



# GRAPHIC IDENTITY MANUAL

South Dakota State University

AUGUST 13, 2014

# COMMUNICATION ASSURANCE

To achieve the goal of consistent communication, **all** SDSU communications are subject to review by University Marketing and Communications prior to production.

This policy applies to all official SDSU print publications as well as specialty items, banners, advertisements, and Web/electronic, audio, and video communications targeted for **any** level of external distribution.

Elements of this review include:

- adherence to university graphic standards;
- proper use of copyright, trademark, and service marks and verbiage;
- consistency with university marketing and brand platform, and
- production quality improvement recommendations.

University Marketing and Communications will assist with each review in as expeditious a manner as possible.

As per South Dakota purchasing regulations, under no circumstances will an individual be allowed to contract with a printer when using state-appropriated funding. University Marketing and Communications staff and the Print Lab staff can decide what jobs should be included on the state's bid letting schedule.

In addition, the University Marketing and Communications has several graphic designers on staff who can assist in your publication needs for a fee of \$35 per hour. The office can also assist with finding cost-effective printing prices through the campus Print Lab.

For any questions about this guide or the approval process, please contact the University Marketing and Communications at 688-6161 or [sdsu.umc@sdstate.edu](mailto:sdsu.umc@sdstate.edu).

# Contents



4	What is a Brand?	33	Co-Branding of Official Stationery
5	The SDSU Brand	34	Official Fax Cover Sheet
6	Graphic Standards	35	Official Envelopes
7	University Colors	36	Official Mailing Labels and Name Badge
8	University Colors Specifications	37	Official Memo Pads
9	<b>INSTITUTIONAL LOGO</b>	38	Email Signature, Electronic Stationery & Powerpoint Template
10	Institutional Logo Guidelines	39	<b>SDSU EXTENSION</b>
11	Institutional Logo Wordmark	40	SDSU Extension Logo Guidelines
12	Institutional Logo Signature	41	SDSU Extension 4-H
13	Institutional Logo Supplemental Signatures	42	SDSU Extension Stationery and Envelopes
14	Institutional Logo Incorrect Uses	43	SDSU Extension Mailing Labels, Business Cards and Name Badges
15	Institutional Logo Accompanying Typefaces	44	SDSU Extension Electronic Communications
16	<b>SD LOGO</b>	45	<b>SIGNAGE</b>
17	SD Logo Signature	46	Signage Color & Fonts
18	SD Logo Supplemental Signature	47-49	Signage Exterior
19	<b>JACKRABBIT LOGOS</b>	50	Signage Interior
20	Jackrabbit Logo Guidelines	51	Signage Vehicles
21	Jackrabbit Logo Colors	52-54	Naming Facilities
22	Jackrabbit Logo Signatures	55-56	Donor Recognition
23	Jackrabbit Logo Incorrect Uses	57	<b>USAGE DETAILS &amp; CONTACTS</b>
24	Jacks Wordmark & Li'l Jack	58	Miscellaneous Representation
25	SDSU Alumni Association Logo	59-60	SDSU Trademarks
26	SDSU Foundation Logo	61	Licensing and Approval
27	Weary Willie and Simplified Hobo	62-63	University Marketing and Communications
28	Additional Logos		
29	SDSU Sustainability Logo		
30	SDSU Sustainability Logo Guidelines		
31	Official Business Cards		
32	Official Stationery		



# What is a brand?

Name. Vision. Mission. Design style of university publications. Logo usage. Colors. While these elements are all vital to upholding the university's brand, they are only part of the equation. Sophisticated brands involve much more than a visual identity and an insightful mission statement.

South Dakota State University's brand is the emotional and psychological relationship we have with our stakeholders. Strong brands elicit thoughts, emotions, and sometimes physiological responses from constituents. Branding the university yields both internal and external benefits. Externally, we create an identity that resonates with stakeholders. We form emotional relationships with them.

Within a university, the brand serves as an internal compass of focus. If the institution is clearly branded, we have a collective understanding of what we are about. We have a self-awareness that dictates our actions. All decisions, not just marketing, are made in alignment with the brand. By keeping within our brand, over time, we will build a stronger university identity.

The strongest brands build an emotional bond with stakeholders, creating a sense of loyalty and ultimately influencing how constituents interact with you now and well into the future.

# The South Dakota State University Brand

The South Dakota State University brand can be thought of as the basic assumptions our constituents associate with our institution. It is made up of definitions of who we are, what we do, and how we go about doing it.

SDSU's strategic intent is to be recognized as a nationally distinct, locally relevant, accessible leader of higher education, combining scholarly excellence in education, research and service with innovation, adaptability, savvy and insight. Our intent is to be the best among our peers and to be recognized as such.

## Strategic Intent and Goals

South Dakota State University will create a prosperous future for the people of South Dakota and their communities, and for the region and the nation, through excellence in education, in innovation and new knowledge creation, and in putting knowledge to work.

## Vision

South Dakota State University will be a nationally recognized, locally relevant, student-centered and accessible land-grant university.

## Values

In all that is done at South Dakota State University, we will:

- Have a passion for and commitment to excellence.
- Be flexible, responsive and innovative.
- Be high performing.
- Exhibit loyalty and commitment to mission.
- Value people and be inclusive, treat all with dignity and respect others' beliefs and abilities.
- Be accountable, trustworthy and professional.
- Act with honesty, integrity and pride.
- Seek and welcome feedback for continuous improvement.
- Value engagement, service, stewardship and civic responsibility.
- Strive to control our destiny.

The words within each element of the SDSU brand are not meant for literal, repetitive application in communications. Nor are they "tag lines." Rather, they are meant to serve as a strategic guide for university actions and communications and as a guide for evaluation in order to help assure long-term focus, consistency, and brand development.

## Building the SDSU Brand

When we incorporate South Dakota State University's brand messages consistently in our communications—through print and online marketing materials, news releases, educational delivery, outreach programs—we continue to improve our reputation. By adhering to the brand, we prove to the public that we can be trusted to deliver what we promise. We show our strength and integrity.

Each time constituents come in contact with an SDSU brochure, event, social media platform, Web page, or even a faculty or staff member, they naturally form and reshape their opinions of our institution. When they encounter consistent approaches and delivery of services, stakeholders feel a sense of familiarity and confidence. The end result is increased credibility and university standing.

Upholding the university brand does not start and stop with the marketing department. All employees shape the SDSU brand through their actions, comments, and messages to stakeholders.

# GRAPHIC STANDARDS

This section provides standards for use of many of the specific communications components that represent the South Dakota State University brand including our name, trademarks, logos, and other marks. Only official university entities and commercial enterprises that enter into a licensing agreement with the university may use these components. These graphic standards are designed to ensure accurate, consistent, and responsible use of these components.

Consistency, good visibility, and legibility are key elements to ensure proper use. Do not modify or distort the South Dakota State University logo, wordmark, mascot or external marketing mark in any way. The logos and wordmark should only be reproduced using official university downloadable files.

Note: This guide is meant to be used as a reference tool to show the proper uses of the university marks. It is not intended to turn every person on campus into a graphic designer or brand expert but merely explain how and why certain marks are used when and where.

All graphic files in this manual are available from University Marketing and Communications, which also has several graphic designers on staff to assist with your specific needs. Call 688-6161 or email [sdsu.umc@sdstate.edu](mailto:sdsu.umc@sdstate.edu) to find out how they can help.



# University Colors

Consistent use of South Dakota State University's official colors is critical to building brand consistency and awareness in the marketplace. Many well-known brands use color as a primary visual identifier; UPS brown and Coca-Cola red are excellent examples of this concept.

The South Dakota State University brand color palette consists of primary, secondary and accent colors.

## Primary Colors

The university's primary colors are SDSU Blue and Yellow, which must be a prominent and integral part of all university communications produced in color.



**SDSU Blue**  
Pantone 287  
100c 72m 2y 12k



**SDSU Yellow**  
Pantone 109  
0c 10m 100y 0k

## Secondary Colors

The university's secondary colors are SDSU Athletic Blue (athletic publications should use this as a primary color in place of PMS 287), SDSU Navy, SDSU Dark Yellow, SDSU Light Yellow and SDSU Light Blue. These do not have to appear on every communication containing color, but their use is strongly encouraged. However, these colors should not be used as the dominant colors of a publication.



**SDSU Athletic Blue**  
Pantone 286  
100c 72m 0y 0k



**SDSU Navy**  
Pantone 289  
100c 76m 10y 65k



**SDSU Dark Yellow**  
Pantone 117  
2c 22m 100y 15k



**SDSU Light Yellow**  
Pantone 600  
1c 0m 34y 0k



**SDSU Light Blue**  
Pantone 2706  
21c 9m 0y 0k

## Accent Colors

The university's graphic standards provide a number of accent colors to augment SDSU Blue and Yellow. This range of colors may be used in limited quantities and should never appear as the dominant color in any communication vehicle. The intended use of the accent colors is to provide highlight options for text and graphics.

<b>1795</b> 0c 96m 90y 2k	<b>416</b> 22c 14m 24y 45k	<b>549</b> 59c 8m 9y 19k	<b>012</b> 0c 8m 98y 0k	<b>335</b> 100c 0m 58y 22k	<b>376</b> 53c 0m 96y 0k	<b>7494</b> 31c 5m 36y 16k	<b>575</b> 57c 11m 85y 45k	<b>513</b> 56c 98m 0y 0k
<b>185</b> 0c 92m 76y 2k	<b>430</b> 33c 18m 13y 37k	<b>5493</b> 46c 5m 14y 14k	<b>118</b> 5c 26m 100y 27k	<b>348</b> 100c 4m 87y 18k	<b>377</b> 51c 5m 98y 23k	<b>462</b> 28c 48m 71y 72k	<b>520</b> 66c 86m 5y 17k	<b>525</b> 71c 90m 9y 37k
<b>186 (PRT)</b> 0c 100m 75y 4k	<b>444</b> 38c 15m 18y 43k	<b>354 (4-H)</b> 89c 0m 90y 0k	<b>137</b> 0c 38m 95y 0k	<b>349</b> 94c 11m 84y 43k	<b>383</b> 26c 3m 93y 17k	<b>464</b> 13c 51m 87y 48k	<b>526</b> 76c 99m 0y 0k	
<b>200 (USD)</b> 3c 100m 66y 12k	<b>542</b> 64c 19m 1y 4k	<b>123</b> 0c 28m 98y 0k	<b>110</b> 2c 24m 100y 7k	<b>359</b> 42c 0m 48y 0k	<b>389</b> 23c 0m 83y 0k	<b>471</b> 5c 70m 97y 20k	<b>527</b> 75c 100m 0y 0k	



# University Colors | Specifications

## Color Usage

The university's official logos should always maintain maximum visibility over any background color or image. Where the color contrast is not high enough to distinguish the logo clearly, use the outline version of any logo.

## Working with Color

- Avoid the use of color combinations that are commonly identified with other colleges and universities such as black and yellow, blue and orange, etc. Red is to be used extremely sparingly.
  - Use the SDSU brand colors only according to the formulas provided in this manual.
  - For printed documents, never rely on the output produced by a desktop color printer or by the appearance of colors on a computer monitor for true color accuracy. Pantone Matching System colors should be used whenever possible.
  - Lighting conditions in offices in addition to printer and monitor calibration typically do not match the Pantone Matching System colors used by offset printers.
- When printing projects in full color (i.e. four-color printing using CMYK process colors) it is strongly recommended to add a fifth color and use PMS 287 rather than build it through the CMYK process.
  - CMYK process blue should never be screened to a percentage less than 100 percent. If a screened background of the university blue is necessary, PMS 286 is the best option.



# Institutional Logo

In cases where it is appropriate to use a symbol to represent the university, the formal or Institutional Logo should be used. It should appear on all university publications and printed materials that represent the teaching, research, or related public and outreach service functions of South Dakota State University.

Consistent application of this logo in communications both on and off campus, in print and electronic form, is essential to the success of the SDSU identity program. All materials, print or electronic, published by the university must correctly display the SDSU logo. All official university communications including but not limited to print media, business forms, audio/visual media, banners, displays, signage, advertising, uniforms, vehicles, and websites should prominently display the official Institutional Logo (Campanile), Institutional Wordmark or the Institutional Signature.

The Institutional Logo is designed using the top portion of the university's landmark—the Coughlin Campanile—combined with the lettering “SDSU” beneath the art. The Institutional Logo is registered with the U.S. Patent and Trademark office and requires that a ® symbol be visible at the lower right corner of the building when this logo appears in most applications.

The use of this logo is restricted to SDSU departments, colleges, affiliated organizations, and administrative units.

## Clear Space

To ensure visibility, provide adequate spacing between the logo and other design elements, a minimum required spacing of the height of the letter “S” in SDSU is required.

## Minimum Size

Do not print the logo smaller than one inch in height. A smaller size may be used only if the physical size of the publication necessitates, but authorization should first be requested through University Marketing and Communications.



1" minimum height



Clear space boundary



# Institutional Logo | Guidelines

## Guidelines for Reproducing

A high-resolution electronic file logo is available in several formats (TIFF, JPEG or Adobe Illustrator) from University Marketing and Communications. Use only authorized camera-ready art of the official electronic files to reproduce the logo.

Do not use third-generation art or low-resolution art downloaded from the Web for reproduction purposes. Low-resolution versions that work well on the Web are not of a high enough resolution for printing.

The logo is not to be redrawn, repropotioned, or otherwise modified. The logo is not to be used with any other logo or symbol of the University or other organization without permission from University Marketing and Communications.

The lettering “SDSU” is a part of the logo and must always appear below the campanile figure.

The logo must not be overprinted, manipulated, distressed or distorted. Such alterations damage the logo’s visual integrity and effectiveness.

The SDSU logo should never appear smaller than any non-SDSU logos it appears with and should, when appropriate, appear to the left of other logos or first in reading order.

Incorrect uses as shown on page 14 apply to this logo.

No previous SDSU logos should be used under any circumstances.

## Color Usage

The Institutional Logo should always maintain maximum visibility over any background color or image. The institutional logo is always to be printed as a one-color logo in PMS 287, PMS 109, black or white.

## Exception

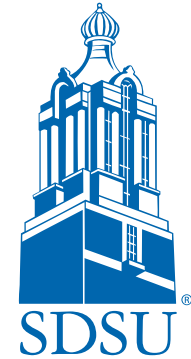
If a publication is printed in one or two colors and neither of the colors is one of the official primary or secondary colors, the logo may be reversed out of the darkest color. However, red or green may not be used as a dominant color with the SDSU logo.

## Other Reproductions

It is acceptable to have the Institutional Logo embossed, foil stamped, or printed in metallic inks providing the colors are blue or gold. The minimum height for an embossed die is one inch.



PMS 287



CMYK



Black



20% Black



Only acceptable use of a yellow logo.

# Institutional Logo | Wordmark

The SDSU Wordmark consists of the words “South Dakota State University” and is a graphic element, not a type style. The SDSU Wordmark may not be combined with other logos or names except for the Institutional Signature or the Supplemental Signature.

The Wordmark is available in either flush-left, centered, or linear versions and may appear in either black, SDSU Blue (PMS 287), SDSU Yellow (PMS 109), or reversed in white on dark backgrounds.

## Guidelines for Reproducing

All of the usage, print guidelines, and standard colors that apply to the Institutional Logo also apply to the Institutional Wordmark. Incorrect uses (page 14) apply to this mark.

The Wordmark should be used as a graphic, not typed, and it is available from University Marketing and Communications.

South Dakota  
State University®

Flush left

South Dakota  
State University®

SDSU Blue

South Dakota  
State University®

Centered

South Dakota  
State University®

SDSU Yellow

South Dakota State University®

One line

South Dakota  
State University®

Black

South Dakota  
State University®

Reverse

South Dakota State University®

Clear space



# Institutional Logo | Signature

The Institutional Signature joins the two primary elements in the graphic identity system—the Institutional (Campanile) Logo and the Wordmark. The SDSU Wordmark consists of the words South Dakota State University set in the official style and typeface.

There are different signatures for use in a variety of situations—stationery, signage, etc., however they all follow a similar pattern. Each signature has a unique proportion or format and must not be altered in any way.

## Minimum Size

Institutional Signatures may be enlarged to any size that is practical and necessary, but should not be reduced to a size that reduces the height of the Institutional Logo to less than one inch.

## Guidelines for Reproducing

When a signature is reduced or enlarged, it should always be treated as one unit. All elements should be sized proportionately.

All of the usage, print guidelines, and standard colors that apply to the Institutional Logo also apply to the Institutional Signature. Incorrect uses (page 14) apply to this signature.

The Institutional Signature should not be built. It can be obtained from University Marketing and Communications.



2 line right



1 line centered



1 line right



2 line centered

# Institutional Logo | Supplemental Signatures

The SDSU graphic identity system provides a method for creating a customized supplemental signature by utilizing one or more of the official signatures with the addition of a specific name.

All academic units should follow one of the design options outlined in this manual. Requests for exceptions will be handled on a case-by-case basis.

**Note:** None of the options for academic units allows for the use of unit logos or wordmarks not included as a part of SDSU's identity program.

## Minimum Size

Supplemental Signatures may be enlarged to any size that is practical and necessary, but should not be reduced to a size that reduces the height of the Institutional Logo to less than one inch.

## Guidelines for Reproducing

The ratio of type size to logo size should follow the examples shown.

All of the usage, print guidelines, and standard colors that apply to the Institutional Logo also apply to the Supplemental Signatures. Incorrect uses (page 14) apply to this signature.

For development of a Supplemental Signature, contact University Marketing and Communications.



**South Dakota State University**  
*College of Agriculture and Biological Sciences*

left-justified option



**South Dakota State University**  
*College of Engineering*

centered option



**South Dakota State University**  
*College of Nursing*

centered option



**South Dakota State University**  
*College of Agriculture and Biological Sciences*



**South Dakota State University**  
*College of Agriculture and Biological Sciences*

Unacceptable Supplemental Signatures



# Institutional Logo | Incorrect Uses



No type style other than the preferred styles should be used with the institutional signature.



The type portion of the institutional signature should only be used in one or two lines.



The Campanile portion of the logo may not be used without "SDSU" below it.



The logo may not be used with the "SDSU" displayed in type other than the preferred style.



The proportions of the logo may not be changed in any way.



No border around the logo.



The institutional logo should never be printed in colors other than the official SDSU colors, black, or white.



No lettering may be printed over the logo.



The logo should not be printed in yellow on a white background.



The institutional logo should not be printed as a two-color logo.



Unless authorized, the logo may not be less than one-inch tall.



SDSU Blue should not be printed on black.



# Institutional Logo | Accompanying Typefaces

Minion, Garamond, and Helvetica are the standard typefaces to accompany the Institutional Logo on printed pieces, including stationery, business cards, labels, and publications.

## Minion

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## University Typefaces as Text

10 pt. Minion on 12 pt. leading

Four score and seven years ago our fathers brought forth on this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal.

Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battlefield of that war. We have come to dedicate a portion of that field, as a final resting place for those who here gave their lives that this nation might live. It is altogether fitting and proper that we should do this.

But, in a larger sense, we can not dedicate—we can not consecrate—we can not hallow—this ground. The brave men, living and dead, who struggled here, have consecrated it, far above

10 pt. Garamond on 12 pt. leading

Four score and seven years ago our fathers brought forth on this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal.

Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battlefield of that war. We have come to dedicate a portion of that field, as a final resting place for those who here gave their lives that this nation might live. It is altogether fitting and proper that we should do this.

But, in a larger sense, we can not dedicate—we can not consecrate—we can not hallow—this ground. The brave men, living and dead, who struggled here, have consecrated it, far above

10 pt. Helvetica on 12 pt. leading

Four score and seven years ago our fathers brought forth on this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal.

Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battlefield of that war. We have come to dedicate a portion of that field, as a final resting place for those who here gave their lives that this nation might live. It is altogether fitting and proper that we should do this.

But, in a larger sense, we can not dedicate—we can not consecrate—we can not hallow—this ground. The brave men, living and dead, who struggled here, have consecrated it, far above



# SD Logo

The SD Logo is reserved for use on external marketing campaigns, external websites, and for Admissions recruitment. This mark may not be incorporated into academic designs and is not available for use by university departments other than Admissions, or on a case-by-case basis.

## Guidelines for Reproducing

Use only authorized camera-ready art of the official electronic files to reproduce the logo. Do not use third-generation art or low-resolution art downloaded from the Web for reproduction purposes. Low-resolution versions that work well on the Web are not of a high-enough resolution for printing.

The logo must be used in its entirety at 100 percent color. It may not be screened back. The logo must not be overprinted, manipulated, distressed, or distorted. Such alterations would damage the logo's visual integrity and effectiveness.

## Minimum Size

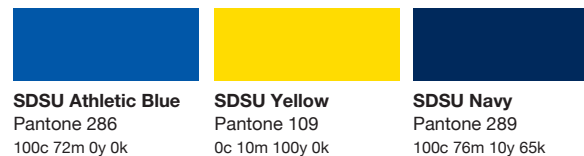
Do not reproduce the SD Logo smaller than one inch in height. A smaller size may be used only if the physical size of the publication necessitates, but authorization should first be requested through University Marketing and Communications.

## Clear Space

Clear space requirements must be observed except in special, preapproved circumstances. Clear space should be 3/16 of an inch around the entire mark.

## Color Standards

The SD Logo is available in 4-color, 3-color, and four different 1-color options. The 4-color SD is required in SDSU yellow (PMS 109), SDSU Athletic Blue (PMS 286), and SDSU Navy (PMS 289). It may also be printed in a 3-color version where the S and D are the same color (See examples). Four 1-color options are also available in black, PMS 286, white or PMS 109 (only on a blue background). On a dark background, the outlined version should be used for sufficient contrast.



1" minimum height



clear space



4-color



4-color with outline



3-color



3-color



PMS 286



Black



PMS 109



White

# SD Logo | Signature

The SD Signature is created by the joining the SD Logo with logotype consisting of the words “South Dakota State University” set in an official style and typeface. There are different signatures for use in a variety of situations; however, they all follow a similar pattern.

The SD Signature is reserved for use by Athletics, Admissions and other external marketing purposes, including departmental shirts and giveaways.

## Guidelines for Reproducing

Each signature has a unique proportion or format and must not be altered in any way. When a signature is reduced or enlarged, it should always be treated as one unit. All elements should be sized proportionately.

All of the usage, print guidelines, and standard colors that apply to the SD Logo also apply to the SD Signature. Incorrect uses (page 22) apply to this Signature.

## Font

The font for the SD Signature is Caecilia and used in PMS 286. The art should be obtained as one file from University Marketing and Communications.

### CAECILIA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

## Minimum Size

The SD Signature may be enlarged to any size that is practical and necessary, but should not be reduced to a size that reduces the logo height to less than one inch. A smaller size may be used only if the physical size of the publication necessitates, but authorization should first be requested through University Marketing and Communications.



Centered



Flush left



Flush left, one line



# SD Logo | Supplemental Signature

The SDSU identity system provides a method for creating a customized SD Signature by utilizing one or more of the SD Signatures with the addition of a specific name.

The SD Supplemental Signature is to be used sparingly and with prior approval from University Marketing and Communications. Appropriate applications of the SD Supplemental Signature would include departmental shirts and giveaways, such as flash drives.

For use on printed materials, the Institutional Supplemental Signature should be used.

## Guidelines for SD Supplemental Signatures

The ratio of type size to logo size should follow the examples shown. All of the usage, print guidelines, and standard colors that apply to the basic SD Signatures also apply to Supplemental Signatures.

All of the usage, print guidelines, and standard colors that apply to the SD Logo also apply to the SD Supplemental Signatures.

For development of an SD supplemental signature, contact University Marketing and Communications.

## Font

The font for the SD Signature is Caecilia and used in SDSU Navy (PMS 289). The art should be obtained as one file from University Marketing and Communications.

### Caecilia

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklm**no**pqrstuvwxyz  
1234567890



**SOUTH DAKOTA  
STATE UNIVERSITY**  
*College of Agriculture  
and Biological Sciences*



**SOUTH DAKOTA  
STATE UNIVERSITY**  
*College of Agriculture  
and Biological Sciences*



**SOUTH DAKOTA STATE UNIVERSITY**  
*College of Agriculture and Biological Sciences*



**SOUTH DAKOTA STATE UNIVERSITY**  
*University Marketing & Communications  
Creative Services*

# Jackrabbit Logos

The Jackrabbit is a unique symbol to South Dakota State University and has been the SDSU mascot since at least 1907 and perhaps as early as 1904. Through the years there have been more than 100 renditions done of the mascot. The new Jackrabbit can be used in several forms – the head; the head with the wordmark “Jackrabbits” and SDSU; the full body; and the full body with “Jackrabbits” and “South Dakota State University.”

The Jackrabbit logos are primarily for use by Athletics. They are not for scholarly or academic use. Official student organizations and the SDSU Alumni Association may use the jackrabbit marks. They may also be used on a limited basis on spirit-related or celebratory materials for promotions and events as approved by University Marketing and Communications. The Jackrabbit logos should never serve as a substitute for the SDSU Institutional Logo.

The Jackrabbit head must face left and should always be accompanied by a ® positioned on the lower right or just above the “Bs” in “Jackrabbits.”

The full body Jackrabbit should always face right and be accompanied by a ® positioned just behind the front paw or placed at the bottom right corner of the “S” in “Jackrabbits.”



Jackrabbit head logo



Jackrabbit body logo



Jackrabbit head wordmark



Jackrabbit body wordmark



# Jackrabbit Logos | Guidelines

## Minimum Size

Do not reproduce any of the Jackrabbit logos to smaller than one inch in height. A smaller size may be used only if the physical size of the publication necessitates, but authorization should first be requested through University Marketing and Communications.



1" minimum height for all Jackrabbit logos and wordmarks

## Clear Space

The clear space for all Jackrabbit logos should be 3/16 of an inch around the entire mark. Clear space requirements must be observed for all Jackrabbit logos except in special, preapproved circumstances.



3/16" clear space around all Jackrabbit logos and wordmarks

## Guideline for Reproducing

Use only authorized camera-ready art of the official electronic files to reproduce the logo. Do not use third-generation art or low-resolution art downloaded from the Web for reproduction purposes. Low-resolution versions that work well on the Web are not of a high enough resolution for printing.



The logo must be used in its entirety at 100 percent color. It may not be screened back. The logo must not be overprinted, manipulated, distressed, or distorted. Such alterations would damage the logo's visual integrity and effectiveness.

Incorrect uses of the Jackrabbit logos can be found on page 23.



# Jackrabbit Logos | Colors

## Color Standards

The four-color Jackrabbit logos are required in SDSU Yellow (PMS 109), SDSU Athletic Blue (PMS 286), PMS 117, and white. They may also be printed in two-color black or PMS 286 blue filled with white; or as a one-color PMS 109 yellow on a blue background. When used on a dark background the outlined versions of the Jackrabbit logos should be used to provide contrast. Outlined versions of the Jackrabbit can be obtained from the University Marketing and Communications.

The six-color option includes PMS 2706 (light blue) and PMS 600 (yellow).

Refer to the vendor guide in the back of this book for complete color variations and further reproduction details.



**SDSU Athletic Blue**  
Pantone 286  
100c 72m 0y 0k



**SDSU Yellow**  
Pantone 109  
0c 10m 100y 0k



**SDSU Dark Yellow**  
Pantone 117  
2c 22m 100y 15k



**SDSU Light Yellow**  
Pantone 600  
1c 0m 34y 0k



**SDSU Light Blue**  
Pantone 2706  
21c 9m 0y 0k



6-color with outline



4-color



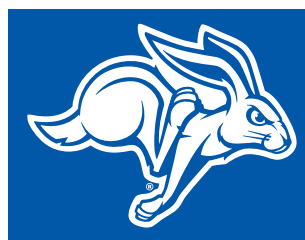
PMS 286



Black



6-color



White



PMS 109



# Jackrabbit Logos | Signatures

Student organizations and athletics teams may have a Jackrabbit Signature by using their group/organization name with the Jackrabbit in the appropriate font of Anticlaire Display SS1.

All of the usage, print guidelines, and standard colors that apply to the Jackrabbit logos also apply to these signatures. Incorrect uses (next page) apply.

Jackrabbit signatures should be obtained as one piece of art from the Office of University Marketing and Communications.



# Jackrabbit Logos | Incorrect Uses



Jackrabbit logos may not be customized with additional items.



Do not print over mascot.



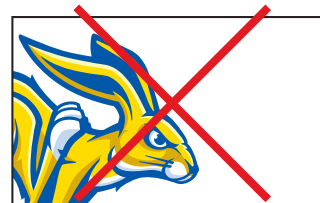
Do not stretch or distort.



Do not screen the logos to less than 100 percent color.



Jackrabbit logos may not be used smaller than 1" in height.



Mascot must be used in its entirety.



Do not place on a background that does not provide sufficient contrast. Use outline version.



Do not reverse logos.



Do not create color variations.



Do not use as a pattern unless prior approval is obtained.



# Jacks Wordmark and Lil' Jack Logos

## Jacks Wordmark

The Jacks Wordmark illustrated with the ears and tail should always go from left to right. Clear space requirements must be observed, and should be 3/16 of an inch around the entire mark. The width of the wordmark should be a minimum of one inch. This mark may be reproduced in one-color, two-color or four-color palettes consisting of PMS 286, PMS 109, PMS 117 and PMS 2706; the mark may also be printed in a three-color option eliminating PMS 2706. It may also be printed in two-color black or PMS 286 blue filled with white; or as a one-color PMS 109 yellow on a blue background. This mark must always be accompanied by a TM under the tail. The Jacks Wordmark may not be overprinted or obscured.

All of the usage and print guidelines that apply to the Jackrabbit logos also apply to the Jacks Wordmark. Incorrect uses (page 23) apply to this mark.

This wordmark may not be used with any of the Jackrabbit logos because of the competing font and illustration styles.

## Lil' Jack

Lil' Jack is the children's mark for South Dakota State University. Lil' Jack is to be used on a very limited basis and must be approved by University Marketing and Communications.

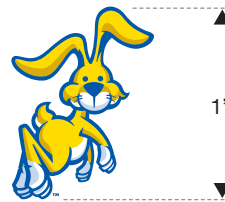
All of the usage and print guidelines that apply to the Jackrabbit logos also apply to Lil' Jack, including incorrect uses (page 22).



3/16" clear space around all Jacks and Lil' Jack marks



1" minimum width for all Jacks marks and Lil' Jacks wordmark



1" minimum height



4-color



1" minimum width



Black



Black



Black



3-color



PMS 286



Black



3-color Outlined



PMS 109



White

# SDSU Alumni Association Logo

## SDSU Alumni Association

The SDSU Alumni Association is an independent, not-for-profit organization, non-dues association that welcomes all graduates, former students, faculty, staff and friends of South Dakota State, as well as students, to be SDSU Alumni Association members. The association strives to connect alumni to SDSU and each other, through the promotion of the university and by providing valuable benefits, services and resources to members. The SDSU Alumni Association embraces each one of its more than 74,000 alumni and friends who are proud to be Jackrabbits.

### The mission of the SDSU Alumni Association is:

“To foster a spirit of loyalty and fellowship among graduates, faculty, students, former students and friends of South Dakota State University, and to direct an organized cooperative effort for the advancement, development, achievement, and honor of both South Dakota State University and its alumni.”

To help connect alumni to their alma mater, the SDSU Alumni Association utilizes the Jackrabbit Head Wordmark with their name underneath as their logo. As such, all rules governing the use of the Jackrabbit Logo pertain to the SDSU Alumni Association’s logo as well.

All usage and print guidelines that apply to the Jackrabbit Logos also apply to the Alumni Association Jackrabbit Logo. Incorrect uses (page 23) also apply to this mark.

## Supplemental Signature

The SDSU identity system provides a method for creating a customized chapter signature by utilizing the official Alumni Association logo with the addition of a specific name underneath the main logo. The ratio of type size to logo size should follow the examples shown. All of the usage, print guidelines, and standard colors that apply to the Jackrabbit logos also apply to supplemental signatures.



4-color



Chapter logo



PMS 286



PMS 109



Black



# SDSU Foundation Logo

## The SDSU Foundation

The South Dakota State University Foundation is an independent 501(c)(3) nonprofit organization dedicated to the advancement of South Dakota State University. The Foundation was created in 1946. It now has assets in excess of \$160 million.

### The mission of the SDSU Foundation is:

“Uniting the dreams of our students, university and donors to build a better SDSU.” The Foundation raises and administers scholarship funds that benefit more than 4,500 students, and spearheads private fundraising campaigns for multimillion-dollar capital projects. To connect back to the university, the SDSU Foundation uses the words South Dakota State University, a line, and the word Foundation directly underneath as its logo. All rules governing the Institutional Logo pertain to the SDSU Foundation’s logo as well, including incorrect uses.

### Minimum Size

The SDSU Foundation Wordmark may be enlarged to any size that is practical and necessary, but should not be reduced to a size that reduces the height of the wordmark to less than 3/8 inch when the words are used alone or 1/2 inch when the logo mark is used within a box.



PMS 287



Black

## Guidelines for Reproducing

When the wordmark is reduced or enlarged, it should always be treated as one unit. All elements should be sized proportionately. The SDSU Foundation Wordmark should not be built. The wordmark should be used as a graphic, not typed, and it is available from the SDSU Foundation.

### The SDSU Foundation Tagline – Impact Greatness

The tagline can be used alone or with the SDSU Foundation logo and it is available from the SDSU Foundation.



PMS 287 Box



Black Box



White Box on PMS 287 Background



PMS 287 Box on PMS 287 Background



Impact Greatness Tagline



Optional Impact Greatness Tagline



Tagline with wordmark



PMS 287



PMS 287 and PMS 109



# Weary Wil and the Simplified Hobo

Weary Wil remains the primary mark associated with Hobo Day, the university's homecoming celebration. The use of Weary Wil will be for purposes related only to Hobo Day.

Since Hobo Day is a large tradition at SDSU, oftentimes entities want to use the iconic Weary Wil logo to represent the university. Since Weary Wil is only approved for official Hobo Day materials, the university felt a separate mark would be appropriate for times when use of a hobo was warranted outside of Hobo Day activities. The Simplified Hobo was created to represent the university in very case-specific instances, such as Hobotech, the Apple store located within the University Bookstore. The Simplified Hobo is not to be used to represent Hobo Day, and will be used sparingly on a case-by-case basis at the discretion of University Marketing and Communications.

The Simplified Hobo is to be used only in black or reversed in white on a dark background.



Weary Wil  
(Approved mark for Hobo Day use)



Simplified Hobo



# Additional Logos

The university holds trademarks on several other iconic logos. These logos are to be used sparingly and only with the permission of University Marketing and Communications. These logos are not to be altered or changed in any way.

The logos include: Dirty Lil and Weary Willie, On Call, Garden Line, SDSU Cereal Bowl, Beef Bowl, McCrory Gardens, and Oak Lake Field Station.

The University Seal remains an official symbol to be used only by the President's Office on official university documents such as: diplomas, commencement publications, honorary degree materials, and other official documents such as certificates. The Institutional Logo, rather than the seal, is to be used for all other applications.



Dirty Lil



University Seal



On Call



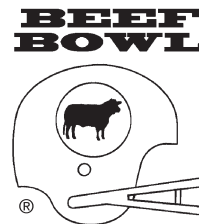
Garden Line



Hobotech wordmark



SDSU Cereal Bowl



Beef Bowl



McCrory Gardens



Oak Lake Field Station

# SDSU Sustainability Logo

In cases where it is appropriate to use a symbol to represent the university's sustainability program, the SDSU Sustainability Logo should be used. It should appear on all university publications and printed materials that directly support the aspects related to sustainability. Consistent application of this logo in communications both on and off campus, and in print and electronic form, is essential to the success of the SDSU sustainability program.

The SDSU Sustainability Logo is designed using a blue circle with a smaller yellow circle inside that combine into a green arrow. The words "Yellow & Blue Make Green" arch over the circle to the left.

In most applications, the logo should be used as a supporting logo with the university's Institutional logo as the primary mark. The Sustainability Logo may stand alone in certain situations with prior approval from University Marketing and Communications. Such instances would include, but are not limited to, recycling receptacles and certain apparel.

## Colors

This logo utilizes four colors from the university's color palette — blue (PMS 286) and yellow (PMS 110). This logo also utilizes green (PMS 335) and a darker blue (PMS 289). It is critical when reproducing the sustainability logo that these colors are used. This logo is not to be printed as a one-color logo. It must be printed as a four-color logo in all instances.

## Minimum Size

Do not reproduce the logo smaller than one inch in height. A smaller size may be used only if the physical size of the publication necessitates, but authorization should first be requested through University Marketing and Communications.

## Clear Space

To ensure visibility, provide adequate spacing between the logo and other design elements, a minimum required spacing of 3/16 inch is required.



full color



3/16" clear space



Logo on dark background



# Sustainability Logo | Guidelines

## Reproduction Guidelines

A high-resolution electronic file of the logo is available in several formats (TIFF, JPEG or Adobe Illustrator) from University Marketing and Communications. The logo is not to be redrawn, repropotioned, or otherwise modified. The logo must not be overprinted, manipulated, or distorted. Such alterations would damage the logo's visual integrity and effectiveness.

The words "Yellow & Blue Make Green" must always accompany the circle; these are not to be separated and used independently.

Using a border around the logo is strongly discouraged.

Use only authorized, camera-ready art of the official electronic files to reproduce the logo. Do not use third-generation art or low-resolution art downloaded from the Web for reproduction purposes. Low-resolution versions that work well on the Web are not of a high enough resolution for printing.

## Sustainability Letterhead

The sustainability committee may have the SDSU Sustainability Logo incorporated on their letterhead. The logo is to appear on the bottom of the institutional stationery in the center of the page at a size of one-inch in height.



Do not place on a background that does not provide sufficient contrast.



Do not stretch or distort.



Logo must be used in its entirety.



Logo must be used in all colors at all times

# Official Business Cards

In many instances your business card is a first introduction to South Dakota State University. It is important that this first contact convey a graphic identity that will be reinforced in subsequent contacts.

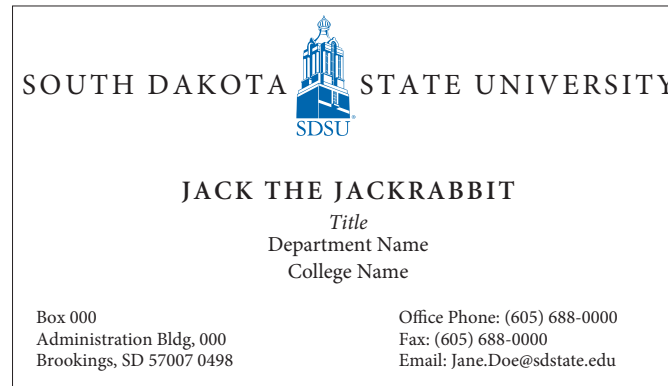
Information contained on business cards is subject to space limitations. The accompanying example indicates the actual size of the card and the maximum number of lines available for this information. The information may only include that shown in the example. Any additional information must be approved with the publications editor in University Marketing and Communications.

The card is printed by a thermographic process (raised lettering) in two-colors, the logo in PMS 287 (blue) and all other type is printed in black on bright white cover stock.

To ensure visual consistency, all official university business cards will be designed and printed through the SDSU Print Lab.

To order business cards, please contact the SDSU Print Lab at 688-5111.

**Use of the university business card to promote private enterprise is not permitted.**



◀ 11 pt. Minion Semibold

◀ 10 pt. Minion Semibold on 10 pt. leading

◀ 8 pt. Minion Italic on 10 pt. leading

◀ 8 pt. Minion on 10 pt. leading

◀ 7 pt. Minion on 9 pt. leading



# Official Stationery

Use of official stationery is permitted only for officially recognized colleges, offices, departments, divisions and academic organizations.

Standard stationery consists of the Institutional Signature printed in the upper left-hand corner and contact information in the upper right-hand corner in PMS 287. It is printed on 8.5-inch x 11-inch, 20 lb. white bond paper.

The contact information may only include (in this order):

- Name of College
- Name of Department
- Building and room number, box number (SCM 105, Box 2230)
- South Dakota State University
- City, State, and Zip Code
- Telephone Number
- Fax Number

Note: Websites and email addresses are not permitted on university stationery.

To ensure visual consistency, all official university stationery will be designed by University Marketing and Communications and printed through the SDSU Print Lab.



#### TRiO Upward Bound

SSU 065, Box 2815  
South Dakota State University  
Brookings, SD 57007  
Phone: 605-688-6653  
Fax: 605-688-6616

Not actual size.

# Co-Branding of Official Stationery

Collaborative organizations such as institutes and government agencies sometimes require stationery to be co-branded as a prerequisite for participation in a particular program.

Because branding for all agencies or organizations involved will require special consideration, please contact University Marketing and Communications for assistance with a design that is equitable for everyone involved.



University Related  
Program

SSS 000, Box 0000  
South Dakota State University  
Brookings, SD 57007  
Phone: 605-688-0000  
Fax: 605-688-0000

Dr. Jane Doe  
Program Director  
Phone: 605-688-0000

List of names and address  
may continue as needed.

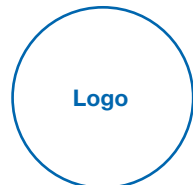
Dr. John Doe  
Field Director  
123 Main Avenue  
Pierre, SD 57000  
Phone: 605-688-0000

Another organization's logo may  
appear below address information.

Logos are located a half-inch below  
and in line with the left edge of the  
last line of contact information

Other organization's logos may be  
printed in one or more colors  
other than SDSU blue.

Other logos should be no  
larger than SDSU's logo.



Not actual size.





# Official Fax Cover Sheets

Use of official university fax cover sheets is permitted only for officially recognized colleges, offices, departments, divisions and academic organizations.


The standard fax cover sheet consists of the Institutional Signature printed in the upper left-hand corner and contact information in the upper right-hand corner in PMS 287. It is printed on 8.5-inch x 11-inch white bond paper.

The contact information may only include (in this order):

- Name of College
- Name of Department
- Building and room number, box number (SCM 105, Box 2230)
- South Dakota State University
- City, State, and Zip Code
- Telephone Number
- Fax Number

Additional information will include a place for the recipient's name, company, fax number, who the fax is from and the date. There is also a place to mark urgent, for review, please comment or please reply.

Suitable PDF versions of the fax cover sheet are available at no charge from the University Marketing and Communications, 688-6161 or by emailing [andrea.kieckhefer@sdstate.edu](mailto:andrea.kieckhefer@sdstate.edu).



**South Dakota  
State University**

TRiO Upward Bound

SSU 065, Box 2815  
South Dakota State University  
Brookings, SD 57007  
Phone: 605-688-6653  
FAX: 605-688-6616

## FAX

---

**To** \_\_\_\_\_ **From** \_\_\_\_\_

**Company** \_\_\_\_\_ **Date** \_\_\_\_\_

**Fax Number** \_\_\_\_\_

**URGENT**
 **FOR REVIEW**
 **PLEASE COMMENT**
 **PLEASE REPLY**

---

Not actual size.

# Official Envelopes

Use of SDSU's official standard business envelopes is only for officially recognized colleges, offices, departments, divisions and academic organizations.

A standard business envelope consists of the Institutional Signature developed for envelope use printed in PMS 287 in the upper left hand corner with return address information directly under it. It can be printed on standard #10, #9, or #6 3/4 white envelopes. Larger white envelopes are also printed in blue but larger manila envelopes are usually printed in black.

The contact information may only include (in this order):

- Name of College
- Name of Department
- Building and room number,  
box number (SCM 105, Box 2230)
- City, State, and Zip Code

Depending on how an envelope is mailed (first class, bulk, nonprofit or standard presort), the order of the return address may differ to correspond to U. S. Postal regulations.

To ensure visual consistency, all official university stationery will be designed by University Marketing and Communications and printed through the SDSU Print Lab.



South Dakota  
State University®

College of Arts and Science  
Chemistry Department

SS 121, Box 2202  
Brookings, SD 57007-0896

A standard #10 business envelope is 9.5" wide. ►



# Official Mailing Labels and Name Badge

## Mailing Labels

Official mailing labels for colleges, departments, or offices are printed in PMS 287 on a white, self-adhesive label stock.

To ensure visual consistency, all official university stationery will be designed by University Marketing and Communications and printed through the SDSU Print Lab.

## Name Badge

The university name badge identifies you and your connection to SDSU. The badges are blue and white with lines for your name and office. Titles and/or credentials (Mr., Dr., Ph.D.) are not permitted.

To order the official university name badge for use at meetings and events, go to the Facilities and Services website on the university website. From the Facilities and Services homepage, choose "Customer Forms" then choose "Sign Request" and download the PDF form. After you have completed the form, send it to the Facilities and Services office to place your name badge order. You may also access the PDF form through Inside State.



Actual Size



Actual Size

# Official Memo Pads

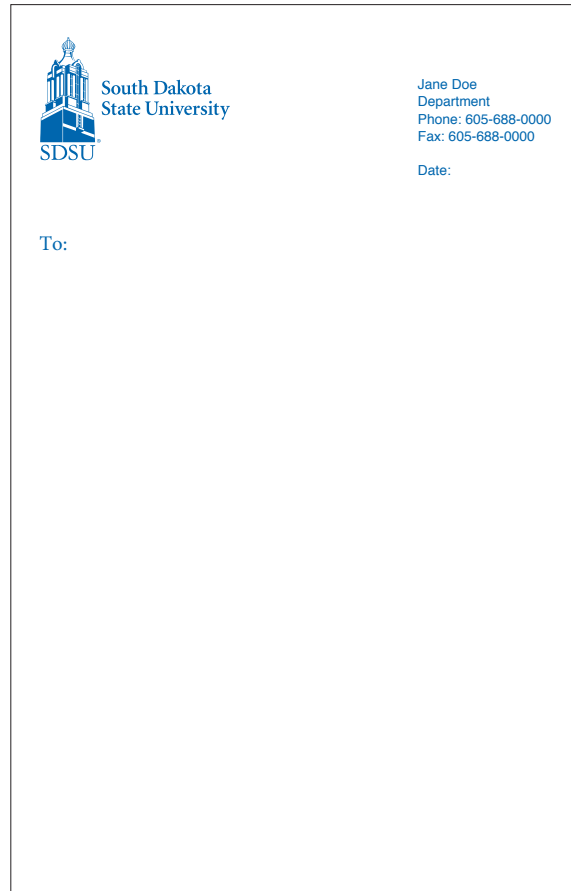
University memo pads have been developed to provide individuals with an informal means of communicating but are also consistent with university guidelines for use of the institution's name and logo. The pads, a standard 5.5-inch x 8.5-inch size, are printed in PMS 287 on white paper, and contain 50 sheets to a pad. The memo pads will use the same information as the standard university stationery.

The following guidelines have been developed to maintain lower production costs, quick identification for the reader, and simplicity:

Personal information may include:

- Name
- Department
- Telephone number
- Fax number
- Email address

No other symbols or devices should appear on the memo pads. Exceptions need to be cleared through the publications editor in University Marketing and Communications.

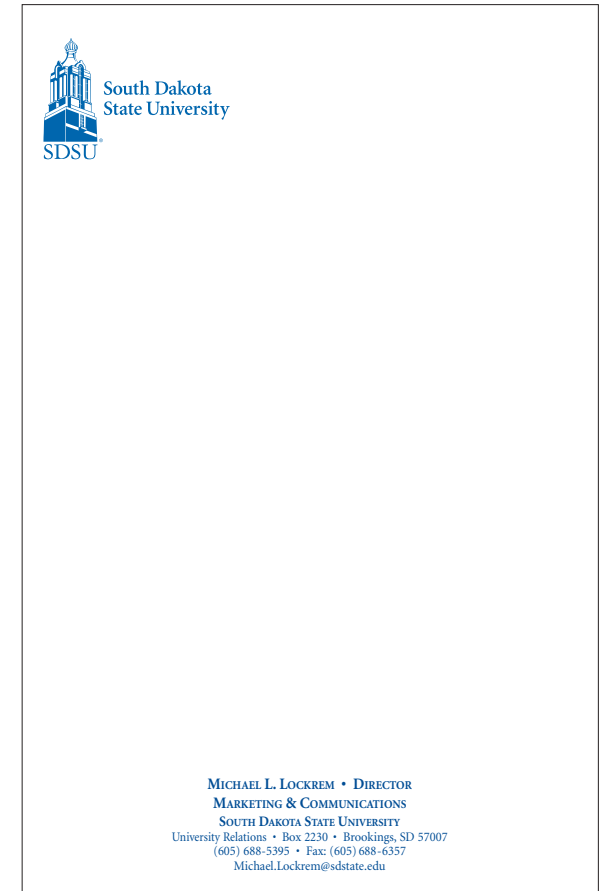


South Dakota State University  
SDSU

Jane Doe  
Department  
Phone: 605-688-0000  
Fax: 605-688-0000

Date:

To:



South Dakota State University  
SDSU

MICHAEL L. LOCKREM • DIRECTOR  
MARKETING & COMMUNICATIONS  
SOUTH DAKOTA STATE UNIVERSITY  
University Relations • Box 2230 • Brookings, SD 57007  
(605) 688-5395 • Fax: (605) 688-6357  
Michael.Lockrem@state.edu

Actual memo size is 5.5" wide x 8.5" deep.



# Email Signature, Electronic Stationery & PowerPoint Template

Email communication is just as important to conveying a consistent message as print publications. Messages sent from your office email account represent your program, department, college, and the university. They need to be as professionally written and professionally presented as the communications sent out on your university stationery or in paper memos.

When sending emails to external audiences, use the signature format outlined below with the institutional supplemental signature and address underneath personal information (see example):

- Name
- Title
- Phone number (605) 688-1234

**Since SDSU email is university business correspondence, personal tag lines, quotations, and background graphics should not be part of your email signature.**

## Electronic Stationery

Electronic stationery is available and approved only for email use. E-stationery is not a substitute for printing official SDSU stationery and does not replace hard copy originals for official university documents. The graphic standards that apply to printed stationery also apply to the electronic version.

Departments may request a template version of their SDSU stationery at the time of a print stationery order for no cost. Contact University Marketing and Communications at 688-6161 for additional information.

When using electronic stationery to send a letter from email, the document should be saved as a PDF and sent as an attachment. The original Word document should never be sent.

## PowerPoint Templates

University Marketing and Communications has created a PowerPoint template consisting of 5 different slide styles. The template is available from University Marketing and Communications.

### Andrea Kieckhefer

*Manager of Creative Services and Branding*

**Phone:** (605) 688-4537

**Cell:** (605) 695-8433

**Fax:** (605) 688-6357



**South Dakota State University**  
*University Marketing & Communications*  
Communications Center 105 • PO Box 2230  
Brookings, SD 57007-1498

sample email signature



sample PowerPoint template slides

# SDSU EXTENSION



The cooperative extension service in South Dakota is authorized to be branded as SDSU Extension with its own registered marks and signatures. While extension in South Dakota has a rich history that includes many previous names, the name to be used with all communications – printed, digital and verbal – is SDSU Extension. No previous versions of extension logos should be used under any circumstances.

All official communications and marketing materials representing SDSU Extension, including but not limited to print media, merchandise, apparel, business forms, audio/visual media, displays, banners, signage, publications, advertising, and electronic communications must include appropriate logos (see Usage Guidelines).

Only official university entities and commercial enterprises that enter into a licensing agreement with the university may use the logos and associated components. A list of licensed vendors is available from the University Marketing & Communications website.

All communications are subject to review by the Office of University Marketing & Communications and iGrow prior to production. Elements of the review include:

- adherence to graphic standards;
- proper use of copyright, trademark, and service marks and verbiage;
- consistency with University and SDSU Extension marketing and brand platform; and
- production quality improvement recommendations.

Requests for review can be sent to the Office of University Marketing & Communications at 605.688.6161 or [Andrea.Kieckhefer@sdstate.edu](mailto:Andrea.Kieckhefer@sdstate.edu). Vendors are responsible for providing proofs. Verify with your vendor that artwork has been approved before items are moved to production.

# SDSU Extension | Usage Guidelines

The iGrow logo is registered with the U.S. Patent and Trademark office. The SDSU Extension and iGrow logos must include a ® symbol visible in the upper right corner when the logo appears. Distorting or manipulating the logo to remove any of its elements is a violation of usage.

The SDSU Extension logo should appear on all SDSU Extension communications, publications, printed and electronic materials. Additionally, the iGrow logo is required on all items related to education, sellable products, marketing and promotion. It is also appropriate to utilize the iGrow.org wordmark to represent the official website of SDSU Extension on marketing materials. Questions regarding appropriate usage should be directed to iGrow.

## Sizing & Placement

The SDSU Extension and iGrow logos should never appear smaller than any non-SDSU logos it appears with and should, when appropriate, appear to the left of the other logos or first in reading order.

Do not print the logo smaller than one inch in width. A smaller size may be used only if the physical size of the publication necessitates, but authorization should first be requested through iGrow.

There should be adequate spacing between the logo and other design elements. Minimum space should be equal to the height of the E in Extension for the Extension logo. The minimum space required for the iGrow logo is equal to the height of the G.

## Guidelines for Reproducing

A high-resolution electronic file logo is available in several formats (TIFF, JPEG or Adobe Illustrator) from University Marketing & Communications or iGrow. Use only authorized camera-ready art of the official electronic files to reproduce the logo.

The logo is not to be redrawn, re-proportioned, or otherwise modified. The logo must not be overprinted, manipulated, or distorted. Such alterations would damage the logo's visual integrity and effectiveness.

Do not use third-generation or low-resolution art downloaded from the Web for reproduction purposes. Low-resolution versions that work well on the Web are not of a high enough resolution for printing.



Clear space: height of E



Clear space: height of G



1" minimum width





# SDSU Extension | Logo Guidelines

## Color

The SDSU Extension and iGrow logos should never be screened, shaded, graduated or appear in a multi-colored hue. The official colors of the logos are PMS 347 (green), PMS 109 (yellow) and PMS 287 (blue).

Whenever possible, the logos should appear using officially designated colors. The logos should always maintain maximum visibility over any background color or image. If reproduction constraints prevent the use of official colors, it is acceptable to use the black-and-white or reverse versions of the logo on merchandise, apparel and printed items. Prior approval needs to be obtained from the iGrow office for use of the non full-color logo. Refer to the Color Specifications section of this manual for tips on working with color.

## Color Palette



### Green (347)

Or 154g 68b  
100c 0m 86y 3k



### Secondary Green

124r 194g 66b  
56c 0m 100y 0k



### SDSU Yellow (109)

255r 209g 0b  
0c 10m 100y 0k



### Secondary Blue

Or 156g 203b  
83c 20m 9y 0k



### SDSU Blue 287

Or 48g 135b  
100c 72m 2y 12k



### Gray

85% or 70% Black

## Disclosure Statement

All printed materials from SDSU Extension are required to include a disclosure statement in one of the forms below.

### Short Version

South Dakota State University, South Dakota counties, and USDA cooperating. South Dakota State University adheres to AA/EEO guidelines in offering educational programs and services.

### Long Version

South Dakota State University, South Dakota counties, and U.S. Department of Agriculture cooperating. South Dakota State University is an Affirmative Action/Equal Opportunity Employer and offers all benefits, services, education, and employment opportunities without regard for race, color, creed, religion, national origin, ancestry, citizenship, age, gender, sexual orientation, disability or Vietnam Era Veteran Status.

## Signature Program Wordmarks

In some instances, it is appropriate for programs to be represented with custom graphic elements. This can be accomplished by submitting a request for custom wordmarks, colors and imagery. Custom elements can be used in addition to, not instead of, official logos.



# SDSU Extension | Stationery, Envelopes and Mailing Labels

Stationery and envelopes are for use by officially recognized colleges, offices, departments, divisions and organizations.

Standard stationery consists of the SDSU Extension logo in the upper left-hand corner with the address of the SDSU Extension Director and the disclaimer text at the bottom. It is appropriate for individual contact information to be included in the signature line of the communication. Removing or replacing the addresses of the SDSU Extension Director is not permitted.

Standard envelopes and mailing labels are printed with the SDSU Extension logo in the upper left-hand corner with the address of the SDSU Extension Director. Removing or replacing the addresses of the SDSU Extension Director is not permitted.

To ensure consistency, all official SDSU Extension stationery, envelopes and mailing labels will be designed through iGrow and printed through the SDSU Print Lab.

## Electronic Stationery

Electronic stationery is available and approved only for e-mail use. Electronic stationery is not a substitute for printing official stationery and does not replace hard copy originals for documents.

When using electronic stationery to send a letter from e-mail, the document should be saved as a pdf and sent as an attachment. The original Word document should not be sent.

Electronic stationery is available on InsideState or by request through iGrow.

The diagram illustrates the layout for SDSU Extension stationery, envelopes, and mailing labels. It shows three main components: a stationery layout, an envelope layout, and a mailing label layout. Each layout features the SDSU Extension logo in the upper left-hand corner, followed by the address: BERG AGRICULTURAL HALL 131, BOX 2207, SDSU, BROOKINGS, SD 57007. The stationery layout also includes a disclaimer text at the bottom. The mailing label layout includes a 'To:' field for recipient information.

**SDSU EXTENSION • BERG AGRICULTURAL HALL 131, BOX 2207, SDSU • BROOKINGS, SD 57007**

South Dakota State University, South Dakota counties, and U.S. Department of Agriculture cooperating. South Dakota State University is an Affirmative Action/Equal Opportunity Employer and offers all benefits, services, education, and employment opportunities without regard for race, color, creed, religion, national origin, ancestry, citizenship, age, gender, sexual orientation, disability, or Vietnam Era veteran status.

# SDSU Extension | Business Cards and Name Badges

To ensure visual consistency, all official business cards and name badges will be designed and printed through iGrow.

The accompanying examples indicate the actual size of business cards and name badges and the information that will be included on each:

- **First Name:** Employees have the option of listing an official first name or a preferred first name. Example: Listing Mike instead of Michael.
- **Middle Initial:** Employees have the option of including their middle initial.
- **Last Name:** Last name should be listed as the employee's official last name.
- **Professional Designation:** Professional designations (post-nominal titles), such as Ph.D., CPA, DVM, etc. are accepted and encouraged.
- **Title:** The title listed on the business card should be the SDSU Extension title of the employee. In some cases, administratively approved adjustments may be made to the title listed on the business card.
- **Address – Physical & Mailing:** In many situations, the physical (or street) address will be the same as the mailing address. In cases where there is a separate mailing address, the information will be listed as the second line of the address according to United States Postal Service Standards. Only the administrative home address will be listed.
- **Office Phone Number:** The phone number provided for your use by SDSU Extension will be listed.
- **Additional Number:** Either a cell phone or fax number may be listed.
- **Email Address:** The primary email address provided for your use by SDSU Extension will be listed.

- **URL:** The URL <http://www.iGrow.org> is the only accepted URL to be listed on SDSU Extension business cards.

Business cards and name badges can be ordered by contacting SDSU Extension (605-688-4147).





# SDSU Extension | E-mail and Templates

E-mail communications sent from your office e-mail account represent your program, SDSU Extension, your college and South Dakota State University.

When sending emails to external audiences, use the signature format with the SDSU Extension logo below the information: using Arial size 12pt. type in black.

- Name – Professional designations (post-nominal titles), such as Ph.D., CPA, DVM, etc. are accepted and encouraged
- Position/Title
- Address – Physical & Mailing: In many situations, the physical (or street) address will be the same as the mailing address. In cases where there is a separate mailing address, the information should be listed as the second line of the address.

Karla Trautman  
Associate Director  
154 Berg Agricultural Hall, Box 2207D  
Brookings, SD 57007  
Phone: (605) 688-4792  
Fax: (605) 688-6733  
karla.trautman@sdstate.edu  
<http://www.iGrow.org>

South Dakota State University, South Dakota counties, and USDA cooperating. South Dakota State University adheres to AA/EEO guidelines in offering educational programs and services



- Phone Number (Office and/or Cell)
- Fax number (optional)
- Email address
- URL – The URL [www.iGrow.org](http://www.iGrow.org) is required as the primary URL listed on all email signatures. A secondary URL is optional.
- Social media – Approved social media accounts may be linked to
- Office hours (optional)
- Short disclosure statement

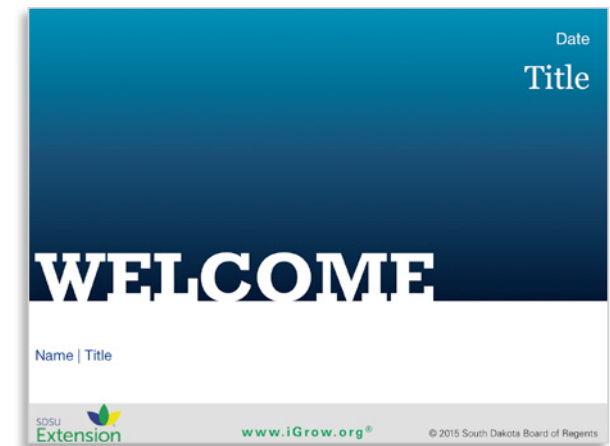
**E-mail Replies:** You should set up a separate signature for e-mail replies that includes your name, position/title, email address and phone number.

**4-H Youth Program Advisors:** If you work in more than one office, it is acceptable to include information (address, phone number, office hours) for each location.

**Personal tag lines, quotations, background graphics, and scanned or electronic signatures are prohibited.**

## Templates

A series of Word and PowerPoint templates have been designed for use in all presentations conducted by SDSU Extension staff. The templates are available on InsideState or by request through iGrow.



sample PowerPoint template

SDSU Extension 4-H Youth Development is a means for South Dakota State University to carry out responsibilities under the Smith-Lever Act, 7 U.S. Code (USC) 341.

Authorization for in-state use only must be sought from the corresponding state 4-H office. The 4-H Name and Emblem web based application form must be completed by entities seeking to use the 4-H Name and Emblem for multi-state or national purposes.

View the official user guides and resources from the National Institute of Food and Agriculture for more information: <http://nifa.usda.gov/resource/4-h-name-and-emblem>.

## SDSU Extension 4-H Professionals

4-H professionals are required to follow SDSU Extension graphic identity standards when representing SDSU Extension 4-H Youth Development.

## 4-H Graphic for County Use

A standard graphic is provided to identify county-based activities of South Dakota 4-H.

4-H items meeting one or more of the following criteria do not require the SDSU Extension or iGrow logos:

- Items that are not considered intellectual property of the South Dakota Board of Regents. Intellectual property encompasses all forms of creativity, such as inventions, processes, unique materials, discoveries, improvement on existing technology, know-how, software, and creative or artistic works. Intellectual property is covered under law through patent, copyright, trademark, and trade secret protections. Further, Intellectual property is protective through use of agreements which control access and use of such intellectual property. Employees can refer to South Dakota Board of Regents Policy 4:43 for additional information.
- Local (single county only) awards (ribbons, plaques, buckles, etc.)
- Apparel or merchandise ordered from the National 4-H Mall

## South Dakota 4-H



South Dakota 4-H text set in Univers 75 Black at 48pt.  
Text set below should be in Univers 75 Black at 48pt type.  
Arial can be substituted for Univers 75 Black  
if it is not available.

## What are the 4-H Name and Emblem?

The official 4-H emblem is a clover with four leaves and an “H” on each leaf. The clover’s stem must point to the right as you look at the image. The 4-H emblem is not a plain four-leaf clover. The emblem should appear in specific colors and in its entirety. The 4-H name and emblem belong to the 4-H Youth Development Program. The name and emblem are under the authority of USDA, and anyone wishing to use them must obtain permission to do so ahead of time. If you are a 4-H member or volunteer, you are permitted to use the 4-H name and emblem once your program is chartered with the official 4-H Charter from National 4-H Headquarters at the Cooperative State Research, Education and Extension Service (CSREES) within the USDA.



Preferred



Accepted



Accepted



4-H Kids Club

Appropriate Use



Inappropriate Use

## Using the 4-H Name and Emblem: Graphics Basics

The official 4-H emblem is a four-leaf clover with an “H” on each leaf and the stem turned to the right. The emblem may be two-dimensional (flat) or three-dimensional (with shadows that show depth and perspective). Authorized users of the 4-H emblem should take care to ensure that when they use the emblem, the following guidelines are followed:

- Obtain the official 4-H emblem and use it in its entirety.
- Do not “flip” the image to create a framed look. The stem on the clover must point to the right as you look at the image. Under no circumstances should the stem be changed to point to the left.
- Make sure you are familiar with resizing graphics through the software application being used. Do not distort or warp the dimensions of the emblem.
- Never use the 4-H emblem to imply endorsement of any product or material.
- Follow the graphic use guidelines outlined on this page. For additional information, contact National 4-H Headquarters.

## Use the Whole Emblem

The 4-H emblem should always appear in its entirety. That means it should always appear as a whole and complete image—the image recognized by millions of people. This means: Don’t remove any leaves. If you are using a clover image that has an “H” on each leaf, the leaves cannot be removed or have another image superimposed over the top of the leaves. Other images should be moved and appear completely separately from the 4-H emblem. This also means you shouldn’t “cut off” a leaf by running it off the edge of the paper in print media or other designs. Don’t place text or other images over or on top of the 4-H emblem. The 4-H emblem should not appear screened under words or graphics. No photo, drawing, symbol, word, or other figure or object may be placed on or obscure the 4-H emblem. This includes placement on Web pages, where it should not appear as a “watermark” behind other information.

## Keep it Upright

In general, the 4-H emblem should not be rotated or turned on its side. There are some exceptions, such as on fabric where the emblem is scattered randomly across the fabric or in other random designs. If you are considering an exception, please contact the National 4-H Headquarters.

## Color

The 4-H emblem should never be screened, shaded, graded, or appear in a multicolored hue. The official and preferred color of the 4-H emblem is green (the “H’s” reversed out to the color of the paper on which the emblem is printed). The clover can also be white, black, or metallic gold. The “H’s” on the clover can be white, metallic gold (only on a green clover), green (only on a white clover), or black. The clover can be outlined in green (for white clover) or white (for green clover) to add prominence to the image and make the emblem stand out from the background.

## Distortion and Proportion

The appearance, shape, and proportion of the 4-H emblem should never be distorted to fit in an imprint space. Do not make the 4-H emblem longer, taller, wider, angled, or squarer. Do not alter the shape in any way. Do not make the 4-H emblem so small that the “H’s” are no longer clearly legible. The overall size of the 4-H emblem may be changed, but the proportions must remain intact. All standard word processing software applications allow you to scale an image while maintaining its original proportions. Before rescaling the 4-H emblem, please consult your software manual for proper instructions.

If your questions are not answered here, please call the South Dakota 4-H office at (605) 688-4167, or go to the National 4-H Headquarters Website at: [www.national4-hheadquarters.gov/emblem/4h\\_name.htm](http://www.national4-hheadquarters.gov/emblem/4h_name.htm)

# SIGNAGE

Campus signage, from building identification to directional signs, is another way in which SDSU maintains a consistent brand identity.

The following pages illustrate the different types of common building, wayfinding, and vehicle signage found on campus.

On the main campus, official building signage may only use the official South Dakota State University Wordmark.

Signage is administered by the Department of Facilities and Services. For questions about university signage, contact Dean Kattelman, assistant vice president of Facilities and Services, (605) 688-4136.





# Signage | Colors and Fonts

## Primary Signage Fonts

The primary font for wayfinding signage is Minion Semi-bold and Helvetica in cap/small cap.

SOUTH DAKOTA STATE UNIVERSITY  
ONE LINE

SDSU  
ONE LINE

SOUTH DAKOTA STATE  
UNIVERSITY  
TWO LINES

For more information about the official university fonts, please see the Typography section on page 15.

## Primary Signage Colors



**SDSU Blue**  
PMS 287



**SDSU Yellow**  
PMS 109



**Brown** (background)



**Green** (accent)

# Signage | Exterior

Main Entry

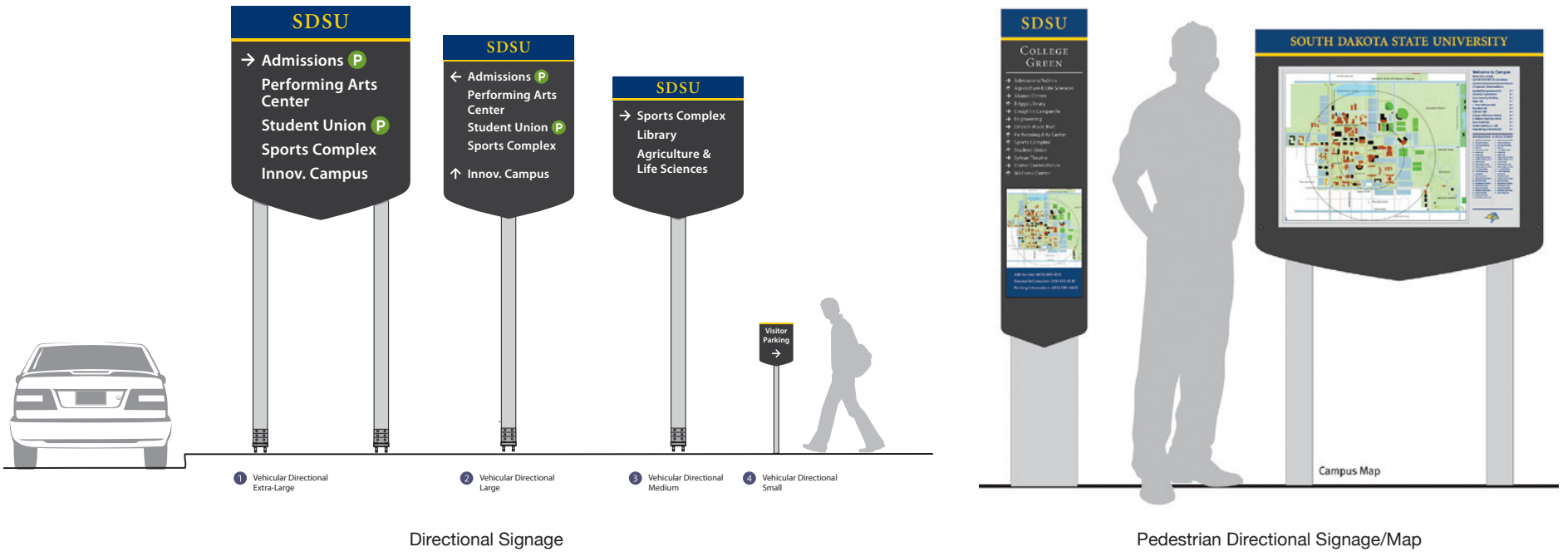


Gateway Signs





# Signage | Exterior



Directional Signage

Pedestrian Directional Signage/Map

# Signage | Exterior

## Building Identification

Campus buildings will have lettering displaying the name of the facility attached to the building facade. The metal lettering will be Times New Roman typeface in a finish that contrasts from its background; options include black anodized, dark bronze anodized, medium bronze anodized or clear anodized.

In situations where the building does not lend itself to exterior mounted signage, a ground-mounted sign will be located near the facility. Ground-mounted signs can be either single or double sided, which will be determined by the needs of individual situations. Ground-mounted signs and supports shall be fabricated from aluminum and installed into poured concrete footers.

Facilities and Services will review and approve lettering, locations, size and finish of all exterior signage.

## Functional Area-Public Access

Functions within buildings that require extensive access from the general public may be identified on the ground-mounted building sign. If a ground-mounted building sign is not present, a second building sign may be installed with the building name and public facility with approval of the Buildings and Grounds Committee as necessary. Funding will be the department's responsibility.



Ground-Mounted Signage

UNIVERSITY STUDENT UNION

UNIVERSITY STUDENT UNION

Building-Mounted Signage



# Signage | Interior

All interior signage must conform to the ANSI (American National Standards Institute) Code as regards to the visually handicapped.

## Sign Material

All signage shall consist of white lettering on an Azure Blue background. White engraving appliqué shall have a 1/32-inch profile with adhesive on the back side for adhering to 1/16-inch blue substrate. All appliqué letters shall be Helvetica font, with a finished letter height of 5/8 of an inch. All lettering shall include both upper and lower case. All sign plates shall be 12 inches in length with variable width, and have square corners for placement in a standard 12-inch metal frame.

## Room Numbers

Each doorway in a building shall have a 1 1/2-inch x 3-inch black sign with white lettering in Helvetica font, which shall identify the room number of the entrance. These signs shall be centered on the door frame at the entrance of the room. If a situation occurs where there is not enough room for the above specified signage, Facilities and Services Sign Department will address each situation individually.

## Corridor Signs

**Room Description:** Each room shall have in addition to the room number sign, an identifying sign, 3 inches (minimum) wide by 12 inches long. The sign shall be mounted 5 feet above the floor to the center line of the sign on the latch side of the door. If there is insufficient wall space adjacent to the door, the sign may be mounted

on the nearest adjacent wall where space is sufficient. The first required line of text shall identify the room number and the room function (ex. office, classroom, wet laboratory, etc.), the second required line, shall identify the room number and function in grade 2 Braille.

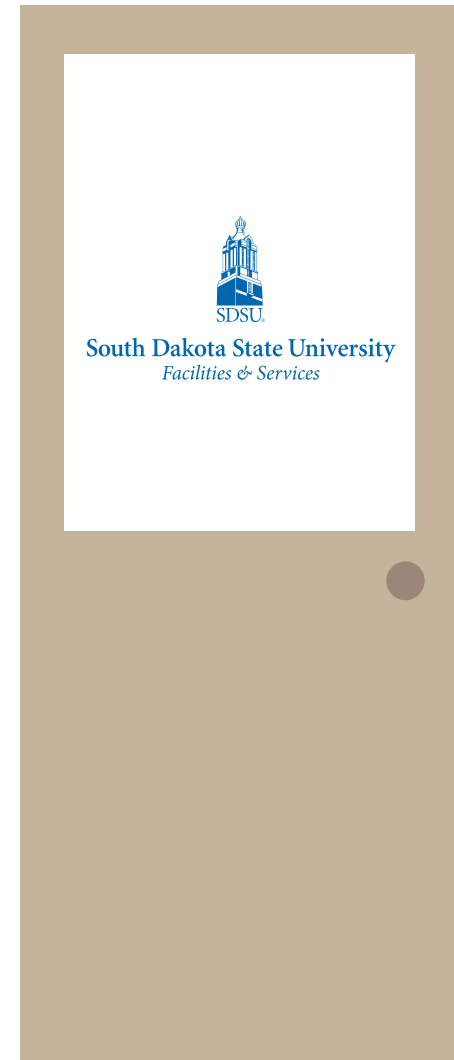
**Occupant Name:** The room occupant(s) may be identified on the corridor sign, below room identification sign and in alphabetical order, unless otherwise requested. Occupant names will include first initial and last name in Helvetica font on a 1-inch by 12-inch sign with blue substrate and white engraved appliqué. Names will be listed only if occupant is classified as a professional employee or career service employee range 12 and above. No titles will be noted on the signs. Other room occupant signs will be installed if specifically approved by the department head. The department head has the authority to determine which Career Service employees are eligible for installation of name signs at the office entrance.

Any special signage situation that arises will be addressed on an individual basis by Facilities & Services Sign Department.



Room Occupant Sign

304

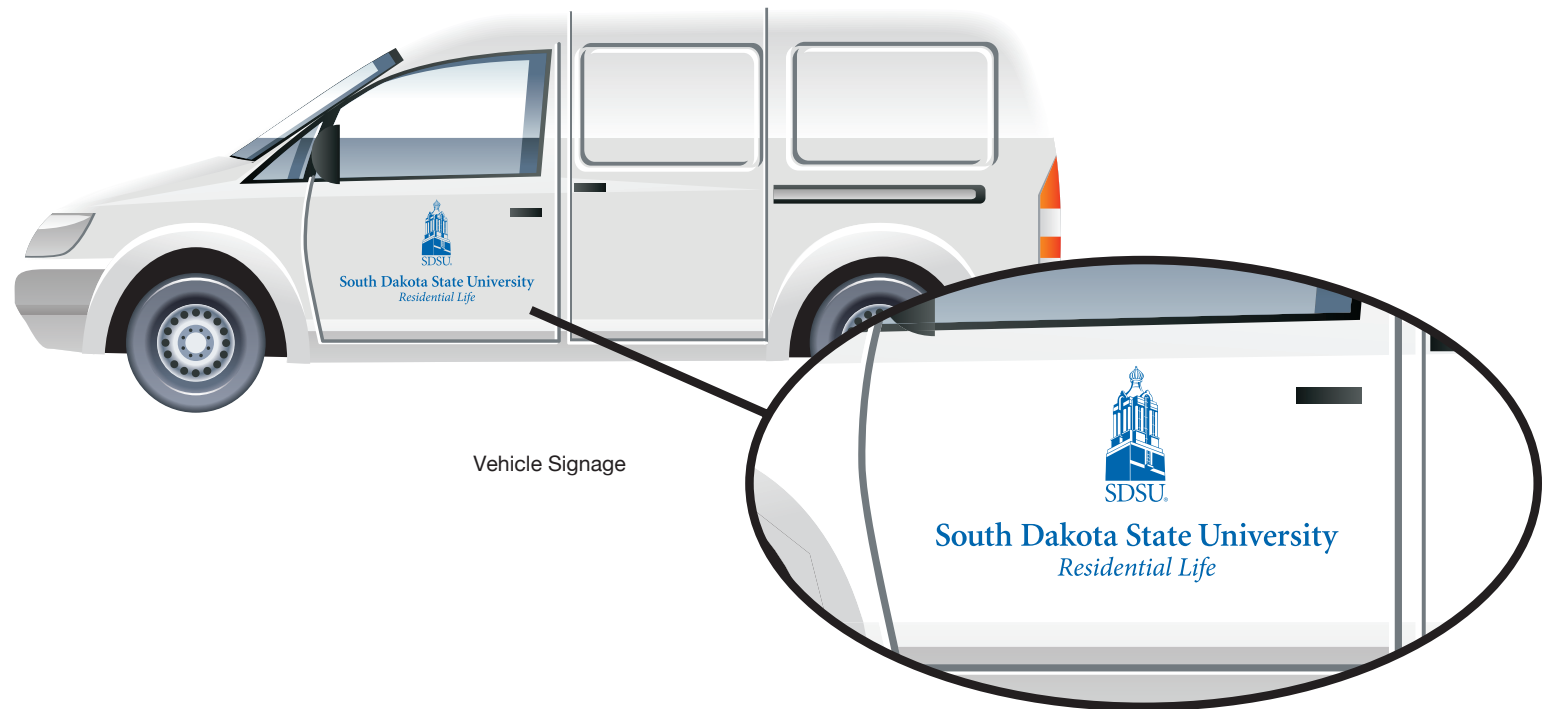


Door Signage

# Signage | Vehicles

## University Vehicles

When feasible, the official University signature should be displayed on the front doors of University vehicles. The signature should appear in either the centered or left version in SDSU Blue (PANTONE 287 C) between 12 inches and 24 inches wide. See Color section for information on specific SDSU colors. Avoid moldings, radical contours, and side mirrors. A unit may use its supplemental signature (see page 13 for information on supplemental signatures).



Vehicle Signage



# Signage | Naming Facilities, Programming Units or Entities

## General Guidelines & Definitions

The South Dakota State University naming policy upholds the mission and reputation of the university. Deliberate and very serious consideration is given to the naming of facilities and programs in order to appropriately recognize those being honored.

This university policy is in compliance with Board of Regents policy 1:27, Naming of Institutional Facilities, Programmatic Units or Funded Academic Honors, <http://www.sdbor.edu/policy/1-Governance/documents/1-27.pdf>. As spelled out in this policy, the Board of Regents shall approve the names of all new or existing campus facilities such as roadways, buildings and additions (if the addition is to carry a different name from the original building) costing more than \$250,000. It shall also approve the naming of programmatic units such as colleges, schools, institutes, centers or departments. The university president may name wings, halls, rooms or other areas within buildings, and chairs, lecture series or other funded academic honors.

The term “facilities” refers to any building, part of a building, structure, street, drive, landscaped area, outdoor art, open space, farm, physical improvement or other property under the administrative control of the university. The term “programs” refers to any academic or non-academic program, school, college, institute, center, etc., but does not include endowed faculty positions (e.g. chairs, professorships, etc.) or named funds to support students (e.g. scholarships, fellowships, awards, etc.).

## Naming Categories

- A. Facilities & Physical Properties
  - 1. Building or building complex.
  - 2. Major building components, such as wings, floors or technology systems.
  - 3. Interior Spaces – may include, but not limited to: classrooms, laboratories, auditoriums, locker rooms, arenas, courts, conference rooms, lobbies and offices.
  - 4. Outdoor spaces and structures – may include, but not limited to: athletic fields, courts, plazas, gardens, gates, walking paths, outdoor art, and landscaping.
  - 5. A name proposed for a new facility or a facility to be renovated may be considered when the gift represents a substantial component of the projects’ total cost, typically 50 percent or more of construction.
  - 6. A name proposed for an existing but presently untitled facility so as to recognize a gift to the institution may be considered when the gift represents a significant proportion of the value of the facility.
- B. Programs
  - 1. Academic
    - a. Academic Schools, Colleges and Departments
    - b. Centers or Institutes
    - c. Research funds, academic program funds, lectureships, funds for excellence, student enrichment, retention, etc.
    - d. Library special collections or other functional areas
  - e. Student professional development

- 2. Non-Academic
  - a. Athletic programs
  - b. Co-curricular programs
  - c. Student support services
  - d. Residential Life
- C. Endowed Positions
  - 1. Dean, Director, Department Head
  - 2. Chair, Distinguished Professor, Professor or Faculty Scholar
  - 3. Postdoc, Graduate Fellowship or Graduate Assistantship

## Conditions for Naming

- A. Both naming of programmatic units and naming of existing or new facilities with costs of construction greater than \$250,000 must receive approval from the Board of Regents. For projects less than \$250,000, the naming process will be a campus decision and follow the process outlined in this policy.
- B. According to Federal Requirements including State or Congressional Law, Center names are often designated in Congressional authorizations, by federal agencies, or by state programs (ex. 2010 Research Initiative). In these cases, the designated names will be used. Central administration will be informed of the name as well as the source of the authorization language where the name is designated (ex. 2008 Farm Bill section 7526).
- C. Philanthropy: A donor shall be recognized when they have provided substantial funding for a facility or other entity as defined below.



# Signage | Naming Facilities, Programming Units or Entities

1. New Construction (which may include maintenance endowments): Gift amounts shall provide a substantial portion of the projects' total cost.
  2. Existing Spaces: The gift amounts shall provide a substantial amount of funding for maintenance, repairs, and enhancement of a facility or space.
    - a. Considerations shall be made regarding visibility and use of the space, current market, donor interest, and campus and peer institution comparables.
  3. Colleges, Schools, Departments, and Programs: The amount of the gift shall provide significant program improvements that transform the unit, elevate the quality and status, and make the unit more competitive.
- D. Non-donor Naming for Honor or Distinction
1. Consideration may be given to naming a facility for non-monetary reasons as an honor to someone who upholds the university's ideals and reputation through distinguished service to the university in an academic, administrative, or by other exceptional ways which have significantly contributed to the welfare of the university.
  2. Likewise, a name may be given for distinguished service beyond the university through civic leadership or humanitarian activities.
  3. Serving Regents, elected officials, and institution employees are not eligible for a naming opportunity except in unusual cases.

## Naming Process

- A. Naming Committee shall oversee this policy and will

review all naming or related requests in accordance with the policy.

1. The Naming Committee shall include the Provost, Vice President for Finance and Business, Assistant Vice President for Facilities and Services, Foundation President/CEO and Foundation Vice President of Development and other Vice Presidents, Deans or Directors when applicable.
  2. Prior to solicitation, all proposed naming opportunities and all proposed names must be approved by the Naming Committee.
  3. Upon review and approval by the Naming Committee, a recommendation is sent to the President for consideration.
- B. President Approval
1. The President shall review the recommendation of the Naming Committee.
  2. The President holds final approval for construction projects costing less than \$250,000. For projects greater than \$250,000 and other programmatic/position naming, the President shall forward his/her recommendation to the Board of Regents for official naming approval.
- C. Board of Regents Approval
1. All new or existing facilities and additions with construction costing more than \$250,000 shall be approved by the Board of Regents.
  2. Programmatic Units such as Colleges, Schools, Institutes, Centers or Departments shall also be approved by the Board of Regents.
- D. Foundation
1. Upon approval by all parties, the Foundation shall complete donor communication and documentation.

## Duration of Names

### A. Term Naming

1. A name may be approved for a period of years, as specified in the Naming Request Form.
2. The length of time will be based on the amount of funds donated and the space or program type that is sponsored.

### B. Life of Project Naming

1. An approved name of a facility or program shall remain for the duration of the life of that facility or program.
2. In the event of demolition or renovation to a facility, whether intentionally, through accident, or act of nature, the university reserves the right to continue recognition in alternate ways. Commemorative signage shall denote the previous name and years of recognition.
3. In the event that a named Academic Program, College, Department, Institute or Center is discontinued, the university reserves the right to continue recognition in alternate ways.

### C. Perpetual Naming

1. An approved name supported by an endowment shall be considered perpetual.
2. In the event that a named facility or space changes function, the appropriate authority (university or Board of Regents) shall review the related gift agreement(s) to ensure any naming or function change is consistent with previously established stipulations.
3. A second name may be added to a building when significant funding is needed to renovate an existing facility in order to meet the programmatic



# Signage | Naming Facilities, Programming Units or Entities

needs of the unit. Any proposal to add a second name in recognition of a gift shall go through the normal naming process. The review shall include any gift documents pertaining to the original gift and related naming, as well as the gift documents pertaining to the subsequent gift and proposed renaming.

4. In the event of an unforeseen circumstance, the university has the right to discontinue use of a name in order to protect the ideals and reputation of the university. This will be done judiciously, with great care and deliberation, and shall involve the President, legal counsel, and the Board of Regents.

## Signage Guidelines

All signage for donor recognition shall be in compliance with campus design guidelines. Display and/or signage depicting a named facility, space or program shall follow university standards and be approved by the Assistant Vice President for Facilities and Services. University signage standards are outlined below.

### A. Buildings

1. Exterior: The approved facility name will appear in an appropriate size and style on the exterior of the building and will be readily visible.
2. Interior: Building signage and honorary naming signage shall be located at the main entrance to the building. Signage will be an appropriate size and finish compatible with existing interior finishes.
3. Construction completion signage: According to Board of Regent's policy (6:7), each building upon completion shall have signage which includes the following: name of the building/facility; date of

construction; governor; South Dakota Board of Regents members; South Dakota State University; SDSU President; South Dakota building authority; and architects/engineers.

4. Major Building Components: Unenclosed Interior Spaces shall place an appropriately sized sign stating the donor name at a maximum of two entrances to the space.
5. The purchase and installation of all plaques must be coordinated with both the SDSU Foundation and SDSU Facilities & Services.

### B. Interior Spaces

1. An appropriately sized sign stating the donor name shall be placed at the entrance to the space according the Facilities and Services policies.
2. The purchase and installation of this plaque shall be coordinated with both the SDSU Foundation and SDSU Facilities & Services.

### C. Outdoor Spaces

1. Landscaping
  - a. Campus landscaping features may be donated in honor or memory of an individual, association, business, company or corporation. Common examples may include gardens or tree plantings.
  - b. All outdoor donations shall be recorded at the SDSU Foundation and with the Department of Horticulture, Forestry, Landscape, and Parks and shared with Facilities and Services. The plant species, varieties, and appropriate size shall be approved by the Campus Planning and Design Committee, which serves as the Campus Tree Board, to meet the requirements to maintain South Dakota State Tree Campus USA

designation. Assistant Vice President for Facilities and Services reserves the right to recommend species and location.

- c. Long-term upkeep of these types of spaces will rest with Facilities and Services.
2. Other Outdoor Naming Opportunities include, but are not limited to, fields, courts, plazas, gardens, gates, and walking paths.
3. Visual recognition for outdoor spaces shall be dealt with on an individual basis with particular concern regarding practicality and maintainability. Special considerations shall be given to maintenance obligations of outdoor spaces or structures, such as mowing, weed control, and snow removal.

## Waiver Procedure

There may be extraordinary cases whereby exceptions will be granted to this policy. These will be reviewed by the president and, when warranted, approved by the Board of Regents.

For additional information on naming policies and to view Appendices, visit [www.sdstate.edu/about/policies/facilities/](http://www.sdstate.edu/about/policies/facilities/) and click 11.5 Naming Facilities & Units.

# Signage | Donor Recognition

The information outlined in this section will provide the underlying strategies and design specifications for donor recognition for a wide variety of facilities at South Dakota State University. The standards noted below have been created to provide flexibility to address the needs and complexities of the greater campus community, provide a high degree of consistency, and maintain the overall campus visual climate. The standards and information noted below will address:

- Graphic and Style Standards
- Signage Materials
- Signage Locations
- Complex facilities and organizations such as entire buildings, colleges or other organizations
- Small facilities such as rooms, laboratories, atriiums, etc.
- Outdoor facilities such as fields, parks, courts, etc.

All permanent signage proposals must be approved by the South Dakota State University Foundation for compliance with the standards noted below.

## Graphic and Style Standards

Graphic standards for all building signage and naming must adhere to university graphic standards.

## Fonts

Minion, Times New Roman or Helvetica Neue is required on all exterior or interior signage. Great care should be exercised when designing and producing signage for the university. Fonts and typesetting should be appropriate to the campus environment, the architectural integrity of the facility, the location of the signage, and the available lighting for the signage location. Font size and spacing

should be appropriate to the specific location and viewing distance of the signage. For more information specifically on university fonts and their usage please see the Typography section on page 15.

## Editorial Style

Consistent use of the university's editorial style for all recognition materials is critical in providing a clear and consistent message to the university's various audiences.

All caps and italicized type should be used sparingly and with discretion. Messages in all caps or italics are difficult to read. Sentences should be written in regular sentence case. South Dakota State University must be spelled out on its first reference, but may be abbreviated to SDSU thereafter. Avoid using the ampersand. Fully spell out proper names. Abbreviations should be avoided.

## Language - General

All language on donor recognition signage must be approved by the South Dakota State University Foundation. To ensure consistency, signs recognizing benefactor(s) should utilize the following phrase:

*"This facility/room/space was made possible by a generous contribution from (donor name)."*

## Corporate Logos

Individual benefactor(s) names will be spelled out using Minion, Times New Roman or Helvetica Neue typeset text when included in any message. Corporate logos should always be paired with approved recognition language describing the donated facility. Corporate logos may be displayed in black, white, or corporate color

schemes. The South Dakota State University Foundation will determine best use based on the facility and placement. When the benefactor(s) requests the use of a backlit display, consideration may be given only to outdoor applications. Backlit signage is not permissible indoors. Approval must be granted or denied by the Office of the President.

## Material and Colors

Various colors of materials may be used. When appropriate, consideration may be given to the primary University colors. Materials for signage will be determined based on the colors and materials within the building in order to compliment the space.

## Signage Locations

Newly developed and donated facilities should be built with a central donor recognition area in a public space. Existing facilities should utilize a central public donor recognition area as much as possible. The installation of recognition signage should be at an appropriate level to allow for maximum viewing for the general public. Font size, room/space size, and the visual plane at which the signage will be viewed should be accounted for in the development of any signage project.



# Signage | Donor Recognition

## Complex Facilities and Organizations

### Building Exterior

Complete buildings to be named after a benefactor(s) have the name of the organization or individual displayed in an appropriate university typeface on the building facade. The size of the letters must be appropriately proportional to the original building design. To maintain the overall integrity of the campus environment, corporate marks/symbols, or logotypes are not preferred on the external facade of any university building or on any external building signage.

### Building Interior

Recognition of a benefactor(s) on the interior of a building must include the organization or individual's name displayed in the official university typeface. The benefactor's corporate logo may also be used (see corporate logo standards on page 55).

### College/Department Names

Recognition of a benefactor(s) for a named college/department should be displayed on the interior of the building in which the organization's main office is located. The recognition may be displayed either outside and or inside the dean/director/department head's office.

### Interior Spaces of Buildings

Recognition of a benefactor(s) for a room, laboratory or other interior spaces should be recognized outside the room in the corridor near the main doorway. The size of the sign will be 3 inches high by 12 inches wide, mounted above the 3-inch by 12-inch corridor sign.

In addition to the corridor signage, if deemed appropriate by the South Dakota State University Foundation, recognition of the benefactor(s) may be located inside the room, but is not required. The sign will be placed in a prominent location within the room deemed appropriate by Facilities & Services. The size will vary depending on the space available.

### Outdoor Space

Recognition of a benefactor(s) for an outdoor space should be placed in a prominent location. The size of recognition must be appropriately proportional to fit the integrity of the location.

# USAGE DETAILS AND CONTACTS

The SDSU Graphic Identity Manual establishes official policy and standards for the design and content of university print and online publications, business collateral and other collaborations. The document describes specific rules and usages to be followed by authors and editors. Adhering to these standards will help ensure that communications from every college, department and office speak with a clear and uniform voice that best represents the image and brand of South Dakota State University.

The following outlines the licensing process at SDSU as well as lists all the different trademarks the university holds in regards to logos and verbiage.

In addition, the role of University Marketing and Communications is outlined explaining how the office can be of service to you.

Please contact University Marketing and Communications with any questions at 688-6161 or email [sdsu.umc@sdstate.edu](mailto:sdsu.umc@sdstate.edu).



# Miscellaneous University Representation

## **Newspaper or Magazine Advertisements**

All advertisements placed in print media, with the exception of classified ads, should always contain the appropriate university logo and be approved by University Marketing and Communications.

## **Video or Electronic Media Applications**

The appropriate university logo should be used as a signature in any video production and should be included in any advertisements, public service announcements, or any production credits. They should be approved by University Marketing and Communications and should include the line “All rights reserved for SDSU.” In all other instances the same guidelines governing publications apply.

## **Exhibits and Displays**

Exhibits and displays representing the university should prominently display appropriate university logo. Please obtain approval from University Marketing and Communications prior to final production and display.

## **Radio Advertisements**

The university should be identified as either South Dakota State University or South Dakota State.

# SDSU Trademarks

## Trademarks and Licensing

South Dakota State University owns and controls the use of its signature logos, insignias, seal, designs, symbols, wordmarks, depictions of campus buildings used commercially, and other marks, collectively called “trademarks,” that are associated with the university. These include but are not limited to the words “South Dakota State University,” “South Dakota State” (in reference to the university), “SDSU,” “SD State,” “Jacks,” “Jackrabbits,” “Go Jacks,” “Go Big. Go Blue. Go Jacks.” (or any other deviations thereof), as well as the signature logos of the University seal, the Coughlin Campanile, the Jackrabbit and Jacks Logos and the SD Logo. SDSU owns other trademarks that are specific to University programs including “Beef Bowl,” “Cereal Bowl,” “Jackrabbit Guarantee,” “You can go anywhere from here” and “Campanile Records.” This is not an exhaustive list and is expected to continue to expand.

Specialized logos such as “Weary Willie” and “Dirty Lil” are protected through the South Dakota Secretary of State’s office and are owned by the university.

Use of any SDSU trademarks without license or permission is prohibited. Authorization for use of university trademarks, are granted for one-time use and should not be construed as future-use authorization. SDSU reserves the right to pursue any and all legal avenues and takes whatever measures necessary to protect its trademarks from infringement.

Guidelines have been developed to describe how SDSU trademarks are to be presented, displayed, and reproduced. These guidelines may change from time to time. Current trademark guidelines are available from University Marketing and Communications.

University Marketing and Communications personnel who work with the SDSU trademarks will be the judges of acceptability and reserve the right to grant approvals that deviate from these guidelines. Questions on licensing and artwork should be directed to University Marketing and Communications (605) 688-6161 or to become a licensee, contact the SDSU Business office, 605-688-6594.

**All university entities, campus groups, registered student organizations, sports clubs or individuals must get prior approval from the licensing program for the use of the university’s name or marks.**

## Definitions

“A trademark is a distinctive mark placed on or attached to goods by a manufacturer or dealer to identify them as made or sold by that particular firm or person. The use of a trademark indicates that the maker or dealer believes that the quality of the goods will enhance his or her standing or goodwill, and a known trademark indicates to a buyer the reputation that is staked on the goods.

“Registration of a trademark is necessary in some countries to give exclusive right to it. In the United States, Canada, and Great Britain the sufficient use of a trademark not previously used establishes

exclusive right to it, but registration is provided as an aid in defending that right. In the United States trademarks are registered with the U.S. Patent and Trademark Office. Internationally, trademark registration is facilitated by the World Intellectual Property Organization, under the Madrid Protocol. Imitations of a trademark wrong both the owner of the trademark and the buyer, who is misled as to the source of goods, and such infringements of a trademark are punishable by law.” [The Columbia Encyclopedia, Sixth Edition \(2001-05\).](#)

Trademarks may also be considered any design, symbol, art, seal, word, or groups of words that have come to be associated with the university.

Campus groups, registered student organizations, or sports clubs may make use of the university name in its title, publications, or stationery (with prior approval) but may not use the name in a way that would convey an endorsement, approval, or underwriting of the organization, product, activity, service, or contract by South Dakota State University.

Use of alcohol, tobacco, or illegal substance graphics, or descriptions or unauthorized use of the trademark, is prohibited in conjunction with the university’s name or trademarks.



# SDSU Trademarks

## Federally Registered Verbiage

The following verbiage are federally registered with the U.S. Patent & Trademark Office and require a ®.

Beef Bowl<sup>®</sup>  
Campanile Records<sup>®</sup>  
Cereal Bowl<sup>®</sup>  
Go Jacks<sup>®</sup>  
Hobo Day<sup>®</sup>  
Jacks<sup>®</sup>  
Jackrabbit Guarantee<sup>®</sup>  
Jackrabbits<sup>®</sup>  
On Call<sup>®</sup>  
Passionate. Relentless. Champions.<sup>®</sup>  
Pride of the Dakotas<sup>®</sup>  
The Campanile Line<sup>®</sup>  
You can go anywhere from here.<sup>®</sup>  
SDSU<sup>®</sup>  
South Dakota State University<sup>®</sup>  
Go Big. Go Blue. Go Jacks.<sup>®</sup>  
SD State<sup>®</sup>  
McCrary Gardens<sup>®</sup>

## Federally Registered Logos

The following is a list of the logos and marks, as seen on previous pages, that are federally registered with the U.S. Patent & Trademark Office.

Campanile with SDSU<sup>®</sup>  
Charging Rabbit<sup>®</sup>  
Charging Rabbit Head only<sup>®</sup>  
Charging Rabbit above the word “Jackrabbits”<sup>®</sup>  
Charging Rabbit Head above the word “Jackrabbits”<sup>®</sup>  
Jacks #1<sup>®</sup> (retired)  
Jacks with head<sup>®</sup> (retired)  
On Call<sup>®</sup>  
Running Rabbit<sup>®</sup> (retired)  
Stretch SD<sup>®</sup>  
University Seal<sup>®</sup>  
Beef Bowl<sup>®</sup>  
Weary Wil head<sup>®</sup>  
Dirty Lil head<sup>®</sup>  
Yellow & Blue Make Green<sup>®</sup>  
iGrow (three leaves)<sup>®</sup>  
Lil Jack<sup>®</sup>  
Jacks (stylized with ears)<sup>®</sup>

## State Registered Logos

The following logos are protected by registration through the office of the South Dakota Secretary of State and require a “TM” symbol:

Dirty Lil™  
Garden Line™  
Hobotech™  
Midwest Market Analysis™  
Oak Lake Field Station™  
Weary Wil™  
McCrary Gardens™  
Be Great. Start Here.™  
South Dakota State™



# Licensing and Approval

## The SDSU Licensing Program

**To ensure the correct use of marks, images, and the university name, official approval is required for any/all use of university trademarks.**

The SDSU Trademark Licensing Program is charged with: Protecting and controlling use of the university name and marks; Developing cooperative relationships with licensees; Distribution and approval of artwork; Promotion of products and designs that are consistent with the university's image, reputation and goals; and Supporting the university's strategic brand development.

Any product bearing the logos, trademarks, wordmarks, or having an implied association with South Dakota State University must be licensed with the South Dakota State University Trademark Licensing Program, which approves all products and designs and ensures proper labeling as appropriate. In addition, the program seeks to ensure that all products and designs submitted for licensing are safe for consumers and project the proper image of the university.

All merchandise representing South Dakota State University must be produced by a licensed vendor unless a waiver is granted as specified above. The licensee is familiar with university licensing policies; they will attach a hangtag identifying the merchandise as an officially licensed product; the quality of the merchandise purchased will be controlled; and licensees are required to disclose their factory locations, which

helps to ensure items are manufactured following the fair labor practices.

Under the SDSU institutional licensing program, no one, internal or external, is exempt from paying royalty fees. Any retail items bought by a department for internal consumption, any item sold through camps or conferences, and/or events held by university departments and affiliated organizations shall include the current royalty fee if the university name or other mark associated with the university is used. Royalty payments are charged by the licensed vendor and are added to the cost of producing the goods.

The SDSU licensing program is independent and is not affiliated with the Collegiate Licensing Company (CLC) or the Licensing Resource Group (LRG).

## Approval

Approval is required for any/all use of trademarks. The licensee (manufacturer/vendor) should submit all designs/artwork, prior to production, by email to [sdsu.logolicensing@sdstate.edu](mailto:sdsu.logolicensing@sdstate.edu). The licensing coordinator will approve or disapprove artwork and notify the licensee electronically.

If you have questions about the proper usage of the university name or registered marks, contact University Marketing and Communications, SCM 105, Box 2230, Brookings, SD, 57007. Phone: (605) 688-6161, Fax: (605) 688-6357.

## Becoming Licensed

If a manufacturer is not a licensee, the company may apply through the Office of Finance and Business, (605) 688-6594. The applicant will be sent all materials needed to become licensed with the university. If there is a specialty item that is not covered by any current licensee, a waiver will need to be granted to allow for a one-time use of a university mark.

## Use of the SDSU Identity by Outside Vendors

Use of the South Dakota State University name (including names of colleges, schools, or other units), logo and insignia, or other artwork associated with South Dakota State University by an independent organization or person is prohibited unless specifically authorized by the university licensing program.

Questions can be directed to:

Mike Lockrem  
SCM 105, Box 2230  
South Dakota State University  
Brookings, SD 57007

Phone: (605) 688-6161  
Fax: (605) 688-6357  
Email: [Mike.Lockrem@sdstate.edu](mailto:Mike.Lockrem@sdstate.edu)



# University Marketing and Communications

The role of the University Marketing and Communications is to serve as a reliable communications and marketing link, within the university, as well as to the general public. This can be accomplished through numerous services and activities designed to inform audiences and promote the areas of excellence at SDSU.

University Marketing and Communications maintains five primary areas of operations: news service, marketing and brand management, licensing and merchandise, photography, and creative services.

## News Service

The News Service division is the official source for SDSU news, information and expert sources and university-wide events. University Marketing and Communications responds to all media requests concerning issues, events and research happening at SDSU. Incoming reporter queries help determine experts who can most appropriately respond. The office works closely with all media branches to provide interviews and information requests, university event publicity, distribution of university research information, and a wide variety of student-related announcements.

The office also regulates media access so as not to disrupt teaching or research, to protect the health and safety of students and staff, to protect the privacy of students and others who live on campus, and to comply with state and federal laws on student and personnel data.

## Marketing

University Marketing and Communications provides strategic and tactical marketing services, including brand

management, positioning and messaging and advertising. The division is also responsible for the development and implementation of the university's strategic marketing plan. The department aids the university in reaching its strategic and operational goals by building awareness, preference and loyalty among its current and prospective stakeholders.

## Brand Management

University Marketing and Communications also carries the responsibility of ensuring that SDSU's name and logos are properly used in printing projects. The university currently has three main marks: The Campanile with SDSU underneath serves as the Institutional Logo and is to be used for most publications; the Jackrabbit is the mascot of the university and is used by Athletics, the SDSU Alumni Association and student organizations; and the SD Logo is used by Athletics and for external marketing purposes.

## Licensing

The purpose of the SDSU Trademark Licensing Program is to protect and promote the name, symbols and other trademarks that are associated with the university on apparel and other merchandise for internal and external consumption.

## Photography Services

University Marketing and Communications is home to SDSU's photography services and is responsible for meeting photo requests across campus. Requests are varied ranging from the President's Office, campus events, conferences, SDSU's Web pages, college publications,

promotional and marketing items to intercollegiate athletic competition.

SDSU photography services is a cost-recovery unit within University Marketing and Communications. The goal is to provide the university with high-quality images at reasonable rates.

## Creative Services

University Marketing and Communications writers and graphic designers regularly collaborate and consult with various campus departments and colleges to produce magazines and newsletters, brochures, display banners, posters, programs, invitations and more.

Creative services helps carry SDSU's message to various audiences, both on and off campus. It works to ensure that SDSU's name and logo is properly used in printing projects. University Marketing and Communications maintains the university's Graphic Identity Manual and monitors logo usage.

## Planning Publications

Since publications require planning, it's best to consult with University Marketing and Communications from the beginning. Knowing your budget greatly aids the publications staff in meeting your needs as well as your audiences.

All publications utilizing the university's name or images must be sent through University Marketing and Communications.

# University Marketing and Communications

## Submitting Information and Photographs

Although we prefer information for publications be submitted on a CD, DVD, or flash drive, text and graphics files can also be transferred via email.

Submitting copy in Word is the preferred text file format. Photographs or artwork can be submitted as hard copy or electronic files. Any photograph to be used in print must be high resolution (300 dpi or highest quality setting on your digital camera). Photos from the Web are usually low resolution (72 dpi) and not appropriate for printing. If you have questions on preparing material for submission, call the publications editor at 688-6161.

## Print Lab Services

The Print Lab is an on-campus printing department located in Yeager Hall, YEH 102. There is a charge for all Print Lab work, and the Print Lab only prints university-related materials.

With the advent of desktop publishing programs, writing and designing publications such as newsletters, brochures, posters, flyers, etc., has become much easier. Although nearly every office on campus has this capability, generally a publication designed “in house” does not necessarily mean it is “print ready.” To ensure projects are ready for printing, electronic pre-press procedures require University Marketing and Communications to prepare the computer files for the Print Lab. These procedures apply to the simplest business form to the most complicated full-color brochure. Additionally, the division is charged with the responsibility of overseeing the consistent quality of both internal and external publications.

Other business cards, work done at the Print Lab must

first be routed through University Marketing and Communications (605-688-6161).

As per South Dakota purchasing regulations, under no circumstances will an individual be allowed to contract with a printer when using state-appropriated funding. University Marketing and Communications staff and the Print Lab staff can decide what jobs should be included on the state’s bid letting schedule.

*Paper stocks* – When choosing paper stocks for your print material, the policy as set by the Office of Procurement Management states that the first choice should be recycled paper stocks with at least 10 percent Post-Consumer Recovered Fiber and 10 percent Total Recovered Fiber (unless there is a significant cost advantage to using virgin paper stocks).

*Cost line* – According the Bureau of Administration, if the cost of a publication that is paid for and distributed by a state agency is more than \$100, the publication must contain a statement listing the publisher, the number of copies published, and the approximate cost of publication of each copy. The cost line typically appears on the bottom right corner of the last page of the publication or on the inside front cover.

## Microsoft® Publisher Software

If you are designing something that you ultimately plan to have University Marketing and Communications work with or that will need to go on a printing press, please DO NOT use Publisher. Many outside printers have a different rate scale for anything designed in this program because of the difficulties it presents. While this is a product that is widely used, it is not printing-industry standard.

## Logo Vendor Guide

The SDSU logo vendor guide is a reference for licensed vendors who use the main SDSU marks. It is not meant as a full, comprehensive style guide with all the rules and regulations regarding logo usage at South Dakota State University. Rather, it’s a visual aid to illustrate the different color variations available for the main logos, show proper colors for each, give embroidery specifications, as well as list the basic rules regarding logo usage. The logo vendor guide is available from University Marketing and Communications.

## University Marketing and Communications Contacts

Mike Lockrem

Director of University Marketing & Communications  
605-688-5395 • Michael.Lockrem@sdstate.edu

Andrea Kieckhefer

Manager of Creative Services & Branding  
605-688-4537 • Andrea.Kieckhefer@sdstate.edu

Mark Luebker

Strategic Communications Manager  
605-688-6592 • Mark.Luebker@sdstate.edu

Katy Mears

New Media Coordinator, Interim Web & New Media Manager  
605-688-5342 • Katy.Mears@sdstate.edu

Matt Schmidt

Senior News Editor/Media Relations Coordinator  
605-688-5399 • Matt.Schmidt@sdstate.edu



# GRAPHIC IDENTITY MANUAL

SOUTH DAKOTA STATE UNIVERSITY, BROOKINGS, SD 57007