

MINOT STATE BEAVERS



MINOT STATE UNIVERSITY ATHLETICS
BRAND AND GRAPHIC STANDARDS

MINOT STATE ATHLETICS BRAND AND GRAPHICS GUIDELINES

PRIMARY LOGO | PREFERRED USAGE

THE BEAVER HEAD LOGO IS THE PRIMARY LOGO OF THE MINOT STATE ATHLETIC DEPARTMENT. IT SHOULD NOT BE USED ON CAMPUS BY ANY OTHER DEPARTMENTS, UNLESS THE DEPARTMENT HAS SPECIFICALLY BEEN GIVEN AN EXCEPTION FROM THE MINOT STATE ATHLETIC DEPARTMENT.



OTHER ACCEPTABLE COLOR VARIATIONS



APPROVED ONLY FOR USE ON MARKETING MATERIALS BY OPPONENTS WHERE ALL OPPONENT LOGOS APPEAR IN ALL WHITE, OR FOR SPECIAL ATHLETIC INITIATIVES. INTERNAL MARKETING OF SPECIAL INITIATIVES MUST BE APPROVED BY DIRECTOR OF ATHLETICS.

NOTE: THE BEAVER HEAD MUST ALWAYS HAVE A FILL AND A WHITE OUTLINE

SECONDARY LOGO | PERMISSION REQUIRED FOR USAGE



RETIRED LOGOS | USAGE PERMITTED FOR ATHLETICS AND ALUMNI RELATIONS ONLY



MINOT STATE ATHLETICS BRAND AND GRAPHICS GUIDELINES



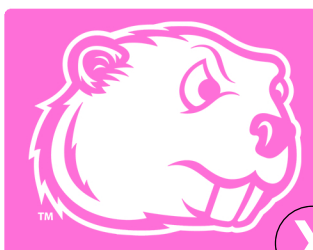
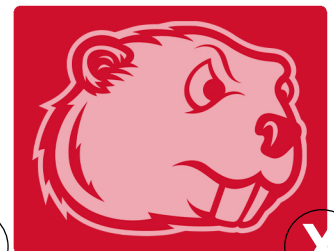
THE IMAGES TO THE RIGHT
DEPICT MANY COMMON
MISUSES OF THE
BEAVER HEAD LOGO.

PLEASE NOTE THAT
NOT ALL INAPPROPRIATE
USES ARE PICTURED.

SOME EXCLUSIONS DO APPLY.
THE MINOT STATE DIRECTOR
OF ATHLETICS RESERVES
THE RIGHT TO APPROVE OR
DENY ANY DESIGNS,
INCLUDING BUT NOT LIMITED
TO ENGRAVING, LASER
ETCHING, AWARDS, AND
SPECIAL USAGES. THESE
SPECIAL PERMISSIONS MAY
ONLY COME FROM THE
DIRECTOR OF ATHLETICS.

NO OTHER MEMBER OF THE
MARKETING OR ATHLETICS
STAFFS MAY PERMIT
SPECIAL USAGES.

FOR ADDITIONAL QUESTIONS
PLEASE CONTACT THE
MINOT STATE ATHLETICS
MARKETING OFFICE.

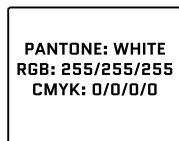
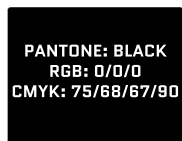


MINOT STATE ATHLETICS BRAND AND GRAPHICS GUIDELINES

OFFICIAL COLORS AND FONTS

The following are the official colors of the Minot State Athletic Department. No other primary or secondary colors should be used to represent the Minot State Athletic Department. The only exceptions will be for internal use when promoting a specific initiative for assigned athletic events. This approval must come from the Director of Athletics.

PRIMARY COLORS



These four colors are the primary colors for Minot State Athletics. Retail using the official logo should be one of these four colors.

SECONDARY COLORS



These are the secondary colors for Minot State Athletics. These colors should only be used when using the brown Beaver Head, or when special permission is given to use the old Beaver M logo.

PRIMARY FONT

A B C D E F G H I
J K L M N O P
Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

ITC LEAWOOD

ITC Leawood is the primary font for the Minot State Athletic Department. Any branding, clothing, and other retail should use this font.

SECONDARY FONTS

A B C D E F G H I
J K L M N O P
Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

QUANTICO

Quantico is a secondary font for the Minot State Athletic Department. This font is approved for use by the Athletic Department for athletic communications including headlines and body copy.

TUNGSTEN

A B C D E F G H I
J K L M N O P
Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Tungsten is a secondary font for the Minot State Athletic Department. This font should only be used with graphic and video content that is produced by the Minot State Athletic Department. It is NOT approved for use for internal clothing, external branding, or retail uses.

Tartine Script

Tartine Script is a secondary font for the Minot State Athletic Department. This is the official script font, and should only be used when a script is necessary. The font may be used on retail items when also using ITC Leawood on those items.

A B C D E F G H I
J K L M N O P
Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p
q r s t u v w x y z

MINOT STATE ATHLETICS BRAND AND GRAPHICS GUIDELINES

WORDMARK STACKED | PREFERRED USAGE

**MINOT
STATE
BEAVERS**

WHEN APPEARING ON A RED BACKGROUND
PRIMARY IDENTIFIER: WHITE
SECONDARY IDENTIFIER: BLACK

**MINOT
STATE
BEAVERS**

WHEN APPEARING ON A WHITE BACKGROUND
PRIMARY IDENTIFIER: RED
SECONDARY IDENTIFIER: BLACK

**MINOT
STATE
BEAVERS**

WHEN APPEARING ON A GREEN BACKGROUND
PRIMARY IDENTIFIER: WHITE
SECONDARY IDENTIFIER: BLACK

**MINOT
STATE
BEAVERS**

WHEN APPEARING ON A BLACK BACKGROUND
PRIMARY IDENTIFIER: WHITE
SECONDARY IDENTIFIER: RED

WORDMARK HORIZONTAL | USE WHEN SPACE DOES NOT ALLOW FOR STACKED VERSION

**MINOT STATE
BEAVERS**

**MINOT STATE
BEAVERS**

**MINOT STATE
BEAVERS**

**MINOT STATE
BEAVERS**

ONE-COLOR USAGE

**MINOT
STATE
BEAVERS**

**MINOT
STATE
BEAVERS**

**MINOT
STATE
BEAVERS**

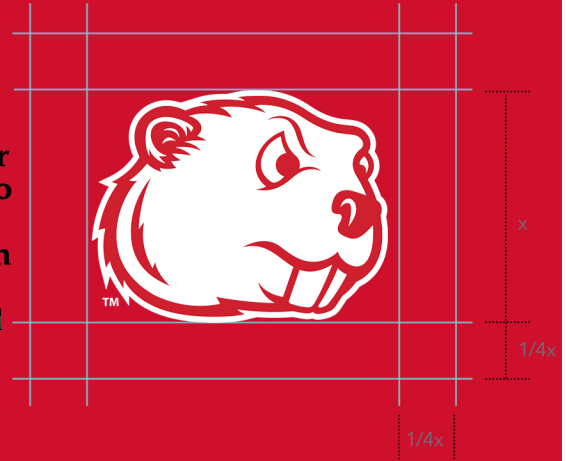
**MINOT
STATE
BEAVERS**

ANY WORDMARK CAN APPEAR IN ALL MINOT STATE RED, ALL MINOT STATE GREEN, ALL BLACK, OR ALL WHITE
DO NOT USE WORDMARKS AND IDENTIFIERS ON ANY OTHER COLORS

MINOT STATE ATHLETICS BRAND AND GRAPHICS GUIDELINES

PROTECTED AREA

The logo should always be surrounded by a buffer area of clear space to separate it from text and other graphic elements, as well as the edge of the page. No other graphic element or text should infringe upon this space. The illustration below shows the minimum clear space required as specified relative to the overall height of the logo. For example: If the overall HEIGHT of the logo is 2 inches, the required clear space surrounding the logo is 1/2 inch.



VOLLEYBALL

ATHLETICS DEPARTMENTS, ORGANIZATIONS AND TEAMS HAVE DISTINCT LOCK UPS AND WORDMARKS CREATED FOR THEIR USE. THESE ARE FOR INTERNAL AND RETAIL USE ONLY AND CAN BE REQUESTED FROM ATHLETICS MARKETING OR LICENSING OFFICES.

All clear space, color restrictions and lock up rules apply to team lock ups and wordmarks. Do not attempt to create or alter these logos. These distinct lock ups and wordmarks are only to be used in conjunction with phrasing from the athletic department and programs. No other usage is permissible.

Ex: The wordmark "VOLLEYBALL" cannot be replaced with "NURSING".

MINOT STATE ATHLETICS BRAND AND GRAPHICS GUIDELINES

MASCOT MARK



MINOT STATE BEAVERS

MASCOT MARK

The Minot State Mascot Mark brings an energetic and customizable option to the branding of the University. It is **NOT** a substitute for the primary academic or athletic logos. The Mascot Mark is for **official student groups** to allow a creative, yet branded avenue for the student population. Usage of the Mascot Mark is **prohibited** for all other entities unless otherwise given special approval from the Athletic Marketing Office. Student groups must submit the following form to request usage of the Mascot Mark.

Design and Print Services will customize the Mascot Mark to fit the requests of the student groups once approval has been given. **For any other questions or inquiries, please contact the Coordinator of Marketing, Tickets, and Promotions.**



MSUBEAVERS.COM