

SEPTEMBER 2025

Brand Guidelines

BRAND
BASICS

NDSU NORTH DAKOTA
STATE UNIVERSITY

TYPOGRAPHY 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.

Antonio Bold
Eyebrow

New Spirit Medium
Headline

Gotham Medium
Subhead

Gotham Book
Body

Chantal Medium Italic
CTA

CAPTURE THE MOMENT AT NDSU

Shift your
horizon line.

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

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FIND YOUR
MOMENT -
nds.edu

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

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.

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			
	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
SECONDARY						
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			

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

APPROVED LOGO COLOR VARIATIONS:

Full color on NDSU Green



NDSU Green on NDSU Yellow



NDSU Green on Lemon Yellow



Full color on Dark Green



NDSU Green on Pale Sage



NDSU Yellow and Green on White



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nds.edu/marketing-communications/resources/brand-guidelines