LOGO COLORS

Approved university colors must be used. Actual PMS colors are required as specified. No substitutions. A flash white layer must be applied underneath all logos when printing on any color other than white. Tints should be specified in Madeira®.

- South Dakota State Blue: PMS 286
- South Dakota State Dark Blue: PMS 289
- South Dakota State Highlight Blue: PMS 2766
- South Dakota State Yellow: PMS 109
- South Dakota State Dark Yellow: PMS 117
- South Dakota State Highlight Yellow: PMS 600

LOGO COLORS

SDState Blue

MADEIRA THREAD: Classic 1067; Polyneon 1866

SDState Dark Blue

MADEIRA THREAD: Classic 1071; Polyneon 1743

SDState Highlight Blue

MADEIRA THREAD: Classic 1250; Polyneon 1874

SDState Yellow

MADEIRA THREAD: Classic 1120; Polyneon 1983

SDState Dark Yellow

MADEIRA THREAD: Classic 1232; Polyneon 1792

SDState Highlight Yellow

MADEIRA THREAD: Classic 1087; Polyneon 1860

FOR EXACT PANTONE® (PMS) STANDARDS, REFER TO CURRENT PANTONE PUBLICATIONS.

PANTONE® is a registered trademark of Pantone, Inc.

In addition to the indicia on this sheet, any indicia adopted hereafter and used or approved for use by South Dakota State University shall be deemed to be additions to the indicia as shown above and shall be subject to the terms and conditions of the agreement.

For exact PANTONE® (PMS) standards, refer to current PANTONE publications. PANTONE® is a registered trademark of Pantone, Inc.

LOGO USAGE

- With SDState approval
- Without SDState approval

INCORRECT LOGO USAGE

Do not stretch, distort or flip.
Do not delete or alter any elements.
Do not add, create or reassign colors.
Do not overprint.
Do not cut off or only use portions of the logo.
Do not use low-resolution files or logos obtained from the web.

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PREFERRED FONTS

- Institutional Logo: Calessa
- Jackrabbits Logo: Anticlaire or Friz Quadrata

REGISTERED VERBIAGE

- South Dakota State University®
- Jackrabbits Logos:
- Anticlaire or Friz Quadrata
- University: SDSU®
- SDState®
- South Dakota State®
- Jackrabbits®
- Jackrabbit Guarantee®
- Campanile Line®
- Camparike Records®
- McCory Gardener®
- Go Jacks®
- Go Big. Go Blue. Go Jacks™
- South Dakota State®
- Okeeffe®
- Oak Lake Field Station®

EMBROIDERY SPECIFICATIONS

Do NOT embroider the 4-color versions of any of the Jackrabbits logos or the 6-color Jacks logo. Consult the previous pages for alternate options. Recommended stitch counts: The stitch count should stay proportional when increased in size. SD logo: 6,000 - 7,000 (not outlined), 7,000 - 8,000 (outlined), 2" x 2"; Running Jackrabbit: 10,000 - 11,000 (not outlined), 11,000 - 12,000 (outlined), (3.1” x 2.1”); Jackrabbit head: 8,000 - 9,000 (not outlined), 9,000 - 10,000 (outlined), (3.1” x 2.1”). For embroidery up to 5” in width: the yellow outline (PMS 117) is to be removed from the word Jackrabbits, and the words South Dakota State University can be increased in size. Recommended threads: MADEIRA®.

THE INSTITUTIONAL LOGO

The Institutional Logo is designed using an intertwined “S” and “D”. 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 in all applications. The use of this logo is restricted to SDState departments, colleges, athletics, affiliated organizations and administrative units. No previous SDState logos should be used under any circumstances.

THE INSTITUTIONAL WORDMARK

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

GENERAL INFORMATION

Location: Brookings, South Dakota
Nickname: Jacks or Jackrabbits
Established Date: 1881

ADDITIONAL PERTINENT INFORMATION

1. University licenses consumables: X
2. University licenses health and beauty products: X
3. University permits numbers on products for resale: X
4. Mascot caricatures permitted: X
5. Cross licensing with other marks permitted: With SDState approval
6. Alterations to any/all marks prohibited: X
7. NO USE of current player’s name, image or likeness is permitted on commercial products in violation of NCAA rules and regulations.
8. NO REFERENCES to alcohol, drugs, tobacco, firearms or gaming-related products. Any reference deemed by the university to be of questionable nature will not be permitted to be used in conjunction with university marks.

INSTITUTIONAL LOGOS

1. INSTITUTIONAL LOGO

2. SOUTH DAKOTA STATE UNIVERSITY

3. SOUTH DAKOTA STATE UNIVERSITY®

4. SOUTH DAKOTA STATE UNIVERSITY®

5. SOUTH DAKOTA STATE UNIVERSITY®

6. SOUTH DAKOTA STATE UNIVERSITY®

7. SOUTH DAKOTA STATE UNIVERSITY®

8. SOUTH DAKOTA STATE UNIVERSITY®

INSTITUTIONAL SIGNATURE

The Institutional Signature (SD Signature) joins the SD Logo with the Institutional Wordmark. The Institutional Wordmark consists 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 INSTITUTIONAL LOGOS

This wordmark is available in either flush-left, centered or linear versions and may appear in either black, SDSU Blue (PMS 286), SDSU Yellow (PMS 109), or reversed in white on dark backgrounds.

INSTITUTIONAL WORDMARK

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

The use of this signature is restricted to SDState departments, colleges, athletics, affiliated organizations and administrative units. SDState student organizations may use the SD Signature only under special circumstances and must receive permission from University Marketing and Communications.

ADDITIONAL PERTINENT INFORMATION

1. Files must be used exactly as provided, in their entirety, resizing proportionally.
2. Logos can be reproduced to no smaller than 1” in height or width, whichever is greater, as pictured.
3. Minimum of 3/16” of clear space on all sides must be left between a logo and any other element.
4. All files can be obtained from University Marketing and Communications. Alternate files can be created upon individual request and approval.
5. All usage of logos and registered verbiage must be approved by University Marketing and Communications prior to production and/or distribution.

SOUTH DAKOTA STATE UNIVERSITY

University Marketing and Communications contact for logos and approvals: Andrea Kieckhefer, Andrea.Kieckhefer@SDState.edu 605-688-4537
LOGO USAGE
The Jacks, Jackrabbit and Li’l Jack logos are not intended to define the academic mission of the institution. They should not be used in place of the Institutional Logo for academic purposes. Academic departments may use the Jackrabbit logos in special circumstances as defined and approved by University Marketing and Communications. University-affiliated student organizations may use the Jackrabbit logos to represent their group, with the organization’s name directly below the mark. However, such requests must be approved and use files provided by University Marketing and Communications.

1. Logos can be reproduced to no smaller than 1” in height or width, whichever is greater, as pictured.
2. Minimum of 3/16” of clear space on all sides must be left between a logo and any other element.
3. For all applications of the Jackrabbit up to 5” in width, the words South Dakota State University can be increased in size or dropped.
4. Do not embroider the 6-color version of the Jackrabbit logos or the 5-color version of the Jacks logo; use alternate 4-color and/or single color versions.
5. All files can be obtained from Andrea Kieckhefer in University Marketing and Communications. Alternate files can be created upon individual request and approval.

<table>
<thead>
<tr>
<th>JACKS LOGO</th>
<th>JACKRABBIT LOGOS</th>
<th>L’IL JACK LOGOS</th>
<th>SD LOGOS</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL COLOR</td>
<td>Potentially six colors, depending on the logo. See back for color examples and specifications.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OUTLINE VERSIONS</td>
<td>Must be used on dark surfaces such as blue, black or gray. Do not make your own outline.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ALTERNATE COLOR</td>
<td>Color versions without highlights. Available with outline upon request.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BLACK</td>
<td>One color on white surface. Must include white fill on any other color where pictured.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PANTONE® 286</td>
<td>One color on white surface. Must include white fill on any other color where pictured.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WHITE</td>
<td>One color, printed on dark surfaces such as black, dark gray and blue.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PANTONE® 189</td>
<td>One color, printed only on royal.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>