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1.0 INTRODUCTION

1.1 Education for life: Our brand.
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INTRODUCTION

Education for life: Our brand

At St. Cloud State, we prepare students for life, work and citizenship in the 21st century, and we want our brand to be a reflection of this bold mission. We have a great opportunity to use our brand in a way that will help recruit new students and faculty, accomplish department goals and unify the university’s global image in a way that is cohesive, unified and consistent.

A recognizable presence: The ‘St. C’
The “St. C.” It’s so much more than just a part of our logo. St. C represents opportunity. Growth. Future. Every time we use our logo, we create a recognizable presence in communities at home and across the world. We take our logo – and our brand – seriously. It helps us build and maintain our reputation and reinforce our strengths as a world-class educational institution.

St. Cloud State University is a unique institution comprised of a diverse family of departments and organizations. Together, we are what makes our university great.

This manual will help guide us in showcasing our singular qualities with a unified approach to the use of names, logos and other identifying features. At least five other colleges and universities in the United States are “SCSU,” but we are the only St. Cloud State University and we need to make sure that is reflected visually and textually. All websites, posters, brochures, newsletters or other visual products should reflect a clear and consistent St. Cloud State brand in its content, appearance and structure.

This is a special time for St. Cloud State. We have developed and implemented internal changes and marketing strategies that are reintroducing our university to the world. We are doing a better job of communicating our distinctive qualities and accomplishments. We will succeed only if we convey a professional, clear and unified visual identity. From a student organization’s poster to the university’s main website, the strength and value of St. Cloud State University and its role must come through.

We recognize that each unit, department, office and organization in the St. Cloud State community has its individual purpose and identity. We also know, however, that each entity is under the umbrella of a fine university. Incorporating the brand of the University and implementing the visual identity elements in this manual will lead to a more recognizable public face for our institution that will benefit all of us.

Earl H. Potter III
President
Mission and 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.

Brand promise

The brand promise is the pledge you make to your core audience – your student body. This customer-centric statement articulates what you do for them and why they should care. Unlike a mission statement that remains steadfast in an effort uphold the university’s long-term vision, the brand promise is informed by the changing needs of your audience and must, therefore, be positioned to adapt as needed.

Most importantly, the promise must be something that the university can deliver with every experience, no matter what the circumstance. Any failure to deliver the promise challenges the strength and integrity of the university brand.

Brand Promise

St. Cloud State University promises students an integrated learning experience designed to prepare graduates for personal success when facing the challenges of working and living as members of the larger global community.

Brand Promise – Deconstructed

St. Cloud State University promises students an integrated learning experience designed to prepare graduates for personal success when facing the challenges of working and living as members of the larger global community.
INTRODUCTION


You have an opportunity to help us maintain our reputation by helping establish and nurture our brand by following our brand identity standards. It’s a responsibility we take seriously, but it’s also an opportunity for you to help showcase the many strengths of our university.

This guide was made to help you understand the technical details of our brand. From visual rules to writing standards, use this book any time you are designing or writing university materials or representing the University for any marketing and communication purposes.

The University maintains the policy that the official logotype, signatures and marks outlined in the following pages are the only sanctioned marks for use across the university system. No other marks or symbols may be produced or used to represent the University or any of its college or school units.
Contacts for assistance, approvals and graphics

**Faculty and Staff**

- **BRAND AUTHORITY**
  - Contact: University Communications
  - 320-308-3151
  - ucomm@stcloudstate.edu

  University Communications is the authority on the university’s visual identity system and responds to questions regarding its application, including:
  - Requests for unit logotypes for departments or units
  - Clarification of subjects in this manual
  - Requests for exceptions under certain limited circumstances

- **TRADEMARK LICENSING**
  - Contact: University Communications
  - 320-308-3151
  - tmlicensing@stcloudstate.edu

  All uses of the university name, wordmark, seal, logos and mascots are covered by federal trademark laws. All university organizations and departments are required to follow the guidelines in this manual when purchasing or producing items bearing university identification, including apparel, coffee mugs, giveaways, caps and portfolios.

- **PURCHASING STATIONERY PRODUCTS**
  - Contact: Printing Services
  - 320-308-2105
  - printingservices@stcloudstate.edu

- **SIGNAGE, WAYFINDING AND ENVIRONMENTAL GRAPHICS**
  - Contact: University Communications
  - 320-308-3151
  - ucomm@stcloudstate.edu

**Students**

Registered student groups may use the St. Cloud State visual identity if they follow the guidelines in this manual. These groups may use the complete unit logotype, but are not required to. If using the complete unit logotype, contact University Communications to have it created. Students may not alter or redraw graphic elements and must ensure the marks meet the size and clear space requirements.

Registered student groups must get permission from University Communications to use any element of the visual identity on commercial goods and specialty items, such as apparel, coffee mugs, caps and portfolios.

**Alumni**

Individual alumni may not use the university’s marks, including the logo, signature, seal or “St. C” symbol.

Alumni groups may use the St. Cloud State visual identity system with approval from University Communications.

**Individuals external to the University**

This manual applies mainly to the St. Cloud State University community. Individuals, groups or companies outside of the University may contact University Communications for information about the St. Cloud State visual identity.
Terminology

**Logo elements**
- **“St. C” Logo** – The “St. C” is St. Cloud State University’s primary logo.
- **Wordmark** – St. Cloud State University’s graphic name identity, which appears in stacked and horizontal applications.
- **Tagline** – Education for Life is the university’s tagline. Unlike a campaign, the tagline has a long life that is clear, authentic and straightforward – critical components of the brand strategy.
- **Unit signature** – The name of units within St. Cloud State, such as colleges, schools or departments included in a unit logotype.
- **Logotype** – The combination of the “St. C,” wordmark and other elements including the tagline and unit signatures.

**Campaign slogan** – A campaign slogan differs from a tagline. It generally has a shorter life and is tied to marketing where the tagline is tied to the university identity. i.e. “Think. Do. Make a Difference.” is a university campaign slogan. “Education for Life” is the university’s tagline.

**Clear space** – Minimum amount of space required to separate the logos and logotypes from other elements.

**Color models**
- **RGB** – Color model in which red, green, and blue light are added together to reproduce a broad array of colors. Primarily for electronic display.
- **Pantone** – Pantone Matching System (PMS) is a proprietary color space used in a variety of industries, primarily printing, though sometimes in the manufacture of colored paint, fabric, and plastics.

**Ghosted ‘St. C’ and Huskies (secondary) logo**
One-color versions of the “St. C” and Huskies secondary logos with screened or multiplied opacity that is used as a translucent graphic element over flat or patterned backgrounds.

**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.
2.0 BASIC LOGO ELEMENTS

2.1 Logotype and logotype + tagline
2.2 Unit logotype and unit logotype + tagline
2.3 Which logotype should I use?
2.4 Wordmark and tagline individual usage
2.5 ‘St. C’ primary logo
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2.8 Retired logos and logotypes
2.9 Size and clear space requirements for print and electronic usage
2.10 Unacceptable uses of logotype
2.1 BASIC LOGO ELEMENTS

Logotype

The St. Cloud State logotype, shown to the right, is the primary element of the St. Cloud State University identity system and is the preferred visual representation of the university. It may not be altered in any way.

Additional horizontal orientations of the logotype, are shown below right. These options are available for download at stcloudstate.edu/ucomm/brand.

In certain circumstances, the two elements of this logotype may be separated (sections 2.5-2.6). The “St. C” symbol plus the wordmark should be used together whenever possible. Do not attempt to manually build the logotype.
Logotype + tagline

The “Education For Life.” tagline may be included beneath the three logotype orientations shown to the left. Logotype + tagline variations are available for download at stcloudstate.edu/ucomm. These may not be altered in any way. Please do not attempt to manually build this combination.

WHERE CAN I GET THE RIGHT LOGOTYPE?

Download all university logotypes at http://scsu.mn/SCSUIBrandAssets
Unit logotype

The names of major units within St. Cloud State University, such as colleges, schools or department names, may be included under the logotype in place of the tagline when it is essential to communicate the name. This version of the unit logotype is the preferred layout.

Generally, it is best to use the simplest (i.e., highest level) logo representation that will clearly communicate an organization’s identity within St. Cloud State. To ensure brand consistency, subunits should use the signature of their largest umbrella unit or the standard logotype.

University Communications must create all signatures, and individual units may not alter, modify or redraw signatures in any way.
Unit logotype with reversed hierarchy

The unit logotype – reversed hierarchy option gives the name of academic units a higher level of attention. This hierarchy should be used only when it is extremely important that the school, college or department be the main focus of the logo.

University Communications must create all signatures, and individual units may not alter, modify or redraw signatures in any way.

WHERE CAN I GET MY UNIT LOGOTYPE?

Visit http://scsu.mn/SCSUBrandAssets for unit logotype downloads. If you don’t see your unit logotype, please contact University Communications.
Which logotype should I use?

**WHEN IN DOUBT, USE THE UNIVERSITY LOGOTYPE** in one of its three orientations or the logotype with tagline found in sections 2.1-2.2. Use the simplest (i.e., highest level) logo representation that will clearly communicate an organization’s identity within St. Cloud State University.

**SUBUNITS** should use the unit logotype of their larger umbrella unit. The unit logotype – reversed hierarchy should be used only when it is extremely important that the school, college or department be the main focus of the logo, or when that unit cannot be referenced somewhere else on the piece. When considering which logotype to use, consider whether you could achieve a stronger impression using the standard logotype.

**MULTIPLE UNITS** are recommended to use the University logotype and use the names of their units in headline or body copy as additional identifiers to avoid unnecessary repetition of the St. Cloud State brand.
BASIC LOGO ELEMENTS

Wordmark

When the elements of the logotype are separated, the portion shown to the left is referred to as the wordmark. The wordmark will have limited use. Before using the wordmark on its own, contact University Communications for approval.

Tagline individual usage

The “Education for Life.” tagline is used as part of the St. Cloud State University logotype. In some cases, it may be used apart from the logotype.

If the tagline is being used apart from the logotype, it should be used as an anchoring element to the piece in proximity to the wordmark or logotype.

Uses of the tagline on its own should be approved by University Communications.
‘St. C’ primary logo

The “St. C” primary logo is part of the logotype. It is also available to use separately as a decorative or design element. Included are samples of proper use. The “St. C” is the primary graphic logo for the University and athletics. Athletics also has a secondary Huskies logo.

The “St. C” is presented here in the preferred three-color representation.

The “St. C” should never be slanted, rotated or flipped. This symbol should never be used in place of the letter “c” in words, headlines, or copy.

⇒ WHAT’S DIFFERENT AND WHICH COLOR OPTION SHOULD I USE?

The “St. C” has been updated to always carry a white outline to help define it when placed on a medium/dark background. When used on white, the outline disappears into the background. See section 3.3 for usage rules and color variations.

⇒ WHERE CAN I GET THE ‘ST. C?’

Download at http://scsu.mn/SCSUBrandAssets
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.

HOW CAN I USE THE HUSKIES LOGO?

The Huskies logo mirrors qualities of the “St. C” to always carry a white outline to help define it when placed on a medium/dark background. When used on white, the outline disappears into the background. See section 3.4 for usage rules and color variations.

WHERE CAN I GET THE HUSKIES LOGO?

Download at http://scsu.mn/SCSUBrandAssets
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 to the left.

→ WHEN CAN I USE THE SEAL?

All uses require prior approval by University Communications.
Retired logos and logotypes

The following logos and images are outdated and should not be used at any time.

For help determining which of the permitted logos is best suited for your use, please see section 2.3 “Which logo do I use?” or contact University Communications.

1. The St. Cloud State University stacked word mark with addition of old tagline “A tradition of excellence and opportunity” should no longer be in use. Any printed pieces or electronic uses still including this logo should be updated immediately and/or recycled. The horizontal orientation of the stacked wordmark should not be used either.

2. Do not use the “St. C” logo if it is missing the white details around the “St.” Correct usage is shown in section 3.3.

3. Do not use any representations of the former Blizzard secondary logo.

4. Do not use old SCSU logotypes.

5. These two logos are outdated and should not appear on any St. Cloud State University publications.
Size and clear space requirements

**Logotype, all orientations.**
The following size and clear space standards have been established to ensure legibility of the logotype and signatures for print and electronic applications.

The logotype must never appear smaller than the dimensions explained in blue. A minimum clear space around the logotype is required to prevent the logotype from being crowded by other elements or the edge of the page. The clear space requirement may need modification in very large or very small formats.

Contact University Communications with questions about exceptions.

For use of the logotype on merchandise, please contact University Communications for approval on clear space and minimum size requirements.
All St. Cloud State logotypes including versions with tagline, without tagline and with unit name follow the clear space requirements below.

Clear space amount is determined approximately by multiple heights/widths of the letter “S” at the beginning of St. Cloud State wordmark within the logotype.

Clear space for print and electronic use are the same as shown.

There is no set minimum clear space for the “St. C” and Huskies logo when used alone, however please keep visual relief around the logos and don’t overlap any text or other graphic elements on top.

Reverse hierarchy unit logotypes follow the clear space requirements below.
Unacceptable uses of logotype

It is extremely important for brand success that logotypes and their elements are displayed correctly. This includes always using the correct typefaces, color, relative positioning and size of all elements.

1. Do not distort any portion of the logotype or signature.
2. Do not remove any element of the logotype, such as part of the wordmark.
3. Do not tilt or rotate the logotype.
4. Do not rearrange any elements of the logotype.
5. Do not alter the size of any of the elements of the logotype.
6. Do not alter the size of the signature in relation to the logotype.
7. Do not change the typeface of any part of the logotype. Do not try to build the logotype on your own.
8. Do not stack multiple signatures. Only one of the following may be addressed at a time: College, School, Department, Sub-Department.
9. Do not replace any elements of the “St. C,” wordmark or tagline (Education For Life.)
3.0 COLOR, TYPOGRAPHY AND STATIONERY

3.1 Primary color palette
3.2 Logotype usage
3.3 ‘St. C’ primary logo usage
3.4 Huskies secondary logo usage
3.5 Primary and alternative typefaces
3.6 About stationery, letterhead size and structure, envelope and business cards
Primary color palette

**It’s more than just a color**

It’s not just red. It’s St. Cloud State University Spirit Red. And it symbolizes passion for education, a bold perspective of the future and a promise to our students and faculty to help them find success. Using these approved colors in all communications will strengthen St. Cloud State’s identity, create impact and help differentiate information.

Additional color options for logotypes shown in section 3.2-3.4.

### Pantone® 200
- C: 0 M: 100 Y: 63 K: 12
- R: 211 G: 18 B: 69
- HTML: CD1041

### Pantone® 429
- C: 6 M: 0 Y: 0 K: 34
- R: 167 G: 177 B: 183
- HTML: A6B0B7

*Huskies logo only
Logotype usage

- **Light backgrounds**: Any of the color options shown to the left are acceptable.
- **Dark backgrounds**: The “St. C” should remain in the three-color treatment; the wordmark and any additional signature should be reversed. The “St. C” logo must include a white border around the perimeter when used on any colored background to clearly define the black edge of the symbol. The white border is built into the design of the “St. C” logo.
- **Medium backgrounds**: Typically, use the same color treatment as for dark backgrounds. If legibility suffers, consider other options and consult University Communications.
- **Pattern/photo backgrounds**: Pattern must be simple enough for the logotype to remain completely legible. Be sure there is enough contrast between the color treatment of the logotype and the photo.
‘St. C’ primary logo usage

- **Light backgrounds**: Any of the color options shown to the right are acceptable.
- **Dark backgrounds**: Solid or ghosted white are acceptable. Do not use red or ghosted red. The “St. C” logo must include a white border around the perimeter when used on any colored background to clearly define the black edge of the symbol. The white border is built into the design of the “St. C” logo.
- **Medium backgrounds**: Typically, use the same color treatment as for dark backgrounds. If legibility suffers, consider other options and consult University Communications. Do not place ghosted white on red.
- **Pattern/photo background**: If placing the “St. C” logo on a photo or patterned background, ensure there is enough contrast to keep the symbol legible. Ghosting white on photo backgrounds is a preferred treatment.
- **Ghosted “St. C”**: The ghosted “St. C” can be used as a graphic or background element. Always use the black only “St. C” version and multiply or screen to achieve the desired effect. Never use the white only version to screen back. Clear space is not required. Do not rotate the “St. C” in any application. The full color “St. C” should never be ghosted or cropped.
- **Metallic inks**: When printing the “St. C” in metallic ink, please use the black only version.
Huskies secondary logo usage

- **Light backgrounds:** Any of the color options shown to the left are acceptable.
- **Dark backgrounds:** Solid three-color or one-color white are acceptable. Do not use red or ghosted. The Huskies logo must include the white border around the perimeter when used on any medium to dark background color to clearly define the black edge of the logo.
- **Medium backgrounds:** Typically, use the same color treatment as for dark backgrounds. If legibility suffers, please consider other options.
- **Pattern/photo background:** If placing the Huskies logo on a photo or patterned background, please ensure there is enough contrast to keep the symbol legible.
- **Ghosted Huskies logo:** The ghosted Huskies logo can be used as a graphic or background element. Always use the black only Huskies logo version and multiply only to achieve the desired effect. Never use the white only version to screen back. Clear space is not required. Do not rotate the Huskies logo in any application. The full color Huskies should never be ghosted or cropped.
- **Metallic inks:** When printing the Huskies logo in metallic ink, please use the black only version.
Primary typefaces

Futura, Garamond Pro and Berkeley are St. Cloud State University’s primary typefaces.

Additional styles of Futura and Garamond are available; commonly used options are shown to the right.

Berkeley is the official typeface for the logotype, signature and wordmark (see sections 2.1-2.5) and is also used for commencement bulletins, diplomas, and other stationery.

**FUTURA**

**Light**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

**Light Oblique**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

**Book**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

**Book Oblique**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

**Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

**Bold Oblique**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

**BERKELEY** *(Used for St. Cloud State wordmark only)*

**Oldstyle Medium**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

**Oldstyle Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

**GARAMOND PRO**

**Regular**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

**Italic**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

**Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

**Bold Italic**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```
COLOR, TYPOGRAPHY AND STATIONERY

**HELVETICA** *(Alternate for Futura)*

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**TIMES NEW ROMAN** *(Alternate for Adobe Garamond Pro)*

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Alternative typefaces

Helvetica and Times New Roman have been chosen as alternate typefaces for cases in which the primary typefaces are unavailable. Examples are shown to the left.
3.6 COLOR, TYPOGRAPHY AND STATIONERY

About stationery

The stationery standards are outlined in the following pages. These standards are an essential part of the St. Cloud State visual identity system and are to be followed by all units of the University. Printing Services handles all printing of the stationery.

Contact Printing Services for questions about customization or visit www.stcloudstate.edu/printingservices for more information.

Visit in person at Brown Hall (basement), enter through Northeast door.
320.308.2105

Letterhead

Shown is the official St. Cloud State letterhead.

Letterhead elements:
- Logotype
- Unit name: Adobe Garamond Pro Semibold, 11/12 pt., horizontal scale 95%, granite black
- Address block: Adobe Garamond Pro Regular 9/10 pt., granite black
- Page size: 8.5" w x 11" h

Digital version of this document is available at www.stcloudstate.edu/printingservices/design_templates.
Envelope

Shown here are the guidelines for the official St. Cloud State University envelope.

**Envelope elements:**
- Logotype (Black)
- Address block: Adobe Garamond Pro Regular (Small Caps)
  - 9.5/9.5pt. Black
- Size: #10 envelope / 9.5" x 4.125"
Business cards

Official business cards use the logotype + tagline. Other criteria are as follows:

Business card elements, front:
- Logotype and tagline
- Address block text: Adobe Garamond Pro, granite black
  » Name: Semibold, 10/11 pt., horizontal scale 95%
  » Title: Regular, 8/9 pt.
  » Contact Information: 8/9 pt.
  » Department: Semibold, 7/8 pt. (optional)
  » Address: Regular, 7/8 pt.

Business card elements, back
- Option 1:
  » Spirit Red with Ghosted “St. C”
- Option 2:
  » Blizzard White with Education For Life., black
- Option 3:
  » Blank
- Alternative: Special request to have anything else on the back of your business card must be approved through University Communications and Printing Services

Business card size
- 3.5” w x 2” h, horizontal format
4.0 ELECTRONIC USAGE

4.1 University website
4.2 Website template
4.3 Electronic communications
4.4 Social media recommendations (for Facebook, Twitter and YouTube)
4.5 Video standards
4.6 PowerPoint guidelines
University website

The St. Cloud State website is often the first place prospective students go when thinking about attending our university. The content is available 24 hours a day, seven days a week and is globally reaching. Audiences expect to find the most up to date information on the St. Cloud State website; therefore, it is critical that the content be kept as timely and accurate as possible.

St. Cloud State’s web environment is used to communicate with a variety of internal and external audiences, including prospective students, current students, parents, alumni, community members and employees.

The St. Cloud State website is used for a variety of informational marketing and curricular purposes:

- Recruitment: Recruiting prospective students, including international students, by communicating marketing messages to and creating a first impression for these students and their families. This is the primary objective for much of the website, including the homepage.
- Retention: Retaining current students by providing convenient online information and services, such as student records and registration, technology and library services, student life opportunities and curriculum support.
- Convenient Access to Information: Increasing employee productivity by making business processes available from their desks, such as human resources information.
- Fundraising: Generating giving through the St. Cloud State Foundation.
- Relationship Building: Building relationships with alumni and local and global communities.

Official University Sites

The official St. Cloud State University web environment is defined as all websites or web-based applications that disseminate administrative or academic information and include those developed for:

- Colleges and schools
- Academic departments and programs
- Administrative offices
- University designated committees
- University policies and procedures
- University online services
- Other academic and administrative units of the university

Website best practices

- Avoid duplicating information
- Keep all information and links current
- Communicate to your audience, not yourself
- Omit unnecessary words
- Get to the point
- Do not emphasize text with underlining
- Embed your links within copy
- On a text-heavy page, use subheadings, bullet points, indented text and various font weights to create visual relief
- Use St. Cloud State University on first reference and St. Cloud State on second reference or after. Avoid using SCSU unless there are space restrictions
Website template

Header and Footer
An official St. Cloud State website must include the official St. Cloud State University header and footer.

Third-party solutions: A third-party solution is any vendor package that provides online services to the institution. In many cases these toolsets become a part of the St. Cloud State University website. Whenever possible these sites should maintain the official St. Cloud State styles, header and footer. In some cases the ability to modify a third-party solution is limited by the vendor. In these cases we recommend working with Information Technology Services on campus to ensure that university branding is maintained.

Unofficial university sites: Examples include: personal websites; websites developed for curricular materials (i.e. personal curricular sites); and student organization websites.
4.2 ELECTRONIC USAGE

Website template

A template system provides a consistent experience for users of the St. Cloud State website. Users can easily transition from one site to the next without having to learn a new navigation system, design or site structure.

Site title: Clearly indicates where the user is. This is consistent throughout your website.

Primary navigation: This mini site outline should provide an easy and understandable system for users to move through the content of your website.

Secondary navigation: Frequently used to provide links to additional and related services outside of your website.

Secondary navigation – Images: Provide links and icons to additional and related services outside of your website.
Website template

The content area is the design area of the template where photos, text and other information is presented. There are two main layout styles and multiple specialized tools and callouts. For specifics, contact the Web Team in Information Technology Services.

Two-column layout

Primary template

Best use scenario

Header options:

- Header image with callout area for up to three additional links with thumbnails
- Extended header spanning content area
- No header
Website template

Three-column layout
Right related links area for text links or image links

Can be used with or without a main image
Electronic communications

Email signature guidelines

Email correspondence is the electronic version of the university’s stationery system. Following the template provided will help maintain consistency of the St. Cloud State identity and lead to a more recognizable public face for the institution.

Email signatures should include the following:
- Name (font color red is optional)
- Professional title
- Department name
- Building name/Room number
- Phone number
- Fax number
- Optional mobile number
- Email
- Web address

The recommended typeface is Adobe Garamond Pro, though any of the primary or alternative typefaces are acceptable. Background should remain white.

Email signatures should not link to non-University-sponsored websites or include images or icons.
Electronic communications

**In-house blog solutions**
The university has two in-house solutions for blogging. There is a server hosting Wordpress for official publications and communications such as St. Cloud State TODAY (http://today.stcloudstate.edu).

There also is a cloud-based blogging solution that is used more for educational and academic purposes at http://blog.stcloudstate.edu.

Blogs are not meant to replace an official department or college site at www.stcloudstate.edu. Follow blogging best practices to keep your sites relevant and up-to-date.

Contact Information Technology Services for blog access and information.
Social media recommendations

Social media tools build brand awareness and nurture connections with students, prospective students, alumni, friends, neighbors and employees. Above all, regularly comment on and celebrate the events, activities and accomplishments of St. Cloud State and its many units. Conversation is best when you care about what others are saying.

SCSU social media mission
St. Cloud State social media sites should deliver tactical brand marketing and direct marketing consistent with the positioning statement found in section 6.1 and the university’s key messages. Additionally, social media should be an intelligence tool for gathering sentiment about university issues and programming.

For more information on topics such as fundamental expectations, legal obligations, restraints and roles, please see the Social Media Guidelines document, available on the University Communications website at www.stcloudstate.edu/ucomm.

Social media tactics
To help build brand awareness and nurture bonds with the target audience try following some of these tactics:
- Share stories of accomplishment
- Give prospective students a sense of campus life
- Convey the many sides of life at St. Cloud State
- Promote campus events
- Encourage donor contributions
- Support student enrollment
- Promote campus tours, events and virtual tours

Flagship university profiles
Utilize the flagship university social media sites whenever possible by sharing with, posting to or mentioning the profiles to gain exposure to a broader audience. For information about flagship accounts and access, contact University Communications.

Photo choices
Primary photos on social media sites, such as profile images on Facebook, Twitter and YouTube should include the “St. C” logo. Unit names may be added below the “St. C” using Futura typeface. Example profile images are shown below.

Secondary photos, such as Facebook and YouTube cover photos, and Twitter background photos are a place to represent the personality of your group. This is a good place to show event photos, or groups of people, and portray the culture and attitude of the department.
Social media recommendations for Facebook

Facebook best practices

- **Keep it short.** According to Buddy Media, posts under 80 characters have 27 percent higher engagement rates.
- **Pictures are worth a thousand words.** On average, images generate 2x more engagement than any other post type, so include an image whenever possible.
- **Highlight your fans.** Keep the focus on your fans/customers vs. product pitches.
- **Avoid using the default link preview.** Instead, upload an image from the article and post it with the link and update.
- **Use shortened links** and be sure to include the correct link when sharing blog posts or any other content. Use the scsu.mn branded URL shortener at http://scsu.mn/SCSUurl.
- **Ask for interaction.** Adding a simple, “Like if you agree,” or “What do you think?” to your post will encourage fans to interact with the page.
- **Post frequently.** Aim for at least 3-4 posts per week to keep your fans engaged.
- **Tags are powerful.** If mentioning a partner or other organization, remember to tag them by using the @ symbol when posting.
Social media recommendations for Twitter

**Twitter best practices**

- **Keep it short.** According to Buddy Media, tweets under 100 characters have 17 percent higher engagement rates. Leave enough room for people to quote/retweet you (at least 10-20 characters).

- **Be conversational.** Stay away from marketing speak and tweet like a genuine, approachable person. Ask questions and respond to answers.

- **Be interesting.** Be humorous and use pictures, links and videos. Try to reflect company culture and personality in your voice.

- **Use shortened links** and be sure to include the correct link when sharing blog posts or any other content. Use the scsu.mn branded URL shortener at http://scsu.mn/SCSUurl. Scsu.mn links also help keep your tweet shorter.

- **Tags are powerful.** If you are mentioning a client or any other local business, remember to tag them in the post by using the @ symbol.

- **Timing and frequency matter.** People use Twitter for real time updates, so tweet on time with events. Test different times and frequencies of tweets to discover what is most effective.

**Gaining followers**

1. Find and follow relevant people. Start with an interesting profile: good profile photo, interesting bio and a location.

2. Tweet content that will be interesting to your target audience. Publish content that will interest people that you want to attract.

3. Engage with your audience. Join in relevant conversations if you have valuable input, even with people who don’t follow you. Use hashtags to join in global conversations.

4. Promote your Twitter account through other channels. Mention your Twitter account on your blog, website and via email.

5. Don’t follow people only to get followbacks. These people won’t be interested or engaged with your brand and will only clog up your newsfeed and keep you from seeing tweets by the people with whom you want to interact.
Social media recommendations for YouTube

5 important elements that YouTube uses to rank videos

1. Title
2. Description
3. Tags
4. Number of views
5. Rating

While you don’t have control over “number of views” or “rating” you do have control over title, description and tags.

Video title: The title is the best indicator to search engines of your video’s content so include keywords in the name of the video.

Video description: Use relevant keywords when describing your video. Include your URL when appropriate. It is best to put it at the beginning of the description so that when minimized it is still shown. Providing the video transcripts also helps improve SEO.

Tags: YouTube uses tags to identify the video’s content, determining which videos will show up in searches. Carefully choose at least 5-7 relevant tags and separate them with commas. Please follow video standards outlined in the following section on all videos representing the University.

Privacy settings

• If a video is set as public, anyone can access it.
• If a video is set as unlisted, only people with a link can access it.
• If a video is private, only you and up to 50 other users who you invite to view the video will be able to see it. They must already have a YouTube account. The video will not appear on your channel, in search results, or in playlists.

Video thumbnails

• Select which of the automatically chosen thumbnails you would like to represent the video. Thumbnails have a large impact in a video’s click-through rate.
Video standards

To remain consistent with the St. Cloud State University brand identity, it is recommended that one of the two available logo clips is used at the beginning and/or end of each video. Fading in and out of this clip is acceptable, as long as it is clearly readable for at least five seconds. The clips are available for download at www.stcloudstate.edu/ucomm.

Please ensure that you use a logo clip approximately the same dimensions as the video format you are using.

Use one of the St. Cloud State primary typefaces if possible, or an alternate typeface if necessary for text needs in videos.

If uploading your video to YouTube or other sites, please be sure to include appropriate tags, including St. Cloud State University and SCSU. Along with these tags, include any other relevant tags according to what your video is about. Videos for embedding in pages on stcloudstate.edu can be hosted through the university’s instance of Kaltura. Contact a member of the web team for information.

All university units must make their programs, services and activities (such as broadcasts and websites) accessible to individuals with a disability, including those who are deaf or hard of hearing. Check with University Communications for latest closed captioning guidelines.
PowerPoint guidelines

A few basic templated slides have been prepared for incorporating the St. Cloud State University brand into Microsoft PowerPoint. These are meant to be used as a basic guide. PowerPoint presentations should typically use one of the primary typefaces and be built primarily with the primary color palette.

PowerPoint templates can be downloaded at www.stcloudstate.edu/ucomm.

WHERE CAN I DOWNLOAD TEMPLATES?

Visit http://scsu.mn/SCSUBrandAssets to download PowerPoint templates.
5.0 COPY AND WRITING STYLE

5.1 Positioning statement
5.2 Brand attributes, tone and voice
5.3 Writing copy
5.4 Usage rules
Positioning statement

A brand positioning statement distinguishes you from your competitors, articulates why customers should care and why they should choose you over other options.

For students seeking a practical education attuned to the realities of life, work and citizenship, St. Cloud State University delivers the best balance between classroom learning and real-world experience of any regional comprehensive university in the upper Midwest by offering a portfolio of programs aligned with the needs of our world.

Positioning statement – Deconstructed

For students seeking a practical education attuned to the realities of life, work and citizenship, St. Cloud State University delivers the best balance between classroom learning and real-world experience of any regional comprehensive university in the upper Midwest by offering a portfolio of programs aligned with the needs of our world.
Brand attributes, tone and voice

Our attributes
Brand attributes help to articulate the functional and emotional components of our brand to others.

SCSU’s brand attributes are:
- Involved
- Adaptable
- Multicultural
- Responsible

Our voice
The brand voice shapes every communication across all audience segments, both internal and external. Maintaining a consistent voice and tone is essential to consistently upholding the brand’s attributes.

SCSU’s brand voice is:
- Authentic but not forced.
- Straightforward but not blunt.
- Confident but not arrogant.
- Knowledgeable but not esoteric.

Our tone
The tone should convey to the audience that the University is a knowledgeable, honest, thoughtful, and supportive. It should also convey that the University is confident of its own abilities, proud of its work and always looking to help the audience.

The tone of SCSU is:
- Pragmatic
- Direct
- Confident
- Mindful
- Knowledgeable
- Honest
- Thoughtful
- Supportive
- Confident
- Capable
- Proud
- Helpful
Writing copy

Be clear and concise
Use the right words to be more conversational and confident. Use evidence to prevent vague statements and generalization.

<table>
<thead>
<tr>
<th>VAGUE MESSAGING</th>
<th>STRONG, CLEAR EVIDENCE-BASED MESSAGING</th>
</tr>
</thead>
<tbody>
<tr>
<td>St. Cloud State University has the best business school in the region.</td>
<td>Sixty percent of our business school graduates work in Fortune 1000 companies – more than any other school in the region.</td>
</tr>
</tbody>
</table>

Be authentic
- Communicate the way you would speak to a friend – with respect, but also in a friendly and easy-going manner.
- Try not to overwhelm the audience with information. Don’t be heavy-handed or overly serious. It should be apparent that you enjoy what you do.

Be confident
- Use words like “do” and “will” as opposed to “can” and “might.”

Be knowledgeable
- Communicate in a reassuring manner.
- Help your audience understand that you know how to help them achieve their educational goals.
Usage rules

Due to the particular needs of marketing materials, the University may make certain exceptions. Included here are guidelines for some common writing situations from the Associated Press Stylebook, the main style guide for marketing and communications of the University, as well as terms and rules unique to the St. Cloud State University Stylebook.

Academic degrees (from AP)
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. However, there is no possessive in Bachelor of Arts or Master of Science.

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.

Alumni, Alumnus, Alumna
Use alumnus when referring to a man who has graduated. Use alumna when referring to a woman who has graduated. Use alumni when referring to a group of men and women, or a group of only men. Use alumnae when referring to a group of women. Use alum for an individual whose gender is not known.

Ampersands
Avoid using the “&” symbol, especially in body copy unless it is part of an official office or company title. The preferred university style is to spell out “and.”

Capitalizing department names
Capitalize formal names of departments, such as Department of Theatre, Film Studies and Dance or Department of Mass Communications. Do not capitalize informal names, such as theatre, film studies and dance department or mass communications department.

Chairman, chairwoman
Capitalize as a formal title before a name: SCSU Foundation Board of Trustees Chairman Al Heinen, foundation Chairman Al Heinen. Do not use chair. Use chairperson only when referencing a position in general terms: The foundation is in the process of appointing a new chairperson.

Degree titles
A.S. – Associate of Science
A.A. – Associate of Arts
B.S. – Bachelor of Science
B.A. – Bachelor of Arts
M.S. – Master of Science
M.A. – Master of Arts
Ph.D. – Doctor of Philosophy

Doctor, Dr.
Use Dr. in first reference as a formal title before the name of a doctor with a medical degree. Dr. may also be used on first reference before the names of individuals who hold other types of doctoral degrees in internal communications only. Do not continue to use Dr. on second reference or after.

Ellipses
Avoid using ellipses (… ) in headlines and body copy. Use a period (.) instead.

email
Lowercase, one word, and no hyphen.

En dash
Use an en dash (–) rather than an em dash (—) to separate ideas within a sentence. Keep in mind, however, than many writers and editors consider the en dash a weak way to convey multiple messages in a sentence.

Exclamation marks
Exclamation marks (!) are usually not necessary. If you must use an exclamation mark, only use one exclamation mark (!). Avoid using more than one together (!!!).
Usage rules

**Husky/Huskies**
Use Huskies instead of Husky (Huskies Athletics, Huskies Scholarships, Huskies Tales, etc.) unless it is an official title of a space, building or group that has been grandfathered in.

**Numerals lower or higher than nine**
AP style spells out numerals nine and under and uses digits for numbers 10 and above:
Correct: The new plan has seven noteworthy features. There are 23 ways they can benefit you.
Exceptions:
- In headlines, editors often use digits no matter what the number.
- Ages. Always use digits when referring to ages.
- Grids. Use numerals throughout all grids.

**Professor**
Use after the name and lowercase when possible: Stephen Frank, professor of political science. Uppercase professor and professor emeritus when used before a name: Professor Tracy Ore, Professor Emeritus Bill Morgan. Never abbreviate.

**St. Cloud State University (our name) - first and second reference**
Always spell out St. Cloud State University upon first reference. St. Cloud State is appropriate upon second reference or after. Avoid using SCSU unless space is an issue, as it does not strengthen the St. Cloud State brand. There are multiple SCSUs but only one St. Cloud State.

**Serial commas**
Follow the Associate Press Stylebook rule and only use a serial comma when clarification is necessary.
Correct: Tables, chairs and books
Incorrect: tables, chairs, and books

**States**
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. This rule is to align with the change made by the Associated Press Style in 2014 to be consistent for domestic and international stories. International stories have long spelled out state names in the body of stories.

**University**
Capitalize when referring to the University as a proper noun.
Lowercase when referring to university as a general term unrelated to St. Cloud State or when used as an adjective. However, lowercase university when used alone in news releases and materials for media.

Correct (proper noun):
The University is in St. Cloud.
Incorrect: The university is in St. Cloud.
Correct (adjective):
This is a university publication.
Incorrect: This is a University publication.
6.0 PUBLICATION TEMPLATES

6.1 Print templates
6.2 MnSCU logo usage / Affirmative action
Print templates

**Poster, brochure and postcards**

A variety of print templates have been designed to be used by any college, school or school department as a general guide for the layout of each piece. The elements that must be included are:

- St. Cloud State logotype or department ID
- MnSCU logo or text
- Affirmative Action Statement.

Several template options are available to make it easier for you to apply our brand and maintain the university’s visual identity. They contain guiding principles in side margins along with all required design elements including the correct use of the logo, color palette and fonts to help audiences recognize St. Cloud State publications. Choose from common templates including poster, postcard and brochure.

WHERE CAN I GET THE TEMPLATES?

Templates can be downloaded at http://scsu.mn/SCSUBrandAssets
6.2 PUBLICATION TEMPLATES

MnSCU logo usage

The MnSCU member logo or statement is required on all St. Cloud State publications, website, advertising and stationery.

For more information, please reference the MnSCU guidelines found at http://www.advancement.mnscu.edu/resources/brand/index.html

Affirmative action

Statement of Nondiscrimination

All university publications must carry a form of the Statement of Nondiscrimination. The complete text of the statement must always be used on all major publications used for the purposes of recruitment. A shortened version may be used in certain circumstances listed below. Requests for other exceptions should be submitted to University Communications.

The complete text of the official university nondiscrimination statement meets the minimum requirements of the regulations enforced by the U.S. Department of Education Office for Civil Rights. It must not be modified, changed or edited.

At minimum, the shortened version with the link to the full statement is required on all websites, posters, employment ads and general advertising: St. Cloud State University is committed to legal affirmative action, equal opportunity, access and diversity of its campus community. (http://scsu.mn/scsuoea)

Statement of Nondiscrimination

St. Cloud State University does not discriminate on the basis of race, sex, color, creed, religion, age, national origin, disability, marital status, status with regards to public assistance, sexual orientation, gender identity, gender expression, or status as a U.S. veteran. The Title IX coordinator at SCSU is Dr. Ellyn Bartges. For additional information, contact the Office for Institutional Equity & Access, (320) 308-5123, Admin. Services Bldg. Rm 102.

<table>
<thead>
<tr>
<th>PUBLICATION</th>
<th>SHORT</th>
<th>FULL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small recruitment materials (postcards, direct mail pieces, posters, etc.)</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Large recruitment materials (viewbooks, first contact piece, etc.)</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>General advertising (print ads, posters, fliers, etc.)</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Official Reports (Business Plan, Profile, Annual Reports, Board of Regents materials, etc.)</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Admission materials (applications, financial aid materials, checklists, etc.)</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Employment packets</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Website</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Employment ads</td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>
7.0 ATHLETICS

7.1 Athletics logotypes
7.2 Athletics wordmarks and sport specific logotypes
7.3 Unacceptable uses of athletics logos and logotypes
7.4 Athletics typeface
Athletics logotypes

St. Cloud State’s Huskies Athletics is visually represented by a series of closely related logos and logotypes: the primary “St. C” logo (2.5) and the secondary Huskies logo (2.6) along with associated wordmarks and sport identification. These marks make up the Huskies Athletics brand identity which ensures consistent use of the department’s logos, logotypes, color and typography.

Guidelines listed here are for general university and apparel uses as they relate to St. Cloud State Huskies Athletics. For uniform, team and other athletics specific uses, contact aabicht@stcloudstate.edu for the complete Athletics Graphic Standards Guide.

ATHLETIC LOGO COLOR USAGE NOTE

The “St. C” and Huskies logos are part of the Huskies Athletic logotypes. They carry a white outline to help define it when placed on a medium/dark background. When used on white, the outline disappears into the background.
ATHLETICS

7.2

Athletics wordmarks

Custom St. Cloud State and Huskies wordmarks have been created specifically for St. Cloud State athletics uses. These wordmarks are reserved to represent Huskies Athletics and cannot be used for unit logotypes.

HUSKIES

St. Cloud State Athletics wordmark

ST. CLOUD STATE

Huskies Athletic wordmark

Sport specific logotypes

(St. C or Huskies logo + sport specific wordmark)

Athletics logotypes consist of the primary “St. C” logo and the secondary Huskies logo along with associated wordmarks and sport identification. These logotype applications are reserved to represent Huskies Athletics and cannot be used for unit logotypes.

ST. CLOUD STATE

‘St. C’ logo with St. Cloud State athletics wordmark + specific sport identification

Volleyball

Huskies logo with Huskies Athletics wordmark + specific sport identification

Volleyball
Unacceptable uses of Athletics logos and logotypes

It is extremely important for brand success that logotypes and their elements are displayed correctly. This includes always using the correct typefaces, color, relative positioning and size of all elements.

1. Never rotate the “St. C” logo
2. Never rotate the Huskies logo
3. Never add unapproved typography
4. Never alter the placement of the type
5. Never add graphic devices, i.e., drop shadow
6. Never separate or modify the Huskies logo
7. Never use unit titles outside of athletics
8. Athletics-specific wordmark elements with university wordmark elements are not allowed
EUROSTILE TYPEFACE (Used for St. Cloud State Athletics only)

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz