UNIVERSITY OF SOUTH DAKOTA

Graphic and Editorial Standards Style Guide
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Introduction

As the flagship university in the state, the University of South Dakota has a long tradition of academic excellence. Reflective of that position, the university wishes its public image to reflect its rich history and promising future.

This graphic and editorial style guide outlines appropriate usage of the university logo and graphic elements in support of the university’s brand initiative and logo launched in 2011. In order to sustain this initiative, the university is requesting diligence by the entire campus in adhering to this guide. Usage of the logo and the other graphic elements supporting it allows the university to put forth a consistent, recognizable institutional image. By applying it without fail, USD reinforces its brand promise and professional standing. As part of this, it is imperative to eliminate previously acceptable logos and graphics.

We ask you to remember that branding is a strategic effort that goes far beyond a logo and marketing communications, which is why a total brand experience must be delivered throughout the institution.

All written materials prepared in the conduct of university business should be accurate, free of error, grammatically correct and consistent in style and presentation. It is important for every office to establish a proofreading process that ensures that all written documents are carefully reviewed. The primary sources for this guide have been USD’s previous style guide and The Associated Press Stylebook, which is widely used by American journalists.

Additionally, the university’s Creative Services team provides graphic design, advertisement placement and large format poster printing services for the university, all of which follow the standards included in this guide. If you are in need of any of these services, please contact Creative Services at 677-5745.

All publications, print, promotional and advertising materials must be approved by the Office of Marketing Communications and University Relations. If you have questions about usage of any of the graphic or editorial guidelines within this publication, please contact that office at 677-5326 for clarification.

We appreciate your support.
What is a Brand Identity?

Our brand must be a true reflection of the university today. The brand identity includes our brand attributes/message and logo—these combine to form our institutional identity. The brand message is included in all communications, and must be distinctive and authentic. It is delivered to all audiences—prospective students, current students, parents, alumni, donors, the community—and echoes throughout internal and external communications, presentations by the president, administration, PR, websites and more. Remember, branding is a strategic effort that goes far beyond a logo and marketing communications, which is why a total brand experience must be delivered throughout the institution.

The USD Brand

The University of South Dakota is the perfect fit for students looking for a smart educational investment. For example, we’re nationally ranked in academics and research, and external agencies recognize our value.

In fact, we educate seven out of 10 lawyers and five out of 10 physicians in South Dakota are awarded by USD. And when it comes to producing top scholars, our quality of teaching and research prepares students for continuing education with institutions such as Harvard, Johns Hopkins, Northwestern and beyond. But we also offer personal attention and a welcoming atmosphere that make students feel right at home. We help students realize their dreams and discover potential they didn’t know they had.

USD is a Smart Educational Investment

- USD is the flagship institution of South Dakota and continues to lead the state, region and nation in breaking new ground through research initiatives and innovations both academically and throughout the educational community, earning the attribute “inspiringly innovative.”
- USD’s tradition of innovation has allowed it to bring in millions of dollars in research grants.
- USD offers a world-class education. The university’s education and students compete on a national and international stage. Undergraduate programs and professional schools produce students who become leaders and innovators in their fields around the globe.
- USD is also a remarkable value. The Princeton Review consistently ranked USD as one of the “Best Value” institutions.

- USD is a warmly welcoming campus, from the smiles of people on the sidewalks and in classrooms to the way students are treated by campus offices and even throughout the town of Vermillion.
- At USD, professors act as mentors and friends and are attentive, whether it is working with a student after hours to prepare for a test or guiding another through the challenges that lead to Fulbright, Truman, Udall and Goldwater Scholar awards. USD is filled with stories of students who have experienced extraordinary levels of personalized attention: professors who identify remarkable talent early and nurture those abilities beyond students’ greatest expectations.
- In the transition to Division I athletics, the University of South Dakota’s intercollegiate athletics department seeks to strengthen its strong, well-recognized commitment to the development of the complete student-athlete. The university and athletic program are well positioned for the challenges and opportunities of Division I membership.

Brand Attributes

USD is the Perfect Fit

- The size of USD’s student population—slightly more than 10,100—is the perfect alternative to either a large, impersonal public institution or a small liberal arts college.
- USD’s breadth of majors and programs is complemented by a size that still allows for personalized attention and one-on-one interaction.
- USD is a friendly institution that empowers its educators to pursue their interests while still allowing and encouraging them to be teachers and mentors.
- Alumni feel welcomed and remembered years after leaving USD.
- Parents speak positively about an environment where their children are safe and well-educated.
University Publications

Publications
The following statement must appear on posters, brochures, etc. The statement can be scaled back to just the second paragraph on materials that Creative Services deems appropriate.

If you are a person with a disability and need a special accommodation to fully participate in any university activity or event, please contact Disability Services at 605-677-6389 as soon as possible, but no later than 48 hours before the event, so that appropriate arrangements may be made.

This document is available in alternative formats upon request. For assistance, contact Disability Services at USD at 605-677-6389 or disabilityservices@usd.edu.

The university’s proper name, University of South Dakota, should appear on the front of all university publications. The logo should also appear on all external publications.

If you have questions, please contact the Office of Marketing Communications and University Relations at 677-5326.

Employment Ads
The following statement must appear on employment ads:

The University of South Dakota is an equal opportunity, affirmative action institution committed to increasing the diversity of its faculty, staff and students.

When there is not enough space for the full statement, use EOE/AA instead.

Print Code and Recycled Statement
A print code must appear on all publications costing more than $100 to print. The code includes the printer name, the quantity printed and the cost per piece.

USD is also required to use recycled paper stock whenever possible, and that acknowledgement should be shown underneath the print code as follows:

Printer Name/10M/.10pc

Printed on recycled paper.

Old Logos
In light of the new branding and marketing initiative, the following USD logo will no longer be used:

The University of South Dakota

Also, when referring to the University of South Dakota in text, please note that "the" should be lowercase.
Logos

Primary Logo

Use of the primary logo is restricted to official university entities only; it is not to be used by student groups and organizations, on personal and organizational websites, social media or any other unofficial university representation. All university logos and their uses are subject to interpretation and approval by Creative Services. University logos can be accessed by all faculty and staff at http://link.usd.edu/643.

The dimensions x and y should always be scaled proportionally to each other to assure proper logo representation. Elements of the logo should not be arranged differently than the guidelines without proper approval.

The “SD” element of the logo is not to be used alone without approval by Creative Services.

Colors are PMS 200 and black.
Logos

**Horizontal Logo**
The horizontal logo is acceptable when available space does not permit use of the primary logo. The dimensions x and y should always be scaled proportionally to each other to assure proper logo representation.

**Acceptable Uses:**

- **PMS 200 and black. Use in two- or four-color printing.**
- **Black. Use in one-color printing.**
- **PMS 200. Use in one-color printing.**
- **Reverse and PMS 200 with black background. Use in two- or four-color printing.**
- **Reverse with black background. Use in one-color printing.**
- **Reverse with PMS 200 background. Use in one-color printing.**
**Unacceptable Uses:**

1. **Do not add a drop shadow to the SD logo.**
2. **Do not make the SD black and the university name PMS 200.**
3. **Do not make the logo any color other than PMS 200 and black.**
4. **Do not crop the logo.**
5. **Do not substitute a different font for University of South Dakota OR change its position.**
6. **Do not distort the proportion of the logo horizontally or vertically.**
7. **Do not outline any part of the logo.**
8. **Do not add a drop shadow to the SD logo.**
9. **Do not use the SD alone.**
Unacceptable Uses:

- Do not make the SD black or the university name PMS 200.
- Do not make the logo any color other than PMS 200 and black.
- Do not substitute a different font for University of South Dakota or change its position.
- Do not distort the proportion of the logo horizontally or vertically.
- Do not outline any part of the logo.
- Do not add a drop shadow to the SD logo.
- Do not crop the logo.

DEPARTMENT OF ENGLISH

Do not make a department logo.
Alternative Marks

**Department Use of Logo**

In order to present a unified brand throughout the university, colleges and schools, departments and academic programs will no longer have their own individual logos. Entities should use the general university logo and may identify themselves by including their names on items in a representation they see fit, provided that a new logo is not created or the USD logo is not graphically altered.

Creative Services is available to assist in the development of a strong department identification.

The main university logos can be accessed by all faculty and staff at http://link.usd.edu/643.
Department Clothing

All colleges and schools, departments and academic programs may use the university logo with their respective names on clothing.

Option one uses the South Dakota arched word mark with the department typed below. The design is 3.5” wide. Height will vary based on number of lines the department title will need.

Option two uses the primary logo (altered for ease in embroidery reproduction) and a department name. The logo is placed on the left chest, 3.5” wide. The department name is placed on the right sleeve in a sans serif font. When the department name is too long, multiple lines are allowed.
Student Organizations

Organization Logos
Student organizations are not permitted to use official university logos to identify their organization. Student groups may use trademarked terms to show their connection with the university. ‘USD,’ ‘University of South Dakota,’ and ‘Coyote’ are allowable for use within a student organization’s name and/or logo; however, doing so will require that proper branding and licensing requirements are followed.

Student organizations will not be allowed to produce logos that can create brand confusion with licensed university marks (e.g., a stylized SD, an animated coyote, etc.).

Organization Specific Merchandise
Student organizations are able to purchase merchandise identifying the group; however, no licensed university logos can be used in the design.

Fundraising Merchandise
Student organizations are allowed to sell merchandise bearing official university logos, for fundraising purposes, if the merchandise follows proper branding and licensing policies, pays royalties, and does not identify any other group or organization besides the general university.

All designs using university trademarked logos or terms must be submitted to USD Marketing Communication & University Relations for approval before goods are produced.
University Seal

The USD seal is an official and historic standard of the university, standing as a graphic representation of the university’s traditions. The seal should only be used on sanctioned, formal and official USD materials such as diplomas or baccalaureate publications, printed materials from the Office of the President or printed materials for a formal university function such as a presidential mailing, memo or publication. The seal should not be used unless specific permission is granted from the Office of the President and Office of Marketing Communications and University Relations.

PMS 200 and black.
Use in two- or four-color printing.

Black.
Use in one-color printing.

PMS 200.
Use in one-color printing.
Typography

University Typefaces

Two typefaces have been designated as USD’s universally used fonts: Adobe Garamond and Myriad Pro. If you need these typefaces please call Creative Services.

Adobe Garamond Bold (headlines and subheads)

ABCDEFHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefgijklmnopqrstuvwxyz

Adobe Garamond Bold Italic (headlines and subheads)

ABCDEFHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefgijklmnopqrstuvwxyz

Adobe Garamond Semibold (headlines and subheads)

ABCDEFHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefgijklmnopqrstuvwxyz

Adobe Garamond Semibold Italic (headlines and subheads)

ABCDEFHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefgijklmnopqrstuvwxyz

Adobe Garamond Regular (body copy)

ABCDEFHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefgijklmnopqrstuvwxyz

Adobe Garamond Italic (cutlines and captions)

ABCDEFHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefgijklmnopqrstuvwxyz

Example:

Adobe Garamond Semibold subhead

Myriad Pro light body copy. Empore doluptas eiusmod, tet pilit doluptatur reseria nimus, aliciatur sum aut odit eos et lis pro te pos eossimo lorehent velentenit explis sitios enhillaut exerfer rorectam fug. Et lis pra doluptatum volor sitinis as dolore omnimbus daepeed quate sita sam, consenest, omnimag nihitem. Ta que laborum, tem.

Myriad Pro Light italic caption. Caboreria dolore commnian diaria nis et ea sustrum fug.
Typography

**Myriad Pro Bold** (headlines and subheads)

`ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890`  
`abcdefghijklmnopqrstuvwxyz`

**Myriad Pro Bold Italic** (headlines and subheads)

`ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890`  
`abcdefghijklmnopqrstuvwxyz`

**Myriad Pro Semibold** (headlines and subheads)

`ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890`  
`abcdefghijklmnopqrstuvwxyz`

**Myriad Pro Semibold Italic** (headlines and subheads)

`ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890`  
`abcdefghijklmnopqrstuvwxyz`

**Myriad Pro Regular** (body copy)

`ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890`  
`abcdefghijklmnopqrstuvwxyz`

**Myriad Pro Italic** (body copy)

`ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890`  
`abcdefghijklmnopqrstuvwxyz`

**Myriad Pro Light** (body copy)

`ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890`  
`abcdefghijklmnopqrstuvwxyz`

**Myriad Pro Light Italic** (cutlines and captions)

`ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890`  
`abcdefghijklmnopqrstuvwxyz`

**Example:**

**Myriad Pro Semibold subhead**

Adobe Garamond Regular body copy.  
Empore doluptas eiusmod, tet plit doluptatur reseria imus, aliciatur sum aut odit eos et lis pro te pos eossimo lorehent velentenit explis sitios enihillaut exerfer rorectam fuga.  
Et lis pra doluptatum valor sitinis as dolore omnimus daeped quate sita sam, consenest, omnimag nihitem. Ta que laborum, tem.

Adobe Garamond Italic caption. Caboberia dolore commian diatia nis et ea sustrum fuga.
Color Palette

Print

Primary Colors
USD’s primary colors are PMS 200, black and PMS 422. PMS 200, when used in four-color printing, needs to be built as seen below:

<table>
<thead>
<tr>
<th>Color</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 200</td>
<td>0</td>
<td>100</td>
<td>63</td>
<td>12</td>
</tr>
<tr>
<td>Coated</td>
<td>0</td>
<td>100</td>
<td>65</td>
<td>15</td>
</tr>
<tr>
<td>Black</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>100</td>
</tr>
<tr>
<td>PMS 422</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>34</td>
</tr>
</tbody>
</table>

Secondary Colors
USD’s accent colors are PMS 716, PMS 314 and PMS 362 (coated and uncoated). Use these colors for four-color printing only. Do not use these colors in apparel, textiles, premiums, etc.

<table>
<thead>
<tr>
<th>Color</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 716</td>
<td>0</td>
<td>45</td>
<td>91</td>
<td>0</td>
</tr>
<tr>
<td>PMS 314</td>
<td>0</td>
<td>100</td>
<td>9</td>
<td>30</td>
</tr>
<tr>
<td>PMS 362</td>
<td>0</td>
<td>70</td>
<td>9</td>
<td>100</td>
</tr>
</tbody>
</table>

Tertiary Colors
USD’s tertiary colors are PMS 730 and PMS Warm Gray 9 (coated and uncoated). Use these colors for four-color printing only. Do not use these colors in apparel, textiles, premiums, etc.

<table>
<thead>
<tr>
<th>Color</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 730</td>
<td>0</td>
<td>38</td>
<td>78</td>
<td>29</td>
</tr>
<tr>
<td>PMS Warm Gray 9</td>
<td>0</td>
<td>11</td>
<td>20</td>
<td>47</td>
</tr>
</tbody>
</table>
Color Palette

Web

Primary Colors
USD’s primary Web colors are #ad0000, #000000 and #B4B4B4. RGB values are listed below.

<table>
<thead>
<tr>
<th>Color Code</th>
<th>RGB Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>#ad0000</td>
<td>R 173, G 0, B 0</td>
</tr>
<tr>
<td>#000000</td>
<td>R 0, G 0, B 0</td>
</tr>
<tr>
<td>#B4B4B4</td>
<td>R 180, G 180, B 180</td>
</tr>
</tbody>
</table>

Secondary Colors
USD’s secondary Web colors are #d39308, #7f9bb3 and #aaa964. RGB values are listed below.

<table>
<thead>
<tr>
<th>Color Code</th>
<th>RGB Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>#d39308</td>
<td>R 211, G 147, B 8</td>
</tr>
<tr>
<td>#7f9bb3</td>
<td>R 127, G 155, B 179</td>
</tr>
<tr>
<td>#aaa964</td>
<td>R 170, G 169, B 100</td>
</tr>
</tbody>
</table>

Tertiary Colors
USD’s tertiary Web colors are #e5d9ab and #333333. Use these colors sparingly. RGB values are listed below.

<table>
<thead>
<tr>
<th>Color Code</th>
<th>RGB values</th>
</tr>
</thead>
<tbody>
<tr>
<td>#e5d9ab</td>
<td>R 229, G 217, B 171</td>
</tr>
<tr>
<td>#333333</td>
<td>R 51, G 51, B 51</td>
</tr>
</tbody>
</table>
Stationery Set

Standard Letterhead

The letterhead will be printed on an 8.5” x 11” 70 lb. smooth bright white stock. The primary colors are used. Margin dimensions are listed below.

Use the Times New Roman font for the body of the letter, as shown here, because it is a standard system font.

Date

Greeting,

Delique sit faccus evende nonsequis con num sequam nonesti dolupta sperem aturibere fereum net qui vit fuga. Itas asimil es auta consed quam evelectus, que eaquas sed quas corumque quia que omni ressinitata eum volor rendant ex eumquat emporporio. Ezro et in pelenda consed quod qui volorro magnam hitibeav tinvendo corvoid quatioirerre volupta tiasperum ris et as aut unt as qui sint.

Qui officiatiae non nia cum volutem sunt aut in et ommos esexqua taturepadae volonerrum doluptat porpore la il explit vollati isiquatis id molupic test re volecat. Est, et, sam, cuscidacius dolores simpellat dolo beate nobis elenhi cidebis ea quam natum qui re consed ute mo tendem quis et, nosam niam suntur, volorit mo eostion ectotat maxima sam aut istum incitemos et volast aut restoring intores premqque alique molupit quo tem dere rerchitis ad que con etur maio. Uciur? Bit liquam, et aut dit quate nosse nat.

Henda plam enimi, incia sequata consequi ditea vero molenitio. Unt.Quiatis cum non ea voles veliaegrare repera quat rem rempioria volorempos qui quiam, que maximaio blaccab orerem fugiasi quid ut magnis est, sintem hul eria nitas rendel ipsuntur aspid qui tet fugitem. Gendent mos susamusaero quis nis necae santiant int dolorum fugiata sumenda volore perum vent eum fugit laboris aut aut explitemquas ma nienima cus exceptaeet as ant eumquat ent. Bea dolorer spiciat incio offic toisap, sunt.

Ficium duciam nee es maio de dolor arum conemquum exeria perum nima perion nobis nusam quis utendip itiscia seque vel magnis siminchip igit ligemimod magnantium nus, offic to ipsant imos et qui dolupta spidellame nonsequ unti-

bus ex eniet earhichic tessit acit est aut res siminimidri connectate voluptas que nonestis rehenda ilitecitati volupta quam fugitae desendaris estet modit vernatur, quid quiu fugit laboreium.

Sincerely,

Name
Position
Stationery Set

Business Card

The primary colors are used. Please limit to two professional titles. Size of business card is 3.5” x 2”. The business card order form is available at http://link.usd.edu/642.

<table>
<thead>
<tr>
<th>First Last Name, designations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job Title</td>
</tr>
<tr>
<td>Job Title</td>
</tr>
<tr>
<td>Department</td>
</tr>
<tr>
<td>414 East Clark Street • Vermillion, SD 57069</td>
</tr>
<tr>
<td>605-xxx-xxxx • 605-xxx-xxxx fax</td>
</tr>
<tr>
<td><a href="mailto:email@usd.edu">email@usd.edu</a> • <a href="http://www.usd.edu">www.usd.edu</a></td>
</tr>
</tbody>
</table>

Standard University Envelope

The envelope will be a #10 official envelope. The primary colors are used. Size is 9.5” x 4.125”. All university mail should use this envelope.
Stationery Set

Department Letterhead and Envelope

The letterhead will be printed on an 8.5” x 11” 70 lb. bright white stock. The primary colors are used. Department name will be typeset with this stationery. Margin dimensions are listed below.
Stationery Set

Fax
To utilize the fax template, simply download the file (available at http://link.usd.edu/648) and print. You can either type information in the appropriate fields and print or handwrite the information. The fax template is available only in black and is nondepartmental.

Fax Template

FAX
Date: ______________________________________________________
To: ______________________________________________________
From: ____________________________________________________
Pages: ____________________________________________________
Re: _______________________________________________________

○ Urgent ○ For Review ○ Please Reply

Comments:

UNIVERSITY OF SOUTH DAKOTA

414 East Clark Street • Vermillion, SD 57069 • www.usd.edu
Electronic Media

Press Release
All communication and interaction with the media on behalf of the university must be coordinated through the Office of Marketing Communications and University Relations. Once approval has been secured from that office, electronic press releases will be used as a way of notifying the media of upcoming events or official announcements.

Every press release must include the full details of the event (what, when, where, why).

Headline: Title of Press Release
Content here:
Electronic Media

Memo
If you have a formal memo to be emailed to a contact, you can download the color version of the electronic memo seen below (available at http://link.usd.edu/648) and format it just as a printed letter, with the appropriate margins and font (Times New Roman). Then, export the memo as a PDF document and attach to your email for transmission.

You can also print the electronic memo from Word and send the memo through interoffice mail.

The memo is nondepartmental.

While you can print out this memo for internal use, you should not use it in place of formal printed university letterhead. If you must print this electronic form memo, set your printer preferences for black only; the logo included here is not print-quality nor will the red be an acceptable university red when printed on a desktop printer.
Electronic Media

Email Signature
In support of efforts to advance a professional look on all university communications, official USD email should include auto signatures. See below for detail.

Additionally, email should not include downloaded graphics or backgrounds other than the official USD logo.

First and Last Name, Title
Department Name

University of South Dakota
414 East Clark Street
Vermillion, SD 57069
605-XXX-XXXX
605-XXX-XXXX fax
website
Electronic Media

**PowerPoint Template**
To support the professional look of all USD communications, use official university PowerPoint introduction and content screens. Fonts to be used in the body copy of the PowerPoint can be either Times New Roman or Arial. The official PowerPoint template is available at [http://link.usd.edu/648](http://link.usd.edu/648).
Athletic Logos

**Primary Athletics Logo**
The official “South Dakota” logo is used for athletics, but it is not the logo for the University of South Dakota. The athletic marks may not be combined with or used instead of the primary university logo.

Athletic marks are registered trademarks. They may be used on merchandise and apparel only with prior permission from Creative Services. Members of the external community or vendors who wish to use a logo on merchandise must follow the provisions of the current, official institutional licensing agreement. Please contact Creative Services with questions.

Primary colors are PMS 200 and black.
Trademarks

The logos, designs, images and names associated with the University of South Dakota are trademarked and owned by the university. Through trademark and copyright registration, logos and other properties of the University of South Dakota cannot be used without permission of the university.

USD contracts with Licensing Resource Group (LRG), a national company specializing in university licensing. All vendors and manufacturers producing goods with the name, marks and logos of the University of South Dakota must be licensed with USD through LRG.

A list of licensed vendors is available at http://link.usd.edu/374. Please contact Creative Services at 677-8861 for more information.

Trademarks and Registration

USD aggressively trademarks its name, marks and logos, which gives USD legal protection and the right to determine when, how and to whom USD is portrayed in clothing and other commercialized products. Any design that may cause confusion in the mind of the public is a direct infringement upon USD’s trademark rights.

The University of South Dakota has registered various words for use both in clothing and advertising. USD has legal right to both singular and plural versions of all words listed below.

The following words have been trademarked by the university:

- USD
- University of South Dakota
- The University of South Dakota
- The University of South Dakota 1862 Veritas
- South Dakota’s Team
- Coyotes
- Yotes
- Yippin Yote
- DakotaDome
- Coyote Crazies
- Sanford School of Medicine
- Sanford USD Medical Center
- Dakota Days
- D-Days
- National Music Museum
- Oscar Howe Native American Summer Art Institute
- U.

Guidelines

Getting proper approval for clothing and merchandise that bear the marks of the University of South Dakota is similar to securing approval for other projects. Clothing and merchandise, for the most part, should follow the standards included in this guide. But, given the sometimes limited media of clothing, certain exceptions are made to allow for clothing that is functional, more affordable and fashionable.

Clothing

One major standards difference between clothing and merchandise and other media is the use of alternative fonts. Since the words “Coyotes” and “University of South Dakota” are trademarked both as words and logos, these words can be used in any style of font other than the approved standard fonts for the University of South Dakota. Allowing various fonts also permits a greater variety of choices for the consumer. However, this does not allow for the creation of new fonts contained within a logo.

In order to provide less expensive alternatives for licensees and consumers and to allow for creativity, the university does allow licensees to create materials in a solid color.
Licensing Requirements

Manufacturers, producers and any other entity planning to use the university’s trademarks must complete the licensing process and secure a license agreement prior to producing and selling emblematic merchandise.

Trademark Protection

The University of South Dakota trademark licensing program protects any logo, word mark, nickname, series of letters or acronyms associated with the University of South Dakota that are distinguishable from those of other universities, teams, mascots or organizations.

Product Licensing

The University of South Dakota reserves the right to consider and approve any product or product category for license; however, no product will be licensed without the approval of the licensing program.

This helps to ensure that products bearing USD’s trademarks are of the highest quality and represent the university in a positive manner. Additionally, proactive review helps to identify products that may not be appropriate, may be hazardous or present a liability concern.

Look for the Label

Each time fans, alumni and supporters purchase an officially licensed souvenir, the manufacturer returns a portion of that sale to the university. The Collegiate Licensed Product Label is the consumer’s assurance that the products they purchase are as authentic as their support of the USD Coyotes.
Banners

Standard
The primary logo is preferred. The horizontal logo is acceptable when available space does not permit use of the primary logo.

Reverse logos (white type on a dark background) are not encouraged. However, it is acceptable when a dark background is unavoidable.

Do not allow vendors to produce their own versions of the logo. Please contact Creative Services for additional technical information.
Quick Editorial Guide

This abbreviated style guide is intended to provide clear guidelines for composing and editing university documents and publications so that our writing, communications, branding and marketing messages are accurate and consistent.

Please note that the university does permit the use of the MLA and/or APA Styles when other organizations require use of those formats in the preparation of grant applications and/or for research submissions and/or publications, etc.

Abbreviations

When in doubt, spell the word out.

Abbreviate

1.1 The following titles when they precede a name: Dr., Rev. For additional guidelines, see 6.3-6.4.

1.2 Use the ampersand (&) only if used by a company in its official name: Johnson & Johnson.

1.3 The degrees “bachelor of science,” “bachelor of music,” “master of science,” “master of arts,” “doctor of philosophy,” etc., may be abbreviated: B.S., B.M., M.S., M.A. and Ph.D.

1.4 University of South Dakota on second usage. Either “USD” or “the university” is acceptable.

1.5 Names of cities, states or countries other than U.S. or U.S.A. (on second usage). Use the postal abbreviations for state only when providing a full address. Those states are always set apart by commas.

Vermillion, South Dakota, is home of the Coyotes.

One university rival is found in Lincoln, Nebraska, another in Duluth, Minnesota.

University of South Dakota
414 East Clark Street
Vermillion, SD 57069

Acceptable Associated Press abbreviations can be used in all media releases and publications: S.D., Minn., Neb. N.D., etc.

1.6 Never use the percent sign (%) except in scientific, technical and statistical copy. Write out the word percent in copy.

1.7 Assistant and associate when used in a title: assistant professor of history.

Do not abbreviate

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1.7 Assistant and associate when used in a title: assistant professor of history.

Do not capitalize

1.5 The word “university” when referring specifically to USD.
2.14 Names of majors or academic programs (except for proper names): Spanish, German, English, communications, physics.

2.15 All educational, occupational and business titles that follow the name: Scott Breuninger, associate professor of history.

2.16 The words or abbreviations: a.m., p.m., noon, federal, state, baccalaureate, government, master’s degree, dean’s list, page.

2.17 Official college degrees when spelled out, except when abbreviated: B.A., B.S., M.A., Ph.D., Ed.D., bachelor of arts, master of arts. Do capitalize a full title such as Master of Business Administration degree.

**Figures**

Use figures for

3.1 Number 10 and larger, including ordinal numbers (14, 21). Use numerals, even if the number is below 10, when indicating the following: ages, figures containing decimals, statistics, percentages, sums of money, times of day, days of month, latitude and longitude, degrees of temperature, dimensions, measurements and proportions.

3.2 A million or more, but spell out the word million: $30 million comprehensive campaign.

3.3 Spans of years are written as follows: 1861–65, 1898–1902, 1903–04, 1985–86.

3.4 Hours of the day: 7 p.m. or 7:30 p.m.; not 7:00 p.m.

3.5 Amounts of money with the word cents or with the dollars sign: $3 (not $3.00), $5.09, or 77 cents, unless tabulated in columns.

3.6 When using numbers in sentences, zero to nine should be written out. Numbers 10 and above can be written numerically with the exception of the beginning of a sentence: Thirty-nine students made the dean’s list. There were 14 classes offered.

3.7 Do not use “first annual” the first time a program is being presented. Annual is only appropriate the second year of a program.

**Punctuation**

**Comma**

Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series: Six academic colleges offer courses in arts and sciences, fine arts, medicine, business, education and law.

4.1 Do not place a comma between the month and year when the day is not mentioned: July 1986.

4.2 Punctuate year of college classes with an apostrophe: Class of ‘95, Karen Smith ’95.

4.3 Bachelor’s, master’s and doctor’s degrees should always be written with an apostrophe before the “s.” Never write masters’ degrees. An associate degree is never possessive and use doctorate or doctoral degree, not doctor’s degree.

4.4 Do not use a comma before the word “and” in a series, unless the sentence structure is so complex that a comma clarifies its meaning: Red, white and blue Popsicles are my favorites. The list of evidence includes a knife with fingerprints on it, cigarette butts and ashes, and a matchbook.

**Hyphen**

4.5 Do not hyphenate the words “vice president” or “coed.” Only hyphenate the word “fund-raising” when used as a compound modifier: fund-raising brochure.

4.6 Do not hyphenate words beginning with “non,” except those containing a proper noun: non-German, nontechnical.

4.7 Do not use a hyphen in the word “email.” Do not capitalize unless it is placed at the beginning of a sentence. Other electronic items, like “e-book” and “e-reader” retain their hyphens. She used email to contact her students. Email is a common form of communication.

4.8 “Online” is one word, no hyphen.

4.9 “Coursework” is one word, no hyphen.

4.10 Do hyphenate the words “student-athletes” and “first-year students.”

**Quotation mark**

4.11 Use single quotation marks in headlines.

4.12 Periods and commas should be set inside quotation marks; colons and semicolons should be set outside.

4.13 All titles of plays, songs, articles, chapters or divisions of a publication should be noted in quotation marks. However, italicize titles of books and magazines. For specific information on documents containing multiple works, contact the Office of Marketing Communications and University Relations.

**Spelling/Usage**

5.0 Alumni, when referring to two or more graduates; alumnus, when referring to a male graduate; alumna, when referring to a female graduate; alumnae, when referring to two or more female graduates.

5.1 Emeriti, when referring to two or more retired professors or board members holding emeritus rank; emeritus, when referring to a male; emerita, when referring to a female.

5.2 When using the phrases “compared with” or “compared to,” use “compared with” when referring to numbers or when juxtaposing two or more items to illustrate
similarities and/or differences. Use “compared to” when the intent is to assert that two or more items are similar.

5.3 Use of who/whom/that/which: Use who and whom for references to human beings and to animals with a name. Use that and which for inanimate objects and animals without a name.

5.4 Use of accept/except: accept means to receive and except means to exclude.

5.5 Use of among/between: between introduces two items and among introduces more than two items.

5.6 Use of affect/effect: affect, as a verb, means to influence and affect, as a noun, is best avoided. Effect, as a verb, means to cause and effect, as a noun, means result.

5.7 Do not use a hyphen in the word “email.” Do not capitalize unless it is placed at the beginning of a sentence. Other electronic items, like “e-book” and “e-reader” retain their hyphens. She used email to contact her students. Email is a common form of communication.

**Titles**

6.1 After referring to individuals by using their full (first and last) names, refer to them by their last name only.

6.2 Department heads are referred to as chairpersons or chairs.

6.3 Do not precede a name with a courtesy title for an academic degree and follow it with an abbreviation for the degree in the same reference: Wrong: Dr. Karen L. Olmstead, Ph.D. Right: Karen Olmstead, Ph.D.

Once an academic professional has been identified as such, second usage can be Dr. Olmstead, but only if no medical doctors are also identified in the document.

6.4 To the average person, the title “doctor” or “Dr.” typically indicates that the person holds a medical degree. Therefore, use the term with those holding a medical degree and use “Ph.D.” to indicate a terminal academic degree.

**University Specific Language**

7.1 When talking about grade point average, you may use GPA in all references but be consistent within the document.

7.2 USD has eight colleges and schools: College of Arts & Sciences, Beacom School of Business, School of Education, College of Fine Arts, School of Health Sciences, School of Law, Sanford School of Medicine, Graduate School.

7.3 Spell out centers and institutes on first reference: Disaster Mental Health Institute, Missouri River Institute, Institute of American Indian Studies, National Music Museum, University Art Galleries. Initials are permissible on subsequent references.

7.4 When discussing academic degrees, be sure to use the correct terminology. Also, degrees are not capitalized.

7.4.1 Two-year undergraduate degrees are associate degrees.

7.4.2 When referring to general bachelor’s or master’s degrees, make them lowercase and possessive. The discipline in which a degree was earned also remains lowercase: She earned her bachelor of science degree in biology in 2004. Her brother earned his master’s degree in fine arts the same year.

7.4.3 When referring to a specific degree, use bachelor of science, master of arts, and so forth.

7.4.4 When referring to the Ph.D. in general, use doctorate for the noun and doctoral for the adjective. Use Ph.D. only with titles.

7.4.5 Consider your audience when deciding whether to abbreviate or spell out on first reference, but typically, you should spell out the degree on first reference. If abbreviating, use periods: The university offers several degrees, including B.A., M.A., M.D., and Ph.D.