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By working together to strengthen our shared identity as the State of Minnesota, we have the opportunity to consistently engage with citizens and communities, increase public awareness of the services we provide, and build recognition and trust with all Minnesotans.

The visual identity system encompasses critical elements of the State of Minnesota brand, including logos, colors and their combined uses. This helps to distinguish the brand and support its overall strategic brand personality.

Consistency is critical. Please follow the guidelines defined here to enhance the execution of the Minnesota state brand.
There are three lockups of the State of Minnesota logo. The icon may be used separately as well.

**Primary**

**Justified**

**Horizontal**

**Icon**
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)**
A minimum amount of clear space must always surround the State of Minnesota brand lockup to separate it 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 the logo.

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.
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.
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 high contrast, especially for text.

**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, infographics, iconography and in situations where you need a variety of colors beyond the primary brand color palette. Choose text 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 text 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 #9BCBE5

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 dominates 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 USAGE EXAMPLES

ACCENT COLOR PALETTE USAGE

- Charts and graphs
- Infographic elements
- Gradients
- Illustrations
- Tables
- Web button states

COLOR PAIRINGS - ACCENT AND EXTENDED ACCENT COLOR PALETTES

> 10
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.

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.
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.
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 between text and 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 The Paciello Group. It provides a Pass/Fail rating against WCAG 2.0, the standard that 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 the Minnesota Brand Extranet.
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.
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.

It is the responsibility of each agency and vendor to purchase the appropriate licensing rights to use these fonts.
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 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*
Our primary brand fonts may not always be available for use by non-designers. The State of Minnesota has selected Calibri Bold and Calibri Regular as standard fonts for employee use in Word documents, PowerPoint presentations, email signatures and other “business uses.” These fonts are already available to you as part of the Microsoft Office Suite.

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

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.
INCORRECT USAGE

Never modify, recreate, or reposition any elements of the State of Minnesota brand logo.

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

Changing the logo in any manner will dilute its impact and detract from its ability to build and support the brand.
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. Please do not create your own logo.
Agency logos are available in both horizontal and vertical formats. Either may be used to best fit an application or available imprint space.

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.
AGENCY SUBSIDIARY LOGOS

The following are examples of the State of Minnesota brand logo extended to agency program areas and divisions. Use your agency logo whenever possible, and reserve the creation of subsidiary logos for permanent, recognized programs and sub-organizations that are outward-facing, communicate frequently, and demonstrate a strong business need. 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.
The following are examples of the State of Minnesota brand logo extended to independent boards, councils, and commissions. 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.

**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.
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. A solution to this problem is to use one Minnesota logo to collectively represent our state, and when possible, refer to each agency textually.
MULTI-AGENCY REPORT EXAMPLE

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 here.

Left: Correct use
(Example of a report cover and inside page agency notation.)
WHAT IS THE STATE SEAL?

The Great Seal of the State of Minnesota contains our state motto, as well as symbols and imagery that represent our state’s origins, history, and values. The presence of the seal confirms the legality of state documents, and it sometimes appears in public materials affiliated with the State of Minnesota.

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 3 and section 4.04 of that statute. A seal, impression, scene, or likeness which does not conform to these provisions is not official.
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 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. If you need feedback or guidance on the creation of your event or anniversary logo, email 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.
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 organization logo should accompany the event/anniversary logo whenever possible. 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.
**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, in lieu of creating an event logo, allows the focus to remain on the Minnesota logo, which is ideal.
Take care to use the Minnesota logo properly on agency social media channels. The Minnesota icon is reproducible at small sizes, making it an idea choice for social media profile images and avatars.

- 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
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.

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.
ENVELOPES

Printing envelopes in grayscale 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.

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.

Sample A-10 envelope layout
(agency logo)

Sample A-10 envelope layout
(board logo)
The state of Minnesota email signature template uses Calibri, which is a widely available system font and the official substitute for Brandon Grotesque. Avoid using Brandon Grotesque in your email signature, which could result in font substitution issues for some recipients.

The email signature template is available to state employees through your Communications department. Small state organizations, such as boards, can find the customizable template on the Minnesota Brand Extranet.
If you have any questions about where to go, or who to talk to, we’re here to help.

GOVERNOR’S OFFICE

 Hours: Mon to Fri
 9am to 3:30pm

SAMPLE USAGE (PRINT)
Children's safety and well-being is paramount, and preventing harm is the best way to achieve that goal. We work with communities, parents and local...

Families, friends and neighbors provide the majority of long-term services and supports (LTSS) needed by older Minnesotans.

Child abuse and neglect prevention: Safety for Minnesota's children

Children's safety and well-being is paramount, and preventing harm is the best way to achieve that goal. We work with communities, parents and local...

Minnesota receives Children's Health Insurance Program (CHIP) funding

Children's safety and well-being is paramount, and preventing harm is the best way to achieve that goal. We work with communities, parents and local...

Minnesota Autism Resource website now available

Children's safety and well-being is paramount, and preventing harm is the best way to achieve that goal. We work with communities, parents and local...
SAMPLE USAGE (SOCIAL MEDIA)

Why do you work at Commerce?

“There are so many different facets of this job, and that’s true with the energy world in general; the more you learn, the more you realize you just don’t know anything because there is so much to know. And that’s part of what is really fun -- that it’s constantly challenging, and constantly interesting. And I’m having a good time here because I’m really interested in this.”

Denise, Utility Rates Analyst.

Minnesotan ranks 6th in the nation for number of utility-scale wind turbines.

There is enough solar energy in Minnesota to power 25,200 homes.

Social media timeline images
MORE INFORMATION

Find additional information and resources related to the State of Minnesota brand at mn.gov/brand.