

# BEAVER ICON

*Bemidji State University*



Beaver Icon with Beavers Script Outlined



Beaver Icon Beavers Script



Beavers Script



Reversed Beaver Icon



## Beaver Icon

**BEAVER ICON** The Bemidji State University beaver icon must not be separated from the double arcs (see image at left). In most cases, the icon cannot appear alone. It must appear with the word(s) *Beavers*, *Bemidji State University*, or the abbreviated (all-caps) *BSU*.

**THE BEAVER ICON CANNOT REPLACE THE OFFICIAL UNIVERSITY LOGO** on stationery. Some exceptions exist for the Department of Athletics. Contact the Office of Communications and Marketing for details.

### ACCEPTABLE PLACEMENT

Options when using the beaver icon separately or with the Beavers script (see images on left) are:

#### BEAVER ICON WITH BEAVERS SCRIPT OUTLINED

This image contains the beaver icon above the word *Beavers*, all enclosed within an outline.

#### BEAVER ICON WITH BEAVERS SCRIPT

This image contains the beaver icon above the word *Beavers*.

#### BEAVERS SCRIPT

The Beavers script may be used separately from the beaver icon. When using the script alone, it is always in PMS Black or PMS Green 3305. The Beavers script may also be reversed as white on a solid black or dark color background. When using the script in PMS Black or PMS Green 3305 on a dark background, a white or silver outline may be needed to add definition.

#### REVERSED BEAVER ICON

The beaver icon may also be reversed as white on a solid black or dark color background. When using the color beaver icon on a dark background, a white or silver outline may be added for definition.

**ACCEPTABLE PLACEMENT**

Options when using the beaver icon with the Bemidji script (see images on right):

**BEAVER ICON BEMIDJI SCRIPT**

The Beaver Icon with Bemidji script consists of the beaver icon above the words *Bemidji* with the *State University* reversed out of an outline surrounding the image. It is not acceptable to use the Bemidji State University script without the beaver icon.

**WRAPPED COPY**

Copy may be wrapped around the beaver icon and the abbreviated, all-caps *BSU*. Copy CANNOT be wrapped around the Beavers or Bemidji State University scripts and beaver icon.



Beaver Icon with Bemidji Script

**Printed Materials**



One-color versions may appear in PMS Black or PMS Green 3305.

CMYK color conversion may be used for the PMS colors. These colors may be used to draw attention to subheads in copy or for other graphic elements in printed materials.

**3-COLOR IMAGE** PMS Green 3305, PMS Brown 465, PMS Black

**1-COLOR IMAGE** PMS Green 3305 or PMS Black

**EMBROIDERED IMAGE** Select thread that comes as close as possible to PMS Green 3305, PMS Brown 465 and PMS Black. Please work with the Office of Communications and Marketing in selecting appropriate embroidery colors for your merchandise or uniforms.

**MERCHANDISE** Colors used to reproduce the logo, nameplate and beaver icon on merchandise may be selected to coordinate with the color of the product. All designs must be approved by the Office of Communications and Marketing. All merchandise, whether for give-away or resale, must be produced by a licensed vendor (see page 22).

