DAKOTA STATE
UNIVERSITY

BRAND MANUAL

Opening Statement

—

Dakota State University was founded in 1881 as a school for teacher education. Today, DSU specializes in computer management, computer information systems, and related undergraduate and graduate programs, with special emphasis placed on the preparation of teachers with expertise in the use of computer technology.

The university integrates academics, technology, and innovation in a student-centered environment.

To better serve the school's mission, we have created the following brand standards. A brand has a unique personality and features that become recognizable with key audiences through consistent use of voice and design elements. As these elements are reinforced, brand recognition grows.

The guidelines detailed here will serve as a reference as you develop your own marketing materials. By projecting a consistent visual and verbal identity, these guidelines will help foster awareness, recognition, and support for the university.

All requests for copies of the logo (available in a variety of formats) as well as approvals for usage should be routed through the DSU Department of Marketing & Communications. If you require further direction on usage, please contact the office directly:

marketing@dsu.edu
www.DSU.edu/brand

Vision

Dakota State University is an institution defined by our ambitions and an unwavering willingness to evolve and adapt.

From our humble prairie beginnings to our current status as one of the Midwest's most technologically-advanced campuses, we have always embraced change. Now, we have taken our commitment to progress and applied it to our visual identity.

As a national leader in computer and cyber education, we have taken the steps to build a brand better aligned with the University's goals for growth, while staying true to our heritage and traditions.

The brand defined within the pages of this book represents our efforts to achieve this vision of our future. By using these guidelines, we will all be empowered to share our story while fulfilling our promise of being the university of choice for those seeking a student-centered institution offering innovative programs grounded in teaching, research, technology, scholarship, and service excellence.

Consistent use of these standards will ensure current and future students, faculty, staff, alumni, and the community understand who DSU is and what we represent. By doing so, we guarantee the continued success of our University, its students, and the realization of all we hope to accomplish.

What is a Brand?

—

A brand is more than a message. It is a collection of unique experiences capable of shaping the perceptions and expectations for an organization. A consistent, distinctive, professional brand identity has the power to convey longevity and legitimacy while creating a genuine connection with the individuals who interact with it.

As a part of the Dakota State University community, we have enormous influence on how individuals perceive our college. Each time a student, parent, alumnus, or community member interacts with DSU, we have an opportunity to engage in a positive and meaningful way.

Whether talking about cyber security, education, or athletics, we are responsible for telling the DSU story in a manner consistent with the University's mission, vision, and values. Our brand is what allows us to accomplish this task.

PURPOSE OF THIS MANUAL

Dakota State University is grounded in a spirit of continuous improvement. Our brand is no exception. In order to succeed in our mission, we must present ourselves in a way that is both compelling and complete. From our system of university, school, department, and athletic logos to our messaging, tone, and color scheme, it is imperative for us all to utilize these standards in order to create meaningful, lasting connections.

The better our ability to share the DSU story, the more immediate the associations we can create. By consistently applying these guidelines, we will build a stronger brand, singular in its appearance and utterly representative of DSU.

Parts of the Brand

—

DAKOTA STATE UNIVERSITY
United

A strong brand strategy has the power to unite. And when DSU is united, nothing can stop us from achieving our goals.

United Branding: By creating a cohesive brand united around a core set of beliefs and standards, all of DSU benefits. From admissions to athletics, inside the classroom and out, a united brand has the power to elevate our university's standing while increasing overall awareness.

United Messaging: Communication is key to a successful brand. Adhering to the brand strategy detailed in this guide will allow each of DSU's four colleges and the University as a whole to speak in a singular, recognizable voice with a coherent, unified message.

United University: A consistent brand strategy and integrated messaging are essential elements in creating a unified campus. Successfully executing our brand strategy will allow us all to become part of a larger movement fueled by the mission of DSU.

DSU BRAND NARRATIVE

Dakota State University is **all-in on rising to the future** so we can build a rising future for all.

DSU adapts and innovates above and beyond traditional university mindsets. We climb higher by seeking out what's real and relevant **to equip our students for what's next**. DSU makes the bold decisions needed to continually upgrade our multifaceted, hands-on, in-person and virtual educational universe.

Our degrees are infused with technology, applied research, service, and complex problem solving to connect what's known today with the skills to create **revolutionary futures** tomorrow. All in an **engaging, caring community** where everyone has a home – and a voice.

Our mission embraces the full responsibilities of a public university to serve our state and our country through exceptional development of our workforce, economies, and communities, now and into the future. Because the next generations are counting on us. To never settle. To take the lead where it matters most. **To always seek what's next**.

TO SEEK WHAT'S NEXT.
Brand Promise

WE ARE:
- Bold
- Inclusive
- Eclectic
- Connected
- Adaptive
- Imaginative

WE OFFER:
- Applied learning that leads to job placement and students' next successes.
- An environment that nurtures creators and critical thinkers to navigate tomorrow's problems.
- A focus on technology and a nimble approach to position students for the future.
- World-class cyber programs that are contributing to our national security mission.
- A caring home where people matter and everyone can find belonging and opportunity.
- Connections to regional, national, and international partners to create jobs, research, and growth.
- A greater vision for the mission of public education to serve both students and our state/region.

DRIVEN

DIVERSE

DIFFERENT

DAKOTA STATE
UNIVERSITY

BRAND TONE

Our Personality

Dakota State University's personality defines the tone for how we communicate and describes how we want our audiences to perceive and feel about the DSU brand. These personality traits drive the voice for all DSU branded communications.

Rational: These words represent how we want people to think of Dakota State University.

- > Visionary
- > Driven
- > Thinkers

Emotional: These words represent how we want people to feel about Dakota State University.

- > Empowering
- > Supportive
- > Community-Minded

Our Message

Defining DSU's key messages is a vital step in the branding process. By outlining the university's core messages, we ensure the brand is living up to its principles and expressing its values.

- > DSU is the university of choice for those seeking a student-centered institution.

- > We are an academic community serving as an economic engine in local, national, and global markets.

- > We have rethought and redefined what it means to be a university, blazing our own trail and setting a new standard along the way.

- > Our mindset is simple: remain agile and future-focused while providing students and educators the tools and the freedom to springboard their own personal and professional growth.

Our Voice

The Dakota State University brand voice is:

- > Inclusive
- > Personable
- > Genuine
- > Modern

When we write, our tone is approachable and encouraging.

We are proud of our university and speak passionately about it.

We promote our values and embrace diversity.

For more information on Tone of Voice, contact the DSU Department of Marketing & Communications.

Logo

—

The strongest component of our university's brand is the logo. This single element represents how we are perceived in our state, across the nation, and around the world. Consistent usage of the logo is essential to creating a distinct brand presence.

Inspiration for the logo is derived from the university's mission to be a leader in computer and cyber education with a focus on the future. In order to communicate that sentiment, we have combined modern elements with a hint of tradition, allowing us to evolve while staying true to our heritage.

The hexagonal element serves as a building block—both graphically and in a grander sense in that the hexagon represents our institution's sense of community and unity. The hexagon is also the strongest shape in the universe.

Jeweling is also used to illustrate our commitment to being a forward-thinking university defined by our unique approach to education.

PRIMARY UNIVERSITY MARK

Our primary university mark consists of the hexagonal D icon paired in a horizontal lockup with a variation of the university wordmark. When possible, it is preferred to use the jeweled version of this logo. For times when the jeweled version is not applicable (i.e. screenprinting or layered vinyl graphics), the full color flattened version is recommended.

The following examples showcase the proper color usage when placing our primary university mark in one color on both light and dark backgrounds.

⊕ The LightBLUE single color is the only variation that can sit on both a light and dark colored background.

⊕ The typeface for all modifiers across the university marks is *Baker Signet*. This typeface was selected for its clear readability at smaller sizes, while maintaining a prestigious academic feel.

DAKOTA STATE
UNIVERSITY

Full Color Jeweled

DAKOTA STATE
UNIVERSITY

Full Color Flat

DAKOTA STATE
UNIVERSITY

One Color (DarkBLUE)

DAKOTA STATE
UNIVERSITY

One Color (Black)

DAKOTA STATE
UNIVERSITY

Full Color Jeweled

DAKOTA STATE
UNIVERSITY

Full Color Flat

DAKOTA STATE
UNIVERSITY

One Color (LightBLUE)

DAKOTA STATE
UNIVERSITY

One Color (White)

ALTERNATIVE UNIVERSITY MARKS

—

The alternative DSU logo set consists of a stacked version with all elements, and the elements themselves separated out by icon and wordmark.

(!) These marks can be used in the same color sets as the primary university mark: jeweled, flat, and individual primary and neutral colors.

(!) Do not crop the wordmark from the primary university mark. When standing on its own, the wordmark should consist of UNIVERSITY centered below the words DAKOTA STATE.

DAKOTA STATE
UNIVERSITY

Jeweled
> Gradients throughout the icon for added effect.
> Color variation between elements of the mark.

DAKOTA STATE
UNIVERSITY

Flat
> No gradients in icon.
> Color variation between elements of the mark.

DAKOTA STATE
UNIVERSITY

Individual Color
> No gradients or color variation in mark.
> Can be rendered in any of our primary or neutral colors (see page 42 for colors) and black or white.

DAKOTA STATE
UNIVERSITY

Stacked Alt. Jeweled

DAKOTA STATE
UNIVERSITY

DSU Hex Icon Jeweled

DAKOTA STATE
UNIVERSITY

Wordmark

DAKOTA STATE
UNIVERSITY

Stacked Alt. Jeweled

DSU Hex Icon Jeweled

DAKOTA STATE
UNIVERSITY

Wordmark

ALTERNATIVE UNIVERSITY MARKS

—

A secondary logo set incorporates a gray palette to mimic a metallic look and feel. These variations should be considered for alternative apparel options and inspiration for interior design.

DAKOTA STATE
UNIVERSITY

······· Gray Primary Jeweled ·······

DAKOTA STATE
UNIVERSITY

······· Stacked Gray Jeweled ·······

······· Gray DSU Hex Icon Jeweled ·······

DAKOTA STATE
UNIVERSITY

······· Gray Primary Jeweled ·······

DAKOTA STATE
UNIVERSITY

······· Stacked Gray Jeweled ·······

······· Gray DSU Hex Icon Jeweled ·······

CLEAR SPACE

When using our primary university mark, be sure to provide clear space to ensure uninterrupted readability. The recommended amount of clear space would be equal to the width of the letter E in STATE.

SIZING

To ensure legibility of all elements, the primary university mark should never be reproduced at sizes smaller than an inch and a half (1.5) wide.

For instances where a size smaller than an inch and a half is necessary, please note the wordmark may be used at a size down to an inch.

1.5"

1"

BACKGROUNDS

In particular instances, the DSU logo may be placed on full-bleed imagery. Position the logo over solid contrasting areas within the image. Use photography that does not compete with the legibility of the logo.

Do not place any logo over an image, texture, or pattern that diminishes the prominence or legibility of the logo.

Be selective about where and when the logo is used against imagery or photography. If you're unsure about using the logo over a photo, please contact the DSU Department of Marketing & Communications.

LOGO FILES OVERVIEW

.PNG / .AI / .SVG are all available for use.

Files must be requested from the DSU Department of Marketing & Communications.

.SVG files are available for website production.
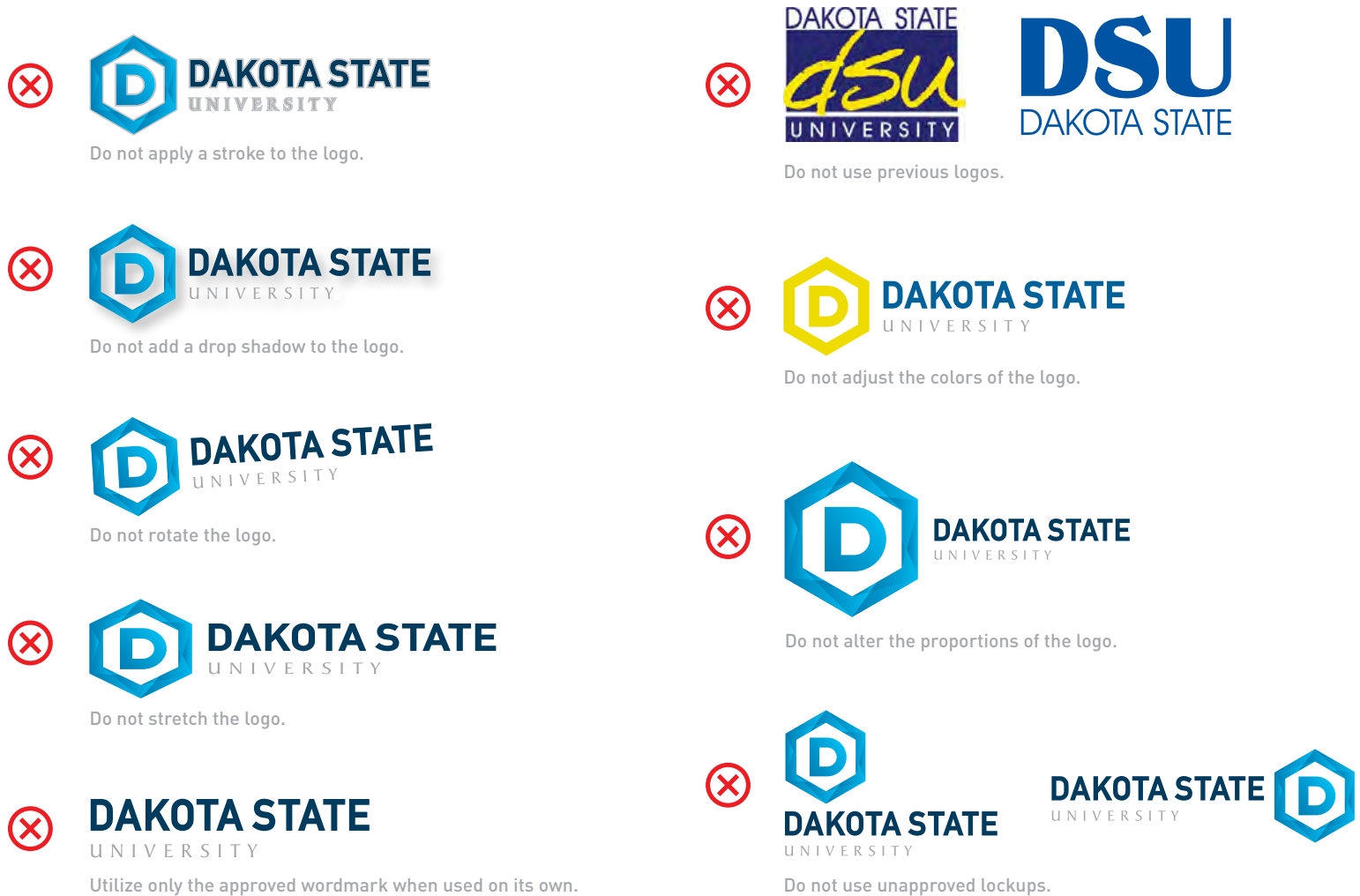
PNG

AI   SVG

Raster   Vector

LOGO MISUSE

Proper use of the DSU logo will ensure a strong, successful brand.

Please refrain from using old and non-approved logos.

Do not apply a stroke to the logo.

Do not add a drop shadow to the logo.

Do not rotate the logo.

Do not stretch the logo.

Utilize only the approved wordmark when used on its own.

Do not use previous logos.

Do not adjust the colors of the logo.

Do not alter the proportions of the logo.

Do not use unapproved lockups.

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BRAND LOGOS

The Dakota State University logo is the most vital and visible component of our brand. It is imperative the main logo, and every one of the logos in the DSU family, be used with consistency and care.

The DSU logos included in the family fall into one of several categories, all of which are detailed within this guide.

Each of the logo sets within the family have their own standards and rules for use. For example, you should only use the MadLabs® logo in familiar markets and publications, while the Madison Cyber Labs logo should be used for new markets.

Together, this family of logos creates a singular brand, allowing DSU and its many schools and organizations to function as one.

If you have any questions about the family of logos or proper logo usage, please contact the DSU Department of Marketing & Communications.

MADLABS®

The MadLabs® series incorporates the primary 'D' mark to stay consistent with other university branding.

This logo series allows modifiers for each lab. Consistency in placement, font, and style allows each lab to showcase the brand in a cohesive and unified manner while establishing individuality. Contact the

DSU Department of Marketing & Communications for lab modifiers.

Two variations of the primary horizontal MadLabs® marks are available, as well as a horizontal version. The 'MadLabs®' version is to be utilized in publications and markets where MadLabs® has previously been introduced and familiarity has been established.

In publications and markets where MadLabs® is less familiar, use the 'Madison Cyber Labs' variation as an introductory version of the brand.

DAKOTA STATE
MADLABS®

DAKOTA STATE
MADISON CYBER LABS

DAKOTA STATE
MADLABS®

MODIFIERS

DAKOTA STATE
DigForCE / MADLABS®

DAKOTA STATE
DigForCE / MADLABS®

COLLEGE MARKS

—

To maintain consistency across our entire university, our individual college logos will follow a similar structure to the primary university mark with the exception of the modifier which will reflect the college itself. These modifiers will match the same size, color, and typeface as UNIVERSITY in the primary university mark. These marks can be used in the same color sets as the primary university mark: jeweled, flat, and individual single primary colors. The college logos are able to be made one color, full color or stacked. Conntact the DSU Department of Marketing & Communications for college modifiers.

⊙ These logos should not be used in conjunction with the primary university mark as they are similar in design and would create redundancy between the two with duplication of icon and DAKOTA STATE.

HORIZONTAL

DAKOTA STATE
THE BEACOM COLLEGE of
COMPUTER & CYBER SCIENCES

DAKOTA STATE
COLLEGE of ARTS & SCIENCES

DAKOTA STATE
COLLEGE of BUSINESS & INFORMATION SYSTEMS

DAKOTA STATE
COLLEGE of EDUCATION

DAKOTA STATE
THE BEACOM COLLEGE of
COMPUTER & CYBER SCIENCES

DAKOTA STATE
COLLEGE of ARTS & SCIENCES

DAKOTA STATE
COLLEGE of BUSINESS & INFORMATION SYSTEMS

DAKOTA STATE
COLLEGE of EDUCATION

STACKED

DAKOTA STATE
THE BEACOM COLLEGE of
COMPUTER & CYBER SCIENCES

DAKOTA STATE
COLLEGE of ARTS & SCIENCES

DAKOTA STATE
COLLEGE of BUSINESS &
INFORMATION SYSTEMS

DAKOTA STATE
COLLEGE of EDUCATION

DEPARTMENT MARKS

—

As with our college marks, the department marks will reflect the primary university mark, with an updated modifier. These marks are not to be used with the primary university mark, as doing so would yield a duplication of the icon and DAKOTA STATE.

College marks can be one color, full color or stacked. Conntact the DSU Department of Marketing & Communications for department modifiers.

DAKOTA STATE
MARKETING & COMMUNICATIONS

Modifier

DAKOTA STATE
STUDENT SERVICES

DAKOTA STATE
STUDENT SERVICES

DAKOTA STATE
BUSINESS & ADMINISTRATIVE SERVICES

DAKOTA STATE
BUSINESS & ADMINISTRATIVE SERVICES

DAKOTA STATE
INFORMATION TECHNOLOGY SERVICES

DAKOTA STATE
INFORMATION TECHNOLOGY SERVICES

AFFILIATED MARKS

Similar to our department and college marks, the Alumni Association and Foundation marks use the equity of the primary university mark, with an updated modifier.

Affiliated marks can be one color, full color or stacked.
Conntact the DSU Department of Marketing & Communications for affiliated marks.

DAKOTA STATE
FOUNDATION

DAKOTA STATE
ALUMNI ASSOCIATION

DAKOTA STATE
PAULSON CYBER INCUBATOR &
ENTREPRENEURIAL CENTER

DAKOTA STATE
FOUNDATION

DAKOTA STATE
ALUMNI ASSOCIATION

DAKOTA STATE
PAULSON CYBER INCUBATOR &
ENTREPRENEURIAL CENTER

THE TROJAN MARKS

Though shrouded in myth and legend, the Trojans were historically a peaceful and prosperous people. Their culture is responsible for many advanced technologies—especially in the field of engineering.

Archaeologists believe they built the outer walls to their city at about a forty-five degree angle, making it nearly impossible for the Greeks to climb. Around 1200 B.C.—the time of the Trojan War—this defensive stance was practically unfounded.

At Dakota State University, we share this commitment to technology and out-of-the-box thinking, making the Trojan an apt symbol for our university and our mission of being a forward-thinking institution committed to innovation and intellectual strength.

At Dakota State University, we believe *everyone is a Trojan*. Since we consider that sentiment to be true, we encourage the use of the Trojan logo across campus. Whether you're competing in a coding competition or are coordinating an alumni event, we encourage you to use this mark and show your Trojan pride whenever possible.

PRIMARY TROJAN MARK

—

Our primary Trojan mark features a Trojan in full helmet, stylized at a three-quarters angle. The wordmark consists of the word TROJANS in a curved serif typeface with DAKOTA STATE in a straight sans-serif below. Both of these elements (Trojan mark and wordmark) can be used individually and separated if necessary. When used together, the proportions should not be altered.

This logo series allows modifiers for specific clubs, athletic organizations, and other approved groups (i.e. eSports). Consistency in placement, font, and style allows each to showcase the brand in a cohesive and unified manner while establishing individuality. All logos and logo modifiers must be created through the DSU Department of Marketing & Communications. Contact the department before beginning any logo or logo modifier projects.

For dark backgrounds, the only single color option is white. Do not place the LightBLUE single color option on a dark background as the example shows. As you can see in the example, it appears as a photo negative when used in this manner.

TROJANS
DAKOTA STATE

TROJANS
DAKOTA STATE

Single-Color Variations

Single-Color Variation

TROJANS
DAKOTA STATE

TROJANS
DAKOTA STATE

TROJANS
DAKOTA STATE

TROJANS
DAKOTA STATE

TROJANS
DAKOTA STATE
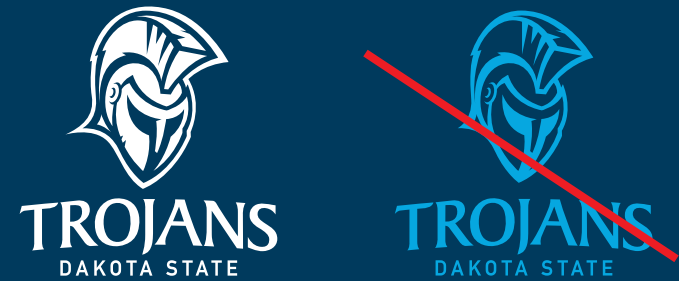
Single-Color Variation for Dark Backgrounds ONLY

SECONDARY TROJAN MARK

Our secondary Trojan mark features a profile view of a charging Trojan. This logo should be used sparingly as to not overpower the primary Trojan mark. Examples of use for this mark would be situations when a more horizontal application would fit best (i.e. football helmet, signage, or vehicles).

As with the primary Trojan mark, the only approved single color variations for dark backgrounds are WHITE and LightBLUE.

Secondary Trojan

Single-Color Variations

Secondary Trojan

Single-Color Variation

UNIVERSITY SEAL

The Dakota State University seal is used for multiple applications, but its main purpose is to represent more official and formal communications, such as presidential correspondence and messages generated by the DSU Foundation. Using the seal is the fastest way to communicate the prestige of our university. However, the seal should only be used when appropriate.

The following examples show proper and improper use and application of the DSU seal. If you have questions about how and when to use the seal, please contact the DSU Department of Marketing & Communications.
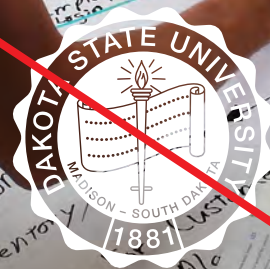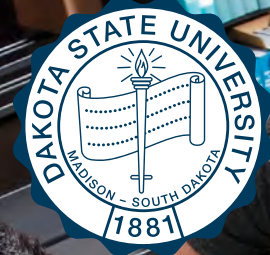
Color Overview

Dakota State University has a distinct palette of colors for use across all mediums. The colors are grouped in categories by primary and neutrals.

These colors play a huge role in defining who we are as an institution. Our modern palette helps us stand out and gives an identity to our entire organization. In order to ensure a cohesive and unified brand, these colors should be used consistently.

White

CMYK: 0 / 0 / 0 / 0
RGB: 255 / 255 / 255
HEX: #fff

As a base for our identity, white space should feature a prominent role. Flooding designs with too much color can be overwhelming and off-putting.

DarkBLUE // DSU Blue

Pantone: 302 C
CMYK: 100 / 43 / 12 / 56
RGB: 0 / 65 / 101
HEX: #003552

DarkBLUE is our first primary color. It is best used as the point of emphasis for backgrounds or as the color of headline typography.

LightBLUE // Trojan Blue

Pantone: 2995 C
CMYK: 87 / 1 / 0 / 0
RGB: 0 / 169 / 224
HEX: #00a9e0 (GRAPHICS ONLY)
     #0009dd1 (BOLD TEXT ONLY)
     #00779e

LightBLUE or Trojan Blue is our second primary color. It is best used for accenting and works very well for subheadlines.

LightGRAY

Pantone: Cool Gray 6
CMYK: 18 / 11 / 8 / 23
RGB: 173 / 175 / 175
HEX: #f4f4f4
     #adafaf (GRAPHICS ONLY)
     #747676 (TEXT ON WHITE)

LightGRAY and DarkGRAY are our neutral colors. These are best served as colors for typography or subtle accents when used in conjunction with our primary and accent colors.

DarkGRAY

Pantone: Cool Gray 11
CMYK: 48 / 36 / 24 / 66
RGB: 77 / 79 / 83
HEX: #4d4f53

GRADIENT

In our collateral and other materials, we may utilize a gradient that spans from our DSU Blue to Trojan Blue. This gradient can be used horizontally or vertically at 0˚ or 90˚ increments. The direction of the fade (dark to light or light to dark) can be adjusted to the designers' discretion.

DSU Blue ⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯ **Trojan Blue**

INCORRECT
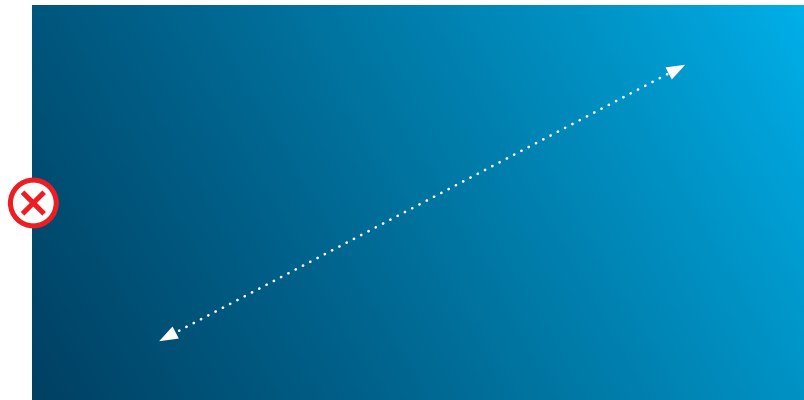
Do not use the fade at angles other than 0° or 90°.

Our fade should be gradual. Avoid displaying the fade in ways that lead to an abrupt color change.

Typography

Dakota State University utilizes a variety of typefaces. The approved fonts are broken into categories, so you can choose the appropriate typeface based on medium.

To ensure consistency of typefaces across users, our brand fonts, FF DIN PRO & ARNO PRO, should be downloaded from www.MyFonts.com.

FF DIN Pro Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
. ! ? / ( ) { } \ $ & % @ # *

ARNO PRO Bold Display

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
. ! ? / ( ) { } \ $ & % @ # *

ARNO PRO Display

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
. ! ? / ( ) { } \ $ & % @ # *

ARNO PRO Italic Display

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
*. ! ? / ( ) { } \ $ & % @ # **

Baker Signet BT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
. ! ? / ( ) { } \ $ & % @ # *

ROBOTO (Google Web Font)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
. ! ? / ( ) { } \ $ & % @ # *

CRIMSON TEXT (Google Web Font) Bold 700

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
. ! ? / ( ) { } \ $ & % @ # *

CRIMSON TEXT (Google Web Font) Regular 400

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
. ! ? / ( ) { } \ $ & % @ # *

CRIMSON TEXT (Google Web Font) Regular 400 Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
*. ! ? / ( ) { } \ $ & % @ # **

```
.headline-font{
    font-family: Din Medium, Roboto, Helvetica,
    Arial, Sans-Serif;

.bodycopy-font{
    font-family: Arno Pro, Crimson  Text,
    Georgia, Serif;
```

HEADLINES

BODY COPY

Graphic Expression

Dakota State University's brand utilizes a number of visual elements to help tell our story. This includes the hexagon—or as we call it, the honeycomb.

The geometry of the honeycomb is fascinating and analogous to our university as a whole. Its efficient shape allows for perfect load distribution and also represents balance and union.

To us, the honeycomb is representative of the strong building blocks our university has used to create the DSU we know today.

HEXAGON GRAPHICS

Upon request, the DSU Department of Marketing & Communications can provide pre-designed hexagon graphics in .PNG or .AI formats with transparent backgrounds for simple application in different marketing and promotional materials.

HEXAGON ORIENTATION

When utilizing the hexagons in any marketing or other promotional materials, be sure the hexagon is orientated in a manner matching the shape of the primary university logo. The top and bottom of the hexagon should feature angles rather than flat sides, as shown in the example.

ACCEPTABLE
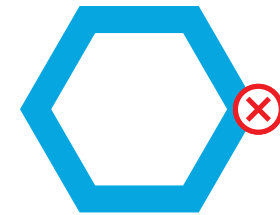
UNACCEPTABLE

When placing the hexagon graphics over an image, be sure to avoid covering too much of the subject and action. The hexagons should act as an accent piece and not be the main focal point. The group of hexagons should also bleed off the page as to not appear floating in the middle of the image.

In the example above, you can see the hexagons are:

> In the incorrect orientation

> Not properly bleeding off the page

> Covering the subject and action of the photo

JEWELING

In addition to the hexagon overlays, the jeweling effect from our primary university mark can be used as a design element. This should primarily be used for internal documents for things such as: letterhead, business cards, namesplates, and I.D. cards.

Jeweling can be utilized in outside marketing campaigns and is available for external purposes, though its creative use should be kept consistent across all campaign elements. Avoid mixing hexagon overlay elements with jeweling overlay elements.

For assistance creating graphics utilizing the jeweling effect, please contact the DSU Department of Marketing and Communications.

STAFF

**Faculty
LastName**

DAKOTA STATE.
UNIVERSITY

Firstname Lastname
Title here

office/Building & Office#
phone/ 605-555-5555
email/firstname.lastname@dsu.edu

Dakota State University
820 N Washington Ave.
Madison, SD 57042-1799

*Executive business card template

DAKOTA STATE.
UNIVERSITY

**Student
LastName**
1234567

STUDENT

ICONOGRAPHY

Our brand's style of iconography utilizes a line-based approach. This style gives our icons a clear, modern appearance.

Our iconography build is based on a grid that is 500 pixels square, and divided into alternating sections of 50px and 25px horizontal and vertical. When building in this grid, all lines should be 50px in width to ensure consistency throughout our full icon family.
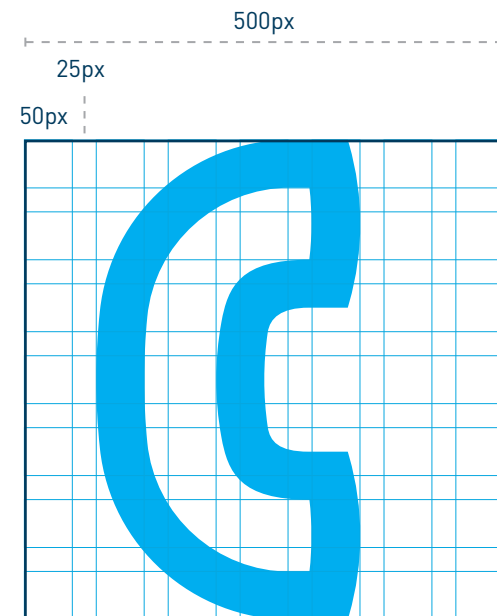
Example Icons ·······································
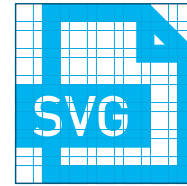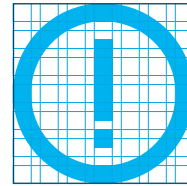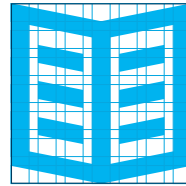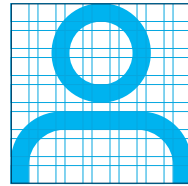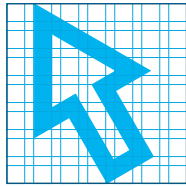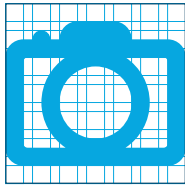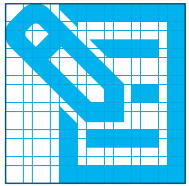
Icon Construction ·······································

Photography

—

While the DSU logo serves as our primary visual communication tool, the photography we use is also vital to the success of our brand and how well we're able to tell our story.

The direction for our university's imagery is realism with a unique perspective. This approach is derived from the forward-thinking and unconventional approach we apply to education and allows us to showcase the thinkers and the doers while visually communicating sentiments like inclusion, joy, and learning. Candid imagery with emotions is the basis for what will invoke engagement and create a meaningful connection between DSU and each of our audiences.

Whether you're shooting your own photography or are purchasing images from a website, you should always take a non-traditional approach to capturing and utilizing distinct, organic moments.

Whenever possible, be sure to use images created by DSU. Original photography feels more genuine and serves to strengthen our brand. When shooting original images, use the examples shown in this Brand Guide as a visual reference and follow style considerations to capture visual representative of our mission and values.

If you're unable to capture your own photography, stock photos can be purchased to supplement DSU's existing photo library. As with original photography, use the creative standards found in this guide when purchasing visuals.

EMOTION GUIDE

Emotion is the basis of why we do the things we do. Our photos should radiate emotion and action. Images should highlight moments of wonder, innovation, and introspection.

Intimate, honest visuals have a profound affect on viewers. By showing the DSU experience through that lens, we guarantee a meaningful connection with our audience.

ENVIRONMENT GUIDE

When composing your photographs, you should always be cognizant of your setting and environment. It's important to showcase our campus dynamically. Visuals showing interaction, inclusion, and community are best suited for telling our story. Consider utilizing unique architecture and more interesting parts of our campus.

When choosing stock environment shots, be sure they are abstract enough as to not portray a false picture. Choose actual environment/local stock photos if a zoomed out visual is needed. Falsifying locations is not acceptable.

TECHNOLOGY GUIDE

Technology visuals reinforce the forward-thinking initiative we instill on campus. Our imagery should reveal thought, complexity, and wonder. Tech-focused images serve to open the world of technology to the outside, revealing interaction with the cutting-edge tools and technology used throughout campus by faculty and students. When using this form of photography, be sure the imagery is used within the context of the content.

Technology stock imagery can be used for specific close-ups of technology such as computers, microscopes, code output, scientific results, and formulas, etc.
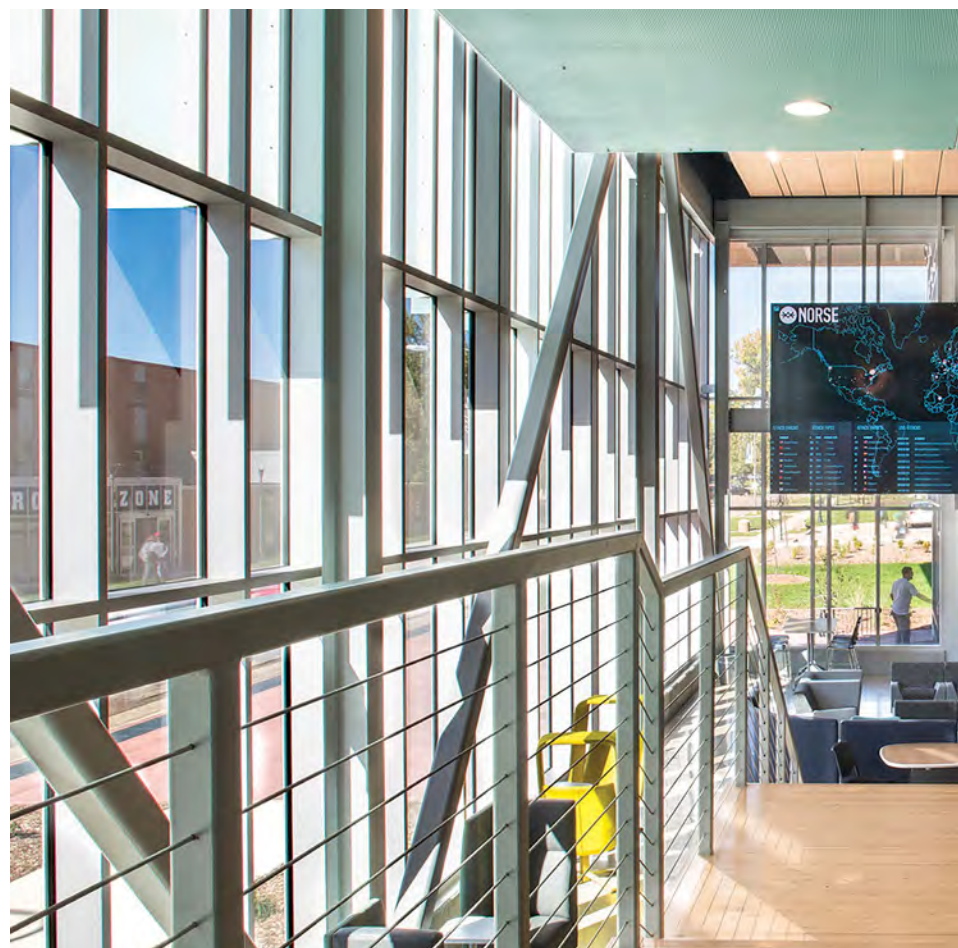
ACTIVITIES GUIDE

Activities encompass on-campus and off-campus events and interactions. The mood from activity photography should involve emotions like determination, leadership, comradery, and accomplishment. From sporting events to club activities, photos should focus both on the action and the people involved. They should create a connection to the subject matter and be strong enough to function as a standalone image.

Stock imagery can be used in abstract form for items such as close-ups of hands and feet, sports, or technology equipment. Stock photos for activities should be limited and not reveal itself as a non-DSU event or activity in any way.

STYLE CONSIDERATIONS

To maintain an authentic and genuine feel across our photography, try to utilize natural light as much as possible. If photographing in dark areas where studio light is necessary, avoid lighting the subject directly. Rather, bounce light into the shot to provide a more natural look and feel, while avoiding harsh highlights and shadows.

We strive for the viewer to feel as if they're part of the scene. To ensure we achieve this, it is recommended our photography be shot from natural angles and points-of-view. Avoid shooting from high angles, unless it is evident the camera is in a location a viewer could possibly stand. Exception to this would be for environmental shots where unique angles are encouraged.

Evident artificial lighting. (Harsh shadow on wall and overly lit subjects).

Composition lacks true hierarchy.

Shot from unnatural high angle.

❌

Authentic pose and expression.

Natural light (no harsh shadows or highlights).

Shot from natural point of view.

✅

Well lit with natural light.

Dynamic composition.

Genuine student poses.

✅

COPY BLOCK OVERLAYS ON PHOTOS

When placing copy over images, it is recommended to place the copy into a box for improved readability on any background. These boxes should be DarkBLUE with an opacity of 80%. This will allow the background to remain visible, yet provide enough contrast for the copy to remain readable.

> The padding on these boxes should be approximately 1.5 times the height of the headline font on all sides.

> These boxes can float in the image or bleed off the side.

> Any hexagon or jeweling design elements should lie behind these boxes as to not cover or impede legibility of the copy.

Suggested Copy Specifications

Headlines

> FF DIN Pro Medium or Roboto Bold
> White
> ALL CAPS

Subheadline

> FF DIN Pro Medium or Roboto Bold
> LightBLUE
> Title Case

Copy

> Arno Pro Display or Crimson Text Regular
> White
> Sentence case

HEADLINE
Subhead

Um quam delloribus preribus aliquunt voluptur sust, ut accuptae volore sa doluptaepe volorib ustiae pro idit ut aut omnia volestrum aliatem quas mossinum quossed quibere labo. Et est, sinusandita ipsumquatur

MULTI-LINE HEADLINE

Um quam delloribus preribus aliquunt voluptur sust, ut accuptae volore sa doluptaepe volorib ustiae pro idit ut aut omnia volestrum aliatem quas mossinum quossed quibere labo. Et est, sinusandita ipsumquatur.

Quam derumque quodici psamusam repudit fuga. Acipsam reptate mporenda et faccumquid moles utem voluptatem fugit faccum fugit oditaque nihil iditatis.

BALANCING IMAGERY

When composing your frame for any marketing photography, be mindful of the Rule of Thirds. This photography rule is important, not only for adding interest in your images, but also leaving enough area for copy and logos to be composited cleanly. The essence of this rule is as follows: if you divide the frame into three equal sections both up and down, the primary focus of attention should lie on, or very near, one of the created gridlines which denote one-third of the frame. As you can see in the examples on this spread, these photographs utilize this rule very effectively, and composite with type and graphics successfully.

HEADLINE
Subhead

Um quam delloribus preribus aliquunt voluptur sust, ut accuptae volore sa doluptaepe volorib ustiae pro idit ut aut omnia volestrum aliatem quas mossinum quossed quibere labo. Et est, sinusandita ipsumquatur

DAKOTA STATE
UNIVERSITY

TROJANS
DAKOTA STATE

MULTI-LINE HEADLINE

Um quam delloribus preribus aliquunt voluptur sust, ut accuptae volore sa doluptaepe volorib ustiae pro idit ut aut omnia volestrum aliatem quas mossinum quossed quibere labo. Et est, sinusandita ipsumquatur.

Quam derumque quodici psamusam repudit fuga. Acipsam reptate mporenda et faccumquid moles utem voluptatem fugit faccum fugit oditaque nihil iditatis.

When applying overlay graphics, do not combine both hexagons and jeweling. These two elements should be used separately.

INCORRECT USEAGE

Our photography should avoid appearing overly posed. This can create a sense of dishonesty and lack of trust in our message. We strive to keep our imagery as genuine and honest as possible.

When lighting for photography, avoid strobing direct light into the scene. Natural light is preferred. If artificial light is necessary, be sure to bounce it in to diffuse and avoid harsh highlights and shadows.

Website

The DSU website provides an excellent opportunity to communicate with our various audiences, which is why hierarchy and usability are of the utmost importance. Maintaining strong communications means maintaining an online presence consistent with all other messaging and marketing tactics. This starts by creating a structurally sound website and pleasant user experience.

HIERARCHY & STYLE

As our logo is the most visible component of our brand, it's imperative that only approved logo lockups are used. No other logos are permitted on DSU websites.

The DSU homepage should use consistent web banners and main navigation to bolster the DSU brand. Use the main splash area to communicate the main purpose of the page. Logo lockup, type, and navigation should all be placed consistently.

ELEMENT COLLAGE

The DSU website is composed of a number of specific elements: the header, footer, web banner, main navigation, main splash region, and the various templates available for additional content regions. Buttons are another major component of the website. By pairing consistent design with strong calls-to-action (CTA), we can ensure a seamless experience for everyone who visits our site.
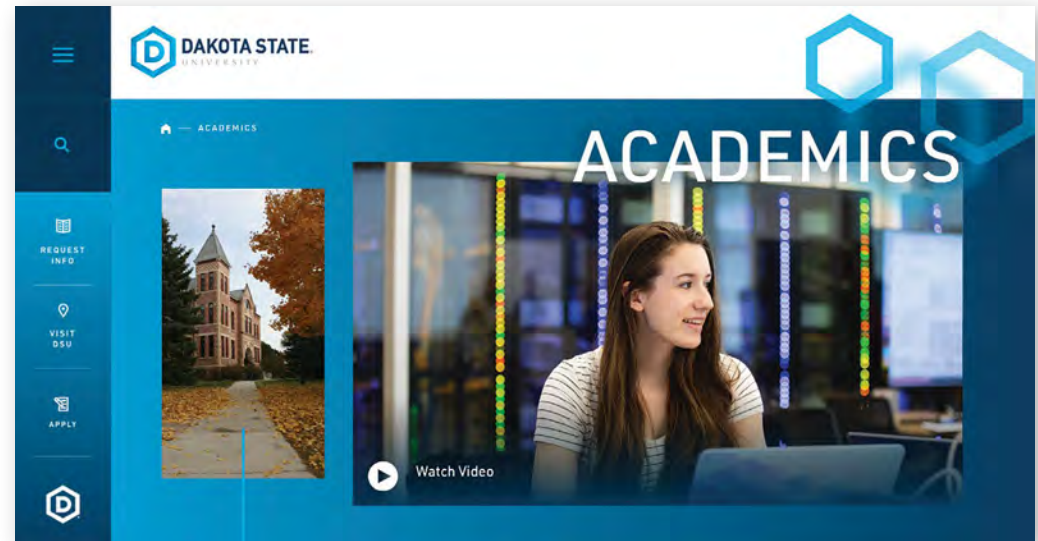
ACCESSIBILITY

Any content shared online by DSU must be accessible to anyone using assistive technologies to access the Internet. We should always strive to be in compliance with Section 508 standards for web-based intranet and Internet information and applications.

We do this by adhering to web coding best practices such as using good semantic HTML to structure web pages, consistently employing alt text for images, captioning videos, not using images or colors as sole conveyors of information, and using tables for data presentation only.

Website elements should include ARIA elements within the template HTML to provide an extra layer of accessibility for users. As we design, build, and add content to our website and subsequent pages, we should all make an effort to familiarize ourselves with website accessibility standards, best practices, and code standards such as ARIA.

TONE OF VOICE

The voice we use on the DSU website needs to reflect our values as a university. The writing should be compelling but inviting; confident but not arrogant. Our tone is smart but not pretentious, as our goal is to build a community with our online presence.

DSU is optimistic and focused on innovation. Therefore, our tone of voice online should reflect those values. You should also be mindful of our various audiences, as our tone may need to shift depending on who we are speaking to.
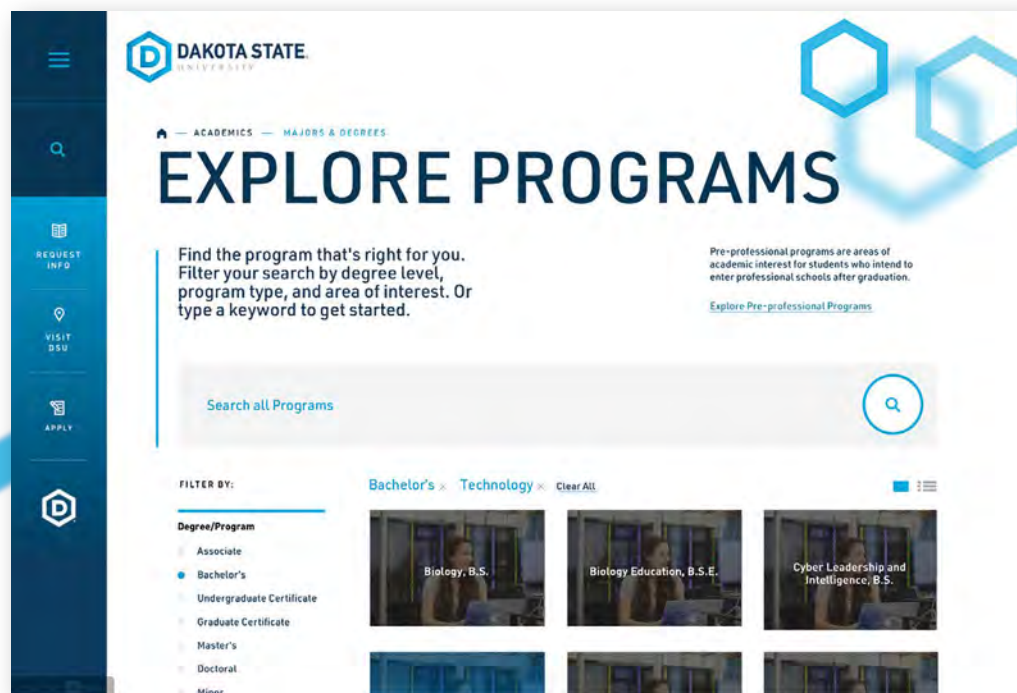
Licensing:
Apparel & Merchandise

—

At Dakota State University, we're proud of who we are and what we represent. One way we communicate our Trojan pride is through apparel and merchandise.

The DSU Department of Marketing & Communications is responsible for administering Dakota State University's trademark licensing. Our goal is to provide manufacturers the resources and flexibility to create products featuring DSU logos and graphic marks while also ensuring our reputation and brand identity are presented accurately.

By adhering to the following guidelines, we can ensure all DSU apparel and merchandise is designed and crafted using the highest possible standards.

Campus organizations and recognized student groups are required to use an AUTHORIZED LICENSED VENDOR when designing consumer products. This includes promotional items (giveaway items) whether or not such items include university logos.

For more information visit dsu.edu/brand.

MERCHANDISE GUIDELINES

Dakota State University's merchandise guidelines ensure correct and legal use of all DSU trademarks. To utilize official elements, licenses must be obtained for any DSU trademark, image, or photograph used on any product that will be sold to the general public or to campus departments and organizations. Furthermore, permission must be obtained by companies or organizations wanting to associate with DSU through its names or logos. Policies and procedures for the use of the Dakota State University marks are as follows.

TRADITIONAL RETAIL MERCHANDISE

The following guidelines apply to any company or group interested in manufacturing DSU-branded products that will be sold to consumers through retail distribution channels (including online).

To inquire about requirements for licensing and to apply, companies must complete an application and the requirements for licensing as outlined by the DSU Department of Marketing & Communications.

Based on the information provided, DSU will determine whether a license will be granted to the applicant.

Dakota State University reserves the right to prohibit use of its trademarks with certain issues and products, such as alcohol, tobacco, candidates for public office, and those products that infringe upon another entity's trademarks or would be considered in poor taste by the general public. DSU will not license products that do not meet minimum standards of quality or good taste; are dangerous; or carry high-liability risks.

An organization implies an association with DSU whenever it uses our name and/or logos in tandem with its own. Therefore, only officially recognized student organizations are allowed to use the DSU logo and name in conjunction with their own organization's designation.

1. Any product bearing a DSU logo or a specific departmental logo must be purchased from a licensed manufacturer. To receive approval on any outside vendors, contact the DSU Department of Marketing & Communications.

2. To ensure consistency in the use of the DSU name and logos, all product designs must be approved before production by the DSU Department of Marketing & Communications. The manufacturer can submit their design for approval on behalf of the organization/department. However, if there are questions concerning the design, the organization's representative may contact the DSU Department of Marketing & Communications directly.

3. Recognized student organizations and campus departments may include sponsor names/ logos on event promotional items in conjunction with the DSU marks under the following conditions:

    > The student organization/department's name must be included to communicate the relationship is a partnership with a particular group and not an endorsement by Dakota State University.

    > The use of university marks in conjunction with other sponsor names/logos is considered a promotional item whether sold or given away.

    > Based on the scope of the program, a rights fee may be assessed.

1. Any product bearing the DSU name or any of the University logos must be purchased from a licensed manufacturer. Doing so helps ensure the company has provided all necessary credentials. Contact the DSU Department of Marketing & Communications for a list of approved licensed manufacturers.

2. To ensure consistency, all names, logos, and product designs must be approved by the DSU Department of Marketing & Communications. All affiliated organizations must submit their designs prior to production. If there are questions concerning the design, the organization's representative may directly contact the DSU Department of Marketing & Communications at marketing@dsu.edu.

Programs & Initiatives

The Dakota State University brand standards include treatments for internal and external programs. These were developed as part of the DSU brand architecture system to allow individual groups to highlight their own unique attributes while associating themselves as part of our university.

INTERNAL

Any program or initiative directed at DSU employees, faculty, or students is considered an internal program. Treatments should prominently display the name of the program in a color that's compliant with the DSU brand standards and be used in conjunction with the DSU logo or department logo lockup. To request permission for logo use, contact the DSU Department of Marketing & Communications.

EXTERNAL

Programs and initiatives promoted to off-campus audiences such as the general public, outside companies, or organizations are considered external. The external program logo lockup highlights the name of the programs and its association with DSU.

PARTNERSHIP LOCKUPS

When showcasing our university marks with outside logos for university partnerships, be sure to balance the weights of the logos.

If the partner logo is in a horizontal format, use our primary university mark to balance the partnership lockup. Conversely, if the partner logo displays in a square or vertical format, it should balance with our stacked university mark.

These lockups should feature each logo divided by a simple vertical line matching the height of the DSU mark, with equal spacing from both logos.
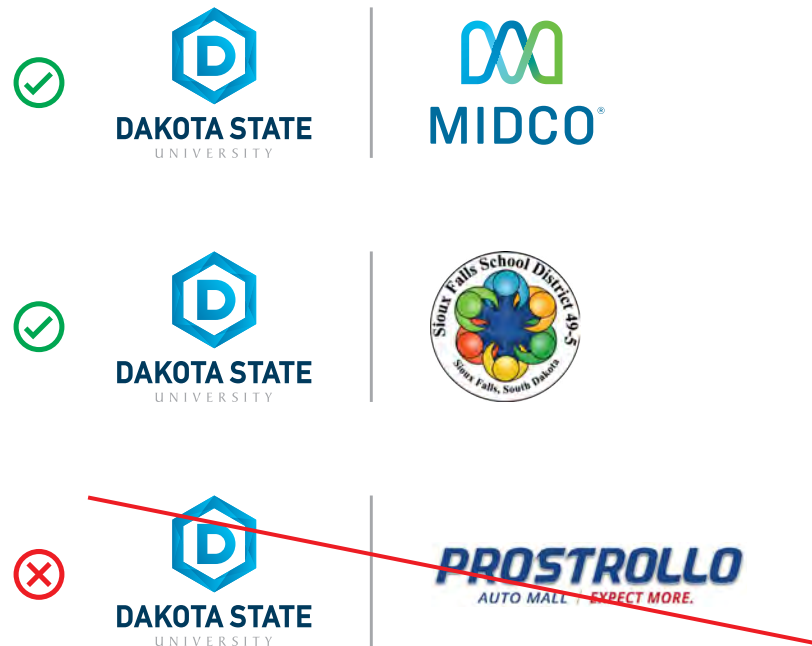
Business System Overview

Of all the communication tools at Dakota State University, the business system is by far the most used. This system is a formal, professional representation of the brand utilized for internal and external audience communication.

Each component, and the system as a whole, constitutes a cohesive visual identity for Dakota State University. Using the system consistently ensures our institution and every one of our sub-brands correctly communicates its affirmation with DSU's overarching brand.

Our business system utilizes the primary and secondary palettes. The system incorporates the master brand signature in the primary blue and jeweling effect.

BUSINESS CARDS

Our new business system features two card designs. Both offer a similar layout with three distinct blocks of information either left or right justified. The middle block of content, whether it consists of name and title or contact information, should have equal spacing between the top block and the bottom block as shown below.
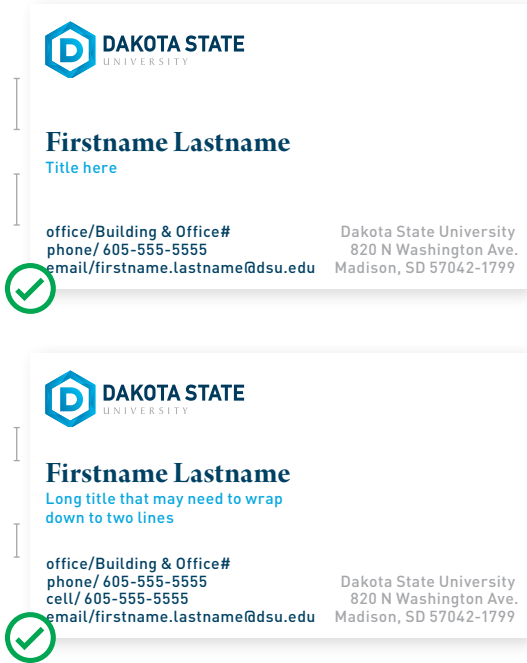
The type styles for the information presented on our business cards must adhere to the guidelines below. Failure to comply with these styles will result in a lack of consistency.

DAKOTA STATE
UNIVERSITY

Firstname Lastname
Title here

office/Building & Office#
phone/ 605-555-5555
email/firstname.lastname@dsu.edu

Dakota State University
820 N Washington Ave.
Madison, SD 57042-1799

DAKOTA STATE
UNIVERSITY

Firstname Lastname
Long title that may need to wrap
down to two lines

office/Building & Office#
phone/ 605-555-5555
cell/ 605-555-5555
email/firstname.lastname@dsu.edu

Dakota State University
820 N Washington Ave.
Madison, SD 57042-1799

NAME

Firstname Lastname

Type: ArnoPro Bold Display
Color: DSU Blue
Size: 16pt

TITLE

Title here

Type: Din Pro Medium
Color: Trojan Blue
Size: 8pt

CONTACT

office/Building & Office#
phone/ 605-555-5555
email/firstname.lastname@dsu.edu

Type: Din Pro Medium
Color: DSU Blue
Size: 8pt

(!) To order your own custom business cards or letterhead, please visit dsu.edu/brand.

LETTERHEAD

The DSU letterhead is designed with the primary brand mark in the top portion of the page in order to immediately and formally communicate our brand. All correspondence should adhere to the following guidelines to ensure a consistent presence in all formal messaging.
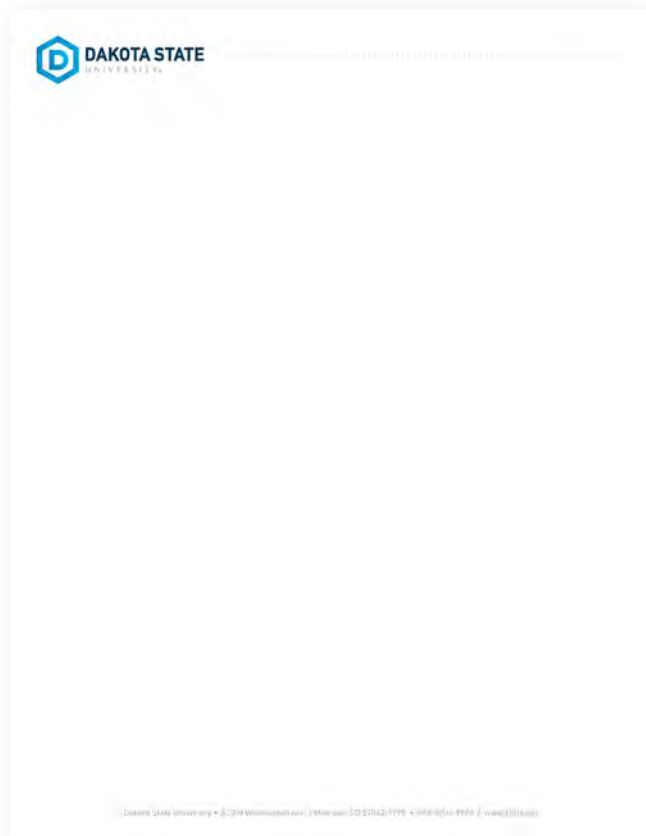
GREETING & BODY

To Whom It May Concern,

Type: ArnoPro Display
Color: Dark Gray or Black
Size: 10pt
Line Spacing: Single recommended
(Can be adjusted as necessary)

NAME

Firstname Lastname

Type: ArnoPro Bold Display
Color: DSU Blue
Size: 14pt

TITLE

Title here

Type: Din Pro Medium
Color: Trojan Blue
Size: 9pt

CONTACT

office/Building & Office#
phone/ 605-555-5555
email/firstname.lastname@dsu.edu

Type: Din Pro Medium
Color: Light Gray
Size: 9pt

DAKOTA STATE
UNIVERSITY.

Month XX, YEAR

To Whom It May Concern,

Totatem fugitam, officiate pre iur atur? Dae voluptatque doloreptate periost, offictem autenis excerup tisin quas dolupie nturia porum vendandame exceaquas non commolum, voloria quiam fuga. Bus escia ni ber enecae reicia simodit, ilita ipid que volor sinctum il ipictem inverio. Eressum volorer rorporest ilis esserro nonecus, non enis aut quo ium, ent fugia simus.

Illorrum nonsectur, autatem ex et fugit voluptat faccatem quid et et et ulluptis ditaspiendae quo estium q

Edit et opta dolupta spiducimin con pa corero estrum quunt quunt ime doloribus eium simus ut perumq tiosam, sam num esto volor ma corersp elibus dolupturit plab is eat ma pe porent.
Ovitatur aliquis molorro est, ut as necum fugia explitam, si aut que sapiet laborest elistor eprestio is demp eos et est ducidi dus experferferi aut offici consediitium qui aut as quas eatibus experunt, eos quis dest es n quid eribusania dit volorat quosapitat lam ut offic totae idit ommolup tatesequi doluptate poreper iberun sequidusae porem. Itatat re veni consequi cum faceprerum rehendit lat.

Rovitissint ut ad quis aut et est aliate num essum et voluptat.

Ucit la comnim illit, ut audi bearum labo. Loria por sitist, occus des possime ndaerfere conse pore num fu estotat.

Odio qui culluptatur molorep ellique aut untotasi quiam et, utes volention reicips undae. Itateserferi nem voluptate nos dolupta tusdandandi derum eos idissero volupis doluptatus et officim usciendae minus qu molut laborit atibeati omnisit ionseque pe nonemolorem qui ant, sae volorrum, volorer iberiandit dolupt sequam faccabore, is di il enda estorrorum sum quatum alit as exceria simos prae ra expelessunt mostem i evenesequosa es eos verum fugias mo ium alicat quas am faccae simus alicaec uptassum illabori qui adips abo. Ut quam doluptatur auta quiae si quiatus mollate pores cupti rehentur?
Mus minciusam et alit aliquis eraerume eos sapel ipictem eos doluptasit harit ullat.

Regards,

Firstname Lastname
Title Here
office/Building & Office#
phone/ 605-555-5555
email/firstname.lastname@dsu.edu

Dakota State University • 820 N Washington Ave. / Madison, SD 57042-1799 • 8

Signatures on DSU letterhead can be used with or without a handwritten signature. The default template has space provided for such, but this space can be removed if desired.

EMAIL SIGNATURES

When customizing the sender's name and department information area of your DSU email, adhere to the following guidelines. This will ensure consistency across all university departments while allowing us all to maintain a professional appearance in our electronic communications.

To help make this process simple for faculty and staff, Dakota State University uses an email signature generator. Do not create your own email signature or use any third-party software to generate an email signature graphic. To create your official DSU email signature, visit dsu.edu/brand.

Your Name

Your Title

DAKOTA STATE UNIVERSITY

Your Name

Your Title

DAKOTA STATE UNIVERSITY
888-DSU-9988 / dsu.edu
605-999-9999

Your Name

Your Title

DAKOTA STATE UNIVERSITY
888-DSU-9988 / dsu.edu

Two signature variants are available to all DSU faculty and staff: the initial signature and the response signature.

The initial signature allows the sender to sign their preliminary correspondence with the fully designed email signature, complete with logo of your choice, official title, department, phone numbers, and any other relevant information.

The response signature features a simplified design and is used for subsequent messages in an email chain. This variant keeps the most relevant contact information while preventing your email thread from becoming saturated with unnecessary signature elements.

To remain compliant with accessibility, do not change font, font size, colors, or alter the logo.

POWERPOINT & COVER SLIDES

Establishing a consistent impression with our audiences is an essential part of the Dakota State University brand. PowerPoint presentations are a huge part of this.

Whether you're giving a lecture to a class of students or you're sharing your ideas with an organization or business, using the templates provided in this guide will allow you to communicate in an appropriate and impactful manner. The following pages will give you the tools you need to create effective presentations.

When creating your DSU presentations, use only the official DSU PowerPoint template. The template can be downloaded by visiting dsu.edu/brand.

TITLE SLIDES

Our title slides for presentations should be concise and free of images to set the tone for each and every presentation in a cohesive manner. These slides should always feature the primary university mark and presentation title. If necessary, a subhead for the title and presentation date may also be added.
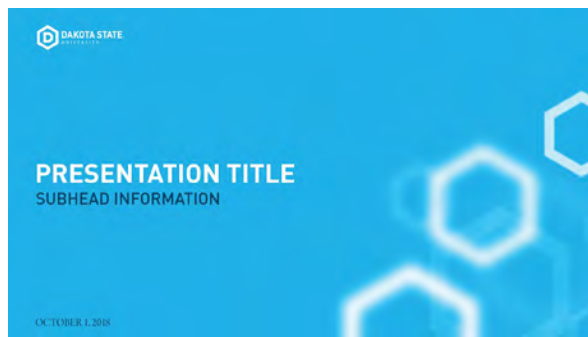
INFO SLIDES

The bulk of information will exist in our primary information slides. While these slides contain blocks for text, you should use discretion and limit the amount of text on screen. When possible, bullet your key points and do not include all spoken type on screen.
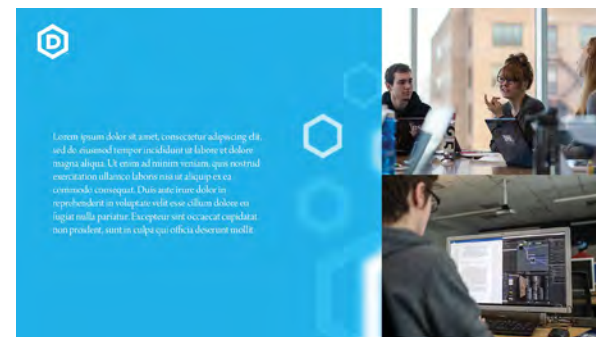
DIVIDER SLIDES

Our presentation template includes a variety of divider slides for breaking up content into concise sections for your presentation. These slides range from text only, to slides with copy and images. You can choose either to use one style or a range of different dividers throughout your presentation.
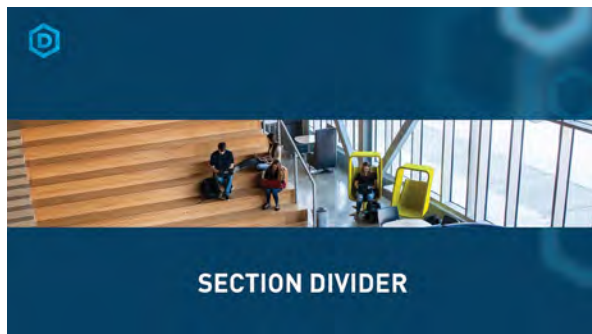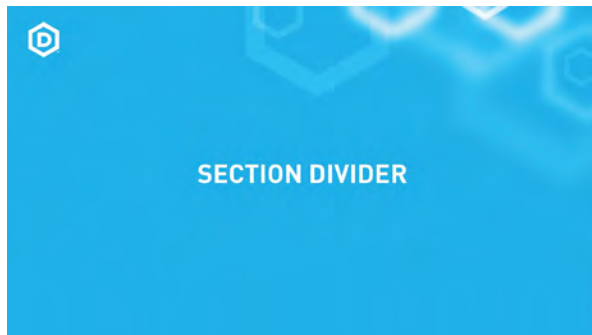
VARIOUS SLIDES

Also included in our presentation template are slides for more specific applications. Things such as meeting agendas, quotes, and example charts are all outlined. For charts or infographics, you can utilize our accent colors as listed in the Logos Section of this guide.
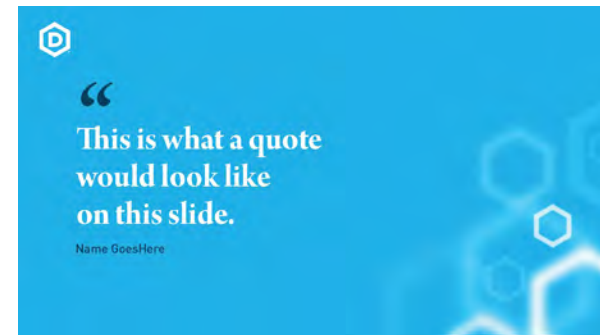
Collateral

Dakota State University has a multitude of printed materials encompassing our many departments and organizations. This includes everything from direct mail pieces and newsletters to brochures and posters. While the purpose and messaging of these pieces varies, it's imperative that they all adhere to the same brand standards.

The following section shows how the visual system works together to create compelling, brand-compliant collateral. If you have questions about available collateral or if you need custom collateral designed for you, contact the DSU Department of Marketing & Communications.

HEADLINE
OF POSTER

Ta ni vidis re necum quo cumetus, ium, volorporest eatur? Aliquo beribus, sam atibus enisci adi dolore sunt quiatendi a volores sitat. Poribus, ipis sequam, suntia conet que nisto dit qui deritae quiatur, ut lis mo quis in ra doluptam quiatur eperaep ellaccusam laborep rorernam ipsam es et lam facil molupta tiantus, es aditibus et inulparum ent.

Month 01, 2019
Contact Information
605-555-5555 / email@dsu.edu

HEADLINE
OF POSTER

Ta ni vidis re necum quo cumetus, ium, volorporest eatur? Aliquo beribus, sam atibus enisci adi dolore sunt quiatendi a volores sitat. Poribus, ipis sequam, suntia conet que nisto dit qui deritae quiatur, ut lis mo quis in ra doluptam quiatur eperaep ellaccusam laborep rorernam ipsam es et lam facil molupta tiantus, es aditibus et inulparum ent.

Month 01, 2019
Contact Information
605-555-5555 / email@dsu.edu

HEADLINE
OF POSTER

Ta ni vidis re necum quo cumetus, ium, volorporest eatur? Aliquo beribus, sam atibus enisci adi dolore sunt quiatendi a volores sitat. Poribus, ipis sequam, suntia conet que nisto dit qui deritae quiatur, ut lis mo quis in ra doluptam quiatur eperaep ellaccusam laborep rorernam ipsam es et lam facil

Month 01, 2019
Contact Information
605-555-5555 / email@dsu.edu

COLLATERAL TONE OF VOICE

When writing content for any collateral pieces, your tone of voice must match the description outlined in the Brand Tone section of this brand Manual. You should also consider your audience when creating any collateral. By being mindful of who you're directing your messaging towards, you'll be able to craft a more impactful piece.

Our personality defines the tone for how we communicate and defines how we want our audiences to perceive and feel about the DSU brand. These personality traits drive the voice for all DSU-branded communications, including collateral.

Ask yourself if your content is empowering, supportive, and community focused. Doing so will ensure your content is compliant with the DSU tone of voice standards. If you're unsure if the tone of your content is meeting these standards, reach out to the DSU Department of Marketing & Communications.

Environment

Another crucial element of the Dakota State University identity system involves display and environmental signage.

Our ability to make an impression on our internal and external audiences is almost wholly dependent on how effectively we create and share branded displays. These pieces provide an important opportunity and need to be held to the same high standards detailed in this guide.

Consistent application of our visual system in environmental applications helps reinforce our identity and raise visibility for the institution. Adhering to signage standards will ensure we're continuing to build signage consistency across the DSU campus and beyond. For more information on application of the signage guidelines, contact the DSU Department of Marketing & Communications.

CAMPUS SIGNAGE

While we want to maintain the unique characteristics of Dakota State University's campus, it's still imperative that all campus signage adhere to the DSU Brand Standards. These standards have been created to assist architects, facilities personnel, communications directors, and sign developers in the sign-making process.

Examples are included on the following pages to help guide signage efforts.

STUDENT
PARKING

DISPLAY BLUE
DSU PARKING PERMIT

FACULTY
& STAFF
PARKING

DISPLAY RED
DSU PARKING PERMIT

DAKOTA STATE
UNIVERSITY

VISITOR
PARKING
WELCOME TO CAMPUS

30 MINUTE

dsu.edu

CAMPUS SIGNAGE: WAYFINDING

When designing wayfinding signage, simplicity is essential to help easily navigate our campus while remaining true to our brand. There are a few key things to keep in mind while designing this navigation:

Since this signage will be on campus, the DSU Hex Icon will be sufficient as an identifying mark as opposed to the full logo mark. This icon should rest in the top left corner, equally spaced away from the left side and top.

A divider, the same width as the DSU Hex Icon, should lie directly below the icon as near to the vertical center as possible. In the instance where many locations must be listed below, this divider may be shifted up slightly to accommodate.

The locations should be easily and clearly read at a glance. To accomplish this, they should be set in Din Pro Bold, in sentence case for clean legibility. The spacing between the directional arrows and this type should match the cap height of the type itself.

The directional arrows are an icon which can be requested from the DSU Department of Marketing & Communications. For sizing, they should match the cap height of the text when pointing upward. When pointing left or right they should first be sized pointing upward, then rotated 90˚ or 45˚ to the desired direction.

LOGO MARK

DIVIDER

LOCATIONS

ARROWS

D

Location 1

Location 2

Location 3

D

⌃ Administration Bldg　　⌃ Administration Bldg

⌃ Heston Hall　　　　　⌃ Heston Hall

⟩ Trojan Center　　　　⟩ Trojan Center

D

⌃ Administration Bldg

⌃ Heston Hall

⟩ Trojan Center

DESK NAMEPLATES

Designation for personnel offices and room numbers will match a similar style to the wayfinding system. These will feature the DSU Hex Icon as well as the necessary information.

For personnel offices, the name will be in a format similar to our business cards with the faculty name in Arno Pro Bold Display, and title and building info in Din Pro Medium.

For room nameplates, all information should be set in Din Pro to match all other signage. The room number will be set in Bold, while the building information will be in Medium.

To order nameplates, visit dsu.edu/brand.

First & Last Name

DAKOTA STATE
UNIVERSITY

First Name Last Name
Title

Nameplates can be displayed in a variety of applications, but stand-off plexiglass is the recommended option as it best conveys the modern and forward-thinking approach DSU strives to achieve.

INTERIOR OFFICE AND ROOM SIGNAGE

Can be ordered through facilities management.

CAMPUS SIGNAGE: SOFT SIGNAGE

In addition to our more permanent signage, consideration of the brand must extend to more temporary signage such as window clings or post banners which are changed out more regularly. These pieces may feature seasonal activities or campaign-specific designs, but should remain within our brand standards.

CAMPUS SIGNAGE: CONSISTENCY

When installing signage to new and existing buildings on campus, be sure to adhere to the DSU brand typefaces and colors to ensure consistency across different building on our campus.
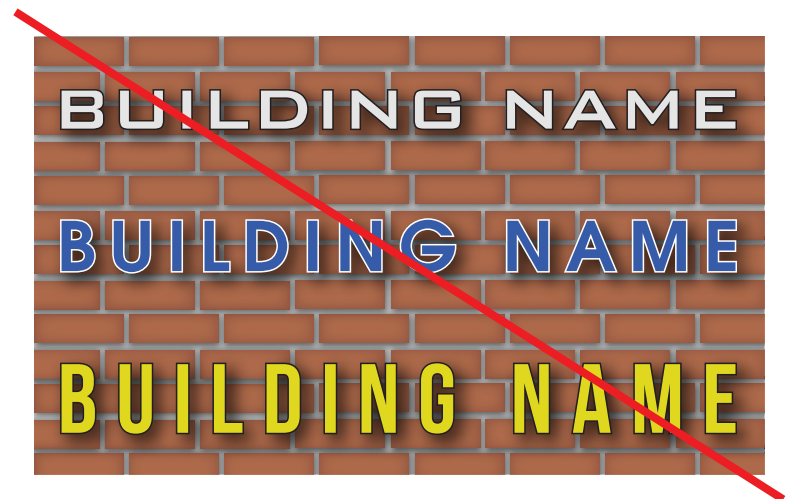
ARCHITECTURAL ELEMENTS

When designing anything from buildings and free-standing signage to "accent" decorations, inspiration should be drawn from unique angular design or hexagon-based design. This type of architectural design takes cues from the angular structure of the DSU Hex Icon jeweling effect and conveys a forward-thinking, unique approach to our campus.

ARCHITECTURAL ELEMENTS: DIMENSIONAL ICON

When designing spectacular signage, the DSU Hex Icon can be created in a dimensional manner. This dimensional variation features subtle differences in the jeweling from the render of the flat mark itself. The hexagon is broken up into six equal sections which feature low profile, four-sided pyramids.

This dimensional design allows the icon to appear jeweled in different ways depending on the ambient lighting.

Contact DSU Department of Marketing & Communications for more information about usage.
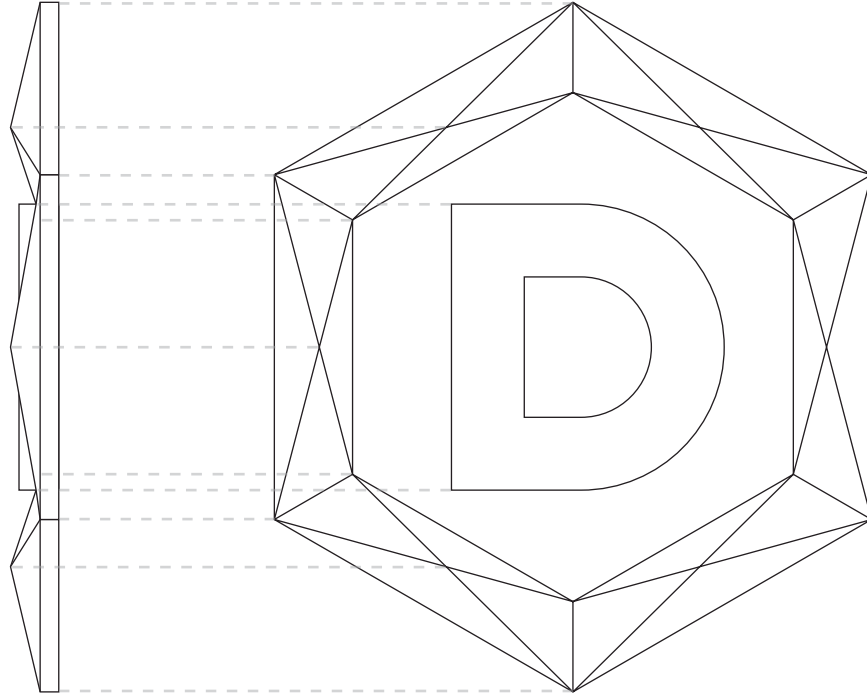
TRANSPORTATION

Vehicle graphics are a great way to bring the DSU brand off campus and out into the world. The following examples are meant to help guide the design and application of DSU vehicle graphics.

These designs are to be used only in special circumstances as official state vehicles cannot be branded. If you're unsure as to whether your vehicle can be wrapped in official DSU branding, please contact the DSU Department of Marketing & Communications.

VEHICLE WRAPS: MINIMIZED

A more minimal decal set for vehicles is also available, which features the primary DSU mark fully encompassed on the driver and passenger front door and no hexagon accents in the rear. This option does retain the hood, tailgate/trunk, and front fender decals from the full wrap.

ⓘ For any University vehicles in a color other than white, silver, blue, or black, a full vehicle wrap is recommended to avoid showcasing the University brand in unapproved colors.

VEHICLE WRAPS: FULL WRAP

DSU utilizes two options of wraps when designing graphics for official University transportation. The first option features a more robust design encompassing each side panel of the vehicle, as well as the hood and tailgate/trunk. The DSU wordmark spans across both side doors with DAKOTA and STATE lying on individual doors. This ensures the mark doesn't split in an undesired way when the doors open. Hexagon elements accent the vehicle over the rear wheel arch and blend around the rear windows. The university URL is placed on the front fenders and the tailgate/trunk as a call to action.

Social Media

—

Social media is a powerful vehicle through which Dakota State University connects with potential and current students, alumni, faculty, staff, and other audiences. It also allows us to listen and share relevant news with our community.

A consistent presence is the easiest way to elevate the DSU voice on social media. Using the guidelines on the following pages will help our institution develop a strong presence on social media and more actively engage with our audiences.

Please note that as a member of the DSU community, everyone must also abide by the DSU policies and guidelines, including Campus Administrative Policies, the Campus Code of Conduct, Local and Campus Policies, and DSU Social Media Guidelines & Policies.

PHOTOGRAPHY

Photography for social media should be thoughtfully selected with a certain audience in mind to ensure the greatest impact. All photography should adhere to the guidelines mentioned in the Photography Section of this guide and convey an honest and authentic representation of the University.

Photos for social can be displayed in a variety of ways with treatments ranging from simply uploading a clean photo with nothing on it, to graphics with a subtle image behind text. Below are some examples of different ways to handle social imagery.

Clean Photo

Photo with Overlay Elements

Photo with Logo Endorsement

Photo as Subtle Background

GRAPHICS: AVATARS

For optimal resolution, social avatars and profile photos should be designed to 960 pixels square. The DSU Hex Icon should be 700 pixels wide and centered both horizontally and vertically. This will yield a clean result regardless of whether the icon is to be used in a square or circle.

These avatars can be used in a variety of combinations, using our primary colors with the DSU Hex Icon. As these graphics are often shown at small sizes, do not use any photography as a background (including jeweling), or add other logo elements. Doing so will have a detrimental impact on readability.

960px

700px

For optimal display clarity please export avatars as .png files with a sRGB color profile. Uploading a .jpg file will result in a blurry logo as it is compressed.

PNG

JPG

ACCEPTABLE

UNACCEPTABLE
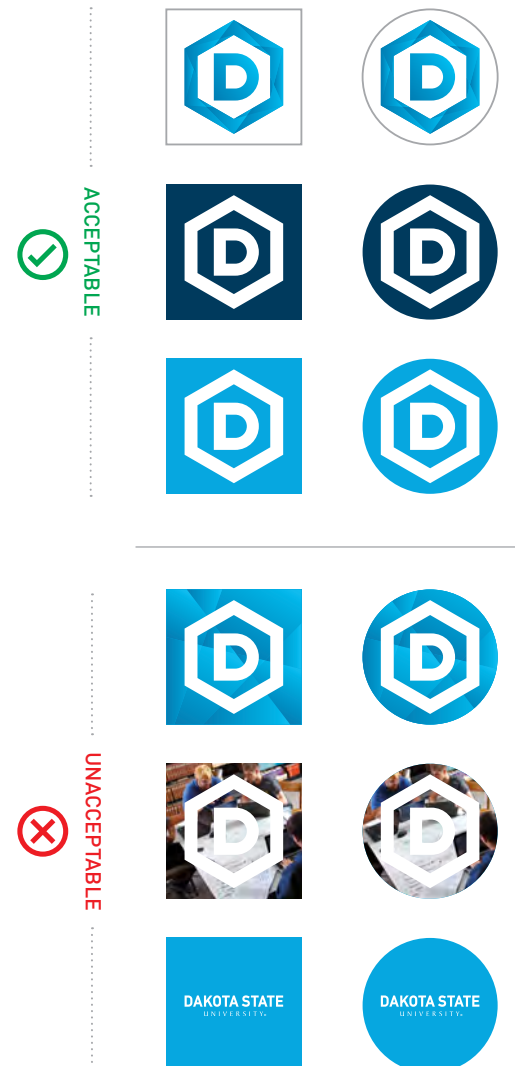
GRAPHICS: COVER PHOTOS

Use the spec below when designing cover photos for Facebook*. Doing so will ensure readability on both desktop and mobile. The full size should be 1230 pixels wide by 540 pixels tall, but the focus of your design should lie in the center section of 960 pixels wide by 468 pixels tall.

Facebook crops the cover photo differently for desktop than it does for mobile. On desktop, the top and bottom 36 pixels are cropped out, but the outer 135 pixels on either side will be visible. Conversely, mobile crops out the outer 135 pixels, but shows the top and bottom 36 pixels.

36px

468px

540px

960px

1230px

135px

Visible on Desktop

Visible on Mobile
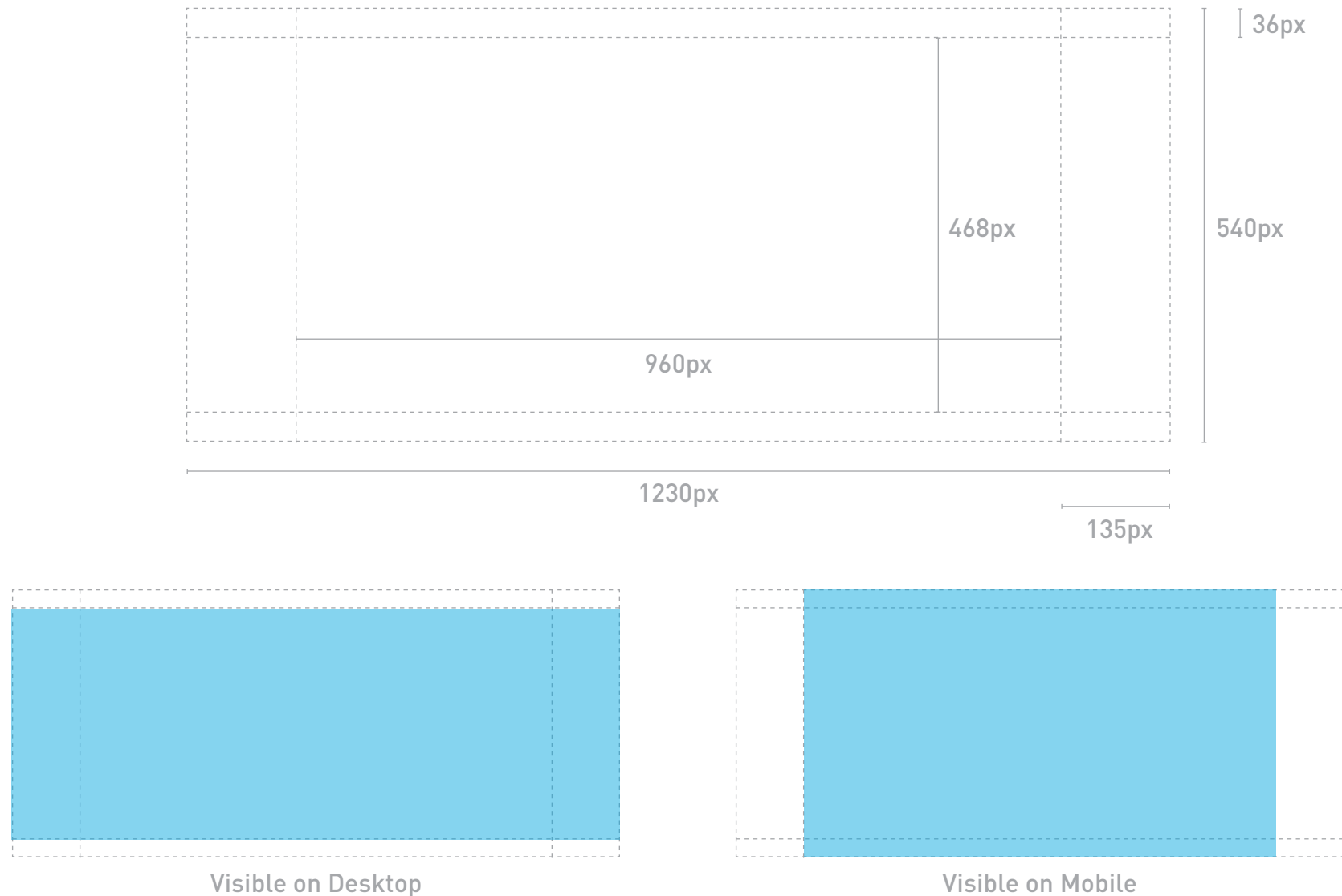
*AS OF SPRING 2019—See Facebook for most current official specs.
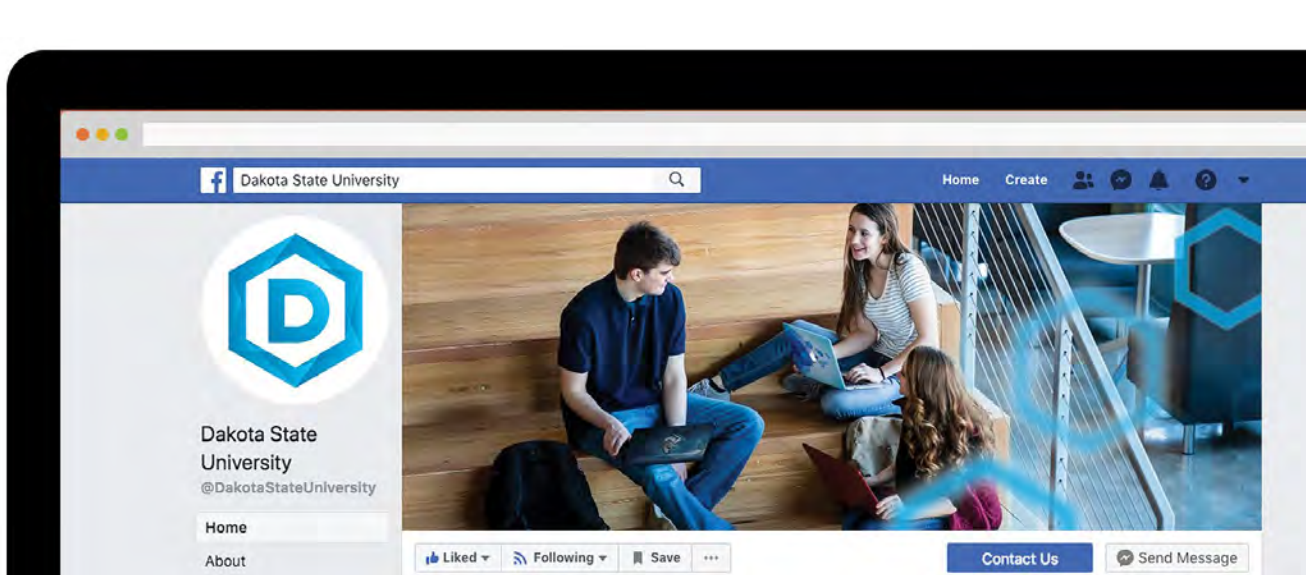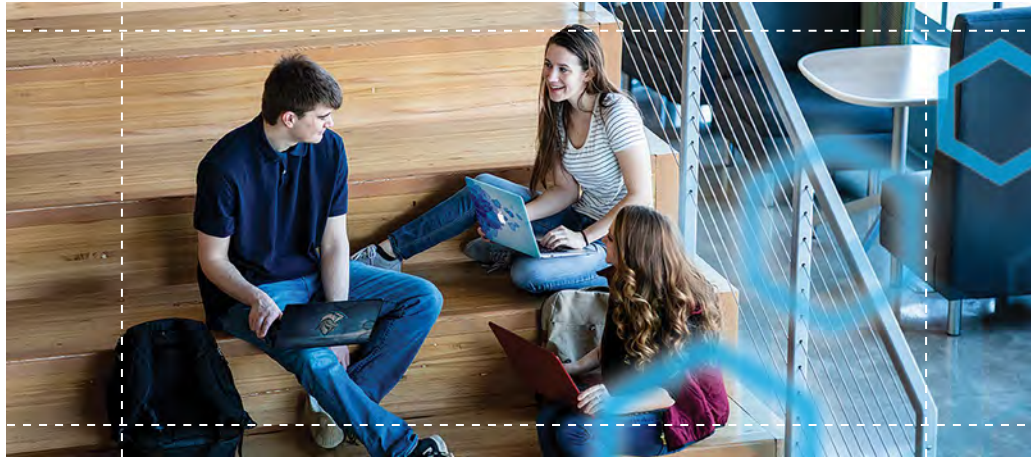
GRAPHICS: COVER PHOTOS

You can utilize a combination of photos, text, and brand design elements to create visually interesting compositions for cover photos. As noted on the previous pages, ensure the focus and any potential text lies within the safe area as you design.

To maintain a consistent look and feel, please refer to the Photography Section of this brand Manual when selecting photography for all social graphics.
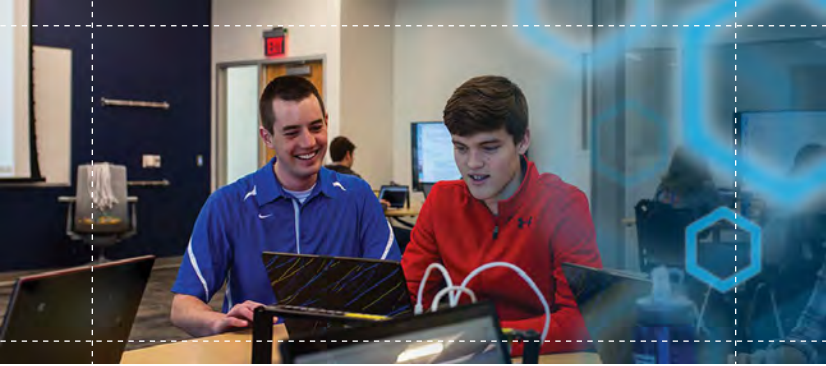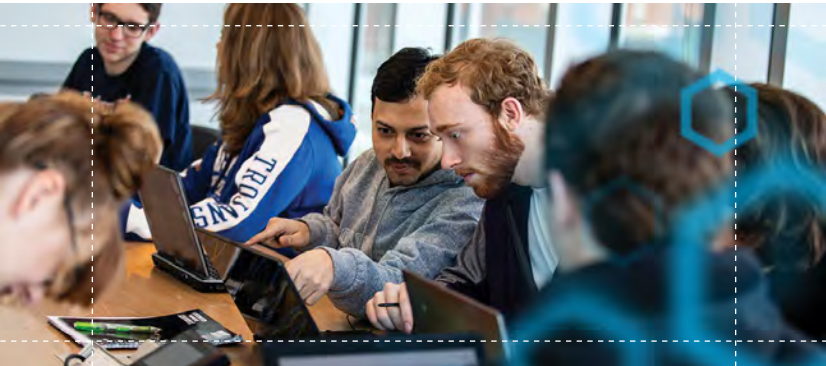
TONE OF VOICE

When writing content for social media, your tone should be conversational but professional. To ensure a consistent voice across all channels, please refer to the description outlined in the Brand Tone piece of Parts of the Brand Section in this guide.

Our personality defines the tone for how we communicate and describes how we want our audiences to perceive and feel about the DSU brand. These personality traits drive the voice for all DSU branded communications, including social media.

The Dakota State University brand voice is:

> **Inclusive**

> **Personable**

> **Genuine**

> **Modern**

When we write, our tone is approachable and encouraging.

We are proud of our university and speak passionately about it.

We promote our values and embrace diversity.

SOCIAL PAGE NAMING

Establishment of official DSU social media pages must be requested and approved by the DSU Department of Marketing & Communications. To receive approval, email the details about your request to marketing@dsu.edu.

Once you've received approval, you can create your new social page. When creating the page and naming the page, be as specific and descriptive as possible while adhering to the parameters used by the particular channel you're using. Use the name of the university, school or organization. Do not use 'Dakota State University' on its own.

Also be sure to include any physical location and be as specific and descriptive as possible in your page's 'Bio' section. If your club or organization has a specific URL, inlcude it in this section.

Marketing Overview

The continued success of Dakota State University is directly correlated to the success of our marketing. By creating and executing a fully integrated, cohesive marketing strategy, we'll ensure a strong and effective communications effort.

Our strategy follows the traditional three-tiered system.

Tier I messaging is high-level and meant to evoke an emotional response from our audience. The goal of Tier I messaging exclusively revolves around brand awareness and brand identity.

Tier II messaging highlights particular brand attributes in order to educate our audience about our institutions USPs (unique selling points). This form of marketing typically features a call-to-action. Examples include:

> Learn More
> Get Details
> Request More Info

Tier III messaging includes specific information and details associated with a price or offer. This form of marketing includes a stronger call-to-action. Examples include:

> Enroll Now
> Schedule a Tour
> Buy Now

TRADITIONAL APPLICATIONS

Traditional marketing tactics include television, radio, print, and out-of-home. While the specific messaging could change based on campaign direction, all elements should adhere to the standards outlined in this guide.

DIGITAL APPLICATIONS

Digital marketing tactics include social media, digital ad units such as rich media and display units, interactive units, and banner ads. Like traditional media, the specific messaging could change based on campaign direction, but all elements should adhere to the standards outlined in this guide.

AUDIENCES

The following section gives a general overview of some of the specific audiences we focus on as a university. As you're creating collateral and marketing materials, please be mindful of the following audience segments. For more detailed information about these audiences and additional segments please contact the DSU Department of Marketing & Communications.

Audience: Traditional On-Campus Undergraduates

> Age 16–24
> Currently enrolled in high school or considering transferring from a different institution
> What they want from college:
  - Involvement, activities, and friends
  - A degree that will help them get a job
  - To be comfortable and feel they can succeed
> Lifestyle
  - Understand the financial investment of college better than previous generations
  - Heavily reliant on digital devices
  - Fast thinkers
> Media Consumption
  - More likely to trust peers, bloggers, and influencers
  - Comfortable with multi-screening
  - Most attracted to highly visual platforms
  - Twice as likely to not watch live TV

Audience: Traditional Online Undergraduates

> Age 16–24
> Currently enrolled in high school or considering transferring from a different institution
> What they want from college:
  - Convenience of online coursework
  - Roadmap to graduation
  - Gainful employment
> Lifestyle
  - Cost and time are bigger factors than with on-campus students
  - May be balancing work and school
  - Understand the financial investment of college better than previous generations
> Media Consumption
  - More likely to trust peers, bloggers, and influencers
  - Comfortable with multi-screening
  - Most attracted to highly visual platforms
  - Twice as likely to not watch live TV

Audience: Military Students

> Age 18–44

> Some college experience or may have not attended an institution

> What they want from college:

- Take advantage of their military benefits

- Set themselves up for life after the service

- University services that will help them navigate their benefits, enrollment, and coursework

> Lifestyle

- Balancing military responsibilities with a desire for higher education

- Seek out institutions and programs with veteran services/benefits

> Media Consumption

- Heavy digital use on all common platforms

- More likely to have interest in flexible online programs

Audience: Graduate Students

> Undergraduates close to completing their degrees

> Working professionals with undergrad degrees

> What they want from DSU:

- Opportunity to continue their education and advance their careers

- Information about which programs are offered and delivery method (on-campus, online, etc)

- Knowledge of what the programs entail, the cost, and what's needed to complete the degree

- Understanding of what a graduate degree will allow them to do after completion

Audience: Government & Media

> Who:

- State and local elected officials

- South Dakota Board of Regents

- State, regional, and national news outlets

> What they want from DSU:

- Understanding of how the university is helping students succeed and taking the next step as students graduate college

- Knowledge of what is happening at DSU and how the university is helping the state and its economy

Audience: Alumni/Friends of the University

Alumni—DSU Graduates

> What they want from DSU:

- Information about what's happening on campus
- Opportunities to connect with other alumni
- Understanding of how their donations are helping students, programs, and the University

Friends of the University

> Non-graduates of DSU who support the University and have interest in the success of the institution

> What they want from DSU:

- Information about what's happening on campus
- Opportunities to connect with other supporters
- Direction on how to help the University and knowledge of their efforts to help the institution

Audience: Faculty, Staff, University Partners

> Who:

- Academic faculty
- Support staff
- Government agencies, businesses, and corporations

Faculty & Staff

> What they want from DSU:

- Direction on how they can better support students and help students succeed
- Transparency and information (i.e. What is going on and where is the university going?)
- Information about initiatives that will affect them

University Partners

> What they want from DSU:

- Understanding about opportunities to partner with DSU
- Understanding how the partnership will benefit their organization

Video & Sound

One of the most effective forms of storytelling for Dakota State University is video. By utilizing quality video made with high production standards, we can ensure a consistent user experience and effective communication across all channels.

APPLICATION

The DSU Department of Marketing & Communications has access to a video library. Please contact the Department before beginning production on any video, as it can save you both time and resources. They work with outside vendors and also collaborate with DSU's Multimedia Services Department.

Once your video is complete, you must receive official approval from the DSU Department of Marketing & Communications before sharing your finished product.

STYLE CONSIDERATIONS

All DSU videos should feel natural — not staged. While uses and messaging will vary, videos should showcase our University as an institution of academic excellence with an emphasis on technology and community.

Please refer to the Logo, Typography, and Graphic Expression Sections of this Brand Manual when creating any video that utilizes those elements.

Videos used to promote our university should reflect our voice and overall brand. The visuals should tell our story without feeling forced or unnatural.

Before starting production, consider your target audience, your available resources, and your final call-to-action.

All DSU videos must meet accessibility requirements.

ENDSLATE

Our animated endslate features the DSU Hex Icon building in piece by piece as it fades in and zooms to size in center frame. After the icon builds in, it slides back into place as the type of the primary mark wipes into frame. The necessary URL will appear below the animated university mark upon completion of animation.

Firstname Lastname
Title Subhead
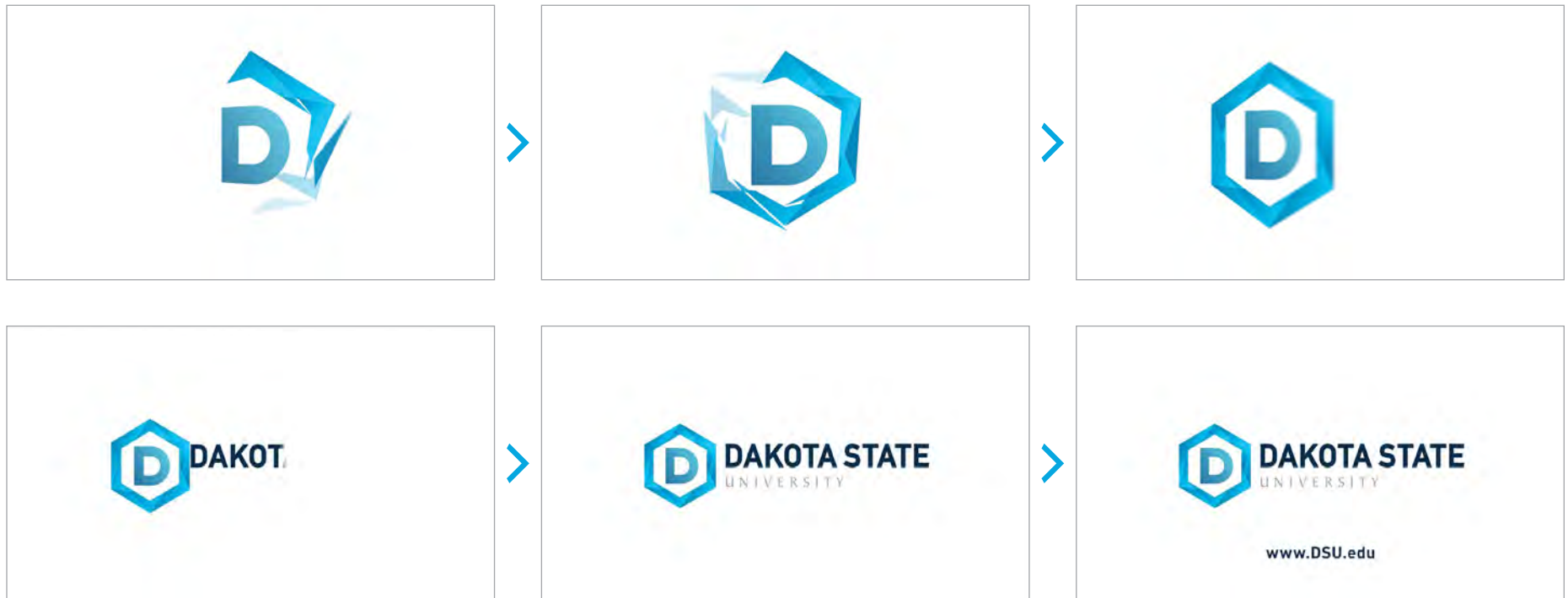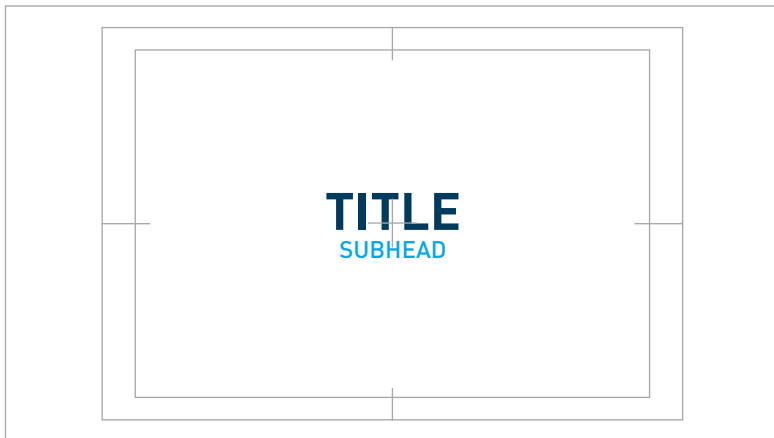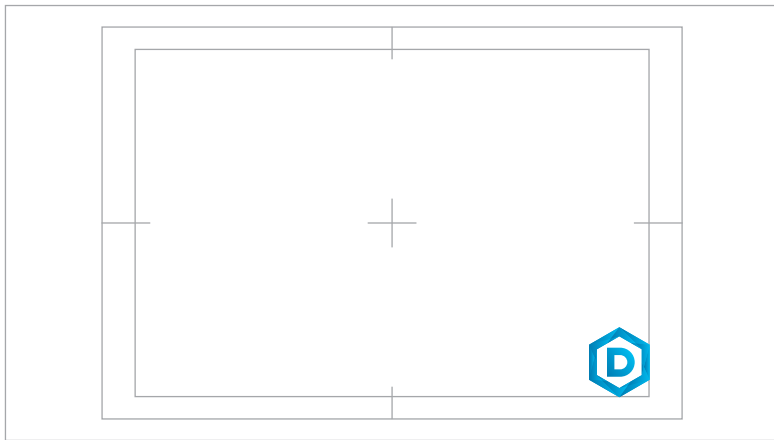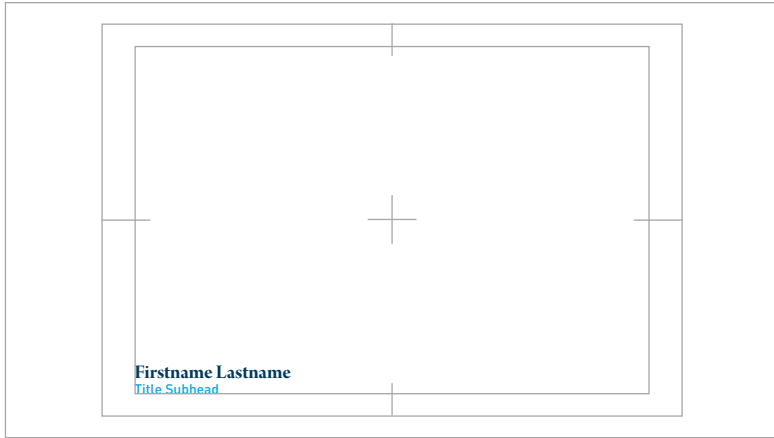
ON-SCREEN TYPE & GRAPHICS

For any on-screen typography or graphics, adhere to the guidelines previously mentioned in this brand guide. All on-screen type and graphics must lie in the title-safe areas for any broadcast video.

Name identifiers should be in a format matching the typographic layout of our business cards and name plates. Title supers should be set in Din Bold with any subheadlines in Din Medium.

TITLE
SUBHEAD

SOUND

Videos should be written using a conversational tone that is true to our brand voice. Keep it simple and concise to ensure your narration is punchy and to-the-point.

Music used in marketing efforts will vary, but should always be used to strengthen the underlying message—not detract from it. Upbeat, positive music should always be considered. Any music used in video production must be properly licensed as to avoid any legal ramifications. If you're planning on purchasing music or sound for your video production, please follow the formal steps for licensing and credit.

Voice overs should be used as necessary. Selected talent should have a warm, inviting, youthful, energetic, and confident tone.

While the tone of voice for marketing materials will vary depending on the marketing campaign and the specific target audience, it should still adhere to the standards outlined within this guide. For marketing to be effective, the tone of voice should be clear and represent the overall DSU brand.

Brand Support

—

This Brand Manual was created as a tool to help Dakota State University continue its mission of building meaningful, lasting connections across mediums and audiences.

In order to help you take full advantage of the details and tools included in this guide, we've added a series of resources to further assist in your advertising and marketing initiatives.

BRAND PORTAL

You can find and access all of the information included in this Brand Manual online at dsu.edu/brand. Here you will find additional details about our university's graphic standards as well as a comprehensive Writers' Style Guide.

While some assets are available for public download, others will require DSU credentials. If you're unsure about information provided in this guide or have questions pertaining to the brand standards, please contact DSU Department of Marketing & Communications.

WRITERS' STYLE GUIDE

Keeping a consistent message and voice is essential to the success of DSU. The information provided within this brand guide represents the complete Writers' Style Guide. Use this tool whenever writing for Dakota State University.

Contact Information

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The Dakota State University Department of Marketing & Communications is responsible for all media relations, publications, photography, advertising, social media, and web content.

The Department is also responsible for creating a clear and consistent brand image for DSU, which included logo usage and identity standards. If you need assistance in any of those areas, please do not hesitate to reach out. By working together, we can ensure a strong, consistent brand and continued success for Dakota State University.

marketing@dsu.edu