INTRODUCTION

The University of South Dakota communicates its brand every day with many diverse audiences. Part of the goal of every university communication, regardless of the audience, is to identify consistently and positively with the university. Correct usage of the logo and other graphic elements allows USD to put forth a consistent, recognizable institutional image. By applying it without fail, USD reinforces its brand promise and professional standing. 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 should be accurate, free of error, grammatically correct and consistent in style and presentation.
- USD adheres to The Associated Press Stylebook, which is widely used by American journalists.
- All publications, print, promotional and advertising materials must be approved by the Office of Marketing Communications & University Relations.

This is a fluid document—please refer to usd.edu/brandguide for the most current version.

BRAND IDENTITY

What is a Brand Identity?

Our brand identity includes our unique brand attributes, message and logo, which together form our institutional identity. The brand message is included in all communications and must be distinct and authentic. It is delivered to all audiences, including prospective and current students, parents, alumni and donors, media and friends of the university.

THE USD BRAND

Brand Attributes

As a brand, USD is:
- Warm and welcoming
- Honest and helpful
- Inclusive and diverse
- Innovative and ambitious
- Intelligent but not pretentious
- Intimate but not small
- Confident but not cocky

Voice and Writing

USD has a variety of diverse audiences. Our voice is how we express our personality. In every piece we produce, the readers should hear a consistent voice. When you craft a message on behalf of the university, keep voice and tone in mind.

Here’s the distinction between the two:
- Our voice is the same throughout all communication
- The tone we use varies depending on the situation

Think about the university as a person. You recognize a person by the common sound of their voice; however, their tone could change. Paying careful attention to our voice and tone helps to create more meaningful content that fosters relations with our audiences.
UNIVERSITY PUBLICATIONS

Publications
- USD’s Disability Services statement must appear on all printed and electronic materials.

If you are a person with a disability and need a special accommodation to fully participate, please contact Disability Services at least 48 hours before an event. Students and the public can contact Disability Services at 605-658-3745 or disabilityservices@usd.edu. Faculty and staff should contact Human Resources at 605-658-3660.

- The statement can be scaled back to just the second paragraph when necessary.

This document is available in alternative formats upon request. Students contact Disability Services at 605-658-3745. Faculty and staff contact Human Resources at 605-658-3660.

Employment Ads
- USD’s Equal Opportunity/Affirmative Action Statement must appear on all 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.
- Code must include the printer name, quantity printed and cost per piece.
- USD is required to use recycled paper stock whenever possible, and that acknowledgement should be shown underneath the print code as follows:

回收再生纸

UNIVERSITY WEBSITE

Marketing Communications & University Relations manages the 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 site.
- Vanity URLs may be approved and implemented for marketing purposes.
- Third-level domains (such as 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
ACADEMIC LOGOS

Primary Logo
Only official university entities may use the primary logo.

It may not be used by student groups or organizations, on personal or organizational websites, social media or any other unofficial university representation.

- The “SD” element of the logo may not be used alone.
- All university logos and their uses are subject to interpretation and approval by Marketing Communications & University Relations.
- University logos can be accessed by all faculty and staff at www.usd.edu/logos

Horizontal Logo
- Use the horizontal logo when space does not permit use of the primary logo.

School & College Logos
- School and college logos may be used on all promotional materials, in horizontal or vertical formats.

Acceptable Uses:
Community College for Sioux Falls
College of Arts & Sciences
Beacom School of Business
School of Education
College of Fine Arts
Graduate School
School of Health Sciences
School of Law
Sanford School of Medicine
ACADEMIC LOGOS

Below are the only acceptable colorations for logos:

**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.
SECONDARY LOGOS

University Seal

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

- Use of the seal must be granted by the Office of the President and Marketing Communications & University Relations.
- The seal should only be used on formal USD materials, such as:
  - Diplomas or baccalaureate publications
  - Printed materials from the Office of the President
  - Printed materials for a formal university function such as a presidential mailing, memo or publication.

Centennial Marks

Celebratory and centennial marks may be created in certain situations.

- Use of celebratory and centennial marks must be granted by Marketing Communications & University Relations.
- The mark is allowed for the duration of the commemorative year.
- During the use period, all pieces bearing the commemorative mark must also be accompanied by the official USD primary logo.
- The mark must be discontinued from all pieces upon completion of the commemorative year.
LOGO USAGE

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

<table>
<thead>
<tr>
<th>Group</th>
<th>Logo Identifiers</th>
</tr>
</thead>
<tbody>
<tr>
<td>College &amp; School</td>
<td>USD Primary or School Specific</td>
</tr>
<tr>
<td>Departments</td>
<td>USD Primary</td>
</tr>
<tr>
<td>Athletics</td>
<td>SD Paw</td>
</tr>
<tr>
<td>Spirit Teams/Marching Band</td>
<td>USD Primary or SD Paw</td>
</tr>
<tr>
<td>Programs</td>
<td>USD Primary</td>
</tr>
<tr>
<td>Centers</td>
<td>USD Primary</td>
</tr>
<tr>
<td>Student Groups</td>
<td>Unique Brand/No USD Marks</td>
</tr>
</tbody>
</table>

UNACCEPTABLE USES

- Do not make a department logo.
- Do not make the SD black and the university name PMS 186.
- Do not add a drop shadow to the SD logo.
- Do not use the SD alone.
- Do not distort the proportion of the logo horizontally or vertically.
- Do not make the SD black and the university name PMS 186 and black.
COLOR PALETTE

Primary Colors
USD’s primary colors are PMS 186, black and PMS 422. PMS 186, when used in four-color printing, should be built as seen below. Only primary colors should be used for athletics.

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 7%
RGB 237 | 237 | 238
#EDED

BLACK 0%
RGB 255 | 255 | 255
#FFFFFF

Accent Colors
USD’s accent colors are Warm Gray 9, PMS 730, PMS 716, PMS 2622 and PMS 323 (coated and uncoated). Use these colors for four-color printing only. Do not use secondary colors in apparel, textiles, memorabilia, etc.

PANTONE Warm Gray 9
CMYK: 0 | 11 | 20 | 47
RGB: 153 | 140 | 124
#998C7C

PANTONE 730
CMYK: 0 | 38 | 78 | 29
RGB: 186 | 129 | 58
#BA823A

PANTONE 716
CMYK: 0 | 45 | 91 | 0
RGB: 249 | 157 | 48
#F99D30

PANTONE 2622
CMYK: 64 | 93 | 31 | 18
RGB: 103 | 49 | 101
#673165

PANTONE 323
CMYK: 100 | 43 | 55 | 25
RGB: 0 | 95 | 99
#005F63
PROMOTIONAL ITEMS

Department Use of Logo

- 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

Name Badges

- Badges may use the primary logo or the school/college logo.
- Departments or programs may not be referenced.
- Personal information should be listed below logo as follows: Name, title, department.

Michelle Cwach
Director
Marketing Communications & University Relations

Sheila Gestring
President

white badge, full color logo, size 3"x 1.5"

Michelle Cwach
Director
Marketing Communications & University Relations
PROMOTIONAL ITEMS

Organization Logos

- All promotional items must be created by licensed vendors and are subject to royalties. Department and program names can be displayed as noted on page 10.
- Goods created to represent the university should only be created in primary university colors.
- Vendor list can be found at: link.usd.edu/vendors.

Table Banners

- Can be done in red, black or white.
- Department or program name must be appropriately spaced below the primary USD logo.
DEPARTMENT CLOTHING

All colleges and schools, departments and academic programs may use the university logo with their respective names on clothing. Clothing created for professional wear or being used to represent the university is only allowed in primary colors.

- Option 1: Use the primary logo alone.
- Option 2: Primary logo on left chest (3.5” wide) with the department name on the right sleeve in a sans serif font.
- Option 3: Primary logo on left chest (3.5” wide) with the department name a minimum of 1/3” below in a sans serif font.

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 allowed 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.

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

A list of licensed vendors is available at [link]. Please contact Creative Services at 605-658-6276 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 ®
- The University of South Dakota ®
- South Dakota’s Team ®
- Coyotes ®
- Yotes ®
- Yippin Yote ®
- Coyote Crazies ®
- Sanford School of Medicine ®
- Sanford 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 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.

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.)
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.

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.
**TYPOGRAPHY**

**University Typefaces**
Two typefaces have been designated as USD’s universally-used fonts: Adobe Garamond and Myriad Pro.

- **Headlines and Subheadings**
  - Bold
  - Semibold
  - Condensed
  - Extended

- **Body Copy**
  - Regular
  - Light

- **Cutlines and Captions**
  - Light
  - Italics

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**Example 1:**

**Oswald Bold Headline**

Oswald Light subhead

Myriad Pro light body copy. Et lis pra doluptatum volupt sitinis as dolore omnimis daeped quate sita sam, consenest, omnimag nihitem. Ta que laborum, tem.

*Myriad Pro Light Italic caption. Caboresia dolore commian diatia nis et ea sustrum fuga.*

**Example 2:**

**Myriad Pro Semibold subhead**

Adobe Garamond Regular body copy. Empore doluptas eiusmet, tet plit doluptatur reseria nimus, aliciatur sum aut odiit eos et lis pro de pos cossimo loretent velentent explis sitios enihillaut exerfer rorectam fuga. Et lis pra doluptatum dolor sitinis as dolore omnimis daeped quate sita sam, consenest, omnimag nihitem. Ta que laborum, tem.

*Adobe Garamond Italic caption. Caboresia dolore commian diatia nis et ea sustrum fuga.*

---

**Adobe Garamond Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ   1234567890
abcdefhijklmnopqrstuvwxyz
```

**Adobe Garamond Regular**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ   1234567890
abcdefhijklmnopqrstuvwxyz
```

---

**Myriad Pro Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ   1234567890
abcdefhijklmnopqrstuvwxyz
```

**Myriad Pro Regular**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ   1234567890
abcdefhijklmnopqrstuvwxyz
```

**Myriad Pro Light**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ   1234567890
abcdefhijklmnopqrstuvwxyz
```

**Myriad Pro Condensed**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ   1234567890
abcdefhijklmnopqrstuvwxyz
```

**Myriad Pro SemiExtended**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ   1234567890
abcdefhijklmnopqrstuvwxyz
```

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(Headline fonts only)

**Oswald Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ   1234567890
abcdefhijklmnopqrstuvwxyz
```

**Oswald Regular**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ   1234567890
abcdefhijklmnopqrstuvwxyz
```

**Oswald Light**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ   1234567890
abcdefhijklmnopqrstuvwxyz
```
STATIONERY SET

Standard Letterhead
Letterhead should be printed on an 8.5" x 11" 70 lb. smooth bright white stock.
Primary colors must be 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.

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liquam, et aut dit quate nosse nat.

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rendel ispantur auid qui tet fugitern. Gendent mos suamusuaero quis nis neee suntant int dolorum fugiata sumenda
voleor perum sent eum fugit laboris aut aut expletinemquas ma nientimis cu exceptaeet as aut euemquar emt. Beza dolores
spiaci incio offic totasapte, unt.

Ficium diciumte nem ex maio de dolor arum conemququam exerisa perum nima perion nobis nusam quis utendip titicia
sequ vel magnis simicel ipt ligeninmod magriatum rus, offic to ipsant imos et qui dolupta spidellame nonsequ utribus
ex eniet carchid tes titsi act et aut res siminimendi consectate volupras que nonestis chenda illetctati volupta quam
fugitar desedanias eest modi vermarat, quid quat fugit laboreiunt.

Sincerely,

Name
Position
STATIONERY SET

Standard University Envelope

- Use a #10 official envelope.
- Use primary colors.
- Size is 9.5” x 4.125”.
- All university mail should use this envelope.

Department Letterhead and Envelope

- Printed on an 8.5” x 11” 70 lb. bright white stock.
- Use primary colors.
- Department name will be typeset with this stationery.
IDENTIFICATION MEDIA

Business Card
- Use primary colors.
- Please limit to two professional titles.
- Size of business card is 3.5" x 2".
- The business card order form is available at usd.edu/businesscards

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 Last Name, designations
Job Title
Department

SCHOOL OR COLLEGE
414 East Clark Street
Vermillion, SD 57069
605-xxx-xxxx
email@usd.edu
www.usd.edu

First and Last Name, Title
Department Name
University of South Dakota
414 East Clark Street
Building Name, Office Number
Vermillion, SD 57069
605-XXX-XXXX
605-XXX-XXXX fax
website

First Last Name
Job Title
Department of Athletics

Building Name
Room Number
414 East Clark Street
Vermillion, SD 57069
605-xxx-xxxx 605-xxx-xxxx fax
605-xxx-xxxx cell
email@usd.edu

www.GoYotes.com
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 Myriad Pro.
- The official PowerPoint template is available in the Marketing section of the MyU portal.
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

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 or department 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. The exception is “Master of Business Administration,” which is abbreviated without punctuation: MBA.

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

The University of South Dakota offers more than 100 majors. Students can visit USD’s campus to learn more. Students can also learn more about the university online.

Do Not Abbreviate

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

1.6 Use the percent symbol (%) rather than the word.

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

Capitalization

When in doubt, do not capitalize.

Capitalize

2.1 Proper nouns, days of the week and months, but not the seasons: fall 2020.

2.2 All words, except articles, conjunctions and prepositions, in the titles of books, plays, lectures and music compositions, including “a” and “the” if at the beginning of the title. Prepositions and conjunctions of four more letters should be capitalized.

2.3 All educational, occupational and business 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; Daniel Engebretson, Ph.D., vice president of the Office of Research and Sponsored Programs, or Daniel Engebretson, Ph.D., vice president and professor.

2.4 Dakota Days, D-Days, Homecoming when discussing USD-specific events.

2.5 A specific course, or subject: Biotechnology 101 or Physical Therapy Instruction.

2.6 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.

2.7 Names of all races and nationalities: Spanish, African-American, Caucasian, Irish and Chinese.

2.8 The word “room” when used to designate a particular room: Room 103, Belbas Hall.

2.9 The word “class” when referring to a specific class: The Class of 2020.

Do not capitalize

2.10 Use “website” as lowercase and one word. Also lowercase when the word “web” is combined with another to create a unique word: webcam, webcast, webmaster. USD provides wireless internet access and a personalized current student website.

2.11 Lowercase “web” as a short form and in terms with separate words: the web, web page, web feed. USD’s logo is present on each of its official web pages.
2.12 The word “internet” should always be lowercased.
2.13 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 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.
2.18 Official college degrees when spelled out or abbreviated: Bachelor of Science, Master of Arts, M.S., Ph.D.

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. Do not go beyond two decimal points: 7.51 million people.
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 and beyond 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 2017.
4.2 Punctuate year of college classes with an apostrophe: Class of ’19, Karen Smith ’19.
4.3 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.
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.”
4.6 Do not hyphenate “fundraising” or “fundraiser.”
4.7 Do not hyphenate words beginning with “non,” except those containing a proper noun: non-German, nontechnical.
4.8 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.
4.9 “Online” is one word, no hyphen.
4.10 “Coursework” is one word, no hyphen.
4.11 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; 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.
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 & 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.

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. Jacob Kerby, Ph.D. Right: Jacob Kerby, Ph.D.

Once an academic professional has been identified as such, second usage can be Dr. Kerby, 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 nine colleges and schools: College of Arts & Sciences, Community College for Sioux Falls, 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.

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 2018. 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 Bachelor of Science, Master of Arts, and so forth.

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.
ATHLETIC LOGOS

Primary Athletic Logo
The primary athletic logo, shown to the right, 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.

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

SECONDARY LOGO

- Secondary logos can be used in place of the primary logo.
- This mark does not include enough information to clearly identify USD’s brand and requires the use of additional logos, word marks or trademarked terms.
WORD MARKS

- Word marks are a set illustration of trademarked words or phrases. They are meant to be used as additional identifiers, not for use separately.
- Word marks are taglines that can be used in several ways including additional graphics on clothing, printing or posters.
- New word marks should not be created by emulating the logo font and using a double outline.
UNACCEPTABLE USES

UNIVERSITY RELATIONS
Athletics use only, not academic departments
Do not distort the marks
Do not overlap logos

COYOTE LIFTING
Do not use existing marks to create new logos
Do not outline logos or word marks
Do not create new word marks

Do not remove one color from full color logos
Do not use the academic SD, except within the full university logo
Nails in the paw should always be used in the darkest color.
Organization Logos
Club sport organizations are permitted to use the primary athletic logo to identify their organization. All uniforms, apparel and goods must include the club sport name along with USD identifiers.

Student groups may also use trademarked terms such as "University of South Dakota" and "Coyote."

Using USD trademarked terms and logos require that proper branding and licensing guidelines be 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.).

Fundraising Merchandise
Student organizations are allowed to sell merchandise bearing official university logos for fundraising purposes. Merchandise must follow proper branding policies and be produced by a licensed vendor and royalties will apply.

Approval
All designs using university trademarked logos or terms must be submitted to USD Marketing Communications & University Relations for approval before goods are produced.
ATHLETICS 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>CMYK</th>
<th>Color</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 200</td>
<td>0</td>
<td>PMS 200</td>
<td>0</td>
</tr>
<tr>
<td>(Uncoated paper)</td>
<td>100</td>
<td>(Coated paper)</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>63</td>
<td></td>
<td>65</td>
</tr>
<tr>
<td></td>
<td>12</td>
<td></td>
<td>40</td>
</tr>
</tbody>
</table>

Secondary Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>Color</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 422</td>
<td>0</td>
<td>Black</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>0</td>
<td></td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>34</td>
<td></td>
<td>100</td>
</tr>
</tbody>
</table>

Web

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

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>#ad0000</td>
<td>173</td>
</tr>
<tr>
<td>#000000</td>
<td>0</td>
</tr>
<tr>
<td>#B4B4B4</td>
<td>180</td>
</tr>
<tr>
<td>#180 180 180</td>
<td></td>
</tr>
</tbody>
</table>

Secondary Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>#A00000</td>
<td>160</td>
</tr>
<tr>
<td>#930000</td>
<td>147</td>
</tr>
<tr>
<td>#820000</td>
<td>130</td>
</tr>
</tbody>
</table>

TYPOGRAPHY

Web

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

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>#ad0000</td>
<td>173</td>
</tr>
<tr>
<td>#000000</td>
<td>0</td>
</tr>
<tr>
<td>#B4B4B4</td>
<td>180</td>
</tr>
<tr>
<td>#180 180 180</td>
<td></td>
</tr>
</tbody>
</table>

Secondary Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>#A00000</td>
<td>160</td>
</tr>
<tr>
<td>#930000</td>
<td>147</td>
</tr>
<tr>
<td>#820000</td>
<td>130</td>
</tr>
</tbody>
</table>

Typographic

Myriad Pro Bold (Headlines & Subheads)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Regular (body copy)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Light (body copy)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Condensed (captions)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Oswald Bold (Headlines & Subheads)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Oswald Regular (Headlines & Subheads)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Oswald Light (Headlines & Subheads)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
VINTAGE MARKS

Department Use of Logo

➤ Limited Use, requires Marketing approval

➤ Primary use for select apparel on vintage style pieces.

➤ No reproductions or alterations of the vintage Charlie are permitted.

PMS 7534C
C - 17, M– 16, Y - 24, K - 0

PMS 7504C
C - 38, M– 49, Y - 65, K - 12
Vintage Marks

• 1900s

• 1954-70

• 1971-85

• 1986-92

IT'S ALWAYS BEEN USD
Logos

School & College Logos

"school of" official logos

Logos for use on all materials and branding, departmental names...

Horizontal or vertical marks
Team Logos

Below are the official team logos for all of South Dakota’s tier one, sanctioned sports. Primary team logos are to be used for all media, print and varsity sport publications. If the need for additional or alternative logos is presented, contact Creative Services for additional help.
Auxiliary Support

Below are the official logos for non-varsity auxiliary support. The following non-athletic scholarship groups have been approved to use this athletic layout based on their on-field support of the athletic teams.

Club Sports

USD club sports are not approved to use athletic marks. The sport is required to identify itself as “Club” in all instances to avoid confusion as a sanctioned sport. If the need for additional or alternative logos is presented, please contact Creative Services.
MASCOT-BASED MARKS

- These marks incorporate the Coyote logo and are for use in addition to athletic marks or other brand identifiers.
- They can be used on their own for retail merchandise but are not meant to represent Coyote athletics for external purposes.

Youth Marks

- These logos are approved for youth items only.
- Items using youth marks must be submitted to Creative Services for branding approval.
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](http://link.usd.edu/643).
CHARLIE’S STYLE GUIDE

ACADEMIC LOGOS

Below are the only acceptable colorations for logos:

**Charlie’s**
- Black
  - Use in one-color printing.
- PMS 200
  - Use in one-color printing.
- Reverse with black background
  - Use in one-color printing.
- Reverse with PMS 200 background
  - Use in one-color printing.

**University of South Dakota**
- PMS 200
  - Use in one-color printing.
- Reverse and PMS 200 with black background
  - Use in two- or four-color printing.
CHARLIE’S 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>PMS 200</th>
<th>CMYK</th>
<th>100</th>
<th>63</th>
<th>12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uncoated paper</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PMS 200</td>
<td>CMYK</td>
<td>100</td>
<td>65</td>
<td>12</td>
</tr>
<tr>
<td>Coated paper</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black</td>
<td>CMYK</td>
<td>0</td>
<td>0</td>
<td>100</td>
</tr>
</tbody>
</table>

Secondary Colors

| PMS 422          | CMYK | 0   | 0  | 34 |

Web

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

<table>
<thead>
<tr>
<th>#ad0000</th>
<th>RGB</th>
<th>173</th>
<th>0</th>
<th>0</th>
</tr>
</thead>
<tbody>
<tr>
<td>#000000</td>
<td>RGB</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>#B4B4B4</td>
<td>RGB</td>
<td>180</td>
<td>180</td>
<td>180</td>
</tr>
</tbody>
</table>

Secondary Colors

<table>
<thead>
<tr>
<th>#A00000</th>
<th>RGB</th>
<th>160</th>
<th>0</th>
<th>0</th>
</tr>
</thead>
<tbody>
<tr>
<td>#930000</td>
<td>RGB</td>
<td>147</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>#820000</td>
<td>RGB</td>
<td>130</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

TYPOGRAPHY

Web

Myriad Pro Bold (Headlines & Subheads)
ABCD EFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Myriad Pro Regular (body copy)
ABCD EFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Myriad Pro Light (body copy)
ABCD EFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Myriad Pro Condensed (Captions)
ABCD EFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

(Headline fonts only)

Oswald Bold (Headlines & Subheads)
ABCD EFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Oswald Regular (Headlines & Subheads)
ABCD EFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Oswald Light (Headlines & Subheads)
ABCD EFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
ACADEMIC LOGOS

Below are the only acceptable colorations for logos:

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 measured 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.
PARTNER LOGOS

Below are the only acceptable colorations for logos:

- **University of South Dakota**
  - Full color (PMS 2995 & 302)
- **Dakota State University**
  - Full color (PMS 289, 286 & 109)
- **South Dakota State University**
  - Full color (PMS 200 and black)

Black logos to be used on white and limited color backgrounds. Reverse with black or shades of gray backgrounds only.

PARTNERSHIP COMPOSITIONS

College name use outside of USD logo (BEBAS NEUE):

- COMMUNITY COLLEGE
- Community College for Sioux Falls
- COMMUNITY COLLEGE FOR SIOUX FALLS
University Typefaces
Two typefaces have been designated as USD’s universally-used fonts: Adobe Garamond and Myriad Pro

- **Headlines and Subheadings**
  - Bold
  - Semibold
  - Condensed
  - Extended

- **Body Copy**
  - Regular
  - Light

- **Cutlines and Captions**
  - Light
  - Italics

Example 1:
**bebas neue Bold Headline**
bebas neue Light subhead

Myriad Pro light body copy. Et lis pra doluptatum volor sitinis as dolore omnimus daeped quate sita sam, consenest, omnimag nihitem. Ta que laborum, tem.

(Myriad Pro Light italic caption. Caboreria dolore commian diatia nis et ea sustrum fuga.

Example 2:
**Myriad Pro Semibold subhead**

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

(Myriad Pro Italic caption. Caboreria dolore commian diatia nis et ea sustrum fuga.

---

Adobe Garamond Bold
ABCDEFGHJKLMNPQRSTU VWXYZ  1234567890
defghijklmnopqrstuvwxyz

Adobe Garamond Regular
ABCDEFGHJKLMNPQRSTUVWXYZ  1234567890
defghijklmnopqrstuvwxyz

---

Myriad Pro Bold
ABCDEFGHJKLMNPQRSTU VWXYZ  1234567890
defghijklmnopqrstuvwxyz

Myriad Pro Regular
ABCDEFGHJKLMNPQRSTUVWXYZ  1234567890
defghijklmnopqrstuvwxyz

Myriad Pro Light
ABCDEFGHJKLMNPQRSTUVWXYZ  1234567890
defghijklmnopqrstuvwxyz

Myriad Pro Condensed
ABCDEFGHJKLMNPQRSTUVWXYZ  1234567890
defghijklmnopqrstuvwxyz

Myriad Pro SemiExtended
ABCDEFGHJKLMNPQRSTU VWXYZ  1234567890
defghijklmnopqrstuvwxyz

---

(Headline/Name fonts only)

Bebas Neue bold
ABCDEFGHJKLMNPQRSTU VWXYZ  1234567890
defghijklmnopqrstuvwxyz

Bebas Neue light
ABCDEFGHJKLMNPQRSTU VWXYZ  1234567890
defghijklmnopqrstuvwxyz
COLOR PALETTE

Print

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

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>CMYK</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 200 Uncoated paper</td>
<td>0</td>
<td>100</td>
<td>63</td>
</tr>
<tr>
<td>PMS 200 Coated paper</td>
<td>0</td>
<td>100</td>
<td>65</td>
</tr>
<tr>
<td>Black</td>
<td>0</td>
<td>0</td>
<td>100</td>
</tr>
<tr>
<td>PMS 422</td>
<td>0</td>
<td>0</td>
<td>34</td>
</tr>
</tbody>
</table>

Secondary Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>CMYK</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>#A00000</td>
<td>160</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>#930000</td>
<td>147</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>#820000</td>
<td>130</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Web

Primary Colors
USD's primary web colors are #ad0000, #000000 and #b4b4b4. RGB values are listed below.

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB</th>
<th>RGB</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>#ad0000</td>
<td>173</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>#000000</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>#b4b4b4</td>
<td>180</td>
<td>180</td>
<td>180</td>
</tr>
</tbody>
</table>

Secondary Colors

<table>
<thead>
<tr>
<th>Color</th>
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<tr>
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<td>0</td>
<td>0</td>
</tr>
<tr>
<td>#820000</td>
<td>130</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
COLOR PALETTE

Primary Colors
USD’s primary colors are PMS 200, black and PMS 422. PMS 200, when used in four-color printing, should be built as seen below. Only primary colors should be used for athletics.

Secondary Colors
USD’s accent colors are PMS 716, PMS 32622 and PMS 323 (coated and uncoated).

Tertiary Colors
USD’s tertiary colors are PMS 730 and PMS Warm