



# UNIVERSITY OF SOUTH DAKOTA *BRAND GUIDE*

This brand guide focuses on the primary visual and stylistic elements of the USD brand, such as logo usage, color schemes, typography, trademarks, merchandising, licensing, editorial guidelines and much more.

**For full brand guidance, please contact [URelations@usd.edu](mailto:URelations@usd.edu)**

## Accessibility

We all share a responsibility to prioritize accessibility. Please take the needed steps to ensure any digital content and resources you create are accessible. This supports our efforts to follow digital accessibility regulations and guidelines, but more importantly, it promotes an environment where all students, faculty and staff have the opportunity to access all digital content in the formats they need or which serve them best.

When you work with Marketing Communications & University Relations, please share the ways in which you plan to use the requested content so we are prepared to account for the needed digital accessibility considerations. Greater lead time may be needed, and there may be additional costs associated with graphic design projects that require extensive remediation.

### Disability Services Statement for Publications

USD's Disability Services statement must appear on all printed and electronic materials that reference events.

*If you are a person with a disability and need a special accommodation to fully participate, please contact the Office of Accessibility at least 48 hours before an event. Students and the public can contact the Office of Accessibility at 605-658-3745 or [accessibility@usd.edu](mailto:accessibility@usd.edu). Faculty and staff should contact Human Resources at 605-658-3660.*

In the case of a form or user interaction with the printed piece, the following statement should be included.

*This document is available in alternative formats upon request. Students contact Office of Accessibility at 605-658-3745. Faculty and staff contact Human Resources at 605-658-3660.*

## Resources

Creative Services & Print Shop offers many design, print and production services including but not limited to: graphic design, lamination, foamboard mounting, large format and photo prints. Most print jobs can be produced on campus including direct mail pieces.

**USD Policy 2.049** outlines that campus services such as Creative Services & Print Shop must be utilized if the supply or service is available.

### Design & Print Studio - [usd.myprintdesk.net/](https://usd.myprintdesk.net/)

The online studio offers many free services with your USD login:

- Business Cards
- Design Templates
- Store Project Files
- Name Plates
- Price Estimates
- Submit to Print
- Letterhead
- Logo Downloads

## Logo Usage

- Schools, colleges, departments, programs and centers should all utilize the USD primary logo on all promotional pieces. The chart denotes acceptable logo use.
- Entities outside of the university should not use any USD logos without prior Marketing approval.

Group	Logo Identifiers
College & School	USD Primary or School Specific
Departments	USD Primary
Athletics	SD Paw
Spirit Teams/Marching Band	USD Primary or SD Paw
Programs	USD Primary
Centers	USD Primary
Student Groups	Unique Brand/No USD Marks



### Scaling

- The dimensions X and Y should always be scaled proportionally to each other.
- To scale: Hold down shift key.

### Clear Space

- When using the logo, you must leave a minimum amount of space to maintain optimum legibility.

- The height of the South Dakota portion of the logo should be consistently used around the border.
- More space is always preferred.

### Minimum Size

- Logos should be at least 10 percent the size of the largest page dimension.
- Logos cannot be smaller than shown.

# Academic Logos

## Primary Logo

Only official university entities may use the academic primary logos.

- The "SD" element of the logo cannot be used alone.
- All university logos and their uses are subject to interpretation and approval by Marketing Communications & University Relations.

## School & College Logos

- School and college logos may be used on all promotional materials, in horizontal or vertical formats.
- USD departments, programs and centers do not have USD specific logos.

## Approved School & College Marks:

College of Arts & Sciences, Beacom School of Business, School of Education, College of Fine Arts, Graduate School, School of Health Sciences, Knudson School of Law, Sanford School of Medicine

# Athletic Logo

## Primary Athletic Logo

The "SD Paw" logo is for official athletic department use only. No other departments, organizations or clubs may use this logo.

The athletic marks may not be combined with or used instead of the primary university logo.

# Secondary Logos

- Secondary logos can be used in place of the primary logo in approved instances.
- The "Shadow SD" requires the use of additional logos, word marks or trademarked terms.

## University Seal

The USD seal is an official and historic standard of the university.

- Use of the seal can only be granted by the Office of the President and Marketing Communications & University Relations.



UNIVERSITY OF  
SOUTH DAKOTA

PRIMARY ACADEMIC - VERTICAL



UNIVERSITY OF  
SOUTH DAKOTA

PRIMARY ACADEMIC - HORIZONTAL



UNIVERSITY OF  
SOUTH DAKOTA  
BEACOM SCHOOL OF BUSINESS

PRIMARY - COLLEGE/SCHOOL



ATHLETIC PAW

SECONDARY -  
SHADOW SD



UNIVERSITY SEAL

# Primary Colors

## COYOTE RED

PANTONE 186 C  
CMYK: 0 | 100 | 80 | 13  
RGB: 210 | 21 | 51  
#D21533

## DARK RED 1

CMYK: 0 | 100 | 80 | 38  
RGB: 161 | 7 | 43  
#A10729

## DARK RED 2

CMYK: 0 | 100 | 80 | 65  
RGB: 130 | 0 | 20  
#820014

BLACK 100%  
RGB 0 | 0 | 0  
#000000

BLACK 80%  
RGB 88 | 89 | 91  
#58595B

BLACK 34%  
RGB 180 | 182 | 184  
#B4B6B8  
PANTONE 422

BLACK 0%  
RGB 255 | 255 | 255  
#FFFFFF

35%

35%

35%

35%

35%

35%

## Accent Colors

USD's accent colors are available upon request and should be used sparingly, so as not to dilute the brand.

# Typography

## University Typefaces

Two typefaces have been designated as USD's universally-used body copy fonts: Adobe Garamond Pro and Myriad Pro. Two typefaces have been designated as USD's universally-used heading and sub-heading fonts: Bebas Neue Pro and Brothers 1816.

## Headlines and Subheadings

- Bold
- Semibold
- Condensed
- Extended

## Body Copy

- Regular
- Light

## Cutlines and Captions

- Light
- Italics

## I don't have these fonts – what should I do?

If your department has an Adobe Creative Cloud account, all four fonts can be activated from: **fonts.adobe.com**. Some fonts are available for open source download for free at: **fonts.google.com**. Substitute for similar fonts already on your computer, such as: **Arial, Oswald** or **Garamond MT**.

Aa

Myriad Pro Regular

Aa

Adobe Garamond Pro

Aa

Bebas Neue Pro

Aa

Brothers 1816

## Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
abcdefghijklmnopqrstuvwxyz

## Adobe Garamond Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
abcdefghijklmnopqrstuvwxyz

## Bebas Neue Pro

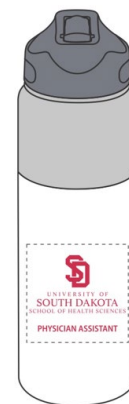
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
abcdefghijklmnopqrstuvwxyz

## Brothers 1816

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
abcdefghijklmnopqrstuvwxyz

# Promotional Items

- All promotional items must be created by licensed vendors and are subject to royalties.
- Department and program names can be displayed as shown on the right.
- Goods created to represent the university should only be created in primary university colors.
- For a list of vendors email: [Graphics@usd.edu](mailto:Graphics@usd.edu)



# Department Use of Logo

- Only when space is limited, department and program names can be printed in approved proximity of the university logo.
- Minimum distance should be no less than the height of "South Dakota" in the primary logo.
- A clear space around all areas of the logo must be maintained.
- No more than four lines of text may be used.
- Limited space logo/department designs should never be used for printed or marketing materials.



UNIVERSITY OF  
**SOUTH DAKOTA**  
SCHOOL OF HEALTH SCIENCES  
NURSING



UNIVERSITY OF  
**SOUTH DAKOTA**  
DEPARTMENT OF FINANCE  
& PUBLIC ACCOUNTING

# 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. USD marks or trademark terms must be produced by a licensed vendor.

USD contracts with CLC Licensing Partners, 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 CLC, per **USD Policy 2.015**.

Please contact Creative Services at 605-658-6276 for more information or visit [clc.com/home/get-licensed/](http://clc.com/home/get-licensed/).

## Trademarks

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

The University of South Dakota has registered various words for use in education, 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 ®
- The University of South Dakota ®
- South Dakota's Team ®
- Coyotes ®
- Yotes ®
- Howl Towel ®
- Coyote Crazies ®
- Sanford School of Medicine ®
- USD Medical Center ®
- Dakota Days ®
- D-Days ™
- National Music Museum
- Oscar Howe Native American Summer Art Institute
- The South Dakotan

## Clothing/Merchandise Guidelines

Getting proper approval for clothing and merchandise that bear University of South Dakota marks 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 limitations of some merchandise, certain exceptions are made to allow for items that are functional, more affordable and fashionable.

One major standards difference between clothing/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 font style. 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. Although primary colors are always preferred, alternative colors are allowed for fashion wear, textiles or memorabilia. Items created in colors outside the primary color palette should have a clear intended use or reason for the alternative colors. Deviations permitted for clothing/merchandise, with branding approval, are:

- University colors
- Tone-on-tone
- Neutral tones
- Purpose driven  
(campaigns, holidays, etc.)
- Specific novelty  
(baby, hunting, fashion wear, etc.)



# Email Signatures for Employees

In keeping with **BOR Policy 1.7.6**, USD has developed branded templates for contact information provided in official communications. You can update your contact information using USD's email signature creator.

Examples of approved contact information for employees and departments are provided below. Contact information should not exceed what is provided below but may contain fewer contact information items if desired, as long as relevant contact information is clearly displayed. Employees or departments may also choose to add certain professional disclosures as outlined in the policy (such as legal privileges/confidentiality applicable to the communication). Social media icons linking to official university accounts (i.e., USD's Facebook, Instagram, YouTube, LinkedIn and X accounts) or college/school accounts are permitted.

## For Employees

**Name, Ph.D.**  
Title

**UNIVERSITY OF SOUTH DAKOTA**  
Department  
414 E. Clark St., Slagle 000 | Vermillion, SD 57069  
P: 555-555-5555 | M: 555-555-5555  
[usd.edu](http://usd.edu) | [admin@usd.edu](mailto:admin@usd.edu)



## For Departments

Department Name  
**UNIVERSITY OF SOUTH DAKOTA**  
414 E. Clark St., Slagle 000 | Vermillion, SD 57069  
P: 000-000-0000  
[usd.edu](http://usd.edu) | [admin@usd.edu](mailto:admin@usd.edu)



Titles are limited to one's official USD job title as designated by HR. Most individuals will have only one title, but individuals who hold multiple titles within a department (e.g., "Associate Professor, Graduate Program Coordinator") may display those titles.

Web links in contact information are limited to official university websites. This includes the USD public website (i.e., [usd.edu](http://usd.edu)), as well as webpages on the USD public website (e.g., [usd.edu/academics](http://usd.edu/academics)). You may instead choose to link to the following websites that are

owned and operated by the university or that are connected to official university accounts: GoYotes.com, USDAlumni.com, Coyote One Stop, Coyote Connections, Zoom links and Microsoft Bookings pages. Faculty who wish to link to their bio page on the USD website may include the text "My Professional Webpage" and hyperlink to their official USD directory page. If you would like to request that another official university website be considered for approval, please contact Marketing Communications & University Relations at [urelations@usd.edu](mailto:urelations@usd.edu). Personal websites, Google sites or other external and unofficial sites are not permitted.

USD's primary academic logo (pictured in the examples) has been designated as the logo permitted in contact information for official communications. Employees within a USD college or school may elect to use their assigned college/school logo. Athletics staff may elect to use the primary athletic logo (i.e., the paw logo). Please visit Design & Print Studio to download logo files that are sized for email. Other logos and graphical marks, or logos and graphical marks associated with a department you are not affiliated with, are not permitted.

# University Website

Marketing Communications & University Relations manages the [usd.edu](http://usd.edu) website. USD adheres to the following guidelines:

- All administrative units, schools, colleges, departments, programs, services, centers, institutes and events must be housed on the [usd.edu](http://usd.edu) site.
- Vanity URLs may be approved and implemented for marketing purposes.
- Documents may be uploaded to the USD website if necessary (e.g., for accreditation purposes), but when possible, alternatives such as SharePoint should be considered. Any documents shared digitally – whether on the USD website or elsewhere – must adhere to digital accessibility guidelines.
- For consistency across the site, faculty and staff directory headshots should be professional studio portraits with a white background. Marketing offers free headshot sessions throughout the year.
- Third-level domains (such as [example.usd.edu](http://example.usd.edu)) may be granted under the following conditions and are subject to approval by Marketing Communications & University Relations:
  - The site represents an organization affiliated with the university but does not fall into the regular department or division categorical system
  - The site represents a campus-wide enrollment or strategic marketing campaign
  - The site is a university-wide application residing on a separate server and/or site content meets an objective that cannot be supported by the official content management system of the university
  - The site is a collaboration among USD and other universities



# 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, research submissions and/or publications.

## Abbreviations

When in doubt, spell the word out.

### Abbreviate

- Use the ampersand (&) only if used by a company or department in its official name: *Department of Media & Journalism*. Use “and” if the department title is lowercased. *The media and journalism department*.
- 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.* The exception is “Master of Business Administration,” which is abbreviated without punctuation: *MBA*.
- University of South Dakota on first usage. Either “USD” or “the university” is acceptable on succeeding references.

### Do Not Abbreviate

- 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.  
*Vermillion, South Dakota, is home of the Coyotes.*  
*One university rival is found in Lincoln, Nebraska, another in Duluth, Minnesota.*

## Capitalization

When in doubt, do not capitalize.

### Capitalize

- All titles when used specifically in front of the name; do not capitalize these titles when they follow the name: *President Sheila K. Gestring* or *Sheila Gestring, president of the University of South Dakota*; *Dean Mark Beard, M.D.* or *Mark Beard, M.D., dean of Medical Student Education*.
- Dakota Days and D-Days when discussing USD-specific events.
- Specific course titles: *Biotechnology 101* or *Physical Therapy Instruction*.
- College names: When the full and correct name of a university college or school is given, capitalize: *Beacom School of Business*, but lowercase if the proper name is not used: *business school*.
- The word “class” when referring to a specific class: *The Class of 2020*.
- For readability, use title case capitalization following the [usd.edu](http://usd.edu) domain for URLs on the USD website: [usd.edu/SiouxFalls](http://usd.edu/SiouxFalls); [usd.edu/Student-Life](http://usd.edu/Student-Life).

### Do not capitalize

- The word “university” when referring specifically to USD.
- Names of majors or academic programs (except for proper names): *Spanish, German, English, communications, physics*.
- The words or abbreviations: *a.m.*, *p.m.*, *noon*, *federal*, *state*, *baccalaureate*, *government*, *master’s degree*, *dean’s list*.
- Unofficial degrees: *bachelor’s degree*, *associate degree*, *doctorate*. Do capitalize abbreviations and official degree titles: *Bachelor of Arts*, *Master of Business Administration*, *B.S.*, *Ph.D.*, *Ed.D.*

### Figures

- Spell out the word million: *\$30 million comprehensive campaign*. Do not go beyond two decimal points: *7.51 million people*.
- Spans of years are written as follows: *1861–65*, *1898–1902*, *1903–04*, *1985–86*.
- Hours of the day: *7 p.m.* or *7:30 p.m.*; not *7:00 p.m.* 12 p.m. is always written as *noon*.
- 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.*
- Do not use “first annual” the first time a program is being presented. Annual is only appropriate the second year and beyond of a program.

## Punctuation

### Commas & Apostrophes

- Punctuate graduation years with an apostrophe: *Class of '19, Karen Smith '19.*
- Bachelor's and master'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.
- 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.

### Hyphens

- Hyphenate the words "student-athletes" and "first-year students."
- USD – Sioux falls (USD 'space' en dash 'space' Sioux Falls)
- usd.edu/SiouxFalls (Sioux Falls always mixed caps in web address print)

### Quotation Marks

- Use single quotation marks in headlines.
- Periods and commas should be set inside quotation marks. Dashes, semicolons, colons, question marks and exclamation marks go within the quotation marks only when they apply to the quoted matter and not the entire sentence.
- All titles of books, movies, articles, songs, speeches, chapters or divisions of a publication should be noted in quotation marks, not italics. For specific information on documents containing multiple works, contact the Office of Marketing Communications & University Relations.

## Spelling/Usage

- 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.
- 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.

## Titles

- After referring to individuals by using their full (first and last) names and titles, refer to them by their last name only.
- 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. Jacob Kerby, Ph.D. Right: Jacob Kerby, Ph.D.*
- 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

- Capitalize "department" if it precedes the department title: *Department of Political Science.* Do not capitalize when it follows the title: *The biology department.*
- 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.
- 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 in biology in 2018. Her brother earned his master's degree in fine arts the same year.*
- When referring to the Ph.D. in general, use doctorate for the noun and doctoral for the adjective. Use Ph.D. only with titles.
- University of South Dakota – Sioux Falls on first reference; USD – Sioux Falls on second. USD – Sioux Falls should always be on one line; do not break.