Brand Guidelines

NDSU NORTH DAKOTA STATE UNIVERSITY

Strengthening Our Brand with the Power of the Herd.

THE NDSU BRAND: IMAGINED BY US. INSPIRED BY YOU.

Every time we communicate to someone, anyone, we get a chance to shape the way our brand lives in the perceptions of our audiences.

So if we want more people to know NDSU is more than a university, for example, we need to tell them — clearly — about our success as a land grant and research institution, an athletics powerhouse, or a discovery engine for our state and the region. The more consistent, the better.

By telling our story boldly and consistently, people everywhere (and prospective students and their families) better understand all that makes NDSU exceptional. By telling our story in an authentic way both visually and verbally, our audiences will place greater trust in what we have to say.

The following guidelines are designed to ensure we're on the same page as we do exactly that — to strengthen our brand confidently.

Visual Language

Visual Language

NDSU NORTH DAKOTA STATE UNIVERSITY

Typography

Typography is key to how we read and understand information, especially numerical data. Our brand typefaces have been chosen for their legibility and clear forms. We have also considered how we apply our brand fonts for maximized visibility and improved information hierarchy.

New Spirit
Antonio Bold
Gotham

Visual Language

Typography

Color Palette

Logo Usage

Graphic Elements

Typography

New Spirit embodies the heart and spirit of NDSU, capturing its vibrant sense of community, joy, and transformative impact.

With its dynamic, approachable forms, it communicates a sense of warmth and inclusivity, reflecting the university's commitment to engagement, innovation, and positive change.

Designed to resonate with both tradition and forward-thinking energy, this typeface strengthens the university's brand by conveying a welcoming and impactful presence, both on and off campus.

New Spirit

SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

USAGE

This typeface is reserved for display copy (headlines and sub headlines) and can be set in title or sentence case.

GOOGLE FONT ALTERNATIVE

Young Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

NDSU NORTH DAKOTA STATE UNIVERSITY

Visual Language

Typography

Antonio draws inspiration from NDSU's rich institutional history and deep regional roots, offering a modern yet timeless look.

The typeface enhances the brand's visual identity by bridging the past with the present, symbolizing the university's enduring legacy and its commitment to shaping the future.

Antonio

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

USAGE

Antonio is useful for eyebrows, sub headlines, and larger intro copy. It can be used in all caps or sentence case.

GOOGLE FONT ALTERNATIVE

Antonio is a native google font.

NDSU NORTH DAKOTA STATE UNIVERSITY

Visual Language

Typography

Color Palette

Logo Usage

Graphic Elements

Typography

Gotham reflects NDSU's focus on hard work, practicality, and purpose.

Its clean, straightforward design conveys a sense of discipline and clarity, embodying the commitment to academic rigor and impactful outcomes.

Gotham

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

USAGE

Gotham is used for sub headlines, paragraph leaders, and larger body copy. It can be used in all caps, title, or sentence case.

GOOGLE FONT ALTERNATIVE

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

NDSU NORTH DAKOTA STATE UNIVERSITY

Visual Language

Typography

Color Palette

Logo Usage

Graphic Elements

Typography

Adobe Garamond Pro reflects the rich traditions that NDSU embodies.

Its elegance conveys a sense of sophistication and is reflective of the academic prestige that students find at NDSU.

Adobe Garamond Pro

SEMI-BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

USAGE

Adobe Garamond Pro is used primarily for more formal communication projects. It can be used as sub headlines, paragraph leaders, and larger body copy. It can be used in all caps, title, or sentence case.

GOOGLE FONT ALTERNATIVE

EB Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

NDSU NORTH DAKOTA STATE UNIVERSITY

Visual Language

Typography

Color Palette

Logo Usage

Graphic Elements

Typography

Chantal captures NDSU's forward momentum and bright future.

Its fluid, expressive forms convey a sense of optimism, creativity, and progress, symbolizing the institution's dynamic growth and vision for the years ahead.

CHANTAL

MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

USAGE

This typeface is meant to be used sparingly as an eyebrow or textural typography. It can also be used in smaller sizes as a call to action.
It is only available in all caps.

GOOGLE FONT ALTERNATIVE

Permanent Marker

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

NDSU NORTH DAKOTA STATE UNIVERSITY

Visual Language

Typography

Color Palette

Logo Usage

Graphic Elements

Hierarchy

Type hierarchy is crucial in design as it organizes information clearly and guides the reader's attention. For NDSU's brand, maintaining a consistent type hierarchy ensures that key messages stand out and reflect the institutional identity effectively.

Use distinct font sizes and weights to differentiate headings, subheadings, and body text, aligning with our brand guidelines to maintain visual coherence and reinforce NDSU's image.

NOTE

This is a typical example or type hierarchy and use cases. These recommendations can be used as a guide for when multiple typefaces are being used in a layout.

Antonio Bold
Eyebrow

New Spirit Medium
Headline

Gotham Medium
Subhead

Gotham Book
Body

Chantal Medium Italic
Call to action

CAPTURE THE MOMENT AT NDSU

Shift your horizon line.

Now is your moment to expand your horizons for a brighter future at NDSU.

Onse repudia consequam, non rehendi is volest, offic te sant list, cusandam fuga. Net delliquo moditis aut fugiati sit enihicilitia nonecabo. Nem etureiur? Vendit que verundi voluptae quam in ra si dolorit velitat ibusae vent aut remodist faccumquiam qui simodis se maximpos venis perorem nectet lam eicil invelias aut aut re pos nimustrunt veriosa quid ma id quae nobis iligniatur alis que voles ex estias iderias dolent lit liquass itatius moloressit ut voloribus pro earumquid quam est pererer ovitium nis estota corum voluptatibus nos.

FIND YOUR MOMENT—
ndsu.edu

NDSU NORTH DAKOTA STATE UNIVERSITY

Visual Language

Typography

Color Palette

Logo Usage

Graphic Elements

Primary Color Palette

NDSU's signature green and yellow are at the core of our brand, unifying Bison wherever they go. They are central to our past identity, present brand, and future on the horizon, and should not not be altered.

WE LEAD WITH GREEN AND YELLOW.
Wherever you are, you can spot NDSU supporters by the green and yellow they wear. The same is true of communications from the university. When green and yellow are your primary colors — in print, online or on promotional items — your audience will know you speak for NDSU.

PRIMARY

NDSU GREEN
PMS 343 C

CMYK: 98, 0, 72, 61
RGB: 0, 88, 61
HEX: #00583d

NDSU YELLOW
PMS 123 C

CMYK: 0, 24, 94, 0
RGB: 255, 196, 37
HEX: #FFC425

NDSU NORTH DAKOTA STATE UNIVERSITY

Visual Language

Typography

Color Palette

Logo Usage

Graphic Elements

Expanded Color Palette

While NDSU official green and yellow should be the go-to colors for most needs, there are times when adding variety can add value. To broaden the University's color palette and expand opportunities for impactful design, the expanded color palette is available for use.

These secondary hues can be used to add a different tone to a design while remaining true to the university's official green and yellow brand identity.

WEBSITE-SPECIFIC COLORS
As an exception to the standard color guidelines, the NDSU website (ndsu.edu) uses a custom adaptation of the university's palette. These adjustments prioritize digital accessibility and readability while honoring the spirit of the brand. These colors should not be used outside of the NDSU website.

USAGE RATIOS
To use color consistently across our brand, you will need to determine the correct palette usage.

If a piece fulfills a formal need, such as an annual report, alumni invitation, or official document, NDSU Green and Yellow should be prioritized over other colors.

If a piece needs to communicate a more energetic need, the expanded palette can be utilized.

NOTE

When designing projects for NDSU, avoid color combinations that are associated with other schools:

Black + red = MSUM
Maroon + gold = Concordia
Black + green + white = UND
Blue + yellow = SDSU

PRIMARY

NDSU GREEN
PMS 343 C

CMYK: 98, 0, 72, 61
RGB: 0, 88, 61
HEX: #00583d

NDSU YELLOW
PMS 123 C

CMYK: 0, 24, 94, 0
RGB: 255, 196, 37
HEX: #FFC425

SECONDARY

DARK GREEN
PMS 5605 C

CMYK: 92, 35, 76, 71
RGB: 0, 53, 36
HEX: #003524

LIME GREEN
PMS 2297 C

CMYK: 30, 0, 95, 0
RGB: 190, 215, 59
HEX: #BED73B

TEAL
PMS 2401 C

CMYK: 60, 0, 35, 15
RGB: 81, 171, 160
HEX: #51ABA0

LEMON YELLOW
50% PMS PROCESS YELLOW C

CMYK: 2, 0, 58, 0
RGB: 254, 243, 137
HEX: #FEF389

SAGE
PMS 4205 C

CMYK: 30, 0, 60, 15
RGB: 160, 189, 120
HEX: #A0BD78

PALE SAGE
PMS 7485 C

CMYK: 16, 2, 25, 0
RGB: 215, 229, 200
HEX: #D7E5C8

ACCENT

RUST
PMS 159

CMYK: 19, 73, 100, 8
RGB: 190, 94, 39
HEX: #BE5E27

MORNING SKY
PMS 2975

CMYK: 35, 1, 0, 0
RGB: 157, 217, 247
HEX: #9DD9F7

NIGHT
PMS 2189 C

CMYK: 100, 79, 56, 33
RGB: 15, 55, 75
HEX: #0F374B

NDSU NORTH DAKOTA STATE UNIVERSITY

Visual Language

Typography

Color Palette

Logo Usage

Graphic Elements

Usage Examples

MORE FORMAL
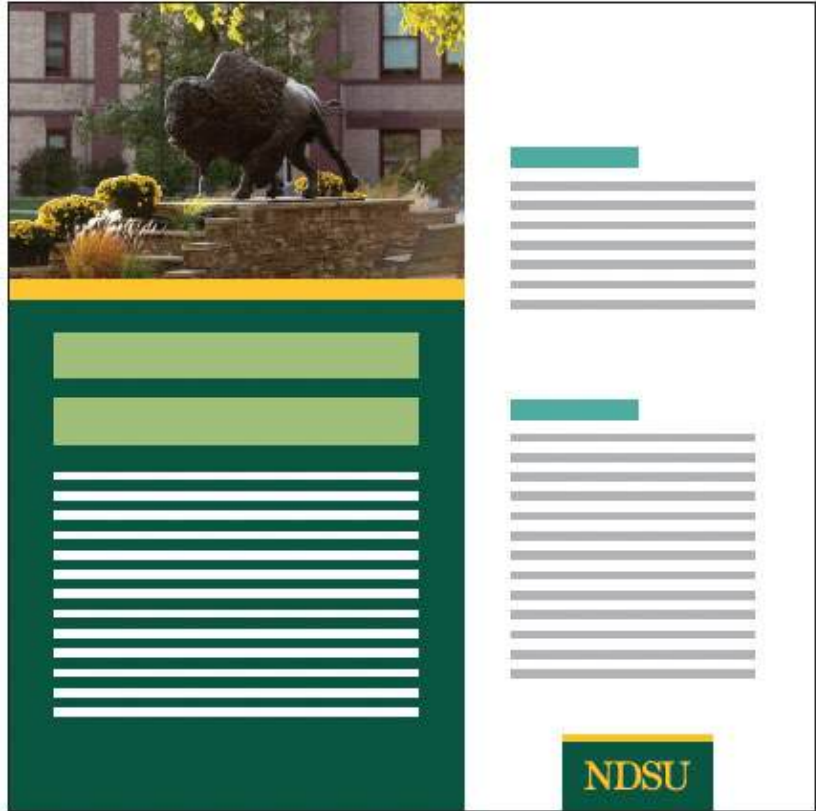
LESS FORMAL

LESS EXPRESSIVE

Primary

Secondary

Accent

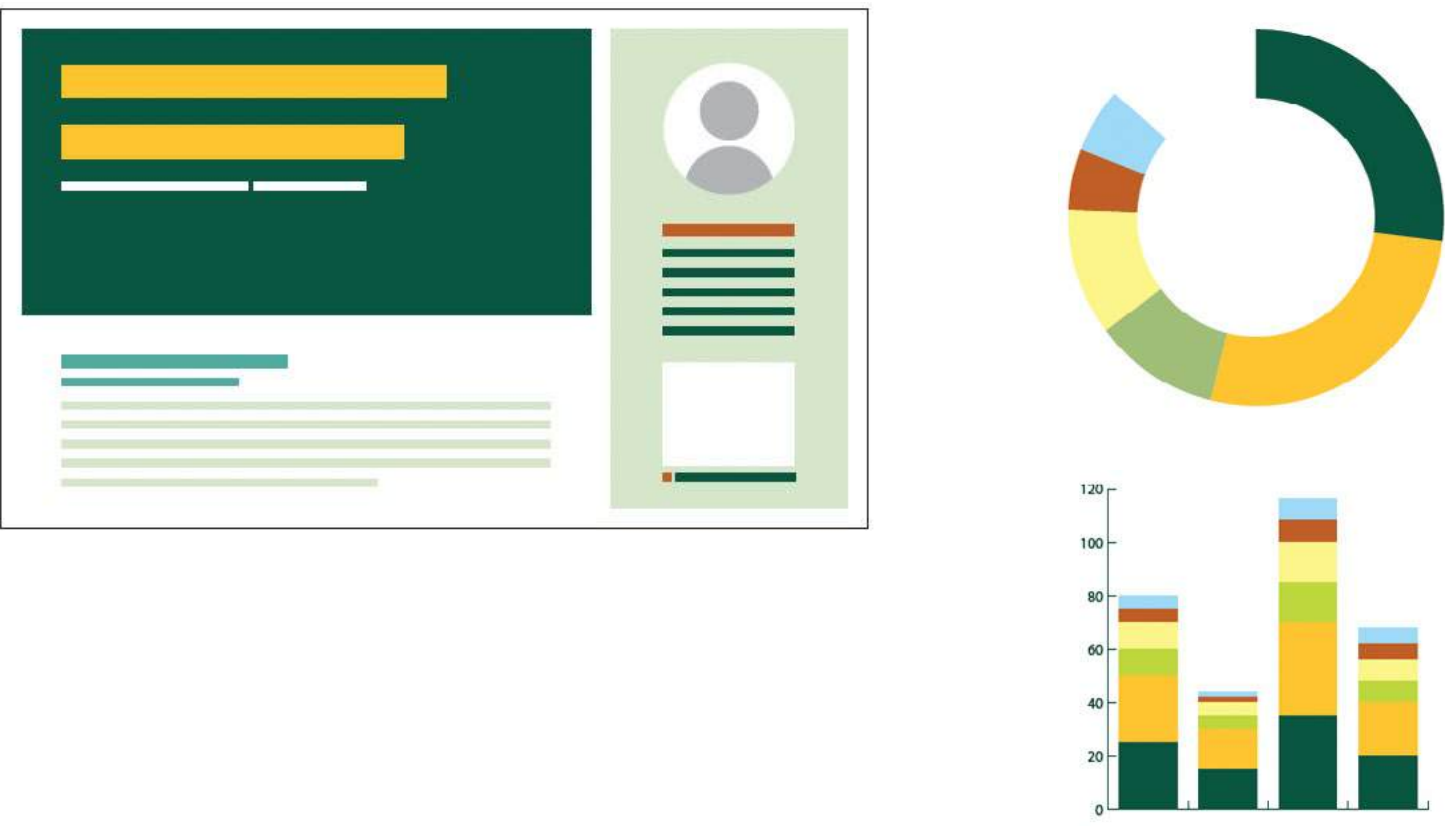Accent in Infographics

MORE EXPRESSIVE

NDSU NORTH DAKOTA STATE UNIVERSITY

Visual Language

Typography

Color Palette

Logo Usage

Graphic Elements

Web Accessibility

This is an overview of our color palette and how combinations score on the WCAG (Web Content Accessibility Guidelines) that determines color contrast ratio.

This equation outputs a number between 0 and 21, with 21 having the highest amount of contrast and 0 having no contrast.

The output of contrast between any two of our colors will fall somewhere on this spectrum. This is where the scores—DNP, AA18, AA, AAA—are derived from.

AAA	Pass, AAA (7+)
AA	Pass, AA (4.5+)
AA18	Pass, Large Text Only (3+)
DNP	Does Not Pass

Background \ Text	#00583D	#FFC425	#003524	#A0BD78	#D7E5C8	#51ABA0	#0F374B	#BE5E27	#9DD9F7	#FEF389	#BED73B	#000000	#F7F9F4
#00583D		AA 5.6	DNP 1.5	AA18 4.1	AA 6.6	AA18 3.1	DNP 1.4	DNP 2	AA 5.6	AAA 7.6	AA 5.3	DNP 2.4	AAA 8.2
#FFC425	AA 5.6		AAA 8.8	DNP 1.3	DNP 1.1	DNP 1.7	AAA 8.1	DNP 2.8	DNP 1	DNP 1.3	DNP 1	AAA 13.5	DNP 1.4
#003524	DNP 1.5	AAA 8.8		AA 6.5	AAA 10	AA 5	DNP 1	AA18 3.1	AAA 8.9	AAA 11.9	AAA 8.4	DNP 1.5	AAA 12.9
#A0BD78	AA18 4.1	DNP 1.3	AA 6.5		DNP 1.5	DNP 1.3	AA 6	DNP 2	DNP 1.3	DNP 1.8	DNP 1.2	AAA 10	DNP 1.9
#D7E5C8	AA 6.6	DNP 1.1	AAA 10	DNP 1.5		DNP 2	AAA 9.5	AA18 3.3	DNP 1.1	DNP 1.1	DNP 1.2	AAA 15.9	DNP 1.2
#51ABA0	AA18 3.1	DNP 1.7	AA 5	DNP 1.3	DNP 2		AA 4.6	DNP 1.5	DNP 1.7	DNP 2.3	DNP 1.6	AAA 7.6	DNP 2.5
#0F374B	DNP 1.4	AAA 8.1	DNP 1	AA 6	AAA 9.5	AA 4.6		DNP 2.8	AAA 8.2	AAA 11	AAA 7.7	DNP 1.6	AAA 11.8
#BE5E27	DNP 2	DNP 2.8	AA18 3.1	DNP 2	AA18 3.3	DNP 1.5	DNP 2.8		DNP 2.8	AA18 3.8	DNP 2.6	AA 4.8	AA18 4.1
#9DD9F7	AA 5.6	DNP 1	AAA 8.9	DNP 1.3	DNP 1.1	DNP 1.7	AAA 8.2	DNP 2.8		DNP 1.3	DNP 1	AAA 13.7	DNP 1.4
#FEF389	AAA 7.6	DNP 1.3	AAA 11.9	DNP 1.8	DNP 1.1	DNP 2.3	AAA 11	AA18 3.8	DNP 1.3		DNP 1.4	AAA 18.4	DNP 1
#BED73B	AA 5.3	DNP 1	AAA 8.4	DNP 1.2	DNP 1.2	DNP 1.6	AAA 7.7	DNP 2.6	DNP 1	DNP 1.4		AAA 12.9	DNP 1.5
#000000	DNP 2.4	AAA 13.5	DNP 1.5	AAA 10	AAA 15.9	AAA 7.6	DNP 1.6	AA 4.8	AAA 13.7	AAA 18.4	AAA 12.9		AAA 19.8
#F7F9F4	AAA 8.2	DNP 1.4	AAA 12.9	DNP 1.9	DNP 1.2	DNP 2.5	AAA 11.8	AA18 4.1	DNP 1.4	DNP 1	DNP 1.5	AAA 19.8	

NDSU NORTH DAKOTA STATE UNIVERSITY

Visual Language

Typography

Color Palette

Logo Usage

Graphic Elements

Color Combinations

Based on the accessibility matrix on the previous page, this chart provides a clear breakdown of how to use the NDSU brand colors in practice. It outlines the recommended combinations for each color to ensure consistent and effective application across all materials, helping to maintain a cohesive and recognizable brand identity.

ACCESSIBLE COLOR PAIRINGS

Color pairings that are approved based on the WCAG score.

PREFERRED COLOR PAIRINGS

Color pairings that are approved and the most visually appealing based on the WCAG score.

NORTH DAKOTA STATE UNIVERSITY

Visual Language

Typography

Color Palette

Logo Usage

Graphic Elements

Logo Usage

The four versions of NDSU's official logo may be downloaded online in several file formats: ndsu.edu/marketing-communications/ 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 LOGOS

Full name, stacked, color

NDSU NORTH DAKOTA STATE UNIVERSITY

This logo should be used as the primary mark in most layouts

Full name, stacked, black

NDSU NORTH DAKOTA STATE UNIVERSITY

The all black logo should only be used when restricted by printing

Full name, one line, black

NDSU | NORTH DAKOTA STATE UNIVERSITY

NDSU only

NDSU

This should only be used after the full name, stacked, color logo has been 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 brad.clemenson@ndsu.edu.

Two-line, stacked

NDSU MARKETING AND COMMUNICATIONS

One-line

NDSU | MARKETING AND COMMUNICATIONS

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

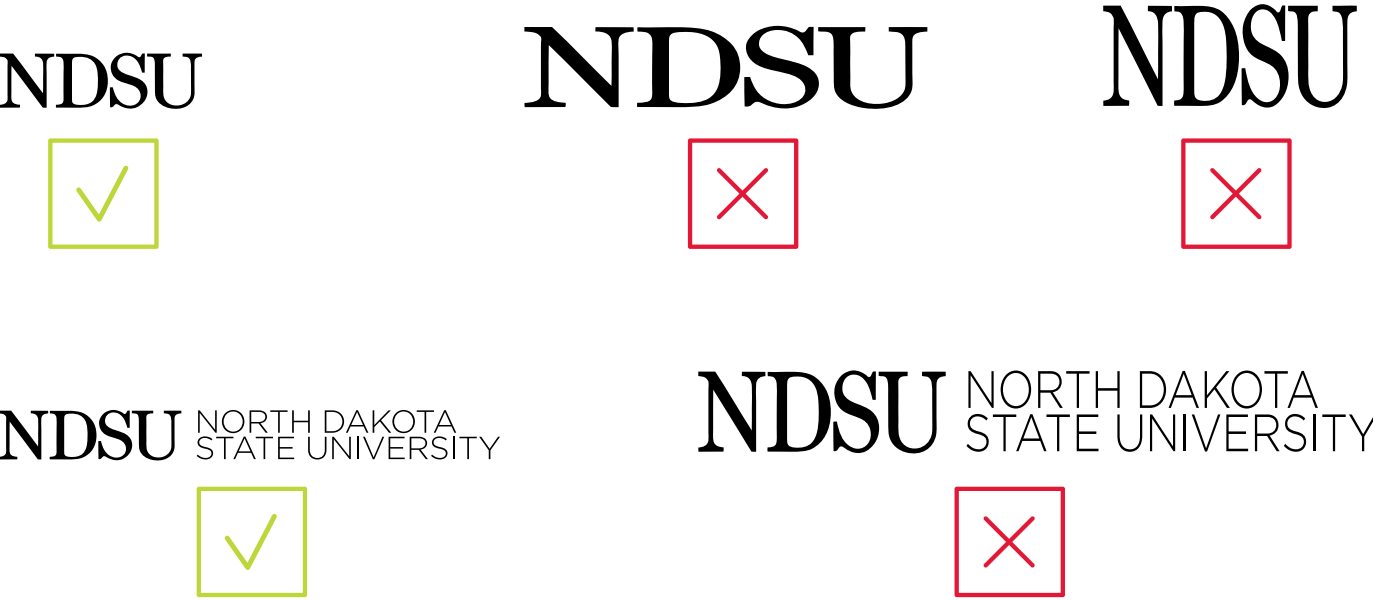Two-line, stacked

NDSU STUDENT GOVERNMENT

One-line

NDSU | LINCOLN SPEECH AND DEBATE

NDSU NORTH DAKOTA STATE UNIVERSITY

Visual Language

Typography

Color Palette

Logo Usage

Graphic Elements

Logo Usage

SIZING

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

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.)

NDSU MARKETING AND COMMUNICATIONS

NDSU | MARKETING AND COMMUNICATIONS

NDSU NORTH DAKOTA STATE UNIVERSITY

Visual Language

Typography

Color Palette

Logo Usage

Graphic Elements

Logo Usage

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.

NDSU NORTH DAKOTA STATE UNIVERSITY
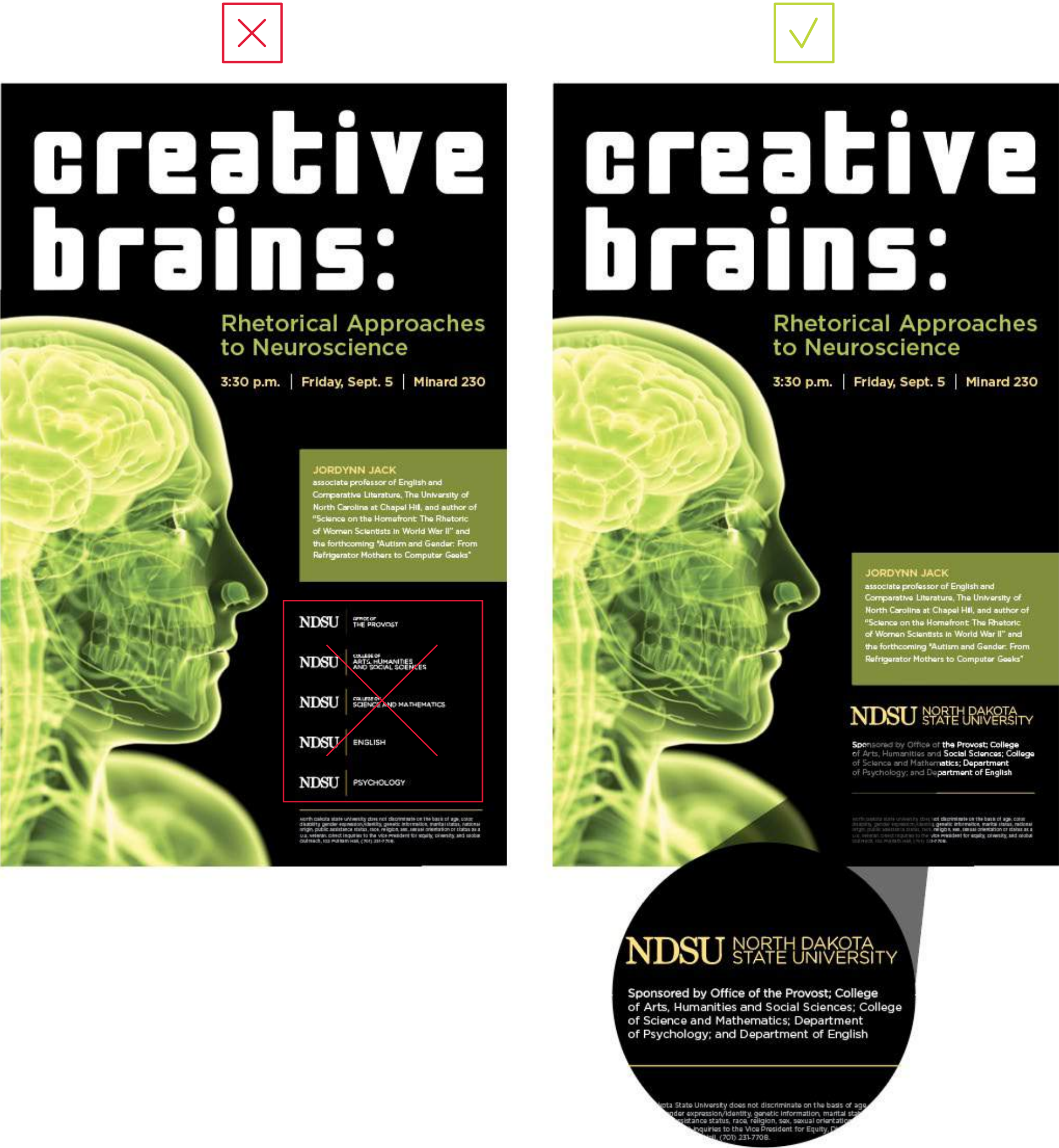
Visual Language

Typography

Color Palette

Logo Usage

Graphic Elements

Logo Usage

Depending on the use, the logo may need to appear on other colors. Use this as guidance.

Full color
on NDSU Green

Full color
on Dark Green

NDSU Green
on NDSU Yellow

NDSU Green
on Pale Sage

NDSU Green
on Lemon Yellow

NDSU Green
on White

NDSU NORTH DAKOTA STATE UNIVERSITY

Visual Language

Typography

Color Palette

Logo Usage

Graphic Elements

Logo Usage

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.

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

NDSU | NORTH DAKOTA STATE UNIVERSITY

Visual Language

Typography

Color Palette

Logo Usage

Graphic Elements

Logo Usage

OFFICIAL STATIONERY

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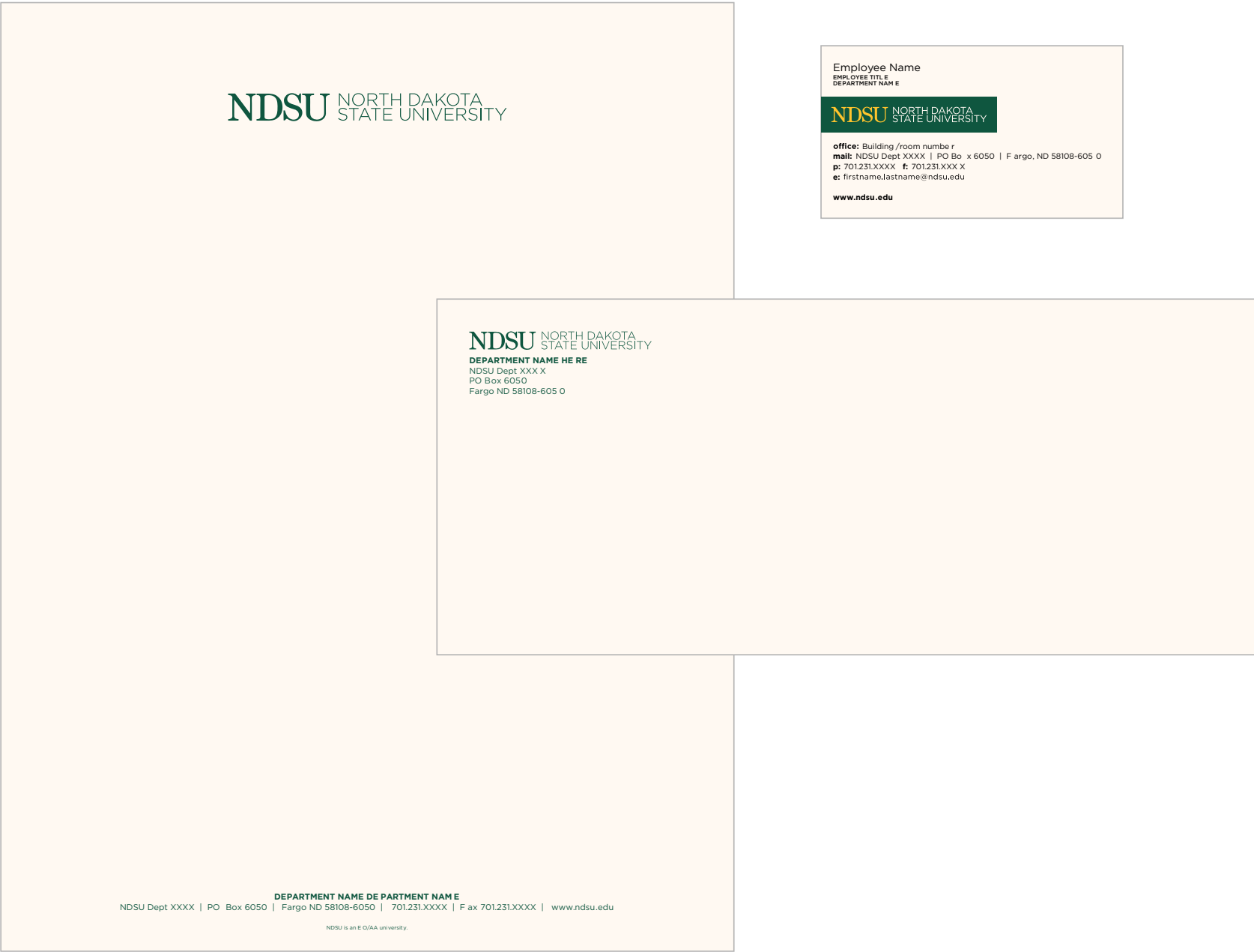
EMAIL SIGNATURES

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.

OPTION 1

fonts:

Full Name — Arial Regular 10 pt
Title / Department
NORTH DAKOTA STATE UNIVERSITY — Arial Bold 10 pt., all caps

space

Building and room number — Arial Regular 10 pt
Dept XXXX, PO Box 6050
Fargo ND 58108-6050
phone: 701.231.XXXX
mobile phone: 123.456.7890 — (optional information)
fax: 701.231.XXXX
firstname.lastname@ndsu.edu — (optional information)
www.ndsu.edu

space

logo graphic (available online)

OPTION 2

two spaces before and after forward slash marks

FULL NAME — Arial Bold 10 pt., all caps
Title / Department — Arial Regular 10 pt

space

Dept XXXX, PO Box 6050 / Fargo ND 58108-6050
p: 701.231.XXXX / f: 701.231.XXXX
www.ndsu.edu

space

OPTION 3

Full Name — Arial Regular 10 pt
Title / Department
NORTH DAKOTA STATE UNIVERSITY — Arial Bold 10 pt., all caps
p: 701.231.XXXX / f: 701.231.XXXX / www.ndsu.edu

space

Visual Language

Typography

Color Palette

Logo Usage

Graphic Elements

Logo Usage

The NDSU seal is not interchangeable with the NDSU logo. Anyone wishing to use the seal must request permission from Marketing and Communications. For more information, contact Brad Clemenson at brad.clemenson@ndsu.edu

NDSU SEAL

NDSU NORTH DAKOTA STATE UNIVERSITY

Visual Language

Typography

Color Palette

Logo Usage

Graphic Elements

Logo Usage

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

ATHLETICS MASCOT

These should not be used in any design layouts

OLD LOGOS

DO NOT use old logos from previous marketing efforts (academic or athletic)

NDSU NORTH DAKOTA STATE UNIVERSITY

Visual Language

Graphic Elements

Graphic elements serve to reinforce the university's identity, creating a cohesive and recognizable visual language. These elements, such as these patterns and textures help convey the university's values and personality across various media while ensuring consistency and clarity in all communications.

USER NOTES:

• All graphic elements are intended to be used as a secondary or background element, added as an accent, not as a primary design element.

• Please limit usage to ONE "graphic element" per design layout.

• Graphic design files can be requested through our request form at the link below. It is important that users read through the guidelines first, to help ensure familiarity with the usage expectations before submitting a request.

ndsu.edu/marketing-communications/services/graphic-elements-request

NDSU | NORTH DAKOTA STATE UNIVERSITY
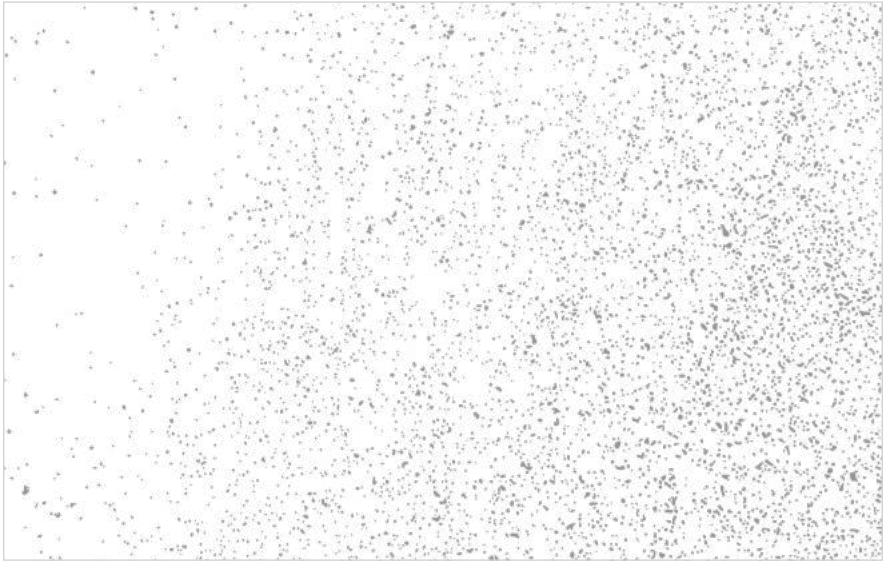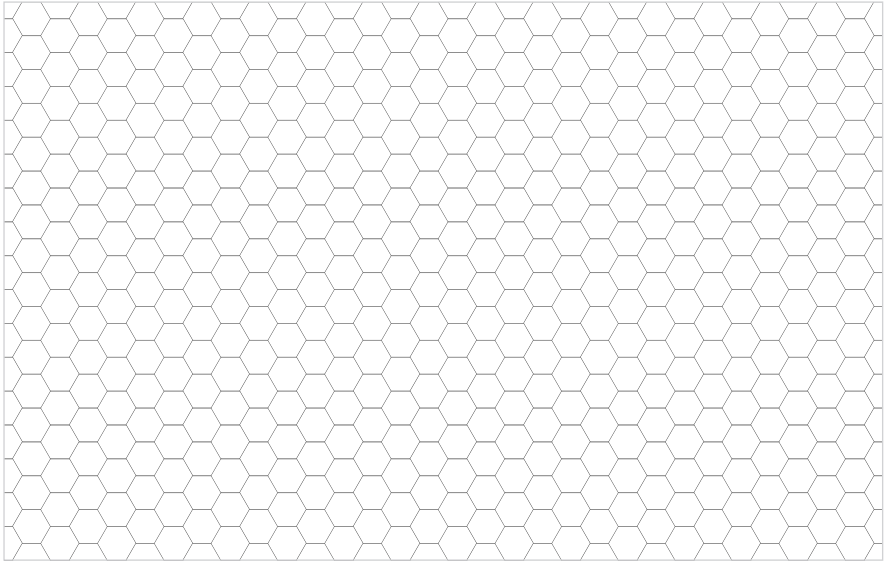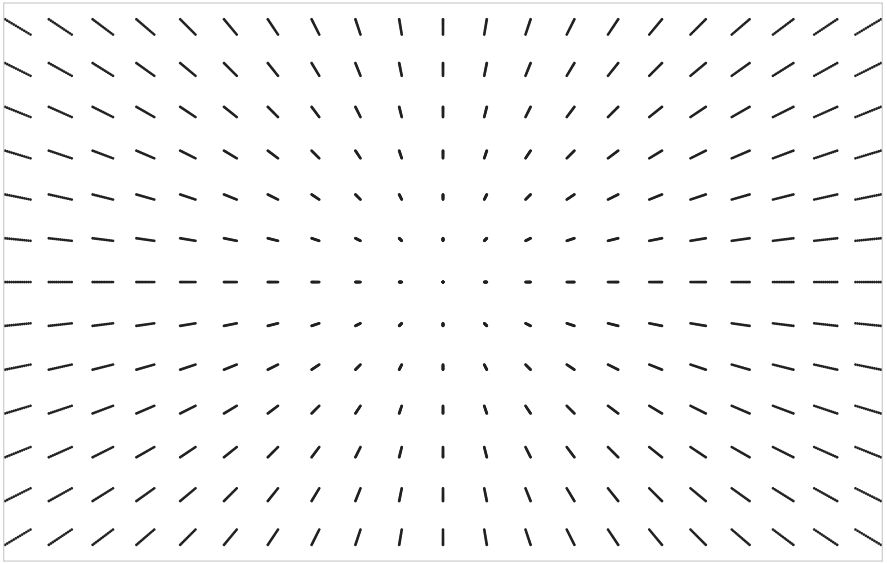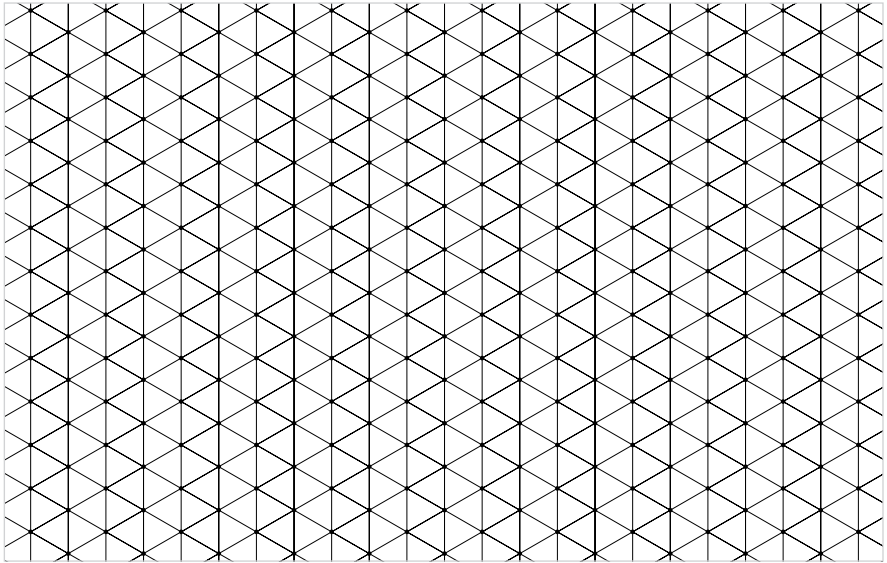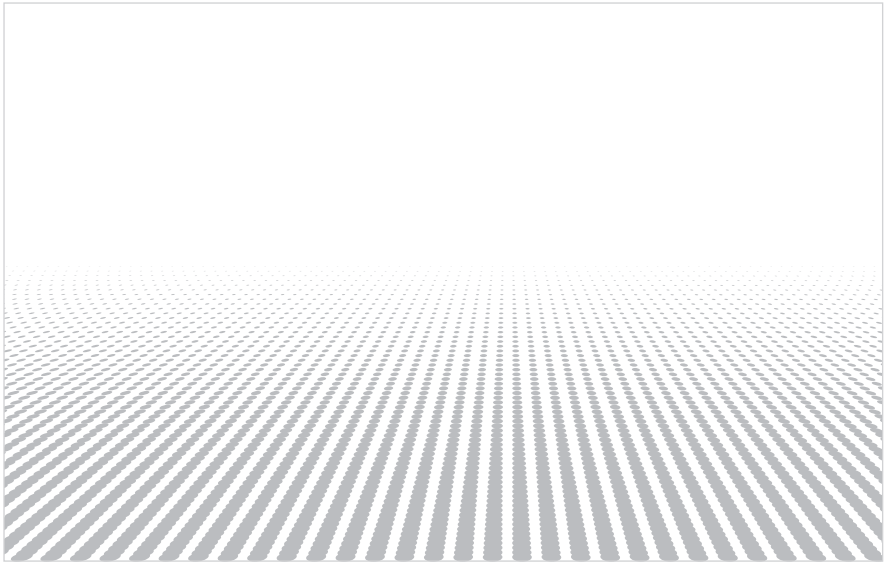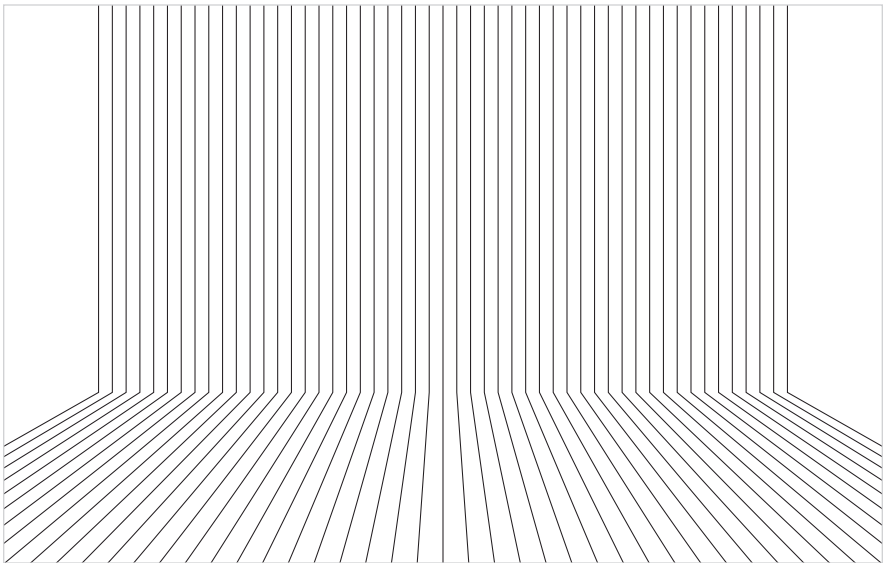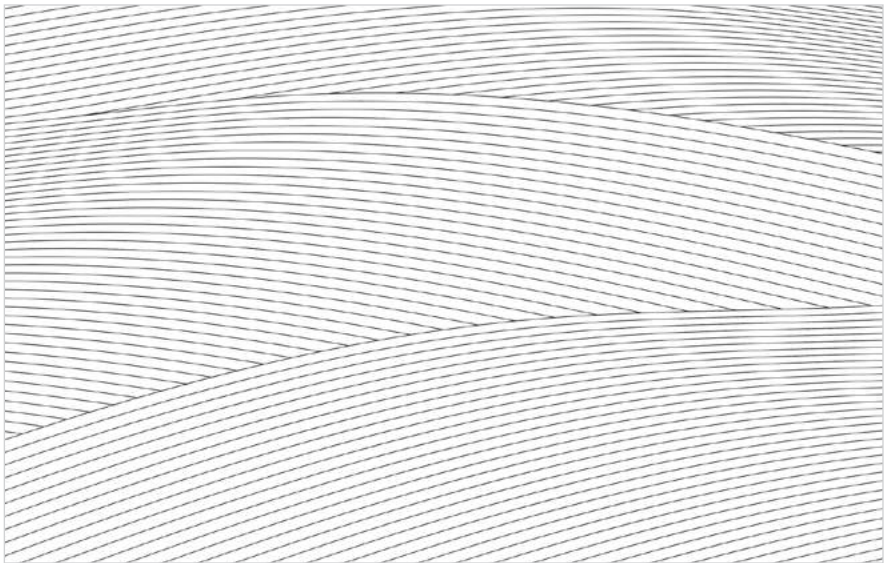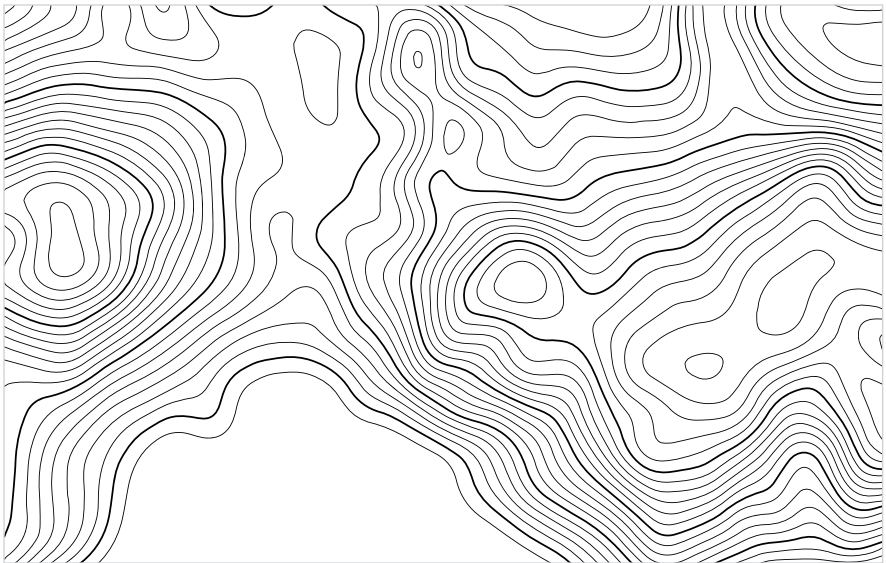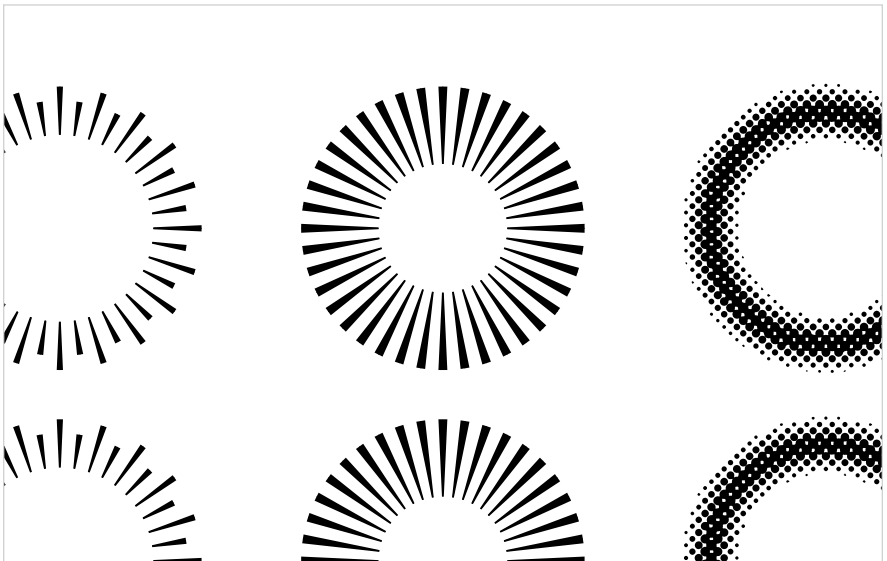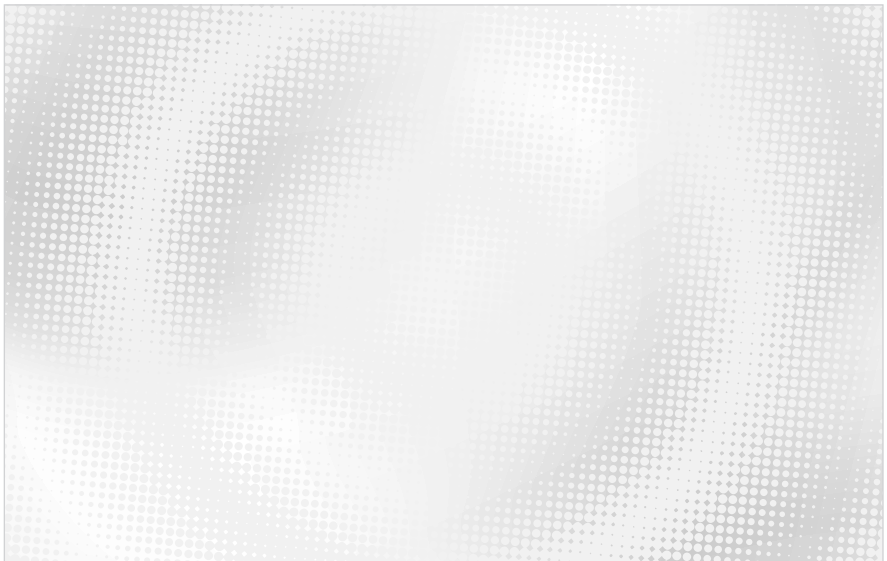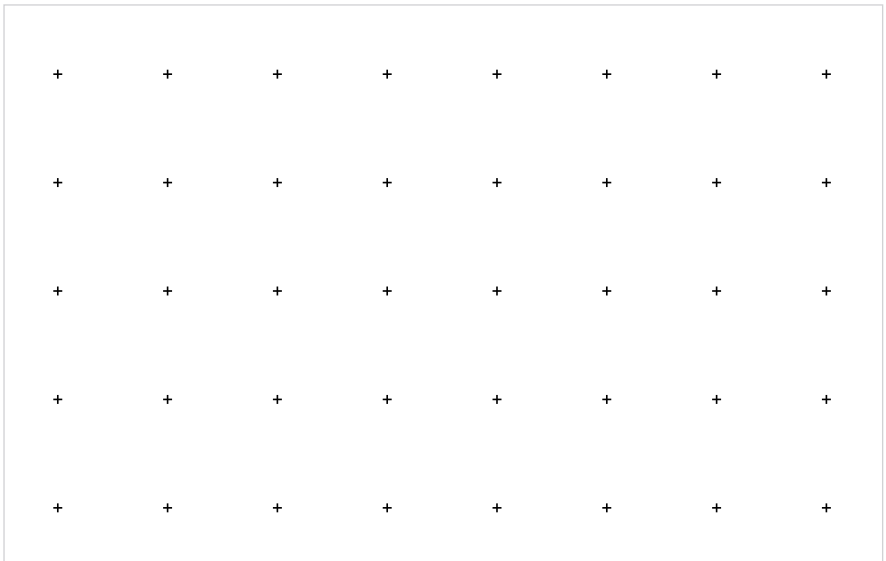
In Action

Resources, Contacts and Links

Resources, Contacts and Links

NDSU BRAND CONTACTS

Kathryn Kloby
Vice President of Marketing and Communications,
Marketing and Communications
kathryn.kloby@ndsu.edu

Brad Clemenson
Senior Creative Director, Marketing and Communications
brad.clemenson@ndsu.edu

Further questions about licensing should be directed to:

Troy Goergen
Sr. Associate Athletic Director for External Operations, Athletics
troy.m.goergen@ndsu.edu

Have questions about the NDSU Brand?
Email Brad Clemenson at brad.clemenson@ndsu.edu

LINKS TO RESOURCES

BRAND FONTS

New Spirit
fonts.adobe.com/fonts/new-spirit

Antonio
fonts.google.com/specimen/Antonio

Gotham
typography.com/fonts/gotham/overview

Adobe Garamond
fonts.adobe.com/fonts/adobe-garamond

Chantal
fonts.adobe.com/fonts/chantal

GOOGLE ALTERNATIVES

Young Serif
fonts.google.com/specimen/Young+Serif

Montserrat
fonts.google.com/specimen/Montserrat

EB Garamond
fonts.google.com/specimen/EB+Garamond

Permanent Marker
fonts.google.com/specimen/Permanent+Marker

AP STYLE GUIDELINES

NDSU follows the Associated Press (AP) writing style.
For questions or writing assistance please contact
Heath Hotzler at heath.hotzler@ndsu.edu.

NDSU NORTH DAKOTA STATE UNIVERSITY