



BRAND GUIDE

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OUR MISSION, VISION, AND VALUES

Mission

Minot State University is a public university dedicated to excellence in education, scholarship, and community engagement achieved through rigorous academic experiences, active learning environments, commitment to public service, and a vibrant campus life.

Values

Minot State University will:

- Deliver high-quality education where, when, and how it is needed to a diverse, multi-generational student population.
- Prepare students and the institution for the evolving social and technological challenges of the world.
- Inspire scholarship and creative activity among students, faculty, and staff.
- Empower graduates with a distinctive combination of professional expertise and broad-based education to support varied careers and productive lives.

Vision

As members of the Minot State University community, we commit to collaborating and engaging in a positive manner to create a vibrant campus that values:

- **Excellence** - We strive for exceptional outcomes and cherish innovation and creativity in the pursuit of knowledge and learning;
- **Engagement** - We develop meaningful, engaging, and hands-on experiences inside and outside the classroom designed to provide the best education possible;
- **Support** - We are inclusive and student-centered, and we provide a supportive, caring, yet intellectually challenging environment to promote growth;
- **Respect** - We engage in open dialogue, value differences, and foster relationships based on respect, honesty, and trust;
- **Community** - We are committed to the region and its people, and we engage in and serve our community in substantive and positive ways.



BRAND PROMISE

As a beacon of opportunity in Western North Dakota for the past century, we empower our students with the confidence and skills to lead fulfilling lives in their communities.

MINOT STATE KEY MESSAGING PILLARS

At Minot State University, our messaging pillars are critical for communicating core values and key messages, ensuring our audience understands and connects with our mission and vision. They provide a consistent framework that guides all our communications, helping to build trust and clarity with students, faculty and staff, and our entire campus community.

Community

- We embrace the North Dakota nice mentality and ensure the best possible experience for our students.
- We value our neighbors and our local homegrown students with exclusive scholarship opportunities.
- Safety is our top priority. We maintain a secure environment with robust security measures, promoting a worry-free experience for all students.
- Our vibrant campus community promotes diversity through student groups and engaging activities.
- Our roots run deep. Since 1913, we have thrived in the Minot community as a beacon of opportunity, critical to our community's ability to prosper.
- Our \$190 million annual impact plays a critical role in the economic impact of our region and state.
- We collaborate with community partners to provide our students with valuable real-world experiences, internships, and engagement opportunities.

Opportunity

- Through an 11:1 student-to-professor ratio, our students are fully immersed with peers and mentors.
- Individualized advising ensures our students pursue the coursework they need while exploring subjects that broaden their horizons.
- Our tight-knit campus fosters lifelong friendships and builds valuable career connections.
- We invest in undergraduate research, enabling and exposing our students to the absolutely best chance to learn by doing.
- We cultivate hands-on learning through internships, practicums, service, and global learning adventures.
- 96% of our recent graduates are thriving in their careers or pursuing advanced degrees.

MINOT STATE KEY MESSAGING PILLARS

Student Life

- We have over 100 can't-miss campus events, including bingo, movies, musicians, and so much more.
- We build community at the Beaver Dam with endless games and entertainment courtesy of MSU Life, our incredible student-led activities organization.
- Our campus has over 50 student clubs that promote leadership, community, social, and entertainment.
- We show our campus pride by cheering on our Minot State Beavers in football, basketball, hockey, wrestling, and so much more.
- Student life is vibrant and diverse. Through our supportive community and engaging events, our students find opportunities to excel academically while building lasting and meaningful connections.

Value

- We provide over 4 million dollars in scholarships and aid helping 51% of our students graduate completely debt-free.
- Over 90% of freshmen receive grants or scholarships.
- We have various rewarding and hands-on internship opportunities for our students.
- Through 1 on 1 advising, our professors are here for every moment of our students' journey.
- We invest in the future of our students by organizing events that will open doors to future career opportunities.
- We take pride in providing an affordable, high-value education in a friendly environment where our people make the difference.
- By offering in-state tuition for all, we make a global impact by attracting students from all over the world, many of whom plant their roots in the region upon graduation.

MINOT STATE VOICE

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

Welcoming

We embrace all students, ensuring a supportive environment built for students to grow and succeed.

Inspiring

Our students find inspiration through engaging, hands-on learning activities, supportive faculty, and a campus that fosters curiosity.

Trustworthy

We are transparent and committed to academic integrity. These values are realized every day throughout campus.

Accessible

Our campus prioritizes affordability and accessibility services to ensure we are an option for students from all walks of life.

MINOT STATE TAGLINE

Primary tagline

Be seen. Be heard. Be you.

- **Be seen** is a call to our students to showcase their uniqueness and stand out.
- **Be heard** emphasizes the importance of visibility, having a voice, and being true to one's identity.
- **Be you** encourages individuals to embrace their authentic selves and express who they are without reservation.

Secondary taglines

The options listed below are approved secondary taglines.

Be seen. Be heard. Belong.

Be seen. Be heard. Be empowered.

Be seen. Be heard. Be inspired.

The tagline should be used in marketing and promotional materials in conjunction with the logo. To continue with consistency, we encourage using the primary tagline. Secondary tagline options only extend to belong, empowered, and inspired.

The tagline is not a part of the logo, but whenever possible, should be used with the logo. The tagline cannot be used alone or as a replacement for the logo. It cannot be used with any of the Minot State Athletics Beaver logos.

MINOT STATE GRAPHIC STANDARDS

Graphic standards provide a structure for using logos, color, typography, and design elements. They provide campus personnel guidelines to help ensure consistent application of the Minot State University brand identity. Through consistently following our graphic standards, Minot State's visual identity will become established and recognized. All official Minot State schools, departments, and programs must comply with our graphic standards.

REQUIRED BRANDING POLICY

To ensure communications reflect the brand of the University, **the primary logotype is required** on all print materials, electronic/social media materials, merchandise, advertisements, video and broadcast media, web pages, and any other similar items that represent Minot State University.

PRIMARY LOGOTYPE

The primary logotype is the official mark of Minot State University. The logotype is uniquely rendered and cannot be redrawn, duplicated, or modified in any way. It consists of two parts: the top roofline and the wordmark. They should never be arranged differently than the example shown below or combined with other design elements. The wordmark cannot be displayed without the roofline.

Logo colors

The logo can only be used in one of three colors – Minot State red, black, or white – as shown below. No other colors will be allowed (with the exception and approval of the Design and Print Services office, in the case of a Minot State sponsorship that only allows for a single color ink).



Downloadable logo files are available at: minotstateu.edu/marketing/MSU-Brand/templates.shtml

LOGO USAGE GUIDELINES

Minimum logo size

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

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

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

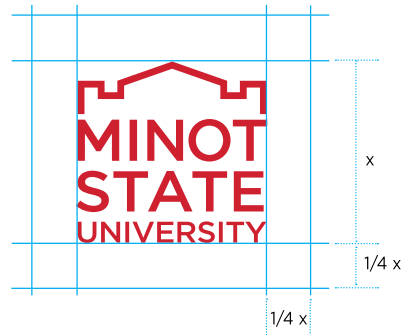


Logo clear space

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

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

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



Don't alter in any way

Don't stretch



Don't change logo color



Don't crop roofline



OUR BRAND

LOGOTYPE LOCKUP

Departmental affiliation must be used in the lockup with the primary logotype. Departmental lockup files can be requested through Design and Print Services.

Horizontal option



Stacked option



MSU WORDMARK

The MSU wordmark may be used ONLY when the primary logotype does not fit in the confines of the design area. It may be used for internal and external audiences. Use of the MSU wordmark is at the discretion of Design and Print Services. Approval and files must be requested through that office.



FONTS

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

Montserrat

Black	SemiBold	Light
Black Italic	SemiBold Italic	Light Italic
ExtraBold	Medium	ExtraLight
ExtraBold Italic	Medium Italic	ExtraLight Italic
Bold	Regular	Thin
Bold Italic	Regular Italic	Thin Italic

Montserrat is a sans serif font that should be used for headings and sub-headings because of its strong presence, clean lines, and readability. It may also be used for body copy and larger areas of text. Montserrat is licensed through Google and is free to use and is available for download at <https://fonts.google.com/specimen/Montserrat>.

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

Cambria

Regular	Bold
Italic	Bold Italic

Cambria is a serif font that is appropriate to use for body copy and larger areas of text. It is available within Microsoft Office applications.

Avenir

Black	Medium	Ultra Light
Black Oblique	Medium Oblique	Ultra Light Oblique
Heavy	Regular	
Heavy Oblique	Oblique	

Avenir is a sans serif font that may also be used for body copy and larger areas of text. It is available within Microsoft Office applications.

Nutmeg

Ultra Black	Bold	Light
Ultra Black Italic	Bold Italic	Light Italic
Black	Regular	Ultra Light
Black Italic	Regular Italic	Ultra Light Italic
Extra Bold	Book	Thin
Extra Bold Italic	Book Italic	Thin Italic

Nutmeg is a licensed font used by Design and Print Services and the Marketing office primarily for recruiting materials and student-oriented publications. Nutmeg should be used for headings and sub-heading and is not suitable for body copy. Nutmeg is not available for University-wide use or download.

OUR BRAND

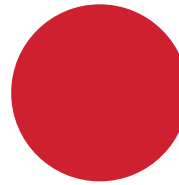
UNIVERSITY COLOR PALETTE

Minot State red is unique to us and draws attention to the confidence and enthusiasm we instill in our students. To help accent our strong primary color, we have the following secondary colors: gray, black, blue, and green. To build awareness of and enthusiasm for the Minot State identity, colors must be used consistently. These elements are critical for communications that are produced in color.

CMYK	RGB	Hex	Embroidery
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PRIMARY:

C/12	R/206	#CF202F	PMS 186c
M/100	G/14		
Y/91	B/45		
K/3			

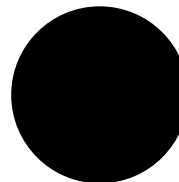


SECONDARY:

C/11	R/91	#5B6770	PMS 431c
M/1	G/103		
Y/0	B/112		
K/64			



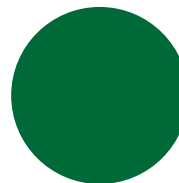
C/0	R/0		
M/0	G/0		
Y/0	B/0		
K/100			



C/47	R/139	#8BD3E6	PMS 636c
M/0	G/211		
Y/9	B/230		
K/0			



C/90	R/4	#046A38	PMS 349c
M/33	G/104		
Y/98	B/56		
K/26			



EMAIL COMMUNICATIONS

Email communication and signature

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

Font

Use Calibri, size 11, as your email default font. If your email program does not allow formatting (font choices, color, bold text, etc.), you may choose whichever font is the default font on that system.

Title and Credentials

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

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

Signatures

List signature information in the hierarchy shown below.

OPTION 1:

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

OPTION 2:

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

Calibri – 11 pt.

The hex code for
Minot State red is
#CF202F.

Optional elements

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

UNIVERSITY POLICIES

CAMPUS PRINTING POLICY

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

For questions regarding this policy, contact Design and Print Services:
amanda.francis@minotstateu.edu | 701-858-3498

COPYRIGHT GUIDELINES

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

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

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

CONTENT REVIEW POLICY

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

For questions regarding this policy, contact Cole Krueger, Marketing Director:
cole.krueger@minotstateu.edu | 701-858-3062

ATHLETICS BRAND

ATHLETIC LOGOS



**MINOT
STATE
BEAVERS**



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

The use of athletics logos is exclusive to the Minot State University

Athletics Department. The logos may be used in limited school-spirit instances or by specific campus departments approved by the Athletics Department.

No other beaver photos, illustrations, or artwork may be used as a design element for publications or merchandise by any campus entities, including student clubs and organizations. See the full Athletics Department Graphic Standards book for detailed usage, guidelines, and compliance.

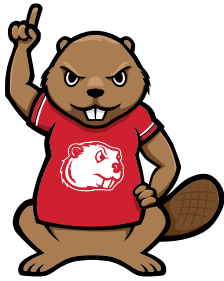
Student club and organization marks must be distinct from current or former university marks and cannot be based on or a variation of current MSU trademarks. Student clubs and organizations have the option of using the Mascot Mark in conjunction with the name of their club or group. Any student club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

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

For more information or to request approval to use an athletics logo, please contact Janna McKechnie, assistant athletic director of external relations: janna.mckechnie@minotstateu.edu | 701-858-4093.

ATHLETICS BRAND

MASCOT MARK



The Minot State Mascot Mark brings an energetic and customizable option to the branding of the University. The mascot mark was created **specifically for use by official student groups/clubs** to allow a customizable, yet branded avenue for the student population.

The Mascot Mark is **NOT** a substitute for the primary academic or athletic logos. Usage of the mascot mark is **prohibited** for all other entities unless given special approval from the Athletics Department.

Student groups must submit the **Mascot Mark Approval Form** found at MinotStateU.edu/sga/clubs-and-organizations.shtml to request usage of the mascot mark. Once approval has been given, any club or organization wanting to customize the mascot mark must contact Design and Print Services for design customization.

For questions or inquiries, please contact Janna McKechnie, assistant athletic director of external relations:
janna.mckechnie@minotstateu.edu | 701-858-4093.

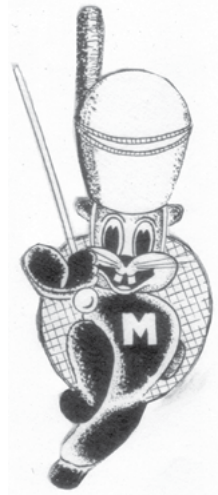
ATHLETICS BRAND

HISTORIC BEAVER MARKS/ILLUSTRATIONS

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

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

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





June 2024