

BRAND GUIDELINES

Key Messaging

NDSU NORTH DAKOTA
STATE UNIVERSITY

OUR BRAND PROMISE

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

OUR PILLARS

Showcasing what makes NDSU exceptional:

- **PLACE** — Bison stand stronger together. We thrive through collaboration and creativity, forging bonds that empower individuals to embrace new opportunities while staying rooted in the strength of the herd.
- **PURPOSE** — Our teaching, learning and research drive meaningful change. We shape the future through the synergy of expert faculty, talented students and innovative industry partnerships. Together, we're breaking new ground and reaching new horizons for the benefit of the land and its people.
- **TRADITION** — We celebrate our history, honoring the enduring values of the land-grant mission and the Bison grit that has shaped our identity for generations. From classrooms to athletics, our strength thunders through generations of faculty, students and alumni.
- **PROGRESS** — We don't just educate; we transform with the strength of a stampede. Every NDSU graduate earns more than a degree; they leave with field-tested experience, industry connections and the confidence to charge ahead and make an impact.

OUR PERSONALITY

The traits that shape our voice and tone:

- **INSPIRED** — Sparked by bold exploration and motivated by limitless innovation.
- **GROUNDLED** — Rooted in collaboration, perseverance and a shared sense of purpose.
- **FORWARD-THINKING** — Trailblazing and future-focused, always with eyes on the horizon.
- **AUTHENTIC** — Staying true to our mission, values and grit while making a lasting impact.

MOTIF	WHAT IT SHOWS	EXAMPLE
HORIZON	Progress and bright futures	New horizons in sight
NEAR	Place and roots	This is your moment
FAR	Ambition and purpose	From here, reach anywhere
HEART	Community and tradition	Bold hearts make big moves

BECAUSE WE ARE	WE SOUND	EXAMPLE
STUDENT FOCUSED	Present and active	Every Bison's story begins with one bold step
AMBITIOUS	Curious and grounded	Proudly serving North Dakota, with impact felt far beyond
OPTIMISTIC	Promising and hopeful	The horizon is wide open
RESILIENT	Prepared and determined	Strong roots. Bold steps. Lasting impact.

SHORTCUT PHRASE BANK

**The frontiers of
new knowledge**

Own your horizon

Now is your moment

A Bison's-eye view

Once and forever Bison

Opportunity thunders