The Bemidji State University logo and nameplate consists of an image of the trees along a lakeshore. In most cases, the logo cannot be used independently. It must appear with the nameplate or the words “Bemidji State University.”

**BSU NAMEPLATE**  The Bemidji State University nameplate consists of the words “Bemidji State University” with the word “Bemidji” capitalized and placed above the capitalized words “State University,” as shown on the left. The nameplate may be used independently of the logo.

**ACCEPTABLE PLACEMENT**
You have three options (see images on left) when using the logo and nameplate together:

- **CENTERED BSU LOGO AND NAMEPLATE**
  You may use the logo centered above the nameplate.

- **HORIZONTAL BSU LOGO AND NAMEPLATE**
  The logo may also be positioned to the left of the nameplate.

- **SINGLE LINE BSU LOGO**
  The logo is centered to the left of the words “Bemidji State University.”

*Note: The logo and nameplate are trademarked symbols of the University. Unofficial use of the logo and nameplate is prohibited.*

**OTHER LOGOS OR ICONS**  No other logo or icon may be used to represent Bemidji State University or any of its units.

*The BSU logo is available for download at bemidjistate.edu/offices/communications_marketing.*
Acceptable Uses

REVERSED IMAGES The BSU logo and nameplate may be reversed as white on a solid black or dark color background. The nameplate is not to be reproduced any smaller than pictured at far upper right (1”).

WRAPPED COPY Wrapping copy above the logo is acceptable. Leave buffer space between the copy and the logo that is the size of two capital S’s taken from the nameplate (see far right).

THE LOGO AS ART In some cases, it is acceptable to use the logo as art, such as a watermark. Any such uses must be approved by the communications and marketing office (see bottom right).

OLD UNIVERSITY LOGO The former University logo and nameplate may not be used.

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 giveaway or resale, must be produced by a licensed vendor (see page 22).