Manual for Visual Identity Standards

BEMIDJI STATE UNIVERSITY
In 2004, Bemidji State University introduced a new set of graphic standards to the campus community. At the time, everyone was asked to use the standards to help advance a consistent image of the University. Since that time, we have made great strides in portraying the University with a consistent, unified look and message. An increasing number of our publications, promotional materials, advertisements, billboards, signs, uniforms, and website pages support that unified look and message.

To continue moving forward with our goal for consistency, the visual identity standards manual has been updated. You’ll find that the updated standards allow for more flexibility in using the logo and icon; provide guidance for website development; address electronic or email fliers and newsletters; and explain the use of the University’s tagline, the Go Green! graphic and the beaver graphics being used for our re-accreditation efforts through the Higher Learning Commission.

Our progress in developing a consistent, unified image and message ultimately increases the number of individuals who are aware of Bemidji State University and its remarkable people, programs and opportunities. That is why I am once again calling upon everyone to use this guide as a way to continue strengthening the University’s image.

Regards,

Dr. Jon E. Quistgaard
President

NOTE: Please check for periodic updates to this guide at: www.bemidjistate.edu/offices/communications_marketing
Bemidji State University Logo and Nameplate

BSU Logo: The Bemidji State University logo and nameplate consist of an image of 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. Unauthorized use of the logos and nameplate is prohibited.

Other Logos or Icons: No other logos or icons may be used to represent Bemidji State University or any of its units.

BSU Nameplate

Buffer

Space

Centered BSU Logo and Nameplate

Horizontal BSU Logo and Nameplate

Single Line BSU Logo

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).

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).

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).

Communications and Marketing

Not sure? Contact the Office of Communications and Marketing at 755-2041.

The BSU logo is available for download at bemidjistate.edu/offices/communications_marketing.
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 image 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 icons 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 word 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.

**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 subheadings 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 giveaway or resale, must be produced by a licensed vendor (see page 22).
## Requirements for Logo & Icon Use

### Logo and Icon Requirements

**Minimum Size**
- The University logo and beaver icon should always be distinct and clear. They should not be printed smaller than one inch wide. The preferred size is two inches, as shown. If you need the logo or icon to be in a smaller size, please contact the Office of Communications and Marketing for help and approval.

**Outlining Space or Framing**
- Always maintain a consistent, clear space around the University logo and icon images. No other printed copy, texture or pattern should be placed closer than the dotted border, as shown on the left. Framing the logo and nameplate or BSU and the beaver icon is allowed, providing the spacing guidelines, as illustrated to the right, are followed. The same spacing guidelines apply to images used in a layout. The logo cannot be framed independently.

**Placement and Presentation**
- The University logo and nameplate must always be minimally displayed clearly on the back or front of a multi-page brochure or newsletter, or near the bottoms of a one-page advertisement or flyer. See requirements for the web on page 16.

### Unacceptable Uses

**The Logo**
- Do not use treatments that weaken the consistency of the Bemidji State University image. The original trademark symbols must remain intact.
- Do not move or flip the logo or manipulate its size in proportion to the BSU Nameplate.
- Do not frame the logo independently.

**The Beaver Icon**
- As with the BSU logo, do not use an unapproved beaver icon for it weakens the consistency of the Bemidji State University image. Leave existing trademark symbols intact.
- Do not change or manipulate image graphics.
- Do not use improper fonts.
- Do not wrap copy around the icon image when using the Beavers or Bemidji State University scripts. Also do not modify the icon image’s width.
- Do not move or flip the image or change its size in proportion to the accompanying wording. However, in some special cases a flipped beaver icon may be necessary. Approval from the Office of Communications and Marketing is needed.

**Buffer Space**
- Minimum Width 1”
- Note: Please contact the Office of Communications and Marketing if the trademark insignia ™ interferes with an overall design. Alternative solutions will be sought.

**Note:** Flipped logo may be necessary in special cases (as in using on the sides of a helmet). Approval must be obtained from the Office of Communications and Marketing prior to using a flipped icon.

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*Not sure? Contact the Office of Communications and Marketing at 755-2041.*
Photographs

Because pictures are a critical component of the University’s image and messaging, Bemidji State offers an array of campus photographs for use on department and office websites as well as for printed or electronic materials. All photographs taken by the University photographer or a designee are property of Bemidji State University and cannot be used without permission.

To review the University photo gallery, click on www.bemidjistate.edu/offices/communications_marketing.

To request photos viewed in the gallery, contact the University photographer at 755-2041. The University photographer will download your selection and talk with you about photo usage and placement. Besides photographs found in the gallery, the University photographer may recommend other files of photographs that may work well for a particular project.

All photographs used on Bemidji State’s website, in printed materials or in other formats such as electronic emails, must accurately portray the University’s campus community and adhere to equal opportunity policies and guidelines. Any photograph being used for University purposes that does not meet University standards must be replaced.

Bucky

Bucky is Bemidji State’s mascot and an important ambassador for the University. As such, Bucky’s photograph is a highly recognizable image that may be used to promote the University and its activities in a variety of electronic and printed formats. The Office of Communications and Marketing maintains an array of Bucky images that the campus community may use.

As the University’s ambassador, Bucky follows the student code of conduct. Therefore, all images of Bucky must reflect those standards. He should not be photographed with alcoholic beverages or other items that would suggest the consumption of alcohol or drugs. Also, Bucky should not be photographed in a setting that would suggest the consumption of alcohol or drugs and should not appear with cigarettes.

At this time, Bemidji State University does not have a caricature or artwork that represents Bucky, although plans to develop drawings of Bucky are underway. As with the beaver icon, unofficial caricatures of the mascot may not be used to represent Bucky.

Thank You!

Bucky promotes BSU

Go Green!

Bucky becomes driving force for Go Green!
Stationery and Business Cards

Bids to identify printers for stationery and business cards are secured annually to obtain the lowest cost for printing. Contact information for authorized printers is available through the Office of Logistical Services at 755-2043 or on the web at www.bemidjistate.edu/offices/logistical_services.

Requirements

The printer has a standard template for University letterhead and business cards. Modifications are granted on a limited basis. However, no departmental taglines, departmental imagery, or personal statements are allowed. A pdf proof will be emailed to the person or office requesting the order for approval as well as to the Office of Communications and Marketing. All stationary orders must receive final approval by the communications design coordinator before printing begins.

Electronic/Email Letterhead, Newsletters and Flyers

To ensure a unified, consistent image, the University applies its visual identity standards to any electronic form of communication where graphics and special typography are added. If you are using or are planning to use such a communication method, please contact the Office of Communications and Marketing for help in meeting graphic and design standards and for approval. All designs for such electronic or email messages must be approved.
Stationery and Business Cards

The use of the beaver icon on stationery and business cards is limited to offices and individuals involved with Bemidji State’s intercollegiate athletics.

Fonts

Fonts used in printed materials should be selected with design needs in mind. The suggested fonts for University publications are the following:

- **Zurich Extrabold**, if available, is preferred for titles, heads, sub-heads and any other print that is to be highlighted. The letter width should be changed to 80%.

- The Garamond font family is preferred for body text and non-highlighted titles, heads, and sub-heads.

- Other serif fonts similar in appearance, such as Times or Bodoni, would be acceptable for body text.

Note: For appropriate web fonts, please contact BSU’s web development team at 755-2360.

Signage

Bemidji State University recognizes the role of indoor and outdoor signage in portraying the University’s image and carrying its messages. Campus signage, including banners*, must meet the University’s visual identity standards.

Two campus units have responsibility for signage: physical plant (755-2547) and communications and marketing (755-2041). Before adding new signs or replacing old ones, contact the director of either one of these units to discuss your plans and review University requirements. The communications design coordinator within the Office of Communications and Marketing can help with proposed designs. The coordinator must approve all proposed signs to ensure visual identity standards are met.

The Office of Communications and Marketing is responsible for banners hung on University posts such as those near Sanford Hall or the American Indian Resource Center. Permission is needed to hang banners in these locations.

* Banners, for signage purposes, do not include the temporary signs that are made and hung in areas such as the student union to announce student-related events. Please contact the Office of Communications and Marketing if you have questions.
WEB PAGE DESIGN

Bemidji State University

WEB STYLE GUIDELINES

WEBSITE MANAGEMENT

The Bemidji State webstore plays a critical role in advancing the University’s goal of conveying a coherent, unified message and image. In support of that goal, the University now manages the website’s overall structure and design at the institutional level rather than at a departmental or office level.

The web development team must be consulted prior to beginning any new site project or making significant changes to an existing site on www.bemidjistate.edu. Plans for using “off-the-shelf” blog, content management system (CMS) products, databases or other software must be reviewed and approved for security and compatibility with BSU’s server environment. For more information, contact web services at 755-2360.

BACKGROUND

In January 2008, the University launched phase one of its newly designed site. The first phase of the redesign project included a new homepage as well as revamped undergraduate admissions pages and other level-one pages. Since then, web developers have moved deeper into the site, with more departments and offices undergoing the transformation.

In developing the new Bemidji State site, page design and structural guidelines were created to better classify pages and align them with units having similar purposes. For instance, within the administration area, pages for the student development division and for the finance and administration division are similar in structure and design. Similarly, undergraduate admissions and residential life have related designs and structures. All landing pages have a similar look and feel, as well. The related designs and structure help guide users, enabling them to explore and use the site with greater ease.

GUIDANCE AND APPROVALS

The first step in beginning or redesigning a site is to contact the web development team at 755-2360. The web team will guide the structural planning of the website. They will discuss requirements for the design and placement of the navigation bar, headers, footers, column widths, fonts, security, ADA compliance, the content management system and other elements.

They must approve all plans for a website’s structure prior to the start of any new web project or a significant redesign of existing pages on the Bemidji State website. They have templates available to guide building and designing the pages. If a pre-designed template is not used, the next step is to visit with the communications design coordinator within the Office of Communications and Marketing. The communications design coordinator will guide the look and feel of the pages, ensuring that the graphic design (fonts, photography, graphics, color and relationship of the elements) of the site remains consistent with the University’s identity standards.

The communications design coordinator must approve the graphic design for a website before building of the site begins, no matter if a pre-designed template or a new design is used. The Office of Communications and Marketing may also review the content and suggest ways to improve it.

NON-INSTITUTIONAL PAGES

Personal pages for faculty, staff, currently enrolled students and recognized student organizations are not part of the official University website. These pages are designed and authored by the individuals or groups served and do not fall under the direct guidance, support and responsibility of the Office of Communications and Marketing or the web development team. Considered a service provided by the University, these non-institutional pages provide campus constituents with a medium in which to share their views, opinions and information.

The views and opinions expressed by individual faculty, staff, students and student groups on personal web pages found within the University’s website are those of the page authors. The contents of these personal pages have not been created, reviewed or approved by Bemidji State University.

Non-institutional pages must meet acceptable use procedures of the University and the Minnesota State Colleges and Universities System as well as state and federal regulations. The University maintains the right to remove objectionable content from its website in accordance with established policies.

OTHER ELECTRONIC COMMUNICATION

Identity standards apply to all forms of electronic communication, including email letterhead, newsletters and fliers. See page 12 for more information.
The University seal was created when Bemidji State University was known as Bemidji State Teachers College. The seal’s design was very simple, with the college name wrapped across the top and the words Bemidji and Minnesota centered in the middle of the circular seal. The year the college was started, 1919, rested on the bottom of the circle.

The seal was revised as Bemidji State Teachers College became Bemidji State College and later Bemidji State University in the 1970s. It now shows the fireplace on the BSU waterfront between two trees with Deputy Hall in the background. The University name sweeps across the top of the seal with 1919 still completing the circle. The seal has remained the same to this day.

The University seal is used only on official University documents, such as diplomas, certificates presented by the president or honorary degree certificates. Any other use must have prior approval by the University president.

**MnSCU Requirements**

The Board of Trustees for the Minnesota State Colleges and Universities (MnSCU) system requires all member institutions, including Bemidji State University, to use the tagline “A member of the Minnesota State Colleges and Universities System” on external communications. To comply with MnSCU and BSU policies, place the MnSCU tagline on publications and other materials intended for external audiences including, but not limited to:

- Annual reports
- Alumni magazines
- Billboards and outdoor banners
- Brochures
- Campus signs
- Entrance signs
- Project signs for capital construction projects
- Event programs
- Legislative publications
- Letterhead
- Newsletters, printed or electronic
- News releases
- Note cards
- Print and visual advertising
- Magazines
- Radio ads, if timing permits
- Television ads
- Student recruitment materials
- University web site home page
- Other prominent pages

Whenever possible, the MnSCU logo should accompany the tagline. The MnSCU logo should not be used, however, without the tagline. Often the MnSCU logo and tagline are used in conjunction with the equal opportunity statement as shown on page 20.
**Long Version (used in catalogs)**

Bemidji State University is committed to a policy of nondiscrimination in employment and educational opportunities. No person shall be discriminated against in the terms and conditions of employment, personnel practices, or access to and participation in programs, services, and activities with regard to race, sex, color, creed, religion, age, national origin, disability, marital status, sexual orientation, or membership or activity in a labor organization by sex, age, marital status, sexual orientation, status with regard to public assistance, sexual orientation, or membership or activity in a labor organization has no place in a learning or work environment and is prohibited. Sexual violence has no place in a learning or work environment. Further, the Minnesota State Colleges and Universities shall work to eliminate violence in all its forms. Physical contact by designated system, colleges, and universities staff or students may be prohibited in accordance with local or physical harm to persons or property.

This document is available in alternative formats to individuals with disabilities by calling 1-800-475-2001, 218-755-3883 or through the Minnesota Relay Service at 1-800-627-3529. Inquiries regarding compliance, rights and other information may be addressed to the Director of Human Resources and Affirmative Action/Disabilities Coordinator at 218-755-3883.

**Standard Version**

Bemidji State University is committed to a policy of nondiscrimination in employment and educational opportunities. No person shall be discriminated against in the terms and conditions of employment, personnel practices, or access to and participation in programs, services, and activities with regard to race, sex, color, creed, religion, age, national origin, disability, marital status, sexual orientation, or membership or activity in a labor organization by sex, age, marital status, sexual orientation, status with regard to public assistance, sexual orientation, or membership or activity in a labor organization has no place in a learning or work environment and is prohibited. Sexual violence has no place in a learning or work environment. Further, the Minnesota State Colleges and Universities shall work to eliminate violence in all its forms. Physical contact by designated system, colleges, and universities staff or students may be prohibited in accordance with local or physical harm to persons or property.

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**Short Version**

A member of the Minnesota State Colleges and Universities system, Bemidji State University is an affirmative action, equal opportunity employer and educator.

Bemidji State University is committed to a policy of nondiscrimination in employment and educational opportunities. No person shall be discriminated against in the terms and conditions of employment, personnel practices, or access to and participation in programs, services, and activities with regard to race, sex, color, creed, religion, age, national origin, disability, marital status, sexual orientation, or membership or activity in a labor organization by sex, age, marital status, sexual orientation, status with regard to public assistance, sexual orientation, or membership or activity in a labor organization has no place in a learning or work environment and is prohibited. Sexual violence has no place in a learning or work environment. Further, the Minnesota State Colleges and Universities shall work to eliminate violence in all its forms. Physical contact by designated system, colleges, and universities staff or students may be prohibited in accordance with local or physical harm to persons or property.

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**Short Version with alternative formats tagline**

A member of the Minnesota State Colleges and Universities system, Bemidji State University is an affirmative action, equal opportunity employer and educator.

**Short Version with alternative formats tagline**

A member of the Minnesota State Colleges and Universities system, Bemidji State University is an affirmative action, equal opportunity employer and educator.

**Initiative Images**

At times, the University will adopt additional images to forward special initiatives. The graphic designs associated with such efforts, which support the University’s strategic plan, must also remain consistent with the University’s identity. All initiative-driven designs must be approved by the Office of Communications and Marketing.

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**Initiative Images**

Initiative Images

高等教育，教育机会

Shaping Potential, Shaping Worlds.

Bemidji State University

Engage, educate, empower.

Bemidji State University

Shaping Potential, Shaping Worlds.

Go Green!

Downloadable required statements available at: bemidjistate.edu/offices/communications_marketing.
Merchandise Licensing

COLLEGIATE LICENSING

A university's name, logo, athletic icon, mascot, related words or images, and school colors are considered valuable assets that, when used properly, help build an institution's reputation. Managing these assets through a collegiate licensing program, as well as through consistent use, ensures that the representative images are used correctly and appropriately in a variety of applications, from banners and beanies to team uniforms and tablecloths. The University maintains rights to any words, phrases, images, or concepts used to represent or suggest Bemidji State University or any of its entities.

Bemidji State University contracts with an external licensing firm to manage its licensing program and monitor the use of BSU images, the name Bemidji State University, and its related designations (i.e., BSU Beavers). This licensing program protects the visual identity of the University while helping to enhance BSU’s image. The licensing firm will work with offices and vendors to increase the marketability of products and clothing.

All merchandise containing University images or names, whether for internal use, giveaways or sale, must be produced by a licensed vendor. All merchandise designs must adhere to the University standards found on pages 3-10 and must be approved by the Office of Communications and Marketing. Information on the licensing program, including a list of licensed vendors, is available by contacting the Office of Communications and Marketing at 218-755-2041 or by clicking on www.bemidjistate.edu/offices/communication_marketing.

Visual Identity Checklist

The following is required in publications, printed materials or electronic communications intended to serve as a flyer, newsletter or other promotional piece.*

- **University Logo**: Each must contain the University logo and/or nameplate. The logo and nameplate are the most identifiable element on official University materials. See the University logo and University nameplate sections of this manual for details, pages 4 and 9.
- **Bemidji State University Name**: The name Bemidji State University should be displayed in a prominent manner on all materials publicizing events and activities sponsored or hosted by the University, promoting services, programs and academic components, and representing schools, organizations, or other groups supported by and affiliated with the University. Headlines or other text should not be placed in such close proximity to the name that it is visually obstructed.
- **AFFIRMATIVE ACTION/EQUAL OPPORTUNITY/NONDISCRIMINATION STATEMENT**: Every publication is required to have the short version of the affirmative action/equal opportunity/nondiscrimination statement. The University catalog is the only publication that is required to print the long version.
- **ALTERNATIVE FORMATS TAGLINE**: This tagline is required on all publications. For details regarding the statement and tagline, see the affirmative action/equal opportunity/nondiscrimination statements on page 20 of this guide.
- **CONTACT NAME AND PHONE NUMBER**: All publications, even on-campus flyers or posters, should have an individual or department name, phone number or address to contact for further information. All publications intended for mailing are to have a return address. No departmental artwork may appear in the return address area.
- **MNSCU TAGLINE (IF APPLICABLE)**: The MnSCU tagline, “A member of the Minnesota State Colleges and Universities system,” is required on publications intended for external audiences. See page 19 for more details.
- **BULK MAILING**: All bulk mailing pieces must contain the BSU permit and follow postal regulations. Questions can be referred to the U.S. Postal Service or the campus mailroom at 755-3922 or www.bemidjistate.edu/offices/mail.
- **TEXT FORMAT**: Copy provided to the communications design coordinator electronically must be converted to text-only format. If specific design formats, such as bold or tabbed copy, is required, a hard-copy version of the text must also be provided. Handwritten copy is unacceptable.

* Advertising, posters, billboards and other communications pieces are included in these requirements.

**NOTES:**
- While all vendors must be licensed, royalties are only collected from vendors whose Bemidji State merchandise is sold or going to be sold. Personal or give-away items are royalty-free (not intended for sale) items produced by a licensed vendor.
A member of the Minnesota State Colleges and Universities system, Bemidji State University is an affirmative action, equal opportunity, educator and employer. This document is available in alternative formats to individuals with disabilities by calling 1-800-475-2001 or 218-755-3883.