

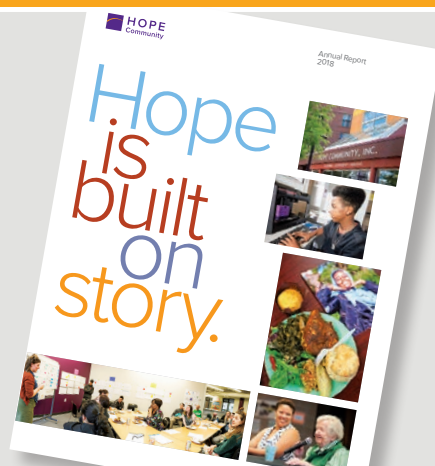
# Identity and print design

for a better world



Mississippi Market  
Natural Foods Co-op

TriangleParkCreative



# What's in an identity?

*"Our logos don't follow a 'house style.' We pride ourselves in creating identities that vary widely from one to the next—because each organization's story and audience is unique."*



Identity design is more than "getting a new logo." For long-term impact and value, it's essential to engage in exploration and discussion, starting before and lasting after the sketches are completed.

## Questions before sketches

In either an informal or formal process—depending on your organization's budget and appetite for strategic collaboration—we spend time developing an understanding of your history, internal values and operational realities, audiences, position among colleague and competitor organizations, and "brand voice."

## Making a mark

Then we work together to 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 follow a "house style." We pride ourselves in creating identities that vary widely from one to the next—because each organization's story and audience is unique.

## A logo is not an identity

Once the mark is completed, at a minimum, we decide on fonts and colors that complete the picture of your organization—one that is quickly understood and memorable. Usually, the design of business stationery is included.

We regularly continue with our clients to extend their identity in websites, collateral communications, newsletters, conference displays, signing, and more.

## Carrying the identity forward

To ensure visual consistency as you use your new identity, we offer to create an Identity Guidelines document. Guidelines are meant for internal reference and for all designers and vendors who may have a hand in creating your external communications.

The Identity Guidelines document may be as simple as a four- to six-page outline showing the logo in all color treatments,

basic recommendations for logo placement and proper use, sample settings of fonts, and a basic color palette.

Or, it may constitute a much more detailed and comprehensive document.

Such guideline documents include:

- Illustrations of logo formats, uses and treatments — both recommended and prohibited
- Thorough illustration of stylistic treatments for all fonts as they are to be used in each specified type of communication
- A color palette with formulas for all types of color environments (print and electronic)
- Illustrations and instructions for use of photography and graphic art that is developed as a part of the identity
- Electronic document templates for stationery and, in some cases, other communication media—for example fact sheets, presentations, brochures, fliers, etc.

Overall, our goal is to create an identity and system that fit your organization now, and coherently anticipate broad and varied use for years into the future.



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# Print design— communication on paper still has its place.



## Choosing Print

Printed communications are meant to be touched and held and taken with people. They create lasting impressions, but must work within limitations of time, budget and material that electronic media do not. Our extensive experience with print helps us get to the heart of a communication opportunity, and design it for clarity, flow, tone, impact—and value.

We are committed to a collaborative process that begins with questions like these:

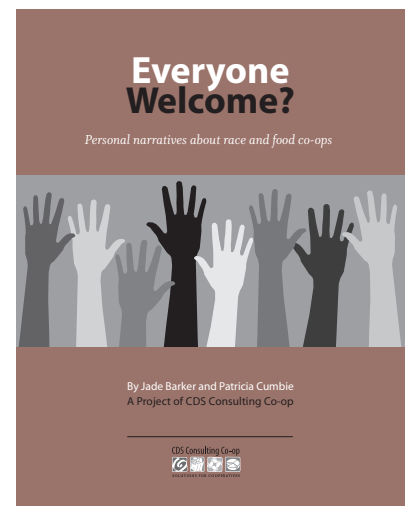
- What must you accomplish with this communication?
- Who will be seeing it? How many people?
- How and where will it be used; for how long?
- What first impression should it evoke?
- What can you spend per piece/person?

## Collateral Communications

Collateral communications address an organization's unique day-to-day concerns. Included in this broad field is everything from capabilities brochures to direct mail appeals, from event posters to legislative fact sheets, from food labels to banners to sign systems. We've done them all, and we help you create them with the utmost care for continuity that builds on your organization's brand while looking for the unique opportunity to exceed your audience's expectations of your "voice."

## Publications

We design and produce a wide range of publications—from newsletters to annual reports. We can design your publication's initial look, or work to expand freshly on one already developed. Triangle Park Creative has for 25 years taken a special interest in how publications can serve nonprofits, co-ops and other progressive enterprises—helping them build communities by informing their audiences and inviting participation.



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For more than 30 years Triangle Park Creative has been an ally to organizations and enterprises working toward a more sustainable world. We've been incubators and partners in developing food co-ops, community journalism and many progressive causes. With a wealth of experience, creativity and passion we are ready to provide remarkable design—and value—for your better-world project.

**Visit our website** — [www.TriangleParkCreative.com](http://www.TriangleParkCreative.com) — for more portfolio samples, our client list, and some helpful design tips and resources.



**Or visit us in person.**

We're located in the Creative Enterprise Zone, the heart of the Twin Cities "nonprofit district" at University and Raymond near the border of St. Paul and Minneapolis. Our home, CoCreatz, is an all-welcoming community hub that we are helping develop for coworking, collaboration, and events.

TriangleParkCreative

Identity | Print | Web

2388 University Ave. W., Suite 1  
Saint Paul, MN 55114

John Seymour-Anderson, Creative Director  
612.220.8696  
[John@TriangleParkCreative.com](mailto:John@TriangleParkCreative.com)

Dan Nordley, Chief Park Ranger  
612.845.2446  
[Dan@TriangleParkCreative.com](mailto:Dan@TriangleParkCreative.com)