

NDSU LOGOS

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

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.)



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.



creative brains:

Rhetorical Approaches
to Neuroscience

3:30 p.m. | Friday, Sept. 5 | Minard 230

JORDYNN JACK

associate professor of English and
Comparative Literature, The University of
North Carolina at Chapel Hill, and author of
"Science on the Homefront: The Rhetoric
of Women Scientists in World War II" and
the forthcoming "Autism and Gender: From
Refrigerator Mothers to Computer Geeks"

NDSU

OFFICE OF
THE PROVOST

NDSU

COLLEGE OF
ARTS, HUMANITIES
AND SOCIAL SCIENCES

NDSU

COLLEGE OF
SCIENCE AND MATHEMATICS

NDSU

ENGLISH

NDSU

PSYCHOLOGY

North Dakota State University does not discriminate on the basis of age, color, disability, gender, ethnicity, genetic information, marital status, national origin, race, religion, sex, sexual orientation, or status as a transgender person. Any provision in any agreement or contract that purports to waive or limit the University's obligation to comply with this policy is hereby rejected. For more information, contact the Vice President for Equity, Diversity, and Inclusion at (701) 231-7708.

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NDSU NORTH DAKOTA
STATE UNIVERSITY

Sponsored by Office of the Provost; College
of Arts, Humanities and Social Sciences; College
of Science and Mathematics; Department
of Psychology; and Department of English

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COLOR VARIATIONS

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



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.



NDSU SEAL

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.



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.



These should not be used in any design layouts

OLD LOGOS

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

