Ready to impact.

This campaign celebrates that the students of SDSU are ready to make an impact, because we’re not just preparing them to enter the world—we’re preparing them to change it. And when our students finish their studies here, whether they stay close to home, travel across the country, or across the globe—we know they’ll be ready for anything.
Messaging

Sample Headlines:

Ready to grow.
Ready to build.
Ready to cure.
Ready to solve.
Ready to teach.
Ready to inspire.
Ready to compete.
Ready to lead.
Ready to excel.
Ready to explore.
Ready to apply.
Ready to enroll.
Ready to change.
Ready to finish.
Ready to rise.
Ready to start.
Ready to engage.

Primary messaging

Headlines in the 2014-2015 campaign should always revolve around the concept of readiness. When filling in the blank regarding “Ready to ________” statements, the blank should always be filled with just one word, and always end with a period (see Fig. 2). If a “Ready to ________” statement isn’t applicable for a given piece as a headline, the headline should still revolve around the idea of “ready.” For example, the At-A-Glance piece (see Fig. 1) had a headline that said Get Ready. Moving forward, headlines should use standard punctuation vs. initial or all caps.

Secondary Messaging

Secondary messages and subheads in this campaign offer an opportunity to further explain the “Ready to ________” statements. For example, the Jackrabbit Preview invitation said “Ready to explore. Jackrabbit Preview 2014/2015” (see Fig. 2).
Photography

The goal with the photography in this campaign is to be as authentic as possible. The campaign celebrates real students in real situations on and around SDSU’s campus. Avoid over-staging or over-styling. Avoid students looking into camera. Work with UMC to achieve situations that feel as authentic as possible. Greg Latza was commissioned as the photographer for this campaign, and should be considered for additional photography moving forward. www.greglatza.com
Graphic Elements

Overlayed, transparent triangles

A key visual differentiator of the 2014-2015 campaign is the use of transparent, overlayed triangles. This graphic feature is often used as a container or background to hold the SD logo.

It is created by multiplying and screening angular fills of SDSU Blue (PMS 287) on top of the “Blue Glow” gradient used in prior campaigns.

It is difficult to prescribe rules of use for these elements, as it changes, depending on application. In general, the opacity of the elements should be between 20-50%. The angles of the elements should never be parallel or perpendicular. The overall effect should be balanced, appealing and subtle.

In some cases, a duotone (PMS 287) image of the campanile is multiplied and placed within one of the triangles.

You can use the examples to the right as resources and guides in creating and using this element.
Color Palette

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 color is SDSU Navy. It should be used in conjunction and proportion with the University’s primary palette.

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

Accent Colors & Gradients
The University’s graphic standards provide a number of accent and gradient 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.

- **376**
  - 53c 0m 96y 0k
- **542**
  - 64c 13m 1y 4k

- **123**
  - 0c 28m 88y 0k
- **SDSU Light Blue**
  - 21c 8m 90y 0k

- **1795**
  - 0c 96m 90y 2k
- **TBD**
  - 0c 0m 0y 0k

- **TBD**
  - 0c 0m 0y 0k
- **TBD**
  - 0c 0m 0y 0k
Typography

**Headline typeface: Vitesse (family)**

*Areas of use:* Headlines, Sub-Headlines, call-outs and sidebars.

- Thin
- Thin Italic
- Light
- Light Italic
- Book
- Book Italic
- Medium
- Medium Italic
- Bold
- Bold Italic
- Black
- Black Italic

**Body copy typeface: Helvetica (Regular & Bold)**

*Areas of use:* All body copy text and call-outs within body copy. (10 pt. Helvetica on 12 pt. leading)

- Regular
- Bold

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 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
Sample Work

At SDSU, our students are getting ready. Ready to advance agriculture to help solve hunger, to educate today’s students to become tomorrow’s leaders and ready to shape their communities. And it all started when they chose a university ready to provide the knowledge, the research opportunities and a community that empowered them to make a difference. Every day, students are choosing South Dakota State University. Join them to discover when you graduate from here, you graduate ready to impact.
Sample Work Cont.

Digital Ads

Ready to care. Click for SDSU stories of impact >>

Ready to impact. Click for SDSU stories of impact >>

Pandora Ad

READY TO VISIT.

South Dakota State University

Sign-up >>