



MINNESOTA STATE BRAND  
STYLE GUIDE

2025

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# VISUAL IDENTITY

The visual identity system encompasses critical elements including logos, colors, typography, and their specific applications, which form the bedrock of the Minnesota State Brand. These elements are not mere design choices; they are powerful tools that define and distinguish our brand, reinforcing its strategic visual personality.

Consistency is critical in the use of these elements to ensure the State of Minnesota brand is represented effectively and with the professionalism it deserves. Your commitment to following these standards directly contributes to the success of our shared mission.

By adhering to the Minnesota brand guidelines, we ensure the integrity and impact of the State of Minnesota's identity, shaping how we engage with Minnesotans and communities across the state. This consistency is essential, not only for increasing public awareness of the vital services we provide, but also for building long-term recognition and trust with all Minnesotans.

Maintaining brand consistency is everyone's responsibility—every communication, no matter how small, contributes to the strength and integrity of the Minnesota brand.

If you need brand guidance or have questions about the information within this guide, email the Minnesota Brand Team at [brandteam@state.mn.us](mailto:brandteam@state.mn.us).

# LOGO LOCKUPS

There are three lockups of the State of Minnesota logo. The icon may be used separately as well.

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## PRIMARY



---

## JUSTIFIED



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## HORIZONTAL



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## ICON





## ADDITIONAL LOGO LOCKUPS

Each lockup can be printed in color, grayscale, black, one-color or reversed. The one-color version is used primarily in the ordering of promotional items, which sometimes only accommodate one imprint color. The one-color logo should not be used in situations where the blue and green color logo can reasonably be used.

### COLOR AND REVERSED



### GRAYSCALE AND REVERSED



### BLACK AND REVERSED



### ONE-COLOR AND REVERSED (LIMITED USE)



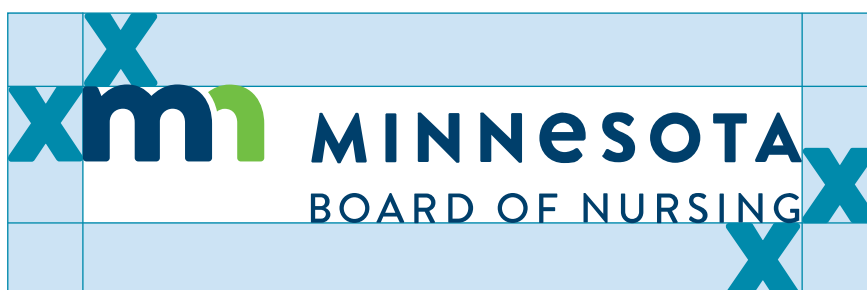
# CLEAR SPACE

A minimum amount of clear space must always surround Minnesota brand logos to separate them from other elements, such as headlines, text and imagery, as well as the outside edge of printed, electronic and three-dimensional materials. Proper use of clear space ensures visual impact and legibility of logos.

When calculating the minimum amount of clear space, please follow the guidelines shown. Additional clear space is preferred whenever possible.



X is the height of the MN and illustrates the recommended clear space around the logo.



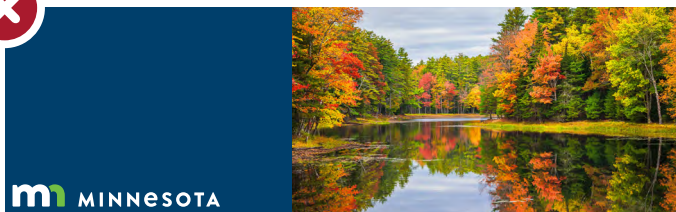
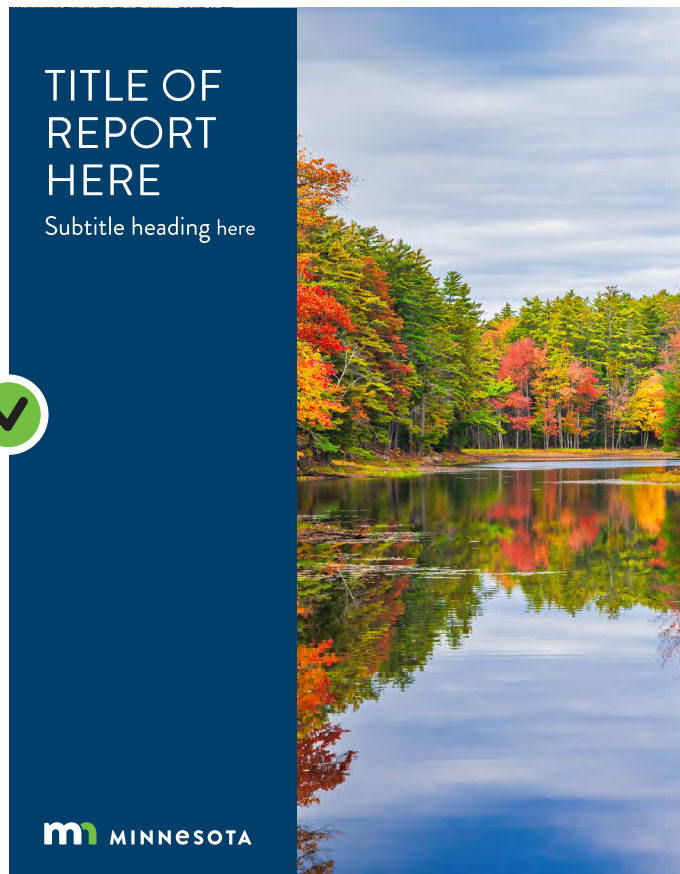
# EXAMPLES OF CLEAR SPACE

Here is a report cover illustrating correct and incorrect uses of clear space around the Minnesota logo. Notice in the “correct use” example that there is an adequate amount of clear space between the logo, the edge of the page and surrounding elements.

Follow clear space rules for all State of Minnesota logos, including logos for agencies, boards, councils and commissions.



*Correct Use*



*Incorrect Use*  
(Logo is too close to outside edge)



*Incorrect Use*  
(Text is too close to logo)

# INCORRECT USAGE

Never modify, recreate, or reposition any elements of the State of Minnesota brand logo or organization-specific logos.

Always produce the logo in one of the approved options shown on page 2.

Changing Minnesota or organization-specific logos in any manner will dilute the impact of our logo system and detract from its ability to build and support the brand.

Please email any instances of logo misuse to the brand team at [brandteam@state.mn.us](mailto:brandteam@state.mn.us).



DO NOT ADD OTHER ELEMENTS TO THE LOGO.



DO NOT MOVE OR RESIZE ELEMENTS OF THE LOGO.



DO NOT CHANGE THE COLORS OF THE LOGO OR INTRODUCE NEW COLORS.



DO NOT EXPAND, CONDENSE OR DISTORT THE LOGO.



DO NOT ATTEMPT TO RECREATE THE LOGO OR USE OTHER FONTS.



DO NOT CREATE A "LOGO MASHUP" BY COMBINING MULTIPLE LOGOS TOGETHER



DO NOT POSITION TEXT OR DESIGN ELEMENTS WITHIN THE LOGO CLEAR SPACE AREA



DO NOT ADD A DROP SHADOW OR OTHER EFFECTS TO THE LOGO

# EXTENDING THE BRAND TO AGENCIES

The following are examples of the State of Minnesota brand logo extended to agencies. Logo packages are centrally procured for each agency, board, council and commission to ensure consistent formatting. **Do not create your own logo.** If your organization was recently established or has not yet adopted the Minnesota brand, please email [brandteam@state.mn.us](mailto:brandteam@state.mn.us) to request a Minnesota-branded logo package.

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## AGENCIES



# AGENCY LOGO FORMATS

Agency logos are available in both horizontal and vertical formats.  
Either may be used to best fit an application or available imprint space.

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## HORIZONTAL AGENCY LOGO



## VERTICAL AGENCY LOGO



The MN icon in the vertical logo format is 50% larger than the icon in the horizontal logo. Normal clear space requirements apply, which are based on the height of the icon.

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# AGENCY SUBSIDIARY LOGOS

The following are examples of Agency logos extended to program areas and divisions. Subsidiary logos should only be created under the purview of your agency leadership. Internal-facing departments (e.g. Human Resources) would not typically receive a subsidiary logo. Agency subsidiary logos are available in both horizontal and vertical formats.

Agencies are responsible for creating subsidiary logos and governing their use. If you need an agency subsidiary logo, reach out to the communications or creative team at your organization.

---

AGENCY PROGRAM  
AREAS AND DIVISIONS  
(PRIMARY USE)



VERTICAL AGENCY  
PROGRAM LOGO  
(SECONDARY USE)



# DECIDING WHO NEEDS SUBSIDIARY LOGOS

Subsidiary logos should only be created if agency leadership has approved use of a subsidiary logo for a department, division, or program.

The questions contained in the table below are meant to guide the decision-making process and help determine which, if any, unit in your agency is eligible for a subsidiary logo. Some agencies may prefer to rely entirely on their agency logo instead of choosing to develop subsidiary logos for specific uses. This approach is absolutely acceptable, and can be a helpful way of strengthening Minnesotans' recognition of an agency and the services it provides.

Questions to help determine eligibility for agency subsidiary logos	Yes	No
Does the department, division, or program have a strong and ongoing need to communicate with the public or external stakeholders (e.g., through media, events, social media, newsletters, or other outreach)?		
Is the department, division, or program outward-facing, and does it have a strong need to be recognized by external audiences?		
Will the program or division have a permanent or long-term presence (3+ years)?		
Does the program or division serve a unique function or have distinct goals, services, or audiences that set it apart from the broader agency?		
Would a separate logo help support the program's or division's specific business or communication needs?		



# SMALL ORGANIZATION LOGO FORMAT

The following are examples of the State of Minnesota brand logo extended to independent boards, councils, commissions, and offices. These logo formats are derived from the “horizontal” and “justified” Minnesota logo lockups and create a strong visual relationship between small organizations and the Minnesota brand identity.

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## HORIZONTAL COMMISSION LOGO (PRIMARY USE)



## VERTICAL OFFICE LOGO (SECONDARY USE)



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## LOGO FORMATS

The horizontal logo is derived from the “horizontal” Minnesota logo lockup, while the vertical is based on the “justified” Minnesota logo lockup. The MN icon in the vertical logo format is 60% larger than the icon in the horizontal logo.



# AGENCY LOGO SIZING

Whether used in documents, PowerPoint presentations, social media, digital materials, or printed assets, MN brand logos should be clear, proportional, and visually balanced within layouts. The goal of sizing logos appropriately based on the medium is to ensure the logo maintains the right level of visual impact within the design—attracting just the right amount of attention without overpowering other elements. These recommendations provide guidance on optimal logo dimensions for horizontal logo formats, helping the Minnesota brand look polished and professional across every touchpoint.

## AGENCY HORIZONTAL LOGO SIZING FOR STANDARD LETTER-SIZE DOCUMENTS:

Use a logo height of 0.5". If the agency logo is wider than 3.5" when the height is 0.5", reduce the height to 0.375". Do not go below 0.375" in height.



## SMALL ORGANIZATION HORIZONTAL LOGO SIZING FOR STANDARD LETTER-SIZE DOCUMENTS:

The "MN" in the small organization logo should be sized to a height of 0.275". This allows for the title of the small organization in the logo to be 11pt.



# AGENCY LOGO SIZING RECOMMENDATIONS

Layout Type	Layout Dimensions (W × H)	Recommended Logo Height	Logo Height as % of Layout Height	Horizontal Logo Sizing Notes
Letter-Sized Document	8.5" × 11"	0.375–0.5 in	2.84–3.41%	Use in top left corner or cover pages of standard documents.
PowerPoint Title Slide	1920 × 1080 px	54–72 px	5–6.7%	Works well centered in the slide layout. Keeps branding clear but subtle.
Print Flyer / Poster	11" × 17"	0.375–0.5 in	2.2–2.94%	Scale for visibility at short distance; avoid overpowering the composition.
Website Banner (Full-width)	1440 × 300 px	35–45 px	11.6–15%	Position with ample side padding; maintain balance with nav or CTA buttons.
Email Header	600 px wide × 300 px (pixel height max)	20–30 px	6.7–10%	Keep clear and legible across desktop and mobile screens.
Digital Ad (Horizontal)	728 × 90 px	~25–30 px	27–33%	Ensure high legibility in a narrow height; logo may span more width.
Digital Ad (Square/Tile)	250 × 250 px	15–25 px	6–10%	Center the logo; ensure it's readable at small sizes.
Instagram Post (Square)	1080 × 1080 px	45–65 px	4.2–6%	Use bottom corners or center-bottom for branding while leaving logo clear space.
Social Media Story (Vertical)	1080 × 1920 px	60–90 px	3.1–4.7%	Place logo near top or bottom; avoid middle placement to reduce distraction.
Facebook Cover Image	820 × 312 px	35–45 px	11–14%	Account for mobile cropping zones. Position left or bottom-left with margin.
Facebook Post Image	1200 × 630 px	35–50 px	5.5–7.9%	Position logo centered at top or bottom of layout, or in corners with adequate margin.
LinkedIn Banner (Company)	1128 × 191 px	30–35 px	15.7–18.3%	Position logo on the right side and maintain clear space visibility.
LinkedIn Post Image	1200 × 627 px	35–50 px	5.5–8%	Same ratio as Facebook posts. Logo should be clear but unobtrusive.
Twitter/X Post Image	1200 × 675 px	35–50 px	5–7.5%	Place in top or bottom corners; keep logo sharp for mobile feeds.

# MULTI-AGENCY REPRESENTATION

At times, more than one state agency will sponsor or participate in the same conference, event, fair, program, or joint venture. Each agency may have the opportunity to include their logo in the same marketing piece. Depending on the number of agencies and on the proximity of logo placement, doing so may cause the layout to look cluttered or the logos to look redundant. For any scenario where more than one executive branch organizations need to be represented, use the Minnesota logo to collectively represent our state, and when possible, refer to each agency textually.

PROBLEMATIC LAYOUT



A UNIFIED PRESENCE



# MULTI-AGENCY REPORT EXAMPLE



## TYPE TITLE OF REPORT HERE

Biennial Report | Fiscal Years 20XX-20XX



## TYPE TITLE OF REPORT HERE

Biennial Report | Fiscal Years 20XX-20XX



Above: Incorrect use  
(Example of report cover)

List other state agencies you are collaborating with  
in alphabetical order here.

Left: Correct use  
(Example of a report cover and inside page agency notation)



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website

Agency Name  
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Address  
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in its programs and services based on race,  
color, creed, religion, national origin, sex,  
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or disability. Persons with disabilities may  
request reasonable modifications to access or  
participate in DNR programs and services by  
contacting the DNR ADA Title II Coordinator  
at info.dnr@state.mn.us or 651-296-6157.  
Discrimination inquiries should be sent to:  
Minnesota DNR, 500 Lafayette Road, St. Paul,  
MN 55155-4049, or Office of Civil Rights, U.S.  
Department of the Interior, 1849 C. Street NW,  
Washington, D.C. 20240.

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Natural Resources

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# THE STATE SEAL

## WHAT IS THE STATE SEAL?

The Great Seal of the State of Minnesota is the design as certified in the January 1, 2024, report of the [State Emblems Redesign Commission](#). The seal contains symbols and etymological history that reflect Minnesota's shared history, resources, and diverse cultural communities. The presence of the seal confirms the legality of state documents, and it sometimes appears in public materials affiliated with the State of Minnesota.



*One Color*



*One Color Reversed*



*Foil Embossed*



*Four Color*

## USE OF THE STATE SEAL

The seal may be used in conjunction with the Minnesota brand and logo (i.e., using both in the same piece). Do not modify the design of the seal or combine it with the Minnesota logo. The state seal is governed by Minnesota Statute 1.135. When the seal, the impression of the seal, the scene within the seal, or its likeness is reproduced at state expense, it must conform to subdivision 3a and section 4.04 of that statute. A seal, impression, scene, or likeness which does not conform to these provisions is not official. [Review the technical specifications for usage guidance.](#)

# PRIMARY BRAND COLORS

The following colors are approved for use in state-branded communication pieces. These colors are the core of our brand identity and should appear prominently on all communication pieces.

Do not use colors other than those shown here and in the accent color palettes on the following pages.

Always match colors to coated Pantone® chips regardless of the paper stock being used.

Choose color combinations carefully to ensure WCAG 2.1 accessibility standards are met.

Use TPGI's free color contrast checker to ensure designs will be inclusive to all ([tpgi.com/color-contrast-checker/](https://tpgi.com/color-contrast-checker/)).



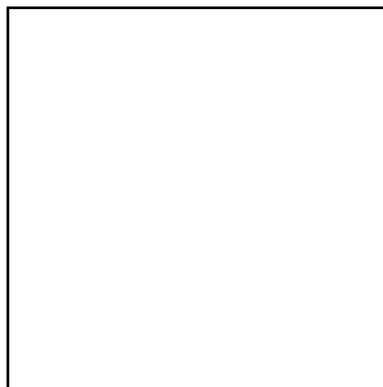
**MINNESOTA BLUE**

PMS	2955 C
CMYK	100 • 60 • 10 • 53
RGB	0 • 56 • 101
HEX	#003865



**MINNESOTA GREEN**

PMS	368 C
CMYK	65 • 0 • 100 • 0
RGB	120 • 190 • 33
HEX	#78BE21



**WHITE**

PMS	—
CMYK	0 • 0 • 0 • 0
RGB	255 • 255 • 255
HEX	#FFFFFF



**BLACK**

PMS	Process Black
CMYK	0 • 0 • 0 • 100
RGB	0 • 0 • 0
HEX	#000000

# ACCENT COLORS

## ACCENT COLOR PALETTE (HIGH CONTRAST)

Used sparingly for charts, graphs, illustrations, infographics, iconography and in situations where you need a variety of colors beyond the primary brand color palette. Choose colors carefully to ensure high contrast.



### ACCENT TEAL

PMS 3135 C  
CMYK 100 • 0 • 20 • 0  
RGB 0 • 142 • 170  
HEX #008EAA



### ACCENT GREEN

PMS 7476 C  
CMYK 89 • 22 • 34 • 65  
RGB 13 • 82 • 87  
HEX #0D5257



### ACCENT ORANGE

PMS 7600 C  
CMYK 0 • 78 • 83 • 55  
RGB 141 • 63 • 43  
HEX #8D3F2B



### ACCENT PURPLE

PMS 261 C  
CMYK 62 • 100 • 9 • 44  
RGB 93 • 41 • 95  
HEX #5D295F

## EXTENDED ACCENT COLOR PALETTE

Offered primarily to add flexibility in data visualization and in graphic elements. Use these colors sparingly, with the primary brand colors dominating the design. Choose colors carefully to ensure high contrast.



### EXTENDED ACCENT BLUE GRAY

PMS 7542 C  
CMYK 24 • 4 • 8 • 13  
RGB 164 • 188 • 194  
HEX #A4BCC2



### EXTENDED ACCENT CREAM

PMS 7401 C  
CMYK 0 • 4 • 27 • 0  
RGB 245 • 225 • 164  
HEX #F5E1A4



### EXTENDED ACCENT SKY BLUE

PMS 291 C  
CMYK 38 • 4 • 0 • 0  
RGB 155 • 203 • 235  
HEX #9BCBEB



### EXTENDED ACCENT GOLD

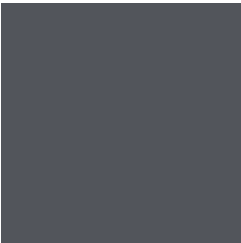
PMS 1225 C  
CMYK 0 • 19 • 79 • 0  
RGB 255 • 200 • 69  
HEX #FFC845



# NEUTRAL ACCENT AND SAFETY COLORS

## NEUTRAL ACCENT COLOR PALETTE

Use shades of gray to add texture and depth to text, backgrounds, and illustrations.



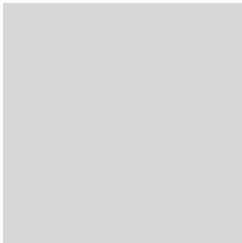
DARK GRAY

PMS Cool Gray 11 C  
CMYK 44 • 34 • 22 • 77  
RGB 83 • 86 • 90  
HEX #53565A



MEDIUM GRAY

PMS Cool Gray 7 C  
CMYK 20 • 14 • 12 • 40  
RGB 151 • 153 • 155  
HEX #97999B



LIGHT GRAY

PMS Cool Gray 1 C  
CMYK 4 • 2 • 4 • 8  
RGB 217 • 217 • 214  
HEX #D9D9D6

## SAFETY COLOR PALETTE

Used to communicate safety-related information online and in print. These colors may be used as accents to draw attention to critical safety instructions but should not dominate the design or replace the primary brand colors. Colors do not impact physical safety equipment used by the state (i.e. road cones, high visibility clothing, or vehicles). For other common safety-related colors (amber, green and blue), use existing colors in the primary and extended accent color palettes.



RED

PMS 187 C  
CMYK 7 • 100 • 82 • 26  
RGB 166 • 25 • 46  
HEX #A6192E

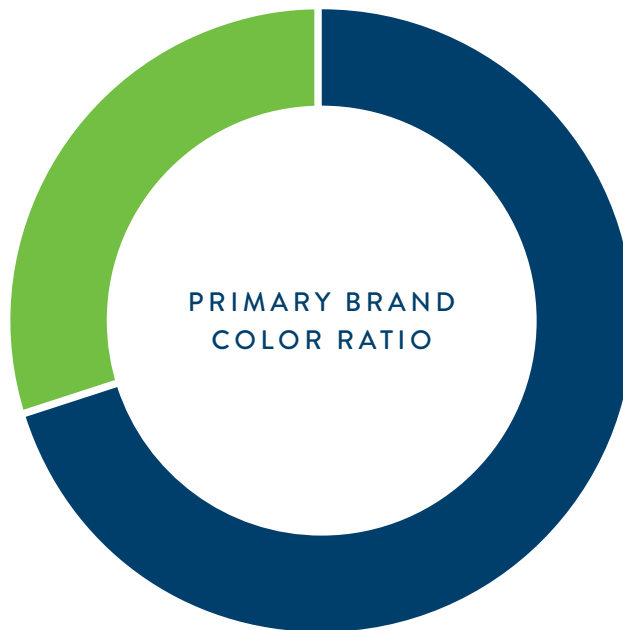


ORANGE

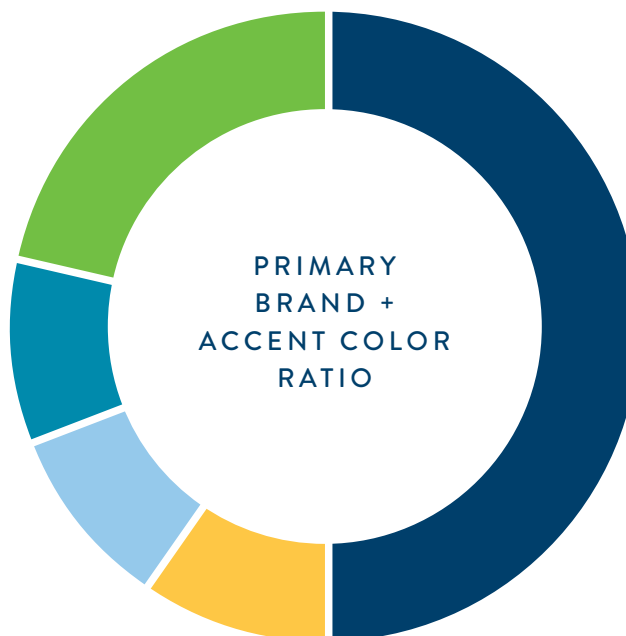
PMS 152 C  
CMYK 0 • 66 • 100 • 0  
RGB 229 • 114 • 0  
HEX #E57200

# COLOR RATIO

In most layout design scenarios, primary brand colors should appear in a ratio of approximately 70% blue to 30% green. This is especially important in stationery, websites and other primary touch-points. This ratio does not apply to illustration, which allows for more flexibility around color choices and ratios.

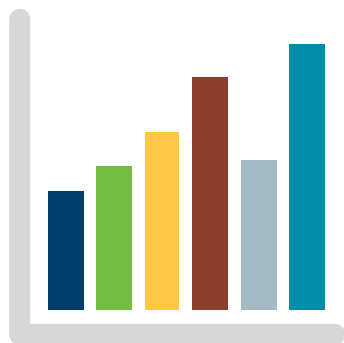


When a layout calls for the use of accent colors, they should not dominate the design or replace the primary brand colors. The number of accent colors to use and their relative ratios will be dependent upon the unique requirements of each layout.



# ACCENT COLOR USAGE EXAMPLES

## ACCENT COLOR PALETTE USAGE



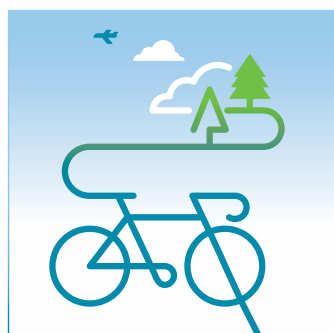
*Charts and graphs*



*Infographic elements*



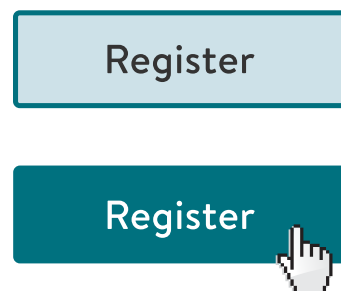
*Gradients*



*Illustrations*

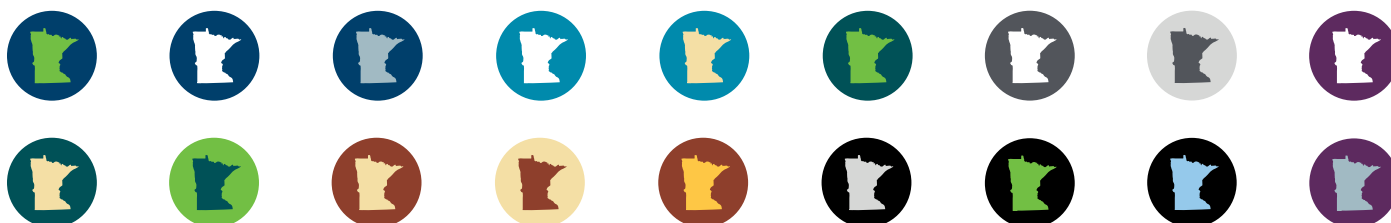
Col 1	Col 2	Col 3
36	23	26
32	12	5
56	11	18
6	3	15
8	16	54

*Tables*



*Web button states*

## COLOR PAIRINGS - ACCENT AND EXTENDED ACCENT COLOR PAlettes



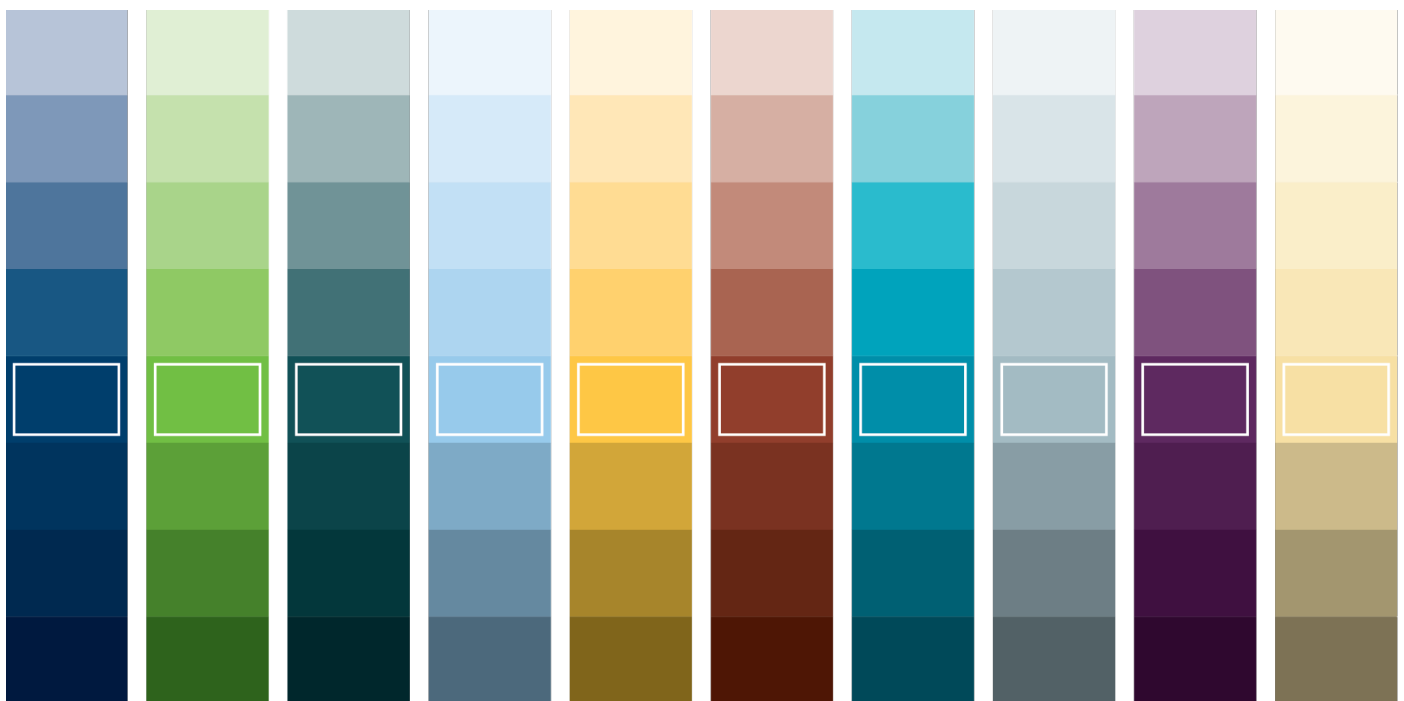
# COLOR TINTS AND SHADES

## WHAT ARE TINTS AND SHADES?

A tint is the mixture of a color with white, which increases the lightness. A shade is the mixture of a color with black, which increases the darkness. Tints and shades expand the depth of a color palette and are useful for creating subtle background tones, such as alternating fills in a table, or for adding depth and variation to illustrations. Use of tints and shades can also be an effective method to ensure contrast is sufficient for charts, graphs, iconography, infographics, and text, and meets WCAG 2.1 accessibility requirements.

Though they look similar on-screen, do not confuse tints with transparency, which controls the ability to see *through* a color, rather than controlling the *lightness* of a color.

*+ 20% increments of white (tints)*



*+ 20% increments of black (shades)*

# COLOR COMBINATIONS

## COLOR COMBINATIONS

When creating color schemes, remember that the primary brand colors should dominate the design.

Limit accent color use to a few selections or less, and do not use colors that clash with each other. Other color combinations are possible beyond what is shown in this sample.

Using only two or three accent colors in a layout goes a long way, especially if tints and shades of accent colors are put to use. Tints and shades can help create more color variation and visual depth, while also maintaining a well balanced color harmony.



*Primary colors*

Approximately 50% of color in a design should be MN Blue, and 20% should be MN Green



*Accent colors*

When using three accent colors, each accent color should account for approximately 10% of the overall color usage in a design

# DESIGNING FOR ACCESSIBILITY

## ACCESSIBILITY MATTERS

Designing with accessibility in mind ensures that the materials you create are usable by all Minnesotans, including those with low vision. You should make color choices that exhibit high color contrast, especially for text, charts and graphs, infographics, and their background elements.

High contrast designs are easily seen and deciphered. Low-contrast designs can look muddy and be difficult to read.

Contrast is measurable. You can check the color contrast of your text and background using a free tool like the *Colour Contrast Analyser*, developed by TPGI. It provides a Pass/Fail rating against WCAG 2.1, the standard to which the State of Minnesota adheres to for the creation of all electronic materials, including websites and documents. Our level of conformance is AA.

State employees can learn about other aspects of designing for accessibility by reaching out to their organization's accessibility coordinator or by visiting [MNIT's Office of Accessibility website](#).



## LOW COLOR CONTRAST



## HIGH COLOR CONTRAST

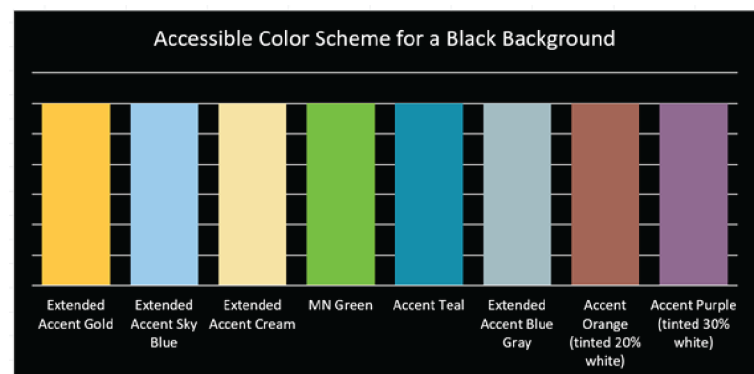
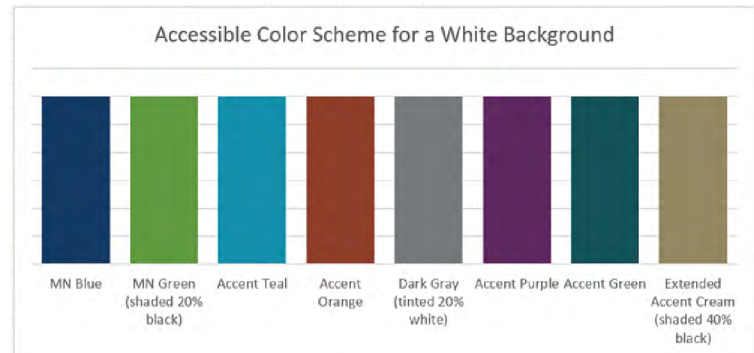


# ACCESSIBLE CHARTS AND GRAPHS

## COLOR COMBINATIONS

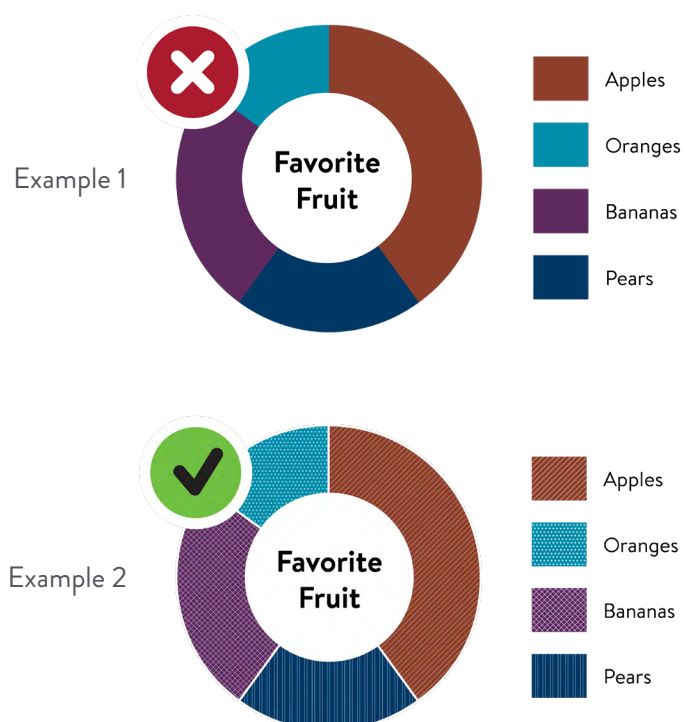
The bar chart example to the right contains recommended colors to use when creating charts and/or graphs that will be placed on a white or black background. These colors have sufficient contrast when used against white or black. The color combinations were developed to better provide an accessible experience for people who are color blind.

While these color palettes do help to improve user experience, it's important to always provide another way, besides color, for people to understand information in charts and graphs (e.g., labels, markers, patterns/textures).



## USING OUTLINES AND TEXTURES FOR CHARTS AND GRAPHS

For charts without data labels, color alone shouldn't be used to convey meaning. In Example 1, while the dark color segments contrast well with the white background, they lack contrast with each other. Example 2 improves this by adding white outlines, making segments more distinguishable. However, relying solely on a color-coded legend can still pose accessibility issues. Adding pattern fills, as shown in Example 2, enhances accessibility by combining color and texture, making segments easier to identify—especially when using a legend. Alternative labeling methods are also recommended.



# TYPOGRAPHY

The typeface for the State of Minnesota logo is Brandon Grotesque in black and medium weights.

For the production of professionally designed print and digital materials for distribution to the public, use the Brandon Grotesque font family.

Brandon Grotesque is a sans serif type family of six weights plus matching italics. Brandon Grotesque has a functional look with a warm touch. While the thin and black weights are great performers in display sizes, the light, regular, and medium weights are well suited to longer texts.

Choose fonts with care for maximum readability and impact.

Brandon Grotesque is available through Adobe Fonts; anyone with access to Adobe Creative Cloud via the State of Minnesota may use it for official work.

## BRANDON GROTESQUE BLACK

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**0 1 2 3 4 5 6 7 8 9**

## BRANDON GROTESQUE MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

## BRANDON GROTESQUE FONT FAMILY

Brandon Grotesque Thin

*Brandon Grotesque Thin Italic*

Brandon Grotesque Light

*Brandon Grotesque Light Italic*

Brandon Grotesque Regular

*Brandon Grotesque Regular Italic*

Brandon Grotesque Medium

*Brandon Grotesque Medium Italic*

Brandon Grotesque Bold

*Brandon Grotesque Bold Italic*

Brandon Grotesque Black

*Brandon Grotesque Black Italic*



# EXTENDED TYPOGRAPHY

Brandon Text is the companion of the Brandon Grotesque font family. It has a higher x-height than the Grotesque version and is optimized for long texts, small sizes, and screens.

Brandon Text is not included in Adobe Fonts and must be licensed separately. Agencies and vendors are responsible for purchasing the correct number of licenses from a reputable font vendor. Contact your communications director for coordination.

## BRANDON TEXT FONT FAMILY

Brandon Text Thin

*Brandon Text Thin Italic*

Brandon Text Light

*Brandon Text Light Italic*

Brandon Text Regular

*Brandon Text Regular Italic*

Brandon Text Medium

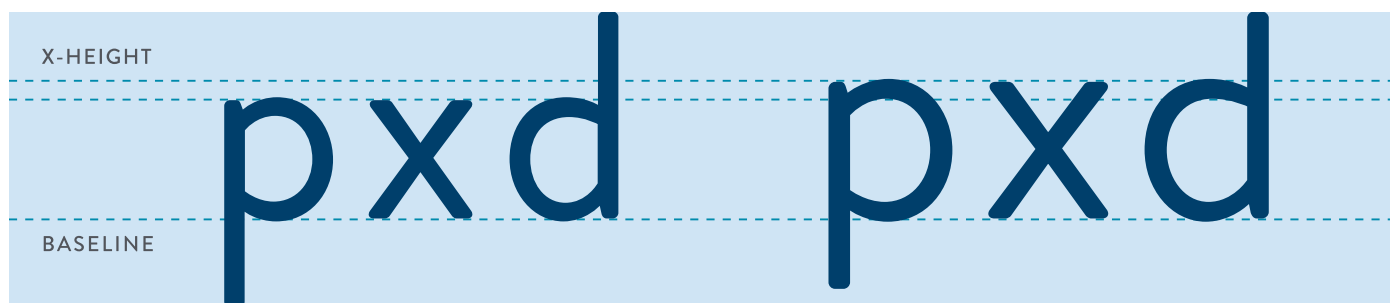
*Brandon Text Medium Italic*

Brandon Text Bold

*Brandon Text Bold Italic*

Brandon Text Black

*Brandon Text Black Italic*



*Brandon Grotesque Regular*

Brandon Text Regular

# SUBSTITUTE TYPOGRAPHY

The State of Minnesota has selected Calibri Bold and Calibri Regular as standard fonts for employee use in Word documents, PowerPoint presentations, and other “business uses” such as vendor applications and services. Calibri is available to all employees as part of the Microsoft Office Suite.

Never substitute the fonts used in a Minnesota logo with Calibri.

## CALIBRI BOLD

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**0 1 2 3 4 5 6 7 8 9**

## CALIBRI REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

When you need a serif font, use Times New Roman Bold and Times New Roman Regular.

Use these fonts sparingly. Times New Roman should never replace Brandon Grotesque or Brandon Text in any situation where they can reasonably be used.

## TIMES NEW ROMAN BOLD

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**0 1 2 3 4 5 6 7 8 9**

## TIMES NEW ROMAN REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

# LIMITED USE TYPOGRAPHY

Microsoft's default M365 applications font, Aptos, is approved for limited use in Outlook emails and email signatures.

Agencies that have adopted our branded document templates should continue to use Calibri whenever creating documents, presentations, or spreadsheets.

## APTOS BOLD

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**0 1 2 3 4 5 6 7 8 9**

## APTOS REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

To...	
CC...	
BCC...	
Subject	

**Firstname Lastname**  
Job title | Division  
Pronouns: [example: she/her/hers] (optional)  
Name pronunciation: [example: Un-ja-Lee Coo-mar] (optional)

**Minnesota Management and Budget**  
658 Cedar Street  
Saint Paul, MN 55155  
555-555-5555 (office)  
555-555-5555 (mobile)  
555-555-5555 (fax)  
[mn.gov/mmb](https://mn.gov/mmb)

**mn** MANAGEMENT  
AND BUDGET

*Example of an Outlook email signature template with Aptos*

# TYPOGRAPHY SCALING

## RECOMMENDATIONS FOR SCALING BRAND TYPOGRAPHY IN PROFESSIONAL PRINT DESIGN

Typography plays a foundational role in how visual messages are communicated—especially in print and large-format environments. The point size ranges provided in the guide below are intended to offer general recommendations when using Brandon Grotesque and Brandon Text to help designers scale type effectively across a wide variety of print sizes, from handouts to large-scale print media.

These size ranges are meant to guide—not constrain—your creativity. Each design context is unique, and “one size fits all” won’t always work based on the diverse design needs of executive branch organizations. Use these ranges as a baseline and adjust with intention, keeping the viewer, message, and format in mind.

Print Size (W x H)	H1 Size Range (pt)	H2 Size Range (pt)	H3 Size Range (pt)	H4 Size Range (pt)	Paragraph Size Range (pt)
5.5 x 8.5 in (Half Letter)	24-32	16-24	11-16	11-12	11-12
6 x 9 in (Booklet)	28-36	19-27	12-18	11-14	11-14
8.5 x 11 in (Letter)	36-42	25-31	16-21	12-16	11-16
11 x 17 in (Tabloid)	48-66	33-49	21-34	15-27	15-26
12 x 18 in (Mini Poster)	54-72	37-54	24-37	18-29	17-28
18 x 24 in (Poster)	72-100	50-75	32-52	24-41	23-40
24 x 36 in (Large Poster)	96-140	67-105	43-73	32-58	31-56
30 x 40 in (Large Format)	120-180	84-135	54-94	40-75	39-72
36 x 48 in (Wall Display)	160-240	112-180	72-125	54-100	52-96
36 x 72 in (Roll-up Banner)	220-316	154-237	100-165	75-132	72-126
48 x 96 in (Sign Panel)	300-440	210-330	136-230	102-184	99-176
120 x 120 in (Trade Show Display)	600-840	420-630	273-441	204-352	198-336
168 x 576 in (Billboard)	1000-1400	700-1050	455-735	341-588	330-560

# TYPOGRAPHY BEST PRACTICES

## BUILDING A STRONG VISUAL HIERARCHY

To keep your layout organized and scannable:

- Use progressive scaling: Ensure each heading level is clearly smaller than the one above it.
- Leverage weight, case, and spacing: Generally, using bold for headings, and regular for body text is best for readability.
- Be mindful of using all-caps headings. All-caps headings do have a time and place, but can hinder readability and accessibility. They can also lead to a perceived aggression in messaging, causing the audience to feel they are being shouted at.
- Maintain consistent margins and paddings: Don't rely on size alone—positioning plays a key role in hierarchy.
- Limit the number of type sizes in a single layout: Avoid clutter and confusion.
- Do not use font sizes below 11pt. This compromises legibility and does not align with accessibility best practices.

## SCALE LEADING PROPORTIONALLY

Using a consistent line-height multiplier ensures that type maintains a balanced and approachable feel across all print sizes.

Consistent use of a 1.35x multiplier for headings gives enough breathing room for ascenders and descenders - especially in fonts like Brandon Grotesque - without breaking the visual flow. This spacing helps titles remain legible and elegant in both small documents and oversized formats.

Font Size (pt)	Heading Multiplier	Leading (pt)
24	x 1.35	32.4
60	x 1.35	81
120	x 1.35	162

Paragraph type should generally use increased leading compared to headings. This helps readers easily distinguish paragraph text line from line, especially when longer lines of text are involved. Using a 1.4x multiplier is recommended for paragraph leading when using Brandon Grotesque or Brandon Text.

Font Size (pt)	Paragraph Multiplier	Leading (pt)
14	x 1.4	19.6
24	x 1.4	33.6
60	x 1.4	84

## LINE SPACING FOR VISUAL HIERARCHY

Consistent, well-calculated line spacing improves readability and visual hierarchy of layouts, helps guide the readers eye, and strengthens messaging. The table below contains simple formulas to help determine line spacing based on font size that will work well with the heading and paragraph leading system above.

Layout Element	Formula (pt)
Between paragraphs	Font size x 0.75–1.0
Between Heading and Paragraphs	Heading Size x 1.0
Section Breaks	Heading Size x 1.5–2.0

# CAMPAIGN AND INITIATIVE LOGOS

## WHAT ARE CAMPAIGN AND INITIATIVE LOGOS?

Campaign and initiative logos are designed to support long-term, high-visibility efforts that require a distinct and recognizable visual identity. Unlike existing logo formats, which represent state organizations, divisions, or teams, these logos represent the work itself—strategic, prominent, and enduring efforts aimed at improving the lives of Minnesotans through impactful programs, government service enhancements, outreach, or policy initiatives. They require broad public recognition over time and must maintain a strong visual connection to the Minnesota brand. These logos are not standalone brand identities. They must always appear alongside an official Minnesota or organizational logo, reinforcing their connection to the State of Minnesota.

## SUBSIDIARY BRAND GUIDE REQUIREMENTS

Approved logos must be supported by a subsidiary brand guide that establishes clear direction for its use to ensure alignment with the Minnesota brand visual identity. The guide should define the goals of the campaign or initiative, identify the target audience, outline how the logo will appear alongside an organizational or Minnesota logo, and set a consistent visual voice for all related materials. It should provide enough detail to ensure all communications are cohesive and recognizable. The guide should include examples of how the logos can be adapted across different mediums (website headers, social media posts, outreach materials, posters, ads) while still maintaining brand integrity.

## WHO DEVELOPS THESE LOGOS?

Organizational designers are responsible for logo development unless the organization is planning to use funds to hire an external vendor specializing in brand development and campaign solutions.



## REVIEW AND APPROVAL PROCESS

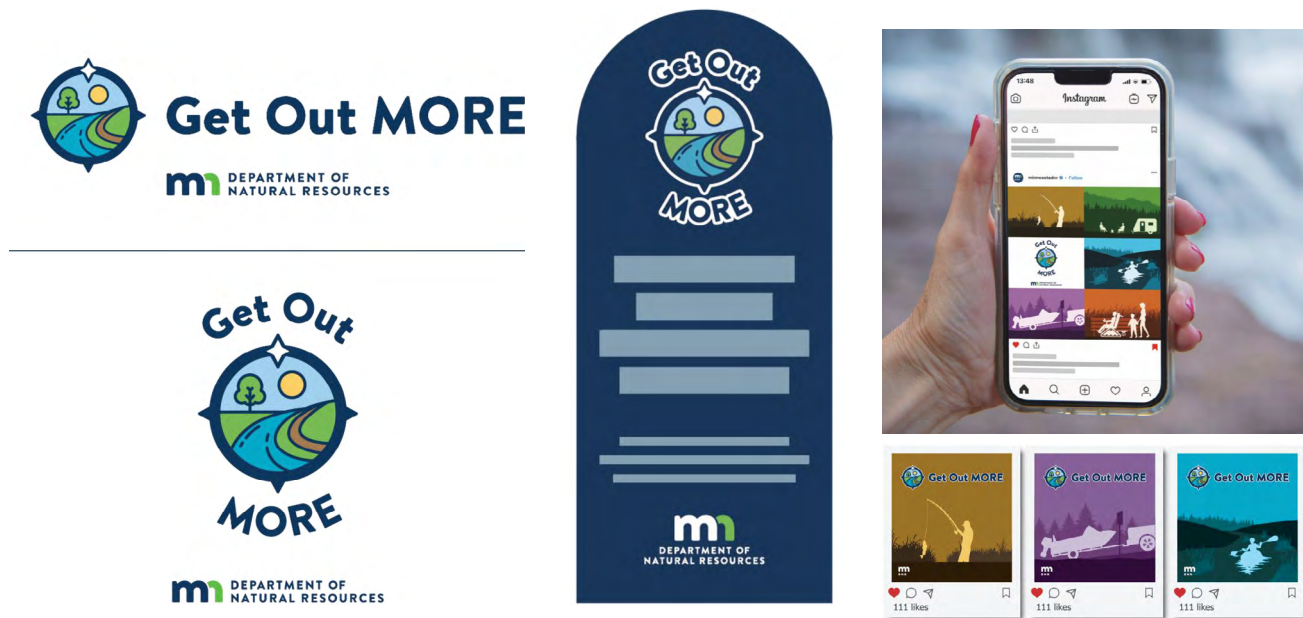
Before a campaign or initiative logo development can begin, the request for use of this logo format must go through the following review and approval stages:

1. Organizational Leadership Approval
2. Brand Leadership Team Review

## WHAT DESIGN ELEMENTS CONNECT THESE LOGOS TO THE MINNESOTA BRAND?

Consistent use of an organizational logo or Minnesota logo is required along with the campaign or initiative logo. Your organization's logo can take a secondary role, as seen in examples on the next page, but must be present across campaign materials. Use of color and typography help to visually connect campaign and initiative logos to the Minnesota brand. Only use fonts from the Brandon Grotesque type family. Use the Minnesota primary brand colors whenever possible. In some cases it may be appropriate to utilize the accent and extended accent color palettes as well.

# CAMPAIGN AND INITIATIVE LOGO EXAMPLES



*DNR Get Out More Initiative*



*MNIT LoginMN Campaign*

# EVENT AND ANNIVERSARY LOGOS

## WHAT ARE EVENT AND ANNIVERSARY LOGOS?

Minnesota state organizations occasionally host events that warrant the creation of a representative logo. These events may include job fairs, workshops or anniversary celebrations that require a unified body of collateral that pertain to the event.

The event and anniversary logo guidance provided here does not extend to the creation of logos to represent campaigns, programs, projects or initiatives, and does not replace the use of organizational logos.

## WHO SHOULD APPROVE THEM?

**Creation of event and anniversary logos must follow brand guidelines and be approved by your organization's leadership and the Minnesota Brand Team.** If you need feedback or guidance on the creation of your event or anniversary logo, email [brandteam@state.mn.us](mailto:brandteam@state.mn.us).

## WHAT DESIGN ELEMENTS CONNECT THESE LOGOS TO THE MINNESOTA BRAND?

Consistent use of color and typography help to visually connect event and anniversary logos to the Minnesota brand. Only use fonts from the Brandon Grotesque or Brandon Text type family. Use the primary brand colors whenever possible. In some cases it may be appropriate to utilize the accent and extended accent color palettes as well, especially when going for an illustrative effect.

See the following pages for guidance on associating your organization's logo with event and anniversary logos, as well as branding events without creating a logo.

## USE OF THE MINNESOTA LOGO AND ICON

In order to maintain the integrity of the Minnesota logo and icon, they should not be incorporated or merged with event or anniversary logos.





# EVENT AND ANNIVERSARY LOGO USAGE

## HOW DO I CREATE A STRONG VISUAL LINK BETWEEN AN EVENT/ANNIVERSARY LOGO AND MY ORGANIZATION?

The appearance of a standalone event logo could be confusing if you don't create additional context for *who* is hosting the event. For this reason, your organizational logo should always accompany the event/anniversary logo. Your organization's logo can take a secondary role, as seen in the sample display. Sometimes, a very small imprint area will prevent you from including both logos. In these cases, a successful approach may be to represent your organization textually, either incorporated into the event logo or accompanying it.



*Sample display using event logo*

# ALTERNATIVE EVENT BRANDING

## HOW CAN I BRAND AN EVENT WITHOUT CREATING A LOGO?

You can create a visually unified suite of materials to support your event by using design elements consistently across all of the pieces. Common design elements could include photography, illustration, type treatments and overall layout choices.

Taking this approach instead of creating an event logo allows the focus to remain on the Minnesota logo, which is ideal.



Save the date cards



Labels

Signage

# SOCIAL MEDIA ICON EXAMPLES



Take care to use the Minnesota logo properly on agency social media channels. The Minnesota icon is reproducible at small sizes, making it the best choice for social media profile images and avatars. **Do not use a full agency logo for social media profile images.**



OK



OK



*Insufficient clear space around logo. Embedded text is illegible at small sizes*



*Insufficient contrast*



*Incorrect color inversion*



*Full agency logo is too small to be legible*

# SOCIAL MEDIA NAMING AND LOGOS

## NAMING

An organization's name appears textually in the social media handle or account name, so there's no need to embed it in the profile image below the Minnesota icon.

On some social media sites, character limitations affect how long a handle can be. In these cases, if an agency name begins with the word "Minnesota," consider starting a handle with "Minnesota" followed by the agency acronym.



## PROFILE LOGOS

Only use the Minnesota icon format logo for social media account profile images. Using an organizational logo will cause legibility and clear space issues, which degrades the integrity of state brand logos.

A full agency logo can be added to a social media account's cover photo. Make sure the full agency name also appears somewhere else on the profile page for accessibility.



# STATIONERY SAMPLES

## ENVELOPES

Printing envelopes in grayscale or black is acceptable as a cost savings measure. Consider United States Postal Service clear space requirements when laying out envelopes and direct mail pieces. Find USPS resources and requirements at [usps.com](https://usps.com).

## FIND A TEMPLATE

Approved stationery templates are available through your Communications department. Small state organizations, such as boards, can find customizable templates on the Minnesota Brand Extranet.



123 Street Address  
Saint Paul, MN 55555

*Sample A-10  
envelope layout  
(agency logo)*



123 Street Address  
Saint Paul, MN 55555

*Sample A-10 envelope layout  
(board logo)*

<b>Firstname Lastname</b>	firstname.lastname@state.mn.us
Job Title	O: 555-555-5555
	C: 555-555-5555
<b>Full Agency Name</b>	F: 555-555-5555
Optional Tagline Goes Here	mn.gov/url-here



123 Street Address | Saint Paul, MN 55155

*Business card (front)*



*Business card (optional back)*

# EMAIL SIGNATURES

The State of Minnesota email signature template is the required format for all executive branch organizations. Agencies may not alter the template's core design, fonts, or colors.

The official template is available on the Minnesota Brand Extranet website. Communications and creative teams should download it there and use it to create their organization-specific version of the template for staff use.


Organizational logos are a required element of the template. Agencies may include additional graphics, such as initiative or partnership logos, only at the discretion of their communications/creative team and senior leadership. Any added graphics must not interfere with required template elements, formatting, logo clear space, or overall readability of the email signature.





Email signatures must not be modified by employees beyond adding their own personal work information. All other changes must be made only by the organization's Communications/creative team in accordance with the agency's standards.

To...	
CC...	
BCC...	
Subject	

**George Washington**  
Communications Specialist | Communications  
Pronouns: he/him/his  
Name pronunciation: Jorj Was-shing-tun

**Minnesota Management and Budget**  
658 Cedar Street  
Saint Paul, MN, 55155  
O: 555-555-5555  
C: 555-555-5555  
F: 555-555-5555  
[mn.gov/mmb](http://mn.gov/mmb)

 **MANAGEMENT AND BUDGET** | 20px

    | 20px

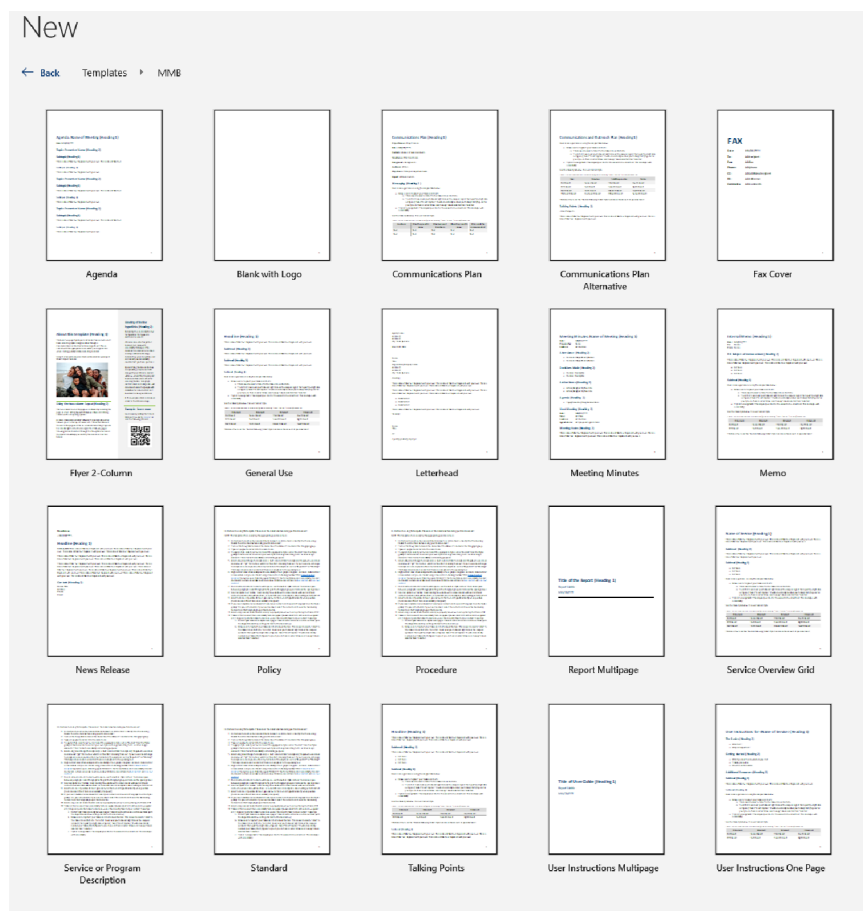
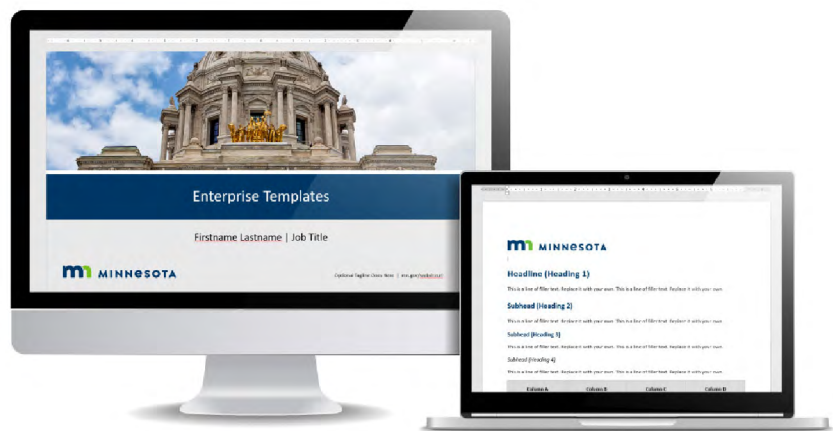
*Email signature*

# BRANDED OFFICE TEMPLATES

Executive branch organizations are strongly encouraged to use the enterprise document template set, which includes Microsoft Word, PowerPoint, and Excel templates with approved brand fonts and colors. These templates help ensure brand consistency, especially for non-design staff who create documents as a part of their job.

The Office Template Starter Kit is available for download on the Minnesota Brand Extranet site. The kit offers a bundle of supporting materials, along with the most recent version of the templates, version 2.1. You'll find a variety of resources, including instructions for customizing and branding the templates with an organizational logo, and ways to distribute templates to staff, including a communications tool kit, to announce the availability of templates.

Before making templates available to your staff, please work with your organization's accessibility coordinator to ensure the templates meet WCAG 2.1 accessibility standards required by state law.



# WEBSITE LOGOS

Executive branch websites are among the most interacted-with touchpoints Minnesotans engage with, making visual consistency essential for maintaining a credible, accessible, and recognizable brand. A cohesive appearance strengthens trust, supports usability, and reinforces our identity across all agency websites.

This section defines technical requirements for logo placement, sizing, and header background color to ensure consistency, streamline design efforts, and deliver a unified, professional user experience statewide.

By standardizing these elements, the State of Minnesota ensures clarity, professionalism, and compliance with visual identity standards across executive branch websites.

## LOGO POSITION AND SIZING

All organizational logos must be positioned in the top left side of your website header. It is recommended that logos are vertically-aligned in the middle of the header space to maintain a professional and balanced appearance. Logos must maintain the appropriate amount of clear space defined on page 4 of this guide.

### AGENCY LOGO SIZING

The “MN” in agency logos and agency subsidiary logos should be exactly 35 pixels (px) in height. The total height of an agency subsidiary logo will depend on whether the title beneath the agency name spans one or two lines of text.



### SMALL ORGANIZATION LOGO SIZING

For board, council, commission, and office logos, the “MN” should be exactly 30 pixels (px) in height. The total height of a logo will depend on whether the title of the organization existing beneath the “Minnesota” spans one or two lines of text.





# WEBSITE HEADERS

## WEBSITE HEADERS

To maintain a cohesive visual identity across all digital platforms, website headers should use either the primary brand blue or white background. These options provide optimal contrast, clarity, and alignment with our overall design language.

Do not use image-based backgrounds in header components. Due to responsive behavior, background images scale and crop unpredictably on various devices, leading to inconsistent brand presentation and potential accessibility issues. This inconsistency can disrupt the visual harmony of our brand across the digital ecosystem.

### AGENCY HEADER EXAMPLES

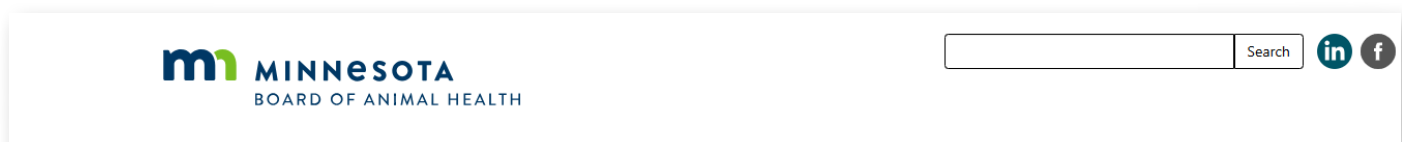


*White background*



*MN blue background*

### SMALL ORGANIZATION HEADER EXAMPLES



*White background*



*MN blue background*

# ICONOGRAPHY

Organizations can define their own iconography style—using thick or thin line weights—and may create custom icons or source them from stock platforms. Icons should reflect the organization’s work and help communicate its mission clearly.

To maintain consistency and strengthen visual identity, choose one icon style and apply it throughout. Icons add both function and visual appeal, drawing attention to key content. Accent colors, when used with balanced ratios, can further enhance layouts.



## ACCESSIBLE ICONS

If an icon conveys important information that is not clearly communicated through the text it is associated with, the icon color must maintain a high enough contrast in order to meet WCAG 2.1, 1.4.11 accessibility requirements. The examples below help to visually explain this. Review the content authoring WCAG 2.1 guidelines on MNIT’s Office of Accessibility SharePoint site for detailed information.



*The MN green circle does not convey important information, but the blue outline ensures the shape of MN is distinguishable on the MN green circle*



*The heart shape is meant to convey “Minnesota Love”, but the MN green in use lacks sufficient contrast on the white background*



*The three design treatments directly above all introduce a high contrast outline to the heart shape, ensuring it can be visually distinguished against a white background*

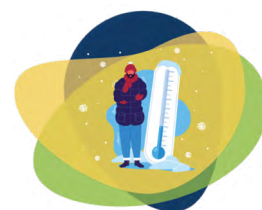
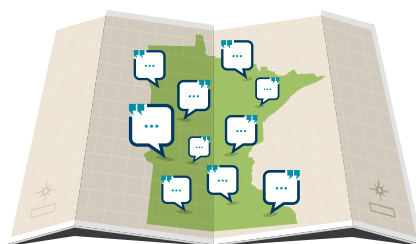
# ILLUSTRATION

Illustration is a powerful tool for evoking interest, enhancing creativity, and making materials feel distinctive and engaging. Executive branch organizations have the flexibility to choose illustration styles that best support their mission, vision, and values, helping draw attention to key materials while maintaining brand cohesion.

Illustrations may be custom-created by design staff or sourced from reputable stock libraries. Illustrations should be provided in vector format whenever possible to allow color adjustments using the Minnesota brand primary and accent color palettes.

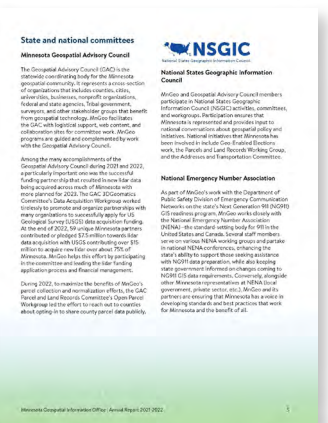
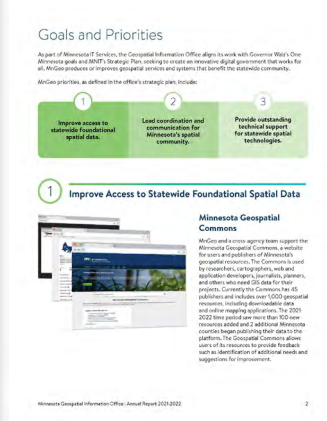
To maintain clarity and strengthen messaging, avoid illustrations that feel overly generic or disconnected from the material's purpose. Choose styles that match your audience and topic, and modify colors to reflect Minnesota's brand identity.

Organizations may define a single illustration style across all materials or apply different styles for specific programs, business areas, or projects. However, mixing multiple illustration styles within a single project or set of related materials can confuse messaging and create visual inconsistency. Maintaining a unified style within each project helps focus attention and reinforce the intended message.



# SAMPLE USAGE (PRINT 1 OF 3)

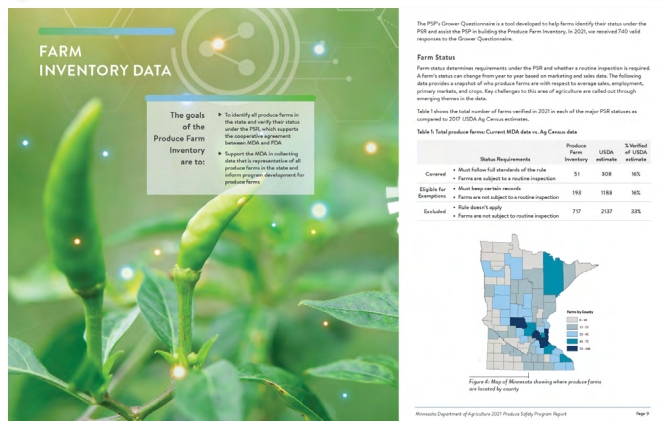
## REPORT COVER PAGE AND INTERIOR PAGE LAYOUTS





# SAMPLE USAGE (PRINT 2 OF 3)

## AGRICULTURE PRODUCE SAFETY REPORT COVER AND INTERIOR PAGE LAYOUTS



# SAMPLE USAGE (PRINT 3 OF 3)

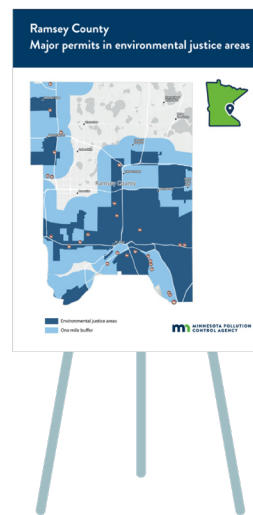
## MISCELLANEOUS PRINT LAYOUTS





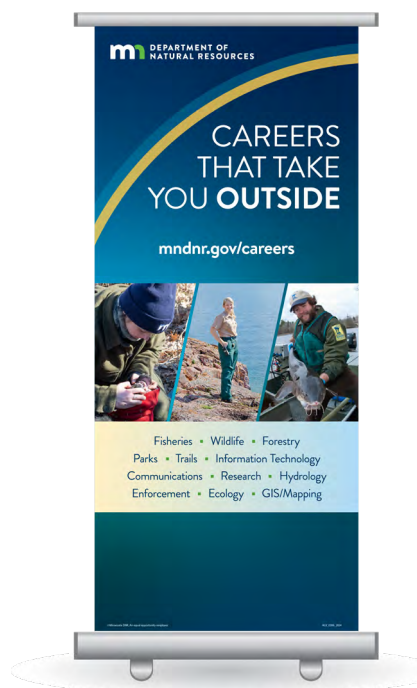
# SAMPLE USAGE (DISPLAYS 1 OF 2)

## EVENT AND LARGE PRINT DISPLAYS



# SAMPLE USAGE (DISPLAYS 2 OF 2)

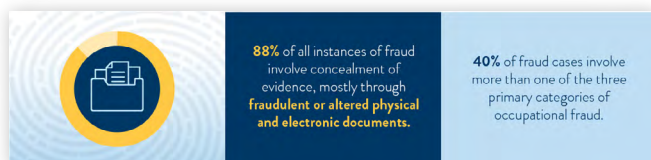
## EVENT AND LARGE PRINT DISPLAYS



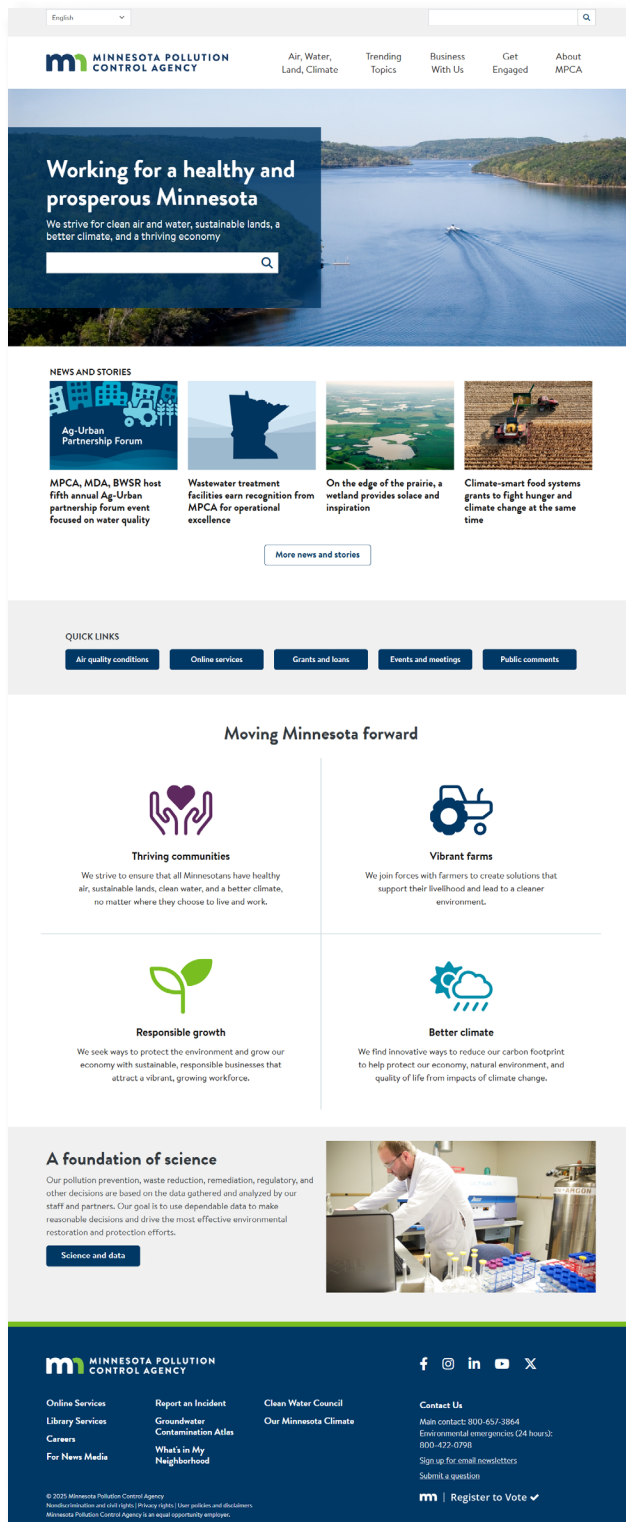


# SAMPLE USAGE CAMPAIGNS

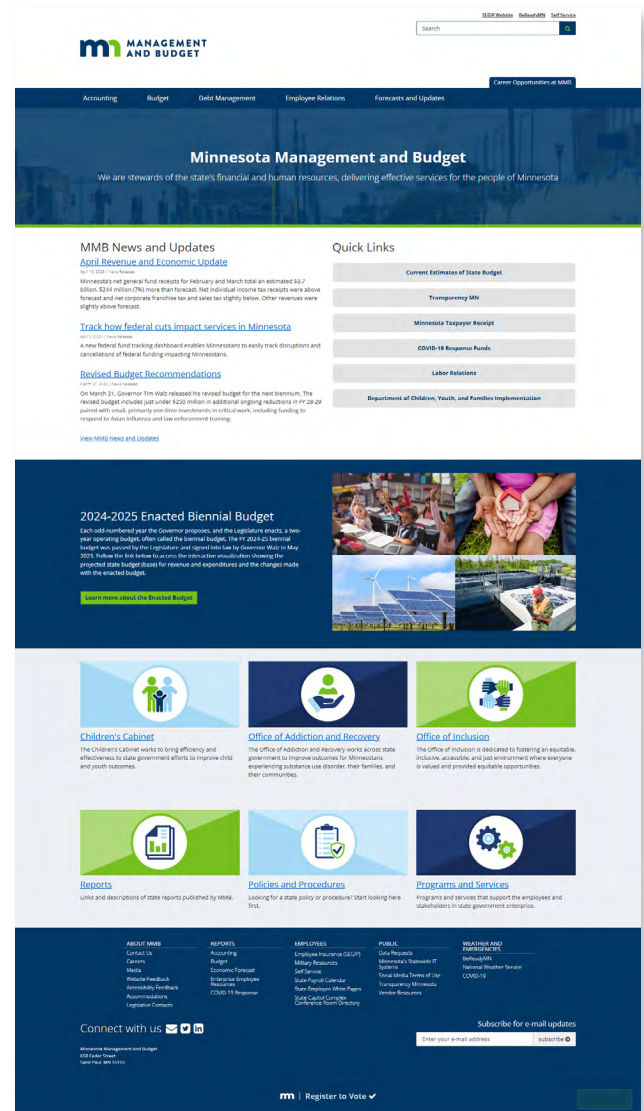
## FRAUD AWARENESS AND PREVENTION CAMPAIGN MATERIALS (PRINT AND DIGITAL)



# SAMPLE USAGE (WEB 1 OF 2)

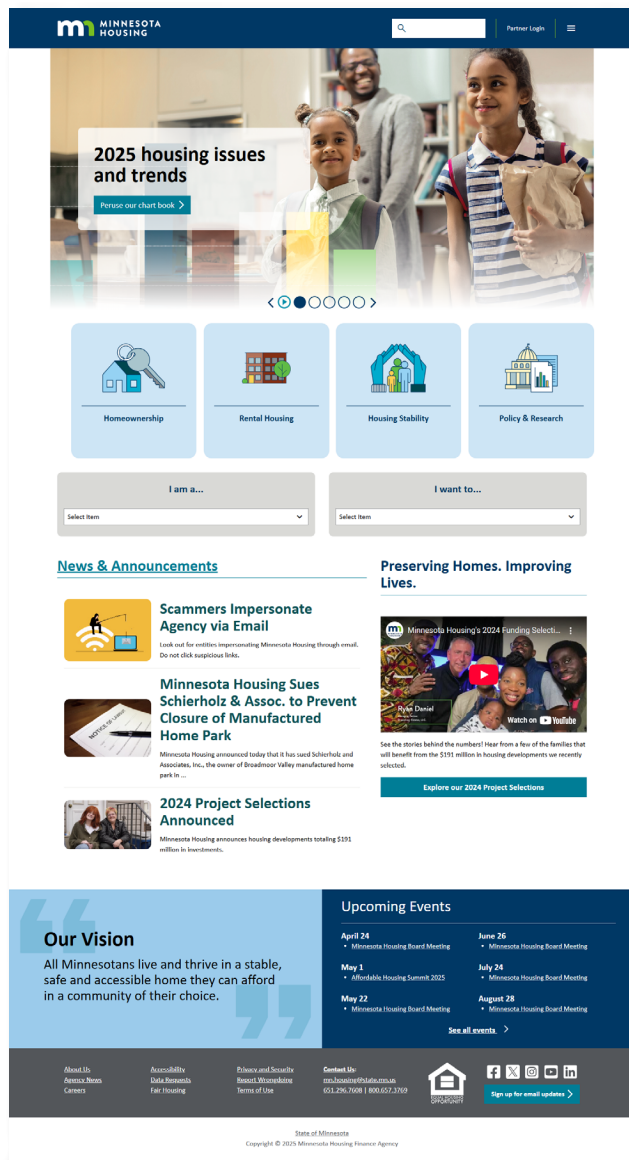


MPCA website white header

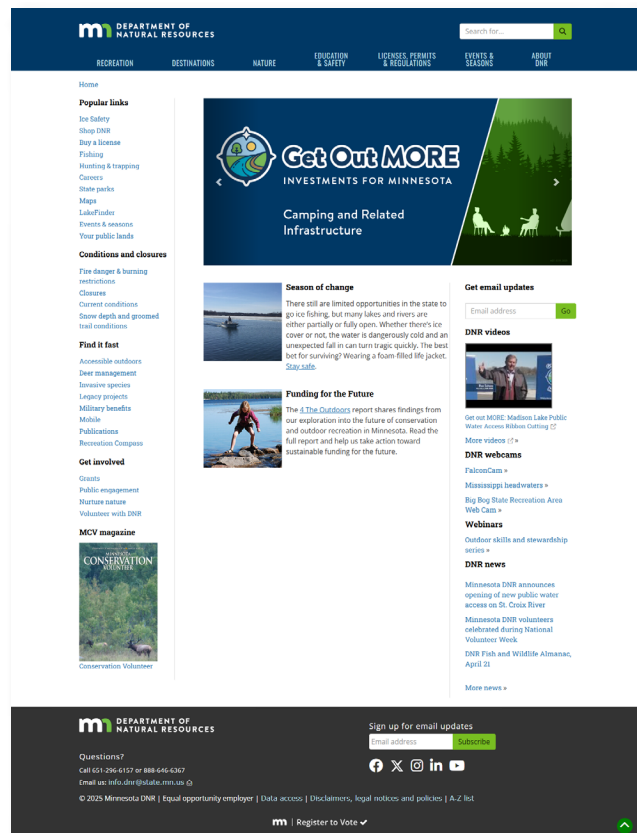


MMB website white header

# SAMPLE USAGE (WEB 2 OF 2)



MHFA website MN blue header

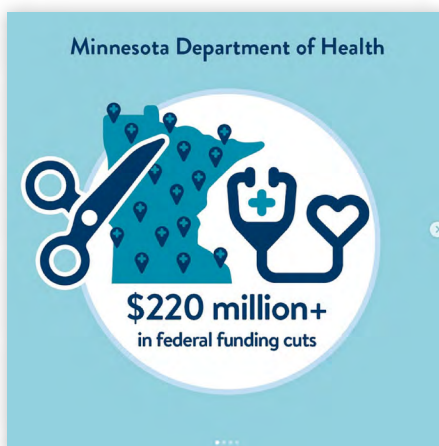


DNR website MN blue header



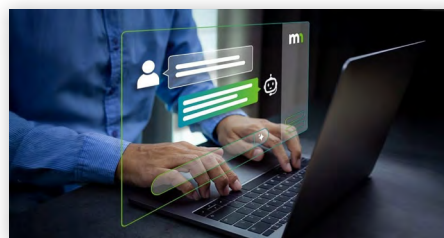
# SAMPLE USAGE (SOCIAL MEDIA 1 OF 2)

## SQUARE SOCIAL MEDIA POSTS



# SAMPLE USAGE (SOCIAL MEDIA 2 OF 2)

## MISCELLANEOUS SOCIAL MEDIA POST DIMENSIONS



# FREQUENTLY ASKED QUESTIONS (1 OF 4)

## GENERAL APPLICATION FAQs FOR ALL EMPLOYEES

Maintaining brand consistency is everyone's responsibility—every communication, no matter how small, contributes to the strength and integrity of the Minnesota brand.

### **Why is it important for all agencies and teams to maintain a unified brand approach?**

A unified brand builds recognition, trust, and credibility across all State of Minnesota communications. When organizations present consistent messaging through use of visual style, it strengthens the public's connection to state services and reinforces our shared brand approach. Unified branding helps Minnesotans immediately recognize information as official, reliable, and reflective of a government that serves them.

### **Why does it matter if everyday documents follow brand guidelines?**

Even routine documents represent your agency and the State of Minnesota. Consistently using brand fonts, templates, and colors helps reinforce professionalism, trust, and a unified identity across all communications—whether internal or public-facing.

### **If I'm not a designer, what do I need to do to stay within the brand guidelines?**

Use approved document templates whenever possible (such as PowerPoint, Word, and Excel templates). Only use the approved substitute font, Calibri, for creating materials whether internal or external facing. Avoid adding logos, colors, or graphics that aren't resources provided by your organization's communications or creative department.

### **Can I adjust templates to better fit my needs?**

Minor adjustments, like adding sections or rearranging content within the framework of the templates, are allowed. However, substantial changes that would result in the overall design and appearance of the template brand elements should not be made without approval from your organization's communications or creative teams and accessibility coordinators. Changing approved templates without careful consideration to technical aspects could result in brand and accessibility issues.

### **What if I need a new template for a special project?**

Contact your agency's communications or creative team. They can help modify existing templates or create a new layout that follows brand guidelines, or work with you to design materials that should have a professional, polished look and feel.

### **What happens if materials don't follow the brand guidelines?**

Materials that do not accurately follow the Minnesota brand guidelines are subject to redesign at the direction of the Minnesota Brand Leadership Team. Developing materials outside of the established guidelines undermines the strength and clarity of the Minnesota brand. It can also set a poor precedent—other state employees who encounter off-brand materials may assume they can make similar changes, leading to widespread inconsistency and a gradual deterioration of the brand's integrity. Consistently applying the brand guidelines protects the credibility, trust, and unified voice that Minnesotans expect from their government.

### **How do you request a logo for a new organization or for an existing organization that has not yet adopted the state brand?**

Logo packages are centrally produced by the Minnesota Brand Team to ensure consistent formatting. If your organization was recently established or has not yet adopted the Minnesota brand, please email [brandteam@state.mn.us](mailto:brandteam@state.mn.us) to request a Minnesota-branded logo package.



# FREQUENTLY ASKED QUESTIONS (2 OF 4)

## Can a non-agency level organization use the agency logo lockup format for increased prominence?

No. Please avoid diverging from the logo layout conventions included in the style guide. Contact [brandteam@state.mn.us](mailto:brandteam@state.mn.us) to discuss special cases where non-standard logo treatments may be needed.

## How can staff request a subsidiary agency logo?

Staff must first secure agency leadership approval before requesting a subsidiary logo. If approved, the agency's communications or creative team will develop the logo following Minnesota brand guidelines. The "Deciding Who Needs a Subsidiary Logo" table on page 10 of the brand guide provides a framework to help assess whether a department, program, or team should have a designated subsidiary logo.

## FAQS FOR COMMUNICATIONS AND CREATIVE TEAMS

### How do we, as an organization, further develop our own standards?

It's perfectly acceptable for organizations to create internal visual standards to strengthen consistency across all designed materials. When developing these standards, start by identifying your organization's key audiences, defining a visual tone that aligns with your mission, vision, and values, and selecting photography, videography, iconography, and illustration styles that follow and complement Minnesota brand guidelines.

Internal standards can address specific needs like preferred image styles, illustration approaches, or iconography details. This documentation must remain separate from the official State of Minnesota Style Guide and clearly noted as agency-specific guidance.

### What brand elements can I customize for a project?

You can customize layouts, photography, icons, and messaging tone (as long as it aligns with the Minnesota visual brand identity and your organization's mission, vision, values, and brand voice). You can also creatively use accent colors and typography within approved guidelines. Core elements like logos, typefaces, and primary colors should remain consistent.

### How should I use photography or illustrations in branded materials?

Use photography and illustrations that reflect Minnesota's diversity, landscapes, communities, and services your organization provides. Visuals should feel authentic, positive, and service-oriented. Avoid overly staged, generic, or unrelated imagery. Follow accessibility standards, such as providing alternative text and ensuring text overlays have strong contrast.

### Can I adjust the Minnesota or organization logo?

No. Logos must be used exactly as provided. Do not stretch, crop, recolor, or add effects. Size adjustments are allowed to fit layouts, but clear space, proportionate dimensions, and color integrity must always be preserved.

### How can I keep my designs fresh while still following the brand?

Use creative layouts, bold photography, iconography, and illustration, thoughtful use of white space, and dynamic combinations of typography and accent colors to keep materials fresh. Strong design choices within the brand framework help keep communications visually engaging while reinforcing the Minnesota identity.

# FREQUENTLY ASKED QUESTIONS (3 OF 4)

## How can I brand an event without creating a logo?

You can create a visually unified suite of materials to support your event by using unique design elements consistently across all of the pieces. Common design elements could include consistent use of accent colors, iconography, photography, illustration, type treatments, visual treatments and overall layout choices.

## What types of materials should follow the brand guidelines?

All public-facing and internal-facing materials must follow the brand guidelines, including websites, printed reports, social media graphics, digital ads, newsletters, posters, outreach materials, and presentations. Use of accent colors may be applied more liberally to internal facing materials but should be thoughtfully used to ensure accessibility contrast requirements are met.

## What needs to be reviewed before materials are published?

Major campaigns, new initiatives, public-facing websites, or any new logo usage must be reviewed by your agency's communications or creative team and, if needed, by the Brand Leadership Team. Routine materials like social media posts, flyers, and newsletters should follow guidelines but may not need formal review unless the materials are intended for mass communication to public audiences and contain sensitive subject matter. Check with your organization's communications or creative department to ensure you accurately follow any organization-specific process requirements.

## How do we handle issues where there is resistance to adhering to or adopting state brand standards?

Start by explaining the benefits of a unified brand approach: a consistent visual identity strengthens public trust and increases recognition. Marketing a program, team, or service separately from the Minnesota brand undermines best practices for brand management and can weaken the credibility of both the agency and the State of Minnesota.

Encourage creative flexibility within the brand framework by using distinct design treatments—such as unique iconography, accent colors, or imagery styles—to help represent individual programs while still maintaining brand alignment.

If resistance continues and materials are produced that do not follow brand guidelines, contact the Minnesota Brand Leadership Team for support. Materials that fail to meet brand standards are subject to revocation and redesign at the discretion of the Minnesota Brand Leadership Team to ensure statewide brand integrity.

## How do I ensure design work meets WCAG 2.1 AA accessibility requirements?

Start by following key accessibility practices in your designs:

- Use color combinations that provide sufficient contrast between text and background.
- Maintain clear reading order through a structured hierarchy of heading levels, and avoid using font sizes smaller than 11pt.
- Ensure all meaningful visuals include alternative text or descriptions so that information is accessible to screen readers.
- Structure layouts for clarity, ensuring information is easy to follow and not solely conveyed by color.

For more detailed guidance and tools, visit the Minnesota Office of Accessibility SharePoint site, which includes resources on designing accessible content and meeting WCAG 2.1 AA standards.



# FREQUENTLY ASKED QUESTIONS (4 OF 4)

## Who can use Brandon Grotesque and Brandon Text, and how are they licensed?

Brandon Grotesque and Brandon Text are for use in professionally designed materials only, by professional designers—either state employees or contractors.

Brandon Grotesque is available through Adobe Fonts; anyone with access to Adobe Creative Cloud via the State of Minnesota may use it for official work.

Brandon Text is not included in Adobe Fonts and must be licensed separately. Agencies and vendors are responsible for purchasing the correct number of licenses from a reputable font vendor. Contact your communications director for coordination.

## FAQS FOR EXTERNAL VENDORS

### What should external vendors know before starting work with a Minnesota agency?

Vendors must review and follow the Minnesota brand guidelines. All design work must use approved brand elements—logos, typefaces, and colors—and match the brand’s visual tone. Email [brandteam@state.mn.us](mailto:brandteam@state.mn.us) with questions.

### Can vendors create new logos for campaigns or initiatives?

Only with prior approval from agency leadership and the Brand Leadership Team. New standalone logos require full review and must follow campaign/initiative logo guidance. Unauthorized logos may be revoked or redesigned at the discretion of the Brand Team.

### Are vendors allowed to propose creative variations to brand standards?

Yes—creative approaches are welcome within the brand framework. Vendors may suggest layouts, iconography, illustrations, or photography styles that enhance communication, but core brand elements must remain consistent unless an exception is approved. Email [brandteam@state.mn.us](mailto:brandteam@state.mn.us) for questions.

### How should vendor work be submitted for review and approval?

Drafts must be shared with the agency’s communications or creative team and the project lead for internal review. Final approval may involve the Brand Leadership Team.

If a department hires a vendor directly, the communications or creative team must still be involved in design development and review.

### Do vendors need to provide content and design that meet the state’s legal accessibility requirements?

Yes. Vendors must meet Minnesota’s legal accessibility standards (WCAG 2.1, Level AA). All final deliverables—print, digital, or multimedia—must be fully accessible.

Accessibility is not optional and must be built into the project from the start. Vendor contracts must list accessibility as a deliverable, and agencies must confirm compliance during review.

