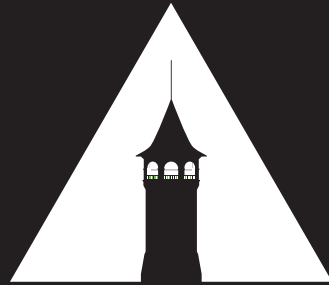


# PROSPECT PARK

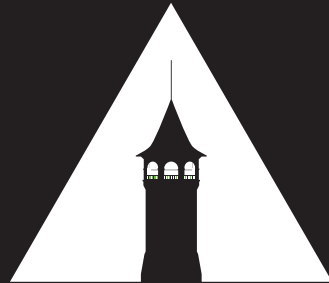
STYLE GUIDE

06.01.15



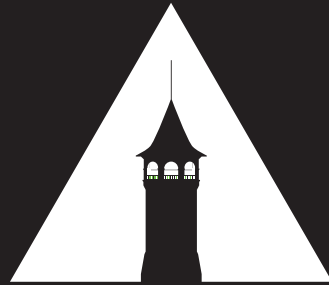
## A MINNESOTA ICON AND A MARKER OF PLACE

The Witch's Hat Water Tower is a Minnesota and Minneapolis landmark depicted in many artist renditions as one of the top 'uniquely Minnesota' icons. Few neighborhoods have a landmark that is so recognizable, that so clearly marks its place and arrival into the neighborhood. This icon is central to the Prospect Park and Prospect Park Association visual identity.



## A SYMBOL OF THE BIRTH OF AN ORGANIZED EFFORT

One of the first major efforts of the Prospect Park Association, founded in 1901 to work for the physical betterment of the community, was to persuade the Minneapolis Board of Park Commissioners to acquire the irregularly shaped block bounded by University, Clarence, Seymour, Orlin, and Malcolm (Block 6 of Prospect Park First Division Revised) as parkland.



## ALL ALONG THE WATCHTOWER

The Witch's Hat Water Tower is rumored to be the inspiration for Bob Dylan's "All Along the Watchtower," as the tower was clearly visible from Dylan's home in nearby Dinkytown.



**PMS 360**  
CMYK 60,0,96,0



**PMS 357**  
CMYK 85,40,91,39



**PMS 3005**  
CMYK 100,46,2,0



**PMS 298**  
CMYK 64,10,1,0



**PMS 382**  
CMYK 29,0,100,0



**PMS 123**  
CMYK 0,24,94,0



**PMS 715**  
CMYK 0,54,93,0

The Prospect Park color palette is derived from its setting. The green of the Witch’s Hat tiles, the lush tree canopy, and vegetation, the blues of the Mississippi River and sky and the yellow and orange for seasonal variation.



CMYK 0,0,0,50



CMYK 0,0,0,60



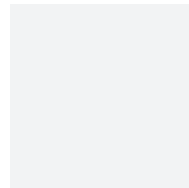
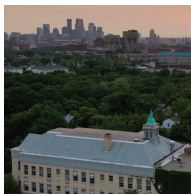
CMYK 0,0,0,70



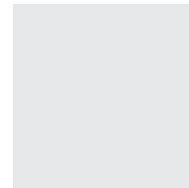
CMYK 0,0,0,80



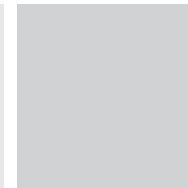
CMYK 0,0,0,90



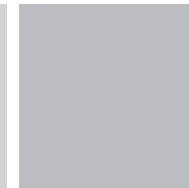
CMYK 0,0,0,5



CMYK 0,0,0,10



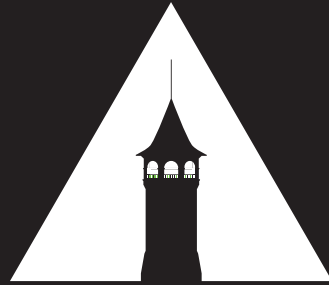
CMYK 0,0,0,20



CMYK 0,0,0,30

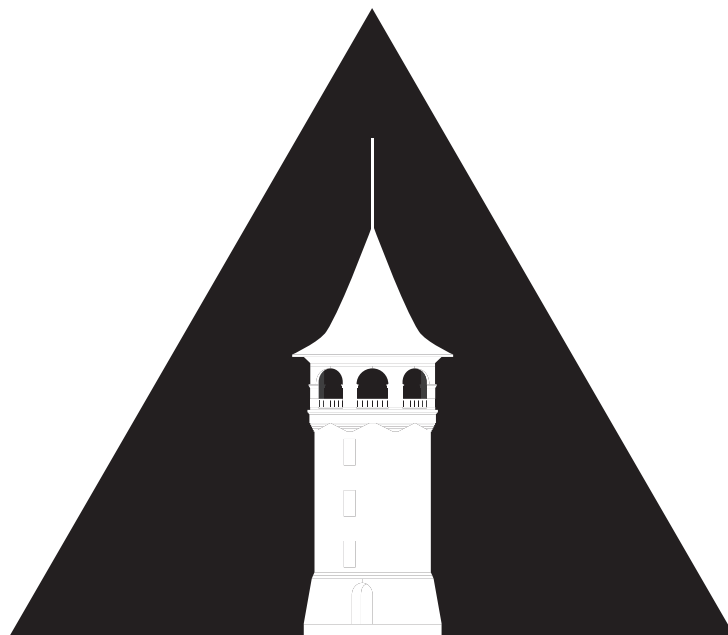


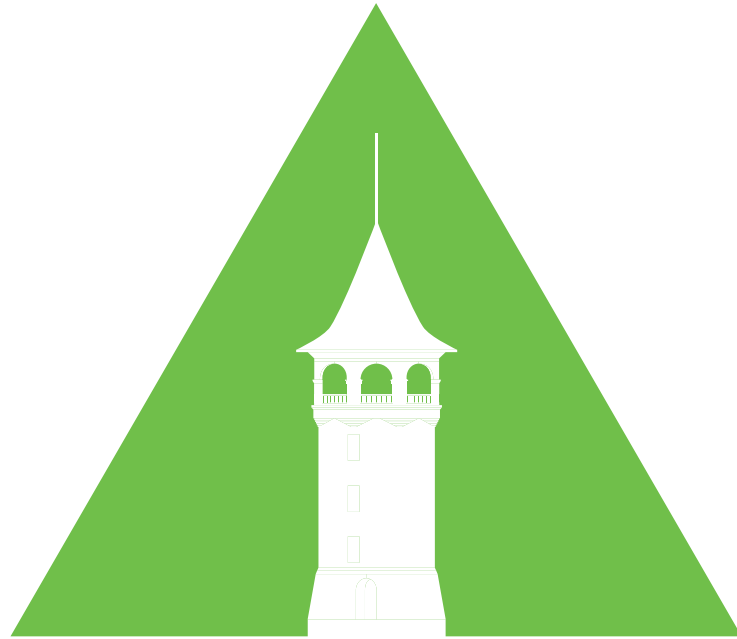
CMYK 0,0,0,40



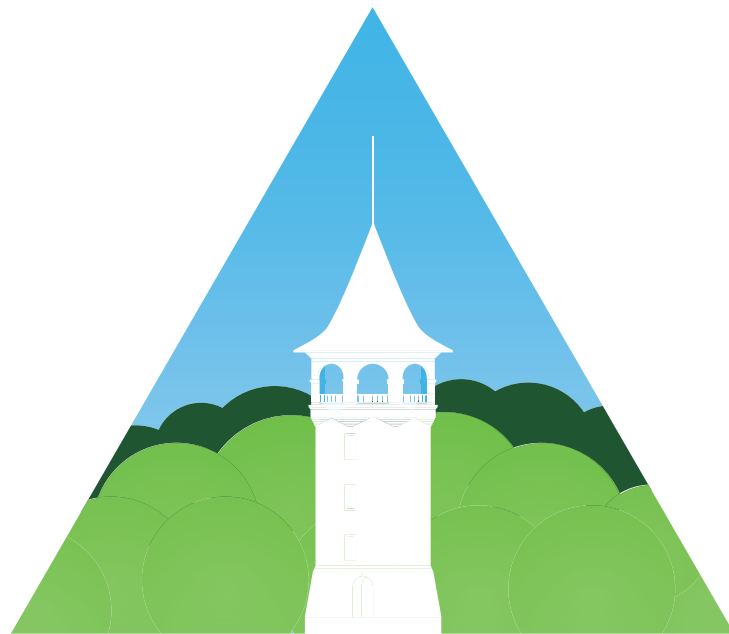
## THE PROSPECT PARK TRIANGLE

- Abstractly references Tower Hill, the Landscape Triangles and the Witch's Hat itself, all distinctive features of Prospect Park.
- Simple and clean geometry makes it memorable as a logo mark. The nested Tower silhouette makes it ownable and trademarkable.
- Frames the geometry/shape of the Witch's Hat.
- The abstract nature of the form lends itself to interesting interpretations.
- Lends itself to seamless integration into the wordmark as a letter 'A', which has application for both Prospect Park and the Prospect Park Association and supports the ability to build equity in their shared identity.









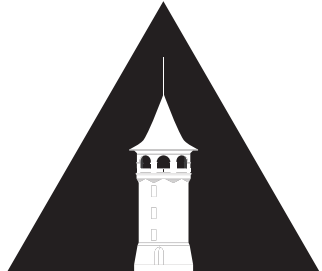


## PUTTING THE PARK IN PROSPECT PARK

Prospect Park is one of the first Minneapolis 'Park' neighborhoods. A distinction that is celebrated in many applications of the visual identity.

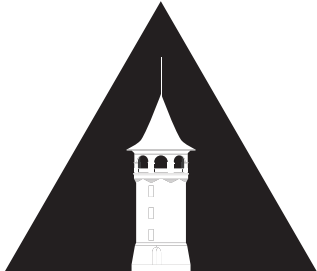






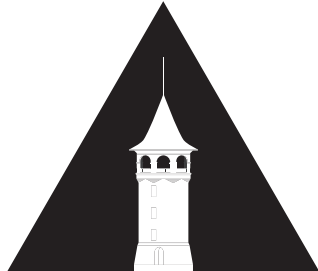
**PROSPECT  
PARK**

*Neighborhood*



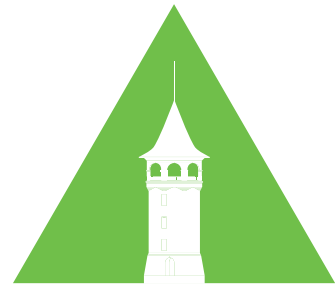
**PROSPECT  
PARK**

*Tower Hill*



**PROSPECT  
PARK**

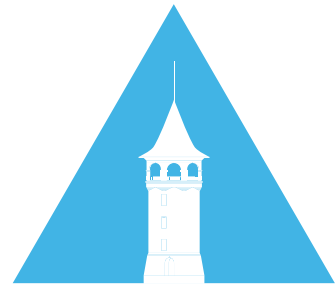
*Prospect North*



**PROSPECT PARK**



**PROSPECT PARK**



**PROSPECT PARK**



**PROSPECT PARK**














PROSPECT  
PARK  
ASSOCIATION

The logo features the word "PROSPECT" in a bold, blue, sans-serif font. Below it, the word "PARK" is rendered in a larger, blue, sans-serif font. The letter "A" in "PARK" is stylized as a green hill with a white lighthouse tower on top. The letters "P", "R", and "K" also feature green hill cutouts at their base. Below "PARK", the word "ASSOCIATION" is written in a smaller, green, sans-serif font.



PROSPECT  
PARK  
ASSOCIATION

The logo features the word "PROSPECT" in a light blue, bold, sans-serif font. Below it, the word "PARK" is rendered in a larger, light blue font. The letter "A" in "PARK" is a large triangle that contains a stylized illustration of a pagoda on a hill. The base of the "PARK" letters is filled with a pattern of green circles, representing grass or foliage. Below "PARK", the word "ASSOCIATION" is written in a smaller, light green, spaced-out, sans-serif font.



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*Bridal Veil Falls | Glendale  
Motley | Prospect North | River Road  
Stadium Village | South of Franklin | Tower Hill*

---

**Jessica Buchberger**  
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**PROSPECT  
PARK**  
ASSOCIATION

[www.prospect-park.org](http://www.prospect-park.org)



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PARK**  
ASSOCIATION

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**PROSPECT  
PARK**  
ASSOCIATION

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*Bridal Veil Falls | Glendale  
Motley | Prospect North | River Road  
Stadium Village | South of Franklin | Tower Hill*

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[www.prospect-park.org](http://www.prospect-park.org)



## HONORING THE PAST AND LOOKING TO THE FUTURE

The Prospect Park typefaces present a look and feel for the visual identity that is both clean, simple and forward looking in the Avenir type family. The Sabon type family is a counter part that is highly legible and roots the identity in its rich history and past.

WORDMARK  
AVENIR 85 HEAVY - MODIFIED

PROSPECT  
PARK

TAGLINE  
SABON ITALIC

*Tower Park*

WORDMARK - SUBSCRIPT  
AVENIR 35 LIGHT - 600 TRACKING

A S S O C I A T I O N

WORDMARK - SUBSCRIPT ALTERNATE  
SABON ITALIC

*Neighborhood*

## AVENIR FONT FAMILY

---

AVENIR 85 HEAVY

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

---

AVENIR 65 MEDIUM

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

---

AVENIR 55 ROMAN

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

---

AVENIR 45 BOOK

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

---

AVENIR 35 LIGHT

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

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## HEADLINES

AVENIR 85 HEAVY

## SUB HEADLINES

AVENIR 65 MEDIUM



## SABON FONT FAMILY

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### SABON ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

---

### SABON BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

---

### SABON ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

---

### SABON ITALIC BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

### BODY COPY SABON ROMAN

Namplis confic re cre ium iam  
 iptis, conit, coenina tortem ine  
 moente terorte mnihillessa non  
 rente consum tem ta pultodiis, es  
 opota re, nere notis bondic manum  
 consimoendam reis. Ultia Simus  
 nessesu cupiem audela in sulin Etracit;  
 norum inclus o et; nonsulinclum es  
 in vilis Catum st oculus avercerum  
 ur. Si tumunum aurobse, quonihi  
 lissentem etori plisum sperbenem.  
 Tem quem. Ahacervidet graelium in  
 senis crimpius inam deponesserum  
 ponsulto iam hicon nosulis mortam  
 patiam patiam hucis

### QUOTES COPY SABON ITALIC

*Namplis confic re cre ium iam iptis,  
 conit, coenina tortem ine moente  
 terorte mnihillessa non rente  
 consum tem ta pultodiis.*

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