



June 6, 2017

As in any outreach effort, it is important that all MN CREP related materials have a consistent look and feel to them. Our new MN CREP logo will represent this program. Please do not use any other CREP logos when referring to MN CREP.

In the coming weeks and months, you will see this logo used in many places including printed materials, electronic media, imprinted promotional items and more. Feel free to use this logo in newsletters and other pieces you develop to help promote MN CREP. Below are a few simple guidelines for using the logo:

- The logo may only be used by those promoting Minnesota CREP in an official capacity.
- The logo should never be altered in any way. Do not change the shape, proportion, color or orientation of the logo.
- Be conscious of the logo's size and legibility when reproducing it. Use common sense. A logo that is too small ceases to be effective.
- Give the logo room to breathe. For maximum impact, always include white space around the logo.
- Do not use the logo within blocks of text.

For more information on MN CREP, visit <http://www.bwsr.state.mn.us/crep/>.

If you have questions on using the logo, please contact Jenny Gieseke at jenny.gieseke@state.mn.us.