

PRINT, INDUSTRY USAGE EXAMPLE



For industry partner use, the FYTN lockup should be used in place of a headline, but a customized badge featuring the location name can replace the #OnlyinMN badge.

The custom location badge:

- Must be the same height as the Hashtag Mark in the FYTN lockup placed in the document.
- Must maintain the same margins (between the type and edge of badge) as the Hashtag Mark (this is equal to the height of the “o” in North in the FYTN lockup).
- Must not exceed the width of “TRUE NORTH.”



The Explore Minnesota logo and URL can be replaced with the appropriate regional or local logo.

Proportions of the Pinpoint in comparison to Hashtag Mark must follow guidelines outlined on page 14.