



**CITY OF NEWPORT
REGULAR CITY COUNCIL WORKSHOP
NEWPORT CITY HALL**

December 2, 2021 – IMMEDIATELY FOLLOWING THE REGULAR COUNCIL MEETING

MAYOR:	Laurie Elliott	City Administrator:	Deb Hill
COUNCIL:	Kevin Chapdelaine	Supt. of Public Works:	Bruce Hanson
	Tom Ingemann	Fire Chief:	Steven Wiley
	Marvin Taylor	Asst. to the City Admin:	Travis Brierley
	Rozlyn Johnson	Law Enforcement (WCSO):	Bill Harrell

AGENDA

1. CALL TO ORDER
2. ROLL CALL
3. LOGO BRAND USE GUIDELINES
4. FUTURE AGENDA ITEMS
5. ADJOURNMENT



CITY OF NEWPORT

BRAND GUIDELINES

CITY OF NEWPORT
Principle Logo/Light Background



CORRECT USE:
WHITE OR LIGHT PANTONE BLUE 635 BACKGROUND

CITY OF NEWPORT
Secondary Logo/Dark Background



CORRECT USE:
PANTONE 2965 BACKGROUND



INCORRECT USE:
OTHER BACKGROUND COLORS OR LOGO ROTATION



INCORRECT USE:
OTHER BACKGROUND COLORS or LOGO ROTATION

APPROVED LOGO VARIATIONS:



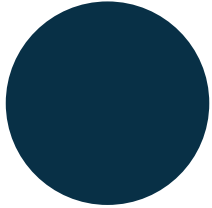
APPROVED CLOTHING COLOR OPTIONS:



CITY OF NEWPORT IDENTITY PACKAGE:



BRAND COLOR PALETTE:

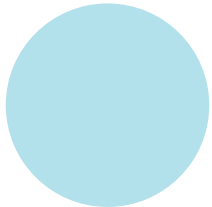


PANTONE 2965

CMYK 100C/78M/48Y/54K

RGB 0, 38, 62

HEX# 00263e

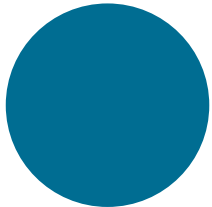


PANTONE 635

CMYK 34C/0M/7Y/0K

RGB 162, 218, 232

HEX# a2dae8



PANTONE 634

CMYK 100C/55M/33Y/13K

RGB 0, 93, 131

HEX# 005d83

TYPOGRAPHY:

Preferred Typeface for Headlines

YANA REGULAR - ALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Preferred Typeface for Sub-Headlines & Body Copy

HELVETICA NEUE LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Typeface Usage Example:

WELCOME TO NEWPORT, MINNESOTA

A small community with a big heart.

Newport is primarily a residential community and its strength is the people who live within the city. Newport is a small river community with residential streets bordered by large trees, which wind their way along the river's edge and the bluffs.

If you have additional questions about our brand guidelines, please contact Laurie Elliot at the City of Newport office (651) 459-5677. Or email lelliott.newport@gmail.com.