

## Visual Standards Guide

The North Dakota State College of Science has unique visual elements relating to the college's brand. Unified use of these elements helps strengthen the NDSCS brand, familiarize others with the NDSCS name and reflect the college's image.

### Officially Licensed Trademark

NDSCS has implemented a licensing program to protect the college's interests and image. The college's name, logo, seal, mascot and other marks are exclusive property of North Dakota State College of Science. Listed below are the guidelines that must be followed when using NDSCS marks in print, electronic and merchandise applications. For specific information regarding NDSCS merchandise and approved licensed vendors, please contact Barbara Spaeth-Baum in the College Relations and Marketing Department at 701-671-2483 or Neil Rittenour in Auxiliary Enterprises at 701-671-2439.

### Trademarked Words and Names

The following words and names should include the superscript ® registration symbol on first reference:

- NDSCS – The Science of Success ®

To achieve the registration symbol in Microsoft Word select Insert > Symbol > and choose the ® symbol. You can also use the shortcut CTRL+ATL+R (Mac shortcut OPTION+R).

There are no guidelines on font, size and/or color of the above trademarked words and names when used as text.

### Identity Colors

The NDSCS red, black and silver promote brand recognition. When possible, use the NDSCS red, black and silver.

**PANTONE®** – spot printing

**CMYK color** – process printing

**RGB** – electronic application

**Hex** – web



#### NDSCS Red

PANTONE® Color Bridge 200 CP (Process)

PANTONE® Formula Guide 200 C (Spot)

CMYK: 0C - 100M - 63Y - 12K

RGB: 204R - 0G - 51B

Hex #: CC0033



#### NDSCS Black

PANTONE® Spot Black

CMYK: 0C - 0M - 0Y - 100K

RGB: 0R - 0G - 0B

Hex #: 000000



#### NDSCS Silver

PANTONE® 877 Metallic

*For professional printing only. Contact College Relations and Marketing for NDSCS logos in metallic.*



### **Identity and Meaning**

The NDSCS identity is a carefully planned blend of elements designed to accommodate a variety of specific purposes. Regardless of its application, these simple guidelines are intended to enhance and preserve the identity's inherent meaning: The solid, joined letters convey strength and unity. The star, or burst of light, is a visual metaphor for the human spirit. The burst of light reflects those defining moments of discovery and the realization of one's true purpose and potential.



### NDSCS Logo

As the identifying emblem of the college, the NDSCS logo is required on all official communication materials. It is a graphic and must be used as supplied by the College Relations and Marketing Department.

Versions include full-color, one-color and black-and-white marks.

The superscript ® registration symbol must appear with all uses that include The Science of Success.

### Logo Variations

- Mailing Address – For use on envelopes, postcards and other materials where an address is necessary
- Web Address
- Black



## NDSCS Full Logo With Tagline



## NDSCS Full Logo Set In One Color Or Reversed



### NDSCS Logo With Science of Success Tagline Only

In such applications where NDSCS is a well-known acronym, the full, formal name of the college may be replaced by the tagline only.

Consult with College Relations and Marketing for further guidance.

All caps – in all versions with THE SCIENCE OF SUCCESS in the red box.



### Logo Set In One Color Or Reversed



**NDSCS Acronym Only**

The NDSCS acronym may be used alone in those applications where only the mark needed, such as clothing, campus signage or public displays. Consult with College Relations and Marketing for further guidance.

The TM registration symbol must appear with all uses.

**Logo Set In One Color Or Reversed**

## NDSCS Department Logo With No Tagline

The NDSCS logo may be modified for departmental use.

The TM registration symbol must appear with all uses.

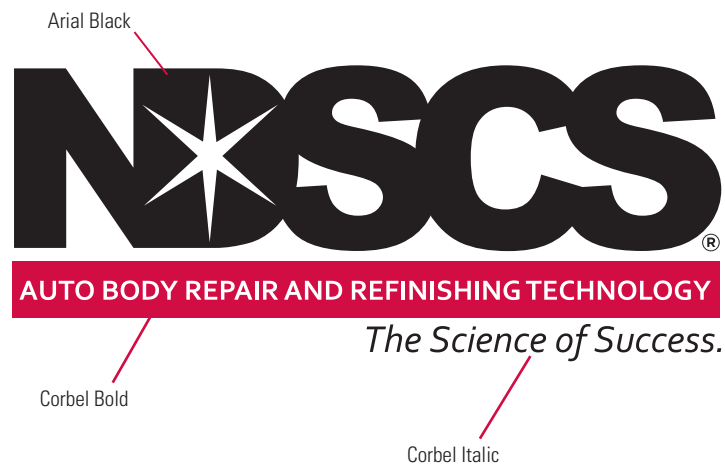


## Logo With No Tagline One Color



## NDSCS Department Logo With Tagline

The NDSCS logo may be modified for departmental use. Use of the tagline is optional. Consult with College Relations and Marketing for further guidance.



## Logo With Tagline One Color





## NDSCS Logo Color Usage

The NDSCS initials are always to be used in conjunction with the brand colors red, black, white or silver/gray backgrounds as depicted below. Also required is a TM after NDSCS. (Notice that NDSCS – The Science of Success® is to be used with a registration mark ®, not a trademark TM.)



### NDSCS-Fargo Logo

The NDSCS-Fargo logo is the graphic identifying mark of the college's Fargo site. It is required on all Fargo communication materials. It is a graphic and must be used as supplied by the College Relations and Marketing Department.

Versions include full-color, one-color and black-and-white marks.

The TM registration symbol must appear with all uses.



### Logo Variations

- Full Color
- Red
- Silver Metallic
- Black and White



## NDSCS Wildcat

The NDSCS Wildcat marks are used to showcase school spirit. The mascot, Willie the Wildcat, is often used on pieces for athletics, homecoming, student activities, etc.

Versions include full-color, two-color, spot-color and black-and-white marks.

The TM registration symbol must appear with all uses.



## NDSCS Paw

The NDSCS paw marks communicate school spirit and identify with the Wildcat mascot.

Versions include two-color, spot-color and black-and-white marks with or without the NDSCS name.

The TM registration symbol must appear with all uses.



### NDSCS Wildcat Profile

The NDSCS Wildcat profile mark is used to showcase school spirit. The mascot, Willie the Wildcat, is often used on pieces for athletics, homecoming, student activities, etc.

Versions include full-color and black-and-white marks.

The © copy right symbol must appear with all uses.



### NDSCS Seal

The NDSCS seal is the formal identifying mark of the college. Use of the NDSCS seal requires permission from the President's Office and/or the College Relations and Marketing Department.

## Unacceptable Usages

- Never use a NDSCS mark without the proper trademark symbol
- Never shrink or enlarge unproportionately
- Never change typefaces in NDSCS logotypes
- Never switch colors of NDSCS marks
- Never use retired logos/marks



## PowerPoint Templates

PowerPoint templates include a title master, slide master, color scheme and font. Templates are available on the Intranet under College Relations and Marketing.

### General Campus



### trainND



### NDSCS-Fargo



### Widescreen



## Email Signature

It is recommended that NDSCS employee emails include a pre-formatted signature that contains the following information:

- Your name
- Your title
- The name of your division, department or office
- Your phone number(s)
- Your physical office address (if applicable)
- NDSCS signature logo (when allowed by email system)

An email signature logo will be available to download on the Intranet under College Relations and Marketing.

## Example:

### **John Doe**

Associate Professor

Department of English & Humanities

p: 701-671-2254 | c: 701-671-2245



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## Contact

Some special projects may require input and guidance from the College Relations and Marketing Department. If you have any questions on NDSCS marks or want to obtain an NDSCS mark, please contact College Relations and Marketing at 671-2458.