

AUGUST 2026

Brand Guidelines



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Strengthening our brand through the power of the Herd.

THE NDSU BRAND: INSPIRED BY YOU.

Every time we communicate, we have the opportunity to shape how our brand is perceived by the audiences we are intending to reach.

If we want people to recognize NDSU as a university, we must tell that story clearly and confidently. We are a student-focused, land grant, research university, an athletics powerhouse and a driver of discovery for our state and region. Consistency in how we share that story is what builds recognition, trust and impact over time.

When we communicate with clarity and purpose, our audience gains a stronger understanding of what makes NDSU distinct. When our voice and visuals are authentic and engaging, we strengthen credibility and increase interest.

These guidelines provide a shared foundation for how we communicate. Together, we help shape how people feel about NDSU and what they believe we represent.



SECTION 1:

Strategy

AT A GLANCE

OUR PROMISE

BRAND PLATFORM

OUR PILLARS

OUR PERSONALITY



Reaching new horizons begins with strategy.

Strategy defines the purpose behind everything we do. It creates the clarity that turns ideas into action and connects our work across the university. When our strategy is clear, our story is stronger, our decisions are more intentional and the experience we create for our audiences is more meaningful. It shapes not only what we say and do, but how people come to understand and feel about NDSU.

At a Glance

Our brand platform is the internal, strategic foundation of all our communications. This internal language is the starting point for our external messaging.

What is a brand platform?

Our Brand Platform

... is the foundation of our brand. It's the core elements that define who we are and guide what we do. It reflects our focus on student success, impactful research and making a difference in North Dakota and beyond.

Our Brand Promise

... is the core of our identity, defining the unique value we deliver. It's not a tagline, but the foundation of everything we do and the standard by which we measure our impact.

Our Brand Pillars

... further define our competitive advantage through our three biggest strengths: what we believe in, what connects people to us and what we do differently or better than other institutions.

Our Voice and Tone

... ensure consistency in how we communicate, helping us maintain a clear and unified message across all channels.

Our Promise

Our promise articulates the unique value proposition that sets our brand apart from its competitors.

Through tradition and heart,
Bison bring the frontiers of
new knowledge into focus.

Brand Platform

Our brand platform is the internal, strategic foundation of all our communications. This internal language is the starting point for our external messaging.

Our Pillars

Our pillars serve as our distinctive qualities, while showcasing the what and why behind what we do.

PILLAR 1

Place – One NDSU

Bison stand stronger together. We thrive through collaboration and creativity, grounded in a place that inspires ambition and connection. Fargo is a vibrant and growing community, with a strong job market, an active downtown near campus and a culture that blends belonging with entrepreneurship. At NDSU, you will find a place to learn, build relationships and discover a new horizon ahead of you.

PILLAR 2

Purpose – Access and Opportunity

Our teaching, research and outreach drives meaningful change. We shape the future through the combined strengths of expert faculty, dedicated staff, talented students and innovative industry partnerships. Together, we’re breaking new ground and reaching new horizons to expand what’s possible as the people’s university.

PILLAR 3

Tradition – Rooted

Tradition celebrates our history, honoring the enduring values of the land-grant mission and the Bison grit that has shaped our identity for generations. We are driven by an entrepreneurial spirit and a legacy of excellence in athletic competition, classroom learning and hands-on experiences. From the achievements of our faculty, staff, students and alumni, locally and globally, our strength thunders through generations.

PILLAR 4

Progress – Ready

We don’t just educate; we transform. Every member of the NDSU community contributes to meaningful impact through real-world experience, innovative research, strong industry partnerships and a powerful alumni network. Rooted in tradition, ready for tomorrow, the Bison community is prepared to make a difference.

Our Personality

Our voice and tone are shaped by traits that describe who we are and what we value.

PERSONALITY TRAIT 1

Inspired

Sparked by bold exploration and motivated by limitless innovation.

PERSONALITY TRAIT 2

Grounded

Rooted in a community that thrives on collaboration, perseverance and a shared sense of purpose.

PERSONALITY TRAIT 3

Forward-Thinking

Bison are empowered to drive progress with a trailblazing spirit, while keeping our eyes on the horizon as we lead the way forward.

PERSONALITY TRAIT 4

Authentic

As Bison, we stay true to our mission and values, showing up with grit and determination to make a meaningful impact that endures while facing any storm head-on.

SECTION 2

Verbal Language

OUR NARRATIVE

BRAND LANGUAGE

VOICE AND TONE

WRITING TIPS

Our Narrative

Our narrative is an internal piece that sums up NDSU's perspective and is meant to inspire our external messaging in headlines and body copy. The narrative establishes a voice that's distinctly NDSU.

At North Dakota State University, this is the moment that matters.

Not just a time, but a place.

A place rooted in purpose and shaped by possibility, where innovation thrives, futures take form and the Herd's potential is set free to roam.

In this bright place, the power of limitless possibilities is ours.
It's the power to bring brilliant minds together in pursuit of the furthest reaches of research and innovation.

To connect individuals and help friendships flourish in a vibrant community at the crossroads of idea and opportunity, impact and ability.

**This moment can only happen now.
The place can only be here.**

Here, everything you need to succeed is within reach.
The space to make it happen is all around you.
And the Herd backing you up is ready to thunder.

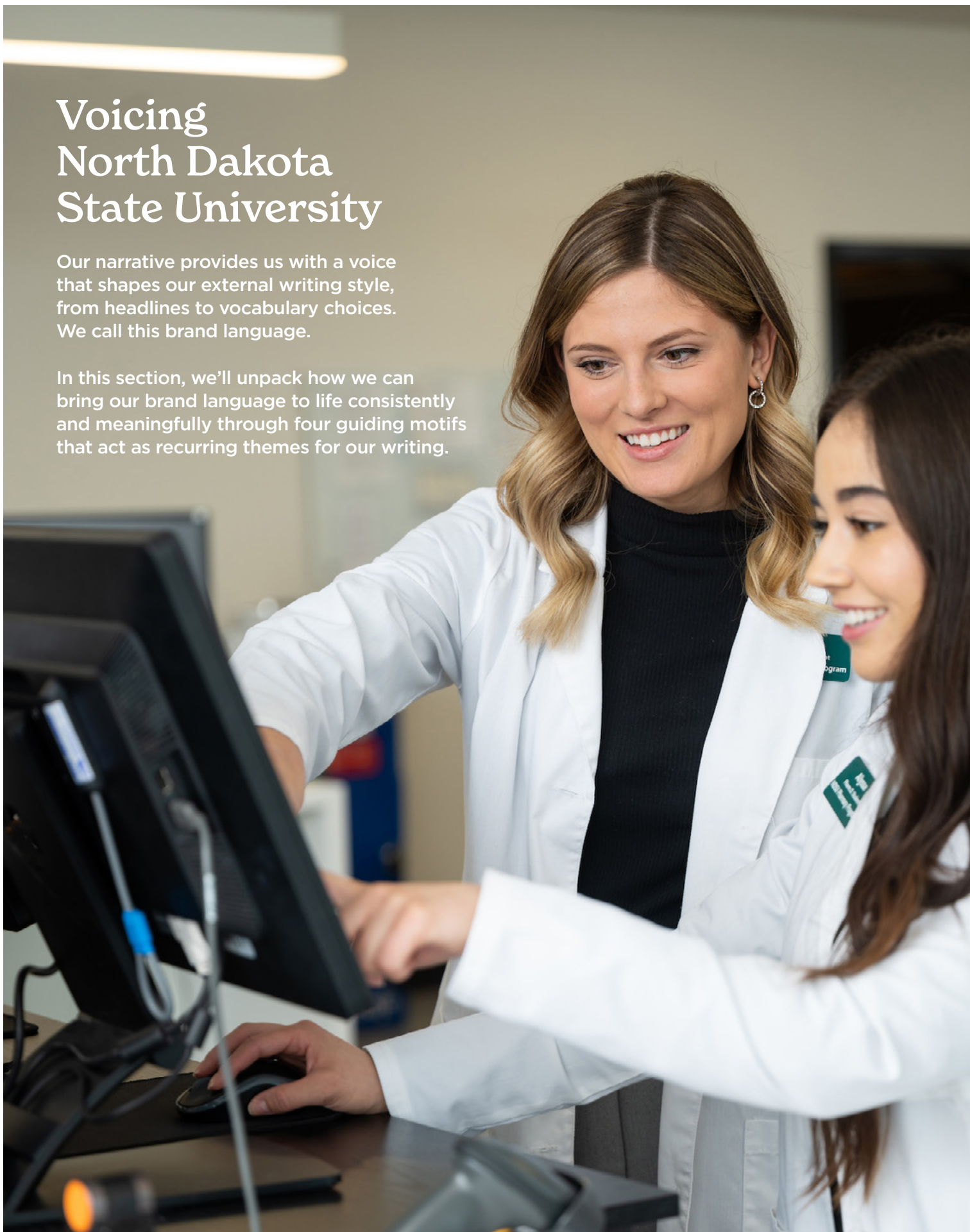
This is the moment that matters.
Seize the opportunity.

**MOVE YOUR HORIZON LINE
WHEREVER YOU DREAM OF GOING.**

Voicing North Dakota State University

Our narrative provides us with a voice that shapes our external writing style, from headlines to vocabulary choices. We call this brand language.

In this section, we'll unpack how we can bring our brand language to life consistently and meaningfully through four guiding motifs that act as recurring themes for our writing.



Brand Language - Core Motifs

Our brand language is inspired by four core motifs drawn from our brand insights. Each motif is kept broad, in order to be relevant across all audiences and topics.

Our core motifs form the creative backbone of our verbal language. Their flexible but structured approach allows us to be consistent, clear and creative with our writing.

Each of these motifs is meant to inspire and motivate. Motifs can act both as key vocabulary terms as well as more general themes.

In the pages that follow, we'll explain each core motif, what it stands for and how we can use it most effectively in our communications.

CORE MOTIF

Horizon

ASSOCIATED BRAND INSIGHTS

Workforce relevance
Progress
Forward

CORE MOTIF

Now

ASSOCIATED BRAND INSIGHTS

Purpose
Place

CORE MOTIF

Far

ASSOCIATED BRAND INSIGHTS

Innovation
Impact

CORE MOTIF

Heart

ASSOCIATED BRAND INSIGHTS

Community
Tradition

Using ‘Horizon’

TO SHOWCASE FORWARD MOMENTUM AND BRIGHT FUTURES

Driving towards a future shining with possibilities, NDSU equips Bison to tackle challenges and work towards goals with confidence and heart. Here we apply the horizon motif strictly in a non-literal sense: the motif represents progress, goals and inspiration, not spatial reality.

NOTE

These are key phrases. If used for a story, a writer needs to use a subhead for context. They can stand alone as a headline or title on printed pieces if the rest of the copy gives context.

EXAMPLES:

Own your horizon

New horizons in sight

Your path to new horizons starts here

Light on the horizon

Using ‘Now’

TO SHOWCASE INSTITUTIONAL PURPOSE AND PLACE

NDSU’s brightest moment is now. It’s the moment in which individual Bison and the Herd as a whole set their minds to achieving new things, together. This is the moment that matters.

NOTE

These are key phrases. If used for a story, a writer needs to use a subhead for context. They can stand alone as a headline or title on printed pieces if the rest of the copy gives context.

EXAMPLES:

This is your moment

Rooted and ready

Now is your moment

Using 'Far'

TO SHOWCASE THE POSSIBILITIES AVAILABLE THROUGH INNOVATION AND IMPACT

The NDSU community dares to dream further than ever, exploring the frontiers of new knowledge and shaping our future, together.

NOTE

These are key phrases. If used for a story, a writer needs to use a subhead for context. They can stand alone as a headline or title on printed pieces if the rest of the copy gives context.

EXAMPLES:

Far reaching ideas

Set your inspiration wild

Opportunity thunders

From here, reach anywhere

Welcome the unexpected

Using ‘Heart’

TO SHOWCASE SPIRITED COMMUNITY ENGAGEMENT AND TRADITION

NDSU’s supportive community welcomes all, creating deep connections and helping new friendships to flourish.

NOTE

These are key phrases. If used for a story, a writer needs to use a subhead for context. They can stand alone as a headline or title on printed pieces if the rest of the copy gives context.

EXAMPLES:

The Herd moves forward as one

Bison pride

Once a Bison always a Bison

Find your Herd

Bold hearts make big moves

The People’s University

For the land and its people

Voice and Tone

Our voice and tone, defined by strategy and iterated through creative, shapes our communications and defines the way we change our sound depending on audience.

PRO TIP: Different audiences require different ‘mixes’ of tones. Adjust the mix based on the needs of your particular audience.

From Brand Message to Brand Voice

Our personality is established in strategy and brought to life in our brand. As you activate, experiment with and evolve this vital piece of our brand, keep the following points in mind.

BECAUSE WE ARE

Student-focused

WE SOUND

Supportive and engaged — showing our audiences how we support and prepare students for the future.

BECAUSE WE ARE

Ambitious

WE SOUND

Grounded and curious — ready to make an impact through discovery and exploration while still rooted in tradition.

BECAUSE WE ARE

Optimistic

WE SOUND

Welcoming and hopeful — speaking to both tangible and intangible aspects of the NDSU experience in a way that reflects our positive outlook.

BECAUSE WE ARE

Resilient

WE SOUND

Prepared and determined — willing to meet challenges head-on, reflecting our instinct to move through obstacles, not around them, while maintaining focus on our goals and our mission.

Writing Tips

Show the Spirit of the Bison

Wherever possible, demonstrate the humanity, the strength and the resourcefulness of our students, faculty and staff.

Look on the Bright Side

Keep your content upbeat and hopeful. We exist to prepare students for reaching their goals and stretching their potential.

Know Your Audience

Not unlike a DJ curating the perfect playlist for a crowd, consider who you're writing to, whether students, alumni, faculty or staff, and tailor your tone and word choice accordingly.

Activate the Idea

Use strong, concrete verbs to keep things moving and make your reader feel like they're a part of the action.

Invite Everyone

Write inclusively, like we're hosting a Herd-sized party. Not only is it the right thing to do, but it also advances our public mission.

Eyes on the Horizon

Be clear and conversational, but don't lose sight of what an R1 education is doing to push the frontiers of human knowledge forward.

Tone Checklist

Consistency and authenticity reinforce our messaging and mature our brand. Whenever you're writing for NDSU, consider the following questions to gut check your voice and tone.

QUESTIONS TO CONSIDER:

Does this content align with our brand positioning?

Am I showcasing NDSU's personality as authentically as possible?

Is the content showing the distinct value of NDSU for the audience?

Is this content appropriate for this audience?

What is the goal I'm trying to achieve with this message?

Am I using our brand language in a compelling way?

Does this content reflect the NDSU experience?

SECTION 3

Visual Language

TYPOGRAPHY

COLOR PALETTE

LOGO USAGE

GRAPHIC ELEMENTS

Visual Language

TYPOGRAPHY | COLOR PALETTE | LOGO USAGE | GRAPHIC ELEMENTS

BRAND FONTS:

The official brand fonts for NDSU are **Gotham** and **Adobe Garamond**.

Gotham

Gotham is a modern sans serif that pairs well with many other fonts. It is available in a variety of weights and may be used for headlines, subheads and body copy in all caps, title or sentence case.

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GOOGLE FONT ALTERNATIVE

Montserrat

Adobe Garamond Pro

Adobe Garamond Pro is a classic serif font that works well for more formal and traditional-looking design and communication. It may be used for headlines, subheads and body copy in all caps, title or sentence case.

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

GOOGLE FONT ALTERNATIVE

EB Garamond

Visual Language

TYPOGRAPHY | COLOR PALETTE | LOGO USAGE | GRAPHIC ELEMENTS

CURRENT CAMPAIGN FONTS:

Other fonts, chosen to support current marketing campaigns, are available to pair with the official brand fonts. These fonts should be used to support, but not replace, the main brand fonts.

New Spirit

The **New Spirit** typeface is best for display copy (headlines and subheads) and can be set in title or sentence case.

SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GOOGLE FONT ALTERNATIVE

Young Serif

Antonio

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

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GOOGLE FONT ALTERNATIVE

**Antonio is a native
Google font.**

CHANTAL

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.

MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

GOOGLE FONT ALTERNATIVE

**PERMANENT
MARKER**

Visual Language

TYPOGRAPHY | **COLOR PALETTE** | LOGO USAGE | GRAPHIC ELEMENTS

LEAD WITH GREEN AND YELLOW

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 be altered.

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.

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

PRIMARY

Visual Language

TYPOGRAPHY | COLOR PALETTE | LOGO USAGE | GRAPHIC ELEMENTS

EXPANDED COLOR PALETTE:

Official brand colors (primary)

Using NDSU's official green and yellow in a consistent way unifies our marketing and strengthens the brand. The primary brand colors should be the most prominent colors in a design.

Current campaign colors (secondary)

A palette of secondary colors is available to supplement the official brand colors. These colors are subject to change to support current marketing campaigns. They may be used to complement the primary colors, but may not be used in place of them. In most cases, **secondary colors should be limited to about 25% of a design.**

Accent colors may be used for infographics (icons, graphs, charts, etc.) and for alerts and calls to action. Accent colors should be used very sparingly, **limited to about 10% of a design.**

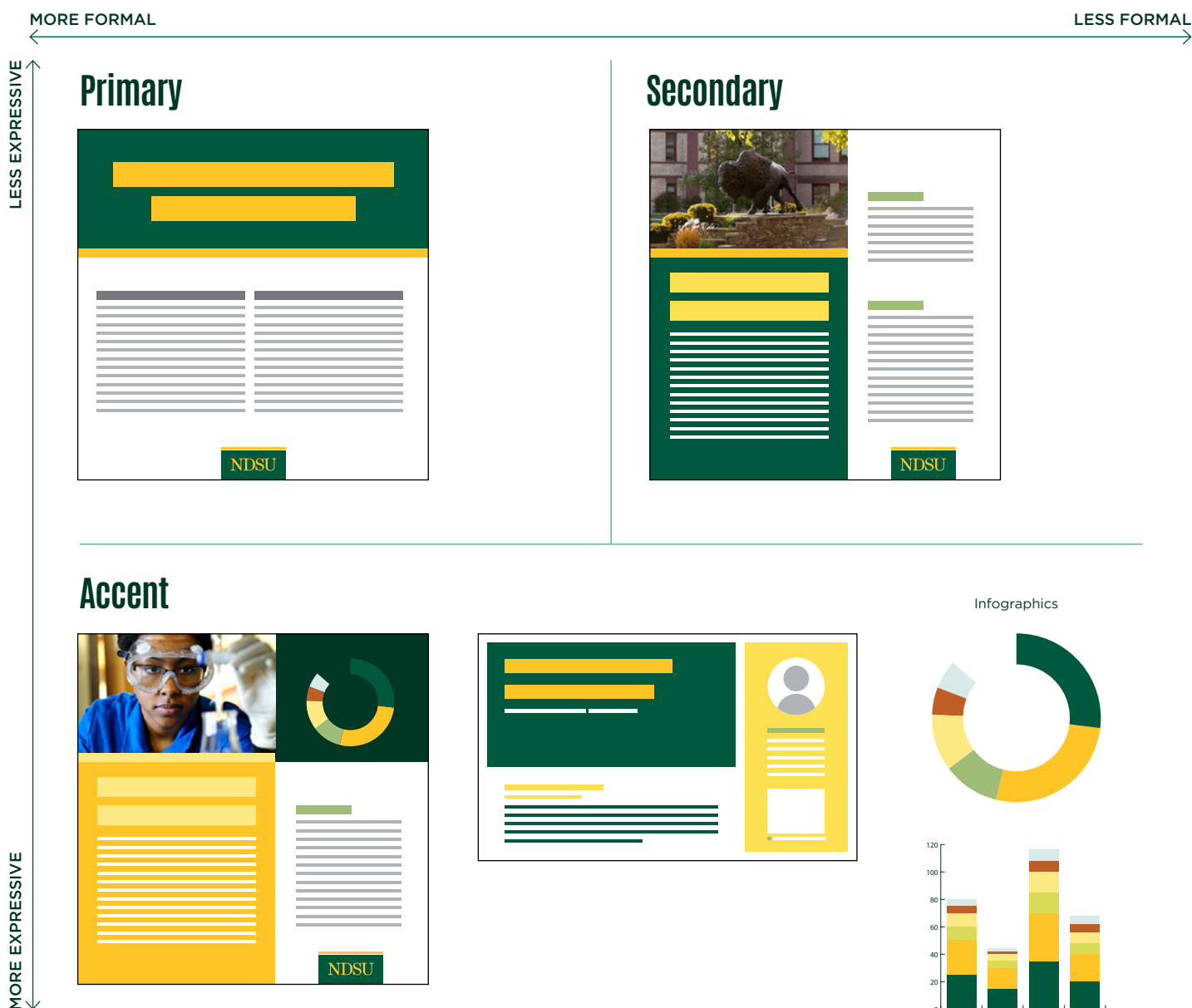
PRIMARY	NDSU GREEN PMS 343 C CMYK: 98, 0, 72, 61 RGB: 0, 88, 61 HEX: #00583D			NDSU YELLOW PMS 123 C CMYK: 0, 24, 94, 0 RGB: 255, 196, 37 HEX: #FFC425	
	EVERGREEN PMS 5605 C CMYK: 92, 35, 76, 71 RGB: 0, 53, 36 HEX: #003524	PRAIRIE GRASS PMS 4205 C CMYK: 30, 0, 60, 15 RGB: 160, 189, 120 HEX: #A0BD78	PRAIRIE MIST PMS 7485 C CMYK: 16, 2, 25, 0 RGB: 215, 229, 200 HEX: #D7E5C8	SUNFLOWER PMS 115 CMYK: 2, 8, 80, 0 RGB: 253, 224, 81 HEX: #FDE051	SUNLIT No PMS# CMYK: 2, 4, 60, 0 RGB: 253, 233, 131 HEX: #FDE983
ACCENT	TRAILBLAZER PMS 584 CMYK: 12, 0, 79, 6 RGB: 217, 218, 85 HEX: #D9DA55	MARQUEE PMS 2401 CMYK: 60, 0, 35, 15 RGB: 81, 171, 160 HEX: #51ABA0	MORNING FROST PMS 585 CMYK: 11, 0, 5, 3 RGB: 216, 233, 232 HEX: #D8E9E8	TERRA PMS 159 CMYK: 19, 73, 100, 8 RGB: 190, 94, 39 HEX: #BE5E27	

NOTE: When designing projects for NDSU, avoid color combinations that are associated with other schools:
black + green + white | black + red | maroon + gold | blue + yellow

Visual Language

TYPOGRAPHY | COLOR PALETTE | LOGO USAGE | GRAPHIC ELEMENTS

USAGE EXAMPLES:



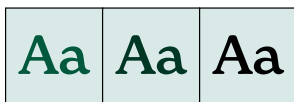
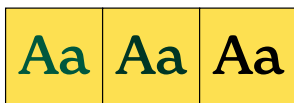
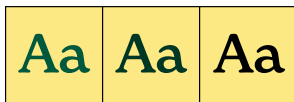
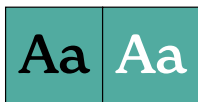
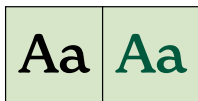
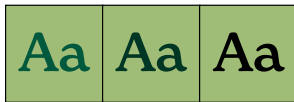
Visual Language

TYPOGRAPHY | **COLOR PALETTE** | LOGO USAGE | GRAPHIC ELEMENTS

COLOR COMBINATIONS

The color combinations shown here provide guidance for using NDSU brand colors in practice. They outline approved color pairings to support consistent, effective and accessible use of the NDSU brand across communications.

APPROVED COLOR PAIRINGS



Always reference page 23 for approved color palette usage and hierarchy:

NDSU Green and Yellow (primary) The primary brand colors should be the most prominent colors in a design. This is the preferred, approved color pairing in most cases.

Current campaign colors (secondary)
These colors may be used to complement the primary colors, but may not be used in place of them. In most cases, **secondary colors should be limited to about 25% of a design.**

Accent color pairings should be used very sparingly, **limited to about 10% of a design.**

Visual Language

TYPOGRAPHY | COLOR PALETTE | **LOGO USAGE** | GRAPHIC ELEMENTS

NDSU LOGOS

The four versions of NDSU's official logo may be downloaded online in several file formats:

ndsuhq.ndsu.edu/marketing-communications/brand-center/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@ndsuhq.ndsu.edu.

Full name,
stacked, color



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

Full name,
stacked, black



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

Full name,
one line, black



NDSU only



This should only be used after the full name, stacked, color logo has been used. Use only in long-form, multi-page documents or design pieces, secondary to the full name, stacked, color logo.

Visual Language

TYPOGRAPHY | COLOR PALETTE | **LOGO USAGE** | GRAPHIC ELEMENTS

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, email 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, email 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

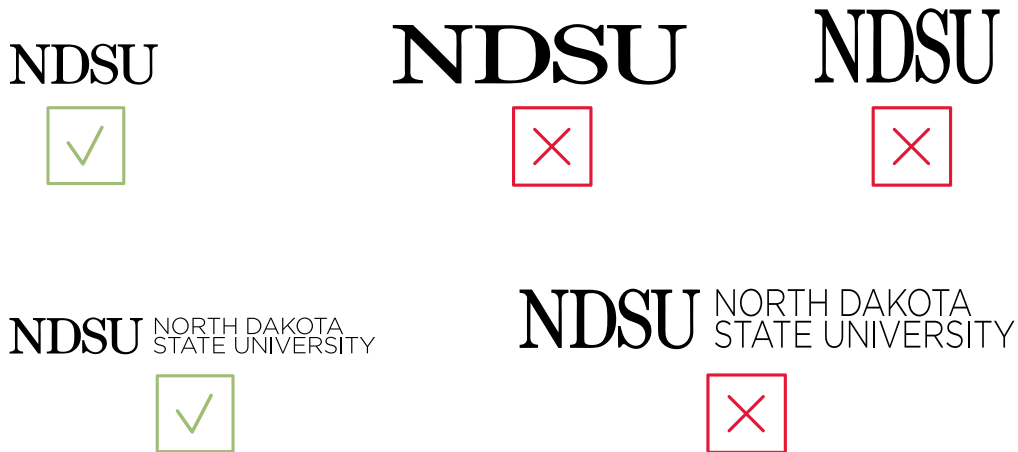
NDSU | STUDENT GOVERNMENT

Visual Language

TYPOGRAPHY | COLOR PALETTE | **LOGO USAGE** | GRAPHIC ELEMENTS

LOGO 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 the NDSU logo and all 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.)

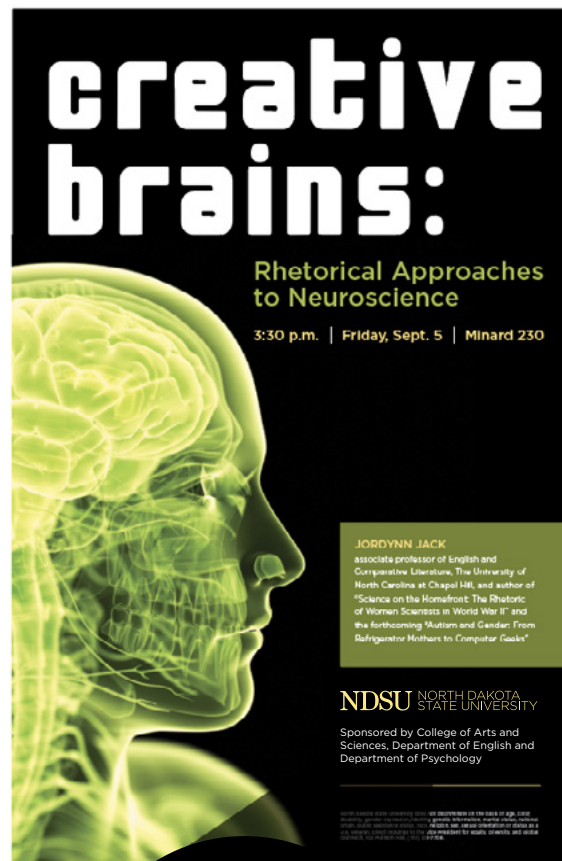
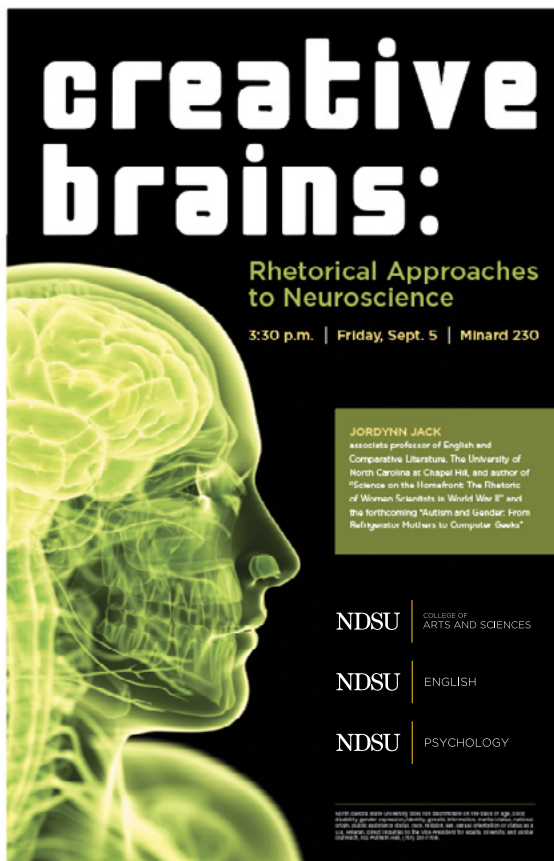


Visual Language

TYPOGRAPHY | COLOR PALETTE | **LOGO USAGE** | GRAPHIC ELEMENTS

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

Sponsored by College of Arts and
Sciences, Department of English and
Department of Psychology

Visual Language

TYPOGRAPHY | COLOR PALETTE | **LOGO USAGE** | GRAPHIC ELEMENTS

COLOR VARIATIONS

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

Full color
on NDSU Green

NDSU NORTH DAKOTA
STATE UNIVERSITY

NDSU | NORTH DAKOTA STATE UNIVERSITY

Full color
on white

NDSU NORTH DAKOTA
STATE UNIVERSITY

NDSU | NORTH DAKOTA STATE UNIVERSITY

NDSU Green
on NDSU Yellow

NDSU NORTH DAKOTA
STATE UNIVERSITY

NDSU | NORTH DAKOTA STATE UNIVERSITY

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.



Visual Language

TYPOGRAPHY | COLOR PALETTE | **LOGO USAGE** | GRAPHIC ELEMENTS

USAGE GUIDELINES

The NDSU logo is a graphic, not a font, and users should never 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.

NDSU



NDSU



NDSU



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

NDSU

No outlines

NDSU

No outlines

NDSU

No gradients

NDSU

No patterns inside



No patterns behind

NDSU

No tilting

Visual Language

TYPOGRAPHY | COLOR PALETTE | **LOGO USAGE** | GRAPHIC ELEMENTS

OFFICIAL STATIONERY

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

Digital letterhead is also available through Print and Copy Services. The use of any digital stationery needs to meet accessibility standards.

NDSU NORTH DAKOTA
STATE UNIVERSITY

Employee Name
EMPLOYEE TITLE
DEPARTMENT NAME

NDSU NORTH DAKOTA
STATE UNIVERSITY

office: Building/room number
mail: NDSU Dept XXXX | PO Box 6050 | Fargo, ND 58108-6050
ps: 701.231.XXXX | **f:** 701.231.XXXX
e: firstname.lastname@ndsu.edu
www.ndsu.edu

NDSU NORTH DAKOTA
STATE UNIVERSITY

DEPARTMENT NAME HERE
NDSU Dept XXXX
PO Box 6050
Fargo ND 58108-6050

DEPARTMENT NAME HERE
NDSU Dept XXXX | PO Box 6050 | Fargo ND 58108-6050 | 701.231.XXXX | Fax 701.231.XXXX | www.ndsu.edu
NDSU is an EQUARA university.

Visual Language

TYPOGRAPHY | COLOR PALETTE | **LOGO USAGE** | GRAPHIC ELEMENTS

EMAIL SIGNATURES

To maintain consistent branding standards across all forms of communication at NDSU, it is recommended that faculty and staff use the following email signature. For information on adding social media icons to email signatures, visit the following link:

ndsu.edu/marketing-communications/brand-center/office-materials#email-signatures-1

	Fonts:
Full Name	Arial Regular 10 pt.
Title / Department	
NORTH DAKOTA STATE UNIVERSITY	Arial Bold 10 pt., all caps
space [<i>***optional space***</i>	
Building and room number (optional)	Arial Regular 10 pt.
Dept XXXX, PO Box 6050 (optional)	
Fargo ND 58108-6050 (optional)	
phone: 701.231.XXXX	
mobile phone: XXX.XXX.XXXX (optional)	
firstname.lastname@ndsu.edu (optional)	
ndsu.edu	
space [	
	logo graphic (available here)
	social media graphics

NOTE: Appearance of the font size may vary slightly, depending on email software. If 10 points appears too small or too large on your system, you may adjust the size.

Since some email programs do not allow formatting (font choices, bold text, etc.), users on those systems may choose to follow the order of information from the above option in whichever font is the default on that system.

Use of the NDSU logo graphic is encouraged in all email signatures, except in situations where an email system does not offer a way to place the graphic as part of the signature.

Additional information, such as graduation year or preferred pronouns, may be placed next to your name or on the following line. Please **DO NOT** use additional inspirational quotes or unapproved graphics in your email signature.

For questions, please contact the Marketing and Communications office at ndsu.services.marcomm@ndsu.edu.

Visual Language

TYPOGRAPHY | COLOR PALETTE | **LOGO USAGE** | GRAPHIC ELEMENTS

NDSU SEAL

This is the only approved NDSU seal. The NDSU seal is not interchangeable with the NDSU logo. The NDSU seal is generally reserved for presidential communications and other official university communications. Anyone wishing to use the seal must request permission from Marketing and Communications. For more information, contact Brad Clemenson at brad.clemenson@ndsu.edu.



Visual Language

TYPOGRAPHY | COLOR PALETTE | **LOGO USAGE** | GRAPHIC ELEMENTS

ATHLETICS 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.



Primary logo



Secondary logos

OLD LOGOS

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

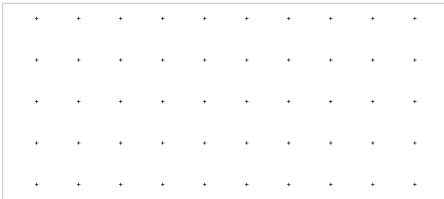


Visual Language

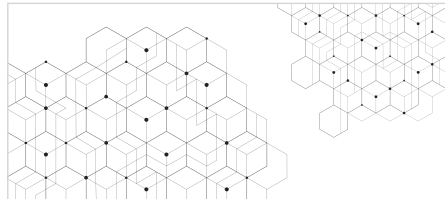
TYPOGRAPHY | COLOR PALETTE | LOGO USAGE | GRAPHIC ELEMENTS

BRAND GRAPHICS

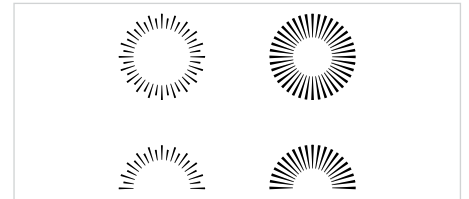
Graphic elements serve to reinforce the university's identity, creating a cohesive and recognizable visual language. These elements, such as the patterns and textures below, help convey the university's values and personality across various media while ensuring consistency and clarity in all communications.



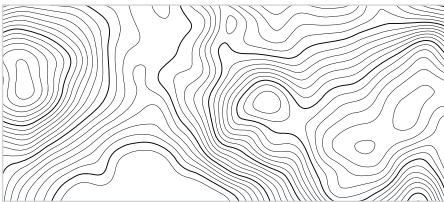
SPIRIT



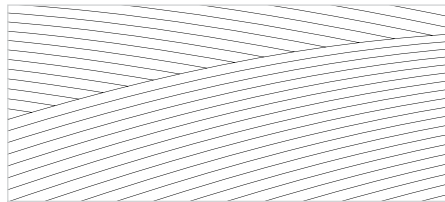
CUBES



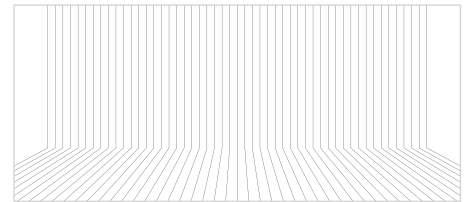
SUNBURSTS



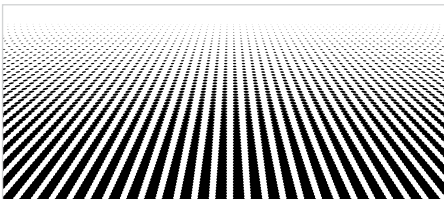
ELEVATE



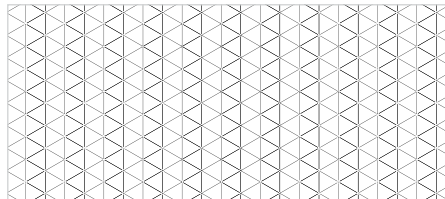
AMBER FIELDS



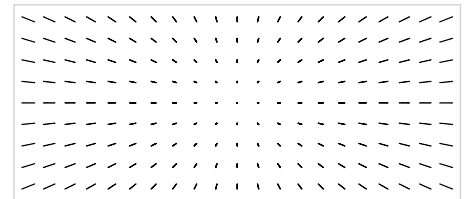
GO FAR



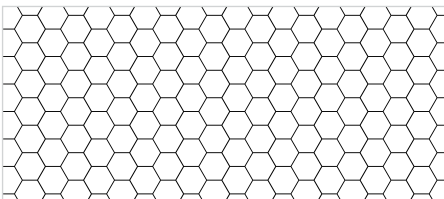
EXPANSE



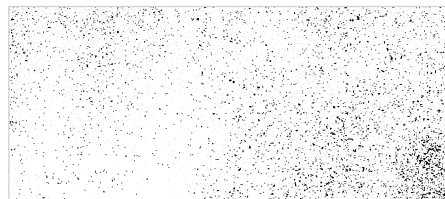
BASE GRID



IMPACT



HONEYCOMB



GRIT

USER NOTES:

- All graphic elements are intended to be used as a secondary or background element or 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.
nds.edu/marketing-communications/brand-center/graphic-elements-request

Visual Language

PHOTOGRAPHY AND VIDEO

OVERVIEW

Photography is a primary visual tool for our storytelling. It helps us show the human element of NDSU, our strong work ethic and our passions. Our images fall into several categories: Human-centric, Action-oriented, Campus Scenery and Fargo Experience.

HUMAN-CENTRIC

Images that capture joy and enthusiasm, highlighting the spirit of students, faculty and staff.



ACTION-ORIENTED

Showcase the passion and dedication of students and staff with photos of active learning and energy.



CAMPUS SCENERY

The spirit of NDSU is held in our campus. On-campus imagery offers a lush backdrop to learn and live.



Visual Language

PHOTOGRAPHY AND VIDEO

BEST PRACTICES

Photography helps tell our unique story. Each image should help create a connection, conveying who we are, what we do and what we stand for. Images also should be authentic to the spaces we occupy and should not appear to be treated or filtered. Keep images free of clutter, avoid overly staged settings and use natural lighting to capture the scene.



Visual Language

PHOTOGRAPHY AND VIDEO

MISUSES

LOW CONTRAST, BAD LIGHTING



BLURRY



OVERLY STAGED



AI, NOT AUTHENTIC



SECTION 4: THE WORK

In Action

In Action

OUTDOOR ADVERTISING



In Action

PRINT ADVERTISING



NDSU COLLEGE OF BUSINESS

WHERE BUSINESS LEADERS ARE BUILT

FROM BUSINESS STUDENT TO
Content Creator

As the SCHEELS social media manager, Shane's role changes every day—and that's what keeps it exciting. Learn how his business degree led to his dream career.

"The marketing courses at NDSU played a huge role in shaping my professional skills, especially in collaboration, strategy and analytics."

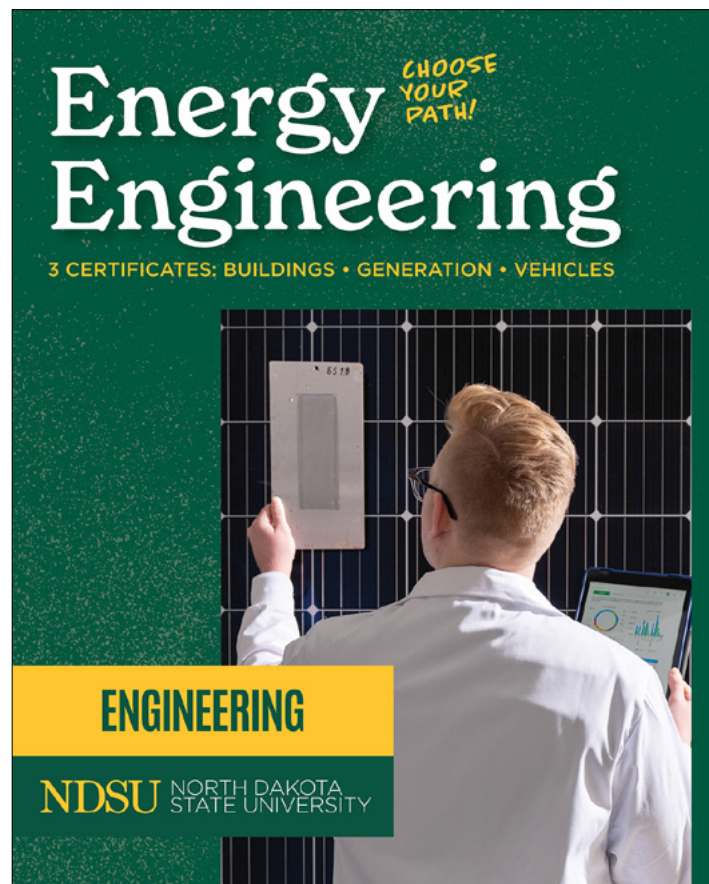
WATCH SHANE'S STORY!

Shane Wolf
NDSU Marketing Graduate
Social Media Manager, Scheels

ndsu.edu/business

AACSB
ACCREDITED

NDSU does not discriminate in its programs and activities on the basis of age, race, gender, ethnicity, ancestry, genetic information, marital status, national origin, participation in lawful off-campus activities, citizenship or mental disability. Programs and activities are open to all persons who meet the minimum admission requirements. NDSU is an affirmative action institution. For more information, contact the Office of Institutional Diversity, 1001 N. Dakota Avenue, Suite 100, Fargo, ND 58105-1001. (701) 785-4400.



Energy Engineering CHOOSE YOUR PATH!

3 CERTIFICATES: BUILDINGS • GENERATION • VEHICLES

ENGINEERING

NDSU NORTH DAKOTA STATE UNIVERSITY



NDSU NORTH DAKOTA STATE UNIVERSITY

35 average class size	12K total enrollment
95% grads employed or furthering their education within six months	100 majors and programs for in-demand career fields
R1 the highest level of university research activity	16 D1 athletic teams
275+ student organizations	47 states represented in the student body

TOP 100 IN RESEARCH
NDSU ranks amongst the top 100 public research universities in the country in several categories, including agricultural sciences, chemistry, physical sciences, research and development, and social sciences.

NDSU JOINS MOUNTAIN WEST CONFERENCE
Starting this fall, NDSU football will compete against powerhouse programs. The move will boost NDSU's status, attract more students, expand research and create stronger career opportunities for our graduates.

Learn more, apply or schedule a visit at ndsu.edu.

In Action

PRINT ADVERTISING

Invest in your team. Strengthen your business.

Your employees are your greatest asset. Equip them with the tools to lead, adapt and thrive in today's fast-moving business world with an advanced degree from NDSU's College of Business.

Our graduate programs are designed for working professionals to bring fresh insight, leadership skills and strategic thinking back to your organization. It's not just a degree — it's an investment in recruitment, retention and long-term growth.

NDSU College of Business Graduate Programs

- » MAcc | Master of Accountancy
- » MBA | Master of Business Administration
- » MSBA | Master of Science in Business Analytics
- » MSCM | Master of Supply Chain Management
- » Ph.D. | Transportation and Supply Chain
- » Graduate Certificates: Business Analytics, Digital Marketing and Innovation, Enterprise Resource Planning (ERP), Leadership and Managerial Skills, Organizational Change Management, Supply Chain Management

Connect with us

Let's talk about how we can help you build the future of your business, one leader at a time.

» nds.edu/advance

94%

of employees say they would stay at a company longer if it invested in their career development.

— LINKEDIN WORKPLACE LEARNING REPORT

8.6%

Employees who participate in employer-supported education programs are 8.6% more productive.

— LUMINA FOUNDATION AND CISNA STUDY

76%

of employees say professional development opportunities make them feel more satisfied in their jobs.

— SHRM (SOCIETY FOR HUMAN RESOURCE MANAGEMENT)

29%

Companies earn a 29% ROI on tuition assistance through reduced turnover and higher productivity.

— LUMINA FOUNDATION

NDSU COLLEGE OF BUSINESS



In Action

DIGITAL ADVERTISING

ENGINEERING

NDSU NORTH DAKOTA STATE UNIVERSITY

Energy Engineering

CHOOSE YOUR PATH!

3 CERTIFICATES: BUILDINGS • GENERATION • VEHICLES

NDSU CAREER AND ADVISING CENTER

Professional PREVIEW DAYS

SEE YOUR FUTURE IN ACTION!

- » Job shadow a professional
- » Explore potential career paths
- » Grow your network

MONDAY, APRIL 6
OR
TUESDAY, APRIL 7

2026

NDSU
JOB
SHADOW
PROGRAM



In Action

MARKETING PRINT COLLATERAL

WHO WE ARE

100
NDSU's 100 majors and programs offer a wide range of studies for in-demand career fields.

95%
95% of our graduates launch into careers or further their education within six months, proof that NDSU prepares you for what's next.

275+
Nearly 300 student organizations offer opportunities for fun and friendship outside the classroom.

R1
NDSU has the highest level of research activity (R1), giving you more opportunities to dive in, contribute and explore your interests in depth.

12k
With about 12,000 students across campus, you've got room to breathe, but you're never far from a friend.

BISON PRIDE



D1 ATHLETICS
Our 16 teams bring the campus together from game days to championships with unstoppable Bison spirit.

LEARN MORE

WOMEN'S TEAMS
Basketball, Cross country, Golf, Soccer, Softball, Track and field, Volleyball

MEN'S TEAMS
Baseball, Basketball, Cross country, Football, Golf, Track and field, Wrestling

Get involved, compete and discover your potential in one of **30 CLUB SPORTS**. You'll train, travel and compete against regional and national colleges.

LEARN MORE



EXPLORE MAJORS
Unsure of what to study? Use Focus 2 Apply, an interactive assessment tool that suggests areas to focus your studies, majors and potential career options, based on your interests, strengths and personality. Get started at ndsu.edu/admission/undecided.

VISIT
The first step on your NDSU journey is visiting campus to see for yourself. View tour options and register for a date that works for you at ndsu.edu/visit.



FIND US ON ZEEEMEE

AND CAMPUS REEL

LEARN MORE
To request more information about NDSU, visit ndsu.edu/admission/request-info.

NORTH DAKOTA STATE UNIVERSITY



WELCOME!

Discover NDSU

OCT. 16 AND 17

BECOME A BISON

WE WANT YOU HERE!

Life at NDSU goes beyond the classroom. The welcoming Fargo community makes it easy to feel at home, and campus offers hundreds of ways to get involved through student organizations, events and club sports. The university places its focus on affordability and career outcomes, with most graduates landing jobs or continuing their education soon after finishing. Overall, it's a place where you can grow, meet your people and leave feeling ready for what's next.

WHERE WE ARE

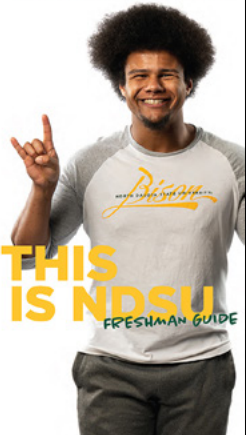
With a population of 200,000, Fargo's metro area is a large community with an infectious energy. It offers a full four seasons of fun, with parks, golf courses and bike trails for outdoor exploration, racquetball, farm, film festivals and a great dining scene.

Distances to popular locations:
 On campus: Starbuck and Coffee, Coffee
 5 minutes: Downtown Fargo
 10 minutes: West Acres Mall

45 minutes: Minneapolis lakes area
1 hour: Minneapolis
1.5 hours: Grand Forks
4 hours: Duluth

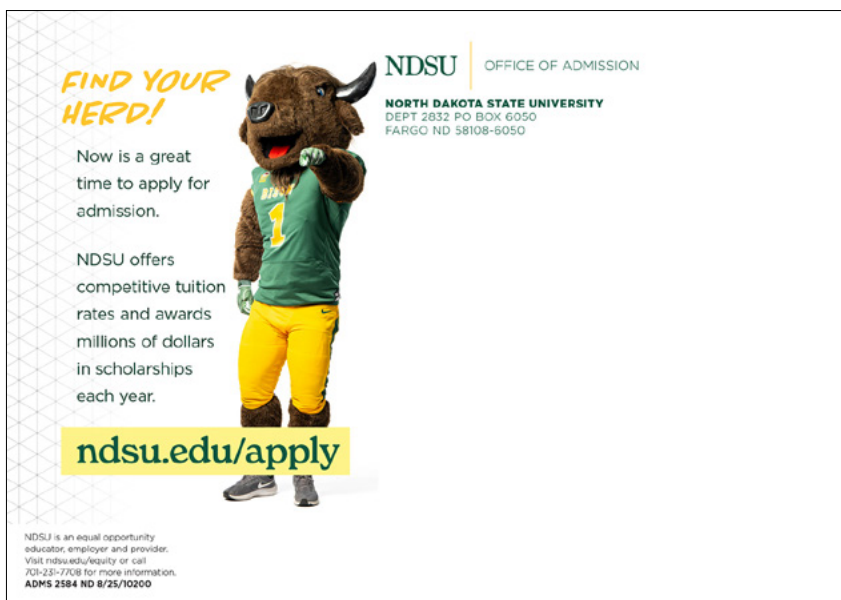
THIS IS NDSU

FRESHMAN GUIDE



In Action

MARKETING PRINT COLLATERAL



Brand Guidelines

RESOURCES, CONTACTS AND LINKS

NDSU BRAND CONTACTS

Brynn Rawlings

Interim Vice President of Marketing and Communications
Marketing and Communications

brynn.rawlings@ndsu.edu

Brad Clemenson

Senior Creative Director
Marketing and Communications

brad.clemenson@ndsu.edu

Further questions about Athletics licensing
should be directed to:

Troy Goergen

Sr. Associate Athletic Director for External Operations
Athletics

troy.m.goergen@ndsu.edu

LINKS TO RESOURCES

MARKETING AND COMMUNICATIONS RESOURCES

ndsu.edu/marketing-communications

BRAND FONTS

Gotham

typography.com/fonts/gotham/overview

Adobe Garamond

fonts.adobe.com/fonts/adobe-garamond

CURRENT CAMPAIGN FONTS

New Spirit

fonts.adobe.com/fonts/new-spirit

Antonio

fonts.google.com/specimen/Antonio

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
Meghan Arbegast at meghan.arbegast@ndsu.edu.