

OFFICIAL COLORS

NDSU's official colors are green and yellow. Color codes for printed and digital needs are listed below.

PANTONE 343	CMYK 91 41 75 37	RGB 0 86 67	#005643
PANTONE 123	CMYK 0 22 91 0	RGB 255 200 46	HEXIDECIMAL #FFC82E

NDSU LOGOS

The four versions of NDSU's official logo may be downloaded online in several file formats: www.ndsu.edu/vpur/resources/logos.

NDSU employees may use the logos for marketing and promotional purposes. Anyone outside NDSU wishing to use the logo should request permission by sending an email to brad.clemenson@ndsu.edu.

NDSU NDSU only

Full name, stacked, color

Full name. stacked, black NDSU NORTH DAKOTA STATE UNIVERSITY

Full name. one line, black

NORTH DAKOTA STATE UNIVERSITY

NDSU SEAL

The NDSU seal is not interchangeable with the NDSU logo. Anyone wishing to use the seal must request permission from University Relations. For more information, contact Laura McDaniel at laura.mcdaniel@ndsu.edu.



ATHLETIC MASCOT

Bison mascot logos are trademarked and are the property of NDSU Athletics. They are to be used only for materials related to athletics, or with permission from NDSU Athletics.

Questions about athletic logos should be directed to Troy Goergen at troy.m.goergen@ndsu.edu.







OLD LOGOS

Old logos from previous marketing efforts (academic or athletic) should no longer be used.









DEPARTMENT LOGOS

The approved department logo options follow the official NDSU logo designs. Other than NDSU Athletics, no university departments or academic units should use a bison logo.

- Never attempt to recreate, alter or add elements to the logos.
- When using a department logo on a brochure, poster or other marketing material, it is strongly encouraged to spell out "North Dakota State University" somewhere else on the page.
- To request department logos, send an email to <u>brad.clemenson@ndsu.edu</u>.

Two-line, stacked NDSU RELATIONS

One line NDSU UNIVERSITY RELATIONS

STUDENT ORGANIZATION LOGOS

Student organizations are not required to use the official NDSU logo; however, any student organization wishing to use the NDSU logo must use the logo correctly and follow the same guidelines as academic departments. Student organizations that wish to use a bison must request permission from NDSU Athletics.

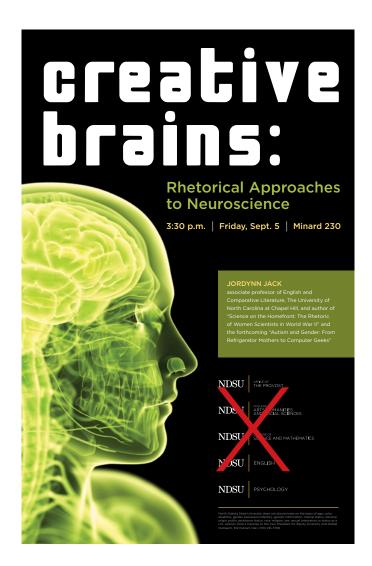
- Never attempt to recreate, alter or add elements to the logos.
- To request student organization logos, send an email to <u>brad.clemenson@ndsu.edu</u>.
- Questions about athletic logos should be directed to Troy Goergen at troy.m.goergen@ndsu.edu.

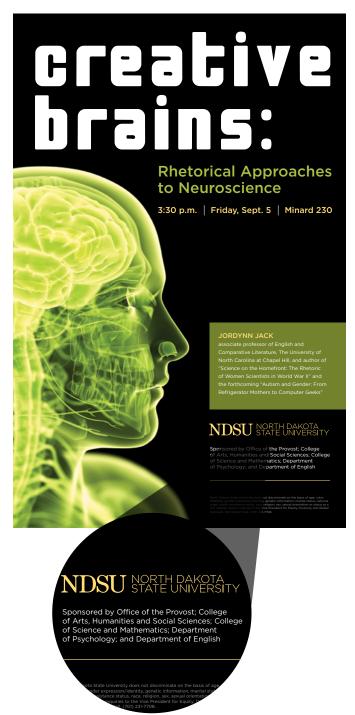
Two-line, stacked NDSU STUDENT GOVERNMENT

One line NDSU LINCOLN SPEECH AND DEBATE

MULTIPLE LOGOS

In cases when two or more campus departments are sponsoring an event, do not stack multiple logos in a design. Instead, use one of the main NDSU logos and name the participating departments in a typed list.





LOGO SIZING

• All versions of the logo may be shrunk or enlarged proportionally, but may not be stretched vertically or horizontally.



correct





NDSU NORTH DAKOTA STATE UNIVERSITY

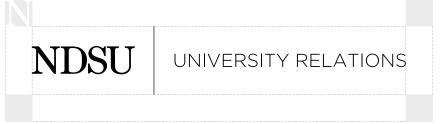
correct



CLEAR SPACE

• A clear space equal to the height of the "NDSU" lettering is required on all sides of departmental logos. No text, patterns or other graphics should appear within this space. (Logos may be placed over a photo as long as the photo does not impair legibility.)





USAGE GUIDELINES

The NDSU logo is a graphic, not a font, and users never should attempt to re-create the logo by typing "NDSU" in a font such as Times or Palatino.

- All versions of the NDSU logo are graphics and must be used as graphics.
- Do not attempt to recreate any version of the logo.







correct

incorrect







• No additional elements should be added to or combined with any NDSU logos.



• No outlines



No outlines



No gradients



• No patterns inside



• No patterns behind



• No tilting the logo

COLOR ON LOGOS

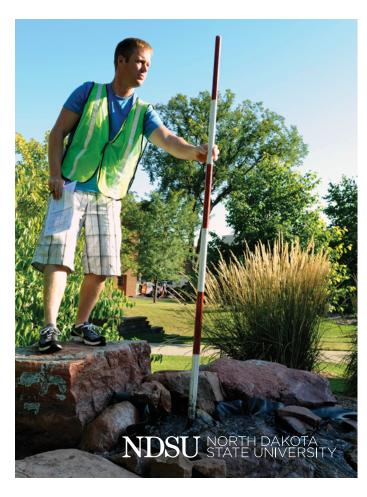
Changing the color of a logo is permitted; preferred colors are yellow, green, black or white (reversed).

- Avoid colors that are unrelated to NDSU (red, purple, orange, blue, etc.).
- Logos may be used on photos as long as the image does not impair legibility.

NDSU NORTH DAKOTA STATE UNIVERSITY

NDSU

OFFICE OF ADMISSION





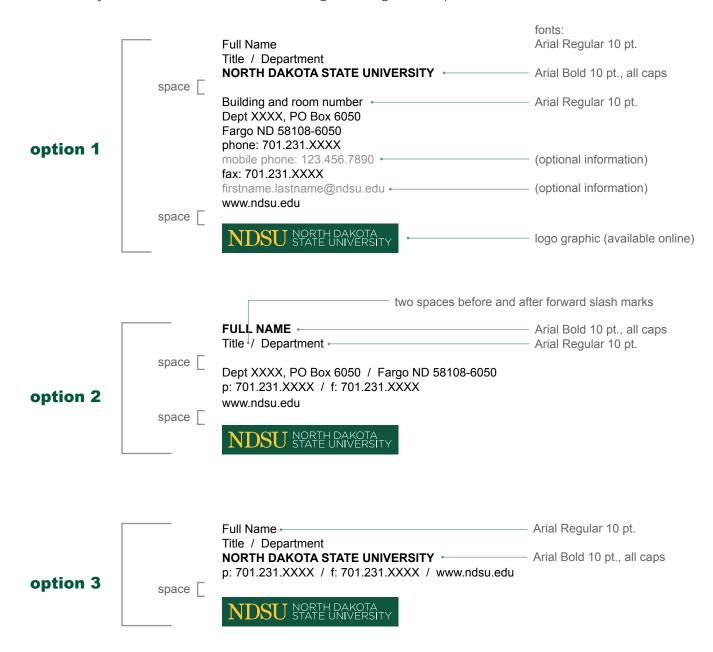
OFFICIAL STATIONERY

NDSU letterhead, envelopes and business cards are available from Print and Copy Services. For pricing and ordering information, visit www.ndsu.edu/printandcopy/job_submission.



EMAIL SIGNATURES

To maintain consistent branding standards across all forms of communication at NDSU, it is recommended that faculty and staff use one of the following email signature options.



Using the NDSU logo is encouraged in all email signatures, unless your system does not offer a way to place the graphic as part of the signature. In those cases, use one of the options that spells out North Dakota State University within the contact information. No other logos or graphics should be used in the email signature.

^{*}Download the logo graphic at the bottom of the signature at www.ndsu.edu/vpur/resources/emailsignatures.

DEPARTMENT EMAIL HEADERS

An approved email header design is available for departments that send mass emails.

• To request an email header, send an email to <u>brad.clemenson@ndsu.edu</u>.



ELECTRON MICROSCOPY CENTER

NDSU

GRADUATE SCHOOL

OTHER RESOURCES

Several resources are available online to assist with maintaining consistent branding across many channels. Visit www.ndsu.edu/vpur/resources for items that include the following:

- Downloadable graphics for:
 - » Google Forms
 - » PowerPoint Templates
 - » Social Media Graphics
 - » Wallpapers
 - » Zoom Background Graphics
- Email Signatures
- Google Form Header
- Key Messages Tool
- Letterhead, Envelopes and Business Cards
- Logo Usage
- Name Badges
- NDSU Description
- Photos to download
- Web Guidelines

VENDOR GUIDELINES

Ordering promotional materials (pens, shirts, mugs, etc.) for a department should be done through a licensed vendor.

- A current list of approved, licensed vendors is available online: www.gobison.com/sports/2013/5/29/licensing.aspx
- Further questions about licensing should be directed to Troy Goergen at troy.m.goergen@ndsu.edu.