A new identity and visual system have been created for Minnesota State University Moorhead (MSUM), bringing the MSUM brand to life through design attributes that express the true nature of the institution.

This document and the accompanying templates provide a framework for the design and production of all print and electronic communications. It is intended to reinforce the impressions we create by reaching and serving our audiences with intention and purpose. Used consistently, it will strengthen the visibility and recognition of MSUM as a whole by safeguarding our brand and increasing the impact of our communications.
Introduction

Letter from the President
Contact for Advice, Approvals and Graphics
Brand Promise

MSUM Logo
MSUM is excited to release a new, sophisticated look and design this fall, including a new academic wordmark to complement the Dragon athletics logo. Along with the wordmark, a new visual identity system will impact print, web and signage to give MSUM a consistent look and design across each medium.

The official ‘brand launch’ kicks off in August during Orientation, followed by a series of activities and events leading up to Homecoming. Alumni coming to campus during Homecoming will see new monument signs and additional signage that reflects the new visual design. Brand launch activities will coincide with the launch of a new website in September. The complete brand rollout will be a three- to five-year phased project as print pieces, materials and signs receive updates on an as-needed basis.

The new mark is a sans serif ‘M’ that is dark red and charcoal gray, and joined by two flames indicating the flames of illumination and passion ignited between students and faculty. The flame motif also complements the Dragon logo, which will be primarily tied to Athletics moving forward.

MSUM is still and always will be proud to call themselves Dragons! Alumni can get their favorite Dragon apparel at the bookstore anytime. Thank you to those who participated in our research survey and continue to support the success of MSUM.

Learn more about MSUM’s branding initiative at http://www.mnstate.edu/brand.
Contacts for Advice, Approvals and Graphics

Faculty and Staff

University Marketing Department
www.mnstate.edu

The Marketing Department is responsible for maintaining the university’s visual identity system and is available to respond to inquiries about its use, including:

- Requests to create visual identity graphics
- Explanation of the contents of this manual

Contact: marketingteam@mnstate.edu
Your email will be forwarded promptly to the appropriate person to respond.

Trademark Licensing

Trademark Licensing regulates the use of the university’s name and identifying marks, including:

- Use of the official university seal
- Use of university trademarks on merchandise (includes the university name, university logo, visual identity, and intercollegiate athletics marks)
- Use of university trademarks by student groups
- Use of university trademarks by nonuniversity entities

Contact: SMA, Inc.
Jared Harding
jharding@mnaworks.com
201 S Capitol Ave., Ste 520
Indianapolis IN 46225
t 317.829.5735
f 317.829.5696

Purchasing Stationery Products

Contact Copy to Print at printing@mnstate.edu or 218.477.2173 for information about preferred suppliers of printed stationery items.

Students and Student Groups

Individual students are not permitted to use the university’s marks. Student groups may use the MSUM visual identity system provided they follow the guidelines in this manual. For example, the marks require a certain amount of space around them, cannot be altered in any way, and cannot be paired with other graphic elements.

Use of the visual identity system on commercial goods and specialty items such as T-shirts, hats, and bumper stickers is permitted for student groups with approval from the Marketing Department. Email the Marketing Department at marketingteam@mnstate.edu.

Alumni and Alumni Groups

Individual alumni are not permitted to use the university’s marks. Alumni groups may use the MSUM visual identity system with the approval of the Marketing Department, upon recommendation by the Alumni Foundation.

Individuals External to the University

This manual is intended primarily for use by the MSUM community. Any individuals, groups, or companies external to the university wanting additional information about the use of MSUM marks should contact the Marketing Department at marketingteam@mnstate.edu.
Brand Promise

How MSUM educates
The ability to bring people together intentionally
Translates into academic and non-academic experiences, and extends to lifelong relationships
Illustrates the committed and mentoring nature of MSUM faculty
Contributes to the “welcoming” and “right-sized” nature of MSUM
This is an attitude as well as a way of educating

The quality of the MSUM experience
An intentionally thorough educational experience
A wealth of both academic and cultural offerings
Students can expect progressive academics and educational opportunities that evolve with the times
It is necessary to exhibit confidence (not arrogance) regarding this in order to make it believable

MSUM provides a **collaborative, opportunity-rich learning community** that empowers and engages students with a **real-world education** that fosters personal growth and professional success.

Describes the MSUM entity as a whole
The academic environment of MSUM must be brought forward
The visual impression of the mark must be “smart”
A “learning community” has to exhibit a sense of fresh, forward thinking
A learning community is about intellectual challenge

A very specific offering from MSUM
The school is “roll-up-your-sleeves” practical
Faculty that understands the world outside of the university
Students are prepared for life after college
“Real-world” implies life possibilities beyond the area of Moorhead or the Midwest

The ultimate goal for students but not differentiating — this is what universities and colleges do
**MSUM Logo**

**M:**
- Inspired by the process of tempering, which strengthens and fortifies, as in preparing for the real world

**Flame:**
- Flame shape is a gesture toward illumination and learning
- Borrows equity from the dragon, with contemporary influence

**Colors:**
- Dual colors create a sense of collaboration
- Red borrows equity from existing brand colors

**Type:**
- Scala and Scala Sans
- Modern yet classic
Logo Standards

Our Symbol
University Signature
Clear Space
Identities
Unacceptable Logo Usage
Our Symbol

Our new symbol is composed of a sans serif letter M that expresses the real-world attributes of MSUM. The addition of the flame reflects the processes of tempering/strengthening and illuminating knowledge. The flame is also reminiscent of our school mascot, the dragon.

Cropping of the MSUM symbol is discouraged and must be approved by the MSUM Marketing Department.
The MSUM symbol as a graphic element may only be reproduced in the following MSUM colors.
University Signature

The primary MSUM signatures shown below are custom-generated artwork. Therefore, please reproduce it using only the approved electronic files. Any alterations will dilute its impact.

The primary signature may be applied in two formats. Vertical should be used in a vertical layout. Horizontal should be used in a horizontal layout.

vertical format

Horizontal format
Two colors make up the MSUM signatures: MSUM red and MSUM gray. Consistent use of these colors reinforces a unified identity and makes the MSUM signature more memorable and recognizable.

The preferred colors should be used whenever possible. However, it is acceptable to reproduce the MSUM signature in MSUM gray.

The logo may be reversed as White from a background with appropriate contrast. It is also acceptable, but not advised, to reproduce the MSUM signature in Black.
Clear Space

To ensure visual impact and clarity, clear space must always surround the Minnesota State University Moorhead signature — without the intrusion of other graphic elements or text. The minimum amount of space surrounding our signature should be no less than 50% the height of the “M” of the symbol.
Identities

The Alumni and Performing Arts signatures shown below are custom-generated artwork. Therefore, please reproduce it using only the approved electronic files. Any substitution will dilute its impact. The signatures may be applied in two formats. Vertical should be used in a vertical layout. Horizontal should be used in a horizontal layout.
Unacceptable Uses

1. Never distort logo, change proportions, or redraw logo.

2. Never switch colors of MSUM marks.

3. Never use unapproved color combinations.

4. Do not use any MSUM logo in all MSUM red (except on dark gray merchandise). See page 37.

5. Never rearrange parts of MSUM marks.

6. Never change typefaces in MSUM marks.

7. Never position the logo at an angle or in vertical rotation.

8. Never reprint logo from scans of previously printed materials.


10. Never add shapes to MSUM marks.

11. Never print the logo without enough clear space surrounding other design elements.

12. Never include logo within a sentence or tag line.

Do not use the logo in any variation seen on pages 16-17. Please contact marketingteam@mnstate.edu or call 218.477.2208 with questions about logo use.
13. Never download the logo from the website and attempt to use it in print material.

14. Never print images over heavily textured graphic backgrounds.

15. Never add drop shadows, bevels, or any “special effects” to the logo.

16. Never use the logo as a watermark in web pages or print materials.

17. Never adjust the logo to a size that cannot easily be read.

18. Never crop any portion of the logo.

19. Never add an outline to the logo.

20. Never use the images as a decorative element, such as tiling.

21. Never use the university seal on unofficial documents, or in place of the logo.

22. Never use the dragon logo with anything associated outside athletics.

23. Never use the old wordmark logo on new design projects.
Basic Design Standards

Color Palette
Grid
Signature Signoff
Fire Pattern
Flame Icon
Typography
Photography
Primary Color Palette

The primary color palette contains the three colors in the msum visual system: primarily White, msum Red and msum Gray. Consistent use of these colors will ensure a unified visual identity.

- **White**
  - Coated Paper: CMYK 7, M 100, Y 82, K 26
  - Uncoated Paper: CMYK 6, M 75, Y 65, K 55
  - Electronic Media: CMYK 6, M 25, Y 20, K 10
  - Online: CMYK 6, M 25, Y 20, K 10
  - HTML: #A6192E

- **msum Red**
  - Coated Paper: CMYK 0, M 100, Y 82, K 26
  - Uncoated Paper: CMYK 0, M 75, Y 65, K 55
  - Electronic Media: CMYK 0, M 25, Y 20, K 10
  - Online: CMYK 0, M 25, Y 20, K 10
  - HTML: #A6192E

- **msum Gray**
  - Coated Paper: CMYK 20, M 25, Y 30, K 59
  - Uncoated Paper: CMYK 20, M 25, Y 30, K 59
  - Electronic Media: CMYK 20, M 25, Y 30, K 59
  - Online: CMYK 20, M 25, Y 30, K 59
  - HTML: #776E64
Secondary Color Palette

Use of these supplemental colors will lend appropriate variety to MSUM communications while complementing the primary palette. Please be sure to specify all color selections by appropriate color formula.
Layout Grid

All msum materials are built upon a grid of 20 equal vertical by 20 equal horizontal units. This modular approach ensures structural integrity and enhances the consistency of size and appearance for all visual elements. Used correctly, the grid helps designers achieve balance and results in a clean, well-organized layout of assets, copy and images.

Proportions will vary per size. Standard formats illustrated below are available as electronic templates.
Signature signoff
size and orientation

The MSUM signature or symbol should be placed in the lower 1/3 of the communication cover aligned and sized with the format’s grid. Examples below are a few of the many possibilities.

Vertical signature

Horizontal signature

Symbol
The fire pattern shown below is custom-generated artwork. Therefore, please reproduce it using only the approved electronic files with no alterations. Any substitution will dilute its impact.

The fire pattern may be cropped, enlarged or reduced but not reoriented. Its size and shape should be bordered by the grid.
Flame Icon

The flame icon shown below is custom-generated artwork. Therefore, please reproduce it using only the approved electronic files with no alterations. Any substitution will dilute its impact.

The flame icon should always appear vertically and may be flipped left or right horizontally but never flipped upside down.

Flame icon orientation

Flame orientation options are flipped left or right but always vertical

Alternate flame variation

MSUM primary color palette

MSUM secondary color palette

Vertical alignment to grid

Horizontal alignment to grid
## Typography

### Primary Typeface

*Scala* and *Scala Sans*

Typography is another important element that adds consistency to all communication materials.

One large typeface family makes up the msum identity system. These fonts may be used separately or in combination.

<table>
<thead>
<tr>
<th>Scala Family</th>
<th>Scala Sans Family</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scala</td>
<td>Scala Sans</td>
</tr>
<tr>
<td><em>Scala Italic</em></td>
<td><em>Scala Sans Italic</em></td>
</tr>
<tr>
<td>Scala Bold</td>
<td>Scala Sans Bold</td>
</tr>
<tr>
<td><em>Scala Bold Italic</em></td>
<td><em>Scala Sans Bold Italic</em></td>
</tr>
<tr>
<td>Scala Condensed</td>
<td>Scala Sans Condensed</td>
</tr>
<tr>
<td><em>Scala Condensed Bold</em></td>
<td><em>Scala Sans Condensed Bold</em></td>
</tr>
<tr>
<td>Scala Sans Black</td>
<td><em>Scala Sans Black</em></td>
</tr>
<tr>
<td><em>Scala Sans Black Italic</em></td>
<td><em>Scala Sans Black Italic</em></td>
</tr>
</tbody>
</table>

### Alternate Typeface

*Georgia* and *Verdana*

Use of the primary typefaces on all materials is strongly encouraged. However when they are unavailable — for example, in some PC-based programs such as Microsoft PowerPoint, in business correspondence or on the Web — these alternatives are acceptable.

<table>
<thead>
<tr>
<th>Georgia Family</th>
<th>Verdana Family</th>
</tr>
</thead>
<tbody>
<tr>
<td>Georgia</td>
<td>Verdana</td>
</tr>
<tr>
<td><em>Georgia Italic</em></td>
<td><em>Verdana Italic</em></td>
</tr>
<tr>
<td>Georgia Bold</td>
<td><em>Verdana Bold</em></td>
</tr>
<tr>
<td><em>Georgia Bold Italic</em></td>
<td><em>Verdana Bold Italic</em></td>
</tr>
</tbody>
</table>
Photography

The msum photographic style evokes a connection to our community of audiences. Choose images that capture moments and perspectives that reflect our promise of collaboration, opportunity, learning and real-world education.

Photographs of people should show engagement, whether in an activity or with another individual (students with students, students with faculty, student working in a lab).

Student-centered or faculty-centered photography should appear natural and not posed.

Focus should remain on subject matter in a less traditional manner with unique usage of foreground or background elements to create depth and visual texture.

Color palette is not limited but should be bright and vibrant.
Application

Stationery
Print Examples
Merchandise
Signage
PowerPoint Background
Web Standards
Business Card

**MSUM identity**
MSUM signature or symbol is required on the front. MSUM seal and mission statement are required on the back.

**Color palette**
Business cards use the MSUM primary color palette. White dominates.

**Typography**
Primary: Scala
Secondary: Scala Sans

**Size**
3.5” x 2”

**Grid**
20 x 20 equal units

**Ordering**
File is available to order from MSUM Web to Print.

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First Last Name

Job Title

218.477.2142 T
218.477.2142 C
218.477.2142 F
email@mnstate.edu

College/Department

1104 Seventh Avenue South
Moorhead, Minnesota 56563
mnstate.edu

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Minnesota State University Moorhead is a caring community promising all students the opportunity to discover their passions, the rigor to develop intellectually, and the versatility to shape a changing world.

A member of the Minnesota State Colleges & Universities System
Dear Sir or Madam,

Please type your letter here. Use either Georgia or Verdana as your font choices. Please do not change the margins. They are set up to print on official MSUM letterhead.

Sincerely,

First Last Name

Print your personalized letter onto the pre-printed MSUM letterhead. Contact marketingteam@mnstate.edu for the word template.

**MSUM Identity**

MSUM signature or symbol is required on the front.

**Color Palette**

Letterheads use the MSUM primary color palette. White dominates. Letterhead is printed in 2-color.

**Typography**

Primary: Scala

Secondary: Scala Sans

**Size**

8.5” x 11”

**Grid**

20 x 20 equal units

**Ordering**

File is available to order from MSUM Web to Print.
Envelope

**MSUM identity**
MSUM signature and address are required on the envelope.

**Color palette**
Envelopes use the MSUM primary color palette. White dominates. Envelope is printed in 2-color or 1-color (MSUM gray).

**Typography**
Primary: Scala
Secondary: Scala Sans

**Size**
#10, #10 window, A6, A2

**Grid**
20 x 20 equal units

**Ordering**
File is available to order from MSUM Web to Print.

**Personalization**
1,000 order minimum is required for envelope personalization. Contact printing@mnstate.edu for prices and more information.
Note card

**MSUM identity**
MSUM signature or symbol is required on the front.

**Flame icon**
The flame icon is used as a graphic accent.

**Color palette**
Note cards use the MSUM primary color palette. White dominates.

**Typography**
Primary: Scala
Secondary: Scala Sans

**Size**
6” x 9” folded to 6” x 4.5”

**Grid**
20 x 20 equal units

**Ordering**
File is available to order from MSUM Web to Print.
Print Examples

By following the guidelines presented in this document, MSUM communications will maintain a consistent, recognizable style in the marketplace. Graphic elements should be used in a complementary manner. Careful use of the color palette and typography maintain the integrity of the MSUM brand.

MSUM identity
MSUM signature or MSUM symbol is required on all materials. Additionally a MSUM signature may be used in the communication.

Fire pattern
The fire pattern is used judiciously as a subtle accent.

Color palette
Materials use the MSUM primary color palette. White dominates. The secondary palette is used sparingly as an accent.

Photography
Photography has a selective focus, is closely cropped, and uses a limited palette. Images should reflect simplicity, clarity and humanity.

Typography
Primary: Scala
Secondary: Scala Sans

Grid
20 x 20 equal units
Yes, there is a world outside of textbooks, studying, classes and exams—and it’s a big one! We offer opportunities to inform, educate and celebrate our diverse cultures. This includes events such as the Plains Powwow, Martin Luther King Jr. Celebration and the Unity Conference—to inform, educate and celebrate our diverse cultures.

Benefits of the Accounting Major
- Students receive a high degree of personal attention, and faculty work closely with each student.
- A professional business advisor assists with career planning and placement opportunities.
- Benefits are adequate to protect against fraud and waste.
- Firm's financial and information systems, regulations or taxation.
- Government accountants work in a variety of areas, including federal, state, local, and international organizations.
- Management accountants work in various fields, including businesses, governments, not-for-profit organizations, and public or private, in the Dakotas, Iowa, Minnesota or Wisconsin.
- Benefits from working with the Small Business Development Center, an agency that provides assistance to small businesses.
- Benefits from being part of the community that values friendship and learning.
- Benefits from being part of the second city, which launched the careers of many Saturday Night Live comics.
- Benefits from being part of the University Theatre Series, which brings fresh insights to the string quartet repertoire.
- Benefits from being part of the Department of Mathematics and Computer Science, which sponsors or co-sponsors over 100 events each academic year.

Accounting
An accounting degree prepares students to provide an array of auditing and accounting services to many types of organizations. Individuals choose a career in accounting, business, finance, management, or public accounting.

Careers
Accountants typically work in one of three main areas:
- Public accounting in public firms and private businesses
- Government accounting in federal, state, and local government agencies
- Industry accounting in industries such as manufacturing, retail, and service businesses

Government accountants and auditors in the public sector maintain records of transactions and financial statements for federal, state, and local government agencies. Industry accountants and auditors in private firms maintain records of transactions and financial statements for businesses. Industry accountants work in a variety of areas, including federal, state, local, and international organizations.

Benefits of the Accounting Major
- Benefit from the second city, which launched the careers of many Saturday Night Live comics.
- Benefit from being a part of the community that values friendship and learning.
- Benefit from being a part of the University Theatre Series, which brings fresh insights to the string quartet repertoire.
- Benefit from being a part of the Department of Mathematics and Computer Science, which sponsors or co-sponsors over 100 events each academic year.
The *msum* logo is a registered Federal trademark and is owned exclusively by the university. Anyone wishing to use the *msum* symbol and signatures on merchandise must first request design approval from Trademark Licensing at:

**SMA, Inc.**  
Jared Harding  
jharding@mnaworks.com  
201 S Capitol Ave., Ste 520  
Indianapolis IN 46225  
t 317.829.5735  
f 317.829.5696

The approved merchandise vendor list will be continually updated as additional vendors are approved to use the new *msum* visual identity/logo. Send questions about merchandise ordering to marketingteam@mnstate.edu

*msum* clothing and merchandise may also be purchased at the *msum* Bookstore.

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**Approved Merchandise Vendors**

**TriState Distributing**  
Rae Kappel  
tristate@royalljewels.com  
t 701.237.0049

**Promotional Solutions**  
Matt Oye  
matto@promotingus.com  
t 701.356.7767

**Brown & Saenger**  
Dawn Osborne  
dawno@brown-saenger.com  
t 701.297.7702
When ordering merchandise, you may request the full msum logo, full logo with department title, or just the M symbol with department name. See page 15 for examples of the M symbol with department titles. Refer to pages 54-55 for complete logo options.

Order MSU Moorhead Name Badges at the price of $14 each. Please order your badge from our online order form:
http://appserv.mnstate.edu/strmedia/name_badge.htm
Using this form allows faster processing of your order.

You may use an all red variation of the logo for printing on merchandise with a dark gray background. Dual color (red and gray) is preferred to create a sense of collaboration. Any other use of the red logo is strictly prohibited. Contact SMA, Inc. for design approval.
Room Identifier ADA Signage

1/16” 2-ply & 1/32” Brushed Aluminum / Black (Back Plate) Charcoal Gray Verbage

Optional Slider

10”

Braille: American, stainless steel braille beads

Insert with Brushed Aluminum Frame Mounted with VHB Tape

1/16” 2-ply & 1/32” Brushed Aluminum / Black (Back Plate)

1 MM PVC White (Digital flame graphic print)

**Sign Sizes**
- Classrooms, Rest Rooms, Directions, etc
  - 10” x 10”
- Offices, Dorm Rooms
  - 8” x 6”

**Vinyl and Substrate colors**
- MSUM Red
  - Arlon High Performance 2100 / 2200 / 2270 - 01 Red
  - Gerber High Performance 220 / 225 / 230 - Cardinal Red
- MSUM Gray
  - Arlon High Performance 2100 / 2200 / 2270 - 50 Medium Gray
  - Gerber High Performance 220 / 225 / 230 - Shadow Grey
- MSUM Silver
  - Arlon High Performance 2100 / 2200 / 2270 - 07 Silver Metallic
  - Gerber High Performance 220 / 225 / 230 - Silver

**Contact:**
Jody Bendel
Marketing Graphics
MSU Moorhead
bendel@mnstate.edu
218.477.2340
www.mnstate.edu/upg/
**PowerPoint Background**

Send requests about PowerPoint and other backgrounds to marketingteam@mnstate.edu.

**MSUM identity**

*MSUM* signature or *MSUM* symbol is required on all PowerPoints.

**Fire pattern**

The fire pattern is used judiciously as a subtle accent.

**Color palette**

PowerPoints use the *MSUM* primary color palette. White dominates. The secondary palette is used sparingly as an accent.

**Typography**

Primary: Scala
Secondary: Scala Sans
Alternate: Verdana or Georgia

**Size**

7.5” x 10”, 72 DPI

**Grid**

20 x 20 equal units
Web Standards and Policies

The following web standards apply to all web pages for MSUM Offices, Colleges, Departments, Programs and Student Organizations.

*Note: See section below for standards for faculty, staff, and instructional web pages.

1. The Visual Identity Standards Guide applies to all MSU Moorhead web pages. The standards specify appropriate use of the university’s logo, symbols, typefaces and colors.

2. All MSU Moorhead web pages will be developed, designed and supported by the MSUM Web Team, which is comprised of the Web Communications Strategist from University Marketing, the Web Master/Designer from Information Technology and the Web Developer from Information Technology.

3. All university web pages will comply with the World Wide Web Consortium (W3C) Standards (http://www.w3.org/standards/).

4. All university web pages will comply with the MnSCU Accessibility Guidelines (http://webmasters.mnscu.edu/accessibility), including the Web Accessibility Initiative (WAI) (http://www.w3.org/WAI/).

   ▶ Minnesota State Colleges and Universities by law (Minnesota Statutes 2008, section 248.07) and policy forbids discrimination against individuals with disabilities in providing services to the public or its constituencies.

   Because of the importance of access to electronic information and other Web based resources, MnSCU is committed to provide web sites that are accessible pursuant to the standards set forth in Section 508 of the federal Rehabilitation Act.

*Web standards for all faculty, staff, and instructional web pages.

Instructional Technology staff is available to help faculty develop their instructional web pages. You can contact them via phone at 218.477.2135 or email at its@mnstate.edu. The web standards are mandatory for all faculty, staff and instructional web pages with the exception of item #2, which is optional for all faculty, staff, and instructional web pages.
Web Content Standards

1. Typography

The MSU Moorhead website utilizes Verdana for its primary typeface. Georgia is also accepted as an alternate typeface for headings, subheadings and additional usage.

Preferred color choice is standard black type on a white background, red type on a white background (typically for headings), or white type on a red background. Type that is hyperlinked should be red. (Please see color palette section of visual identity guide for proper color codes).

2. Copy Requirements

The minimum point size for web copy is .9 em. Copy requirements are dependent upon placement and should follow the parameters below:

   a. Body Copy [p: font-size: 0.9em]
      Body copy should be .9em Verdana.

   b. Headings [h1: font-family: Georgia; color: #333333; font-size: 1.7em; font-weight: normal]
      Headings or titles should be 1.7 em Georgia.

   c. Subheadings [h2: font-family: Georgia; color: #333333; font-size:1.4em; font-weight: normal]
      Subheadings should be 1.4 em Georgia.

   d. Additional heading style [h3: font-family: Georgia; color: #000000; font-size: 1.4em; font-weight: normal; border-bottom-width: 2px; border-bottom-style: solid; border-bottom-color: #a7192c]
      A third style of headings can be 1.4 em Georgia with border styles applied.

   e. Title bar headings
      Titles or headings on the red bar across the main photo banners can be up to 46 characters in length. The type is Verdana 2.2em.

   f. Paragraph length
      Paragraphs should be one to four sentences in length but should not exceed six character lines.

   g. Photo banners
      The main rotating photo banner on the MSUM homepage should consist of a two- to five-word heading and a 6-12 word descriptor for each rotating image.

3. Thumbnails

Thumbnail features, most commonly seen in the right-hand column of the website, should include a two- to five-word title with a five- to eight-word descriptor above the thumbnail image.

The image should be 140 px x 100 px.

Below the thumbnail image should be a hyperlink with a > sign indicating a hyperlink to the page with related content.

4. Required Page Elements

All pages should follow the University-standard three-column template.

   a. Header
      Every web page should include the standard header, which includes the academic wordmark, the Ask MSUM, Directory and Give to MSUM icons as well as the main navigation for Academics, Admissions, Student Life, Athletics, Visitors and About MSUM.

b. Footer
   Every web page should include the standard footer, which includes the Mission, the MnScu and Affirmative Action Notice, Accessibility, Disclaimer, Emergency, Copyright, Contact Us, A-Z index, Jobs, Maps and the Campus Address and Phone Number.

c. Logo
   All official University websites are required to include a link back to the homepage (http://www.mnstate.edu) via the University wordmark.

5. University References

The institution’s full name is Minnesota State University Moorhead. The name may appear as follows:

Minnesota State University Moorhead
MINNESOTA STATE UNIVERSITY MOORHEAD

Acceptable abbreviated forms include:

MSU Moorhead
MSUM

Any form used other than those listed are considered incorrect.
6. **Degree References**

When abbreviating an academic degree, insert a period after each letter (no space between). Ph.D. is usually abbreviated.
B.A., Bachelor of Arts
B.S., Bachelor of Science
M.A., Master of Arts
M.S., Master of Science
M.F.A., Master of Fine Arts
M.L.A., Master of Liberal Arts
Ph.D., Philosophiae Doctor (Doctor of Philosophy)

7. **Offices, Organizations and Departmental References**

Names of departments, organizations and offices should be spelled out upon the first reference with the abbreviation (if applicable) included in parentheses. On second reference, the department or office should be abbreviated (where applicable) with uppercase letters and no periods.

*For example:* Comstock Memorial Union (CMU) is a popular gathering place on campus. Within the CMU, there are.

Names of departments, organizations, offices, programs and colleges should be capitalized when specifically referenced and/or when the full title is used. Use lowercase if no proper name is used.

*For example:* Department of Art & Design....the department offers...
The Student Academic Conference....the conference is a unique venue...
The Master of Liberal Arts Program....the program requires...

8. **Photography Style**

Standard photo dimensions for the main photo banners is 556 px x 325 px. Thumbnail images are 140px x 100px.

All images should be high quality to allow for resizing and cropping for maximum visual impact. Images should have a minimum pixel size of 800x600 and a minimum of 96 DPI for optimal resolution.

The general photography style should follow the parameters below:

- **Main photo banners**
  - Should have a unique, rotating selection of 3-5 images that blend people (students, faculty and alumni), place (classrooms, facilities, buildings) and stock imagery (if applicable). Images should have varying angles and composition for variety.
- **Photographs of people**
  - Should show engagement, whether in an activity or with another individual (students with students, students with faculty, student working in a lab).
- **Student-centered or faculty-centered photography**
  - Should appear natural and not posed.
- **Focus**
  - Should remain on subject matter in a less traditional manner with unique usage of foreground or background elements to create depth and visual texture.
- **Color palette**
  - Is not limited but should be bright and vibrant.

9. **URLs/Links**

Any reference to content that is already available on the MSU Moorhead website should provide a link rather than duplicating the material (i.e. Admission information, course descriptions, degree requirements). All links on web pages should connect properly and should not produce an error message of any kind.

URLs can be indicated with the prefix ‘www’ rather than including the full address with ‘http://’. For example: Visit www.mnstate.edu.

Hover states (when placing the cursor over a hyperlink) should be indicated with an underline or with a change in color relative to the font or the text background.

10. **Miscellaneous Items**

Bulleted lists (ordered and unordered lists) should either be the default bulleted list with circles or the default numbered list.

For example:
- Freshmen
- Sophomores
- Juniors

OR

1. Freshmen
2. Sophomores
3. Juniors

11. **Contact Us**

For questions, information or assistance related to the web standards, please contact the MSUM web team at webteam@mnstate.edu.
Athletics Standards

Athletics Symbol
Athletics Signature
Athletics Typography
Athletics Samples
The athletic symbol is a custom design fire-breathing dragon. The Dragon symbol must be accompanied by reference to Minnesota State University Moorhead Dragons Athletics.
Athletics Symbol

The MSUM athletics symbol as a graphic element may only be reproduced in the following colors. All symbols may be used on print materials and clothing.

In a one-color treatment, the Dragon symbol must appear in black or white (in a reverse treatment).

In a two-color treatment, the logo must appear in black, and the tongue of fire on the dragon must appear in red. The logo may be reversed from a dark background or photograph and must appear as white or white with a red tongue of fire.

The Dragon logo may not be tipped or angled. Do not modify, scan, or recreate the symbol. Official versions may be obtained through the Athletics Department.
Athletics Signature

The primary MSUM athletics signatures shown below are custom-generated artwork. Therefore, please reproduce it using only the approved electronic files. Any alterations will dilute its impact.

The primary signature may be applied in two formats, with or without the Dragon symbol.

With symbol

Without symbol
Athletics Signature

This logo may only be used for Athletics. Shades of gray and gradients (such as on our website) must use the black/red-flame dragon. For secondary options, see page 54.
Athletics Typography

**Header Typeface**
The official header typeface of Dragon Athletics is ITC Machine. This type may be skewed 5 to 10 percent to be made italic.

**ITC MACHINE**
*ITC MACHINE ITALIC*

**Primary Typeface**
The primary typeface for Dragon Athletics content is the official University font, Scala or Scala Sans, as seen on page 26.

**Alternate Typeface**
The alternate typeface for Dragon Athletics are Georgia or Veranda as seen on page 26.

No other fonts may be used.
Athletics Samples
Appendices

Approved Marks

Identity Matrix
### Institutional Marks

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### Primary Athletic Marks

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VERBIAGE
MSU Moorhead™
Minnesota State University Moorhead™
MSU Moorhead Dragons™
MSUM Dragons™
MSUM™
Dragons™

GENERAL INFORMATION
Location: Moorhead, MN
Mascot: Dragons
Established Date: 1887
Conference: Northern Sun Intercollegiate Conference - NCAA Div. II

ADDITIONAL PERTINENT INFORMATION
University seal permitted on products for resale: TBD
Alterations to seal permitted: TBD
Overlaying / intersecting graphics permitted with seal: TBD
University licenses consumables: TBD
University licenses health & beauty products: TBD
University permits numbers on products for resale: TBD
Mascot caricatures permitted: TBD
Cross licensing with other marks permitted: TBD
NO USE of current player's name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.
NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.

You must use the approved *PANTONE colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For the PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.
Identity Matrix

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56 MSUM Visual Identity Standards