



**Graphic Standards
and Brand Guidelines**

**Athletics Brand
and Graphic Standards**

**Campus Visual
Guidelines**

*Graphic Standards and Brand Guide approved by Minot State University President's Staff: Feb. 2021.
Revised: Aug. 2023.*

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Minot State University is a place where curious and open-minded students take part in a highly engaged educational community that empowers them to shape the future — beginning day one!

At Minot State University, we've built a community that's highly engaged and empowering – and it's all yours.

Here your accomplishments matter. Our faculty connect and collaborate with you, developing your talent — and your confidence — through real-world learning opportunities. This is your home. This is your world to explore. This is where you find your voice and discover your strength.

Key messaging pillars

Minot State University is the perfect size to engage.

Students are welcomed into a community with the opportunities of a large university but with the benefits of a smaller campus. Students can choose from 100+ areas of study, many that focus on careers, and our small classes allow for continuous collaboration with faculty.

- Small classes allow students and faculty to continually collaborate inside and outside the classroom.
- Minot State University's outstanding faculty measure their success on students' success.
- Faculty and staff provide individualized advisement and support to help students tailor their college experiences and pursuits to their own academic and personal goals.
- Minot State University creates a "home away from home." Commitment to each individual helps students get a real sense of belonging.
- Students leave Minot State University with the foundation to become lifelong learners in a rapidly changing world.

Minot State University puts learning into action — inside and outside our halls.

Minot State University's high-quality programs are accredited by the Higher Learning Commission with 36 majors holding discipline specific accreditations. Our academic programs incorporate real-world learning, connecting students with the professional environments they'll strive for after graduation.

- A Minot State University education takes students out of the classroom and into communities where they can learn by making an impact.
- Faculty and staff help students develop skills by solving problems together.
- Whether through academics, internships, practicums, service, or global learning adventures, Minot State University puts students on the path towards lives and careers that will shape the world.

Key messaging pillars continued

Minot State University offers a fulfilling life outside the classroom.

Minot State University helps students build a fulfilling life beyond the classroom and grow into the person they want to become.

- This is a campus on the move with more than 60 student clubs and organizations. From arts to student government to community service to sports, students relish the opportunity to explore new interests.
- When it's time to kick back, students can unwind at any of the 750+ campus events each year.
- Game days are big days as students share the Minot State University Beaver pride for our NCAA DII athletic teams.
- Minot State University serves as the cultural hub for our entire city as we host a plethora of performances and exhibitions and thousands of visitors each year.
- Minot State University is a place students soon consider home — a community in which they make lifelong connections.

Minot State University provides a high quality education at the right price.

With scholarships, grants, and loans, Minot State University does all it can to make higher education a reality for all students.

- With affordable tuition, students leave Minot State University with less debt and are free to go out and make an impact after graduation.
- All Minot State University students pay in-state tuition.
- Annually, Minot State University students receive an average of \$7,573 in financial aid.
- Freshmen receive automatic renewable four-year awards.
- Students have many other opportunities for financial aid.

Our voice

We help our students put learning into action, so our voice should empower them to do it. They should feel like they're in control because they have our full support. Take your knowledge and allow it to maximize the talents of people around you. Express passion. Explore possibilities. Help futures take shape.

Welcoming

For the next four years, our campus is a student's home. Our inclusive nature reassures students that they belong at Minot State University.

Energetic

This campus is a remarkable place of activity and discovery. Our voice should communicate how exciting it is to be a part of it.

Invested

We really care about the success of our students, and our choice of language should make it obvious. This is the student's success story. We're simply setting the stage.

Curious

Learning doesn't stop after you earn a degree. Whether we're speaking to students, families or the greater community, we share the joy of learning for life.

Inspiring

Minot State University is a place to push potential beyond the limit. Our words should motivate a student to accept challenges, grow and achieve more.

Accessible

Our university is affordable, manageable and made for individuals of all backgrounds. The way we communicate reflects how easy it is to make an impact here.

Focused

We speak clearly. We help. We don't overwhelm. We should be aware of what the audience needs from us at this moment in time, and our language should provide it quickly and succinctly.



MINOT STATE UNIVERSITY IS
SHAPING THE FUTURE OF CURIOUS
AND OPEN-MINDED STUDENTS.
OUR BRAND IS EMPOWERING,
IT PUTS LEARNING INTO ACTION,
IT'S IMPACTFUL, IT'S THE VERB
BEHIND OUR SUCCESS.

Graphic Standards

GRAPHIC STANDARDS provide campus personnel guidelines to help ensure consistent application of the Minot State University identity. Projecting a unified visual identity involves more than simply creating and implementing a logo. Graphic standards provide a sound, flexible structure for using logos, color, and typography—a graphic “vocabulary” unique to Minot State. By consistently following Minot State graphic standards, Minot State’s visual identity will become established and recognized. Failure to properly use these elements reduces our ability to effectively communicate with the University’s many audiences, and diminishes the identity’s value.

All official Minot State colleges, departments, and programs must comply with Minot State Graphic Standards. A copy of the Minot State Graphic Standards manual is posted and downloadable from the Minot State website at <https://www.MinotStateU.edu/publications/logos.shtml>.

The logo

Minot State’s logo consists of two parts: the top roofline and the wordmark. They should never be arranged differently than the example shown below or combined with other design elements. The wordmark cannot be displayed without the roofline, however, the roofline may be used as a separate graphic element (see page 12 for usage guidelines).

The logo is uniquely rendered. It cannot be redrawn, duplicated, or modified in any way. This new logo will replace all older versions and will be the only mark used when identifying Minot State.

Configurations

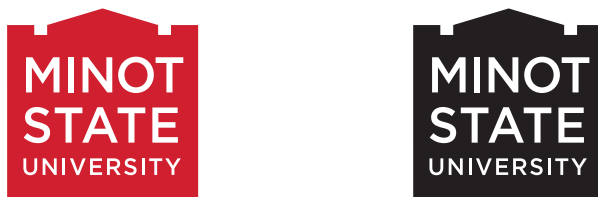
There are two logo configurations. Each configuration can only be used in one of four colors – Minot State red, black, or white. No other colors will be allowed (with the exception and approval of the Design and Print Services Office, in the case of a Minot State sponsorship that only allows for a single color ink). The primary logo is shown below.

PRIMARY: (Downloadable files are available at: at <https://www.MinotStateU.edu/publications/logos>.)



In certain circumstances, it may be better to use the secondary logo option. Whenever possible, print this logo in Minot State red; however, it is acceptable to print the logo in solid black. The secondary logo is shown below.

Secondary: (Downloadable files are available at: [MinotStateU.edu/publications/logos.shtml](https://www.MinotStateU.edu/publications/logos.shtml))



Logo usage continued

Minimum logo size

The Minot State logo has been designed for use in a wide variety of sizes. However, it should never be reproduced so small that it becomes illegible or unnoticeable.

In print, the minimum logo size is 1/2 inch square, measured as the width of the logo. Never print the logo smaller than this.

For on-screen uses, the minimum logo size is 100 pixels, measured as the width of the logo. Never display the logo smaller than this.

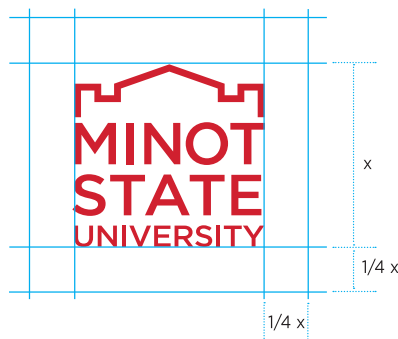


Logo clear space

The logo should always be surrounded by a buffer area of clear space to separate it from text and other graphic elements, as well as the edge of the page. No other elements should infringe upon this space.

The minimum clear space needed is specified relative to the overall height of the logo.

For example: If the overall height of the logo is 1 inch, the required clear space surrounding the logo is 1/4 inch.



Don't alter in any way

Don't stretch



Don't change logo color



Don't crop roofline



Our tagline

Be seen. Be heard.

Be seen. Be heard. It's familiar, but, when including one of the four new approved supporting taglines, it is also new. This extension of our previous tagline expresses the energizing and welcoming educational community we've made. To be seen, be heard, and shape the future, you need to be challenged, but you also have to feel valued. At Minot State University, we aim to do both.

Whenever possible, the tagline(s) should be used in marketing and promotional materials in conjunction with the logo. Minot State's tagline is meant to position the University in the minds of key stakeholders as a school with unwavering focus on its students.

Approved supporting taglines

The four options listed below are the only approved tagline combinations. You may not use any other combinations of three or more (i.e.; all five taglines may not be used together):

| | |
|----------------------------|----------------------------------|
| Be seen. Be heard. Belong. | Be seen. Be heard. Be empowered. |
| Be seen. Be heard. Be you. | Be seen. Be heard. Be inspired. |

When appropriate, individual parts of the tagline may be used on their own (i.e., Be inspired.).

The tagline is not a part of the logo, but whenever possible, should be used with the logo or the roofline graphic (*when the roofline graphic is used in place of the Minot State logo*). The tagline cannot be used alone or as a replacement for the logo. It cannot be used with any of the Minot State Athletics Beaver logos. The tagline is available in the approved Minot State primary and secondary colors (*the tagline may not be used in any of the MSU accent colors*) as a downloadable graphic file (MinotStateU.edu/publications/logos.shtml) or may be typed. If the tagline is typed, it MUST be typed:

- in one of the two Minot State approved fonts, Montserrat or Nutmeg. No other font may be used.
- with periods, as shown above (no bullets, commas, explanation points, or any other form of punctuation).
- with the word "Be" always having an uppercase letter B, and the word that follows "Be" typed with lower case letters (i.e.; do not capitalize the first letter of the word that follows "Be"). EXCEPTION: if the entire tagline is typed using all uppercase letters.

Only in certain circumstances will an additional unique "Be" be allowed. A request for a unique "Be" must be submitted to the Minot State Marketing Team via the marketing office. Requests must include rationale.

Design concepts and rationale

Powerful Imagery

- The 2021-22 design concept features bigger, more powerful pictures, large areas of color and limited text. Layouts like these have a clean, modern look that appeals to our target audience and have been proven to be successful.

Color Blocking

- Color blocking is a tried-and-tested technique you'll find in art and design history. The 2021-22 design is a modern approach to a classic idea. It relies on balance between complimentary elements that bring out the best in each other. Large blocks of color, paired with punchy, to-the-point text, and one or more great photos, creates a striking impact. It's a visually economical approach that allows us to put our best foot forward, with strong, pointed messages that speak to people. Our research indicates that this bold approach results in the kind of eye-catching designs that our viewers will respond to.

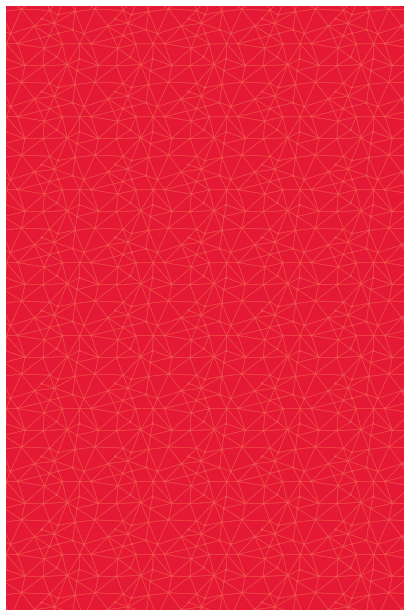
Limited Text

- Limiting the amount of text will not only allow the designs to be bold and striking, but also drive people to seek more information from the website, where we can grab them and get them invested. Our designs pique their interest, the website hooks them.

Versatility

- The 2021-22 overall design concept has the added benefit of being versatile and easy to work with. The designs feature a few repeated geometric elements that serve to create a sense of unity across many designs for many departments. These designs stand out from the crowd and help us strengthen our brand.

Design backgrounds

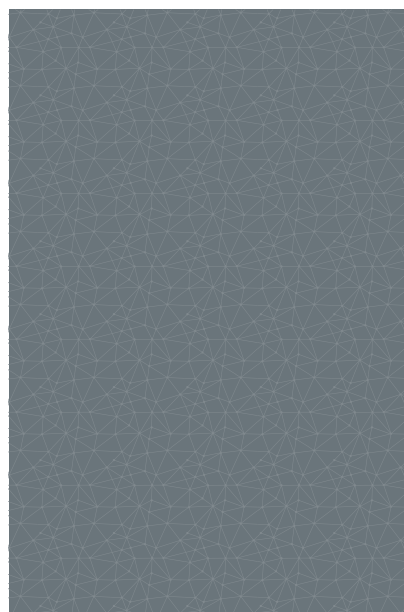


Red textured backgrounds: *(Feb. 2021)*

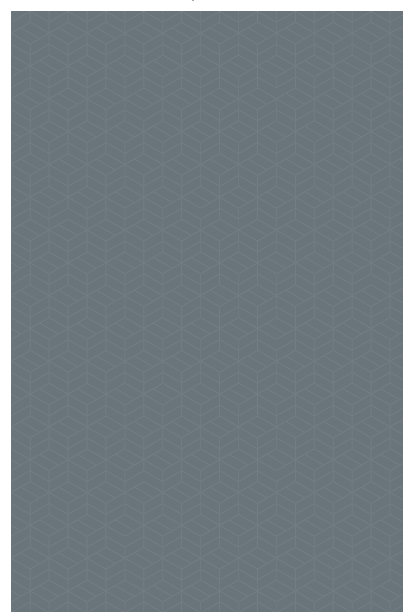
To add more interest to solid red areas, we've introduced subtle overlaid textures. There are two different geometric texture options to choose from, both of which add dimension, movement, and liveliness. The background options may only be used in the colors illustrated to the left (Minot State red, or gray). When you use these background images, be careful not to distort it into a shape that is different from the illustrations given.

Contact the Design and Print Services office for access to these files.

Pattern 1: red or gray



Pattern 2: red or gray



Graphic elements



Abstract Arrow: (Feb. 2021)

The abstract arrow, created with thin lines and an open, airy structure, adds interest, liveliness and movement. It can be used to direct the viewer's eye around the page, to a key message or element, such as a web address, or to subtly invite the viewer to turn the page.

The abstract arrow may only be used in the colors shown on this page (Minot State blue, gray or white) with the exception of red under approved circumstances from the Design and Print Services Office. The arrow may be rotated up, down, left or right (*but may not be placed diagonally*) on a page, and may be lightened to your preferred density level. When you use this graphic element, be careful not to distort it into a shape that is different from the illustrations given.

Contact the Design and Print Services office to access this file.

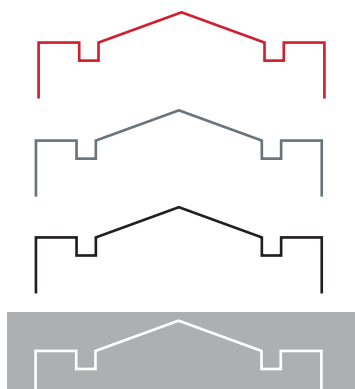


Graphic elements continued



Roofline graphic element

This graphic element is designed to reflect the roofline of Old Main – one of Minot State’s oldest and most historical buildings. This roofline section of the MSU logo can be used as a graphic element. It is not a condensed version of the logo, and if it is used as a design element, the words Minot State or Minot State University must be typed out (not taken directly from the logo) and prominently displayed somewhere on the document or product. It can only be used in the colors illustrated to the left (Minot State red, black, or white). When you use this graphic element, be careful not to distort it into a shape that is different from the illustrations given. Please refrain from using the roofline graphic with the Minot State athletics logo(s). Downloadable files are available on the Minot State website at: at <https://www.MinotStateU.edu/publications/logos.shtml>.



Slim-stroke roofline graphic *(Feb. 2021)*

The slim-stroke roofline graphic is also designed to reflect the roofline of Old Main. It’s purpose is to accentuate the focal point of a photo or draw the eye to a strong message. This roofline will be used much less frequently than the other design elements, as it requires the right photo or message to be used successfully. It does not replace the roofline graphic above that is currently part of our brand identity. It can only be used in the colors illustrated to the left (Minot State red, black, gray or white). When you use this graphic element, be careful not to distort it into a shape that is different from the illustrations given.

Contact the Design and Print Services office for access to these files.

Fonts

Consistent font usage will enhance the recognizability of the Minot State University brand. It will also help our communications look cohesive and professional. It all assists in getting students, faculty, staff, alumni, and the community recognizing the Minot State University brand.

Montserrat

| | | |
|-------------------------|------------------------|--------------------------|
| Black | SemiBold | Light |
| Black italic | <i>SemiBold italic</i> | <i>Light italic</i> |
| Extrabold | Medium | ExtraLight |
| Extrabold italic | <i>Medium italic</i> | <i>ExtraLight italic</i> |
| Bold | Regular | Thin |
| Bold italic | <i>Regular italic</i> | <i>Thin italic</i> |

Montserrat is to be used for headings and sub-headings because of its strong presence, clean lines, and readability. Montserrat is licensed through Google and is free to use.

If there is an instance when Montserrat is unavailable, use Helvetica as the backup default font.

Cambria is an approved college font for Minot State University that is appropriate for body copy and larger areas of text.

Cambria

| | |
|---------------|---------------------------|
| Regular | Bold |
| <i>Italic</i> | <i>Bold italic</i> |

Avenir

| | | |
|----------------------|-----------------------|-----------------------------|
| Light | Roman | Black |
| <i>Light Oblique</i> | Medium | <i>Black Oblique</i> |
| Book | <i>Medium Oblique</i> | Heavy |
| <i>Book Oblique</i> | | <i>Heavy Oblique</i> |

Avenir is an approved college font for Minot State University that may also be used for body copy and larger areas of text.



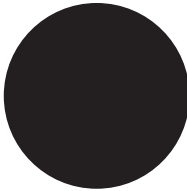
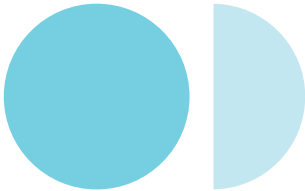
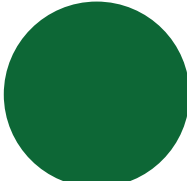
Nutmeg

| | | |
|---------------------------|---------------------------|---------------------------|
| Ultra black | Bold | Light |
| Ultra black italic | <i>Bold italic</i> | <i>Light italic</i> |
| Black | Regular | Ultra light |
| Black italic | <i>Regular italic</i> | <i>Ultra light italic</i> |
| Extra bold | Book | Thin |
| Extra bold italic | <i>Book italic</i> | <i>Thin italic</i> |

Nutmeg may be used by the Publications and Design Services Office for Minot State recruiting materials and some student-oriented publications. Nutmeg is a stylized font and cannot be used for most University publications. Use of this font must be approved by the Publications and Design Services Office.

University color palette

To build awareness of and enthusiasm for the Minot State University identity, colors must be used consistently. These elements are critical for communications that are produced in color.

| CMYK | RGB | Embroidery | |
|-------------------------------|-------------------------|------------|--|
| PRIMARY: | | | |
| C/12 M/100 Y/91 K/3 | R/206 G/14 B/45 | PMS 186 |  |
| C/11 M/1 Y/0 K/64 | R/102 G/102 B/102 | PMS 431 |  |
| C/0 M/0 Y/0 K/100 | R/0 G/0 B/0 | |  |
| SECONDARY: | | | |
| C/49 M/0 Y/11 K/0 | R/119 G/207 B/224 | PMS 637 |  |
| C/90 M/34 Y/100 K/27 | R/0 G/99 B/65 | PMS 3425 |  |

Stationery items

Letterhead



Office of the President

Name badge



Dr. Steven Shirley
President

Envelope



Office of the President (101)
500 University Ave W
Minot, ND 58707

Business card options

OPTION 1: SINGLE-SIDED CARD



OPTION 2: TWO-SIDED CARD



Email communications

Email communication and signature

Email communication is a presentation of official Minot State University correspondence. To maintain consistent branding standards across all forms of MSU communication, it is recommended that faculty and staff use one of the email signature options shown below. In addition, an email must preserve the white background and not include background graphics. Official email signatures of Minot State employees must not include quotes, custom fonts, photos, or links.

FONT

Use Calibri, size 11, as your email default font. Since some email programs do not allow formatting (font choices, bold text, etc.), users on those systems may choose whichever font is the default font on that system.

TITLE AND CREDENTIALS

Choose [Dr.] or [Ph.D.]. DO NOT use both.

Example: Dr. Steven W. Shirley, President – OR – Steven W. Shirley, Ph.D., President

SIGNATURES List signature information in the hierarchy shown below.

Option 1: Calibri – 11 pt.



Dr. Full name, Title
Department name
500 University Avenue West
Minot, ND 58707
701-858-XXXX | MinotStateU.edu

OR



Full name, Credentials
Title | Department name
500 University Avenue West
Minot, ND 58707
701-858-XXXX | MinotStateU.edu

Option 2: Calibri – 11 pt.

Dr. Full name, Title
MINOT STATE UNIVERSITY
Department name
500 University Avenue West
Minot, ND 58707
701-858-XXXX | MinotStateU.edu

OR

Full name, Credentials
Title | Department name
MINOT STATE UNIVERSITY
500 University Avenue West
Minot, ND 58707
701-858-XXXX | MinotStateU.edu

LOGO

Use of the logo is encouraged in all email signatures, except in situations where the email program does not offer a way to place the logo as part of the signature. If you are unable to use the logo *in the format shown above*, choose option 2 with **MINOT STATE UNIVERSITY** in **bold red** and typed with ALL CAPITAL LETTERS. Download the logo at: <https://www.MinotStateU.edu/publications/logos.shtml>.

OPTIONAL ELEMENTS

You may add pronouns to your signature in parentheses immediately following your name. You may also add MSU Land Acknowledgement (hyperlinked to the Minot State Land Acknowledgement webpage at: <https://www.minotstateu.edu/mss/land-acknowledgement.shtml>) to below the last line of your signature.

University policies

Campus printing policy

All campus printing and photocopying must be channeled through the Design and Print Services office for review. If it is determined that a job cannot be completed by Design and Print Services, an outside vendor will be contacted. If an individual faculty or staff member contracts with an outside vendor without approval from Design and Print Services, that individual may be personally liable for the bill.

For questions regarding this policy, contact Design and Print Services:

| | |
|--------------------------------|--------------|
| Doreen.Wald@MinotStateU.edu | 701-858-3498 |
| Amanda.Francis@MinotStateU.edu | 701-858-3498 |
| Roxanne.Mathis@MinotStateU.edu | 701-858-3026 |

Copyright guidelines

Minot State University follows copyright guidelines that govern the making of photocopies of copyrighted material or professional photography.

Because the University and any personnel making photocopies are liable for any infringement, the Design and Print Services office, and the MSU Copy Center reserves the right to refuse a copying order that, in its judgment, would violate copyright law.

A copy of written permission must be included with each request for reproduction of copyrighted material at the time the job is brought to the copy center.

University policies continued

Visual review policy

To ensure Minot State University communications are consistent, accurate, and reflect the qualities and brand pillars of the University, all non-student Minot State University academic publications and print materials, merchandise, advertisements, video and broadcast media, web pages, and other similar items promoting specific academic programs, departments, or special events require a review by the Marketing Office before public dissemination or submission to the Design and Print Services Office for design/production.

FOR NEW PROJECTS employees are required to submit a Word document electronically with the desired content, photography request(s), etc., to the Marketing Office.

PREVIOUSLY PRODUCED PROJECTS require review prior to printing. The PDF file should be submitted to the Marketing Office electronically.

All measures will be taken to not delay the production of materials.

All printing requests (whether printed on campus or off campus) require final approval by the Design and Print Services office.

STEPS FOR PRODUCING MATERIALS

1. Electronically submit a visual review form and attach your Word document with the new content or a PDF with your updates. Attach/note any photo(s) you are requesting to use in your publication/webpage/etc. Photography options are available at MinotStateU.edu/marketing.
2. Once your project form has been approved by the Marketing Office, your project can be submitted to Design and Print Services for design and/or visual approval. A sample of the project form is shown on the right.
3. A final proof of the project will be submitted to you for approval before production.

For questions regarding this policy, contact:

Cole Krueger, Marketing Director
 Cole.Krueger@MinotStateU.edu | 701-858-3062

Amanda Duchscherer, Digital Content Specialist
 Amanda.Duchscherer@MinotStateU.edu | 701-858-3199

Tiffany Pierson, Web Content Specialist
 Tiffany.Pierson@MinotStateU.edu | 701-858-3287

SAMPLE — PROJECT FORM

The image shows a sample project form with the following fields and sections:

- Name ***: Text input field.
- Email ***: Text input field.
- Phone Number ***: Text input field with a dropdown for area code and a dropdown for phone type (e.g., Home, Work, Cell).
- Department/Unit/Organization ***: Text input field.
- Project Description ***: Large text area for description.
- Date Project Needed ***: Date picker field.
- Please submit because there will be a time needed case.**: A note below the date field.
- Attach a File(s) ***: Section with an 'Upload Files' button and a list of uploaded files.
- Submit**: A button at the bottom right of the form.

University policies continued

Required branding policy

To ensure Minot State University communications reflect the brand of the University, all Minot State University print materials, electronic/social media materials, merchandise, advertisements, video and broadcast media, web pages, and any other similar items that represent Minot State University require the MSU logo, and whenever possible the University tagline. Proper usage and access to the University logo and taglines are available on the Minot State website > Design and Print Services > Logos.

University policies continued

Athletic logos policy



The athletics programs have their own logos, which are separate from the Minot State University logo. The logos shown are examples of the Athletics Department's identity. The Athletics Department is responsible for monitoring the use of the athletic logos.

ATHLETICS LOGO USE

The use of athletics logos is exclusive to the Minot State University Athletics Department. The logos may be used in limited school-spirit instances or by specific campus departments approved by the Athletics Department.

No other beaver photos, illustrations, or artwork may be used as a design element for publications or merchandise. See the Athletics Department Graphic Standards section for usage, guidelines, and compliance.

Student club and organization marks must be distinct from current or former university marks and cannot be based on or a variation of current MSU trademarks. Student clubs and organizations have the option of using the Mascot Mark (page 32) in conjunction with the name of their club or group. Any student club or organization wanting customization of the mascot mark must request it through the Design and Print Services office.

The Minot State University tagline(s) may not be used with athletics logos.

For more information or to request approval to use an athletics mark, please contact the assistant athletic director of external relations at 701-858-4093, or email Janna.MeKechnie@MinotStateU.edu.

University policies continued

Mascot Mark policy



The Minot State Mascot Mark brings an energetic and customizable option to the branding of the University. It is **NOT** a substitute for the primary academic or athletic logos.

The Mascot Mark was formed for student groups to allow a creative, yet branded avenue for the student population. Usage of the Mascot Mark is prohibited for all other entities unless given special approval from the Athletics Department Marketing Office.



Student groups must submit the **Mascot Mark Approval Form** to request usage of the Mascot Mark. Once approval has been given, any club or organization wanting to customize the Mascot Mark must contact the Design and Print Services Office.

Student groups must submit the **Mascot Mark Approval Form** to request usage of the Mascot Mark. Once approval has been given, any club or organization wanting to customize the Mascot Mark must contact the Design and Print Services Office.



For questions or inquiries, please contact the assistant athletic director of external relations at 701-858-4093, or email Janna.MeKechnie@MinotStateU.edu.

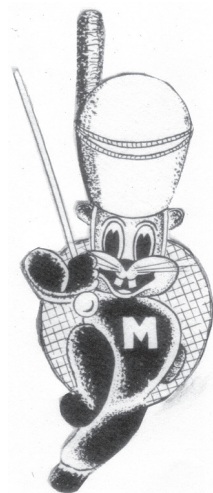
University policies continued

Use of prior Beaver marks/illustrations:

Prior Beaver marks/illustrations represent longstanding traditions of our mascot. Using a former Beaver mark/illustration is prohibited unless special permission has been approved by the Marketing Executive Committee.

Using a former Beaver illustration/mark to represent your group, program, or campus unit is not allowed.

If you want to feature a former Beaver mark/illustration for a specific marketing event such as Homecoming contact the Marketing Executive Committee.



MINOT STATE BEAVERS



MINOT STATE UNIVERSITY ATHLETICS
BRAND AND GRAPHIC STANDARDS

Primary logo | Preferred usage

The Beaver head logo is the primary logo of the Minot State Athletics Department. The logo is uniquely rendered. It cannot be redrawn, duplicated, filled or modified in any way. It cannot be used on campus by any other departments, unless the department has specifically been given an exception from the Minot State Athletics Department.



OTHER ACCEPTABLE COLOR VARIATIONS

NOTE: The beaver logo must ALWAYS have a white fill and outline.



RESTRICTED USE:



Only for use on marketing materials where ALL logos appear in white only, or for special athletic initiatives. Must be approved by the MSU Athletic Director.



Only for use on Military Appreciation Day. Must be approved by the MSU Athletic Director.

SECONDARY LOGO | Permission required for usage.



RETIRED LOGOS

Usage permitted for Athletics and Alumni Association only.



Unacceptable logo usage

THE IMAGES BELOW DEPICT COMMON MISUSES OF THE BEAVER LOGO.

Some exclusions do apply. The Minot State Director of Athletics reserves the right to approve or deny any designs, including but not limited to engraving, laser etching, awards, and special usages. These special permissions may only come from the director of athletics or the assistant athletic director for external relations.

For questions, please contact the assistant athletic director for external relations at 701-858-4093.

PLEASE NOTE THAT NOT ALL INAPPROPRIATE USES ARE PICTURED.



Do NOT distort, rotate or flip the Beaver logo.



Do NOT use the green Beaver logo on a red background or the red logo on a green background.



Do NOT place text over the top of the Beaver logo.

Official colors and fonts

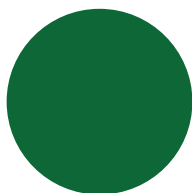
The following are the official colors of the Minot State Athletic Department. No other primary or secondary colors should be used to represent the Minot State Athletic Department. The only exceptions will be for internal use when promoting a specific initiative for assigned athletic events. This approval must come from the director of athletics or the assistant athletic director for external relations.

PRIMARY COLORS:

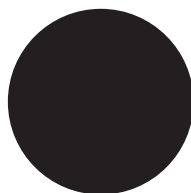
Retail using the official logo should be one of these four colors.



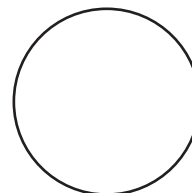
Pantone 186
RGB: 206/14/45
CMYK: 12/100/91/3



Pantone 3425
RGB: 0/99/65
CMYK: 90/34/100/27



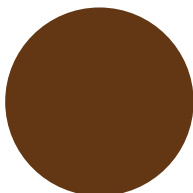
Black
RGB: 0/0/0
CMYK: 0/0/0/100



White
RGB: 255/255/255
CMYK: 0/0/0/0

SECONDARY COLORS:

These colors should only be used when using the brown Beaver head or when special permission is given to use the Beaver M logo.



Pantone 1545
RGB: 102/55/0
CMYK: 0/53/100/42



Pantone 431
RGB: 106/116/124
CMYK: 11/1/0/64

Official colors and fonts continued

PRIMARY FONTS:

ITC LEAWOOD | ITC LEAWOOD

ITC LEAWOOD has been the primary font for the Minot State Athletics Department. This font will be phased out within the next 3 – 5 years.

Montserrat | **Montserrat**

Because of its strong presence, clean lines, and readability, MONTSERRAT will replace ITC Leawood as the primary font used for headings and sub-headings for the Minot State Athletics Department. To phase out ITC Leawood, begin using Montserrat immediately as the primary font for headings and sub-headings. This font family includes: *Thin, Thin Italic, Extra Light, Extra Light Italic, Light, Light Italic, Regular, Regular Italic, Medium, Medium Italic, Semibold, Semibold Italic, Bold, Bold Italic, Extrabold, Extrabold Italic, Black* and ***Black Italic***.

Avenir | **Avenir**

Because of its clean lines and readability, AVENIR will become a primary font for body copy and large areas of text for the Minot State Athletics Department. To phase out ITC Leawood, begin using Avenir immediately as the primary font for all communications and branding materials. This font family includes: *Light, Light Oblique, Book, Book Oblique, Roman, Medium, Medium Oblique, Black, Black Oblique, Heavy, Heavy Oblique*.

SECONDARY FONTS:

Tungsten | **Tungsten**

TUNGSTEN is a secondary font for the Minot State Athletics Department. This font is approved for use by the Athletic Department for athletic communications including headlines, small amounts of body copy, and promotional/retail items. This font family includes: *Thin, Extra Light, Light, Book, Medium, Semibold, Bold, and Black*.

Quantic | **Quantic**

QUANTICO is a secondary font for the Minot State Athletics Department. This font is approved for use by the Athletic Department for headlines only. This font family includes: *Regular, Italic, Bold, and Bold Italic*.

Tartine Script is no longer an approved font for the Minot State University Athletics Department and should not be used.

Wordmark

STACKED | PREFERRED USAGE:



WHEN APPEARING ON A RED BACKGROUND
PRIMARY IDENTIFIER: WHITE
SECONDARY IDENTIFIER: BLACK



WHEN APPEARING ON A WHITE BACKGROUND
PRIMARY IDENTIFIER: RED
SECONDARY IDENTIFIER: BLACK



WHEN APPEARING ON A GREEN BACKGROUND
PRIMARY IDENTIFIER: WHITE
SECONDARY IDENTIFIER: BLACK



WHEN APPEARING ON A BLACK BACKGROUND
PRIMARY IDENTIFIER: WHITE
SECONDARY IDENTIFIER: RED

HORIZONTAL | USE WHEN SPACE DOES NOT ALLOW FOR STACKED VERSION:



ONE COLOR USAGE:



Any wordmark can appear in all Minot State red, Minot State green, black, or white. DO NOT use wordmarks and identifiers in any other colors.

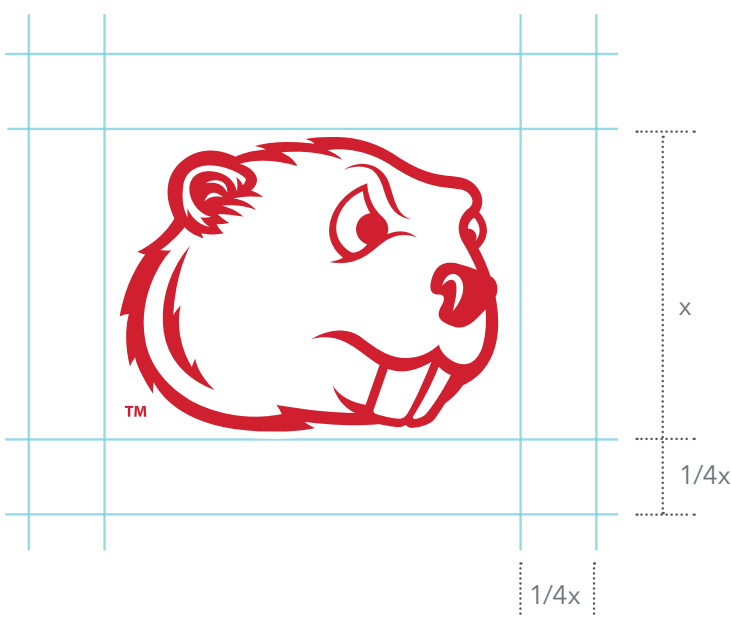
Logo restrictions and clear space

CLEAR SPACE

The logo should always be surrounded by a buffer area of clear space to separate it from text and other graphic elements. AN EXCEPTION may be applied to projects created by Minot State University Design and Print Services based on their specific design expertise and their commitment to ensuring the integrity of the logo, with approval from the Minot State Athletics Department

The illustration below shows the minimum clear space required as specified relative to the overall height of the logo.

For example: If the overall HEIGHT of the logo is 1 inch, the required clear space surrounding the logo is 1/4 inch.



TEAM LOCK-UPS



The Athletic Department, as well as their organizations and teams, has distinct lock-ups and wordmarks created for their use. These are for internal and retail use only and can be requested from the Athletics marketing or licensing offices.

All clear space, color restrictions, and lock-up rules apply to team lock-ups and wordmarks. Do not attempt to alter these logos. Wordmarks may only use [MINOT STATE] verbiage — [BEAVERS] verbiage is not allowed to be interchanged.

MSU Athletics Mascot Mark

The Minot State Mascot Mark brings an energetic and customizable option to the branding of the University. It is **NOT** a substitute for the primary academic or athletic logos. The mascot mark is for **official student groups**, allowing a creative; yet branded avenue for the student population. It is uniquely rendered. It cannot be redrawn, duplicated, or modified in any way. Usage of the mascot mark is **prohibited** for all other entities unless otherwise given special approval from the Athletics marketing office. Student groups must submit a request to use the mascot mark (at the link below.) Following approval, Design and Print Services will customize the mascot mark to fit the request of the student group.

[MSUBEAVERS.COM/MASCOTMARK](https://msubeavers.com/mascotmark)



For questions or inquiries, please contact the assistant athletic director of external relations at 701-858-4093, or email Janna.MeKechnie@MinotStateU.edu.

MSU Athletics Kits Club Mark

The Minot State Kits Club Mark was designed to bring an energetic option for youth Beaver fans. It is uniquely rendered. It cannot be redrawn, duplicated, or modified in any way. It cannot be used on campus by any other departments, unless the department has specifically been given an exception from the Minot State Athletics Department.



For questions or inquiries, please contact the assistant athletic director of external relations at 701-858-4093, or email Janna.MeKechnie@MinotStateU.edu.

Athletics logo policy

ATHLETICS LOGO USE

The use of athletics logos is exclusive to the Minot State University Athletics Department. The logos may be used in limited school-spirit instances or by specific campus departments approved by the Athletics Department.

No other beaver photos, illustrations, or artwork may be used as a design element for printed publications, social media or merchandise.

Student clubs and organizations have the option of using the Mascot Mark in conjunction with the name of their club or group. Any student club or organization wanting customization of the mascot mark must request it through the Design and Print Services office.

For more information or to request approval to use an athletics mark, please contact the assistant director of athletics for external relations at 701-858-4093 or email Janna.McKechnie@MinotStateU.edu.



Campus Visual Standards

Purpose and spaces

The purpose of campus visual standards is to unify the appearance of campus and inspire school spirit. Minot State's brand extends beyond paper and electronic marketing to also include the campus visual experience. Campus appearance is the physical reflection of the pride we have for Minot State.

These standards must be followed for any NEW changes to the campus and as areas are updated.

All buildings, office equipment, and furniture are the property of Minot State University and may not be defaced or modified without prior written approval by Facilities Management.

Campus Visual Standards will be regulated by Brian Smith (facilities department | ext. 3210) and when exceptions are requested, the Campus Visual Standards Committee. To contact the Campus Visual Standards Committee, contact Brian Smith.

SPACE CATEGORIES INCLUDE:

- Office spaces: Office spaces can range from individual offices to conference rooms. These spaces can have a wide variety of uses; therefore, they should have basic, branded palettes. Individualization of private offices can be expressed through an individual's decor.
- Lobbies, hallways, and reception areas: These spaces should be inviting, open, and professional.
- Classroom, study spaces, and co-working spaces: These spaces should provide focus yet provide a sense of Minot State pride.
- Residence halls and other student spaces: These spaces should feel modern, comfortable, and embody school spirit

Color palettes

To build awareness of and enthusiasm for the Minot State University identity, colors must be used consistently. Standard wall paint colors include Pure White, Dover White, and Gauntlet Gray.

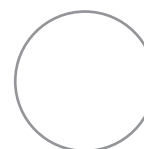
Natural wood, cement, and metal are allowed. Dark bronze (or black) may be used on door frames, metal heating elements, and touching up metal frames and railings.

PRIMARY:

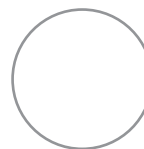
| CMYK | RGB | Embroidery |
|----------------|-------|------------|
| PURE WHITE: | | |
| C/0 | R/0 | |
| M/0 | G/0 | |
| Y/0 | B/0 | |
| K/0 | | |
| DOVER WHITE: | | |
| C/0 | R/0 | |
| M/0 | G/0 | |
| Y/0 | B/0 | |
| K/0 | | |
| GAUNTLET GRAY: | | |
| C/11 | R/102 | PMS 431 |
| M/1 | G/102 | |
| Y/0 | B/102 | |
| K/64 | | |

MATCHING PAINT

Sherwin Williams 7006 Extra White



Sherwin Williams 6385 Dover White



Sherwin Williams 7019 Gauntlet Gray



Red is the dominant accent color for Minot State University and should be used as the primary accent color to energize a space. Green and black may be introduced in small amounts as a secondary accent color.

ACCENT:

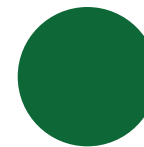
| CMYK | RGB | Embroidery |
|--------|-------|------------|
| RED: | | |
| C/12 | R/206 | PMS 186 |
| M/100 | G/14 | |
| Y/91 | B/45 | |
| K/3 | | |
| GREEN: | | |
| C/90 | R/0 | PMS 3425 |
| M/34 | G/99 | |
| Y/100 | B/65 | |
| K/27 | | |
| BLACK | | |
| C/0 | R/0 | |
| M/0 | G/0 | |
| Y/0 | B/0 | |
| K/100 | | |

Matching Paint

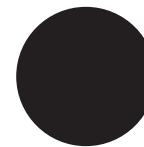
Sherwin Williams 6868 Real Red



Sherwin Williams 6446 Arugula



Bronze/Black- coming soon



Furniture and wall décor

FURNITURE often goes out of style long before it loses its function. Furniture that is old, out of style, or not reflective of Minot State visual standards should not be used in highly visible areas.

All new furniture purchases must be reflective of the Minot State visual standards.

NOTE: Patterned fabrics must reflect the Minot State brand and be submitted for review prior to purchase with the Campus Visual Standards Committee.

COMMON SPACE WALL DECOR. Less is more. For example, a common problem on our campus is a lot of bulletin boards and signs that no longer serve a function are still hanging on walls.

Buildings should be regularly reviewed for old signs and items that are no longer needed and then be removed.

Wayfinding and signage

All campus building entrances should have directories that clearly note where offices or rooms are located. When necessary, additional signage should be utilized to route guests through the building. Signs should be consistent throughout campus, and created by the Minot State University Design and Print Services Office.

Office Signs: Each office should be clearly identified with a Minot State branded sign.



| STAFF | FUNCTION | ROOM |
|-------------------------|---|-------------------|
| Dr. Jacek Mrozik | Associate Vice President Graduate, Online, Distance and Continuing Education | 365 |
| Carla Davis | IVN and Video Conferencing Coordinator | 350 |
| Stacey Foistad-Magandy | Administrative Assistant | 365 |
| Jessica Hudson | Budget and Fiscal Analyst | 370 |
| Jolina Miller | Online Program Coordinator | 358 |
| Thomas Rakness | Test Center Manager | 361 |
| Sherie Saltveit | Online Instructional Designer | 368 |
| Douglas Tiedman | Instructional Design and Media Specialist | 356 |
| Amy Woodbeck | Professional and Community Education Coordinator | 354 |
| Academic Testing Center | Electronic Testing and Proctoring | 361 |
| IVN Rooms | Classrooms | 359 362 364 |

| Graduate School | | |
|-----------------|-----------------------|-----|
| Penny Brandt | Admissions Specialist | 352 |

ENTRY DOOR SIGNS: All permanent signage on entry door windows should be white lettering or follow the Minot State brand. This includes signage such as: ADA Entrance, and Tobacco Free Campus.

When damaged, these signs should be replaced immediately. *Signs on windows and doors should be kept to a minimum.*



Outdoor Wayfinders: All outdoor signage should follow the Minot State brand. It should be clearly visible for the intended audience: pedestrian or automobile. When departments move, signage should be updated within one month of the move completion.



Items controlled by the Facilities Management Office

THE ITEMS BELOW MAY ONLY BE PURCHASED THROUGH THE FACILITIES MANAGEMENT OFFICE.

Note: This includes items shown on architectural renderings and building plans.

WINDOW TREATMENTS: In most cases, the MSU standard window treatments will be roll blinds ordered through Facilities Management. All window treatments in a building should be the same to keep the exterior of the building cohesive.

CEILING TILES: In most cases, tagular smooth 2' x 2' square tiles will be used. Ceiling tiles must be ordered through Facilities Management.

Flooring: Contact Facilities Management to view available Minot State flooring options.

LIGHTING: LED lighting must be used throughout campus. If an area requires special lighting/circumstances, contact Facilities Management.

RESTROOMS: Restrooms should be simple and easy to clean. They must follow the campus color brand and have a timeless feel.

OUTDOOR DÉCOR: This includes all picnic tables, pole flags, plants, trees, etc.

