



Minnesota Rural Health Transformation Program (RHTP) Sub-Recipient Logo Guidance

APPROVED USES OF MINNESOTA'S RHTP LOGO FOR
PRINT, WEB, AND DIGITAL MATERIALS

MN RHTP Logo Overview

Minnesota has a designated RHTP logo available in PNG, JPG, and SVG formats. All sub-recipients of MN RHTP funding must use Minnesota's logo when developing materials related to their RHTP funding.



Do not alter, recolor, animate, rotate, or distort the logo in any way. The logo should not be used in a way that implies endorsement beyond RHTP-funded activities.

Color Palette



CMYK 99/74/16/3

RGB 1/83/144

HEX #015390



CMYK 78/14/0/9

RGB 0/154/208

HEX #009ad0



CMYK 5/16/88/0

RGB 244/206/59

HEX #f3ce3b

Clear Space, Sizing, and Placement

- Maintain adequate clear space around the logo so it's not crowded by text or graphics.
- Ensure the logo remains legible at all sizes.
- Place the logo in a consistent location across materials (e.g., a footer or title slide in presentations).
- Avoid placing over busy images or patterned backgrounds.

Co-Branding

- Minnesota's RHTP logo should be the primary identifier on all RHTP-funded materials.
- If using another logo, they should be secondary in size and prominence to the RHTP logo.
- Logos must remain visually distinct, not combined into a single mark, and maintain appropriate spacing and visual hierarchy.
- The CMS logo should not be used on any materials with the RHTP logo.

Minnesota Department of Health | Program name
625 Robert St. N, PO Box 64975 St. Paul, MN 55164
651-201-3838 | health.orhpc@state.mn.us
www.health.state.mn.us/facilities/ruralhealth
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