



# South Dakota State University

Current Revision Date: 02/12/21

Established: 1881

Location: Brookings, SD

Nickname: Jacks/Jackrabbits

Mascot: Jackrabbit

Conference: Missouri Valley Football, The Summit League, Big 12 Wrestling, Varsity Equestrian

## Verbiage

South Dakota State University®  
South Dakota State®  
SDState®  
SDSU™  
Be Great. Start Here.®  
Jackrabbit Guarantee®

Jackrabbits®  
Jacks®  
Go Jacks®  
Go Big. Go Blue. Go Jacks.™  
Passionate. Relentless. Champions.®  
Hobo Day®

Cereal Bowl®  
Beef Bowl®  
Pride of the Dakotas®  
The Campanile Line®  
Campanile Records®  
McCrory Gardens®

iGrow®  
Oak Lake Field Station™

SDState Blue	SDState Dark Blue	SDState Highlight Blue	SDState Yellow	SDState Dark Yellow	SDState Highlight Yellow
PANTONE 286 C CMYK: 100, 75, 0, 0   RGB: 0, 51, 160 MADEIRA Rayon: 1134   Polyneon: 1842	PANTONE 289 C CMYK: 100, 76, 12, 70   RGB: 12, 35, 64 MADEIRA Rayon: 1277   Polyneon: 1742	PANTONE 2706 C CMYK: 19, 10, 0, 0   RGB: 203, 211, 235 MADEIRA Rayon: 1030   Polyneon: 1874	PANTONE 109 C CMYK: 0, 9, 100, 0   RGB: 255, 209, 0 MADEIRA Rayon: 1125   Polyneon: 1980	PANTONE 117 C CMYK: 6, 27, 100, 12   RGB: 201, 151, 0 MADEIRA Rayon: 1352   Polyneon: 1792	PANTONE 600 C CMYK: 2, 0, 39, 0   RGB: 241, 235, 156 MADEIRA Rayon: 1067   Polyneon: 1866

Approved University colors or the \*PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. \*PANTONE® is a registered trademark of PANTONE, Inc.

## Institutional Marks

### Usage Guidelines

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

### 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.

### 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.

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.

### Embroidery Specifications

Do NOT embroider the 6-color versions of any of the Jackrabbits logos or the 5-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 or dropped.



### Institutional Signature

The Institutional Signature (SD Signature) joins the SD Logo with the Institutional Workmark. 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 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.




















































South Dakota State University Logos

Usage Guidelines

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.

	Jacks Logo		Jackrabbit Logos					SD Logos				
<b>Full Color</b> Potentially six colors, depending on the logo. See back for color examples and specifications.		12		20		28		36		44		52
		13		21		29		37		45		53
<b>Outline Versions</b> Must be used on dark surfaces such as blue, black or gray. Do not make your own outline.		14		22		30		38		46		54
		15		23		31		39		47		
<b>Alternate Color</b> Color versions without highlights.		16		24		32		40		48		55
		17		25		33		41		49		56
<b>Alternate with Outline</b> Color versions without highlights, with white outline.		18		26		34		42		50		57
		19		27		35		43		51		58
<b>Black</b> One color on white surface. Must include white fill on any other color where pictured.												
<b>PANTONE 286</b> One color on white surface. Must include white fill on any other color where pictured.												
<b>White</b> One color, printed on dark surfaces such as black, dark gray and blue.												
<b>PANTONE 109</b> One color, printed only on royal.												

ADDITIONAL PERTINENT INFORMATION

- University licenses consumables (must have expiration date on packaging).
  - University licenses health and beauty products.
  - University permits numbers on products for resale.
  - Mascot caricatures prohibited.
  - Cross licensing with other marks may be permitted with SDState approval.
- Alterations to any/all marks prohibited.
  - No use of current players' name, image or likeness is permitted on commercial products in violation of NCAA rules and regulations.
  - No references to alcohol, drugs or tobacco-related products may be used in conjunction with university marks.
  - Proper reference is South Dakota State University, SDSU, South Dakota State or SDState.