VISUAL IDENTITY AND GRAPHIC STANDARDS

MINNESOTA STATE MOORHEAD | MAY 2025

Minnesota State Moorhead brings its brand and identity to life through language and 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 the university as a whole by safeguarding our brand and increasing the impact of our communications.

INTRODUCTION

MINNESOTA STATE MOORHEAD
BRAND AT-A-GLANCE

NAME REFERENCES

Minnesota State University Moorhead (no hyphen, no comma) is the official name of the institution. This should be used in any official and formal communications and designs, such as diplomas.

Minnesota State Moorhead is how the university refers to itself on first reference.

Moorhead may be used on subsequent references, both as a noun and adjective (e.g., at Moorhead; Moorhead students succeed at DECA competition).

MSUM is an abbreviation that may be used when the number of allowed characters is limited (such as on a scoreboard or in a social media handle).

COLORS

The primary color for Moorhead is **RED**.

- Pantone: PMS 186
- CMYK: C=0, M=100, Y=85, K=15
- Web: #c8102e (Web Only)

A variety of gray shades, white and black can be used as secondary colors. Please see pages 22-23 for the CMYK, RGB and Hex values.

FONTS

Scala Sans is the primary font for Moorhead materials.

Bebas Neue is a good option for headlines and subheads.

A serif font may be utilized for large chunks of copy.

PHOTOGRAPHY

We strive for bright images that provide a sense of place and activity with clear focus points and good depth of field. Pops of red reinforce brand recognition.

LANGUAGE

The use of the term Dragon is encouraged to describe both place (Dragon Territory) and people (Dragons, Dragon Community)

We follow AP Style; one exception is we do use the Oxford/serial comma.

ADVICE, APPROVALS & GRAPHICS CONTACTS

FACULTY AND STAFF

Marketing & Communications Department
mnstate.edu/marketing

The Marketing & Communications 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: Kallee Nelson
  Brand Management Representative
  Learfield Licensing Partners, LLC
  2570 Holiday Road, Suite 250
  Coralville, IA 52241
  t: 319-400-3111
  e: kmartins@learfieldlicensing.com
  www.learfieldlicensing.com

Purchasing Stationery Products

Contact Copy2Print 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 Minnesota State Moorhead 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 Minnesota State Moorhead visual identity system with the approval of the Marketing Department, upon recommendation by the MSUM Foundation.

INDIVIDUALS EXTERNAL TO THE UNIVERSITY

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

BRAND **PROMISE**

How Minnesota State Moorhead 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 Moorhead faculty

Contributes to the "welcoming" and "right-sized" nature of the university

This is an attitude as well as a way of educating

The quality of the Minnesota State Moorhead 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

Minnesota State Moorhead 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 Minnesota State Moorhead entity as a whole

The academic environment of Moorhead 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 Minnesota State Moorhead

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

MINNESOTA STATE MOORHEAD LOGO

FLAME:

🔥 Flame shape is a gesture toward illumination and learning

🔥 Borrows equity from the dragon, with contemporary influence

MINNESOTA STATE
MOORHEAD®

COLOR:

🔥 Red borrows equity from existing brand colors

M:

🔥 Inspired by the process of tempering, which strengthens and fortifies, as in preparing for the real world

TYPE:

🔥 Scala Sans

🔥 Modern yet classic

LOGO STANDARDS

OUR SYMBOL

Our symbol is composed of a sans serif letter M that expresses the real-world attributes of Minnesota State Moorhead. 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 M symbol is discouraged and must be approved by the Marketing Department.

The M symbol as a graphic element may only be reproduced in the following colors.

Red

Black

Reverse

UNIVERSITY SIGNATURE

The primary 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

MINNESOTA STATE
MOORHEAD®

Horizontal Format

MINNESOTA STATE
MOORHEAD®

One color makes up the Minnesota State Moorhead signature: red. Consistent use of this color reinforces a unified identity and makes the Moorhead signature more memorable and recognizable.

The preferred color should be used whenever possible.

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

Red

Black

CLEAR SPACE

To ensure visual impact and clarity, clear space must always surround the Minnesota State 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."

Primary vertical format

Primary horizontal format

IDENTITIES

The signatures shown below are custom-generated artwork. Therefore, please reproduce them using only the approved electronic files. Any substitution will dilute their 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.

Horizontal

Vertical

UNACCEPTABLE USES

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.

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

2 Never switch colors of the marks.

3 Never use unapproved color combinations.

4 Never rearrange parts of marks.

5 Never change typefaces in marks.

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

7 Never reprint logo from scans of previously printed materials.

8 Never rearrange graphic elements of logo.

9 Never add shapes to marks.

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

11 Never include logo within a sentence or tag line.

12 Never download the logo from the website and attempt to use it in print material.

13 Never print images over heavily textured graphic backgrounds.

14 Never add drop shadows, bevels, or any "special effects" to the logo.

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

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

17 Never crop any portion of the logo.

18 Never add an outline to the logo.

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

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

21 Never use the old wordmark logo on new design projects.

STUDENT ORGANIZATION BRAND GUIDELINES

OVERVIEW

Student organizations are vital to the Dragon Community and contribute to a vibrant and inclusive campus culture. These branding guidelines are designed to help organizations visually express their unique identities while respecting and aligning with the Minnesota State University Moorhead brand.

BRANDING PATHWAYS FOR STUDENT ORGANIZATIONS

Student organizations may choose one of two paths for using visual identity in promotional materials, merchandise, digital assets, and apparel:

1 Minnesota State Moorhead-Endorsed Visual Identity System (Recommended)
Any student organization that wishes to be visually associated with Minnesota State Moorhead can opt into the official visual identity system. High-visibility organizations that often represent the university in community settings (e.g., Student Senate, club sports) are expected to follow this path, which includes:

- **Custom co-branded logo featuring:**
  - ▶ The organization's name
  - ▶ A fixed lock-up with the phrase "**at Minnesota State Moorhead**"
  - ▶ A stylized "M" flame logo or other approved mark

- **Usage of:**
  - ▶ University's official colors: red, gray, black, white
  - ▶ Official typefaces: Scala Sans (Source Sans Pro is an approved equivalent) or Bebas Neue

- **Designs must:**
  - ▶ Be approved through the Design Approval Form on Dragon Central
  - ▶ Maintain appropriate clear space and sizing
  - ▶ Not modify or recolor official university marks

2 Independent Branding
Student organizations may design their own materials without using university logos, colors, or official name references, **provided that**:

- The organization **does not use**:
  - ▶ Any Minnesota State Moorhead logos, including the "M" symbol, Dragon Athletic mark, seal, or university flame pattern
  - ▶ Trademarked verbiage, including "Minnesota State University Moorhead" or "Minnesota State Moorhead," in a way that implies endorsement
    - > The abbreviation "**MSUM**" and descriptor "**Dragon**" may be used in organization names and body copy

- Independent branding cannot mimic or imply official university visuals

- Merchandise used for fundraising or community initiatives must go through the approval process and will be expected to align with the endorsed visual identity system.

EXCEPTIONS

We encourage student organizations to connect their causes with any national affiliations and/or broader awareness efforts.

- Organizations that are affiliated with an overarching organization (e.g., Greek life, DECA, PRSSA, honor societies) are welcome to use the **logo and branding of that national body**.

- Flexibility with color is permitted if the color change aligns with a **recognized cause** (e.g., pink for breast cancer awareness, green for mental health). However:
  - ▶ The university logo must **remain its original color** (never recolored; white preferred)
  - ▶ **Rationale for usage** should be provided when designs are submitted for approval.

✕ PROHIBITED USES

To protect the integrity of the Minnesota State Moorhead and Dragon Athletics brands:

- 🔥 **Do not modify, recolor, or distort** any university mark.
- 🔥 **Do not place logos too close to student organization artwork**—they must be clearly separate.
- 🔥 **Do not combine university marks with your own logos** to create a new hybrid or "unofficial" mark.

MERCHANDISE & APPAREL GUIDELINES

If you plan to produce apparel, promotional items, or specialty goods:

- 🔥 **You must use a licensed vendor** when any university mark or co-branded design is included.
- 🔥 **Approval is required** for any design using university logos, names, or brand elements.
  - o If a submission is denied, once a new design has been approved, the student organization is responsible for resubmission to the vendor.
- 🔥 **Merchandise must be for internal or promotional use,** not for resale or fundraisers, unless otherwise approved.

GETTING STARTED

❶ Request a Co-Branded Logo Template. Fill out the form to request a custom logo template for your organization from the university Marketing department.

❷ Submit for Approval. All branded materials using Minnesota State Moorhead identity elements must be reviewed before production.

QUESTIONS?

Contact the Marketing & Communications Office:

✉ **marketingteam@mnstate.edu**
🌐 **mnstate.edu/marketing**

✓ ACCEPTABLE USAGE

Colors are on-brand and nothing is touching the dragon mark.

✕ UNACCEPTABLE USAGE

Colors are off-brand and text and design elements are touching the dragon mark.

BASIC DESIGN STANDARDS
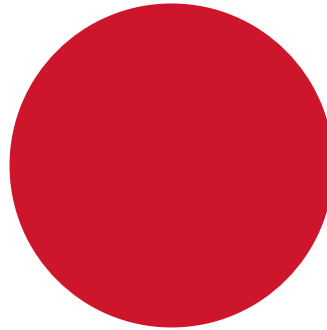
PRIMARY COLOR PALETTE

The primary color palette contains the three colors in the Minnesota State Moorhead visual system: primarily White, Red and Gray. Consistent use of these colors will ensure a unified visual identity.
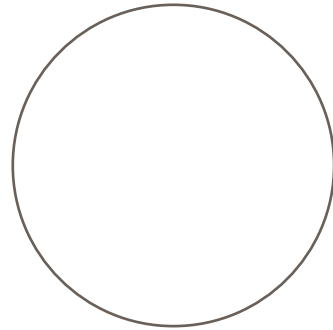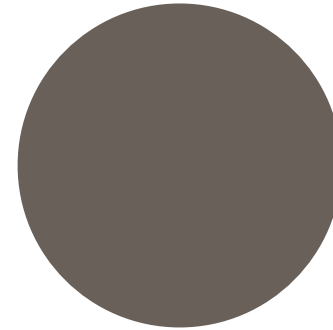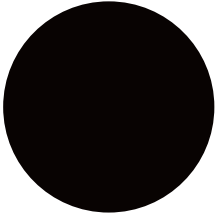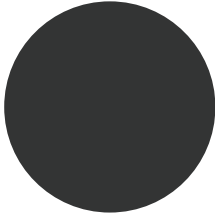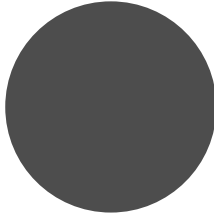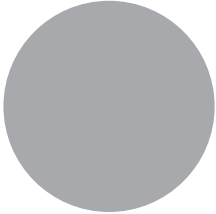
Color	White	Red	Gray
COATED PAPER		PANTONE 186 C	PANTONE 404 C
UNCOATED PAPER		PANTONE 186 U	PANTONE 404 U
4-COLOR PROCESS		C 0, M 100, Y 85, K 15	C 20, M 25, Y 30, K 59
ELECTRONIC MEDIA		R 200, G 16, B 46	R 84, G 79, B 71
ONLINE		HTML C8102E	HTML 544F47

SECONDARY COLOR PALETTE

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

Color	Black	Dark Gray	Medium Gray
4-COLOR PROCESS	C 30, M 30, Y 30, K 100	C 69, M 63, Y 62, K 57	C 65, M 58, Y 56, K 37
ELECTRONIC MEDIA	R 0, G 0, B 0	R 45, G 41, B 38	R 78, G 78, B 79
ONLINE	HTML 000000	HTML 383737	HTML 4F4E4F

Color	Silver	Light Gray
4-COLOR PROCESS	C 0, M 0, Y 0, K 40	C 0, M 0, Y 0, K 15
ELECTRONIC MEDIA	R 166, G 168, B 170	R 219, G 220, B 221
ONLINE	HTML A6A7AA	HTML DBDCDD

LAYOUT GRID

All Minnesota State Moorhead 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.

The 20 x 20 layout grid is created by dividing any given format (brochure, business card, poster) into 400 equal units (20 high and 20 wide). For example, these guidelines are for an 8.5" x 8.5" page that has been divided into 400 units, each measuring .425" x .425". All design elements in these guidelines are aligned to the grid.

Grid unit 1/20

SIGNATURE SIGNOFF
SIZE AND ORIENTATION

The Minnesota State Moorhead 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

Signoff area, lower 1/3

Horizontal signature

Signoff area, lower 1/3

Symbol

Signoff area, lower 1/3
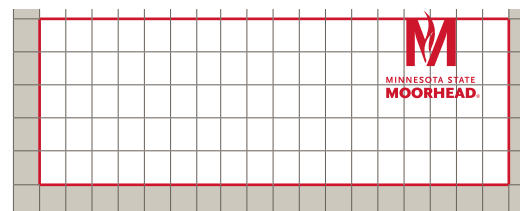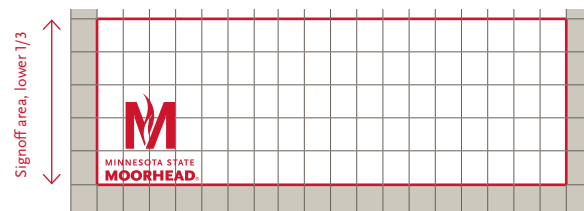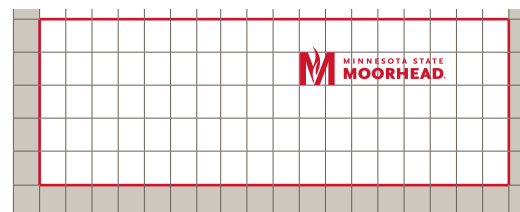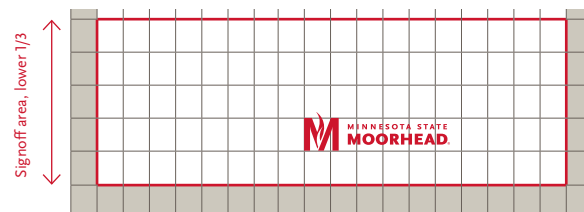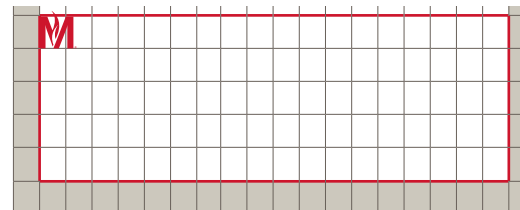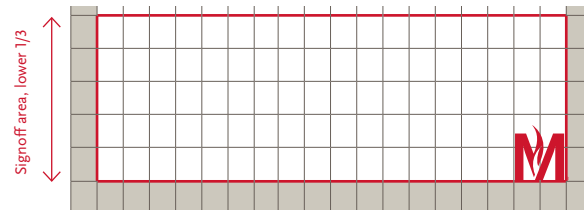
FIRE PATTERN

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.

Pattern orientation
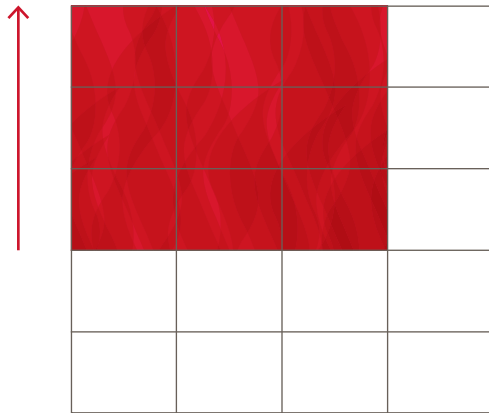
Fire pattern

Fire pattern orientation may not change. Its size 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

Primary color palette

Secondary color palette

Vertical alignment to grid

Horizontal alignment to grid
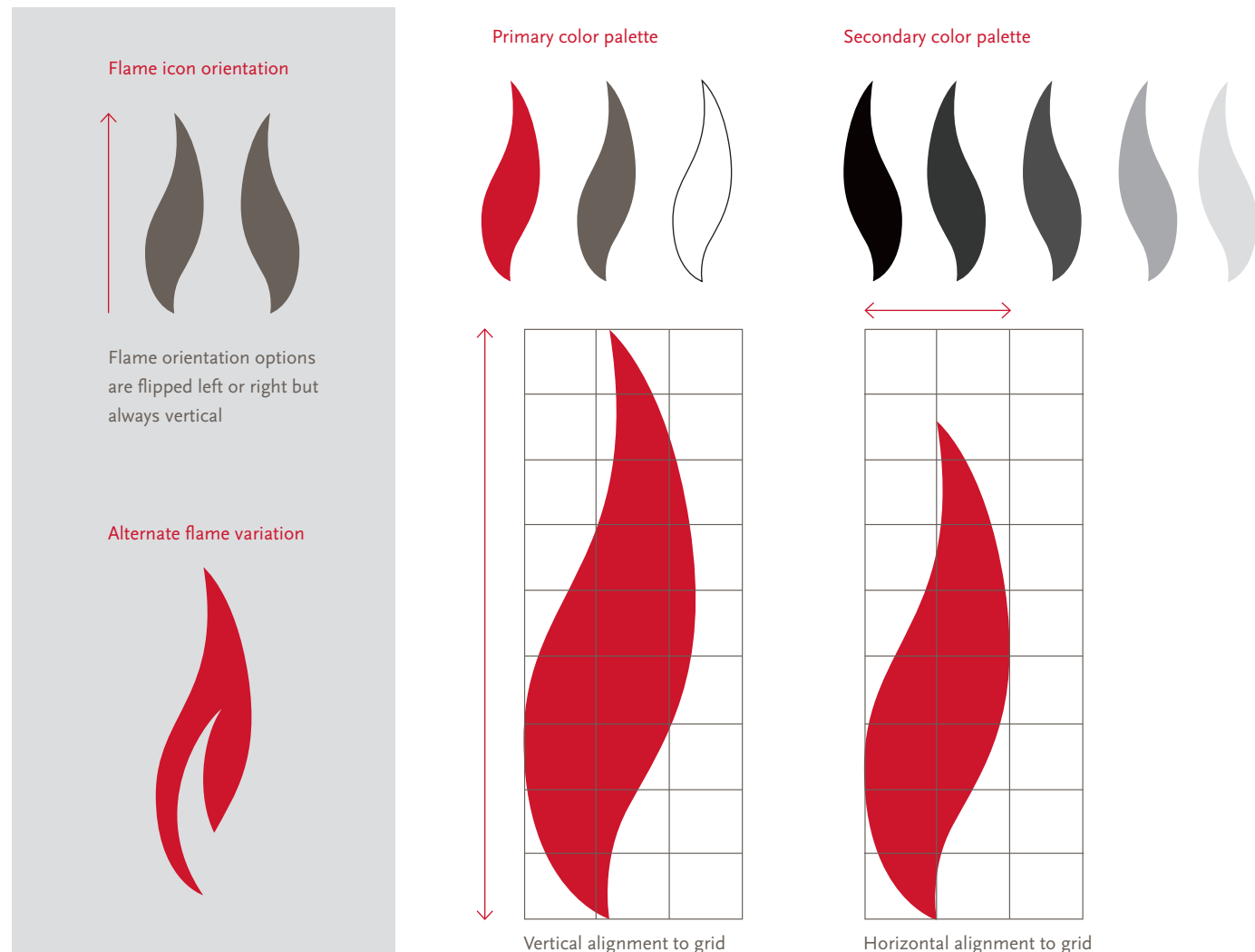
TYPOGRAPHY

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 Minnesota State Moorhead identity system. These fonts may be used separately or in combination.

Scala Family

Scala
Scala Italic
Scala Bold
Scala Bold Italic
Scala Condensed
Scala Condensed Bold

Scala Sans Family

Scala Sans
Scala Sans Italic
Scala Sans Bold
Scala Sans Bold Italic
Scala Sans Condensed
Scala Sans Condensed Bold
Scala Sans Light
Scala Sans Light Italic
Scala Sans Black
Scala Sans Black Italic

ALTERNATE TYPEFACE

Source Serif and *Source Sans*

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.

Source Serif Family

Source
Source Italic
Source Bold
Source Bold Italic

Source Sans Family

Source Sans
Source Sans Italic
Source Sans Bold
Source Sans Bold Italic
Source Sans Light
Source Sans Light Italic
Source Sans Black
Source Sans Black Italic

PHOTOGRAPHY

The Minnesota State Moorhead 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.

APPLICATION

BUSINESS CARD

Moorhead identity
M signature or symbol is required on the front. Moorhead seal and mission statement are optional on the back.

Color palette
Business cards use the Moorhead primary color palette.

Typography
Primary: Scala Sans

Size
3.5" x 2"

Grid
20 x 20 equal units

Ordering
File is available to order from the campus Marketing Store.

MINNESOTA STATE MOORHEAD

College or Department Name

First Last Name
Job Title 1
Job Title 2

218.477.5555 **T**
218.477.5555 **C**
218.477.5555 **F**
email@mnstate.edu

Room or Building
1104 Seventh Avenue South
Moorhead, Minnesota 56563
mnstate.edu

MINNESOTA STATE UNIVERSITY
SACRIFICE SERVICE LOYALTY
1887
MOORHEAD

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 system.

LETTERHEAD

MINNESOTA STATE MOORHEAD

To print your personalized letter onto pre-printed Moorhead letterhead, utilize the template found within the Microsoft Word app.

Dear **Name,**

Please type you letter here. The font is Source Sans Pro and is a free google font located here: https://fonts.google.com/specimen/Source+Sans+3.

Sincerely,

Minnesota State Moorhead

Minnesota State Moorhead is an equal opportunity educator and employer and is a member of the Minnesota St

www.mnst

218.477.5555 **T**
218.477.5555 **F**
email@mnstate.edu **E**

Moorhead identity
M signature or symbol is required on the front.

Color palette
Letterheads use the Moorhead primary color palette. 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 the campus Marketing Store.

ENVELOPE

Moorhead identity
M symbol and address are required on the envelope.

Color palette
Envelopes use the Moorhead primary color palette. Envelope is printed in 1-color red.

Typography
Primary: Scala Sans

Size
#10, #10 window, A6, A2

Grid
20 x 20 equal units

Ordering
File is available to order from campus Marketing Store.

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

Minnesota State Moorhead
1104 7th Avenue South
Moorhead, Minnesota 56563

Minnesota State Moorhead
1104 7th Avenue South
Moorhead, Minnesota 56563

NOTE CARD

COLLEGE, SCHOOL OR DEPARTMENT NAME

Moorhead identity
M 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 Moorhead primary color palette.

Typography
Primary: 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 campus Marketing Store.

PRINT EXAMPLES

By following the guidelines presented in this document, Minnesota State Moorhead 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 Moorhead brand.

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

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

Color palette
Materials use the Moorhead primary color palette. 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.
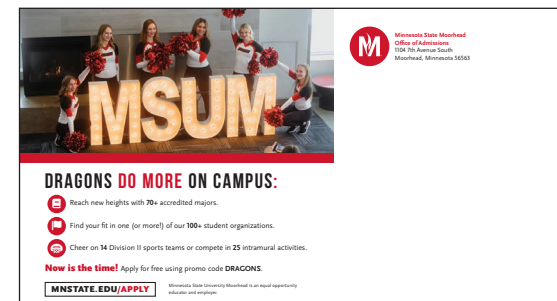
Typography
Primary: Scala
Secondary: Scala Sans

Grid
20 x 20 equal units

Website URLs
When a URL is being featured, consider implementing a two-tone style treatment. On white, the part of the URL we want to highlight most would be placed in red. The punctuation should be the color of the text that follows it.

Print design examples

BECOME A DRAGON.

MINNESOTA
STATE
MOORHEAD
TRANSFER
VISIT GUIDE

MNSTATE.EDU

DRAGONS DO MORE.

4,379
TOTAL ENROLLMENT

134
MAJORS, EMPHASES
AND OPTIONS

17
AVERAGE CLASS SIZE

18:1
STUDENT-FACULTY RATIO

86%
CLASSES WITH FEWER
THAN 30 STUDENTS

97%
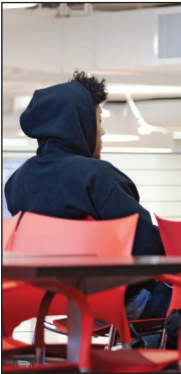CLASSES TAUGHT
BY PROFESSORS

28%
NEW STUDENTS WHO
TRANSFERRED IN

MINNESOTA STATE MOORHEAD

At Minnesota State Moorhead, you'll engage in rigorous academics with the support and mentorship of engaged faculty. A community of fiercely passionate creators and doers will welcome you to experience all that our beautiful campus has to offer. Residence halls, wellness facilities, student clubs, sporting events, music, art, and more create a lively campus that's nestled in a quiet neighborhood and just minutes from downtown Fargo, ND, a hotspot for dining, shopping, and nightlife. Discover why, since 1887, MSU Moorhead has been the place for students who want to do more.

COLLEGE VISIT GUIDE | 2024-2025

TAKE YOUR NEXT STEPS.

These are the action items you need to complete for a smooth transition to MSU Moorhead. We are committed to guiding you through the process and helping you navigate this new school.

My StarID is
My Dragon ID is
Confirm your enrollment at mnstate.edu/confirm
Register for Student Orientation, Advising and Registration (SOAR)
Complete your Online Orientation
Submit your FAFSA
Log into your Dragon email
Review housing and dining options at mnstate.edu/housing

You can find more details online at mnstate.edu/admitted/transfer

MINNESOTA STATE MOORHEAD

Located across the Red River from Fargo, ND, Minnesota State Moorhead is the premier regional public university for students who want to do more.

74 UNDERGRADUATE MAJORS
AND 81 MINORS

92.4% OF RECENT GRADUATES
ARE EMPLOYED IN THEIR FIELD

NO. 14 PUBLIC UNIVERSITY IN MIDWEST
(US NEWS AND WORLD REPORT)

NO. 1 DIGITAL MEDIA MANAGEMENT
PROGRAM (TECHGUIDE)

NO. 3 PROJECT MANAGMENT
DEGREE (INTELLIGENT)

$3.55 MILLION IN SCHOLARSHIPS
AWARDED ANNUALLY

MNSTATE.EDU

SEE YOURSELF AS A DRAGON

VISIT MINNESOTA STATE MOORHEAD
TODAY TO EXPLORE YOUR MORE

MNSTATE.EDU/VISIT

MORE FOR LESS.

MINNESOTA STATE MOORHEAD OFFERS
THE BEST EDUCATION AT THE BEST PRICE

MNSTATE.EDU

MERCHANDISE

The Minnesota State Moorhead logo is a registered Federal trademark and is owned exclusively by the university. Anyone wishing to use the Minnesota State Moorhead symbol and signatures on merchandise must first request design approval from Trademark Licensing at:

Kallee Nelson
Brand Management Representative
Learfield Licensing Partners, LLC
2570 Holiday Road, Suite 250
Coralville, IA 52241
t: 319-400-3111
e: kmartins@learfieldlicensing.com
www.learfieldlicensing.com

APPROVED MERCHANDISE VENDORS

Download the approved merchandise vendor at
mnstate.edu/about/marketing-communications/brand-standards

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

Minnesota State Moorhead clothing and merchandise may also be purchased at the campus Bookstore.

When ordering merchandise, you may request the full Minnesota State Moorhead 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 60-61 for complete logo options.

Order Minnesota State Moorhead Name Badges from our campus Marketing Store:

https://mnstate.webdeskprint.com/PSP/app/PSP_Start.asp

MINNESOTA STATE
MOORHEAD®

First Last
Title
Department
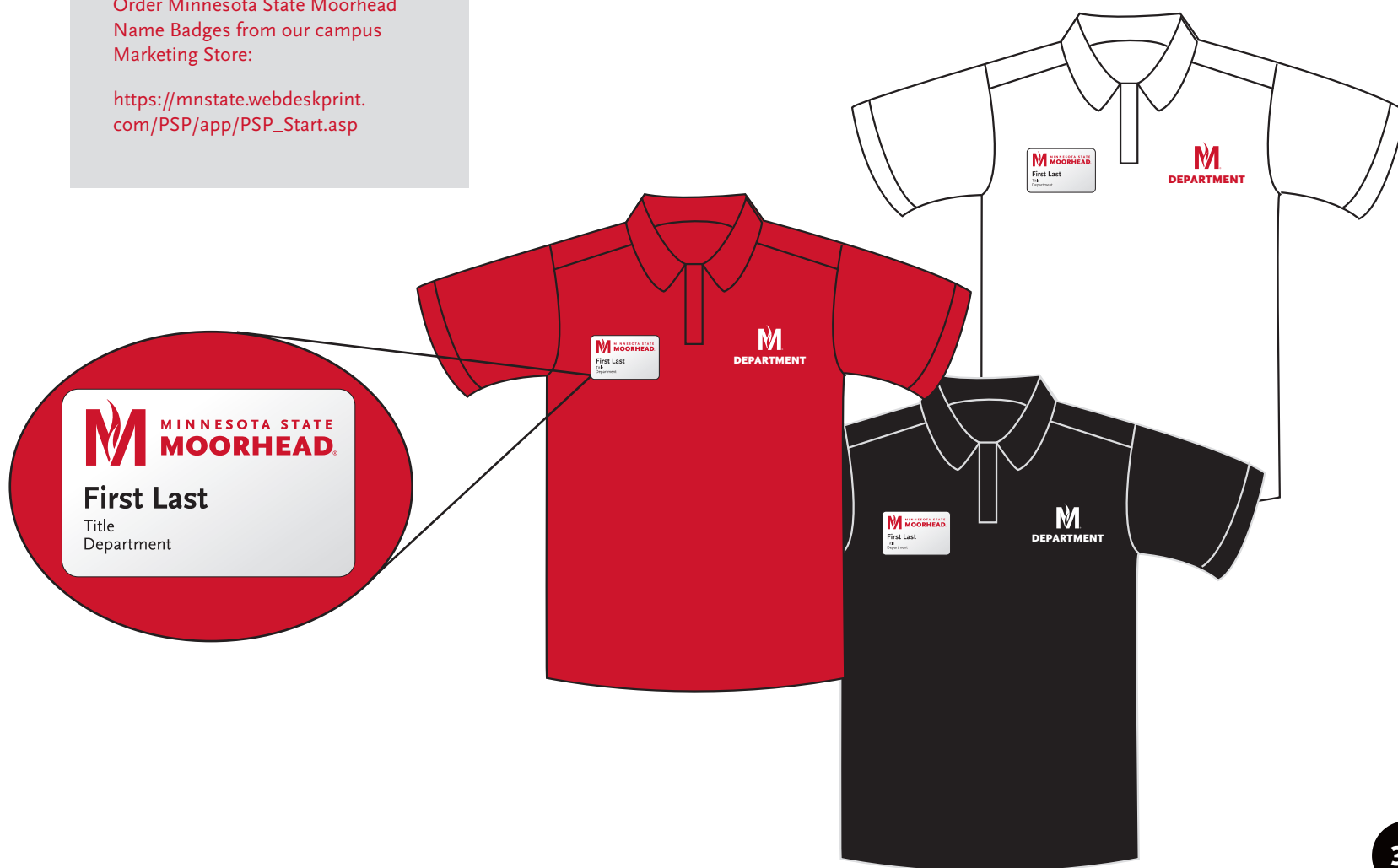
ROOM IDENTIFIER ADA SIGNAGE
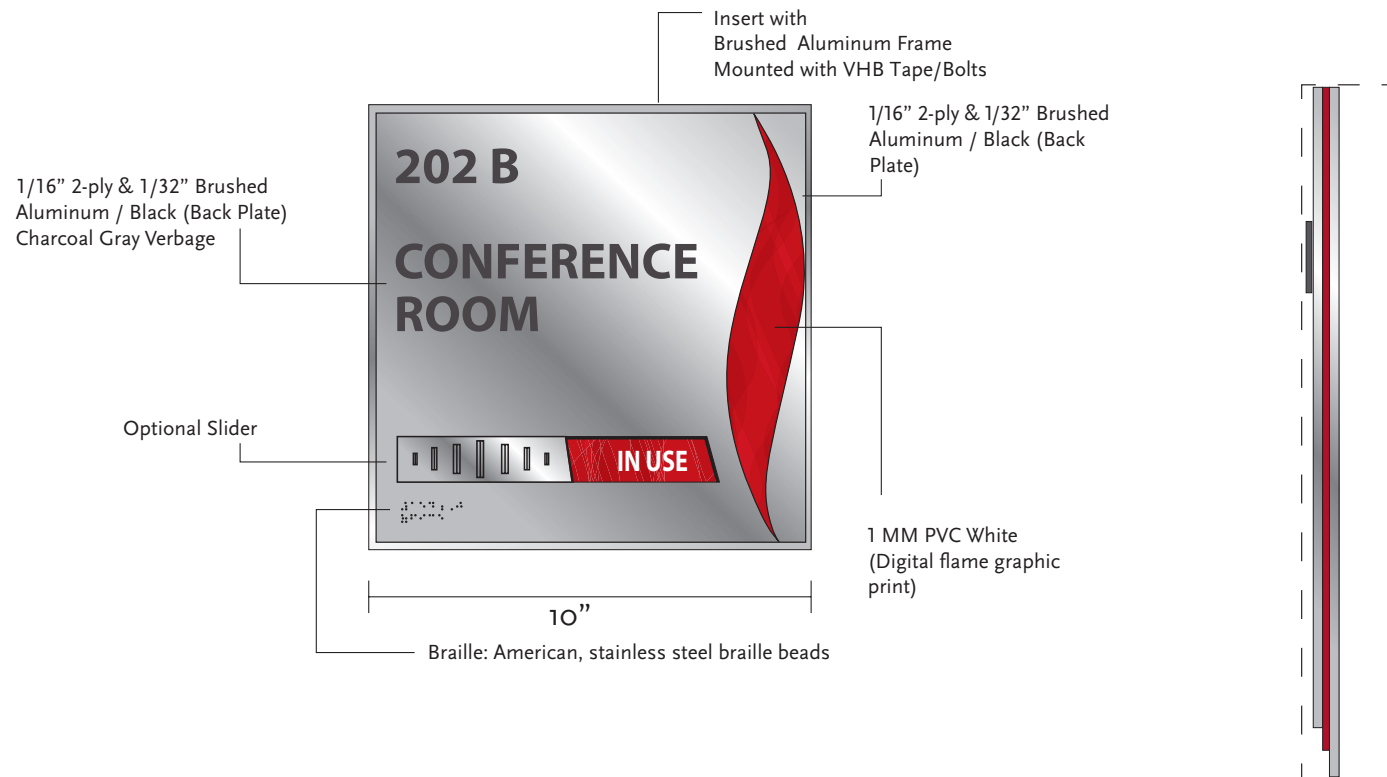
Insert with
Brushed Aluminum Frame
Mounted with VHB Tape/Bolts

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

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

202 B

**CONFERENCE
ROOM**

Optional Slider

IN USE

1 MM PVC White
(Digital flame graphic
print)

10"

Braille: American, stainless steel braille beads

Sign Sizes	Vinyl and Substrate colors	
Classrooms, Rest Rooms,	Red	Arlon High Performance 2100 / 2200 / 2270 - 01 Red
Directions, etc		Gerber High Performance 220 / 225 / 230 - Cardinal Red
10" x 10"	Gray	Arlon High Performance 2100 / 2200 / 2270 - 52 Dark Gray
		Gerber High Performance 220 / 225 / 230 - Dark Grey
Offices, Dorm Rooms	Silver	Arlon High Performance 2100 / 2200 / 2270 - 07 Silver Metallic
8" x 6"		Gerber High Performance 220 / 225 / 230 - Silver

WOMENS RESTROOM

10" x 10" Restroom - Women
• Insert with Aluminum Frame
 1/16" 2-ply & 1/32" Brushed Aluminum/Black (Back Plate)
 1 MM Sintra White (with Digital Print)
 1/16" 2-ply & 1/32" Brushed Aluminum/Black
  with Charcoal Gray Verbage
 Braille: American

MENS RESTROOM

10" x 10" Restroom - Men
• Insert with Aluminum Frame
 1/16" 2-ply & 1/32" Brushed Aluminum/Black (Back Plate)
 1 MM Sintra White (with Digital Print)
 1/16" 2-ply & 1/32" Brushed Aluminum/Black
  with Charcoal Gray Verbage
 Braille: American

ELEVATOR

10" x 10" Elevator
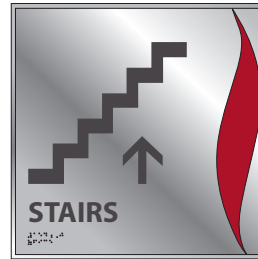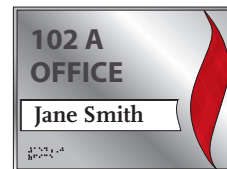• Insert with Aluminum Frame
 1/16" 2-ply & 1/32" Brushed Aluminum/Black (Back Plate)
 1 MM Sintra White (with Digital Print)
 1/16" 2-ply & 1/32" Brushed Aluminum/Black
  with Charcoal Gray Verbage
 Braille: American

STAIRS

10" x 10" Stairs
• Insert with Aluminum Frame
 1/16" 2-ply & 1/32" Brushed Aluminum/Black (Back Plate)
 1 MM Sintra White (with Digital Print)
 1/16" 2-ply & 1/32" Brushed Aluminum/Black
  with Charcoal Gray Verbage
 Braille: American

102 A OFFICE

Jane Smith

6" x 8" Office Sign with Window
• Insert with Aluminum Frame
 1/16" 2-ply & 1/32" Brushed Aluminum/Black (Back Plate)
 1 MM Sintra White (with Digital Print)
 1/16" 2-ply & 1/32" Brushed Aluminum/Black
  with Charcoal Gray Verbage
 Braille: American

202 B CONFERENCE ROOM

IN USE

10" x 10" Conference Room with Slider
• Insert with Aluminum Frame
 1/16" 2-ply & 1/32" Brushed Aluminum/Black (Back Plate)
 1 MM Sintra White (with Digital Print)
 1/16" 2-ply & 1/32" Brushed Aluminum/Black
  with Charcoal Gray Verbage
 Braille: American

353 B

3" x 18" Dorm Room
• Insert with Aluminum Frame
 1/16" 2-ply & 1/32" Brushed Aluminum/Black (Back Plate) • 1 MM Sintra White (with Digital Print)
 1/16" 2-ply & 1/32" Brushed Aluminum/Black with Charcoal Gray Verbage • Braille: American

PLANETARIUM

8" x 24" Wayfinding/Directional - Wall Mount
 1/16" 2-ply & 1/32" Brushed Aluminum/Black (Back Plate) • 1 MM Sintra White (with Digital Print)
 1/16" 2-ply & 1/32" Brushed Aluminum/Black with Charcoal Gray Verbage • Braille: American

STUDENT ACTIVITIES

8" x 36" Wayfinding - Double Sided - Hang from Ceiling
 1/16" 2-ply & 1/32" Brushed Aluminum/Black (Back Plate) • 1 MM Sintra White (with Digital Print)
 1/16" 2-ply & 1/32" Brushed Aluminum/Black with Charcoal Gray Verbage • Braille: American

Sign Sizes:	
Classrooms, Rest Rooms, Directional, etc.	10" x 10"
Offices	8" x 6"
Dorm Rooms	3" x 18"

DEPARTMENTAL IDENTIFIER

Vinyl Logo and Verbage

8" x 24",   8" x 30", 8" x 36"

1/16" Brushed Aluminum, Gray Vinyl Verbage, DS Tape Mount

Vinyl Verbage - 6"- 8"h, 1/16" Brushed Aluminum Back - 18" x 18", 4 Aluminum Stand-offs, 3-D Acrylic Logo, DS Tape Mount

Vinyl Verbage - 5"h, 1/16" Brushed Aluminum Back - 18" x 18", 4 Aluminum Stand-offs, 3-D Acrylic Logo, DS Tape Mount

WINDOW IDENTIFIER

10"

Admissions
Hours:
Monday – Friday 8 - 4:30
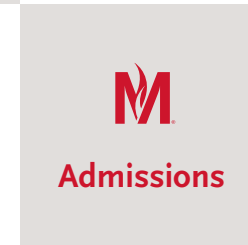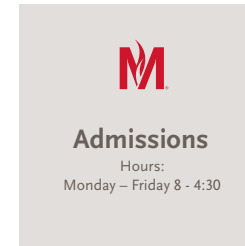
Window ID size may vary slightly to accomodate window dimensions

Admissions
Hours:
Monday – Friday 8 - 4:30

Admissions
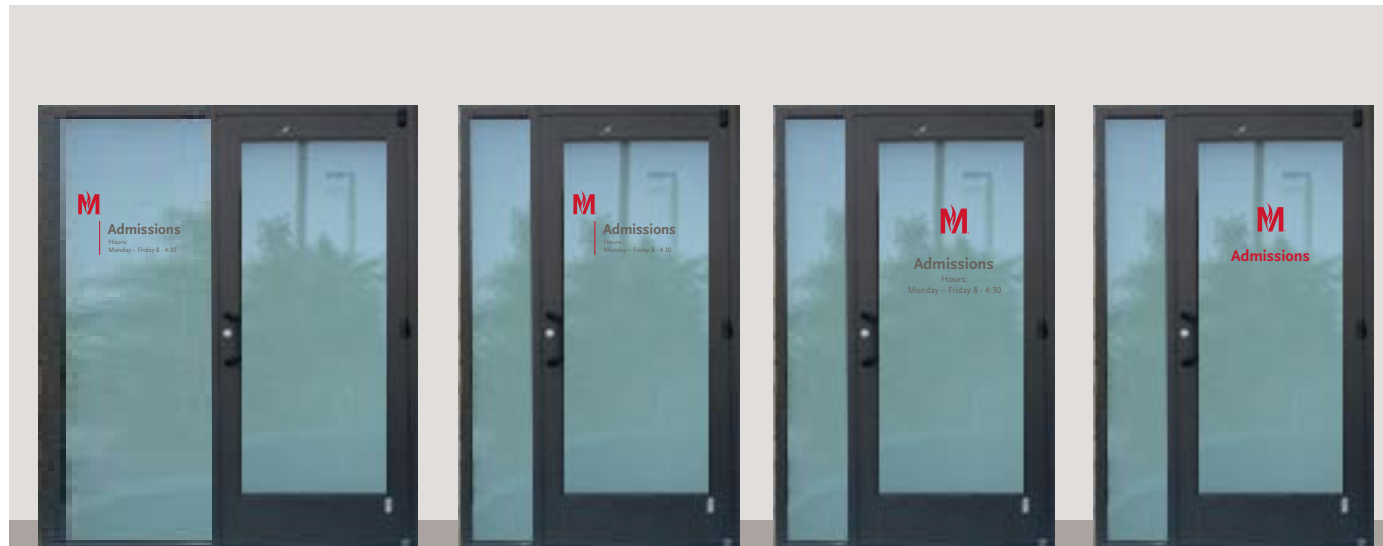
Prefered Application: on Sidelight
All Materials: Vinyl Lettering

Secondary Applications: Door Glass

POWERPOINT BACKGROUND

Templates are available within the PowerPoint app. Instructions can be found at **mnstate.edu/about/marketing-communications/tools-templates.**

Moorhead identity
M signature or M symbol is required on all PowerPoints.

Red color
The red is used judiciously as a subtle accent.

Color palette
PowerPoints use the Moorhead primary color palette. The secondary palette is used sparingly as an accent.

Typography
Primary: Scala
Secondary: Scala Sans
Alternate: Source Sans Pro

Size
16:9 ratio

Grid
20 x 20 equal units
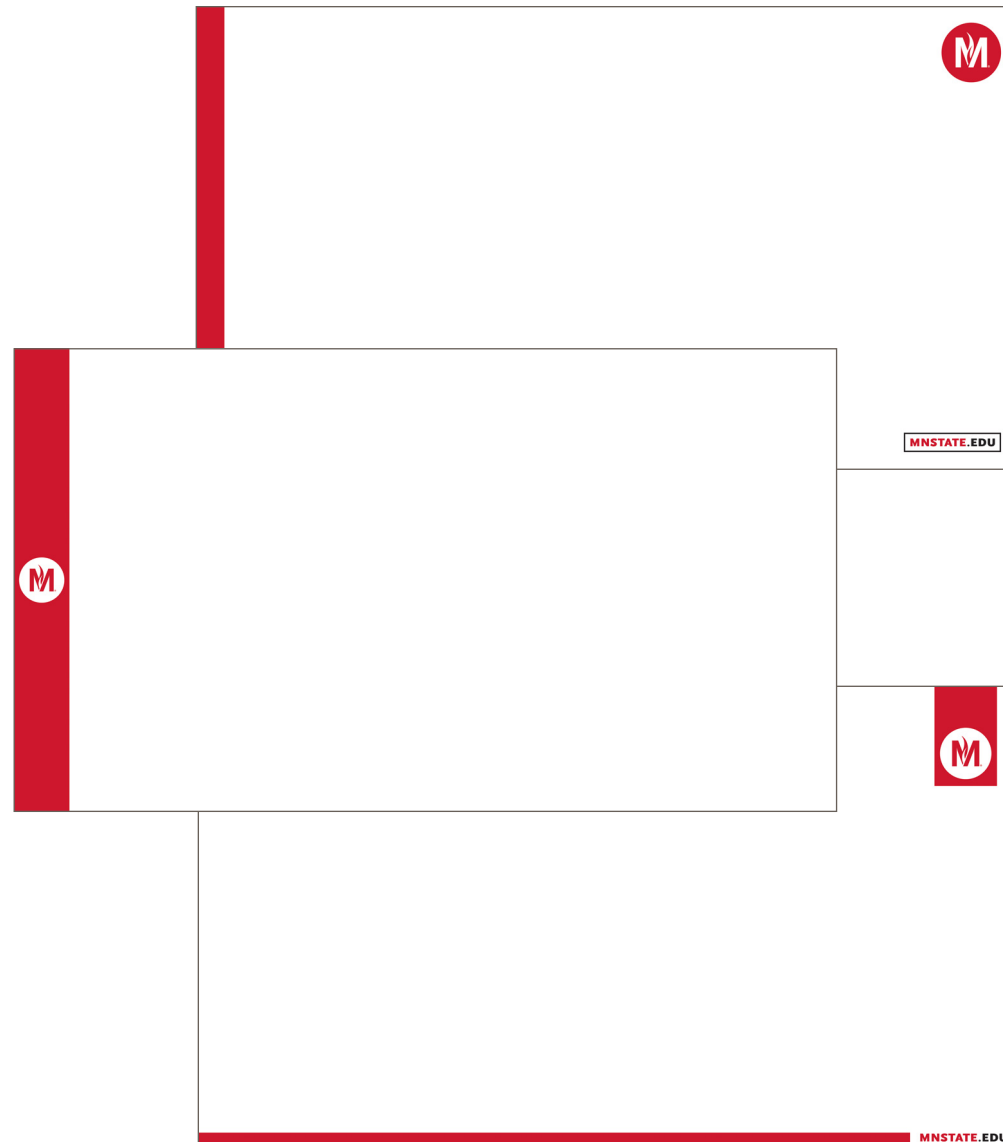
WEB STANDARDS AND POLICIES

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

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

- All Minnesota State Moorhead web pages will be developed, designed and supported by the Web Team.
- All university web pages will comply with the World Wide Web Consortium (W3C) Standards (http://www.w3.org/standards/).
- 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.

QUESTIONS

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

The web standards guide is a resource for styles, standards and procedures on Moorhead's websites and pages. This is a working document and is subject to updates and changes.

WEB CONTENT STANDARDS

All Minnesota State Moorhead web pages must use standard university terminology in referring to departments, courses, and organizations. The content of all Minnesota State Moorhead web pages must be current, accurate and understandable.

TYPOGRAPHY

- The Minnesota State Moorhead website follows the Moorhead Visual Identity Guidelines for primary and alternate typeface.
- Copy text color is Moorhead gray (#544f47) on a white (#ffffff) background.
- Red (#c8102e) should only be used on hyperlinks and some headings. Typically the background should be white (#ffffff) when using red text.

WEB COLORS

- Primary Color Palette:
  - ▸ White: #ffffff; rgb(255, 255, 255)
  - ▸ Red: #c8102e; rgb(200, 16, 46)
  - ▸ Gray: #544f47; rgb(84, 79, 71)
- Secondary Color Palette:
  - ▸ Gray shades:
    #262626; rgb(38, 38, 38)
    #303030; rgb(48, 48, 48)
    #5e5e5e; rgb(94, 94, 94)
    #bababa; rgb(186, 186, 186)
    #f6f6f6; rgb(246, 246, 246)

COPY REQUIREMENTS

- PDFs should only be utilized in instances where the content needs to be printed and retained in its exact appearance.
- Paragraphs should be one to four sentences in length but should not exceed six character lines.

- The minimum font size for web copy is 1 em (100%, 12 pt or 16 px). Refer to the Moorhead Web Policy for compliance with the Digital and Academic Materials Accessibility Policy.

REQUIRED PAGE ELEMENTS

All pages should follow the university standard two-column template. Some special pages will utilize the one-column template. All university websites will include, but are not limited to the following standard elements:
- ▸ Header
- ▸ Footer
- ▸ All official University websites are required to include a link back to the Moorhead homepage (mnstate.edu) via the University wordmark.

STANDARD WORDING

- 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: Minnesota State Moorhead, Moorhead,. and MSUM. Any form used other than those listed are considered incorrect.
- Degree References:
  When abbreviating an academic degree, do not insert a period after each letter. BA, Bachelor of Arts BFA, Bachelor of Fine Arts BS, Bachelor of Science MA, Master of Arts MS, Master of Science EdD, Doctor of Education.

- ⭕ Offices, Organization and Departmental References:
  - ▶ Name of departments, organization and offices should be spelled out upon the first reference with abbreviation (if applicable) included in the 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 gather 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 Economics, Law & Politics ... the department offers ... The Student Academic Conference ... the conference is a unique venue ... The Master of Social Work Program ... the program requires ...

- ⭕ Other standard references:
  These are other words that we utilize often, but can have varying options for reference and should only be used how referenced here:
  - ▶ Freshman
  - ▶ Upper Class
  - ▶ Using Moorhead in a sentence or title "The benefits of a Moorhead accounting degree..."

LINKS

- ⭕ URLS to other pages on the Moorhead website should be utilizing relative links. For example if the accounting degree website wants to link to the Paseka School of Business website, the correct link would be /schoolofbusiness NOT https://www.mnstate.edu/schoolofbusiness. Absolute links should only be used if linking to an external website resource (e.g. https://www.minnstate.edu).

PHOTOGRAPHY

- ⭕ All images should be high quality to allow for resizing and cropping for maximum visual impact.

- ⭕ All images should be optimized for fast web loading. JPG tends to have the best quality with the lowest file size.

- ⭕ Standard photo dimensions:
  - ▶ Main photo: 1366 x 911 px
  - ▶ Directory photos: 160 x 160 px
  - ▶ Side by Side Content Block: 400 x 400 px
  - ▶ Event graphics or photos in content: 714 x 400 px
  - ▶ Make sure all photos are optimized for fast web loading. JPG tends to have the best quality with lowest file size.

DIGITAL MARKETING

- ⭕ If you are advertising and marketing digitally, e.g. emails, Facebook and Twitter posts, etc., it is suggested that you create a campaign URL using Google Campaign URL Builder (https://ga-dev-tools.appspot.com/campaign-url-builder/). This helps better understand if a user has clicked on the link at the location it was used and we can track it in Google Analytics.

SOCIAL MEDIA GUIDELINES

Minnesota State University Moorhead recognizes social mediums as official communication channels between the university, our constituents and general public.

THESE GUIDELINES ARE THE STANDARD BOTH LEGALLY AND ETHICALLY FOR:

- Those posting on behalf of Minnesota State Moorhead
- Those who identify themselves in social mediums as employees of the university
- Campus social media administrators/managers/content producers

The university has always protected the freedom of speech for our faculty, staff and students. These guidelines are meant to enact an ethical and moral standard on our university's public mediums—they are not meant to restrict personal freedoms and personal social media activities.

Follow our social media requirements as a representative of Minnesota State Moorhead.

LAWS, REGULATIONS, AND POLICIES

To ensure that Minnesota State Moorhead is properly portrayed and protected on the Internet, this policy establishes criteria by which social media sites become officially endorsed by the university. Such recognition enables Moorhead to monitor its presence on social media sites that purport to represent the institution or affiliated units, without involving excessive censorship or limiting academic freedom. The goal of endorsement is to ensure the university is represented in a fair, accurate and legal manner while protecting the brand and reputation of the institution.

The following actions are required to become officially endorsed:

- Notify the university's digital marketing specialist of the proposed site. (The site or platform must already be vetted by the appropriate administrative leader, i.e., dean, chair, director, etc.)
- Register the site and name of the parties responsible for content for each site with the university's digital marketing specialist. This ensures effective communication and content coordination capabilities.
- Submit for approval the profile image/avatar of each account/site to ensure Moorhead branding standards are upheld. Be thoughtful about the type of photos you share. Consider posting all photos at the recommended platform-specific dimensions (e.g. 1080x1080 for Instagram). Images at that size are sufficient for viewing on the web, but not suitable for printing. Contact the Marketing Team at marketingteam@mnstate.edu with questions.
- Clearly indicate in the account's description that it is the official representation of the unit and legally associated/affiliated with Minnesota State Moorhead.
- Agree to a consistent level of posting in order to build awareness and generate followers. Guidelines recommend posting 3 to 5 times a week per platform.

- Sites not updated regularly will be subject to deletion.

- Sites that model spam will also be removed. Organize your posts, tweets and pins, and avoid posting excessive messages within the same timeframe.

- Monitor replies and comments, and respond promptly and appropriately. Unanswered questions or unaddressed concerns may generate negative posts that reflect on Moorhead's social media effort as a whole. (Best practice suggests checking and responding at least twice per day.)

- Adhere to the same standards of conduct and communication that are expected in the workplace.

- Protect confidential and proprietary information. Do not post confidential or proprietary information about the university, students, employees, or alumni. Employees must follow the applicable federal requirements such as FERPA and HIPA, as well as NCAA regulations. Adhere to all applicable university privacy and confidentiality policies. See the Moorhead policy website at mnstate.edu/policies.

- Post accurate information. Clarify and consult sources before posting.

- Be mindful of intellectual property rights and copyright rules. Cite and link to mnstate.edu or the Moorhead News site and sources whenever possible.

- Avoid content that could be interpreted as obscene, offensive, threatening or illegal.

- Adhere to Terms of Service (or Terms and Conditions) as defined by the social media website in which the user is participating.

- Respect university time and property. University computers and time on the job are reserved for university-related business as approved by managers. It's appropriate to post at work if your comments are directly related to accomplishing work goals. All university employees must abide by the Minnesota State system policy on the Acceptable Use of Computers and Information Technology Resources.

Failure to carry out any of these laws, regulations and policies could result in the termination of social media platforms.

STARTING AND MAINTAINING A NEW SOCIAL MEDIA PAGE, GROUP, OR ACCOUNT ON BEHALF OF MOORHEAD

Social media provides an opportunity to reaffirm the mission of Minnesota State Moorhead, to strengthen our brand, to promote accomplishments of our faculty, students and alumni, to engage with stakeholders and to be a valued community member.

See Moorhead's Strategic Plan for more information at https://www.mnstate.edu/about/president/strategic-planning.

SOCIAL MEDIA GUIDELINES WHEN POSTING FOR PERSONAL USE

Maintain personal blogs, social media accounts and websites on your own time.

If you identify yourself as a Minnesota State Moorhead community member, you are sharing your own views and not that of the University. You must use a disclaimer such as: "The views expressed here are mine and do not necessarily reflect the views of Minnesota State University Moorhead."

RESOLVING CONFLICTS AND CONCERNS

Social media technology is evolving, and social media participants are constantly pushing the envelope as to what is acceptable. We recognize that this policy cannot address all of the situations and circumstances that may arise in the social media world. Users can contact Moorhead's digital marketing specialist at socialmedia@mnstate.edu for guidance.

ATHLETICS STANDARDS

ATHLETICS SYMBOL

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

Recognized student groups and organizations can use the official Dragon Logo upon approval.

TM

ATHLETICS SYMBOL

The Minnesota State Moorhead 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.

Red and black

Black

Reverse

ATHLETICS SIGNATURE

The primary Minnesota State Moorhead 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.

Red and Black

Black

White

Red

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

Verb

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

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

Verb Family

Verb Extra Light
Verb Extra Light Italic
Verb Light
Verb Light Italic
Verb Regular
Verb Regular Italic
Verb Medium
Verb Medium Italic
Verb Semibold
Verb Semibold Italic

Verb Bold
Verb Bold Italic
Verb Extrabold Italic
Verb Extrabold Italic
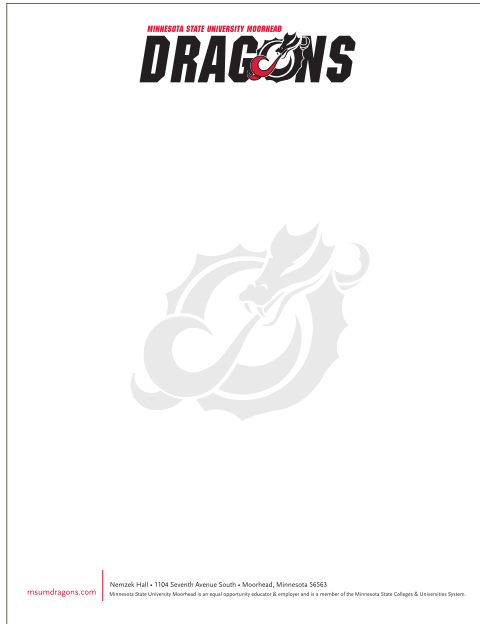**Verb Black**
Verb Black Italic
Verb Ultra
Verb Ultra Italic

Alternate Typeface

The alternate typeface for Dragon Athletics is Veranda as seen on page 28.

No other fonts may be used.

ATHLETICS TYPOGRAPHY

APPENDICES

APPROVED MARKS

IDENTITY MATRIX

Minnesota State University Moorhead

Current Revision Date: 02/18/25

Verbiage

MSU Moorhead™
Minnesota State Moorhead™
Minnesota State University Moorhead™
Moorhead State University™
MSU Moorhead Dragons™

MSUM Dragons™
MSUM™
Dragons™

Red 1	Grey 1	Grey 2	Grey 3	Black
PANTONE 186 C C: 1 M: 100 Y: 85 K: 6 HTML: C8102E MADEIRA: 1839 RA: 1147	**PANTONE 404 C** C: 20 M: 25 Y: 30 K: 59 HTML: 776E64 MADEIRA: 1664 RA: 1239	**PANTONE 400 C** C: 6 M: 7 Y: 13 K: 16 HTML: C4BFB6 MADEIRA: 1912 RA: 1087	**PANTONE Cool Grey 9 C** C: 55 M: 47 Y: 44 K: 11 HTML: 78777A	**PANTONE Process Black C** C: 0 M: 0 Y: 0 K: 100 MADEIRA: Black RA: Black

Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.

Institutional Marks

1   2   3

4   5   6

7   8   9

Primary Athletic Marks

10   11   12   13   14

Note: • Red backgrounds cannot be used with a mark that has a red flame
       • The stroke has been removed from the flame

Secondary Athletic Marks

15   16   17   18   19

20   21   22   23   24

Note: • Red backgrounds cannot be used with a mark that has a red flame
       • The stroke has been removed from the flame

ADDITIONAL PERTINENT INFORMATION	• University seal not permitted on products for resale • No alterations or overlaying graphics to seal permitted • University licenses consumables (must have expiration date on packaging) • University licenses health and beauty products	• University permits numbers on products for resale • Mascot caricatures permitted • Cross licensing with other marks may be permitted with an additional agreement • No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks

NOTE: The marks of the Minnesota State University Moorhead University are controlled under a licensing program administered by CLC. Any use of these marks will require written approval from CLC.

IDENTITY MATRIX

	Horizontal Logo	Vertical Logo	Symbol	Symbol with Department	Official Seal	Dragon Symbol	Athletics Logo	Old Logo
Business Cards	•	•	•		•			
Letterheads								
Standard	•	•	•					
Executive	•	•	•					
Envelopes	•	•						
Signage	•	•	•					
Vehicular Signage	•	•	•					
Marketing Materials								
Brochures	•	•	•	•		•		
Posters	•	•	•	•		•		
Advertisements	•	•	•	•		•		
Flyers	•	•	•	•		•		
Folders	•	•	•	•		•		
News Releases	•	•	•	•				
Internal Materials								
Routing Slips	•	•	•			•		
Fax Sheets	•	•	•			•		
Websites	•	•	•				•	
PowerPoints	•	•	•			•		
Merchandise								
Clothing	•	•	•	•		•		
Gift Items	•	•	•	•		•		
Athletics								
Uniforms						•		
Promotional						•	•	
Gifts						•	•	
Ceremonial								
Note Cards/Invites	•	•	•		•			
Diplomas					•			