

YOUR GUIDE TO BHSU VISUAL IDENTITY STANDARDS

LOGOS * use EPS versions for print
* use JPEG for web and Microsoft documents

Download updated logos at www.BHSU.edu/Logos

The logo must appear on all printed and online communication and on all printed materials that represent the academic and administrative units of the University.



Sting, the Yellow Jacket mascot, may be used in addition to but not as a replacement for the official logo on most publications.



Athletics, alumni and student organizations may choose to use the mascot rather than the logo as long as the words Black Hills State University are prominently included. Other departments and organizations may use the mascot in conjunction with the official logo.

TAGLINE

BHSU has a new tagline, Where Anything is Possible. BHSU uses two different designs for the tagline

[Where **ANYTHING** is possible]



Download the new graphics at www.BHSU.edu/Logos

LOGO SIZE GUIDELINES

Publication Size:

- 11"x17" = Minimum logo size of 2" wide
- 8.5"x14" = Minimum logo size of 1.5" wide
- 8.5"x11" = Minimum logo size of 1.5" wide
- Smaller than 8.5"x11" = 1.25" wide

Margins around the logo should never be less than 1/4"

The BHSU logo should be the largest logo and be prominently displayed. It is important that additional logos be used smaller as a secondary identity to prevent confusion to the audience.

RESIZE



Hold Shift when enlarging an image to keep it from distorting.



DON'T place logos on a distracting background.



DO add a box behind to separate logo and background.



OFFICIAL COLORS



CMYK: C=99 M=34 Y=100 K=29
Pantone Solid Coated 349
RGB R=0 G=98 B=51
Hexadecimal (web version): #006233



CMYK: C=0 M=22 Y=92 K=0
Pantone Solid Coated 123
RGB R=255 G=199 B=38
Hexadecimal (web version): #FFC726

Trebuchet MS

Palatino Linotype

COLLEGED

BEBAS NEUE (TT)

} FONTS

OFFICIAL SEAL

The Black Hills State University seal should be used only on official documents such as:

Diplomas
Awards

Certificates



Contact the Marketing & Communications Office for the file.



PHOTO USE

The Marketing and Communications Office maintains stock photos to promote BHSU. Contact the Marketing and Communications Office to view the photos.

The Marketing and Communications Office will arrange for a photographer for marketing purposes, depending on the availability of student photographers.

Call (605) 642-6065 for more information.

BUSINESS CARDS & STATIONARY

Business cards should be ordered through the Marketing & Communications Office.

BHSU stationery, includes letterhead and envelopes on white stock with green and gold ink.

Templates for both are available at www.BHSU.edu/Logos.

TEMPLATES

Templates for posters, sizes 8.5" x 14" and 8.5" x 11", and table tents are available online at www.BHSU.edu/Templates.

Send completed printing projects to Bill Fletcher and Lori Dubry at the Printing Center to be printed.