This publication serves Minot State University Athletics Brand and Graphic Guidelines along with the introduction of Minot State’s refreshed Beaver logo, defined colors and typefaces. As a proud NCAA Division II Institution, we strive for consistency and excellence in our brand and athletic department. Our graphic standards manual serves as a guide on each logo graphic and the acceptable fonts we use. We take pride in the use of strength of our brand and expect the community to uphold our standards.

The changes to the logo and the signature colors will underscore the university’s commitment to a static graphic direction for the athletic department. The MSU athletic department believes a strong, central look for the university’s athletic teams will enhance our core values of athletic and academic excellence.

Critical to the success of the MSU Athletic Department’s brand, and graphic guidelines is the consistent application and understanding of this document. Included in this guide is the licensing requirements for all promotional, retail and in-house products.

It is essential that when applying the identity to all athletic department assets such as signage, brochures, equipment, uniforms, stationary, and apparel, the identity must meet the specifications outlined in this document.

As we continue our story in Division II athletics, and in the Northern Sun Intercollegiate Conference, we encourage community members and friends of Minot State University to share in our story by upholding our brand and graphic standards. Thank you for reviewing this document and thoroughly examining and understanding its key elements and how they are applied to your team, department or business. If you have questions about the application or intent of the athletic brand, please contact the Assistant Athletic Director for Marketing and Promotions.

We appreciate your support —
GO BEAVERS!
Rick Hedberg, MSU Athletic Director

Why are graphic standards important?

This manual provides guidelines to help ensure consistent application of the Minot State University identity.

Projecting a unified visual identity involves more than simply creating and implementing a logo. Graphic standards provide a sound, flexible structure for using logos, color, and typography—a graphic “vocabulary” unique to Minot State. By consistently following these graphic standards, Minot State’s visual identity will become established and recognized.

Failure to properly use these elements reduces our ability to communicate with the university’s many audiences, and diminishes the identity’s value.
University color palette

PRIMARY COLOR PALETTE

Color plays an important role in keeping all materials consistently recognizable. The three signature colors that comprise Minot State’s identity are Minot State Red, Minot State Green, and black.

Additionally, a secondary palette has been established. These colors work well in combination with any of the three signature colors.

For print applications, specify a Pantone color or CMYK process equivalent. For computer-related use, refer to the RGB equivalent.

SECONDARY COLOR PALETTE

In addition to the primary colors of Minot State University, Pantone 4535 (beige), Pantone 428 (light gray) and Pantone 431 (dark gray) are three secondary identity colors.

PANTONE® is a registered trademark of PANTONE, Inc. The colors shown on this page and throughout this manual are not intended to match the PANTONE Color Standards. For the PANTONE Color Standards, refer to the current edition of the PANTONE Color Formula Guide.

<table>
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<td>Pantone 428</td>
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<th>Minot State Red</th>
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<td>CMYK 100–0–78–42</td>
<td>CMYK 0–0–0–100</td>
<td>CMYK 2–0–0–18</td>
<td>CMYK 11–1–0–64</td>
<td>CMYK 0–4–30–11</td>
</tr>
<tr>
<td>RGB 204–0–51</td>
<td>RGB 42–104–75</td>
<td>RGB 0–0–0</td>
<td>RGB 204–204–204</td>
<td>RGB 102–102–102</td>
<td>RGB 231–216–172</td>
</tr>
</tbody>
</table>

PANTONE® is a registered trademark of PANTONE, Inc. The colors shown on this page and throughout this manual are not intended to match the PANTONE Color Standards. For the PANTONE Color Standards, refer to the current edition of the PANTONE Color Formula Guide.
The logo

The logo is Minot State University Athletics official identifying mark. It is the basic element in the application of a unified visual identity.

The two primary athletic logos for Minot State University Athletics are featured on this page. PRIMARY LOGO 1 has three parts: the M, the signature Beaver affixed to the upper left side of the M and the wordmark. The wordmark and the M–Beaver should always be to the left of the wordmark and never be arranged differently than the examples shown in this manual, or combined with other design elements.

PRIMARY LOGO 2 has two parts: the M and the signature Beaver affixed to the upper left side. The M–Beaver should never be combined with other design elements.

The logos are uniquely rendered. They cannot be redrawn, duplicated, or modified in any way.

Please note: Minot State University Athletics has used a similar logo in the past. However, the new logos (below and on subsequent pages) have been completely re-drawn and should be used exclusively. This new logo replaces all older designs and is the only mark to be used when identifying Minot State University Athletics.
Logo configurations

The preferred logo configuration is either PRIMARY LOGO 1 or PRIMARY LOGO 2 shown on the previous page. Use one of the preferred logo arrangements whenever possible. In certain circumstances, it may be better to use other configurations. The secondary logo configurations (shown below and on the right) are acceptable for such circumstances.

Use only the logo configurations illustrated in this manual.
No other configurations are acceptable.

Secondary configurations:
Minimum size

The Minot State University athletic logo has been designed for use in a wide variety of sizes. However, it should never be reproduced so small that it becomes illegible or unnoticeable.

In print, the minimum logo size for PRIMARY LOGO 1 is \(1\frac{1}{2}\)-inches, for PRIMARY LOGO 2, \(\frac{1}{2}\)-inch and for secondary logo (Beaver head), \(\frac{1}{2}\)-inch, each measured as the width of the logo. Never print the logo smaller than this.
Using logos on backgrounds

It may be desirable to place the MSU athletic logo on a field of color or some other background. As shown in the example on the right, the artwork for PRIMARY LOGO 2 and the secondary Beaver head logo were created with a built-in outline that allows them to work clearly on any background. For this reason it is acceptable to use them in this manner. Do not alter the logos before placing them on a solid color or complex background.

When using the logos on a complex or distracting background, be sure the background does not intrude on the logo’s visual identity. As shown below in PRIMARY LOGO 1, only the M–Beaver and the Beaver Head logos have a built-in outline. For this reason, only the logo with the white wordmark can be used on a complex or distracting background. EXCEPTION: Primary and secondary logos containing the wordmark may be placed over the following background colors only: Black, Pantone 4535 and Pantone 428.

UNACCEPTABLE:

Please note: The secondary versions of the M–Beaver and the Beaver Head logos also include a built-in outline and may also be placed on solid color or complex backgrounds. Likewise, the secondary logo options designed like primary logo number one, do not include a built-in outline around the wordmark and cannot be placed on complex backgrounds (see EXCEPTION on the left.)

OFFICIAL UNIVERSITY COLORS

<table>
<thead>
<tr>
<th>Primary</th>
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<tr>
<td>Pantone 186</td>
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<td>Pantone Black</td>
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<tr>
<th>Minot State Red</th>
<th>Minot State Green</th>
<th>Black</th>
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<th>Dark Gray</th>
<th>Beige</th>
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<tbody>
<tr>
<td>CMYK 0–100–81–4</td>
<td>CMYK 100–0–78–42</td>
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<td>CMYK 2–0–0–18</td>
<td>CMYK 11–1–0–64</td>
<td>CMYK 0–4–30–11</td>
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<td>RGB 204–0–51</td>
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<td>RGB 204–204–204</td>
<td>RGB 102–102–102</td>
<td>RGB 231–216–172</td>
</tr>
</tbody>
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MSU Athletics Graphic Standards page 8
Examples of other unacceptable logo usage

The logo is uniquely rendered. It cannot be redrawn, duplicated, or modified in any way. While computer software has made it easy to modify graphics, please resist the temptation.

A consistently applied system of identification creates a distinctive visual profile. Any changes made to the logo undermine this goal and can, over time, defeat the entire purpose of our identity and graphic standards.

These pages illustrate some of the many ways the logo can be impaired by incorrect use.
Logos with sport specific or approved text

There are five sport or text specific versions of the athletic logo which identify the sports or other athletic affiliations with MSU. Only approved text can be used in conjunction with the logos and may only be displayed as illustrated in the samples below. Current approved text for sport or text specific logo usage are as follows:

- Athletics
- Baseball
- Basketball
- Beaver Boosters
- Beavers
- Cross Country
- Football
- Golf
- Home of the Beavers
- Red Rising
- SAAC
- Soccer
- Softball
- Track & Field
- Volleyball
- Women’s Basketball
- Wrestling

Please note: Any wording not listed on this page must be approved by:

The Assistant Athletic Director for Marketing & Promotions at Minot State University (701-858-4094)

The Athletic Director for Minot State University (701-858-3042) or

A representative from the Publications and Design Services Office at Minot State University (701-858-3499/701-858-3498)

See page 13 — MSU ATHLETIC APPROVED TAGLINES — for more information on guidelines for using “Home of the Beavers” and “Red Rising”.

OFFICIAL UNIVERSITY COLORS

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<td><strong>Black</strong></td>
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MSU Athletics Graphic Standards page 10
Interlocking Athletic Monogram

The interlocking MSU monogram is a tri-level mark representing Minot State University Athletics. The interlocking MSU monogram is intended as a decorative or retail product image. This image is not a designated identifier for MSU Athletics, and therefore, must only be used in conjunction with a MSU logo. The monogram has been created in four versions: MSU red, MSU green, black and white (as illustrated).

Please note: It is preferred that the monogram be reproduced in MSU Red. The monogram should never be reproduced in any colors other than those shown on the left side of this page.

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<tr>
<th>OFFICIAL UNIVERSITY COLORS</th>
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<tr>
<td><strong>Primary</strong></td>
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<tr>
<td>Minot State Red</td>
</tr>
<tr>
<td>CMYK 0–100–81–4</td>
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<tr>
<td>RGB 204–0–51</td>
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Recommended typography

Typography, when used consistently, is one of the most important design elements in establishing a recognizable graphic identity. ITC Leawood, and Scala Sans font families have been selected for all Minot State University athletic brand initiatives. Tartine Script OT provides a complimentary cursive font to support all athletic brand initiatives.

**PRIMARY FONT: ITC LEAWOOD** primarily used for body copy

ABCDEFghijklmnopqrstuvwxyz12345678

**PRIMARY FONT: ITC LEAWOOD – BOLD** : use for emphasis

ABCDEFghijklmnopqrstuvwxyz12345678

**PRIMARY FONT: ITC LEAWOOD – BOOK ITALIC** also used for emphasis

ABCDEFghijklmnopqrstuvwxyz12345678

**SECONDARY FONT: SCALA SANS BOLD**: use for headlines or subheads

ABCDEFghijklmnopqrstuvwxyz12345678

**SECONDARY FONT: SCALA SANS REGULAR**: use for subheads or body copy

ABCDEFghijklmnopqrstuvwxyz12345678

**SECONDARY FONT: SCALA SANS ITALIC**: use for emphasis

ABCDEFghijklmnopqrstuvwxyz12345678

**COMPLIMENTARY CURSIVE FONT: TARTINE SCRIPT OT**

ABCDEFghijklmnopqrstuvwxyz12345678

Substitutions

It is understood that not everyone will have the recommended font families. If ITC Leawood and Scala Sans are not available, substitute the font families listed below.

Substitute Palatino for ITC Leawood and substitute Verdana for Scala Sans. These fonts are readily available on both PC and Macintosh computers.

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### MSU Athletics Graphic Standards page 12

#### OFFICIAL UNIVERSITY COLORS

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<td><strong>Pantone 428</strong></td>
<td><strong>Pantone 425</strong></td>
<td><strong>Pantone 4535</strong></td>
</tr>
</tbody>
</table>

- **Minot State Red**
  - CMYK: 0–100–81–4
  - RGB: 204–0–51

- **Minot State Green**
  - CMYK: 100–0–78–42
  - RGB: 42–104–75

- **Black**
  - CMYK: 0–0–0–100
  - RGB: 0–0–0

- **Light Gray**
  - CMYK: 2–0–0–18
  - RGB: 204–204–204

- **Dark Gray**
  - CMYK: 11–1–0–64
  - RGB: 102–102–102

- **Beige**
  - CMYK: 0–4–30–11
  - RGB: 231–216–172
The tagline

Currently there are two recognized athletic taglines that can be used in conjunction with the logo. Minot State's athletic taglines are meant to position the university in the minds of key stakeholders as a school with unwavering focus on its athletes.

The Minot State University athletics taglines are not part of the logo, but they can be used with the logo. They cannot be used alone, or as a replacement for the logo. The two approved taglines are:

HOME OF THE BEAVERS

and

RED RISING

Never use both taglines at the same time. Choose one or the other.

Only MSU Athletics recommended typography should be used when including a tagline. If the recommended fonts are not available, use the substitute fonts listed on the previous page. Samples below.

RED RISING

Home of the Beavers
Placement

As illustrated throughout this manual, all renderings of the MSU athletic logos are “left-facing”. Because of their design, the placement of the logo on a typical page should either be on the left side or center of the document. Whenever possible, avoid placing the logo on the right hand side of the document. Right side placement gives the impression that the Beaver logo is “looking off the page or away from the message”. Using a left side or center placement of these logos allows for a much stronger impact on the finished page.

Document samples:

Please Note: As stated on the left, the preferred placement of the MSU athletic logo(s) on a typical page should be on the left side or center, however there may be unique circumstances when left side or center placement will not work with the design. Under unique design circumstances placement of the logo is not restricted to left or center placement.

If you have questions regarding placement of the logo on your document, please contact the Assistant Athletic Director for Marketing & Promotions at Minot State University (701-858-4094).

<table>
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<td><strong>Primary</strong></td>
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<tr>
<td>RGB</td>
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<tr>
<td>204–0–51</td>
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</table>

MSU Athletics Graphic Standards page 14
Stylizing

Very few stylizing options are allowed with the MSU athletics logos. Stylizing can only be done on two of the logos: The M–Beaver and the Beaver Head logo. **The only stylizing options allowed are:**

1. A drop shadow can be placed behind the M-Beaver and the Beaver Head logos. See sample A. *Reminder: this can only be done on the two logos (M-Beaver and the Beaver Head logo).*

2. The M-Beaver and the Beaver Head logos can be screened or ghosted and used in the background of text, pictures or other graphics. See sample B. *Reminder: this can only be done on the two logos (M-Beaver and the Beaver Head logo).*

3. The M-Beaver and the Beaver Head logos can be proportionately enlarged to extend beyond the page. If choosing this option, keep in mind that extending beyond the page must be limited to the point where the logo, though it doesn’t all appear, is still immediately recognizable by what does show. See sample C. *Reminder: this can only be done on the two logos (M-Beaver and the Beaver Head logo).*

4. A “distressed style” Beaver Head logo is available to download at the same location as all other MSU athletic logos. See sample D.

### Official University Colors

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<td>CMYK 0–0–0–100</td>
<td>CMYK 2–0–0–18</td>
<td>CMYK 11–1–0–64</td>
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<tr>
<td>RGB 204–0–51</td>
<td>RGB 42–104–75</td>
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<td>RGB 204–204–204</td>
<td>RGB 102–102–102</td>
<td>RGB 231–216–172</td>
</tr>
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</table>

*MNU Athletics Graphic Standards page 15*
Go Beavers!

SAMPLE B—ACCEPTABLE: screened or ghosted

SAMPLE D—ACCEPTABLE distressed
**Promotional items**

1. Items intended for promotional purposes (e.g., to be given away), which bear any Minot State University Athletics trademark, must be produced by an approved vendor holding a standard or restricted license (see www.msubeavers.com/.................. for license information.) Examples include, but are not limited to: department shirts, caps, mugs, key rings, towels, etc.

2. All items must strictly adhere to the identity guidelines set forth in this manual.

3. Minot State University shall have the right to disallow the production of any promotional item deemed inappropriate.

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<tbody>
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<td><strong>Primary</strong></td>
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<td>Pantone 186</td>
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<tr>
<td><strong>Minot State Red</strong></td>
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<tr>
<td>CMYK 0–100–81–4</td>
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<tr>
<td>RGB 204–0–51</td>
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</tbody>
</table>

**WARNING**

Use of this product may cause extreme BEAVER PRIDE excessive desire to wear Red & Green and a serious increase in overall school spirit! Net Wt. .12 oz (3.5g)
RE Graphic USA, Red Wing, MN 55066 USA
LIFT FOR DRUG FACTS

[Image of MSU logo]
Retail items

1. Items produced for resale (e.g., intended to be sold to the public), which uses any Minot State University Athletics trademarked logo, must be produced by an approved vendor holding a standard license
   (see www.msubeavers.com/..................... for licensing information.)

2. All items produced for retail must strictly adhere to the identity guidelines set forth in this standards manual, including restrictions on allowable color combinations.

3. Minot State University shall have the right to disallow the production of any promotional item deemed inappropriate.
Athletic Department stationery

As illustrated below the Minot State University athletic stationery uses PRIMARY LOGO 1. MSU stationery can be designed sport, club or other affiliation specific. MSU Athletic Department stationery items must be ordered through the Minot State University Publications and Design Services Office and must adhere to the identity guidelines.
Guidelines for using MSU trademarks (logos)

All MSU marks (logos) are protected by applicable trademark, copyright, and other intellectual property laws. This document helps you USE our trademarked assets appropriately. The university’s Identity System, ?????????????????edu, outlines APPLICATION GUIDELINES for Minot State University Athletics trademarked assets.

Identity/Brand Development

The cornerstone of effective identity management is sound guidelines for asset use and making assets readily available. Minot State University recognizes that the university has grown and changed without the availability of the guidelines necessary to use and apply MSU athletic logos and trademarks, nor has the university fully leveraged our licensing and royalty program. This document provides guidelines that address institutional challenges in managing and communicating MSU logos and trademarks usage, as well as providing insight into the value of protecting and managing both the integrity and long-term brand value of our trademarks. Our goal is to foster growth of MSU licensed products while providing consumer access to quality licensed merchandise.

INTRODUCTION

Minot State University is recognized as an economic, cultural, and societal leader in northwest North Dakota. Our exemplary standards in teaching and research provide unparalleled value for career preparation and professional development. The growth of the university, its alumni, and increasing regional attention have produced a demand for products that display the trademarks, logos, and symbols associated with MSU athletics.

The purpose of the MSU Trademark (Logo) Usage Guidelines is to protect and control the use of all marks and to ensure the image and integrity of the university is not damaged. This is ensured through the approval of the use of the trademarks on all marketing materials and merchandise.
The guidelines contained herein provide information regarding use of MSU athletic logos/marks, the need for licensing, logo/mark usage in various contexts, NCAA requirements, and the opportunity for garnering greater MSU royalties through licensed retail sales.

The Minot State University Trademark (Logo) Usage Guidelines will help the university move forward together by communicating a more consistent identity across all MSU branded promotional items, marketing materials, and merchandise. Through your support of these guidelines and feedback, MSU will achieve greater recognition in North Dakota, the region and beyond.

**MSU LOGOS/MARKS**

The university logo(s) is the primary visual symbol of the MSU identity and is consistently placed on all MSU communications/marketing materials, including merchandise and promotional items. The MSU logo(s) provides immediate recognition of the university’s leadership in higher education in northwest North Dakota. The purpose of outlining MSU logo usage and appropriate vs. inappropriate use is to establish a consistent application of the university identity and logos across all communication channels. Communication materials and tools with a coherent, consistent look and feel are critical to building a solid identity.

1. **MSU Athletic Logos/Marks**

Appropriate application of MSU logos is equally important—the MSU logo(s) acts as a form of endorsement and quality. Applying the MSU athletic logo implies a high level of responsibility and credibility. Information contained and conveyed in university communications ensures the university’s mission, vision, values, and goals are being upheld. Anyone using or applying MSU athletic logos must understand the level of responsibility and obligation associated with this use. Therefore, any use of the MSU athletic logo, key messages, and verbiage, as well as other graphic identifiers, must adhere to the standards set forth herein as well as follow the guidelines identified in the university identity system.

2. **LICENSING**

MSU owns and controls the use of its logos, insignias, designs, symbols, service marks, trade dress, trade names, depictions of campus buildings used commercially, and other trademarks, collectively called “Trademarks,” that are associated with the university, whether registered or not. These include, but are not necessarily limited to, the words “Minot State University,” “MSU,” “Beavers,” Buckshot, or any derivations therefrom, and such other trademarks as are owned, developed, and adopted from time to time by the university. Each time an MSU athletic logo is used, the TM symbol must be placed in the lower right-hand corner of the mark.

In order to meet the public demand for goods and services bearing MSU’s Trademarks, MSU grants
nonexclusive, royalty-bearing licenses to companies to produce, market, and sell such goods and services. MSU may or may not be represented in these licensing matters through agency agreements with licensing agents. The administrative responsibility for the trademark-licensing program rests in the MSU Office of the Comptroller and the Office of the President, and is administered by the Assistant Athletic Director for Marketing & Promotions at Minot State University.

Any staff member, faculty member, student, student group or organization, outside individual, commercial organization, or company wishing to use MSU’s Trademarks for commercial purposes (including fundraising for student groups) must obtain permission to do so. All use of MSU’s Trademarks must be done under license or permission granted by Minot State University.

Use of MSU’s Trademarks without license or permission is strictly prohibited. Prior authorization of the use of MSU’s Trademarks will not be construed as an authorization of use in the future, nor will any prior course of conduct, use, or infringement prohibit Minot State University from enforcing any of its rights with respect to the Trademarks.

Minot State University reserves the right to pursue any and all legal remedies and will take whatever measures necessary to protect its Trademarks from infringement.

### 3. DEFINITIONS

TRADEMARK — Any word, name, symbol, device, or any combination thereof that identifies the source of goods or services, whether or not they are registered. In practice, a Trademark also enhances the desirability of a product and, when properly controlled, can increase the value of the product as well as the goodwill inherent in the Trademark.

For the purposes of this document, Trademark is used to indicate, in addition to the strict legal definition, service marks, trade names, trade dress, any trademarked word, symbol, device, trademark, logo, insignia, seal, indicia, emblem, identifying mark, mark, or any combination thereof, used to identify the source of goods or services, whether or not they are registered.

The MSU logo, or graphic representation or symbol of our university, is referenced in this document as Trademark.

INFRINGEMENT — Any unauthorized use of a Trademark; or the use of any word, term, logo, symbol, or device, or any combination thereof, or any false or misleading description or representation of facts, which in connection with any goods (or any container for goods) or services is likely to cause confusion or deceive the general public as to the affiliation, connection, or association of the producer to the university; or which causes confusion as to the origin/sponsorship/endorsement/approval of the producer’s goods, services, or commercial activities by another person; or any use of a trademark that is otherwise in violation of applicable law.
LICENSING AGENT — One who is empowered to act on behalf of another or represent another on issues related to the manufacture, distribution, and sales of goods or services bearing protected trademarks.

LICENSOR — One who contracts to allow another (licensee) to use licensor’s property (i.e., Trademarks), usually in exchange for a royalty as a percent of sales.

AUTHENTIC — The article or product being produced is identical to an original item.

REPLICA — The article or product looks substantially identical to an original item. Replicas are not the same as authentic.

4. ENFORCEMENT
Minot State University reserves the right to pursue any and all legal remedies against infringement (refer to Definitions) of our Trademarks. If MSU engages the services of an agent, the agent is authorized to pursue enforcement actions on MSU’s behalf.

5. USAGE

COMMERCIAL PROMOTIONS/DIGITAL USE
The use of MSU’s Trademarks in conjunction with a commercial promotion, including a commercial Internet site or mobile application, may be permissible if the following criteria are met:
• The promotion or use must be beneficial to MSU. This benefit may be tangible or intangible.
• The use must be consistent with MSU’s institutional mission, vision, and values as outlined by the current strategic plan.
• The use must be consistent with all other provisions of this policy.
• Approval of such use must be granted by the Assistant Athletic Director for Marketing & Promotions at Minot State University.

Requests for approval to use the MSU Trademarks shall be communicated to the Assistant Athletic Director for Marketing & Promotions at Minot State University in writing. The university may require that such promotions operate under a promotional license, which would be issued by MSU’s licensing agent.

SPONSORED EVENTS
When MSU is an invited participant in an event or is co-sponsoring an event, and the event sponsor’s trademarks are used to name the event, MSU allows the use of its Trademarks in conjunction with the sponsor’s/event’s trademarks to promote the event. The Assistant Athletic Director for Marketing & Promotions at Minot State University must specifically approve each such use.

OFF-CAMPUS ADVERTISING
The use of MSU’s Trademarks in advertisements in various media, including but not limited to TV, radio, print, Internet, and mobile, may be permissible if any of the following four criteria are met:
• The advertisement promotes the sale of officially licensed MSU merchandise;
• The official MSU athletic logo is not used;
• The advertisement does not state or imply any endorsement of the company or its products by MSU; and

The advertisement artwork is approved in writing by the Assistant Athletic Director for Marketing & Promotions at Minot State University prior to publication/launch/air date, and complies with any other requirements imposed by this document and/or the Assistant Athletic Director for Marketing & Promotions at Minot State University.

PHOTOGRAPHS/ILLUSTRATIONS OF IPFW

A license agreement IS required and royalties ARE due if:
• The picture or illustration is used as a graphic decoration on a commercial product.
• The packaging or advertisement for the product that contains or carries a photograph or illustration is presented in a manner that implies affiliation or association with MSU.
• MSU’s Trademarks (including the name “Minot State University” or “MSU”) appear on any packaging or promotional materials and/or announcements that promote the merchandising of the product.

A license agreement is NOT required and NO royalties are due if:
• The photograph or illustration is being purchased for noncommercial (in-home) use.
• The photograph or illustration is to be used in a commercial establishment as decoration, but only in a manner that would not imply an affiliation, endorsement, or association with MSU.
• The photograph or illustration is being used by a recognized newsgathering service for publication or broadcast.
• The photograph or illustration is being used in a historical context by a recognized news agency, publisher, or other service.
• The photograph or illustration is used in an entertainment or artistic context, such as commercial movies or TV shows. The Assistant Athletic Director for Marketing & Promotions at Minot State University must receive written requests for this use.

6. COMMERCIAL PRODUCT DESIGN APPROVAL

The Assistant Athletic Director for Marketing & Promotions at Minot State University reserves the right to approve each use of its Trademarks on a per-product, per-design basis. Licensees, or those given permission, will submit each proposed use, product, or design to the Assistant Athletic Director for Marketing & Promotions at Minot State University or MSU’s authorized agent (for commercial products) for approval.

The Assistant Athletic Director for Marketing & Promotions at Minot State University reserves the right to approve the use of its Trademarks on or associated with/on the following products:
• Alcoholic beverages
• Tobacco or tobacco-containing products
• Legally controlled substances
- Sexually oriented products or designs
- Religious affiliated products or designs
- Inherently dangerous products, including weapons, firearms, or explosives
- Political products or designs
- Products that use profanity
- Games of chance (according to the North Dakota State Gaming Commission)
- Appliqués, patches, or heat transfers for retail sale
- Tattoos or body art

In addition, the Assistant Athletic Director for Marketing & Promotions at Minot State University will not approve the use of Trademarks in text or graphics which are deemed to be sexually suggestive; denigrate any groups, including another college or university; or infringe on the rights of other trademark owners. The Assistant Athletic Director for Marketing & Promotions at Minot State University will not approve products that do not, in the Assistant Athletic Director for Marketing & Promotions at Minot State University’s discretion, meet minimum standards of quality and/or good taste or those that are judged to be dangerous or carry high product liability risks.

The Assistant Athletic Director for Marketing & Promotions at Minot State University will not approve the use of Trademarks on any product or design that may violate NCAA rules, per the discretion of Athletics Director of Compliance, including:
- Jersey numbers, except on authentic or replica merchandise;
- Photos or any other likeness of a current student-athlete;
- Names of student-athletes;
- Nicknames of student-athletes;
- The Assistant Athletic Director for Marketing & Promotions at Minot State University approves products or designs incorporating its current Trademarks. Trademarks that are obsolete or replaced by updated Trademarks continue to be protected and owned by Minot State University.

7. TRADEMARKS AND NCAA REQUIREMENTS
There must be no violation of NCAA regulations.
For clarification and interpretation of NCAA requirements, please contact the The Assistant Athletic Director for Marketing & Promotions at Minot State University.

2012–13 NCAA DIVISION I MANUAL STATES:
13.4.3.1 Recruiting Advertisements. The publication of advertising or promotional material, by or on behalf of a member institution, designed to solicit the enrollment of a prospective student-athlete is not permitted, except as provided in Bylaw

13.4.3.1.1. Accordingly, a member institution may not buy or arrange to have space in game programs or other printed materials published to provide information concerning the athletics participation or evaluation of prospective student-athletes (e.g., recruiting publications) for any purpose whatsoever, including advertisements, a listing of prospective or enrolled
student-athletes who will attend the institution, and informative materials related to the institution. [D] (Revised: 4/28/05 effective 8/1/05)

13.4.3.1.1 Nonathletics Institutional Advertisements. An institution (or a third party acting on behalf of the institution) may publish nonathletics institutional advertisements or promotional material (e.g., use of signage, booths, kiosks, and distribution of printed materials) at high school or two-year college athletics events provided: [D] (Adopted: 4/28/05 effective 8/1/05) (a) The funds generated by the advertisements or promotional materials are not used for the high school or two-year college’s athletics program; (b) The institution’s athletics department is not involved in the advertisement or promotional activities; (c) The advertisements or promotional materials do not contain athletics information (unless as noted in Bylaw 13.4.1-(e); and (d) The institution documents the cost of the advertising and promotional activities. (2012-13 NCAA Division I Manual, July 2012 Effective August 1, 2012 Bylaws 13.4.3, 13.4.3.1, 13.4.3.1.1)

8. ROYALTIES
All licensed goods and services for sale to the public are subject to a royalty. The royalty rate is determined by MSU and is subject to change by MSU. The MSU Office of the Comptroller or MSU’s authorized licensing agent(s) administers the royalty policy.

The Assistant Athletic Director for Marketing & Promotions at Minot State University or the Office of the Comptroller may grant exemptions from royalty payments in the following situations on a case-by-case basis:

- Items purchased by MSU for its use (“internal consumption”). This includes items purchased for conferences and university-sponsored events. Also included are promotional items that are given away by MSU departments. A registered licensee must produce these items unless an exception is granted by the Assistant Athletic Director for Marketing & Promotions at Minot State University, MSU Purchasing Department, or the MSU Office of the Comptroller.
- Items purchased by MSU student organizations for official fundraising purposes, approved by the MSU Vice President for Student Affairs.
- Items purchased by non-MSU philanthropic groups for fundraising purposes. The Assistant Athletic Director for Marketing & Promotions at Minot State University will provide licensed manufacturers with written notification that these goods are exempted from royalty payments. The Assistant Athletic Director for Marketing & Promotions at Minot State University will provide written permission if an unlicensed manufacturer produces any of these goods. All other provisions of this policy regarding Trademarks apply to items that are exempt from royalty payments.
DISBURSEMENT OF ROYALTY INCOME

Royalties generated by the licensing program are disbursed at the discretion of the IPFW Office of the Comptroller.

9. GUIDELINES FOR LOGO/MARK DISPLAY, PRESENTATION, AND REPRODUCTION

Technical guidelines are established that describe how MSU’s Trademarks should be presented, displayed, and reproduced. They may be found in the MSU Identity System, ???????????????.edu (adopted by MSU Executive staff, 8/2014).

These guidelines may change from time to time. Current guidelines are available from The Assistant Athletic Director for Marketing & Promotions at Minot State University or the MSU Office of the Comptroller. MSU encourages creative uses of its Trademarks in promoting school spirit and recognizes that concepts or designs developed by licensees may not clearly fall within the guidelines. The Assistant Athletic Director for Marketing & Promotions at Minot State University will be the judge of acceptability and reserves the right to grant approval of uses and designs that may deviate from these guidelines.
LOGO USAGE POLICY

This policy provides information and guidelines to the Minot State University community regarding the use of Minot State University athletic logos. The intention is to protect the integrity of the institution’s athletic logos, and to ensure such logos are used in an appropriate manner. All athletic logos must maintain approved colors, proportions and design integrity.

FOR MORE INFORMATION

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Doreen Wald, Manager, Publications and Design Services
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Visual review policy

ALL athletic publications and print materials, regardless of where they are printed, must be submitted to the Assistant Athletic Director for Marketing & Promotions or the Publications and Design Services Office at Minot State University for approval prior to being produced.

Materials which must adhere to this policy include:

- Any printed material that promotes specific sports, programs, clubs, activities, or special events at Minot State University. *Note: While responsibility for originating and funding these materials rests with the specific unit, the Assistant Athletic Director for Marketing & Promotions must approve these publications before they are printed.*
- Media guides, passes, etc.
- Any form of advertising, regardless of circumstance
- Merchandise to be sold or given away, such as coffee mugs, pens, etc.
- Video and broadcast media such as videotapes, CDs, broadcast advertising, and other multi-media projects

Exceptions to this policy include:

- Internal (on-campus) communications
- Non-official communications

To ask questions or submit a project for approval, contact:

Assistant Athletic Director for Marketing & Promotions
rianne.farrugia@minotstateu.edu
701-858-4094
Obtaining electronic files

We want to make it easy to follow the graphic standards outlined in this manual. Artwork for the Minot State logo can be obtained through Publications and Design Services.

To ask questions or obtain electronic files described in this manual, contact:

Assistant Athletic Director for Marketing & Promotions
Rianne Farrugia
rianne.farrugia@minotstateu.edu
701-858-4094

These files are also available on the web. Go to: www.msubeavers.com/??????????

Campus printing policy

All campus printing and photocopying will be channeled through the Publications and Design Services Office for the “Right of First Refusal.” If the job cannot be completed by Publications and Design Services in the time frame needed, it will be the responsibility of Publications and Design Services to contract with an outside vendor to complete the job. If an individual faculty or staff member besides the Publications and Design Services staff contracts with an outside vendor, that individual may be liable for the bill. The Publications and Design Services Office is the only authorized contractor for outside printing.