

# Dakota State University Logo Usage

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OFFICE OF RECORD: Marketing & Communications  
ISSUED BY: Director of Marketing & Communications  
APPROVED BY: José Marie Griffiths, President  
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## I. REASON 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.

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## 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.

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## III. DEFINITIONS

Not Applicable

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## 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:



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## V. RELATED DOCUMENTS, FORMS AND TOOLS

The Brand Manual found on [dsu.edu/brand](https://dsu.edu/brand) provides comprehensive details on using the logo suite of Dakota State University.