



BRAND GUIDELINES

NOVEMBER 2023

DAKOTA LANGUAGE

Owámniyomni, known in English as St. Anthony Falls, translates to “turbulent waters” in the Dakota language. Okhódayapi means “to be friends with, to be friendly, to befriend.” The name Owámniyomni Okhódayapi uplifts Dakota language and makes visible the fact that the Falls - and all of the area we call Minneapolis - are Dakota homelands. Owámniyomni Okhódayapi is a Dakota-led non-profit organization with a Native American-majority board of directors.

PRIMARY LOGO



LOGO DESIGN

The Owámniyomni Okhódayapi logo was designed by artist Rochelle Lame Bull, a member of the Lower Sioux Indian Community, in consultation with graphic designer Brian Skeet. Lame Bull captured the falling water of Owámniyomni, its relationship to the downtown Minneapolis skyline, and our respect for plant and animal relatives. The plant shown on the upper right represents Phežíhota (Sage) and bottom left represents Psíŋ (Wild Rice).

LOGO VARIATIONS



*Four-color Primary Logo should be used on white background whenever possible.

CORRECT LOGO USAGE

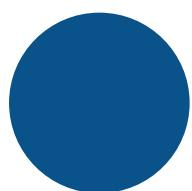
It is important to maintain the integrity and consistency of the Owámniyomni Okhódayapi identity. The identity must always be presented in a clear and legible manner. The identity must always be reproduced from the approved files, and any alterations to the identity are strictly forbidden. Additional factors to consider when using the identity include colors, backgrounds and the clear zone. Although not an exhaustive list, this page illustrates common incorrect uses of the identity.



COLOR PALETTE

The identity should be printed in the approved Owámniyomni Okhódayapi colors. The Owámniyomni Okhódayapi colors were chosen to complement our brand personality. The CMYK colors are the preferred color combinations for all the colors chosen. Use only web safe colors for web text.

COLOR PALETTE



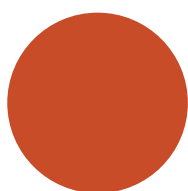
HEX
#09538A

C | 98
M | 73
Y | 20
K | 5



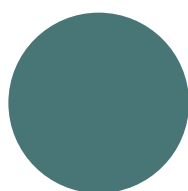
HEX
#9DCAC9

C | 38
M | 7
Y | 21
K | 0



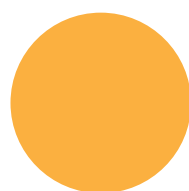
HEX
#C84C28

C | 16
M | 84
Y | 100
K | 5



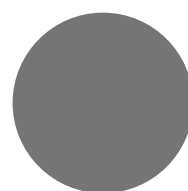
HEX
#487575

C | 74
M | 40
Y | 49
K | 14



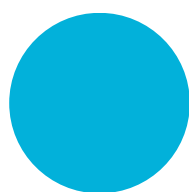
HEX
#FBB040

C | 0
M | 35
Y | 85
K | 0



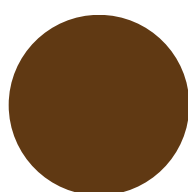
HEX
#757575

C | 55
M | 47
Y | 46
K | 12



HEX
#02B1DA

C | 73
M | 8
Y | 8
K | 0



HEX
#603913

C | 40
M | 70
Y | 100
K | 50

TYPEFACES

Krona One and Sora are the font family chosen for the Owámniyomni Okhódayapi digital system. These typefaces were carefully chosen to match the Owámniyomni Okhódayapi brand personality.

HEADER FONT

KRONA ONE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 WXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

BODY FONTS

SORA SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 WXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

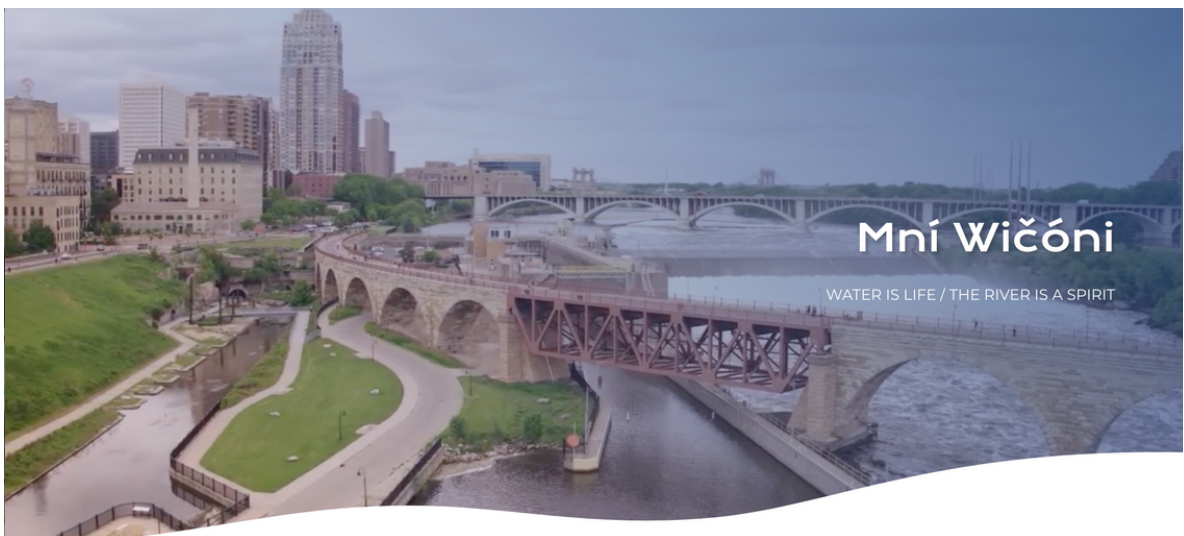

SORA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 WXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

*These fonts should be used whenever possible, but if not available substitute with Helvetica or Arial.

WAVE ELEMENT

The wave element is created as a supporting graphic for the Owámniyomni Okhódayapi design system. This shape helps bring a dynamic appearance to the Owámniyomni Okhódayapi brand, and adds depth and energy to our communication materials.

400 S 4th Street
 Suite 401, Box 211
 Minneapolis, MN 55415
 612-208-3159
 Contact Us

NEWSLETTER

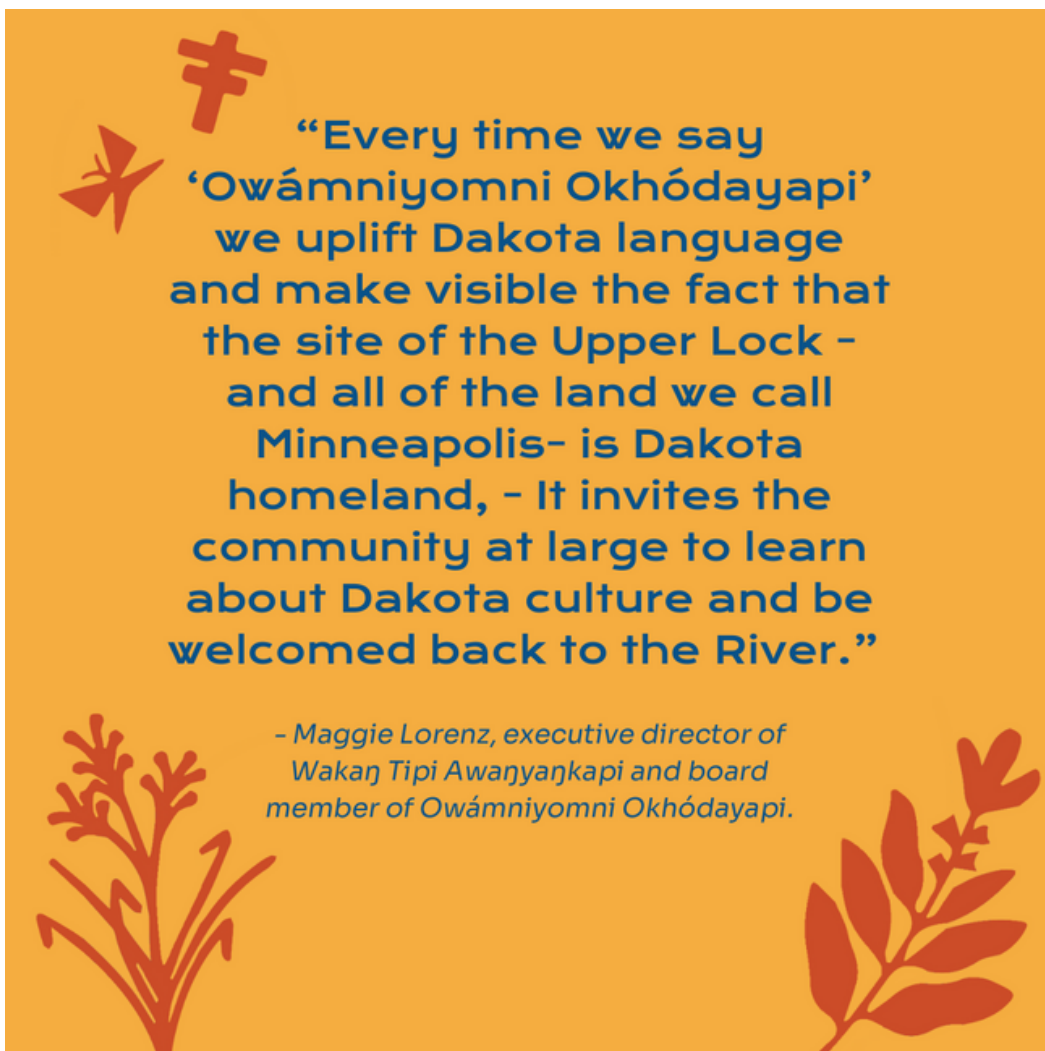
SIGN UP

LOGO ELEMENTS

The logo elements is created as a supporting graphic for the Owámniyomni Okhódayapi design system. These elements help bring Indigenous representation to the Owámniyomni Okhódayapi brand, and add a connection between the logo and communications materials.



Example of usage:



QUESTIONS

Contact Amanda Wigen (Communications Director, amanda@owamniyomni.org) or Sage Yeager (Communications & Outreach Assistant, sage@owamniyomni.org) with any questions about brand implementation or communications.