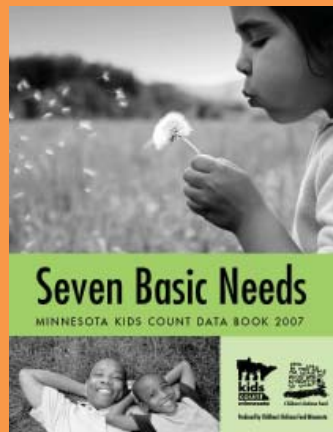


Design for a better world

IDENTITY AND PRINT DESIGN



Acupuncture and
Oriental Medicine
Association
of Minnesota



Mississippi Market
Natural Foods Co-op

TriangleParkCreative



What's in an identity?

Brand Identity

- AOMAM
- Mississippi Market Natural Foods Co-op
- Sparc
- Land Stewardship Project
- Cooperative Communicators Association
- Transit for Livable Communities
- African Development Center
- Minnesota Center for Philosophy of Science
- Saint Paul Classic Bike Tour
- Minnesota Environmental Partnership



African
Development
Center
of Minnesota



Identity design is more than “getting a new logo.” For long-term impact, it’s essential to ask a range of questions.

Questions before answers

In either an informal or formal process, depending on your appetite for this type of collaboration and your budget, we reach an understanding of your organization’s history, internal values and operational realities, audiences, position among colleague and competitor organizations, and “voice.”

Making a mark

Then we develop a logo (or brand mark) that authentically and uniquely captures the essence of your organization — in a way that speaks to the future you intend to help shape in the communities you touch.

Our logos don’t have a house “style.” We pride ourselves on creating logos that vary from one to the next because the organizations and companies we work with vary, and we think the best job we can do is connect with your organization’s unique story.

Grounding the logo with color and type

Once the mark is completed, at a minimum, we look at the fonts and colors that will further help to paint a fitting, quickly understood and memorable picture of your organization.

Generally, the design of business stationery is included in this design phase. We can also create templates for an entire literature systems, newsletters, conference displays/ environments, websites, or more.

Carrying the logo forward

To ensure visual consistency as you use your new identity to distinguish your organization, we offer creation of an Identity Guidelines document.

Guidelines are meant for internal use, and to be provided to all designers and vendors who might have a hand in creating your communications.



The Identity Guidelines document may be as simple as a concise four- to six-page outline showing the logo in all color treatments, basic recommendations for handling of placement and

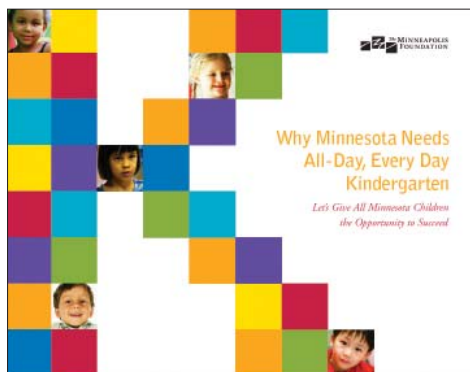
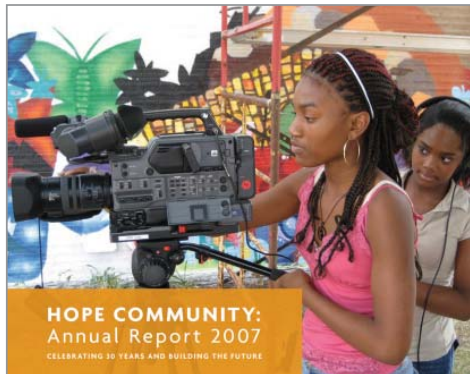
proper use, sample settings of fonts, and a basic color palette.

Or it may incorporate an all-inclusive program, covering extensive logo usage guidelines with illustrations of uses and treatments — both recommended and forbidden, thorough illustration of all planned font usage treatments as would appear in various types of communications, a color palette with equivalents formulated for all types of color environments (print and electronic), electronic document templates for stationery and various types of communication media.



Our goal is to create a logo and identity system that connects with the essential story of your organization, and that will serve you well for years into the future.

Print design— communication on paper still has its place.



We approach print design as an interactive process that draws upon our decades of experience and your organization's needs and goals. We are committed to a collaborative process in which your organization is clearly represented in your media.

When we work with clients on printed pieces, we start out by asking them the following:

- Who will be seeing this piece?
- How will it be used?
- What does the piece do?
- How will it be printed?

Collateral Literature

These pieces are handed out to people at conferences, rallies, meetings, seen in high-profile publications, or mailed directly to an audience.

Collateral pieces are fun to create and often address the most pressing issues of an organization or event. Compelling design communicates the message with meaning so that your audiences know at a glance what you're trying to convey.

Publications

We design and lay out a wide range of publications, from monthly or bimonthly magazines, newspapers, and newsletters, to annual reports and books. We can design your publication's initial look, or work with one you already have, offering design suggestions as needed.

Triangle Park designers have decades of experience working with nonprofits and co-ops to express their ongoing work and messages through publications.



Annual Reports

- African Development Center
- Hope Community
- Bridge for Runaway Youth
- CLUES
- The Minneapolis Foundation
- Neighborhood Development Center
- St. Stephen's Human Services

Newsletters

- Children's Defense Fund—Minnesota
- CLUES
- Cooperative Development Services
- Jewish Community Action
- Rainbow Families
- St. Stephen's Human Services

Brochures

- CLUES
- HOURCAR / Neighborhood Energy Connection
- The Minneapolis Foundation
- Rivers of Hope

Reports

- Children's Defense Fund—Minnesota
- Hunger Solutions
- JOBS NOW! Coalition
- Minnesota Environmental Partnership
- Organizing Apprenticeship Project
- Regional Sustainable Development Partnerships

Miscellaneous

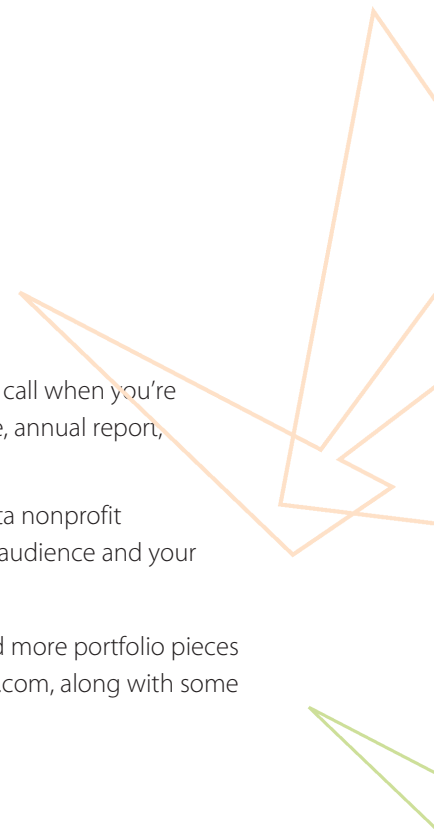
- Feed My Starving Children
- HOURCAR / Neighborhood Energy Connection
- YMCA of the Twin Cities



Give Triangle Park Creative a call when you're planning your next brochure, annual report, or other printed piece.

With more than 50 Minnesota nonprofit clients, we understand your audience and your challenges.

You'll find a full client list and more portfolio pieces at www.triangleparkcreative.com, along with some helpful tips and resources.



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