MDA Brand Color Guide
RGB TINTS AND SHADES

mn DEPARTMENT OF AGRICULTURE

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For consistency and to maintain brand identity, designated Minnesota state brand primary, accent, and neutral colors are to be used in all Minnesota Department of Agriculture (MDA) communications and outreach materials.
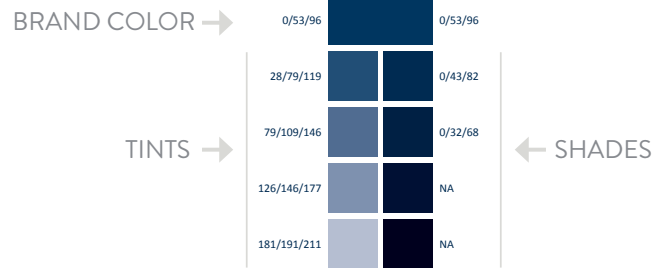
This guide provides further color options within the state color palette with tints and shades of each brand color. A tint is a mixture of a color with white, which increases lightness. A shade is the mixture of a color with black, which increases the darkness.

Tints and shades can be useful in creating maps, charts, graphs, infographics, or publications requiring a wide range of colors. Most web and Microsoft programs are based on RGB (Red/Green/Blue) color values, so included in this guide are the RGB shade and tint values or numbers of state colors.

The shapes in each color section are:

Top – Brand colors

Left – Tints of brand colors

Right – Shades of brand colors

And here is an example:

BRAND COLOR →

0/53/96	0/53/96
28/79/119	0/43/82
79/109/146	0/32/68
126/146/177	NA
181/191/211	NA

TINTS → ← SHADES

Below are a few samples of MDA communications and outreach materials that incorporate brand primary, accent, and neutral colors, along with some tints and shades.
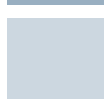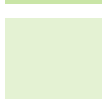
PRIMARY COLORS

The Minnesota Blue and Minnesota Green are the core of state brand identity, and should appear prominently on all communication pieces.

MINNESOTA BLUE

0/56/101		0/56/101
51/96/132	19/50/90	
102/136/163	0/31/69	
153/175/193	NA	
204/215/224	NA	

MINNESOTA GREEN

120/190/33		120/190/33
147/203/78	109/173/61	
174/216/122	78/157/58	
201/229/166	67/142/52	
228/242/211	56/127/45	

RGB TINTS AND SHADES

ACCENT COLORS

Use these accent colors sparingly for charts, graphs, infographics, iconography, and in situations where color variety beyond brand primary colors are needed.

ACCENT ORANGE

141/63/43	141/63/43
164/101/85	114/37/8
187/140/128	95/26/0
209/178/170	74/10/0
232/216/213	NA

ACCENT PURPLE

93/41/95	93/41/95
125/84/127	79/31/80
158/126/159	64/18/65
190/169/191	56/9/57
223/212/223	43/0/43

ACCENT TEAL

0/142/170	0/142/170
51/164/187	0/132/157
102/187/204	0/121/144
153/210/221	0/109/131
204/232/238	0/97/117

ACCENT GREEN

13/82/87	13/82/87
61/117/121	0/57/66
110/151/154	2/43/49
158/186/188	NA
207/220/221	NA

ACCENT SKY BLUE

155/203/235	155/203/235
175/213/239	137/190/221
195/224/243	125/174/202
215/234/247	113/158/183
235/245/251	100/141/164

ACCENT GOLD

255/200/69	255/200/69
255/211/106	232/188/74
255/222/143	210/171/68
255/233/181	189/154/61
255/244/218	148/121/44

ACCENT BLUE GRAY

164/188/194	164/188/194
168/195/202	150/172/178
199/215/220	138/160/167
216/226/228	122/143/149
232/238/239	107/125/131

ACCENT CREAM

245/225/164	245/225/164
247/231/182	233/219/179
249/237/200	212/199/164
251/243/219	190/180/148
253/249/237	169/160/132

SAFETY RED*

166/25/46	166/25/46
187/73/69	155/12/35
201/112/101	138/5/27
217/152/141	121/0/18
233/198/189	95/0/11

SAFETY ORANGE*

235/146/42	235/146/42
241/166/84	215/134/38
245/187/123	194/121/33
249/207/161	174/108/27
252/229/204	154/95/19

*Safety Red and Orange are included in the palette primarily to communicate safety-related information.

NEUTRAL ACCENT COLORS

Use shades of gray for charts, graphs, infographics, iconography or to add depth to text, backgrounds, and illustrations.

DARK GRAY	MEDIUM GRAY	LIGHT GRAY
83/86/90	151/153/155	217/217/214
117/120/123	155/158/163	225/225/222
152/154/156	177/178/180	232/232/231
186/187/189	200/203/206	238/238/237
221/221/222	227/228/230	NA