To the Minot State University community

Previous to my arrival at Minot State University on July 1, 2004, the University and its enrollment management committee were working on a valuable initiative to develop a marketing brand for our institution. In that effort, Minot State University contracted with Woychick Design of Minneapolis, a firm that had demonstrated understanding of higher education and had experience with a number of other colleges and universities, as well as nonprofit organizations.

During the branding process, representatives of Woychick Design visited our campus, conducted focus groups with faculty, staff and students, and had participants complete a number of exercises to determine our strengths, weaknesses, aspirations and what makes us different from other colleges and universities. In addition, the firm studied our competitors.

Through this process, it became clear that we value, believe in, and aspire to being a “students first” institution. Putting students first is something we do well. It’s something we’re certain that we do better than many others. And we have a great desire to continually improve the service we provide our students.

This whole notion of being student-centric and the need to communicate our brand led to the development of the tagline “Be seen. Be heard.” The work in branding has culminated in the creation of a new look, a refined logo, and vibrant and attractive colors.

One of the other lessons learned through the branding effort was the need for consistency in our publications, marketing and advertising, and on our Web site. We came to understand our need to firmly establish the identity of Minot State University.

The Graphic Standards Manual has been developed, with the assistance of Woychick Design, to help us achieve that goal. It contains guidelines in the use of graphic identity elements such as type styles, logo, brand, and Pantone colors. The guidelines have been established with the input from the University Cabinet and the review and approval from President’s Staff. These guidelines provide for a consistent and strong visual identity for Minot State University, yet provide the flexibility needed for use by individual departments.

Please familiarize yourself with the new guidelines. Thank you in advance for your support for our new and attractive image and brand and for a clear, single identity for Minot State University.

Sincerely,

David Fuller
President
Why are graphic standards important?

This manual provides 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 these graphic standards, Minot State’s visual identity will become established and recognized. Failure to properly use these elements reduces our ability to communicate with the school’s many audiences, and diminishes the identity’s value.
The logo

The logo is Minot State University’s official identifying mark. It is the basic element in the application of a unified visual identity.

Minot State’s logo consists of two parts: the shield and the wordmark. The shield and wordmark should never be arranged differently than the examples shown in this manual, or combined with other design elements.

The logo is uniquely rendered. It cannot be redrawn, duplicated, or modified in any way.

*Please note: Minot State University has used a similar logo since 1996. However, the new logo (above and on subsequent pages) has been completely re-drawn and should be used exclusively. This new logo replaces all older designs and is the only mark to be used when identifying Minot State.*
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 one inch, measured as the width of the logo. Never print the logo smaller than this.

For on-screen uses, the minimum logo size is 200 pixels, measured as the width of the logo. Never display the logo smaller than this.
Logo clearspace

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 clearspace needed is specified relative to the height of the shield.

For example:

- If the shield height is 1", the required clearspace surrounding the logo is ½".
- If the shield height is ½", the required clearspace surrounding the logo is ¼".
Logo configurations

The preferred logo configuration is with the shield to the left of the two-line wordmark (top). Use the preferred logo arrangement whenever possible.

In certain circumstances, it may be better to use other configurations. Never use the the Minot State wordmark without the shield.

Use only the logo configurations illustrated above. No other configurations are acceptable. Digital files of all three logo configurations are available; see page 31 for more information.
Whenever possible, print the logo in Minot State Red. However, when this isn’t possible, it is acceptable to print the logo as solid black or pure white.

The logo should be reproduced so that it is easily seen and recognized. Always place the logo on a solid, contrasting background. Do not place the logo on a busy or complicated background.

Use only the color configurations illustrated above. No other colors or configurations are acceptable for the logo. Digital files of all three logo color configurations are available; see page 31 for more information.

Note: The logo should never be placed in a small box or shape that implies it is part of the logo. The black background shown above is meant to suggest a large field of color, not an acceptable shape around the logo.
CORRECT: the above logo is used correctly

UNACCEPTABLE: too little clearspace (see page 6)

UNACCEPTABLE: redrawn logo elements

UNACCEPTABLE: incorrect colors or color configurations (see page 7)

UNACCEPTABLE: additional graphic elements: drop shadow, outline, etc.

Unacceptable logo usage

The logo is uniquely rendered. It cannot be redrawn, duplicated, or modified in any way. While computer software has made it easy to modify graphics, please resist the temptation.

A consistently applied system of identification creates a distinctive visual profile. Any changes made to the logo undermine this goal and can, over time, defeat the entire purpose of our identity and graphic standards.

These pages illustrate some of the many ways the logo can be impaired by incorrect use.
Unacceptable logo usage

UNACCEPTABLE: re-typing the wordmark, substituted typeface

UNACCEPTABLE: wordmark used without the shield (see page 6)

UNACCEPTABLE: low-contrast backgrounds, complex backgrounds, logo placed in a box that implies it is part of the logo

UNACCEPTABLE: logo elements rearranged or reproportioned

UNACCEPTABLE: logo scaled too small, logo scaled disproportionately
Minot State University

Be seen. Be heard.

Meet our students.

The tagline is aligned with the baseline of the word “UNIVERSITY” in the Minot State logo.

The tagline

The tagline is often used in 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. For more information on development of the Minot State brand and tagline, contact the Public Information Office.

The Minot State tagline is not a part of the logo, but can be used with the logo. It cannot be used alone, or as a replacement for the logo. For examples, see above. Digital files of the tagline are available; see page 31 for more information.

The tagline is uniquely rendered. It cannot be redrawn, duplicated, or modified in any way.
Color palette

Color plays an important role in keeping all materials consistently recognizable. The three signature colors that comprise Minot State’s identity are Minot State Red, Minot State Green, and black.

Additionally, a secondary palette has been established. These colors work well in combination with any of the three signature colors.
ADOBE GARAMOND REGULAR: primarily used for body copy

ABCDEFghijklmnopqrstuvwxyz12345678

ADOBE GARAMOND ITALIC: use for emphasis

ABCDEFghijklmnopqrstuvwxyz12345678

SCALA SANS BOLD: use for headlines or subheads

ABCDEFghijklmnopqrstuvwxyz12345678

SCALA SANS REGULAR: use for subheads or body copy

ABCDEFghijklmnopqrstuvwxyz12345678

SCALA SANS ITALIC: use for emphasis

ABCDEFghijklmnopqrstuvwxyz12345678

Recommended typography

Typography, used consistently, is one of the most important design elements in establishing a recognizable graphic identity. From hundreds of typefaces available, the Adobe Garamond and Scala Sans font families have been selected for use in Minot State materials. These typefaces are attractive, functional, and versatile enough for use in a wide variety of applications.

The sample styles displayed on pages 15 and 16 demonstrate the versatility of the chosen font families. This is not a comprehensive list of acceptable styles, but a guide to encourage the use of our recommended font families. Variations on these samples are expected as they suit the project.

Garamond headlines look like this.

Font: Adobe Garamond Regular  
Size: 20 point  
Leading: 28 point

Garamond text looks like this.

Font: Adobe Garamond Regular  
Size: 11 point  
Leading: 16 point

SCALA CAPS SUBHEAD LOOKS LIKE THIS.

Font: Scala Sans Bold  
Size: 9.5 point  
Leading: 18 point

Scala headlines look like this.

Font: Scala Sans Bold  
Size: 20 point  
Leading: 24 point

Scala text looks like this.

Font: Scala Sans Regular  
Size: 10 point  
Leading: 15 point

Scala subheads look like this.

Font: Scala Sans Bold  
Size: 14 point  
Leading: 20 point
Teaching students what we know is important, but so is teaching them how to grow.

At Minot State University, we don’t simply impart knowledge for its own sake. Instead, we seek to bring forth students who can meet the world with an appreciation for others, a commitment to the future, and the ability to take on new challenges.

Find out more >

Headline  Garamond Head
Text  Garamond Text
Subhead  Scala Caps Subhead

Teaching students what we know is important, but so is teaching them how to grow.

At Minot State University, we don’t simply impart knowledge for its own sake. Instead, we seek to bring forth students who can meet the world with an appreciation for others, a commitment to the future, and the ability to take on new challenges.

Find out more >

Headline  Scala Head
Text  Scala Text
Subhead  Scala Subhead
Acceptable typography

It is understood that not everyone will have the recommended font families. If Adobe Garamond and Scala Sans are available, use them as described in this manual. If they are unavailable, substitute the font families shown above.

Substitute Palatino for Garamond, and Verdana for Scala Sans. These fonts are readily available on both PC and Macintosh computers.
Examples

Consistently using the graphic standards presented in this manual—the logo, colors, and typography—in combination with compelling words and photos is the best way to establish a recognizable identity for the school.
Teaching students what we know is important, but so is teaching them how to grow.

At Minot State University, we don’t simply impart knowledge for its own sake. Instead, we seek to bring forth students who can meet the world with an appreciation for others, a commitment to the future, and the ability to take on new challenges. Here, students get the kind of attention only found in a small, high-caliber university.

FIND OUT MORE >

Get more information.
We’re here to answer your questions or schedule a campus visit. Call 1-800-772-9791, extension 3320.
Or visit our website to learn more about Minot State. You’ll be able to meet some of our students and faculty, take a virtual tour of the campus, and even apply for admission.

www.minotstateu.edu

Examples

By directing people to our website for more detailed information, printed pieces can be brief and to-the-point while maximizing existing resources.
Examples

Even without the use of photos or lots of color, this sample demonstrates the graphic standards’ ability to support all manner of communications.
Templates

Several electronic templates have been created to enable Minot State staff to create materials that are consistent with the graphic standards in this manual. Templates exist for the website and stationery system, plus a sample newsletter, and PowerPoint presentation.

To use these templates, contact Minot State University Publications and Design Services.
Stationery template

Individual schools, departments or offices may not create or produce their own letterhead, envelopes, business cards, or any other stationery. Publications and Design Services staff members are available to assist university offices in designing these materials. To place an order, contact Doreen Wald at 701-858-3499 or doreen.wald@minotstateu.edu.
Website template

Because of our website’s multiple content providers and frequent updates, it is especially important to adhere to standards when creating web pages. A template has been created to ensure both consistent implementation of the site, and compliance with state-required accessibility guidelines.

All official Minot State colleges, departments, and programs must adopt the template. For exceptions and details, see the MSU Web Standards and Guidelines at:

www.minotstateu.edu/policies
Comments from the Dean

Eorum magnam facerunt except as noted in the body of this newsletter. We are unable to answer individual questions or respond to requests for further information. All responses are published here without names. This newsletter is distributed as part of the College of Education & Health Sciences’ efforts to communicate with faculty, staff, students, and friends of the College.

MISSION

Nonnullam temend veli accum ulla consequat altru vel er est alienis retinax
nulla loqui contumex narramus deliques nonsequuntur quis aliquam sunt
ammod temend conum vas cum dolore nonsequi. Ut cum diuis.

VISION

Secum viti auxili delesequi delos estat. Cum id est, morit veniam.

CONTACT US

Dr. Neil Nordquist
334 Memorial Hall
Minot State University
500 University Ave W
Minot, ND 58707
1-800-857-9340
701-858-5240
retd.nordquist@mn.edu

MAY 2005

Large headline goes here

Sidebar subhead

LINE goes here

like this

Ispra nonse magna alisis dolore veliquat
nulla loqui contumex narramus deliques nonsequuntur quis aliquam sunt
ammod temend conum vas cum dolore nonsequi. Ut cum diuis.

LINE goes here

this

et saepue his dicere dolore aliquam, velit, e dic eis sum magna fragarum, conum sunt sine
loqui auxili delesequi delos estat. Cum id est, morit veniam.

NEWSLETTER COVER and INTERIOR

A basic newsletter template has been created for use in Microsoft Word (PC platform). It provides for consistent margins and type styles across departments, and eliminates the need to “reinvent the wheel” with each publication.

23 Minot State University Graphic Standards Manual
PowerPoint template

A basic presentation template has been created for use in Microsoft PowerPoint (PC platform). It provides for consistent margins and type styles across departments, and eliminates the need to “reinvent the wheel” with each presentation.
Other Wordmark Usage

*September 2016 Addendum to Graphic Standards regarding the use of a wordmark.*

When appropriate, an exception to the graphic standards may be granted. An exception may be:

1. The use of a wordmark for the purpose of an on-going identity (i.e., NOTSTOCK). For this special event/non-academic program or service, the Minot State University logo will compliment the wordmark design. The approved wordmark will be allowed for print and web advertising, clothing, promotional items and other collateral.

2. When a temporary or frequently changed graphic element is requested as an exception for a special event/non-academic program or service, the Minot State University logo can compliment the print and web advertising.

The Director of Publications and Design Services will approve/disapprove the exception.

Outdated designs

The standards established in this manual constitute the official identity system for the University. Older designs that have been used for the University, its departments, programs, or organizations are now considered obsolete and should be removed from circulation.

NDCPD and RCJC are an exception to this rule. They will continue to use their existing logos on publications for external audiences interested primarily, if not exclusively, in the disciplinary focus of the respective centers. Below the logo should appear: “A Minot State University Center of Excellence.”

Publications addressed to internal and local audiences, and other audiences who understand that NDCPD and RCJC are centers of excellence projects governed by Minot State University, should include only the approved MSU signature lockup as described and illustrated on page 10. Multiple logos on a publication are not permitted. Only approved colors may be used (see page 13).
Athletics logos

The athletic programs use their own logos, which are separate from the Minot State University identity. The logos shown here are meant to serve as examples—not as a comprehensive overview—of the athletic department’s identity.

It is unacceptable for any other Minot State departments or entities to use the athletics logos. The official Minot State University logo must be used.

For more information about athletics logos, contact the MSU Athletics Department.
Visual review policy

Regardless of where it is to be printed, ALL publications and print materials must be submitted to Publications and Design Services for approval prior to being produced.

Materials which must adhere to this policy include:

- Any printed material that promotes specific programs, departments, activities, or special events at Minot State University. Note: While responsibility for originating and funding these materials rests with the academic unit, Publications and Design Services must approve these publications before they are printed.
- forms, invoices, and order blanks—especially those which will be sent off campus in the conduct of university business
- surveys, polls, questionnaires, or any material distributed with the express purpose of gathering information about perceptions of Minot State
- any form of advertising, regardless of circumstance
- merchandise to be sold or given away, such as coffee mugs, pens, etc.
- video and broadcast media such as videotapes, CDs, broadcast advertising, and other multimedia projects (projects such as these must also be approved by the MSU Marketing Office)

Exceptions to this policy include:

- course syllabi
- class handouts
- internal (on-campus) communications
- non-official communications

To ask questions or submit a project for approval, contact:

Doreen Wald
Minot State University Publications and Design Services
doreen.wald@minotstateu.edu
701-858-3498

All official Minot State colleges, departments, and programs must comply with the MSU Web Standards and Guidelines (see page 22). For more information on website templates, contact:

Anton Huether
Minot State University Information Technology Center
webmaster@minotstateu.edu
701-858-4442
OTHER REVIEW

The Marketing Office is responsible for pre-approving/final approval for academic video and broadcast media projects such as videos, CDs, broadcast advertising, and other multi-media projects.

To ask questions or request a project for approval, contact:
Teresa Loftesnes, Director
Marketing Office
teresa.loftesnes@minotstateu.edu
701-858-3062

Web Site policy

Minot State University’s website is an official publication of the University as it is a major marketing and communications tool for the entire campus. Its mission is to promote the University and provide accurate, up-to-date information about the University in an accessible and attractive manner to internal and external audiences. The University’s various audiences include potential students, current students, employees, friends, alumni, and visitors.

As an official publication, in addition to MSU policies, websites must also be in compliance with Federal and NDUS obligations as noted in “NDUS Policy 1901.2.”

The Marketing Office (MO) is responsible for oversight of content, and the webmaster (housed in ITC) is responsible for the format and Content Management System (CMS). With input from the Marketing Executive Team (MET)*, the MO designates official university web pages. The MET also assists by offering suggestions regarding the policies governing the content and format. The official web pages include offices, centers, divisions, and departments. Official pages must conform to the design guidelines to give the site unity, coherence, functionality, and readability. When appropriate, the contents of official web pages should reside on Minot State University’s server with the exception of specific office needs, such as the Leapfrog platform used by the Registrar’s Office for the university catalog. To ensure timely and accurate information, the MO is available to assist departments, divisions, offices, and organizations in determining appropriate academic and student-related content.

RESPONSIBILITIES

The MO is responsible for:
- approving requests from campus entities requesting a Minot State University web page, in consultation/consensus with the MET,
- assisting and coordinating the modifications of content for official university websites,
- monitoring web content for timely and accurate information,
- reviewing the appropriate use of photography,
- working closely with the Public Information Office to determine stories for the homepage, and
- resolving any questions, problems, or grievances concerning website policy, management or other issues that may arise concerning the website’s maintenance and operation, in consultation/consensus with the MET.
The webmaster is responsible for:
- managing the branded visual design and the CMS,
- advising web authors, employees and students about website policies,
- communicating with those entities not using the university’s official CMS,
- developing plans for website modifications,
- uploading content,
- assisting with oversight of web content that may need reviewing, and
- routinely revising web pages to improve structural consistency.

Web authors

Individuals designated by each department, division, office, or center responsible for pages pertaining to their respective area. In most cases, the web authors will utilize the University’s CMS and as needed, confer with the webmaster or MO regarding text, photography, and video content.

Anton Huether, Webmaster
Information Technology Central
webmaster@minotstateu.edu
858-4442

The Marketing Executive Team (MET) consists of the directors of marketing, publication and design services, public information, and alumni and annual giving, assistant athletic director for marketing and promotions, webmaster, social media specialist, student activities coordinator, assistant vice president for enrollment services and a student representative.

Social Media policy

General Academic Policies for use of Social Media
- Social media refer to sites designed to allow and encourage social interaction. Common examples include Facebook, Instagram, and Twitter.
- Approval of a Minot State University social media account is required via the Marketing Office (MO). The form is available on the MO’s website. Retention of Minot State’s brand platform is mandatory.
- Minot State University social media accounts should be clearly identified by using Minot State University or Minot State rather than MSU due to other MSU schools in our region.
- The Minot State University logo will be required for Facebook and Twitter accounts in the profile graphic area, which is the smaller, left hand graphic. In the larger, panoramic (cover photo) graphic box across the top, entities may choose from a gallery of acceptable photos.
- Active posting to social media accounts is required. Tweets and Facebook posts are recommended at least three times a week. Accounts inactive for longer than one month may be considered for termination.
- It is expected any Minot State University social media account will refrain from disrespectful comments and inappropriate language.
- The MO will not post to any Minot State accounts other than in the case of an emergency.

For more information, contact:
Rick Heit, Social Media Specialist
Marketing Office
richard.heit@minotstateu.edu
701-858-4156

**Graphic standard for email signature**

Email communication is a presentation of official Minot State University correspondence. Therefore, to maintain consistent branding standards across all forms of communication, it is recommended that faculty and staff use the following email signature template for external audiences. In addition, an email must preserve the white background and not include background graphics.

Email Template  (please use Times New Roman size 12/14 font your standard email default font)

John Doe
Title/Department
Grant program, if applicable
Minot State University
500 University Avenue W
Minot ND 58707
701-858-XXXX/1-800-777-0750
www.MinotStateU.edu

*You may use the MSU logo in the signature area, if you wish.*
Obtaining electronic files

We want to make it easy to follow the graphic standards outlined in this manual. Artwork for the Minot State logo can be obtained through Publications and Design Services.

To ask questions or obtain electronic files described in this manual, contact:

Doreen Wald
Minot State University Publications and Design Services
doreen.wald@minotstateu.edu
701-858-3498

These files are also available on the web. Go to: www.minotstateu.edu/identity

Campus printing policy

All campus printing and photocopying will be channeled through the Publications and Design Services Office for the “Right of First Refusal.” If the job cannot be completed by Publications and Design Services in the time frame needed, it will be the responsibility of Publications and Design Services to contract with an outside vendor to complete the job. If an individual faculty or staff member besides the Publications and Design Services staff contracts with an outside vendor, that individual may be liable for the bill. The Publications and Design Services Office is the only authorized contractor for outside printing.

Copyright guidelines

Publications and Design Services and the campus copy center follow copyright guidelines that govern the making of photocopies of copyrighted material.

Because the university and any personnel making photocopies are liable for any infringement, this office reserves the right to refuse to accept 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.