The FYTN Pinpoint can be used as a stand-alone graphic or to identify a location on a map.

It can appear with or without the white center circle, but must always have a minimum clear space (with the exception of our route line) equal to the height and width of the center circle.

SCALE

When used in conjunction with the FYTN lockup, such as in advertising, the following sizing guidelines should be adhered to. When the lockup is used as a sign-off, the height of the Pinpoint should equal the height of the Hashtag Mark. When the FYTN lockup is used as a headline (larger scale), the height of the Pinpoint should equal 3/4 the height of the Hashtag Mark rectangle (see right for guide).

COLORS

The preferred color for the Pinpoint is Cherry.

When other colors are needed to improve legibility or to complement an image, tap into the larger Explore Minnesota hashtag color palette. This includes reversing out the Pinpoint to white. *(See pg. 30 for values.)*
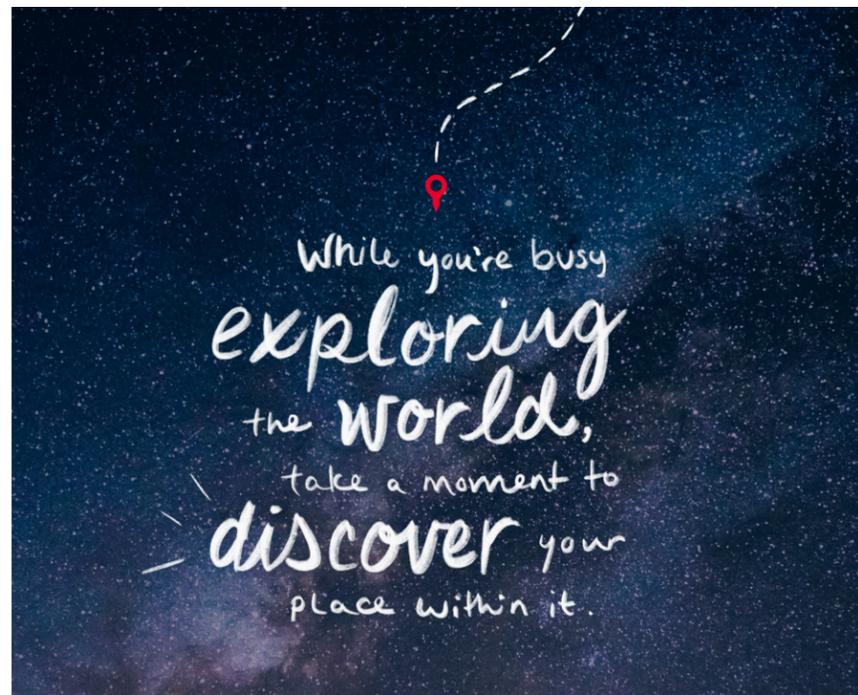
When FYTN lockup is used as sign-off:

FIND YOUR TRUE NORTH
#ONLYINMN

When FYTN lockup is used as a headline:

FIND YOUR TRUE NORTH
#ONLYINMN

SAMPLE USE:

While you're busy *exploring* the *world,* take a moment to *discover* your place within it.

The FYTN Location Marker "o" and "∧" can be used together as a stand-alone graphic to suggest a location on a map or in conjunction with the route line to suggest the arrival at a destination (i.e., Your True North).

Additionally, the arrow ("∧") can be used separately when paired with the location name. Type should always be vertically centered in relation to the arrow.
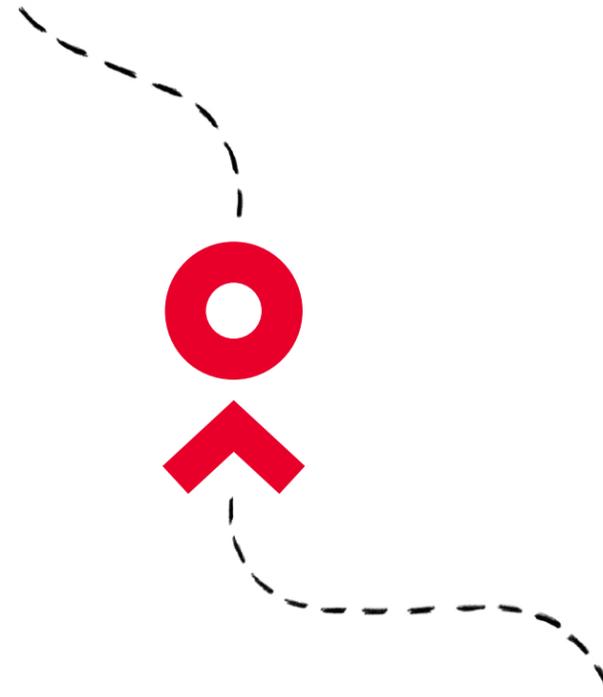
HONEYMOON BLUFF | GRAND MARAIS, MN

HONEYMOON BLUFF ← VERTICALLY CENTERED

SAMPLE USE:

FIND YOUR TRUE NORTH
#ONLYINMN