

Black Hills State University Brand Guide

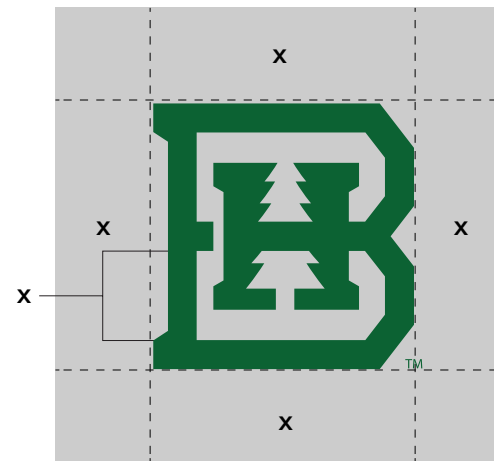


TM



The BH symbol will be used in appropriate small applications when the primary logo cannot be easily legible.

Exclusion Zone



Because we don't want to confuse or complicate our branding, we need to protect the integrity of our logo. Free from all other graphic elements gives it maximum clarity.

This gray area is known as the exclusion zone. The exclusion zone has been calculated by simply using the height of the bowl in the "B" and placing it around each side of the logo.



This will be the primary logo for the university.

Exclusion Zone



Because we don't want to confuse or complicate our branding, we need to protect the integrity of our logo. Free from all other graphic elements gives it maximum clarity.

This gray area is known as the exclusion zone. The exclusion zone has been calculated by simply using the proportional size of the BH symbol and placing it around each side of the logo.

Primary Logo Horizontal

Alternate 1



Exclusion Zone



Alternate 2



Exclusion Zone



These two alternate marks are to be used in appropriate horizontal applications.

1. The exclusion zone has been calculated by simply using the proportional size of the width of the “1883” and placing it around each side of the logo.
2. The exclusion zone has been calculated by simply using the proportional size of the width of the “H” and placing it around each side of the logo.

Logo Family

Secondary Mark



The secondary mark should never be altered in any way except for color. It must stay in this form. No stacking or rearranging letters.

The secondary mark should always be used with the main logo never in place of it.

*This mark is only available to use upon request.

Stamp Options



Stamps must never be used in place of the main logo, but in addition to it.



BLACK HILLS
STATE UNIVERSITY



BHSU

Alternate logo options when the primary logo is unable to be used in small applications. The BH symbol is another option (Noted in the previous pages of this guide).

Vertical Option



BHSU font size should be roughly 2/3 the size of the subhead font size.

Subhead should switch to a second line if the length of the subhead exceeds past 2x the combined width of the symbol and BHSU.

Horizontal Option



Departmental Lock Ups can be used on publications in place of the primary BHSU logo when appropriate.

*Please contact the Marketing and Communications office to request a copy of your departmental lock up.

Color

Primary Colors

BHSU Green

CMYK | 99, 34, 100, 29

RGB | 0, 98, 51

HEX | #006233

PANTONE | 349 C

BHSU Gold

CMYK | 0, 22, 92, 0

RGB | 255, 199, 38

HEX | #FFC726

PANTONE | 123 C

Secondary Colors

*Secondary colors can be used in conjunction with the primary brand colors, but cannot be used on their own.

Dark Green

CMYK | 88, 44, 93, 52

RGB | 10, 69, 37

HEX | #0A4525

Dark Gold

CMYK | 0, 39, 100, 0

RGB | 250, 168, 25

HEX | #FAA819

Light Green

CMYK | 23, 7, 19, 0

RGB | 195, 214, 205

HEX | #C3D6CD

Light Gold

CMYK | 3, 7, 30, 0

RGB | 247, 232, 188

HEX | #F7E8BC

Dark Gray

CMYK | 66, 59, 55, 36

RGB | 77, 77, 79

HEX | #4D4D4F

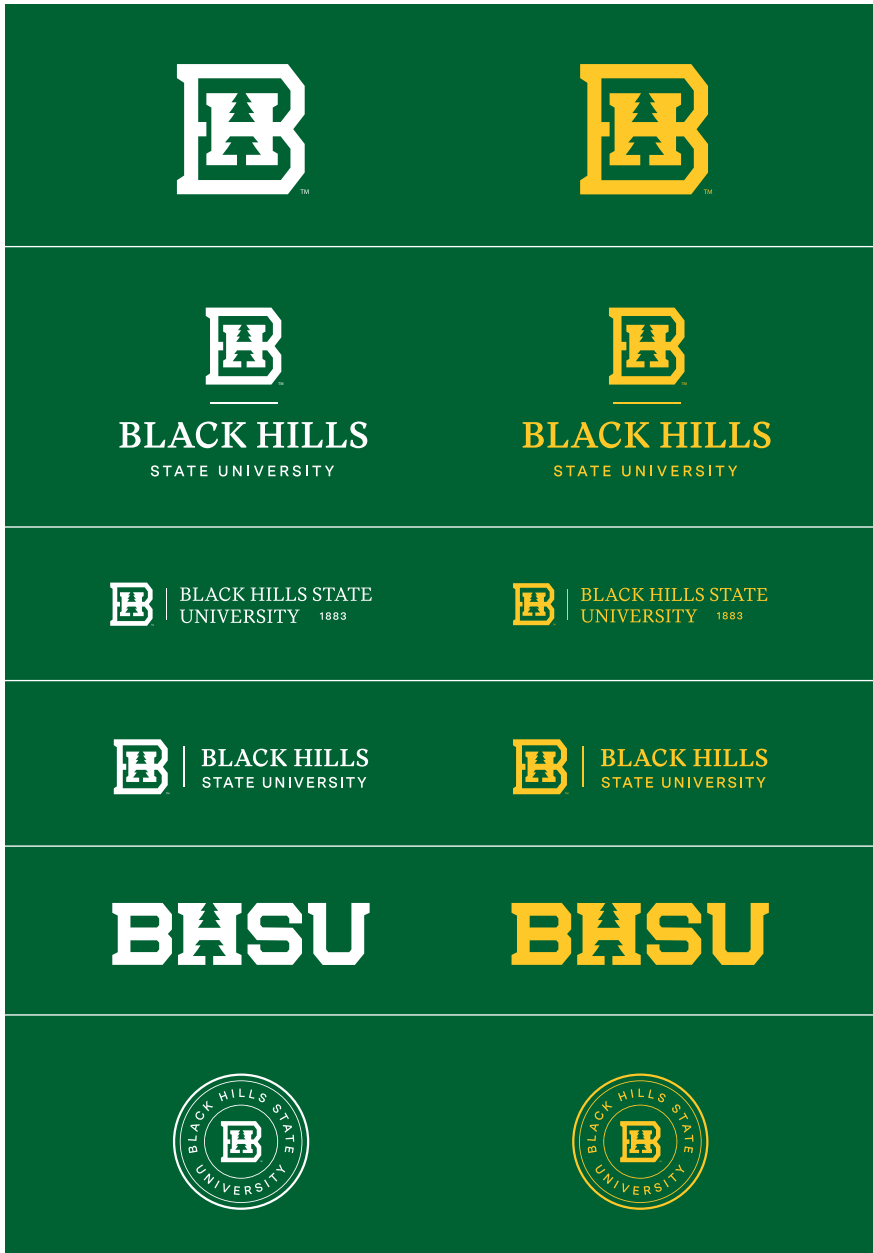
Light Gray

CMYK | 11, 8, 9, 0

RGB | 225, 224, 222

HEX | #E1E0DE

Logo Color Options



These color combinations are guidelines to follow.

Logo Color Options



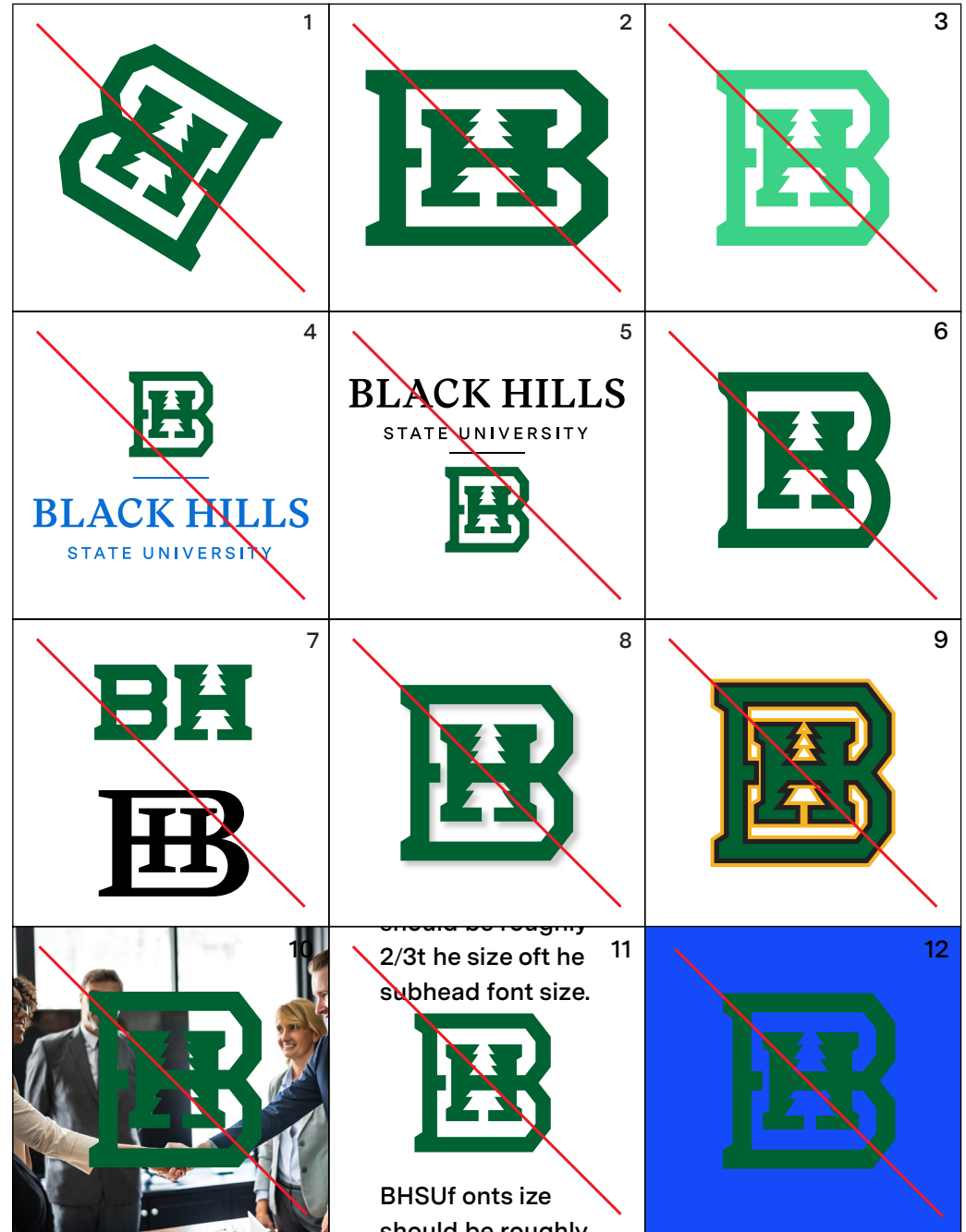
These color combinations are guidelines to follow.

Logo Treatment

The logo must be used as is and not altered in any way. This applies to the primary, secondary, and the entire logo family for BHSU.

This means that you must not:

1. Change the logo orientation.
2. Disproportionately scale or resize the logo.
3. Change logo's colors that are not BHSU green, yellow, white or black.
4. Display the logo with color combinations not previously specified.
5. Display the logo in a configuration not previously specified.
6. Alter the corners, strokes, spacing and components of the logo.
7. Attempt to recreate the logo.
8. Add special effects to the logo.
9. Add an outline to the logo or display the logo as an outline.
10. Use the logo on top of a busy background if it diminishes the legibility of the logo.
11. Display the logo with other elements in the logo's exclusion zone.
12. Display the logo on backgrounds that clash with the primary colors on the logo.



Logo Treatment

Logo Size

The logo should be used in a size large enough to ensure legibility. The BHSU logo should be the largest logo and be prominently displayed.

The logo should be prominent and be immediately noticeable on all publications. The logo should be placed on the front cover of all multiple page/panel publications such as brochures, newsletters, and magazines.

The logo may be reduced or enlarged proportionally, but the relationship of the elements may not be distorted, altered or modified in any way.

The logo must appear on all printed and online communications and on all printed materials which represent the academic and administrative units of the university.

Size Guidelines:

- Publications that are 11”x17” should have a minimum logo size of 2” wide.
- Publications that are 8.5”x11” should have a minimum logo size of 1.5” wide.
- Publications that are smaller than 8.5”x11” should never be less than 1.25” wide.
- Larger or smaller minimum sizes may be necessary for other media such as video and film, or products that require specialized manufacturing. If you feel you need to use the logo smaller or have questions about extra-large files, contact the Marketing & Communications Office for assistance.

Additional Visual Identity Standards

Mascot “Sting”

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

The Yellow Jacket should not be changed or altered without seeking approval of minor modifications from Michael Jastorff, University Bookstore 605.642.6279.



Official Seal

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

- Diplomas
- Certificates
- Awards
- Applications

If you wish to use the seal for official University documents, please contact the Marketing office for the file at 642-6215.



Fonts

Primary Fonts

Messina

(Sans)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

(Serif)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Trebuchet MS

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Palatino Linotype *or* Palatino *(Mac users)*

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Consistent use of typography is the foundation for our visual identity. Two type families, a serif and a sans serif font, have been carefully selected for our visual identity guidelines: Messina Sans and Messina Serif. These are the two fonts used in our University logo. The Messina font family is not available to users outside of the Marketing & Communications Office so the alternative official fonts that can be widely used are Trebuchet MS and Palatino Linotype (or Palatino for Mac users).

Secondary Fonts

*Secondary fonts can be used depending on the audience for specific publications.

Bebas Neue Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Download via Adobe Typekit*

Viktor Script

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0*

Download via Adobe Typekit*

*Must have a subscription for Adobe Typekit

