

SUSTAINABLE STILLWATER MN

BRAND GUIDE CHEAT SHEET 2026

MAIN LOGOS

SUSTAINABLE
STILLWATER  MN

SUSTAINABLE



STILLWATER
MINNESOTA

HEADING FONT **OPEN SANS EXTRA BOLD**

SUBHEADING OPEN SANS, LIGHT

BODY Open Sans, Regular

MAIN COLOR PALETTE

#00AACB
BLUE

#84C245
GREEN

#FFFFFF
WHITE

#000000
BLACK

SUB COLOR PALETTE

#73C272
DARKER GREEN

#9BD6AB
LIGHT GREEN

#6CCAC1
LIGHT BLUE

#46B682
BLUE/GREEN

ALT LOGO COLORS

SUSTAINABLE

STILLWATER
MINNESOTA

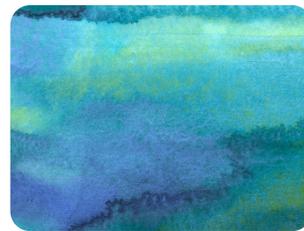
SUSTAINABLE
STILLWATER  MN

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BRAND PATTERNS & STYLES



MOODBOARD



SSMN'S STYLE SHEET 2026

Common Style references:

- **Commas:** Do use the serial (Oxford) comma. *SSMN aims to build a more sustainable, resilient, and vibrant Stillwater community.* (comma between "resilient" and "and".)
- **Dates:** Do use st, nd, rd, and th with dates.
- **Name:** Spell out or say "Sustainables Stillwater MN" in first mention. Thereafter, "SSMN" can be used. When giving a presentation or during a meeting, it is okay to say "Sustainable Stillwater", but the "MN" should also be added when referencing the organization in writing.
- **Spacing:** Use a single space after a period.
- **Times:** Capitalize with no periods for "AM" and "PM". Use colon to separate hours from minutes, but do not use :00. (*Examples: 1 PM, 3:30 AM*)