



**Logo Usage Guidelines  
&  
Editorial Style Guide**

**Last Update: 03/17/2022**

# Table of Contents

Definitions.....	4
Logo Usage Guidelines.....	5
Dickinson State University Colors .....	5
Dickinson State University Logos .....	5
DSU Logo Horizontal Options.....	6
DSU Logo Vertical Options .....	7
Full Color Logo Usage.....	8
1-Color Logo Usage .....	9
Inappropriate Usage .....	10
Scaling/Stretching .....	10
Placement .....	10
Prohibited Uses of the “D” logo element .....	10
Using the “D” logo element .....	11
Backgrounds.....	11
Modification.....	11
<i>University Seal</i> .....	12
<i>Athletic Hawk</i> .....	13
<i>Buster Mascot Logo</i> .....	13
Usage of phrases “Blue Hawk” and “Blue Hawks”.....	14
Abbreviations.....	14
Academic Degrees.....	14
Academic Departments .....	14
Academic Majors and Minors .....	15
Academic Titles .....	15
Acronyms .....	15
Addresses .....	15
Company Names .....	15
Dickinson State University .....	16
State Names .....	16
Directions and Regions .....	16

Country Names ..... 16

Campus Buildings, Locations, and Colleges ..... 17

    Buildings and Important Places ..... 17

    Administrative Offices..... 18

    Colleges and Departments..... 18

    Centers and Institutes..... 18

Honors..... 18

Seasons, Semesters..... 18

Titles..... 18

Alumni, Alumnus, Alumnae, Alumna ..... 18

Dates, Months, Years ..... 19

Numbers..... 20

Time ..... 20

## Definitions

**Official DSU Logo** – This is our official trademarked logo that has specific guidelines for utilization outlined within this document.

**Schools Logos** – Schools will have their own logo.






**Center Logos** – Centers with their own appropriations may have their own logo such as the Biesiot Activities Center or Theodore Roosevelt Center.

**Departmental/Office Logo** – As established by VPAA Council, department and office logos will be standardized utilizing the official Dickinson State University logo accompanied by the name of the department/office in text.

**Programs** – Upon consideration and approval by the Office of University Relations, a program may request development of a logo for their specific program. These will be evaluated on a case-by-case basis and approval of development is not guaranteed. Upon approval, program logos could take up to 12 weeks for development.

# Logo Usage Guidelines

## Dickinson State University Colors

COLOR	C-M-Y-K	R-G-B	HEX#	PMS
 BLUE (main)	100-85-40-36	19-46-82	#132e52	2767 C
 BLUE (tertiary 1)	87-62-37-17	47-87-115	#2f5773	
 BLUE (tertiary 2)	67-44-33-5	97-124-143	#617c8f	
 GRAY (dark)	0-0-0-75	64-64-64	#404040	
 GRAY (light)	0-0-0-25	191-191-191	#bfbfbf	

## Dickinson State University Logos

The foundation of a graphic identity is the logo. An effective logo serves two important purposes: it must be easily recognizable and it must convey a message. A logo becomes increasingly recognizable when it is used frequently and consistently. Several versions of the logo are available and can be used as described in this manual. Users are encouraged to incorporate the DSU logo whenever possible.

All Dickinson State University logos are licensed registered trademarks of the institution and must be used in compliance with the rules and regulations provided by Dickinson State University's licensing agent, LRG. Please note that violation of these rules and regulations may result in legal consequences. For more information about the DSU logo or how to properly use DSU logos, please contact the Office of University Relations.

Reproduction-quality electronic files of the DSU logo can be downloaded from the website: [www.dickinsonstate.edu/logos](http://www.dickinsonstate.edu/logos).

*DSU Logo Horizontal Options*

**Full Color**



**1-color**

**Black**



**Dark Gray**



**Light Gray**



**Blue**



**White**



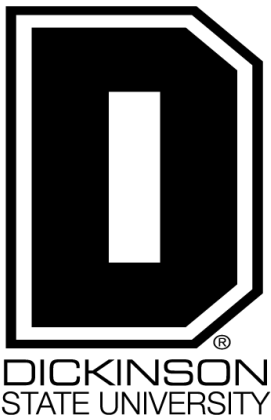
*DSU Logo Vertical Options*

**Full color**



**1-Color**

**Black**



**Dark Gray**



**Light Gray**



**Blue**



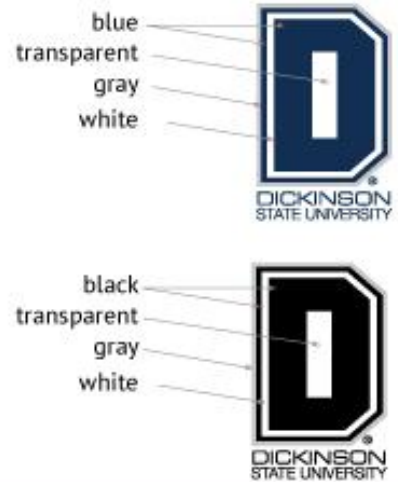
**White**



# Full Color Logo Usage

## 3-COLOR LOGO

Blue - PMS2767 (CMYK 100-85-40-36) | Gray - 25% or 75% black | White

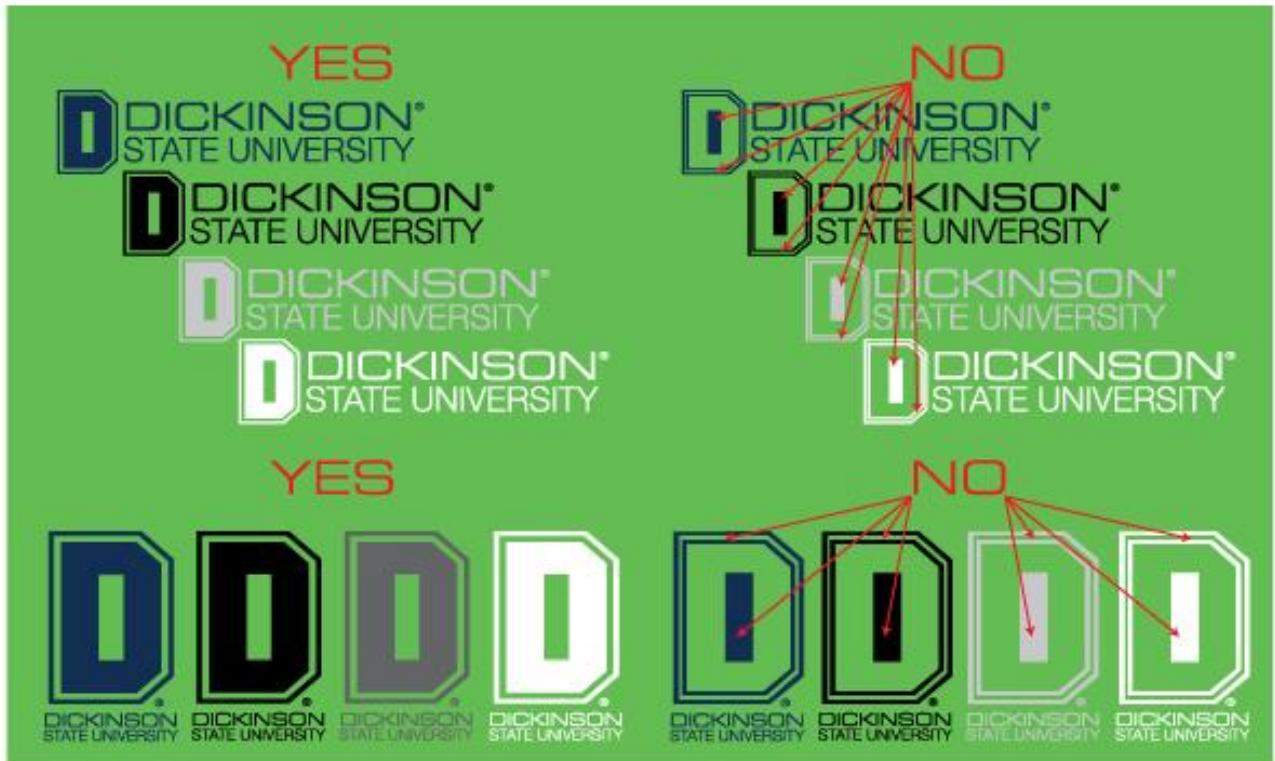




# 1-Color Logo Usage

## 1-COLOR LOGO

Blue - PMS2767 (CMYK 100-85-40-36) | Gray - 25% or 75% black | White



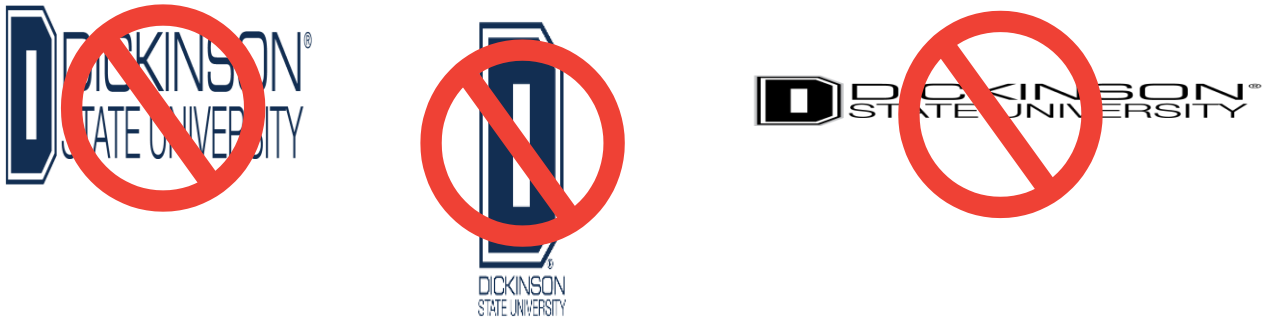
## Inappropriate Usage

The Dickinson State University logo should be displayed in a size that is both readable and aesthetically pleasing. Caution should be taken to ensure the elements are not indistinguishable or illegible when printed.

To preserve the identity of DSU and promote a consistent brand image, the logo must remain unaltered. As a trademark symbol of DSU, it should be thought of as a graphic element.

## Scaling/Stretching

Always keep the proportions. **Do not** distort the logo



## Placement



No DSU logo should be within ¼" inch of any other logo



## Prohibited Uses of the "D" logo element

The "D" logo should not be used in place of a "D" within a word.



### Using the “D” logo element

The “D” can be used along on a flyer if the words “Dickinson State University” appear on the flyer. As an example, the top of the flyer may read “Dickinson State University Theatre presents:” with just the “D” element at the bottom of the flyer.

### Backgrounds

The DSU logo may be printed on any solid color, screen of color and illustrative or photographic background. When placed against a dark background, the logo should be reversed out (white).

**Do not** place logo with semi-transparency so the background shows through.

**Do not** place a logo with white screen on any background rather than white (logos without white screen are available for download at [dickinsonstate.edu/logos](http://dickinsonstate.edu/logos)).

These guidelines apply to the use of the DSU logo in all media (e.g., print, webpages, etc.)



### Modification



**Do not** recreate the logo

*University Seal*



**Restriction:** The University Seal is to be used on official documents only, permission to use this mark is required.

*Athletic Hawk*

Two Colors



One Color



*Buster Mascot Logo*



# Editorial Style Guide

## *Usage of phrases “Blue Hawk” and “Blue Hawks”*

The words “**Blue Hawks**” are to be used when describing **one or more individuals**.

One individual: DSU Blue Hawk

Multiple individuals: DSU Blue Hawks, “Go Blue Hawks!”

The words “**Blue Hawk**” are to be used when describing a **group or entity**.

For example: Blue Hawk Volleyball, Blue Hawk Football, Blue Hawk Boosters

The words **should not** be combined. “Bluehawk”, “BlueHawk”, “Bluehawks”, and “BlueHawks” are **not** acceptable.

## *Abbreviations*

### Academic Degrees

If mention of degrees is necessary to establish someone’s credentials, the preferred form is to avoid an abbreviation and use instead a phrase such as: *John Jones, who has a doctorate in psychology.*

Use an apostrophe in *bachelor’s degree, a master’s,* etc., but there is no possessive in *Bachelor of Arts* or *Master of Science*. Also: an *associate degree* (no possessive).

Use such abbreviations as *B.A., M.A., LL.D.* and *Ph.D.* only when the need to identify many individuals by degree on first reference would make the preferred form cumbersome. Use these abbreviations only after a full name - never after just a last name.

When used after a name, an academic abbreviation is set off by commas: *John Snow, Ph.D., spoke.*

Do not precede a name with a courtesy title for an academic degree and follow it with the abbreviation for the degree in the same reference.

### Academic Departments

Use lowercase except for words that are proper nouns or adjectives: *the department of history, the history department, the department of English, the English department,* or when *department* is part of the official and formal name: *University of Connecticut Department of Economics.*

## Academic Majors and Minors

Use lower case for majors and minors, except in the case of languages.

Correct: *Susan Williams is a psychology major and physical education minor.*

Correct: *She is a Spanish and business double major with a minor in English.*

## Academic Titles

Capitalize and spell out formal titles such as *chancellor, chairman*, etc., when they precede a name. Lowercase elsewhere.

Lowercase modifiers such as *department* in *department Chairman Jerome Wiesner*.

## Acronyms

Acronyms are acceptable and often help avoid repetition of long titles and names. However, always be sure to spell out the entire name, title or phrase the first time it appears in the text and place the acronym immediately following it in parentheses. This also applies to any reference to Dickinson State University.

Correct: *Dickinson State University (DSU) is a four-year public institution within the North Dakota University System (NDUS). DSU is one of 11 NDUS colleges and universities.*

Incorrect (on first reference): *DSU is part of the NDUS.*

## Addresses

Use the abbreviations *Ave., Blvd.* and *St.* only with a numbered address: *1600 Pennsylvania Ave.* Spell them out and capitalize when part of a formal street name without a number: *Pennsylvania Avenue*. Lowercase and spell out when used alone or with more than one street name: *Massachusetts and Pennsylvania avenues*.

All similar words (*alley, drive, road, terrace*, etc.) always are spelled out. Capitalize them when part of a formal name without a number; lowercase when used alone or with two or more names.

Always use figures for an address number: *9 Morningside Circle*. Spell out and capitalize *First* through *Ninth* when used as street names; use figures for *10th* and above: *7 Fifth Ave., 100 21st St.*

## Company Names

Do not use a comma before *Inc.* or *Ltd.*, but do use the company's preferred form in regard to all other punctuation and the use of "&" or "and."

Always spell out "company" when referring to dance or theatrical organizations.

If "The" is part of the formal company name it should be included. For example: *The Walt Disney Co.*

## Dickinson State University

On first reference, always spell out Dickinson State University. All subsequent references should be abbreviated to DSU. Also, when referring to DSU in a subsequent reference, do not capitalize “*university.*”

## State Names

The names of the 50 U.S. states should be spelled out when used in the body of a story, whether standing alone or in conjunction with a city, town, village or military base. No state name is necessary if it is the same as the dateline.

Eight not abbreviated: The names of eight states are never abbreviated in datelines or text: *Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah.*

For press releases and publications, when citing a city and state, use AP style as follows:

Ala.	Hawaii	Mass.	N.M.	S.D.
Alaska	Idaho	Mich.	N.Y.	Tenn.
Ariz.	Ill.	Minn.	N.C.	Texas
Ark.	Ind.	Miss.	N.D.	Utah
Calif.	Iowa	Mo.	Ohio	Vt.
Colo.	Kan.	Mont.	Okla.	Va.
Conn.	Ky.	Neb.	Ore.	Wash.
Del.	La.	Nev.	Pa.	W.Va.
Fla.	Maine	N.H.	R.I.	Wis.
Ga.	Md.	N.J.	S.C.	Wyo.

## Directions and Regions

In general, lowercase *north, south, northeast, northern, etc.*, when they indicate compass direction; capitalize these words when they designate regions.

With states and cities: The preferred form is to lowercase directional or area descriptions when referring to a section of a state or city: *western Montana, southern Atlanta.*

**Note: Although not AP style, common usage in this area is to capitalize *Badlands*.**

## Country Names

Country Names are always spelled out. We recommend using *United States* in all copy. However, *America, U.S., and USA* also are acceptable, as long as one form is chosen and used consistently throughout the document.



## *Campus Buildings, Locations, and Colleges*

Capitalize the names of campus buildings and offices only when the entire name is used.

Correct: Lydia studied for finals in Stoxen Library.

Correct: Lydia studied for finals in the library.

### Buildings and Important Places

Apartments

- Main Campus Apartments

Agriculture Building

- Indoor Arena
- Outdoor Arena

DSU Heritage Foundation

Hawks Point

Henry Biesiot Activities Center

International Flag Plaza

King Pavilion

Klinefelter Hall

- Mind's Eye Art Gallery

May Hall

- Dorothy Stickney Auditorium

Murphy Hall

- Greenhouse
- Stroup Auditorium
- Thompson Auditorium

Power Plant

President's Residence

Pulver Hall

Residence Halls

- DeLong Hall
- Selke Hall
- Woods Hall

Scott Gymnasium

SOAR Center

Stickney Hall

Stoxen Library

Strom Center for Entrepreneurship and Innovation

Student Center

- University Store

Technology Resource and Education Center (TREC)

Theodore Roosevelt Center

West River Teacher Center

Wienbergen Hall

- Ben C. Frank Human Performance Center

## Administrative Offices

Capitalize the names of administrative offices only when the entire name is used.

Correct: *She paid her fees at the Office of Business Affairs.*

Correct: *She paid her fees at the business office in May Hall.*

## Colleges and Departments

Use lowercase except for words that are proper nouns or adjectives except when using the complete formal name, including “Dickinson State University” or “DSU,” of the department.

Correct: *Todd Johnson is a faculty member in the Dickinson State University Department of Language and Literature.*

Correct: *Todd Johnson is a faculty member in the language and literature department.*

## Centers and Institutes

Capitalize the formal names of centers and institutes, otherwise, use lower case.

## Honors

Use lower case for “cum laude,” “magna cum laude,” and “summa cum laude.”

## Seasons, Semesters

Use lower case when referring to seasons or semesters unless used as part of a title.

Lowercase *spring, summer, fall, winter* and derivatives such as *springtime* unless part of a formal name.

Correct: *The Spring Carnival is held at the end of spring semester.*

## Titles

Capitalize titles when they precede a person’s name. Use lower case when the title follows a person’s name.

Correct: *Director of Student Development Mark Hanson gave the opening comments.*

Correct: *Penny Smith, special events coordinator, attended the reception.*

## Alumni, Alumnus, Alumnae, Alumna

*Alumni* - use when referring either to a group of male graduates or to a group of both male and female graduates.

*Alumnus* - use when referring to one male graduate.

*Alumnae* - use when referring to a group of female graduates.

*Alumna* - use when referring to one female graduate.

## *Dates, Months, Years*

When a specific date is used with a month, abbreviate months as follows:

Jan.	April	July	Oct.
Feb.	May	Aug.	Nov.
March	June	Sept.	Dec.

Spell out the month if used only with a year and do not separate with commas: *January 2002*. If a month is used in text with a date and a year, abbreviate the month and separate both the date and year with commas: *Jan. 10, 2002, ...*

Do not use “on” before a date or day of the week.

Correct: *Commencement is Sunday, May 19.*

Incorrect: *The meeting will be held on Monday.*

When referring to sequences of dates or days, use a hyphen between the words or numbers with no spaces. Do not use the words “from,” “to” or “through.”

Correct: *The play runs Oct. 12-14.*

Incorrect: *The exhibition will be on display from Aug. 10 through Aug. 15.*

Do not use “th” or “rd” with dates.

Correct: *The homecoming committee met Aug. 23.*

Incorrect: *The homecoming committee met on Aug. 23rd.*

For decades or centuries, use an “s” without an apostrophe to indicate plural.

Correct: *Dr. Hill taught physics during the 1960s.*

Incorrect: *The first building on campus was built in the early 1920’s.*

Always use “19” with years before 2000. When referring to alumni who graduated after the year 2000, it is acceptable to abbreviate using an apostrophe before the year.

Correct: *John Jackson, '03, spoke at the banquet.*

Correct: *Martha Miller, a 1987 graduate, recently visited campus.*

## *Numbers*

Spell out numbers from one to nine and use numerals for 10 and above, except for ages, page numbers, money and percentages (always spell out “percent” following a numeral).

Correct: There are nine classrooms on this floor.

Correct: *She taught a class of 12 students.*

Correct: *Enrollment increased by 3 percent.*

Correct: *Nearly half the students earned at least \$75 per week.*

Avoid starting a sentence with a number. If you cannot avoid it, spell the number out unless it's a year.

## *Time*

Use “a.m.” and “p.m.” for specific times, except for noon and midnight, which should both be spelled out. Do not use “:00” for times that fall on the hour.

Correct: The play begins at 8 p.m.

Correct: The box office opens at 7:30 p.m.

Correct: The train arrives at midnight.

Incorrect: She met the bus at 9:00 a.m.