



METRO
FLOOD
DIVERSION
AUTHORITY

SWMLFC-MFDA-PM-TEM-00002

Brand Guidelines

METRO FLOOD DIVERSION AUTHORITY

01 Typography

Headlines - Calibri Light 24 pt.

Banner Text - Calibri 20 pt.

SUBHEAD - CALIBRI BOLD 12 PT.

Body - Calibri regular 11 pt.

CAPTIONS - CALIBRI REGULAR 9PT.

CASE AND COLOR

Headlines	Title case, dark blue
Banner text	Title case, white
Subheads	All caps, dark blue
Body copy	Sentence case, 90% black
Captions	All caps, dark blue

All type should be left aligned

Weights should be limited to regular, light, and bold

ACCEPTABLE USES



Headlines

Used as document title

Banner text

Used to indicate category of document

Subheads and body copy

Used as primary text in print and digital documents

Caption

Used to label photos, graphs, figures, etc.

02 Color

PRIMARY

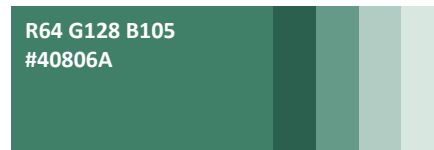


MFDA Dark Blue

SECONDARY

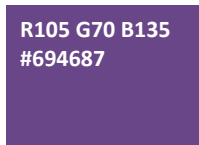


MFDA Light Blue

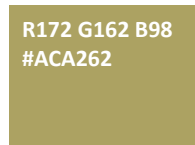


MFDA Green

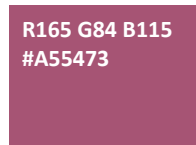
ACCENT



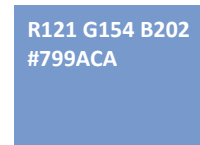
MFDA Plum



MFDA Gold

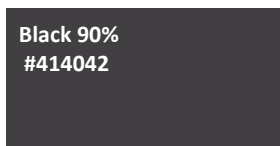


MFDA Berry

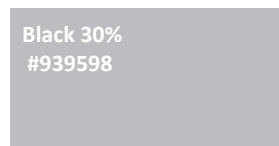


MFDA Cornflower

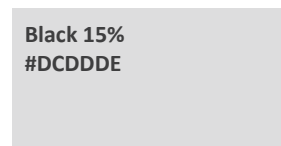
NEUTRAL



Dark Gray



Medium Gray



Light Gray

ACCEPTABLE USES

Dark Blue

- Used in all applications of MFDA brand, can be used independently

Light Blue

- Used as supporting color and primary accent, can be used with text in a bold weight

Green

- Used in Project branded assets (with FM Area Diversion logo)

Accent

- Used only in applications where several colors are necessary (detailed graphics, maps, etc.)

Neutral

- 90% - Text
- 30% - Secondary text
- 15% - Background

03 Logo

METRO FLOOD DIVERSION AUTHORITY LOGO - AUTHORITY



FM AREA DIVERSION LOGO - PROJECT



ACCEPTABLE USES

Authority logo:

- Project communications (videos, media notifications, news releases, social media, etc.)
- Official Meeting Agendas and Minutes
- Small Group Meeting Agendas and Notes
- Policies
- Plans
- Procedures
- Presentations
- Templates
- Letters
- MFDA Signatures
- Project
- Informational handouts

Project logo:

- Maps (even when included within presentations, plans, etc.)
- Partnering entity led documents (USACE, RRVA, Member Entities, etc.) when speaking on behalf of the project

04 Name

METRO FLOOD DIVERSION AUTHORITY

Definition: legal name of governance entity for regular use

Abbreviation: MFDA

Alternative shorthand: the Diversion Authority, the Authority, the DA

FM AREA DIVERSION

Definition: the entirety of the infrastructure intended to provide permanent, reliable flood protection to the residents of the Metro Area

Abbreviation: None (not FMAD)

Alternative shorthand: The FM Diversion.

- **NOT:** Area Diversion, Fargo Diversion, Diversion Project

ACCEPTABLE USES

Metro Flood Diversion Authority

- The author of any communications regarding the entity of FM Area Diversion
- When referring to personnel or board/committee members

FM Area Diversion

- When referring to any infrastructure pieces of the project
- When referring to the functionality of the project
- When referring to any project timeline