**MINN KOTA**®

# LOGO USAGE

## THE MINN KOTA LOGO

Iconic, strong and bold, the Minn Kota logo is the most prominent branding element we have in our arsenal. It should be utilized consistently and powerfully in every Minn Kota communication.

### BRAND ICON

| Color | 1-Color | Reversed |

### BRAND WORDMARK

Color

1-Color

Reversed

## LOGO USAGE

### PRIMARY LOGO

The logo should be used with this horizontal orientation wherever possible. Different printing and usage demands may necessitate changes in color usage.

Color

| | PANTONE | CMYK | HEX |
|---|---|---|---|
| 🟡 | PMS 7409 C | 0 / 30 / 96 / 0 | FDB924 |
| ⚫ | PMS Cool Gray 11 C | 0 / 0 / 0 / 85 | 54565B |

| | PANTONE | CMYK | HEX |
|---|---|---|---|
| 🟡 | PMS 7409 C | 0 / 30 / 96 / 0 | FDB924 |
| ⚫ | PMS Cool Gray 11 C | 0 / 0 / 0 / 85 | 54565B |
| ⚫ | | 0 / 0 / 0 / 100 | 000000 |

Reverse                    1-Color

## LOGO USAGE

### SECONDARY LOGO OPTIONS

In some instances, reorientation of the logo elements may be necessary — to meet size restrictions, most prevalently. In those cases utilize this version with the mark above the word, which creates a more compact, square overall logo.

THE SECONDARY LOGO OPTIONS ARE RESERVED FOR MINN KOTA USE ONLY.

Color

Reverse

1-Color

STACKED MINN KOTA TYPE IS RESERVED FOR SPECIAL CIRCUMSTANCES ONLY AND MUST BE AUTHORIZED BY MINN KOTA

1-Color

# LOGO USAGE

## MINIMUM SIZE

To ensure that the logo is legible, the minimum width for the primary logo should be 1" (25mm) and 0.8" (20mm) when using the secondary logo.

MINN KOTA®
←——— 1" (25mm) ———→

MINN KOTA®
←— 0.8" (20mm) —→

## CLEAR SPACE

Make sure to allow adequate space around the logo marks. The minimum clear space should be the height of the logo's "M". The minimum clear space on the "Icon" is the width of the middle down arrowhead.

## LOGO COLORS

The primary use for the Minn Kota logo is the 2-color version — Cool Gray 11 and Pantone 123. When color or printing prohibits this, it may be used in 1-color or reversed out to white.

The logo can be placed over a photograph or background image, as long as the legibility and integrity of the logo are not diminished.

MINN KOTA®                MINN KOTA®

MINN KOTA®                MINN KOTA®

2-Color                          1-Color

# LOGO USAGE

## LOGO MISUSE

There are many things you can do to a logo, but most of them shouldn't be done. Smart, consistent logo usage is key to forming the brand's visual identity — and protecting Minn Kota's leadership position within the marketplace.

Never squeeze, stretch or rotate

Never apply effects such as a drop shadow

Never use a background that affects visibility of the icon

Never resize or reposition the logo elements

Never change the colors

Never use a background that affects legibility

Never recreate with other fonts

Avoid putting any content in the clearspace

Never use the old logo and the new icon

Never use a tagline with the Minn Kota logo

Never use the old logo or any or its parts

# LOGO PAIRING

## PAIRING WITH CANNON AND HUMMINBIRD LOGOS

When the assignment calls for two or more fishing brands to be featured together, please follow the order, color, spacing and sizing guidelines shown here. Logos can be arranged vertically or horizontally in color, black, reverse, or white. Logo colors should not be altered when combined with another brand.

HUMMINBIRD®   MINN KOTA®   CANNON®
Horizontally Aligned (Color)

HUMMINBIRD®   MINN KOTA®   CANNON®
Horizontally Aligned (1-Color: Black)

HUMMINBIRD®   MINN KOTA®   CANNON®
Horizontally Aligned (Color/Reverse)

HUMMINBIRD®   MINN KOTA®   CANNON®
Horizontally Aligned (1-Color: White)

HUMMINBIRD®
MINN KOTA®
CANNON®
Vertically Aligned
(Color)

HUMMINBIRD®
MINN KOTA®
CANNON®
Vertically Aligned
(1-Color: Black)

HUMMINBIRD®
MINN KOTA®
CANNON®
Vertically Aligned
(Color/Reverse)
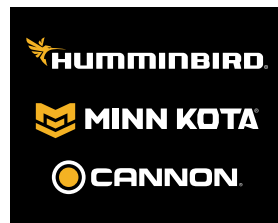
HUMMINBIRD®
MINN KOTA®
CANNON®
Vertically Aligned
(1-Color: White)

## SIZING AND POSITIONING

When sizing the logos, reference the icon widths shown in Figure A. The sizing on the Minn Kota logo should include the "chevron" icon and the space that follows before the Minn Kota name. Figure B shows correct spacing between logos. Logos should be centered when vertically aligned, and base aligned when horizontally aligned.

Align Center of Logos

A HUMMINBIRD®   B
A MINN KOTA®   B
A CANNON®

Align Logo Bases

A HUMMINBIRD®
B MINN

A MINN KOTA®
B MINN

A CANNON®