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Dakota State University (DSU) is located in Madison. Founded in 1881, DSU offers undergraduate, master’s, and doctoral programs through its colleges of arts and sciences, business and information systems, computer and cyber sciences, and education. DSU has a special focus on the development, application, implications, and impacts of computing, information technologies and cyber security in all areas of human endeavor. DSU has received multiple Center of Excellence designations in education, research and regional resource development from the U.S. National Security Agency and U.S. Department of Homeland Security. DSU is home to the Madison Cyber Labs (MadLabs), a cyber R&D hub with more than 10 labs and institutes that explore and advance technology application, workforce development, business expansion, economic growth, and policy improvement across multiple disciplines and fields.

These brand guidelines are for your use as you develop materials to help further the mission of Dakota State University. By projecting a consistent visual and verbal identity, these guidelines will help foster awareness, recognition, and support for the university. To be effective, these tools must be used correctly and consistently. This manual sets forth standards to help to familiarize you with the core brand elements to assist you in designing and producing dynamic and powerful communications with a degree of flexibility. This guide is meant to be a reference to demonstrate proper usage of university marks. It is not intended to turn everyone into a graphic designer or brand expert, but to help explain why and how certain logos are used by the university.

All requests for copies of the logo (available in a variety of formats) as well as approvals for usage should be routed through the DSU Marketing and Communications Department. If you require further direction on usage, please contact the office directly:

marketing@dsu.edu
dsu.edu/about-dsu/marketing-communications
The preferred usage of the DSU logo is always two-color: Pantone Reflex Blue and Pantone Yellow.

If the logo is to be printed in black and white, use the version with 100% black and 100% white text. Do not convert the color version to grey scale.

If the logo must be printed in one color, use Pantone Reflex Blue.

The white text or yellow version may be used against darker images and backgrounds.
UNIVERSITY WORD MARK

ONE-COLOR (BLUE)

DAKOTA STATE UNIVERSITY

ONE-COLOR (BLACK)

DAKOTA STATE UNIVERSITY

ONE-COLOR (WHITE TEXT ON SOLID BACKGROUND)

DAKOTA STATE UNIVERSITY

ONE-COLOR (YELLOW TEXT ON SOLID BACKGROUND)

DAKOTA STATE UNIVERSITY

The word mark displays the full name of Dakota State University. The word mark may be used on its own without the DSU logo.

The word mark can appear in black only for black-and-white and grey scale scenarios.
CLEAR SPACE & SIZING

PRIMARY LOGO

For legibility and prominence, ample clear space should be allowed around the logos and word mark. No graphic element or text of any kind should be placed within this clear space.

To maintain full legibility, never reproduce the logo smaller than .5 inches inch in height or the word mark smaller than .125 inches in height.

WORD MARK

MINIMUM SIZES

DAKOTA STATE UNIVERSITY

.125"
LOGO MISUSE

- Always reproduce the complete logo from the electronic artwork provided.
- Do not alter the logo in any way.
- Do not use previous version of the DSU logo, redesign, redraw, animate, or alter the proportions of the logo.
- Do not rotate it or render it three dimensional.
- Do not incorporate the logo into any other design, and never add new elements to the logo.
- Do not set the type yourself, change the font, or alter the size, proportions, or space between letters.
- Do not use the yellow logo on light backgrounds.
The Dakota State University color palette consists of a primary and secondary colors. The consistent use of these colors will create recognition and strengthen identity. The university logos and word marks must always use the primary color palette.

Accent colors should be secondary and not overpower the primary colors.
The typefaces in the graphics standards of Dakota State University are AvantGarde and Cambria.

Contact the DSU Marketing and Communications Department for questions regarding the purchase of these typefaces.
The Dakota State University seal is to be used only on official documents and materials. The preferred usage color is either one-color black or blue. It may also be embossed or used as background watermark.

Use of the seal requires prior authorization from the DSU Marketing and Communications Department.
Department names may be added to the DSU logo. For setting this text, start with the DSU logo at 3” width. Use the same spacing guides around the DSU logo as a guide for text spacing. Department text should be set in AvantGarde Bk BT Book with font size 20pt, leading at 20 pt, tracking at -10, and kerning set to optical.

To request a pre-approved department logo, contact the Marketing and Communications Department. Do not change the font, or alter the size, proportions, or space between letters.
The Dakota State Alumni Association logo should only be used in connection with alumni events or appropriate advertising.

The preferred usage of the logo is one-color: Pantone Blue.
The Dakota State University athletic logo should only be used in connection with athletic events or appropriate advertising.

The preferred usage of the DSU logo is always full-color. The one-color white version must be used on a blue background.

**PANTONE COLORS:**

- Reflex Blue
- Yellow
- PANTONE 296
- PANTONE 119
- White
ATHLETIC WORD MARK

The Dakota State University athletic word mark should only be used in connection with athletic events or appropriate advertising.

The preferred usage is always full-color. The one-color white version must be used on a blue background.
The Dakota State University Lady T's athletic logo should only be used in connection with women's basketball events or appropriate advertising.

The preferred usage of the logo is always full-color.

**PANTONE COLORS:**

- Reflex Blue
- Yellow
- Pantone 296
- Pantone 119
- White
ATHLETIC SECONDARY LOGOS

The Dakota State University helmet secondary logo should only be used in connection with athletic events or appropriate advertising.

FOUR-COLOR

ONE-COLOR (BLUE)

ONE-COLOR (DARK BLUE)

ONE-COLOR (WHITE)
ATHLETIC SECONDARY LOGOS

FIVE-COLOR

ONE-COLOR (BLUE)

Although the primary athletic logo is preferred, this version without the Dakota State University lettering may be used when needed for smaller applications.

ONE-COLOR (BLACK)

ONE-COLOR (WHITE)
The Dakota State University full body secondary logo should only be used in connection with athletic events or appropriate advertising.
POLICIES & PROCEDURES

The purposes of the advertising policy are a) to ensure a consistent public image for Dakota State University which reflects its mission and promotes its brand and key marketing messages as well as establishing and increasing awareness of DSU’s programs, policies, opportunities, goals, and achievements, and b) to provide consistency and maximize the impact of Dakota State University advertising and marketing. The Marketing and Communications Department has the responsibility to ensure that consistent University design, aesthetics, and content standards are met, and that the University's mission and marketing messages are appropriately conveyed.

ADVERTISING

1. All advertising, marketing and/or external communications desired by all faculty, staff, students, departments and offices of Dakota State University must be coordinated with the Marketing and Communications Department or other representative as directed by the President.

2. This includes all forms of paid and free advertising, including print (newspaper, magazine, etc.), broadcast (radio and television), website, online/digital, billboards, collateral, and signage. No advertising commitment may be executed without consulting the Marketing and Communications Department. Advertising space reservations and delivery of ads are managed and executed by the DSU Marketing and Communications Department.

3. All advertisements must be produced by DSU's Marketing and Communications Department, either using in-house staff or the services of an approved design firm or freelance professional, at the discretion of this office.

4. Supervision and production of all DSU publications (catalogs, pamphlets, booklets, brochures, fliers, posters, newsletters, and other similar printed material) shall be centralized in and coordinated by the Marketing and Communications Department along with the Production Center.

5. All events sponsored by DSU or a DSU department should include the appropriate DSU logo on promotional material including but not limited to pamphlets posters, brochures, fliers, newsletters, t-shirts, etc. Any further promotion of events via print ads or press releases should include “Dakota State University” or “Dakota State University (department, office, etc.)” as a sponsor. Advertising, including outside organizations as sponsors, must have the appropriate permission to include the sponsoring organization’s logo and/or name.

6. The Marketing and Communications Department shall be consulted about the content of information to be displayed on the DSU website and any social media accounts. It is desirable that the content and design of the web pages and social media accounts reflect favorably on the University. The role of the Marketing and Communications Department will be to assist in that effort. The Marketing and Communications Department will not be responsible for the technical set-up of websites, but only with editorial content.
POLICIES & PROCEDURES

NEWS
1. Faculty, staff, students, departments, and offices of Dakota State University must submit information for news releases at least three (3) days in advance (exception for emergency information) to the Marketing and Communications Department. News items may be sent via email, telephone, or campus mail. A contact name and phone number must be included, along with the necessary information of the news article.

2. Templates have been developed to provide the information required for individualized news releases to students' hometown news media. These templates are available from the Marketing and Communications Department. This information is tailored to each specific release, but may include the student's name, address, hometown media, major, parents' names, etc.

3. Contact the Marketing and Communications Department with information about activities or programs which may be of interest to the media. Media will be contacted for further coverage as appropriate.

4. When writing articles or letters for news media expressing individual opinions, you must express that these are the opinions of a private citizen rather than a DSU representative.

PHOTOGRAPHY
1. The DSU Marketing and Communications Department is available to photograph events. Arrangements must be made ten (10) working days in advance for an upcoming DSU event and must be given proper instructions regarding what photos should be/are requested to be taken.

2. The Marketing and Communications Department will provide a photographer and camera. Unless otherwise defined, the DSU Marketing and Communications Department will retain a digital copy of all photographs.

EXCLUSIONS
Employment advertising placed by DSU is exempt from this policy. However, advertisements must comply with University logo and Graphic Standards document.

Posters, signs, notices, flyers, and banners intended exclusively for on-campus use may be excluded from this policy. Please check with the Marketing and Communications Department.