I.REAISON FOR THIS POLICY

Dakota State University’s brand is critical for a visual identity that send a clear message about the University’s commitment to be inclusive, visionary, evolving, modern, empowered, and passionate. The University logo should always look its best and be visually consistent for all purposes: brand messaging, student recruitment, sustained support, and external recognitions.

II. STATEMENT OF POLICY

The Office of Marketing & Communications is responsible for assisting faculty, staff, and students in using the University’s logos. Any questions concerning usage should be directed to the Office of Marketing & Communications.

III. DEFINITIONS

Not Applicable

IV. PROCEDURES

The Dakota State University primary logo is shown in Example 1.

Example 1:
The Dakota State University Alternative logos are shown in Example 2.

Example 2:

The Dakota State University Trojan logos are shown in Example 3. The side profile is only to be used with the express permission from the Marketing & Communications Office.

Example 3:

The Dakota State University Seal (Example 4) is to be used only on official documents and materials as determined by the Office of the President.

Example 4:
V. RELATED DOCUMENTS, FORMS AND TOOLS

The Brand Manual found on dsu.edu/brand provides comprehensive details on using the logo suite of Dakota State University.