Files must be used exactly as provided, in their entirety, resizing proportionally.

1. Do not stretch, distort or flip.
2. Do not delete or alter any elements.
3. Do not add, create, or reassign colors.
4. Do not overprint.
5. Do not cut off or only use portions of the logo.
6. Do not use low resolution files or logos obtained from the Web.
7. Logos may be screened back only when accompanied by another full-color logo.

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. Threads specified are Madeira.

SDSU DARK BLUE
PMS 289
NAPLES TRUE Color: 1317, PMS 1147

SDSU BLUE
PMS 287
NAPLES TRUE Color: 1316, PMS 1346

SDSU ATHLETIC BLUE
PMS 286
NAPLES TRUE Color: 1316, PMS 1346

SDSU HIGHLIGHT BLUE
PMS 2705
NAPLES TRUE Color: 1316, PMS 1347

SDSU YELLOW
PMS 109
NAPLES TRUE Color: 1215, PMS 1970

SDSU ATHLETIC YELLOW
PMS 117
NAPLES TRUE Color: 1316, PMS 1347

SDSU HIGHLIGHT YELLOW
PMS 650
NAPLES TRUE Color: 1316, PMS 1346

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

EMBROIDERY SPECIFICATIONS

DO NOT undersize the 1 / 8 inch versions of any of the Jackrabbit logos. Consult the previous pages for alternate options. Recommended stitch counts: the stitch count should stay proportional when increased in case. SD logos: 6,000-7,000 stitches, 7,000-8,000 stitches, (2’ x 2’), Running Jackrabbit: 10,000-11,000 (varied), 11,000-12,000 (stuffed), (3’ x 3’), Jackrabbit head: 8,000-9,000 (stuffed), 9,000-10,000 (stuffed), (3’ x 3’). For embroidery up to 5” in width; the yellow outline (PMS 117) is to be removed from the word Jackrabbit, and the words South Dakota State University can be increased in size or dropped.

PREFERRED FONTS

Institutional Logos: Merion or Garamond and MekПетербурская; Jackrabbit Logos: Anticlaire or Fira Quadrata; SD Logos: Casco. Fonts are provided on the CD.

INSTITUTIONAL LOGO

The Institutional Logo, the Campanile with “SDSU” underneath, is used as a symbol to represent the university. It should appear on all university publications and printed materials that represent the teaching, research, or related public service functions of South Dakota State University, including SDSU departments, colleges, affiliated organizations, administrative units and SDSU Extension and Agricultural Experiment Station.

The SDU lettering is part of the logo and must always appear beneath the Campanile. No previous SDSU logos should be used under any circumstances.

INSTITUTIONAL SIGNATURE

The Institutional Signature is the joining of the Institutional Logo and the Wordmark. The Signature is provided as one complete file and should be used as such, rather than piecing together files of the other elements.

INSTITUTIONAL WORDMARK

The Institutional Wordmark consists of the words “South Dakota State University” set in the official style and typeface and can be used when an institutional identity is needed and the logo is being used elsewhere.

INSTITUTIONAL COLORS

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**LOGO USAGE**
The SD, Jacks, Jackrabbit and Lil’ 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 and SD Logos in special circumstances as defined and approved by University Relations. University-affiliated student organizations may use the Jackrabbit Logo to represent their group, with the organization’s name directly below the mark. However, such requests must be approved and files provided by University Relations.

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 full-color version of the Jackrabbit Logos; use alternate color and/or single color versions.
5. All files can be obtained from the Office of University Relations. Alternate files can be created upon individual request and approval. Contact Andrea Kieckhefer at 605-688-4537 or Andrea.Kieckhefer@sdstate.edu.

### FULL COLOR
Potentially six colors, depending on the logo. See back for color examples and specifications.

### OUTLINE VERSIONS
Must be used on dark surfaces such as blue, black or gray. Do not make your own outline.

### ALTERNATE COLOR
Color versions without highlights. Available with outline upon request.

### BLACK
One color on white surface. Must include white fill on any other color where pictured.

### 286
One color on white surface. Must include white fill on any other color where pictured.

### WHITE
One color, printed on dark surfaces such as black, dark gray and blue.

### 109
One color, printed only on blue.