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*All Images in this document are for placement only and are not to be used.*
MISSION & VISION

MISSION
We prepare our students for life, work and citizenship in the 21st century.

VISION
Through active discovery, applied knowledge and creative interaction, we positively transform our students and the communities where they live and work.

OUR VISION DEFINED
St. Cloud State University makes a positive, long-term impact on the lives of our students. We provide rigorous and relevant academic experiences with engaged, active learning opportunities in an intellectually vibrant, inclusive and diverse campus community. Our graduates are well-prepared to act as responsible global citizens and professionals who remain actively connected with our university.

OUR HUSKY COMPACT
The following collection of affirmations forges a bond shared between St. Cloud State University and its students. This compact is a commitment we make to our students and students make to their education. It establishes an outlook that will prepare them to be global citizens of the 21st Century.

Think Creatively and Critically
SEEK AND APPLY KNOWLEDGE
COMMUNICATE EFFECTIVELY
INTEGRATE EXISTING AND EVOLVING TECHNOLOGIES
ENGAGE AS A MEMBER OF A DIVERSE AND MULTICULTURAL WORLD
Act with Personal Integrity and Civic Responsibility
BRAND POSITIONING

Brand Positioning is an internal framework that helps us understand who we are, and inspires brand decisions and communications.

WHAT WE DO
We’re an engine of opportunity that advances progress in people’s lives and communities.

HOW WE DO IT
We foster a dynamic community that unlocks personal potential and prepares each student for success in today’s world.

WHY WE DO IT
Each person deserves to see what they’re capable of and fulfill their potential for the betterment of self and society.

POSITIONING STATEMENT
Our Positioning Statement clearly distinguishes us from our competitors and succinctly articulates why our various audiences should care.

ST. CLOUD STATE UNIVERSITY UNLOCKS HUMAN POTENTIAL TO SHAPE A BETTER FUTURE FOR PEOPLE AND SOCIETY.
CAMPAIGN THEME

The campaign theme is a distinctive and evocative expression of the brand positioning that informs and inspires elements of the campaign creative.

UNLEASH YOUR POTENTIAL

The following narrative was created specifically to bring the campaign theme to life and is intended to provide emotional touchstones that can guide our brand projects and initiatives.

Ask yourself:
What is my purpose?
What are my passions?
Where will this life that I’m building take me next?
There are no wrong answers to these questions.
But there is one right place to find them.
St. Cloud State University.

Here, an education is about far more than an education.

It’s about unlocking your unique potential... letting loose your dreams and your drive to make a mark on the world. And to make an impact on the lives of others.

You see, we’re committed to inspiring you to think bigger and challenging you to reach higher. Because when you do, good things follow. Important things. Stand-back-and-get-a-load-of-this things.

Futures that begin here might seem unassuming at first but, like the Mississippi River that flows alongside our campus, they quickly gather strength. Growing. Surging. Until they’re seemingly unstoppable.

At St. Cloud State, we’re on a mission to unleash ideas... to unleash imagination and purpose and promise.

We’re on a mission to unleash all that’s within... you.
Brand Voice shapes every communication across all audience segments, both internal and external. Maintaining a consistent voice is essential to consistently upholding our brand’s attributes.

St. Cloud State University’s brand voice is:
• Authentic but not forced
• Straightforward but not blunt
• Confident but not arrogant
• Knowledgeable but not esoteric

Brand Tone is the feeling the audience walks away with after they have interacted with a brand communication such as an advertisement, web page, direct mail or even an email.

The tone of language associated specifically with the Unleash Your Potential campaign should convey to the audience that the University is direct, confident and inspirational.

When writing copy, remember to:
• Be clear and concise — use the right words rather than too many words.
  From: An academically diverse university where you can choose from more than 200 programs of study. You want a university that offers you a wealth of opportunities—opportunities to study abroad, engage in fulfilling internships and participate in about 250 student clubs and organizations.
  To: If you’re looking for choice, we’ve got that covered. We have 200 programs of study and more than 250 student clubs and organizations.

• Be conversational — write the way you would speak to a friend.
  From: St. Cloud State knows that a college education goes beyond the world of the classroom.
  To: You won’t spend your life in a classroom, so why limit your learning to one?

• Be assertive — choose words like “do” and “will” as opposed to “can” and “might.”
  From: Imagine the memories you might make as you quietly explore our 100-acre campus along the scenic Mississippi River.
  To: You will make lifelong memories on our 100-acre campus along the scenic Mississippi River.
APPLYING THE CAMPAIGN THEME:

The campaign theme Unleash Your Potential should guide the messaging of our marketing materials, but not overused or forced. The underlying inspirational tone is ideally suited to introductory passages.

The following example shows how a simple adjustment to the Welcome page to the 2016 Admissions viewbook can align it with the new campaign.

From: WELCOME

At St. Cloud State University, education comes from exploring opportunities, applying knowledge to real-world problems, engaging in your community and being challenged by new ideas and perspectives.

To: WELCOME

At St. Cloud State University, your education will be an opportunity to explore ideas, seek out unique perspectives and embracing new challenges—all of which will help you unleash your true potential.
CREATIVE APPLICATIONS

SAMPLE PRINT AD

UNLEASH tomorrow

You know an education should be about more than an education. It should let loose your dreams and your drive. And embolden you to make a mark on the world. What can we help you unleash? Find out at stcloudstate.edu.
WHEN TO USE
These striking, thoughtful images are meant to gain attention. They cut through the clutter of the world’s distractions. Use them as the lead in communicating to your audience when creating publication covers, display ads, posters, etc.

Every execution should fall into one of the emotional states listed above. For example, the Herberger School of Business might want to lead with the “Progress” or “Drive” images. The School of Education, on the other hand, might find “Discovery” or “Passion” to be more appropriate.

Do not try to build an original “look alike” composition. They are very complex. See the marketing department if you have the need for a special circumstance.
SAMPLE OUT OF HOME

SAMPLE BANNERS OR POSTERS
This annual October open house occurs during the Education Minnesota Break and is our largest visit event. We invite you to explore St. Cloud State University and discover all we have to offer. This will be a wonderful opportunity for you to tour campus and explore our programs, classrooms, recreational facilities, residence halls, and much more!

Sessions will fill quickly. To secure your preferred start-time, register today at stcloudstate.edu/RedBlack

Cole Tate
2121 N 60th St
Wauwatosa, WI 53208
UNLEASH TOMORROW
Be the force behind the advancement.

UNLEASH THE FUTURE

UNLEASH GROWTH
WHEN TO USE
The striking composite images of portraits merged with environments are complex and command a lot of attention. They should stand alone on a single page and can be used in combination with the “Unleashed” headline type.

Refrain from combining these images with others on the same page in composition. These guidelines provide several examples of how to use portraits and other photography to your advantage in a way that complements featured campaign images.
PHOTOGRAPHY: PORTRAITS

WHEN TO USE
Individuals are at the core of the St. Cloud State brand. Because we focus on people and their potential, we encourage the use of portraiture in your compositions. Within the pages of publications, on websites and throughout the halls on campus, compelling portraits will set the tone.

They can be used in full color, in black and white, with additional action scenes added to the negative space or with our Spirit Red overlayed.

Use only one portrait per page or spread in composition.
WHEN TO USE
The experience is different at St. Cloud State because the focus is on unleashing potential. We can portray this through images that tell our stories and deliver insights into the opportunities we offer. Our imagery should also reflect the diversity of ideas, curriculum, experiences and our school population.

Select images that feel active, immersive or provide the viewer with a unique perspective. Seek out interesting camera angles, authentic moments, collaboration, celebration and scenes that depict discovery. These attributes will support the brand mission to prepare each student to make an impact on the world, while being an active part of the process.
WHEN TO USE
To complement the multifaceted college experience at St. Cloud State, a linear collage can be created. It should be placed with a comfortable amount of white/negative space surrounding it and can act as a graphic element that dissects a page in a manner that depicts a dynamic and engaging collegiate journey.
INFOGRAPHICS

When there are statistics to share, generate excitement and bring the information to life with color and composition. The following examples were pulled from stock sources available online when searching “infographics.” Their distinctive shapes and angles break up generic, uninspiring circles and add more color to the page.
CAMPAIGN COLOR PALETTE

Slate
CMYK
C 14 M 0 Y 0 K 06
RGB
R 109 G 123 B 132
HEX 6d7b84

Glacier Blue
CMYK
C 24 M 0 Y 0 K 48
RGB
R 113 G 140 B 154
HEX 718c9a

Ice
CMYK
C 7 M 0 Y 0 K 20
RGB
R 192 G 204 B 211
HEX c0cccd

SECONDARY COLORS

Slate
CMYK
C 0 M 100 Y 65 K 12
RGB
R 211 G 18 B 27
HEX c20430

Glacier Blue
CMYK
C 24 M 0 Y 0 K 48
RGB
R 113 G 140 B 154
HEX 718c9a

Ice
CMYK
C 7 M 0 Y 0 K 20
RGB
R 192 G 204 B 211
HEX c0cccd

Silver Gray
PMS 429
CMYK
C 6 M 0 Y 0 K 34
RGB
R 167 G 177 B 183
HEX A7B1B7

Granite
CMYK
C 0 M 0 Y 0 K 100
RGB
R 167 G 177 B 183
HEX 231f20

White
TYPOGRAPHY

CAMPAIGN FONT

Headlines – all caps and modified italics

Modified Italic – add a 12% skew to Light, Medium and Bold

Body Copy – upper and lower case

CONDUIT

Light
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Light Italic - Replace capital E with Horizontal Ellipsis Glyph
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Medium Italic Replace capital E with Horizontal Elipsis Glyph
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold Italic Replace capital E with Horizontal Ellipsis Glyph
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ROBOTO CONDENSED Web Use

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
The remaining fonts are part of the St. Cloud State Brand Standards and are appropriate for the following purposes:

BERKELY OLDSTYLE MEDIUM
The font of the St. Cloud Wordmark - not to be used in any other manner.
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GARAMOND PRO
Secondary Body Copy - upper and lower case call outs, secondary cody copy for special paragraphs, formality

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
LOGO USE

The St. Cloud State logos and all its derivations maintain their integrity as the “Unleash Campaign” is employed. There are rules to use that have not been altered. There are suggestions as to a preferred use in campaign materials versus campus literature.

“ST. C” LOGO
The “St. C” is St. Cloud State’s primary logo for the University and Athletics. It is also available for use as a decorative element in three color, black or white.

St. Cloud State University

WORDMARK
St. Cloud State's graphic name identity, when separated from the St. C is referred to as the wordmark. It can be used in black or white and is the preferred signature when placed into the featured campaign images and where the name needs a lot of space to be recognized; i.e. billboards. The wordmark has stacked and horizontal applications.

St. Cloud State University

LOGOTYPE
The combination of the “St. C,” wordmark and other elements including the tagline and unit signatures. The all white version is preferred over featured campaign images.
UNIVERSITY SEAL
The St. Cloud State University seal, introduced in 2001, has very limited use. Primarily it is used for formal university applications such as diplomas and administrative stationery. The university seal is a stand-alone mark of the University, which may not be combined with the logotype or “St. C” symbol as one mark. The preferred two-color representation is shown.

HUSKIES SECONDARY LOGO
St. Cloud State's secondary Huskies logo is primarily reserved for athletics purposes. It also can be used as a spirit mark by other departments and units. The “St. C” remains the primary St. Cloud State logo. When used, the Huskies logo should take a secondary position away from the “St. C.” The Huskies logo should never replace the “St. C” in university or unit logotypes. The Huskies logo is presented here in the preferred four-color representation.

TRADEMARK
Trademark identification (“TM”) is a required element of the “St. C” and secondary Huskies logos. If an exception is needed, contact University Communications. Trademark is not required when using the wordmarks or taglines alone.