Minnesota Department of Agriculture (MDA)

BRAND STYLE GUIDE

This document contains standards and guidelines to help present the Minnesota Department of Agriculture (MDA) and the State of Minnesota identity consistently and professionally. These brand standards, including logos, colors, typography, and their combined uses, **apply to all divisions and programs of the MDA**. The MDA Office of Communications serves as the central authority to determine brand policies.

In 2016, the State of Minnesota implemented a new brand to strengthen the shared identity of all state agencies. The Minnesota brand style guidelines have been incorporated into this MDA document.

Consistency is critical. Please follow the guidelines defined here to enhance the execution of the MDA/MN brand.

The following are the elements that comprise the MDA brand style guide:

The MDA logo

Brand colors

Typography

Images

Content formatting

Formatting of specific electronic and print publications (Appendix)

CONTENTS

BRAND CONTACTS AND RESOURCES

Contacts

For questions and assistance with layout and design according to brand standards, contact the MDA Graphic Arts Specialists:

Kabao.Her@state.mn.us or 651-201-6446
Vicki.Heagerty@state.mn.us or 651-201-6557

For further brand standards information, or to discuss possible exceptions, contact the MDA Communications Director:

Margaret.Hart@state.mn.us or 651-201-6131

Templates and brand resources

MDA templates, logos, document headers and footers, and the ADA Statement are available on the Share Drive I:\MDA Brand Masters.

MDA
LOGO

USAGE AND GUIDELINES

The MDA logo is the official and sole identifying mark for the Department and all division programs. It is to be used with consistency in all print and electronic communications and products of the Department.

The MDA divisions and division programs will not have separate logos. There are three exceptions to this: Minnesota Grown, Minnesota Agriculture in the Classroom (MAITC), and the Minnesota Agricultural Water Quality Certification Program (MAWCQP) have approval to use their original logos.

In certain circumstances, the MN logo only (without reference to the MDA) can be used. Recommended uses for this version would be large displays or exhibits that will be used at events outside of Minnesota or where there is a large national and/or international audience.

Logo placement

The logo is to be placed on the top or bottom of all MDA print or electronic formats, and on the cover page of any multiple page print or electronic publication.

Color logos should be placed on a light background, preferably white. If needed, use the reverse white version as an alternative on dark backgrounds. Never skew the logo by distorting proportions or turning at an angle.

Clear space must always surround the MDA logo. Leave a buffer between the logo and other elements such as headlines, text, and imagery, as well as the outside edge.

Multi-state agency use

When creating materials for multi-state agencies, use the Minnesota logo (on right) to collectively represent our state, and when possible, list each agency or refer to each agency textually.

When listing agencies, be sure to maintain clear space around the Minnesota logo so that they do not look like they are part of the logo.

MDA LOGO

VERSIONS

The MDA's official logo versions are available on the Share Drive: I:\MDA Brand Masters. Use these logo versions only. Discard all previous versions.

Other file formats and sizes are available through the Graphics Arts Specialists, **Kabao.Her@state.mn.us** and **Vicki.Heagerty@state.mn.us**.

Primary logos

There are two versions of the MDA logo:

Horizontal logo

Vertical logo

Additional logo color options

Both the horizontal and the vertical logo can be printed in color, as shown above. There are several alternatives that may be used. They include:

Reversed on a dark background

One -color printing

PRIMARY BRAND COLORS

These colors are the core of our brand identity, and should appear prominently on all communication pieces.

The following colors are approved for use in state branded communication pieces. Do not use colors other than those shown here and in the accent color palettes on the following page.
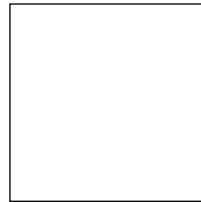
MINNESOTA BLUE
PMS   2955 C
CMYK   100 · 60 · 10 · 53
RGB   0 · 56 · 101
HEX   #003865

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
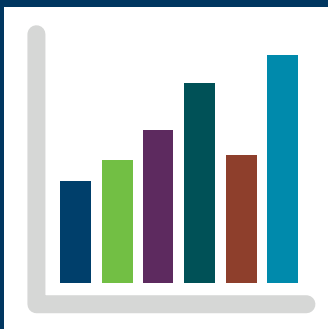HEX   #FFFFFF

BLACK
PMS Process Black
CMYK 0 · 0 · 0 · 100
RGB 0 · 0 · 0
HEX #000000

ACCENT COLORS

Use sparingly
for charts, graphs, infographics, and iconography

Choose text colors carefully to ensure high contrast.

CHARTS AND GRAPHS

INFOGRAPHIC ELEMENTS

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•4•95
HEX	#5D295F

EXTENDED ACCENT COLOR PALETTE

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

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

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

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

NEUTRAL ACCENT COLOR PALETTE

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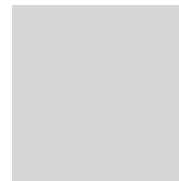
LIGHT GRAY
PMS	Cool Gray 1 C
CMYK	4•2•4•8
RGB	217•217•214
HEX	#D9D9D6

SAFETY COLOR PALETTE

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

ORANGE
PMS	152C
CMYK	0•47•93•5
RGB	224•122•63
HEX	#E07A3F

TYPOGRAPHY

FONT AND LAYOUT

Consistent use of typography can help establish a consistent brand style.

Font

Calibri Bold and Calibri Regular are the standard fonts for State employee use in Word documents, PowerPoint presentations, email signatures, and other business uses. These fonts are available on State computers.

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

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**

While Calibri is the primary font to be used in all documents, Times New Roman, a serif font, may be used in long, text-heavy documents.

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

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**

Regardless of the medium, limit the use of type treatments (such as bold, italics, and small caps) to three treatments or fewer per publication. Limit font color to no more than two colors per publication.

Type and layout

A .5" or more margin on the top, bottom, and sides is recommended.

Paragraphs flush left or **block style**, ragged right.

One line space between paragraphs, no indentations.

Leading is the space between the lines. Use auto leading to provide adequate spacing between lines.

One (not two) space after periods, exclamation marks, and colons.

TYPOGRAPHY

FONT SIZE

Use type size to clearly distinguish between headlines, subheads, and body copy. Apply these consistently throughout a document.

The following are font size recommendations for general print documents. Though the sizes will vary, please follow the same guidelines of type heirarchy when creating other forms of communication such as displays or posters.

Cover Title
Cover Title

28 or 30 pt. Calibri Bold

Primary Headline
Primary Headline

22 or 24 pt. Calibri Bold

Secondary Headline
Secondary Headline

12 or 14 pt. Calibri Bold

Body text

Print publications:

10 point Calibri (recommended)

11 point Calibri (recommended)

No larger than 12 point Calibri

Electronic text

11 point Calibri

Primary

Calibri
ABCDefgh1234

Calibri Oblique
ABCDefgh1234

Calibri Bold
ABCDefgh1234

Calibri Bold Oblique
ABCDefgh1234

Calibri Light
ABCDefgh1234

Calibri Light Oblique
ABCDefgh1234

Secondary

Optional serif font for long text documents

Times New Roman Regular
ABCDefgh1234

Times New Roman Regular Italic
ABCDefgh1234

Times New Roman Bold
ABCDefgh1234

Times New Roman Bold Italic
ABCDefgh1234

IMAGES

PHOTOGRAPHY
AND ILLUSTRATION

Photography and illustrations are powerful tools in communicating the MDA's message. Graphic images should be content appropriate and used only when their appearance serves to explain or enhance the content. The goal is to use a single, compelling image. If a single image is not available, multiple images (as in a collage) are acceptable.

Approved imagery or custom artwork is recommended; clip art or cartoons are discouraged, unless content appropriate.

The Graphic Arts Specialists, **Kabao.Her@state.mn.us** and **Vicki.Heagerty@state.mn.us**, can assist in finding the right image(s) for electronic and print communications, as they have thousands of images on file, and access to stock photography. They can also assist with custom designs and specialized artwork needs.

Do not

- Pull graphics off the web to use in any publication of the MDA. The resolution is not high enough for reproducing, and there could be copyright infringements.

- Use a photograph or artwork that belongs to someone else without documented permission.

- Publish a photo of anyone without a signed photo release form. This form is available on the Share Drive: I:\MDA Brand Masters.

- **Publish a photo of anyone without a signed photo release form. This form is available on the Share Drive: I:\MDA Brand Masters**.

MDA

MISSION STATEMENT

WEBSITE

The MDA Mission Statement

"Our mission is to enhance Minnesotans' quality of life by ensuring the integrity of our food supply, the health of our environment, and the strength of our agricultural economy."

Website

Address

The main web page, **www.mda.state.mn.us**, is preferred unless the document subject matter is specific to a topic or work unit, and a relevant web page exists for that topic/unit.

CONTENT FORMATTING

NAMES OF AGENCY, DIVISIONS, AND PROGRAMS

WRITING STYLE

EDITING AND PROOFREADING

Names of agency, divisions, and programs

Our agency is to be referred to as "the Minnesota Department of Agriculture," or "the MDA." Always preface "Minnesota Department of Agriculture" and its acronym MDA with "the" in a sentence or copy.

Spell out "the Minnesota Department of Agriculture" in full on first reference within body text. Subsequent references can refer to the Department as the MDA, provided the acronym is provided in parenthesis after first reference in which the Department name is spelled in full within the body text (example in box below).

The MDA name (or name in logo form) must appear on all external publications.

Names of divisions, programs, or other units within the MDA shall be spelled out in full on first reference.

Names of divisions, programs, or other work units shall appear after the Department name, and shall be used instead of the Department name only when necessary to distinguish one work unit from another (example in box below).

Actions, services, and features of a division, program, or other work unit shall be ascribed to the Minnesota Department of Agriculture ("the MDA" on subsequent references) unless there is a need to clarify the subject work unit from different work units of the MDA.

MDA abbreviation in body text example

The Minnesota Department of Agriculture (MDA) is a great place to work. The MDA is an equal opportunity employer.

Name of agency, divisions, and programs body text example

The Minnesota Department of Agriculture (MDA) works to ensure the integrity of our food supply.

Dairy, meat and food inspections are conducted by the MDA's Dairy and Meat Inspection Division and the Food and Feed Safety Division.

Writing style

All of the MDA's communications conform to Associated Press standards. For more information, contact the MDA Communications Director, **Margaret.Hart@state.mn.us**.

Editing and proofreading

Typographical errors, inaccurate grammar, and usage mistakes will diminish the reader's confidence. Have trusted editors and proofreaders review all print and electronic copy before publishing.

CONTENT FORMATTING

DISABILITY ACCESS

The MDA is committed to providing members of the public – with or without disabilities – access to public information.

For more information on accessibility, visit the MN.IT website:

mn.gov/mnit/programs/accessibility/

Americans with Disabilities Act (ADA)

In compliance with the Americans with Disabilities Act (ADA), all Minnesota state agencies are responsible for ensuring that people with disabilities have an opportunity to request auxiliary aids and services to participate in an agency's programs, services and activities.

The ADA Statement (provided below) must appear on all external documents and publications of the MDA. The preferred placement of the ADA statement is the bottom of the first page, or the bottom of the last page of the publication.

When preparing documents to be published online, complete alternative text must be provided for all images, such as photos, illustrations, charts, and tables that cannot be read by accessibility screen readers.

This ADA statement must appear on all external documents and publications

In accordance with the Americans with Disabilities Act, this information is available in alternative forms of communication upon request by calling 651-201-6000. TTY users can call the Minnesota Relay Service at 711. The MDA is an equal opportunity employer and provider.

This statement must appear in all materials used to communicate an event to which the public is invited

Individuals with a disability who need a reasonable accommodation to participate in this event please contact (event organizer name) at (phone number) or through the Minnesota Relay Service at 711 as soon as possible.

COMMUNICATIONS
FORMATTING

LETTERHEAD, BUSINESS CARDS, AND EMAIL SIGNATURES

The MDA brand standards apply to all communications of the agency, including the following examples on pages i-iii of this appendix.

Letterhead

All correspondence must contain the MDA logo, address, and the ADA statement. Font and font size standards also apply. A template containing these elements is provided on the **Share Drive: I:\ MDA Brand Masters\ MDA Templates\MDA Letterhead (sample letter on page 3 of appendix)**.

Business cards

Business cards are an official document of the MDA. On the frontside, cards should be printed with the MDA logo along with basic contact information such as name, email address, office and mobile phone numbers, and the MDA website address, if desired. The backside should be printed with the MDA logo only. No additional information should be printed on the back side. Requests for customization will not be granted. Divisions should order cards through the Graphic Arts Specialists **Kabao.Her@state.mn.us** and **Vicki.Heagerty@state.mn.us**.

Email signature

It is recommended that the email signature include the information listed below. Use Calibri: 13 point bold for your name, 11 point bold for your title and division, and 11 point regular for address and phone. Leave at least one blank line before and after the MDA horizontal logo, allowing for clear space around the logo as described in "**Logo placement**" on page 4.

An email signature template can be copied from Sharevol: **I:\MDA Brand Masters\MDA Templates\Email Signatures**, personalized, and set up in Microsoft Outlook. The two signatures available are shown below.

COMMUNICATIONS
FORMATTING

POWERPOINT

FACT SHEETS

LEGISLATIVE REPORTS

SIGNAGE AND EXHIBITS

The MDA brand style guidelines apply to all agency communications, including the following:

PowerPoint

The MDA brand standards apply to PowerPoint communications. There are 49 template master pages available for use at:
I:\MDA Brand Masters\MDA Templates\MDA PowerPoint Templates

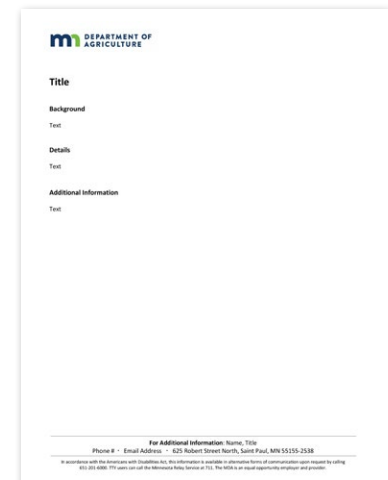The templates include the MDA brand font, Calibri, and recommended font sizes.

Sample PowerPoint Templates

Fact sheets and legislative reports

Templates with the MDA font and styles and initial accessibility requirements are available at: **I:\MDA Brand Masters\MDA Templates**

MDA Report Template

MDA Legislative Report Template

Signage and exhibits

The MDA brand standards apply to large format communications. Maintain the same fonts, colors, and the MDA logo. However, font/graphics sizes should be proportional to the sign size, and the ADA statement is not required. For further assistance with layout, contact the Graphic Arts Specialists **Kabao.Her@state.mn.us** and **Vicki.Heagerty@state.mn.us**.

DEPARTMENT OF AGRICULTURE

Sample letter format

Date

space down
leaving 1-4 blank lines

Addressee (ex.: Mr. Bob Jones)
Address
Address

City, MN Zip
double-space
leaving one blank line

SUBJECT LINE (if there is one. Use all caps)
double-space
leaving one blank line

Dear Mr. Jones
double-space
leaving one blank line

Paragraph/body of letter
double-space
leaving one blank line

Paragraph/body of letter (continue following format if more pages)
double-space
leaving one blank line

Complimentary close (ex. Sincerely)

space down four times
leaving three blank lines

Your Name
double-space
(leaving one blank line)

Enclosures: (include this line if there are enclosures and list the enclosures after the colon.)
double-space
(leaving one blank line)

cc: