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.

Additional logo lockups:

Each lockup can be printed in color, grayscale, black or reversed.
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.

The following colors are approved for use in Minnesota 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.

Color combinations, especially for text, should be chosen carefully to ensure high contrast.
ACCENT COLORS

ACCENT COLOR PALETTE (HIGH CONTRAST)
Used sparingly for charts, graphs, infographics, iconography and more — anywhere a variety of colors are needed that are not provided by 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. These colors should be used 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 7601 C
CMYK 0 • 4 • 27 • 0
RGB 245 • 225 • 164
HEX #F5E4A4

EXTENDED ACCENT SKY BLUE
PMS 291 C
CMYK 38 • 4 • 0 • 0
RGB 155 • 203 • 235
HEX #9BC8EB

EXTENDED ACCENT GOLD
PMS 1225 C
CMYK 0 • 19 • 79 • 0
RGB 255 • 200 • 69
HEX #FFC845
NEUTRAL ACCENT COLORS

Shades of gray can be used 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

COLOR USAGE EXAMPLES

ACCENT COLOR PALETTE USAGE

CHARTS AND GRAPHS

INFOGRAPHIC ELEMENTS

GRADIENTS

COLOR PAIRINGS - ACCENT AND EXTENDED ACCENT COLOR PALETTES

MINNESOTA
COLOR COMBINATIONS

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

COLOR TINTS

A tint is the mixture of a color with white, which increases the lightness. Tints expand the depth of a color palette and are especially useful for subtle background tones, such as alternating fills in a table. Though they look similar on-screen, tints should not be confused with transparency, which controls the ability to see through a color, rather than controlling the lightness of a color.
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, Brandon Grotesque is the primary font family that should be used.

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 the black weights are great performers in display sizes the light, regular and medium weights are well suited to longer texts.

Fonts should always be chosen 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.

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.

BRANDON GROTESQUE BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BRANDON GROTESQUE MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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

CALIBRI BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

CALIBRI REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
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 STATE BRAND

The following are examples of the State of Minnesota brand logo extended to agencies.

AGENCIES

- Department of Education
- Department of Public Safety
- Minnesota Management and Budget
- Department of Human Services
The following are examples of the State of Minnesota brand logo extended to boards, councils and commissions, in addition to agency program areas and divisions. Internal-facing departments (Human Resources, for example) would not typically need a logo.

**Social Media Icon Examples**

Care should be taken to use the Minnesota logo properly on agency social media channels. The Minnesota icon is reproducible at small sizes, making it an ideal choice for social media profile images and avatars.
SOCIAL MEDIA 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.

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.

SAMPLE USAGE

Minnesota DNR

TAX FORM

LICENSE

OFFICE SIGNAGE

If you have any questions, please ask. We’re here to help.

GOVERNOR’S OFFICE

HOW CAN WE HELP YOU?

GOVERNOR’S OFFICE

Minnesota DNR

TAX FORM

LICENSE

OFFICE SIGNAGE

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GOVERNOR’S OFFICE

HOW CAN WE HELP YOU?

GOVERNOR’S OFFICE
exploreminnesota.com

RIDE NORTH
Minnesota Nice and bike-friendly to boot. That’s just how we do things in the North Star State. We have the most trails of any state in the U.S., and we’re never short on scenery with countryside and cityscape and lots of smiles in between. See for yourself. It’s always bike season in Minnesota.

deed.mn.gov

MINNESOTA ECONOMIC
TRENDS

CAREERS IN SOCIAL MEDIA
See where the most talked about jobs are.

deed.mn.gov

NEWSLETTER