



MINNESOTA STATE BRAND
STYLE GUIDE

2024

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VISUAL IDENTITY

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.

LOGO LOCKUPS

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

PRIMARY



JUSTIFIED



HORIZONTAL



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 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.



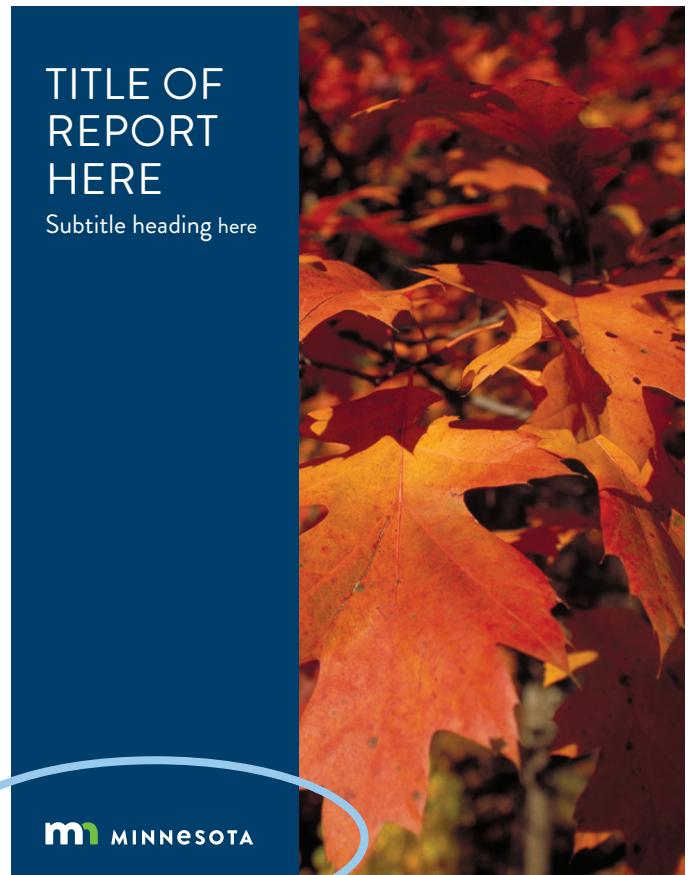
X is the height of the MN and illustrates the recommended clear space around the logo.



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)

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 high contrast, especially for text.



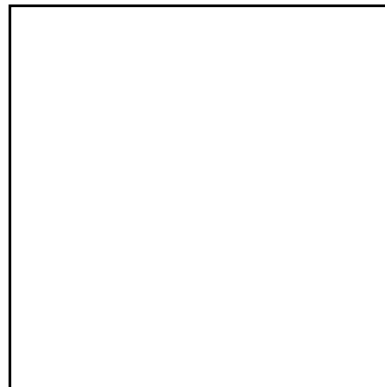
MINNESOTA BLUE

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



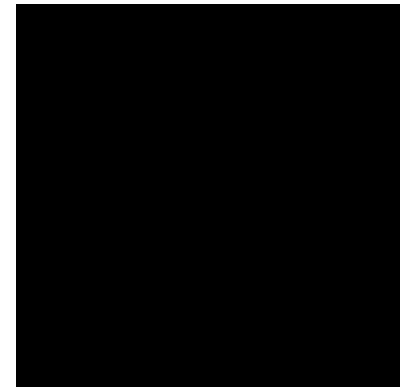
MINNESOTA GREEN

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

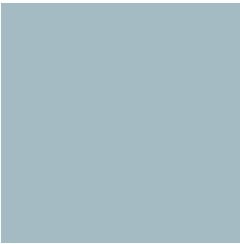


ACCENT PURPLE

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



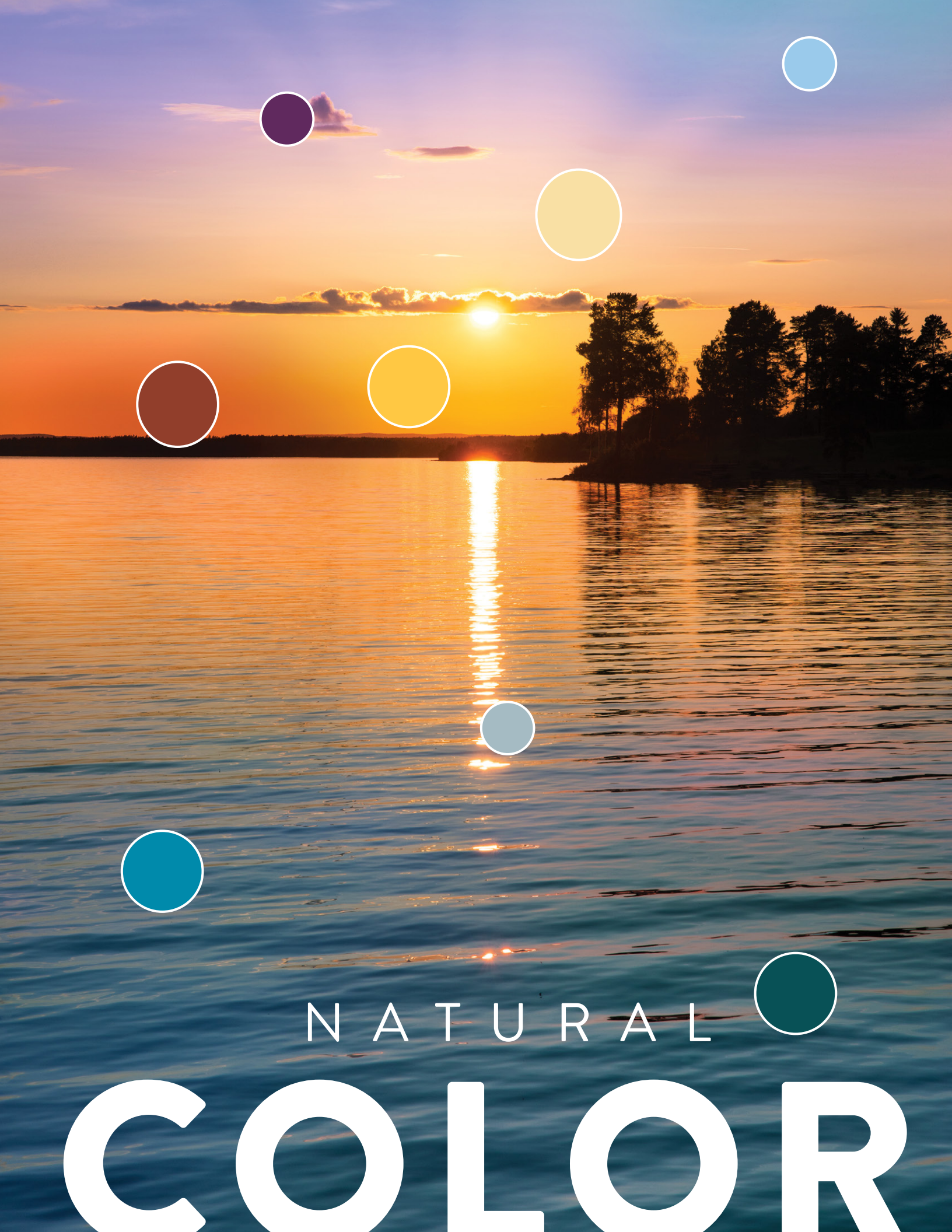
EXTENDED ACCENT SKY BLUE

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



EXTENDED ACCENT GOLD

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



NATURAL

COLOR

NEUTRAL ACCENT AND SAFETY COLORS

NEUTRAL ACCENT COLOR PALETTE

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



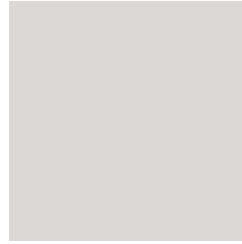
DARK GRAY

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

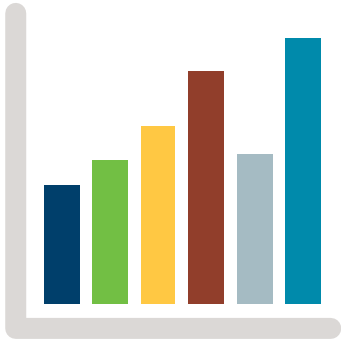


ORANGE

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

COLOR USAGE EXAMPLES

ACCENT COLOR PALETTE USAGE



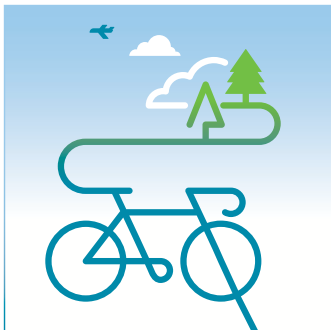
Charts and graphs



Infographic elements



Gradients



Illustrations

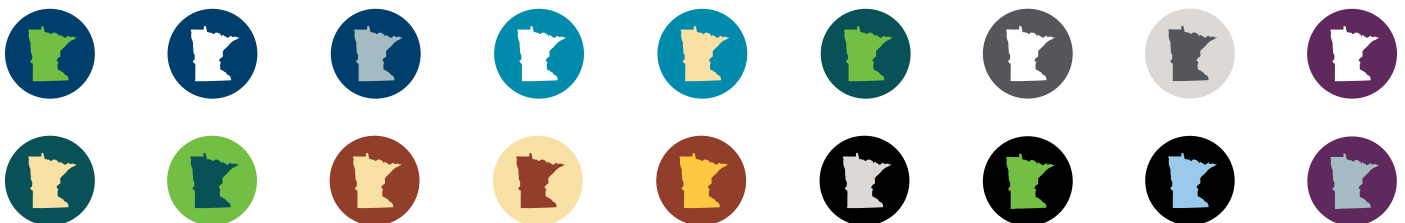
Col 1	Col 2	Col 3
36	23	26
32	12	5
56	11	18
6	3	15
8	16	54

Tables



Web button states

COLOR PAIRINGS - ACCENT AND EXTENDED ACCENT COLOR PALETTES



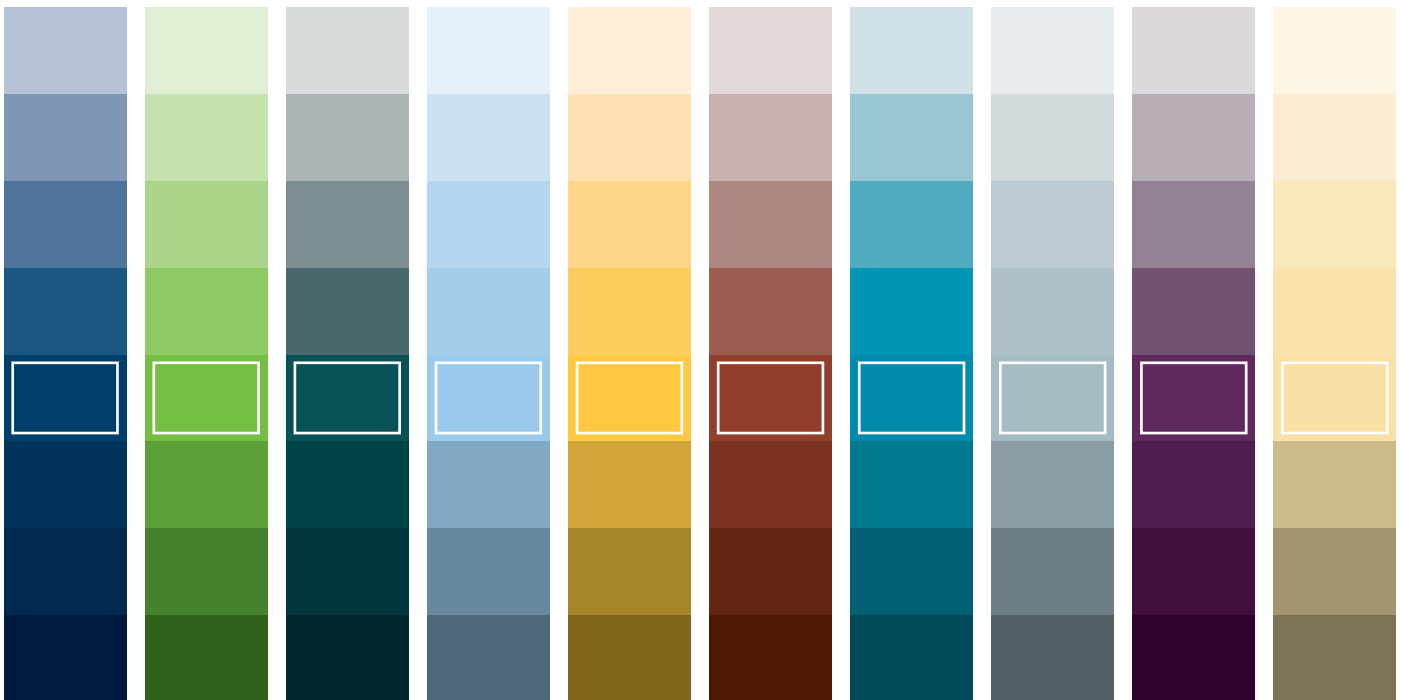
COLOR TINTS AND SHADES

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.

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.



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 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.



LOW COLOR CONTRAST

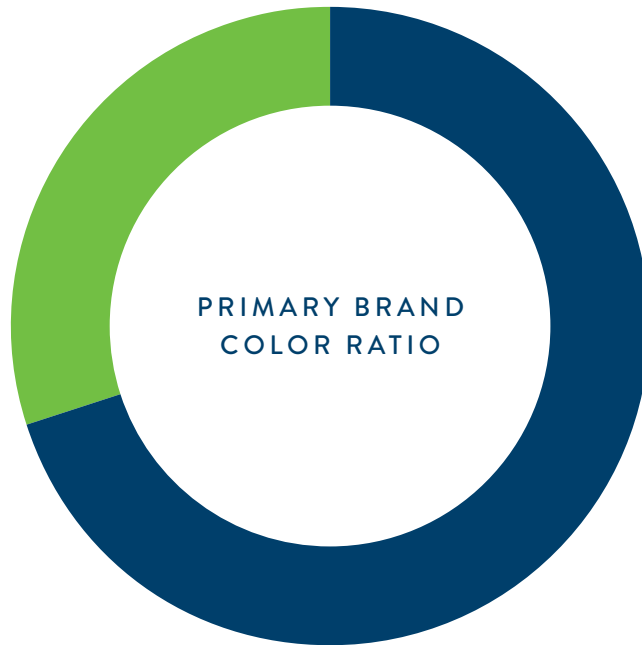


HIGH COLOR CONTRAST

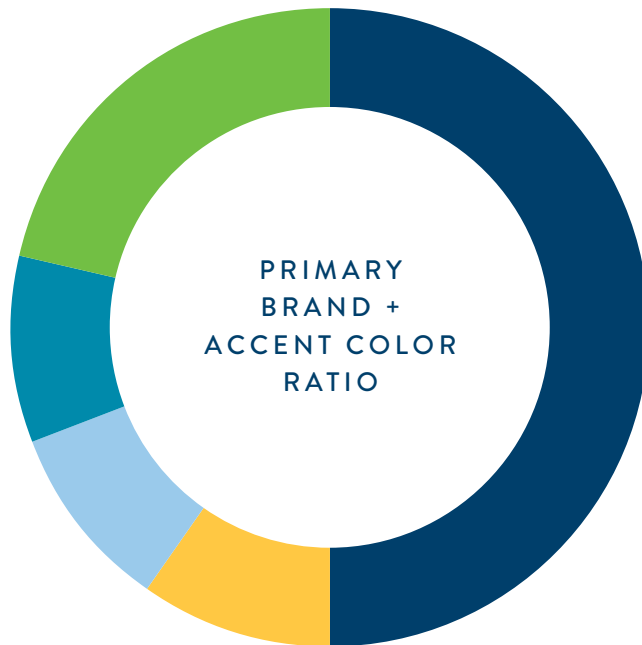


COLOR RATIO

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.



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 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 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

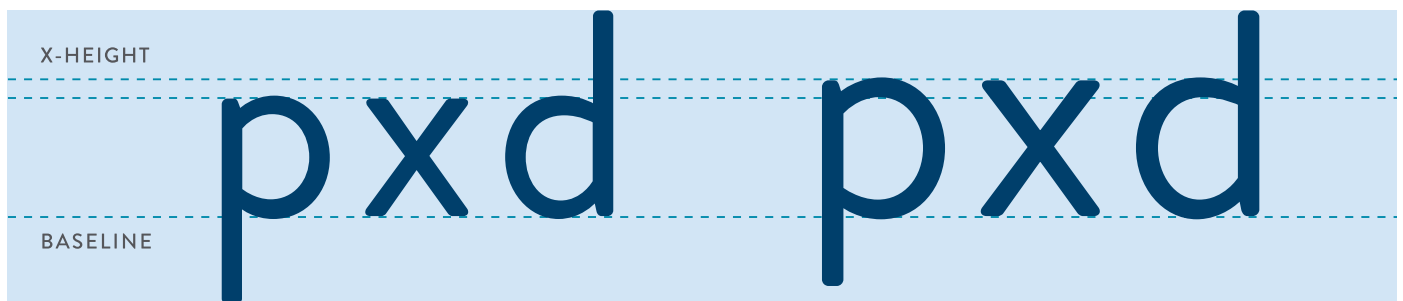
Brandon Text Medium Italic

Brandon Text Bold

Brandon Text Bold Italic

Brandon Text Black

Brandon Text Black Italic



Brandon Grotesque Regular

Brandon Text Regular

SUBSTITUTE TYPOGRAPHY

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.

CALIBRI BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

CALIBRI REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TIMES NEW ROMAN BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

TIMES NEW ROMAN 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.




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.

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.**

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.

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.



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.

AGENCY PROGRAM
AREAS AND DIVISIONS
(PRIMARY USE)



VERTICAL AGENCY
PROGRAM LOGO
(SECONDARY USE)



BOARDS, COUNCILS AND COMMISSIONS

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.

HORIZONTAL
COMMISSION LOGO
(PRIMARY USE)



VERTICAL
COMMISSION LOGO
(SECONDARY USE)



LOGO FORMATS

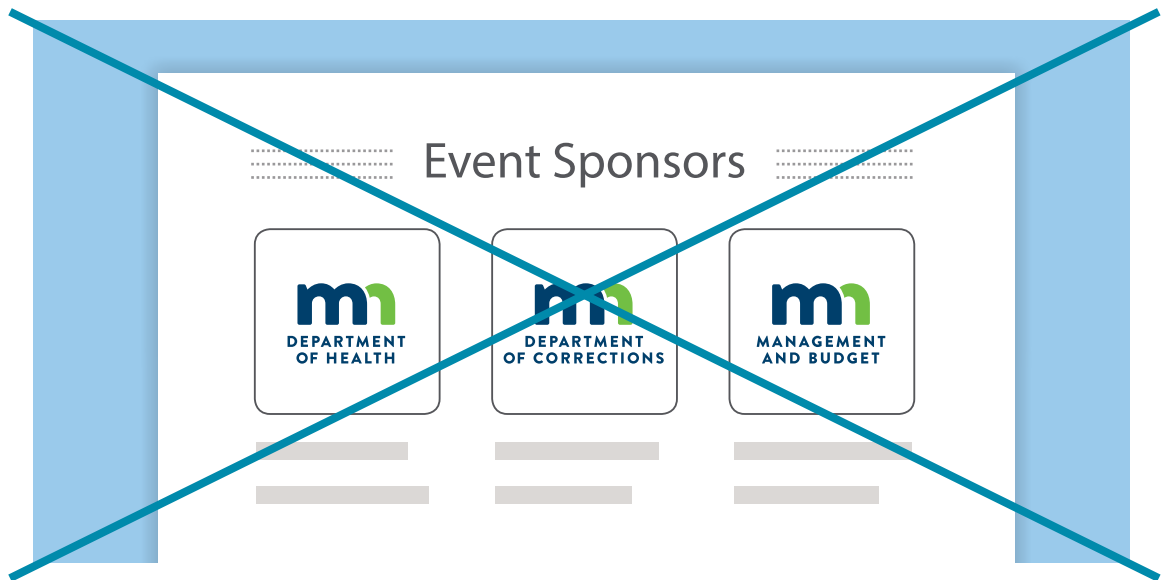
The horizontal logo is derived from the “horizontal” Minnesota logo lockup, while the vertical is based on the “justified” Minnesota logo lockup. The MN icon in the vertical logo format is 60% larger than the icon in the horizontal logo.



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. A solution to this problem is to use one Minnesota logo to collectively represent our state, and when possible, refer to each agency textually.

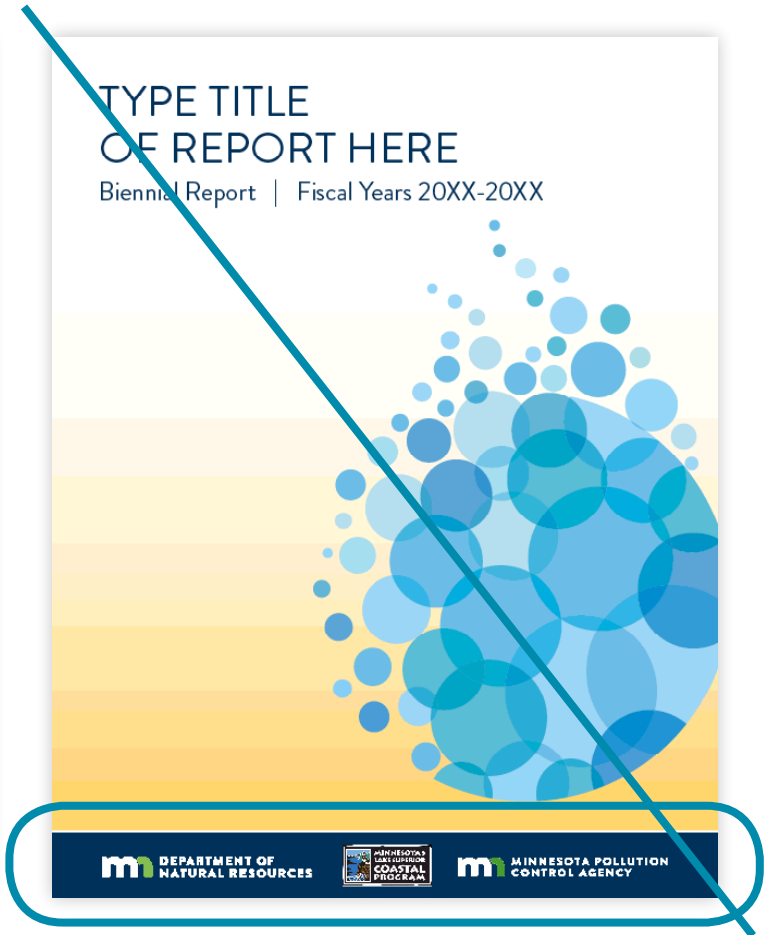
PROBLEMATIC LAYOUT



A UNIFIED PRESENCE



MULTI-AGENCY REPORT EXAMPLE



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.)

m
MINNESOTA

This publication produced by:

Minnesota Department of Natural Resources
500 Lafayette Road
St. Paul, MN 55155-4040
888-646-6367 or 651-296-6157
mndnr.gov

Agency Name
Address
Address
Phone/Fax
website

Agency Name
Address
Address
Phone/Fax
website

The Minnesota DNR prohibits discrimination in its programs and services based on race, color, creed, religion, national origin, sex, public assistance status, age, sexual orientation 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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Printed on Minnesota made recycled paper, containing a minimum of 10 percent post-consumer waste and vegetable-based ink.

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.](#)

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 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.



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 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.



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, in lieu of creating an event logo, allows the focus to remain on the Minnesota logo, which is ideal.



Save the date cards



Signage



Labels

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 an idea choice for social media profile images and avatars.



OK



OK



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

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.



STATIONERY SAMPLES

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)



Business card (front)

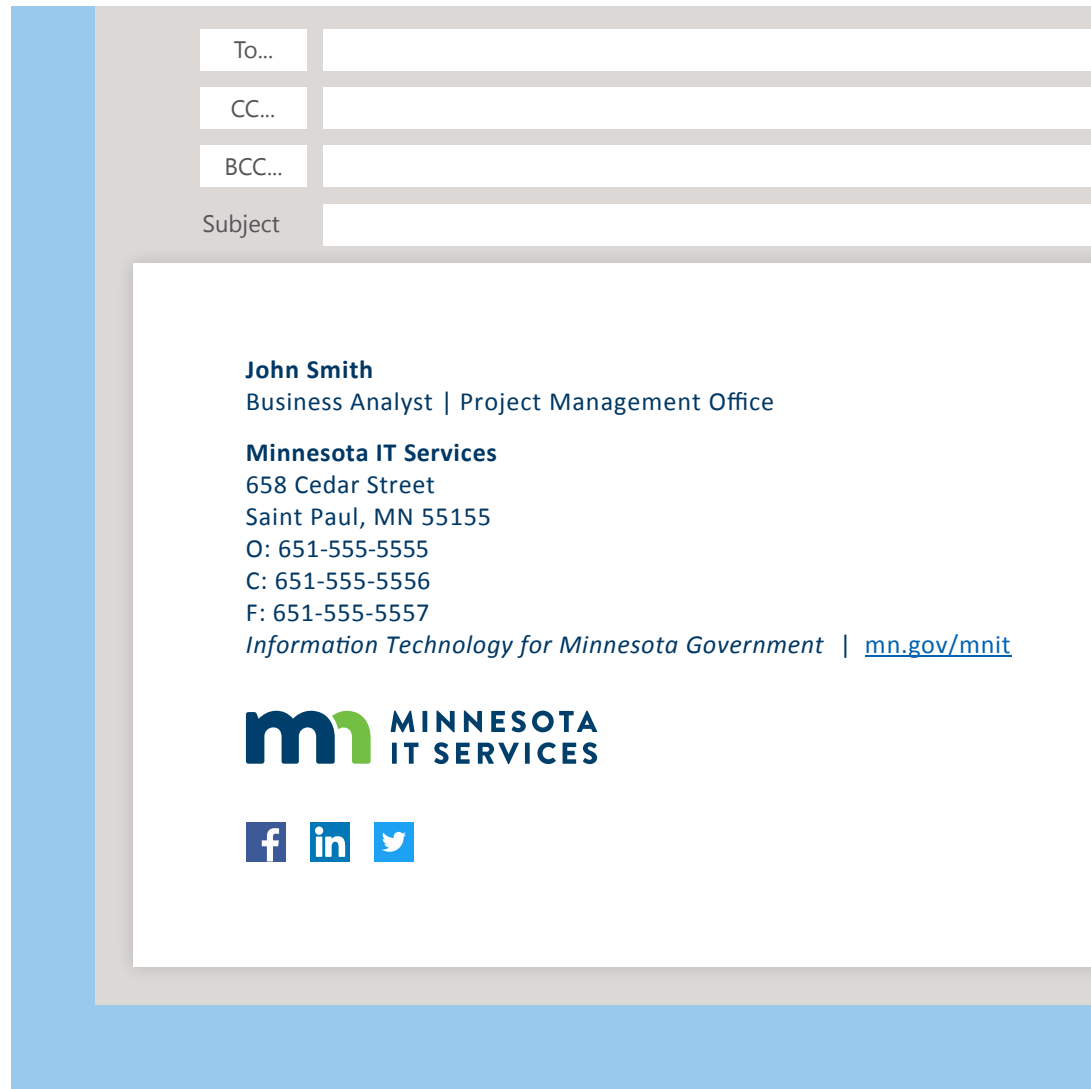


Business card (optional back)

EMAIL SIGNATURE

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.



Email signature

SAMPLE USAGE (PRINT)

MnROW
2017

New recruitment
Pilot Program
MnROW est. 2017

Minnesota Department of Transportation
RETAINING OUR WORKFORCE
The next step in our career pipeline of success

Mission of MnROW
The mission of the MnROW program is to retain our top talent throughout the department and provide fulltime on the job development, making them highly qualified to compete for permanent positions within MnDOT.

Vision
The programs vision is to further extend our diverse career pipelines to employment to providing job and career development opportunities to those entering the workforce.

Eligibility
Seeds student workers who graduate in 2017.*

Structure

- **Positions:** Entry-level, fulltime, temporary appointments
- **Funding:** Program covers 50-100% of employees salary (depending on number of participants per class).
- **Duration:** Up to 12 months
- **Offices/Districts Placements:** Vary by field of study.

If the pilot is successful, the program will look to expand eligibility to all graduating student workers who have had exceptional performance as a student worker.

Training & Development
Employees also participate in MnDOT's Leadership Development Program offered through the Office of Human Resources, Training & Development.

For more information contact
MnROW Program Manager:
Jessica Etukudo
MnDOT Office of Human Resources, MS 200
395 John Ireland Blvd |
St Paul, MN 55155
P: (651) 366-3413
F: (651) 366-3401

mi DEPARTMENT OF TRANSPORTATION

f t in i y

Flyer

Minnesota Farmed Cervidae Handbook
Second Edition
December 2017

mi MINNESOTA
BOARD OF ANIMAL HEALTH

Handbook

HOW CAN WE HELP YOU?

If you have any questions about where to go, or who to talk to, we're here to help.

mi MINNESOTA

GOVERNOR'S OFFICE

Hours
Mon to Fri
9am to 3:30pm

Office signage

SAMPLE USAGE (WEB)

The screenshot shows the Minnesota state website with a dark blue header containing the 'm MINNESOTA' logo and a search bar. Below the header are navigation links: 'Why Work For Us', 'Search for Jobs', 'Applicant Help', and 'Diverse Workforce'. The main content area features a large banner for 'Minnesota Named Best-Run State in the Nation' with a 'Read the full article' button. Below this is a section titled 'Search for Careers Within the State of Minnesota' with a link to 'clearing your browser history and cache'. Three main job search categories are highlighted: 'External Applicants', 'Current Employees', and 'Accessible Applicant Portal'. A 'Spotlight Job Postings' section lists several roles with their respective departments and closing dates, including 'Nursing Evaluator', 'Heavy Equipment Operator', 'Chemist 1', 'Student Worker Para Professional Sr.', and 'Facilities Management Building Manager'. The footer contains 'CAREERS' information, 'NEW HIRE PORTAL', 'GIVE US YOUR FEEDBACK', and a 'Subscribe for e-mail updates' form.

Website



Family caregiving: Essential to long-term services and supports system

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

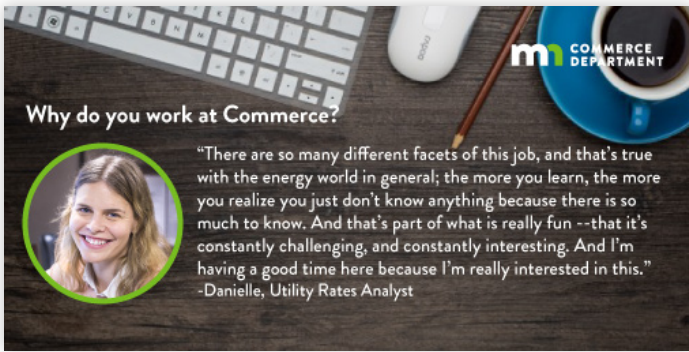
Children's safety and well-being is paramount, and preventing harm is the best way to achieve that goal. We work with communities, parents and local ...

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 ...

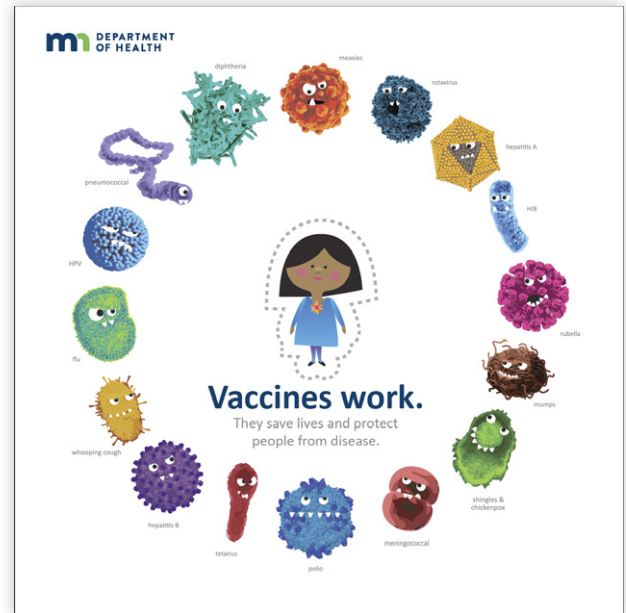
Web components

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.”
-Danielle, Utility Rates Analyst



mi DEPARTMENT OF HEALTH

Vaccines work.
They save lives and protect people from disease.

Labels for germs: diphtheria, measles, rotavirus, hepatitis A, EHEC, rubella, mumps, shingles & chickenpox, meningococcal, polio, tetanus, hepatitis B, whooping cough, flu, pertussis, pneumococcal.

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



mi COMMERCE DEPARTMENT

mi COMMERCE DEPARTMENT

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.
