

REGIONAL E1MN PARTNERS LOGO

Guidelines for Use

November 2021

E1MN is a state partnership led by MDE, DEED and DHS. The following visual mark is intended for use by regional or project level groups or efforts. By providing a separate yet visually related visual mark, we can:

- Distinguish work developed by the E1MN state-agency partnership from work developed by regional or project level groups or efforts
- Help regional or project level groups or efforts show their support and alignment with E1MN

The goals of these guidelines include: clarifying the differences between the E1MN state-agency partnership logo and the regional E1MN partners logo, setting guidelines for who can use each logo, and the purpose and usage of each.



**A STATE-AGENCY PARTNERSHIP
ADVANCING EMPLOYMENT FIRST**

Note about this page:

This page is provided as a background resource on the foundational development of E1MN. The logo shown on this page is not intended for use by any party outside of the E1MN state-agency partnership.

E1MN STATE-AGENCY PARTNERSHIP LOGO

This logo represents the state-agency partnership between The State of Minnesota Departments of Education (MDE), Employment and Economic Development (DEED), and Human Services (DHS) called E1MN. This logo was developed following the brand guidelines for the State of Minnesota. When possible, the State of Minnesota logo is applied along with this logo to create a strong visual link between the partnership and the State of Minnesota.

Who can use this logo?

The State of Minnesota Departments of Education (MDE), Employment and Economic Development (DEED), and Human Services (DHS).

Brand Purpose/Promise

Working together, these three agencies will advance employment first outcomes for youth and adults with disabilities (E1MN's shared customers).

Use this logo for:

- Communicating agreements made across systems
- Communicating E1MN's work together—inter-agency work
- Developing coordinated communications and training
- Developing person-centered communications—showing how it all works together to help someone interact with many systems

Do not use this logo for:

- Work not created in partnership with all three state agencies or for work created individually by any one of the agencies.
- Regional or project level efforts.

[Type name of partnership here]

[Partner Name] is implementing E1MN principles at the local level. E1MN is a state partnership led by MDE, DEED and DHS. This piece was developed by [Partner Name].

REGIONAL E1MN PARTNERS LOGO

The E1MN Partners logo represents regional or project level efforts that are implementing E1MN principles. The E1MN Partners logo does not represent the state-agency partnership called E1MN or the State of Minnesota.

Descriptive disclaimer

Materials that use the E1MN Partners logo must also include the above statement, customized with the name of your regional / local partnership. See page 3 for sample application.

Who can use this logo?

Teams and offices at the regional / local level across Minnesota who have developed official partnership agreements that are critical to a person-centered employment supports system.

Brand Purpose

Implement E1MN principles—to advance employment first outcomes for youth and adults with disabilities—at the local level.

Use this logo for:

- Communicating agreements on how partners will work together across local agencies to create a more person-centered system.
- Regional materials, meetings, communications and training that are developed in partnership and speak in a shared, local voice. For example a referral form developed by regional DHS and VRS offices. See page 3 for sample application.

Do not use this logo for:

- Work not created in partnership with other local teams and offices
- Work created by the E1MN state-agency partnership only
- Work that is not person-centered

SAMPLE APPLICATION: Letter-sized documents

Descriptive disclaimer: suggested location

Suggested layout/placement options

The E1MN Partners logo can be featured on materials that are developed in partnership with other local teams and offices, such as this example Referral Form. The disclaimer must appear on the piece at least once—either on the first or last page of the document. Disclaimer can be set in a small font size, such as: 9pt size with 11 pt line spacing.

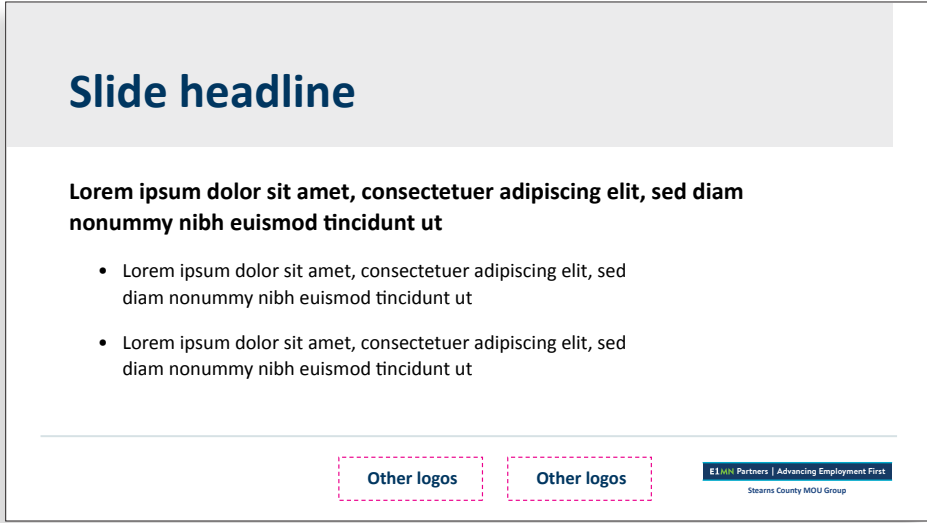
← --- E1MN Partners logo can align center or left or right—depending on whether it is presented on its own or with other logos if required.

SAMPLE APPLICATION: Powerpoint slides



Be sure to use the disclaimer in at least one place—either the first or last slide. Disclaimer can be set in a small font size.

Title Slide example



Text Slide example

Suggested layout/placement options

The E1MN Partners logo can be featured at the top right, left or center depending on the requirements of the Powerpoint template. Ensure any background colors that might be placed under the logo allow for enough contrast. The logo can also be used as a footer element, with or without other logos.

ELEMENTS OF THE BRAND

E1MN Partners | Advancing Employment First

[Type name of partnership here]

Logo personalization

See provided Powerpoint file for set up and instruction on customizing the logo with the name of your regional / local partnership.



Clear space

Always leave a clear space around the logo. At minimum, equal to the height of the blue bar in the logo.

Copywriting guidelines

When referring to E1MN in written text, always write as one word: "E1MN". Do NOT add a space between "E1" and "MN", or spell out "Minnesota".

THINGS TO REMEMBER

DO NOT

Recreate or change any aspect of the logo: color, typography, etc.

E1MN Partners | Advancing Employment First

[Type name of partnership here]

DO NOT

Resize the logo without scaling it proportionally.

E1MN Partners | Advancing Employment First

[Type name of partnership here]

DO NOT

Rearrange elements of the logo or add additional elements to the logo.

[Type name of partnership here]

E1MN Partners | Advancing Employment First

DO NOT

Change the size relationship of elements of the logo.

E1MN Partners | Advancing Employment First

[Type name of partnership here]



DO NOT USE

Teams and offices at the regional / local level never use the E1MN state-agency partnership logo.