applications - Airport Signage



Airport signage for placement in Minneapolis International Airport to act as the first welcome to outside visitors to the city and state for the Olympic games.

Photos further the friendly and personable mission of the state in the Olympic Bid and provide a visual to the people of Minnesota. Text is written to be light and humorous in a high-stress situation like travel often is.

Ambient graphics are brought in on the corners to emphasize visual recognition of brand and to maintain cohesion. They are kept minimal to not distract from the large-scale image.

Top-Left: The first sign, placed within terminals to act as the first visual introduction to the airport when arriving flights land. The language and the pun are meant to create a fun environment.

Top-Right: Additional signage for in the main terminal of the airport that is functional for arriving and departing flights. The language is kept vague to apply to all travelers.

Bottom-Right: Sign for placement at baggage claim for arriving visitors to bring a fun tone.



Brand Applications - Warm Up Hut

Warm-up station graphics are designed to emphasize the sponsored partnership with locally relevant brand Caribou Coffee. These warm-up stations would be found throughout the Olympic Village and near sporting events.

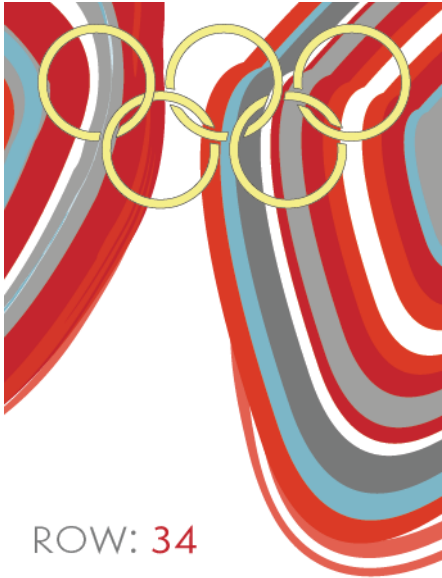
Spaces would be nicely decorated to invite social media interaction, but temporary so disposable cups and moveable sandwich-board signs would be used in addition to simplistic, but visually appealing interior signage and decor.

Overall design focused on utilizing ambient agate designs and simplicity for clarity for visitors to the village.



Brand guidelines

Brand Applications - Tickets



ROW: 34
SEAT: 16
ENTRANCE: C3



CURLING
Xcel Energy Center

MINNESOTA OLYMPICS 2030

DATE	TIME	ENTRY CODE
2.09	09:45	B256



This is your entry ticket



ROW: 24
SEAT: 4
ENTRANCE: B1



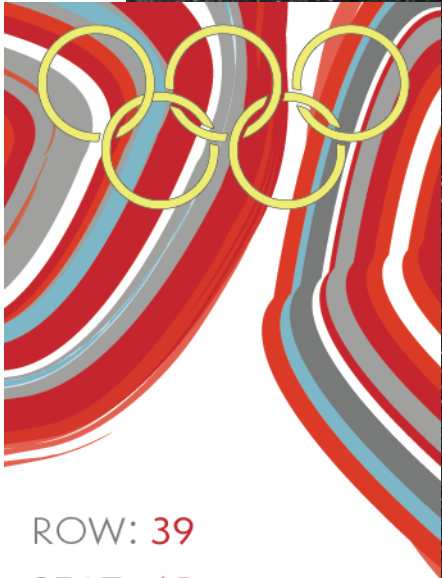
**FREE-STYLE
ICE SKATING**
Xcel Energy Center

MINNESOTA OLYMPICS 2030

DATE	TIME	ENTRY CODE
2.06	14:00	V234



This is your entry ticket



ROW: 39
SEAT: 45
ENTRANCE: D1



**OPENING
CEREMONY**
U.S Bank Stadium

MINNESOTA OLYMPICS 2030

DATE	TIME	ENTRY CODE
2.04	12:00	A234



This is your entry ticket



Tickets were designed to be a highly collectible memento piece featuring a randomized, different agate design at the top of each and every event's ticket. The color scheme it utilized throughout for brand cohesion with large, clean font and data organization for maximum clarity.

Tickets, once printed, will be finished with a gold-leaf accent atop the rings to provide definition between the agate background texture and the Olympic signifier and to add to their value as a keepsake.

Brand Applications - Bus Wraps



The bus wrap is used in our brand as a way finding aid. The vibrant colors of the agates are eye catching and recognizable to our brand, so they are helpful in helping visitors find their buses to and from the Olympics. Each bus has a different mascot to help ease the chaos of the city with a friendly and recognizable face to spot in the crowd.

Brand guidelines

Brand Applications

In order to communicate outwardly in a more professional setting like with media press releases this format would be used.

The press release combines a minimal touch of ambient agate graphics with consistent brand elements of color and typography.

The goal, overall, is to create a matching visual document that doesn't lose any clarity of information through distracting visuals or graphic applications.



Brand Applications - Medals

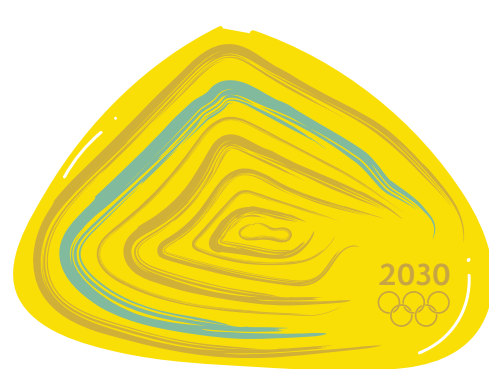
The medals are an essential to the Olympics; gold, silver, and bronze were created as the Olympics use these metals for the top three places for each sport. Each medal would be made from these metals that would be polished, engraved with the texture that is used throughout the brand, shaped like an agate, and have a colored stripe.

The medals would also have a slight swell to it that makes the front appear more round and the back would follow this swell in frontwards.

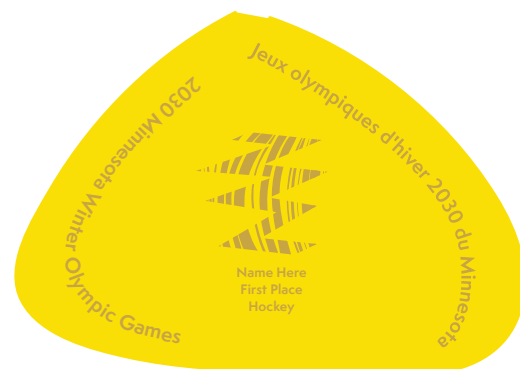
The back of medals have the logo, name of the Olympian, their place, and the sport that they competed in. The title “2030 Minnesota Winter Olympic Games” is also engraved on the sides; one in English and one in, the official language of the Olympics, French in the font “Semplicita.”

The lanyard for the medals would come out of the top of the medals in the blue that is used in the brand palette. The lanyards read “2030 Minnesota Olympics.” There are solid lines from the agates, and the logo on the sides of it in the red, orange, and white from the brand color palette. Each medal will have a pin from the sport they participated in attached to the lanyard in the same metal as the medal they receive.

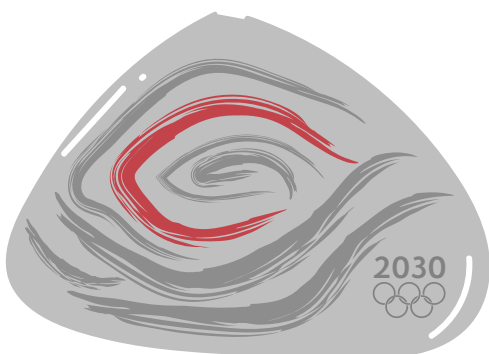
The goal of these medals was to make them feel more personalized to the winners by including pins, their names, and the sport in which they participated and placed in.



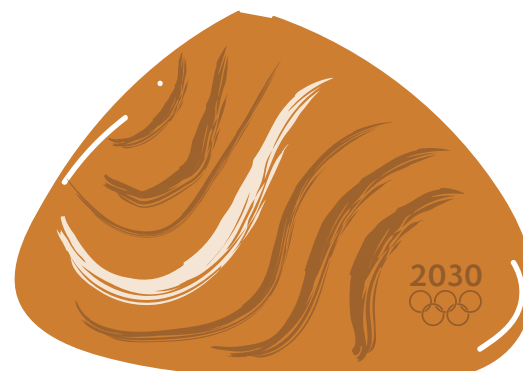
Gold - Front



Gold - Back



Silver - Front

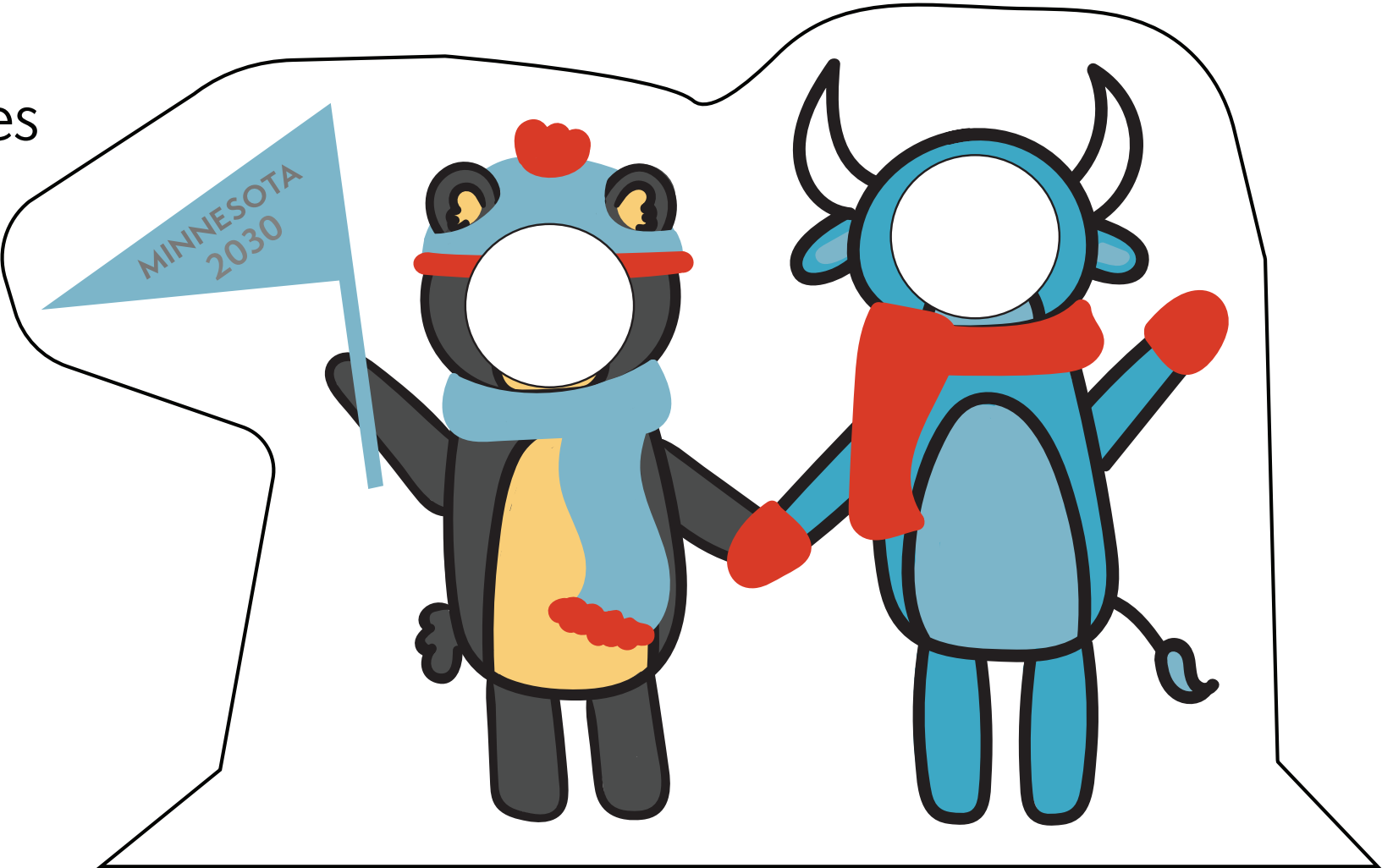


Bronze - Front



Brand Applications - Mascot Photo Opportunities

To bring the mascots to life and connect visitors with the local culture, our mascots will be printed onto life-sized cardboard cut-outs designed for photo opportunities that will bring visitors to our museums, restaurants, shops, and art displays to allow them to explore our state - guided by the Olympics.

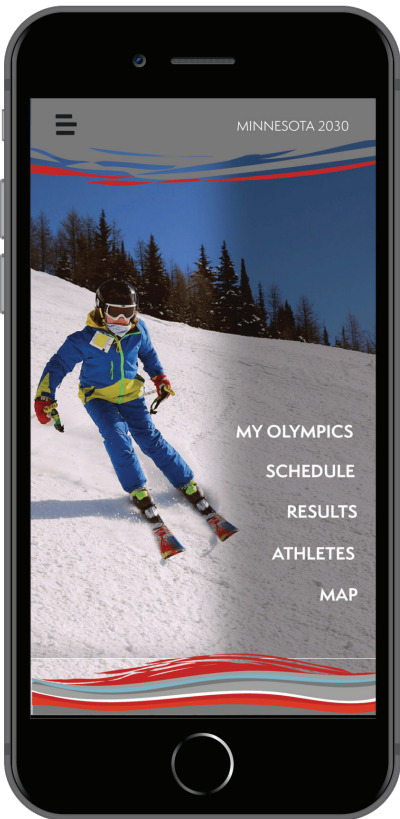


Brand guidelines

Brand Applications - Phone Application

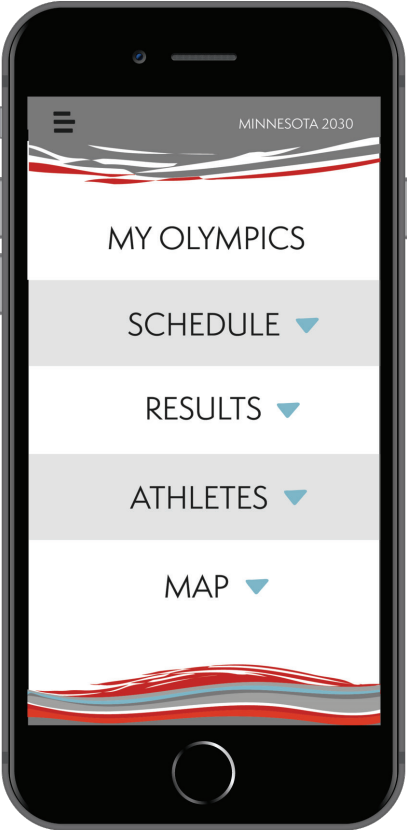


Loading Page



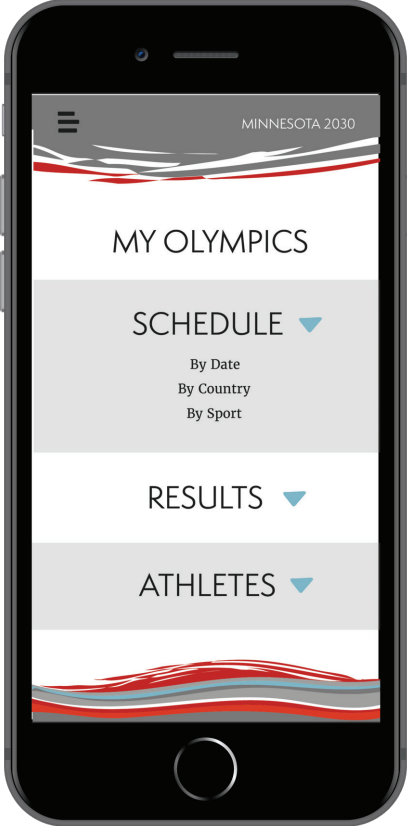
Splash Page

The app is designed to provide information about the olympics, and the events surrounding the olympics to create a more inclusive experience for the viewers, and attenders of the events. The load- ing screen has the olympic rings, Minnesota 2030, and the brand ambient graphic to show that the user is about to experience the olympics app. On the splash screen, an image of a woman skiing points to the navigation elements: My Olympics, Schedule, Results, Athletes, and Map.

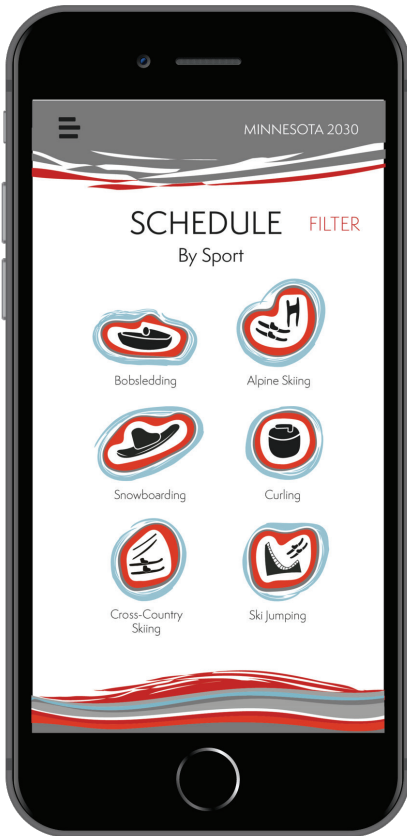


Schedule

The user would click one of these navigation items to go to those specific pages. There is also an option to pull up the secondary navigation at the top represented by the hamburger symbol. If a user clicks on that symbol, a secondary navigation takes up the whole page and allows the user to navigate through the different sections and subsections. The Minnesota 2030 text on the top with the fixed graphic is clickable and leads back to the splash page.

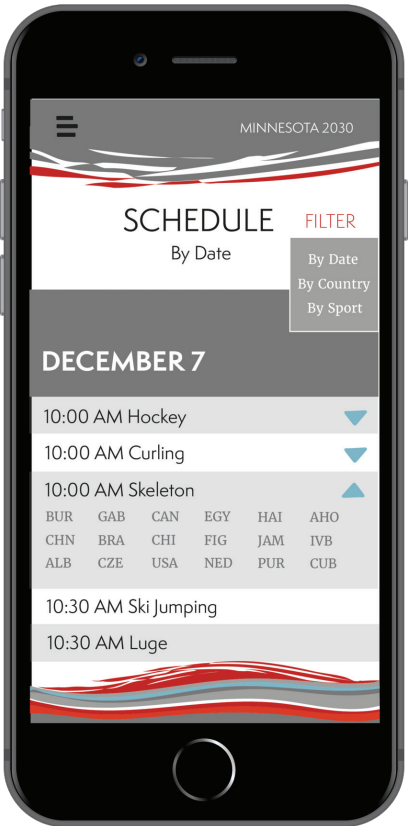


Schedule -
Button Activated



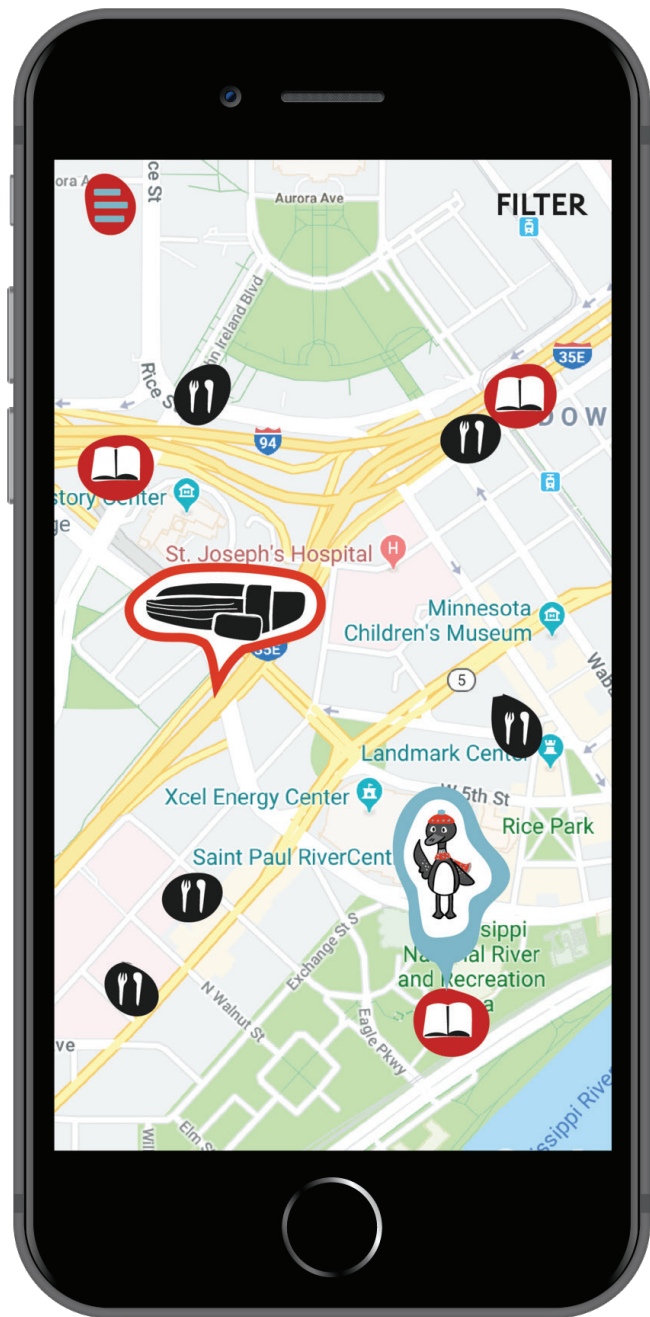
Schedule-
Sorted By Sport

When the user navigates to the schedule, schedule by date shows up by default. All the dates with all of the events falling on that date show up, along with which countries are playing at those events. There is an option to filter the schedule by date, by country, and by sport. When filtering by sport, the user can click a specific sport, represented by their symbols, and find specific dates and times that that sport is playing.



Schedule-
Sorted By Date

Brand Applications - Phone Application

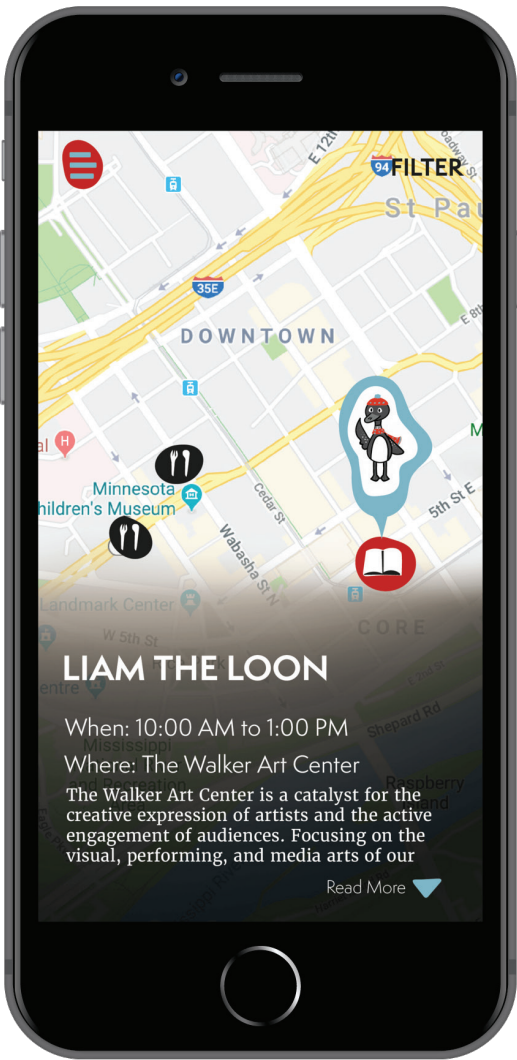


Map Page

When the user navigates to the map, they are provided with a map around their location where they can find different cultural places to go to, photo ops with mascots, places to eat, and olympic stadiums.

Clicking on any of these elements reveals more information about the place. Clicking on one of the mascots specifically tells the user where and when that mascot will be there for photo ops. The goal in providing the book symbol and the mascot photo opportunities is to drive visitors to explore the state more and expose some of the culture that is underrepresented in branding and media surrounding our snowy state.

Clicking on the stadiums will reveal what events are happening at the stadium that day and what time they are held at.



Map
Touch Point Activated



Map
Touch Point Activated

Brand guidelines

Brand Applications - Wayfinding



Brand Applications - Welcome Sign



Brand Applications - Apparel





MINNESOTA
2030 

Brand guidelines