



# BRAND GUIDELINES

2024



St. Cloud State University,  
A member of Minnesota State

# TABLE OF CONTENTS

## INTRODUCTION

Our Mission & Vision .....	3
Our Future .....	5

## BRAND STRATEGY

Brand Position .....	6
Our Husky Experience .....	8
Living the Husky Life .....	9
Our Approach (BOLD   INNOVATIVE   FOCUSED) .....	10
Voice & Tone .....	12
How It All Connects .....	14

## VISUAL IDENTITY

One University .....	18
Campaign Elements .....	20
Logotype .....	26
Logos and Seal .....	30
Color Palette .....	36
Typography .....	38
Photography .....	40
Creative Examples .....	42
Stationery and Email Signature .....	46

## ATHLETICS

Our rallying call .....	48
Athletics brand .....	50

## RESOURCES

Requirements .....	54
Contacts .....	55

## MISSION

We prepare our Students for life, work, and citizenship in the 21st century.

## VISION

Through active discovery, applied knowledge, and creative interaction, we transform the lives of our students and the communities where they live and work.

### *Our vision defined*

St. Cloud State University makes a positive, long-term impact on the lives of our students. We provide rigorous and relevant academic experiences with engaged, active learning opportunities in an intellectually vibrant, inclusive and diverse campus community. Our graduates are well-prepared to act as responsible global citizens and professionals who remain actively connected with our university.





# THIS IS AN EXCITING TIME FOR ST. CLOUD STATE UNIVERSITY

## OUR FUTURE

Our vision is focused by *It's Time* - St. Cloud State University's strategic framework for a bright future. Building on our strengths SCSU is investing in market relevant fields in education, engineering and applied sciences, holistic health and wellness, and leadership. Our students discover new things, solve problems and innovate in more than 100,000 square feet of state-of-the-art facilities.

We thrive together in a diverse community of bold thinkers and a broad range of human experiences. Learning flourishes alongside expert faculty and industry experts and game changers. Our graduates are prepared to launch into a profession, to advance their career, and to make a difference.

## BRAND POSITION

Our position articulates how we stand out from other universities and represents the foundation for everything we do. It is the synthesis of our Brand Story and all our Beliefs.

### WHAT:

We are an educational institution of choice with a history of more than 150 years of positively impacting the lives of people and communities, in the region, across the nation and around the globe.

### HOW:

We support a diverse and inclusive community of thought leaders and change makers that bring innovation to the learning experience of our students.

### WHY:

We are focused on the success of our students in their future professions, current careers, and in life.



**We are redefining what it means to be a university. Our Huskies are changing the world, as they contribute to our inclusive community, and make a bold impact on their communities and their professions.**



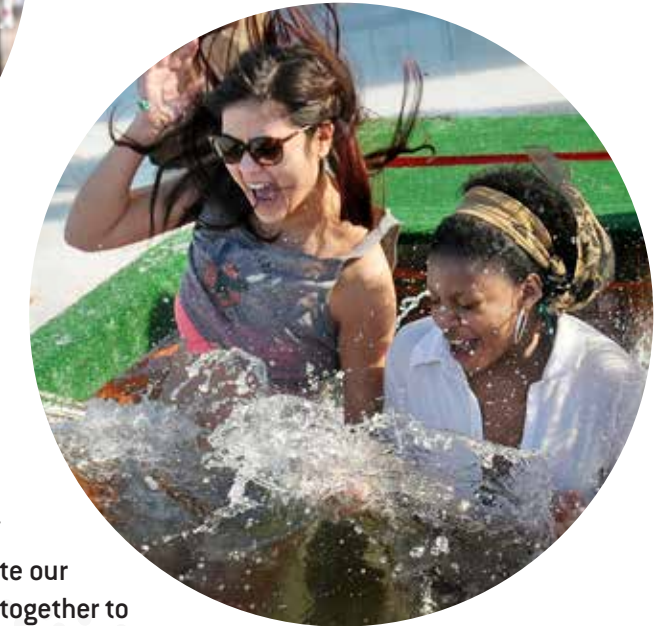
**ST. CLOUD STATE UNIVERSITY  
UNLOCKS HUMAN POTENTIAL  
TO SHAPE A BRIGHT FUTURE  
FOR PEOPLE HERE,  
AND AROUND THE GLOBE.**

# OUR HUSKY EXPERIENCE

As a Husky, your education is about learning alongside expert faculty and networking with leaders in your field of interest. You'll make bold discoveries in state-of-the-art facilities and make a difference with research or projects in the service of others. That's what sets SCSU apart from other universities.

**We are *all in* when it comes to your success.**

Our Husky Experience begins with the warm reception of Admissions staff and campus leaders. Our focus on you carries through into advising and mentoring support and learning opportunities that will shape who you are as a citizen and as a professional. Our Huskies have an advantage and you'll be prepared to succeed as a responsible, global citizen and professional. Your future starts here.



## Living the Husky Life

Living the Husky Life is a state of mind and a lifestyle that's shaped by campus traditions, community connections, and confidence-building adventures. As a Husky, you are part of an inclusive community of diverse perspectives. We celebrate our differences and our shared connections. Traditions bring us together to define our purpose and explore new human experiences. Our time together makes for life-long friendships. We bring out the best in each other and rally in support of each other's accomplishments.

*Together we shout, "Go Huskies!"  
to show our pride in each other and SCSU.*



*We are all  
ambassadors.  
We all have  
a voice.*

## OUR APPROACH

**BOLD | INNOVATIVE | FOCUSED**

Welcome to our new campaign — an approach that is intended to refresh, re-energize and inspire us. So much more than just logos, fonts and colors, we have compelling, vibrant and forward-thinking stories to share. While we will continue to roll out updates along the way, this guide tells you everything you need to know to create pieces that reflect bold, innovative, and focused along with other key themes that should be present in all communications.

While there are many different internal and external audiences, the examples shared here are intended to be experience.



## BRAND VOICE & TONE

If our SCSU brand were a person, this is what they would sound like.

Our growing University, its departments, faculty, staff, students and our community is much like people, each having a purpose, a personality, and a voice all its own but unified under the same foundation.

Our story is shared from a variety of viewpoints, and with that in mind, our campaign embraces these different perspectives to communicate more efficiently and authentically.

**Our voice is vibrant, smart, bold (powerful), and authentic.**

We speak clearly, simply... We're confident, enthusiastic yet down-to-earth and personal. Skip the lofty institutional or overly authoritative voice. That's just not us. We're comfortable with who we are, how we have evolved and continue to grow. We feel at home, our legacy and deep historical roots help us stay balanced and purposeful.

Worldly yes, but we're grounded. We understand and delight in the greater world around us, but our strength is our ability to focus, being here and now, diligent and in the moment.

We are the real deal. We don't know strangers. We look you in the eyes with a smile. We welcome you to the table to share our stories and yes, we have good stories to tell. And because of this, you always want to hear more.

**MANY VOICES. ONE VISION.**

### STUDENTS VOICE

Uplift | Inspire | Thrive

### FACULTY & STAFF VOICE

Empower | Nurture | Relationships

### ATHLETIC VOICE

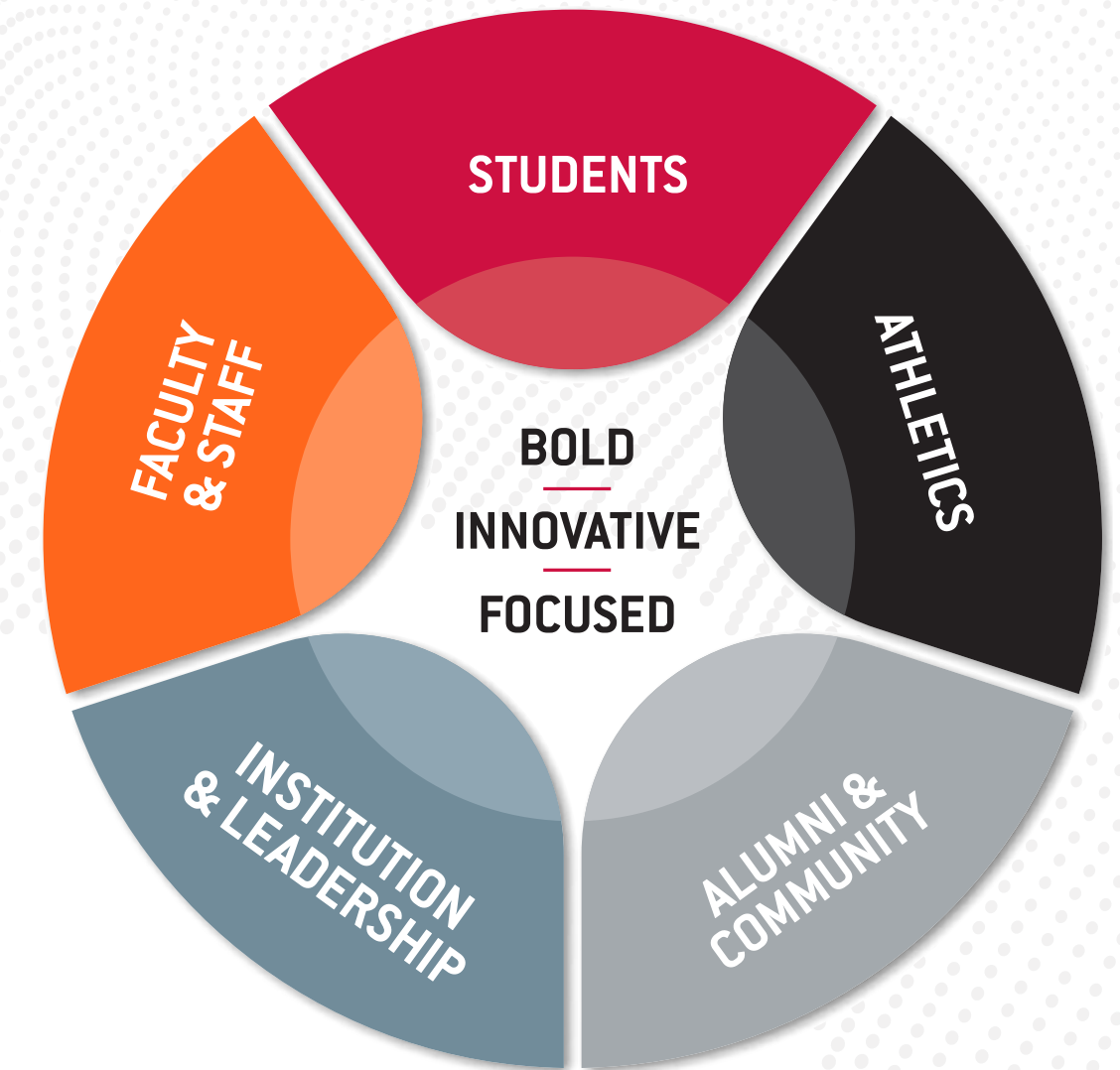
Power | Confidence

### ALUMNI & COMMUNITY VOICE

Support | Connect | Participate

### INSTITUTION & LEADERSHIP VOICE

Unify | Invite | Lead



## HOW IT ALL CONNECTS ON A GREATER SCALE.

Anyone at SCSU who communicates on the university's behalf should find this book a helpful and inspiring resource. Department leaders specifically can use this as a platform to guide their initiatives and communications. This is everyone's chance to explore and share what makes them unique and demonstrate how we are all united under the brand.



**It's a feeling, an emotion, it's our drum beat, it's the tune that propels us forward together.**



## COMBINING WORDS TO DRIVE ACTION

As you craft communications, think of these words as the foundation to how we all feel, think, and act. Use these words as inspiration for your overall message and direction, but also consider word combinations for even stronger meaning and relatability to the specific entities/initiatives or audiences. Word combinations can be used in headlines and/or body copy describing SCSU initiatives, or a specific department.

### **BOLD** steps.

#### **Watch out world.**

Connecting with thought leaders and experts who will help me take on the world.

Bold thinking.  
Bold changes.  
Bold ventures.  
Bold impact.  
Bold leadership.  
Bold adventures.  
Begin with BOLD.

### **INNOVATIVE** ideas.

#### **Driving change.**

You're at home in a community of extraordinary, immersed and centered individuals.

Innovative directions.  
Innovative mindset  
Innovative ideas.  
Innovative solutions.  
Innovative directions.  
Be innovative.  
Future innovations.

### Future **FOCUSED**.

#### **My ideas matter.**

Join our bold leaders, innovative and inspired thinkers, to guide your future.

Focused energy.  
Focused journey.  
Focused pathway.  
Focused on me.  
Focused on success.  
Focused on my future.  
Focused energy.

### **BOLD | INNOVATIVE | FOCUSED**

In many instances when a word combination does not work, bold, innovative and focused can be used as a simple tagline. *See Creative Examples.*



# It's Time to be BOLD

SCSU is creating a new vision for what it means to be a university. We call this *It's Time* – our framework for the future. We are taking steps to address challenges facing higher education. We are determining new ways to extend our reach and provide access to a high-quality education to students in Minnesota, around the country and the globe. Our teacher-scholars are learning alongside students and connecting them to industry experts and area leaders. All of this happens with a portfolio of offerings in fields that are in high demand and build Minnesota's workforce.

In 2019, we declared that the time had come to make changes at St. Cloud State University. And synergizing with this campaign, our call to action is *It's Time to be BOLD*.

We stand together to take bold steps into a future for SCSU that is built on investments that will grow the university in new ways. We are breaking the mold. We are trying new things and innovating to improve the work that we do. Our work focuses on students and their futures.

Together we are **BOLD** | **INNOVATIVE** | **FOCUSED**



## THE SIGN OF THE HUSKY

The Husky is intelligent and free spirited. We are agile and resilient in new environments. We are driven and will hunker down to take on new challenges, discover something new, or create a solution. We are welcoming and enjoy the diversity of the members of our pack. We work together as a community but support each other as we show our unique strengths and become leaders in our professions and our communities.

*Our campus offers a special experience for all of its members, and we encourage everyone to proudly display the sign of the Husky.*



# ONE UNIVERSITY

## Harnessing our Shared Strengths

Maintaining unwavering consistency in how we promote St. Cloud State University  
will not only shape global perception  
but amplify the impact of each and every message.

# CAMPAIGN ELEMENTS



*Introducing patterns and  
a new secondary color*



# CAMPAIGN ELEMENTS



Beams

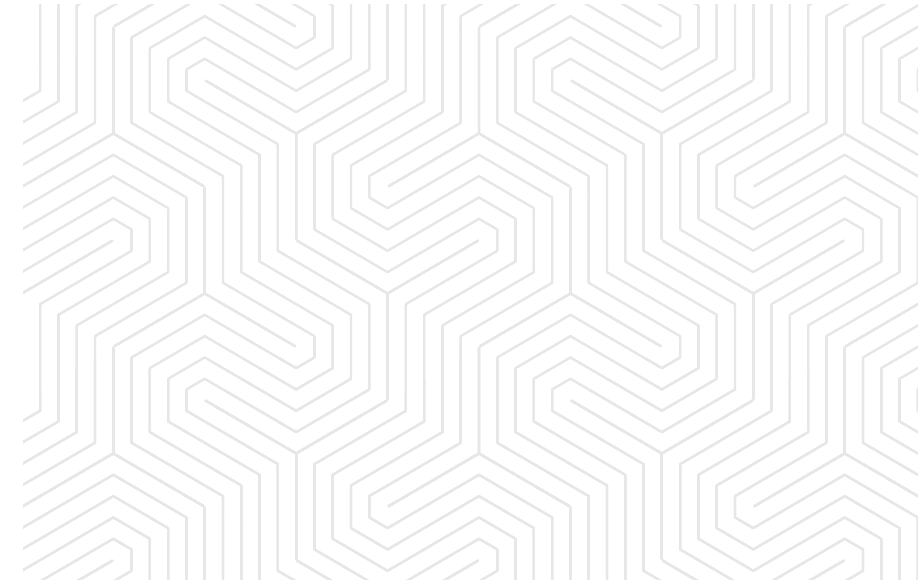
\*Lines are 15° and/or -15° angles



Kinetic



Glimmer



Connection



Waves



Prism

Use texture patterns as backgrounds. The gray patterns should remain gray and not be altered to one of the other colors in our palette.

## CAMPAIGN ELEMENTS

**It's Time  
to be  
BOLD**

Use It's Time to be BOLD as a call to action. Do not substitute any other words for BOLD or italicize the statement when displaying. Do not try to recreate art, instead use available artwork. Plain text formatting is okay when using in body copy.

**BOLD**  
**INNOVATIVE**  
**FOCUSED**

Use BOLD | INNOVATIVE | FOCUSED as shown in stacked or one line format. Do not try to recreate art, instead use available artwork.

**BOLD | INNOVATIVE | FOCUSED**

***BE BOLD. BE YOU. BE A HUSKY.***

"Be Bold. Be You. Be a Husky." artwork is available for large display instances. Plain text formatting is okay when used in body copy.

**SCSU**

**Owning our acronym,  
*it's our SCSU***

### REFERRING TO OUR UNIVERSITY

After an initial mention of St. Cloud State University, it is acceptable to use the informal "SCSU" in subsequent references. Use SCSU only in a familiar context where the reader will know who we are. In running text, capitalize the word "University" when used alone to refer specifically to St. Cloud State University. When using "university" in a general sense, it is lower case in running text.

#### *Example:*

The University encourages students to be bold thinkers who innovate and are focused on their future. We are one of the largest universities in Minnesota.

# LOGOTYPE

## SCSU LOGOTYPE

The SCSU logotype – Center is the primary mark of the St. Cloud State University identity system and the preferred visual representation of the university to display.

- Do not alter in any way
- Ensure the outer white line remains on the ‘St. C’ in all instances
- Do not attempt to manually build the logotype
- The one-color versions should never print Spirit Red.  
All black or all white are the only one-color options.
- Review additional logotype restrictions under usage guide



ST. CLOUD STATE  
UNIVERSITY

SCSU Logotype – Center – Full Color



SCSU Logotype – Horizontal – Full Color



SCSU Logotype – Extreme Horizontal – Full Color

## Reverse Color Versions



ST. CLOUD STATE  
UNIVERSITY



## One-color Versions



ST. CLOUD STATE  
UNIVERSITY



ST. CLOUD STATE  
UNIVERSITY



## SCSU WORDMARK

When the elements of the logotype are separated, the portion shown below is referred to as the wordmark. The wordmark will have limited use. Before using the wordmark on its own, contact University Communications for approval.

### SCSU Wordmark – Horizontal – One-color versions

ST. CLOUD STATE  
UNIVERSITY™

ST. CLOUD STATE  
UNIVERSITY.

### SCSU Wordmark – Extreme Horizontal – One-color versions

ST. CLOUD STATE UNIVERSITY™

ST. CLOUD STATE UNIVERSITY.

# UNIT LOGOTYPES

## UNIT LOGOTYPE

The unit logotype option gives the name of academic units a higher level of attention and can be used when it is extremely important that the school, college or department be the main focus.

To ensure brand consistency, subunits should use the signature of their largest umbrella unit or the university primary mark.

- University Communications must create all signatures
- Individual units may not alter, modify or redraw signatures in any way (the unit cannot drop the St. Cloud State University line)
- Units cannot add additional text or unit taglines to the unit logotype lockup
- The one-color versions should never print Spirit Red. All black or all white are the only one-color options.

\* Moving forward, we have simplified the unit logotype offerings to a centered and left aligned unit logotype. When requests are made for a units logotype, only the centered and left aligned options (full-color and one-color versions) will be provided.

Full-color version



COLLEGE OF EDUCATION  
AND LEARNING DESIGN  
ST. CLOUD STATE UNIVERSITY



COLLEGE OF EDUCATION  
AND LEARNING DESIGN  
ST. CLOUD STATE UNIVERSITY

Reverse version



COLLEGE OF EDUCATION  
AND LEARNING DESIGN  
ST. CLOUD STATE UNIVERSITY



COLLEGE OF EDUCATION  
AND LEARNING DESIGN  
ST. CLOUD STATE UNIVERSITY

One-color version



COLLEGE OF EDUCATION  
AND LEARNING DESIGN  
ST. CLOUD STATE UNIVERSITY



COLLEGE OF EDUCATION  
AND LEARNING DESIGN  
ST. CLOUD STATE UNIVERSITY



COLLEGE OF EDUCATION  
AND LEARNING DESIGN  
ST. CLOUD STATE UNIVERSITY



COLLEGE OF EDUCATION  
AND LEARNING DESIGN  
ST. CLOUD STATE UNIVERSITY

## LOGOS AND SEAL



### 'ST. C' PRIMARY LOGO

The "St. C" primary logo is part of the logotype. It is also available to use separately as a decorative or design element. Included are samples of proper use. The "St. C" is the primary graphic logo for the University and athletics. Athletics also has a secondary Huskies logo.

The "St. C" is presented here in the preferred three-color {full} representation.

The "St. C" should never be slanted, rotated or flipped. This symbol should never be used in place of the letter "c" in words, headlines, or copy. Review additional restrictions under usage guide.



### HUSKIES SECONDARY LOGO

St. Cloud State's secondary Huskies logo is primarily reserved for athletics purposes. It also can be used as a spirit mark by other departments and units. The "St. C" remains the primary St. Cloud State logo. When used, the Huskies logo should take a secondary position away from the "St. C."

The Huskies logo should never replace the "St. C" in university or unit logotypes.

The Huskies logo is presented here in the preferred four-color {full} representation.



### UNIVERSITY SEAL

The St. Cloud State University seal, introduced in 2001, has very limited use. Primarily it is used for formal university applications such as diplomas and administrative stationery.

The university seal is a stand-alone mark of the University, which may not be combined with the logotype or "St. C" symbol as one mark.

The preferred two-color representation is shown above.

Black only and Spirit Red only versions are available.

**EDUCATION FOR LIFE.**

### TAGLINE INDIVIDUAL USAGE

The "Education for Life." tagline is used as part of the St. Cloud State University logotype. In some cases, it may be used apart from the logotype.

If the tagline is being used apart from the logotype, it should be used as an anchoring element to the piece in proximity to the wordmark or logotype.

Uses of the tagline on its own should be approved by University Communications.





Black-only logo over photo



White-only logo over photo



TM



TM

## USAGE

### 'St. C' and Huskies Secondary

Both the 'St. C' and Huskies Secondary logos must retain their outer white outline on all applications.

- **Light backgrounds:** Full-color and black-only options of the logos are acceptable.
- **Medium/dark backgrounds:** Full-color or one-color white only logos are acceptable. The logos must include the outer white border around the perimeter when used on any medium to dark background color to clearly define the black edge of the logo.
  - The TM mark on the 'St. C' should print white when used on a red or black background
  - The TM mark on the Huskies secondary logo always remains gray/ PMS 429
- **Pattern/photo backgrounds:** Ensure enough contrast to keep the TM symbol legible.

### SPECIAL TREATMENTS

- **Ghosted logos:** The ghosted 'St. C' and Huskies secondary logo can be used as a graphic or background element. Always use the black-only versions and multiply or screen to achieve ghosted affect.
  - Full-color and white-only logos should never be ghosted or cropped
  - Do not screen over red background in order to avoid a tint of red 'St. C'
  - Do not rotate the logos
  - Clear space is not required
- **Metallic inks:** Use the black-only versions of the logos when printing metallic ink.



Ghosted [screened] logo over photo; Do not ghost full-color logos

Ghosted [multiplied] logo over Spirit Red; Do not screen logo over Spirit Red



TM

## USAGE

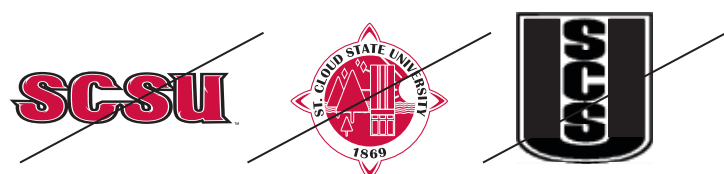
For brand success, it is important that logotypes and their elements are displayed correctly. Always use the correct fonts, color, relative positioning and size of all elements.

All requests for variations of any University marks should be approved by University Communications.

The following logos and images are outdated and should not be used at any time, including any representations of the former Blizzard secondary logo.

~~ST. CLOUD STATE  
UNIVERSITY™  
A tradition of excellence and opportunity~~

~~ST. CLOUD STATE UNIVERSITY  
A world-wide tradition of excellence & opportunity~~



Never distort any portion of the logos, logotype or signature. e.g. squish or distort – transform proportionately



There are no Spirit Red only versions of the logotype or logos. There are no two-color variations (e.g., black and white, red and white, red and black)



Never tilt or rotate the logotype or logos



Never remove or add graphics/text to the logos or logotype



Never add a drop shadow or other Photoshop effects to logos and logotypes



Never change the color of logo and logotype elements e.g., the 'St. C' logo is never Spirit Red

## CLEAR SPACE REQUIREMENTS

A minimum clear space around the logotype is required to prevent the logotype from being crowded by other elements or the edge of the page. The clear space requirement may need modification in very large or very small formats.

Contact University Communications with questions about exceptions.

For use of the logotype on merchandise, please contact University Communications for approval on clear space and minimum size requirements.

All St. Cloud State logotypes follow the clear space requirements below



All unit logotypes follow the clear space requirements below



Clear space amount is determined approximately by multiple heights/widths of the letter "S" at the beginning of St. Cloud State wordmark within the logotype.

Clear space for print and electronic use are the same as shown.



There is no set minimum clear space for the "St. C" and Huskies logo when used alone, however please keep visual relief around the logos and don't overlap any text or other graphic elements on top.

# COLOR PALETTE

Our SCSU color palette has two layers: primary and secondary (supportive colors).

## PRIMARY COLOR PALETTE



Spirit Red  
PMS: 200  
CMYK:  
C 0 M 100 Y 63 K 12  
RGB:  
R 211 G 18 B 69  
HTML: CD1041  
Madera: 1147  
RA: 2266



Blizzard White  
CMYK:  
C 0 M 0 Y 0 K 0  
RGB:  
R 255 G 255 B 255  
HTML: FFFFFFFF  
Madera: 1002  
RA: 2632



Silver Gray  
PMS: 429  
CMYK:  
C 6 M 0 Y 0 K 34  
RGB:  
R 167 G 177 B 183  
HTML: A6B0B7  
Madera: 1011  
RA: 2592



Granite Black  
CMYK:  
C 0 M 0 Y 0 K 100  
RGB:  
R 0 G 0 B 0  
HTML: 000000  
Madera: 1000  
RA: 2297

Our primary palette will always include

## *Spirit Red & Granite Black,*

with supportive colors Blizzard White and Silver Gray used as neutrals. The inclusion of white in the color palette is intentional as the use of “white space” helps emphasize the logo, text and messaging. Accents of gray in layouts enhances the brilliance of our two primary colors.

Think of Spirit Red and Granite Black as historic, foundational, and timeless. All communications must contain our two primary colors.

## SECONDARY COLOR PALETTE



Bold Orange  
PMS: 165  
CMYK:  
C 0 M 60 Y 100 K 0  
RGB:  
R 245 G 130 B 32  
HTML: f58220



Glacier Blue  
CMYK:  
C 24 M 0 Y 0 K 48  
RGB:  
R 113 G 140 B 154  
HTML: 718c9a

## *Hello Bold Orange.*

We welcome a new color that evokes the vibrancy of the sun, the boldness of our character and the excitement for our future. Unique and exciting color palettes can be created using our new bold orange to add a punch of energy to materials.

Glacier blue represents the calmness and consistency of the Mississippi river. Glacier blue is a grounded color, it's nurturing, yet driven, it's intellectual, yet it's reflection of who we are and our impact (or influence) on the world around us.

WHILE OUR COLOR PALETTE IS FLEXIBLE, PLEASE USE RESTRAINT WHEN USING OUR SECONDARY COLORS.

Use as accents to help convey mood, emotion, tone or action. Our secondary color palette should never be used without our primary colors.

Blizzard White

Spirit Red

Silver Gray

Granite Black

Bold Orange

Glacier Blue

# TYPOGRAPHY

## BOLD | INNOVATIVE | FOCUSED CAMPAIGN FONT

### Headlines:

All caps and modified italics

Modified Italics:

Medium and Bold

Body Copy:

Upper and lower case

\*Replace capital E with horizontal  
Elipsis Glyph when using Bold Italic

## CONDUIT

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

*Light Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

*Medium Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

**Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

*Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## ROBOTO Web Use / Alternative

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

*Light Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

*Regular Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

*Medium Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

**Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

*Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## ADOBE GARAMOND PRO

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

*Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

*Semibold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

**Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

*Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## TIMES NEW ROMAN Garamond Alternative

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

*Regular Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

**Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

*Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## BERKELEY Used for SCSU wordmark only

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

**Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## PRIMARY FONTS

Conduit (Roboto), Adobe Garamond Pro (Times New Roman), and Berkeley are St. Cloud State University's primary fonts.

Roboto and Times New Roman are alternatives for Conduit and Adobe Garamond Pro. Roboto is a Google font that can be downloaded for free.

Berkeley is the official typeface for the logotype, signature and wordmark and is also used for commencement bulletins, diplomas, and other stationery.

# PHOTOGRAPHY

## WHEN AND HOW TO USE

As we go in a new direction, capturing the right moments is important in sharing the energy and vibrancy that represents SCSU. Sharing these moments in the right way helps to convey what BOLD, INNOVATIVE and FOCUSED really means.

Images are selected to show dynamic interactions between students, faculty, and leadership while on campus, out in the community or attending events.

- Relationship Focused
- Faculty and student relationship
- Engaged in campus activities
- Lifestyle /campus life
- Specialized major focused
- Sports program focused
- Graduate program focused
- Engagement Focused
- Engaging with community
- Engaged off campus: special programs, International programs, internships



# CREATIVE EXAMPLES

**ST. CLOUD STATE UNIVERSITY**

**THE DEGREE YOU WANT. THE PLACE YOU LOVE.**

A warm welcome awaits you here at SCSU. Let us help guide you through the transfer process.

**TRANSFER TODAY**

**BOLD | INNOVATIVE | FOCUSED**

A member of Minnesota State

**ST. CLOUD STATE UNIVERSITY**

**BOLD STEPS. FUTURE FOCUSED.**

A warm welcome awaits you here at SCSU. Let us help guide you through the transfer process.

**MAKE YOUR MOVE**

**BOLD | INNOVATIVE | FOCUSED**

A member of Minnesota State

**ST. CLOUD STATE UNIVERSITY**

**FOCUS ON WHERE YOU FINISH.**

With more students transferring to SCSU, we have a specialized team to guide you every step of the way.

**MAKE YOUR MOVE**

**BOLD | INNOVATIVE | FOCUSED**

A member of Minnesota State

**ST. CLOUD STATE UNIVERSITY**

**BOLD MOVES. BRIGHT FUTURE.**

Did you know that 50% of our students transfer into SCSU? With more students transferring to SCSU every year, we know what you're looking for and will support you every step of the way.

We make the transfer process simple.

**MAKE YOUR MOVE**

**WE MEET YOU WHERE YOU ARE.**

<b>ON CAMPUS</b> Get our advisors and credit experts personally to help transfer you. You can't get any closer than this!	<b>HYBRID</b> Have the best of both worlds with a mix of on-campus and online classes. After the faculty, it's your choice.
<b>ONLINE</b> Need classes where you are and when it's most convenient? We'll support you every step of the way.	<b>HYPLEX</b> Mix on-campus and online classes. It's your choice. We'll support you every step of the way.

**LEARN MORE**

**A WARM WELCOME AWAITS YOU.**

Want to find out how your credits will transfer? Schedule a tour or speak with one of our transfer experts today.

**MAKE YOUR MOVE**

**YOUR PROGRAM. YOUR CHOICE.**

<b>26 PATHWAYS WITH 36 PROGRAM OPTIONS</b>	<b>4 COLLEGES, ENDLESS POSSIBILITIES.</b>
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**LEARN MORE**

FOR ST. CLOUD STATE | CONTACT US | BOLDNESS | HOW TO FOLLOW US

**ST. CLOUD STATE UNIVERSITY**

**BOLD | INNOVATIVE | FOCUSED**

A member of Minnesota State

**St. Cloud State University**

With more students transferring to SCSU every year, we know what you're looking for and will support you every step of the way.

**A WARM WELCOME AWAITS YOU.**

Schedule a tour today! [Learn More](#)

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**St. Cloud State University**

Did you know that 50% of our students transfer into SCSU? We know what you're looking for and will support you every step of the way.

**BOLD MOVES. BRIGHT FUTURE.**

We meet you where you are. [Learn More](#)

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**St. Cloud State University**

Did you know that 50% of our students transfer into SCSU? We know what you're looking for and will support you every step of the way.

**26 PATHWAYS WITH 36 PROGRAM OPTIONS**

**MAKE YOUR MOVE**

**ST. CLOUD STATE UNIVERSITY**

A member of Minnesota State

Schedule a tour today! [Learn More](#)

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**St. Cloud State University**

With more students transferring to SCSU every year, we know what you're looking for and will support you every step of the way.

**BECOME A HUSKY**

**MAKE YOUR MOVE**

**ST. CLOUD STATE UNIVERSITY**

A member of Minnesota State

Schedule a tour today! [Learn More](#)

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# CREATIVE EXAMPLES

**ST. CLOUD STATE UNIVERSITY**

**WE'RE FOCUSED ON YOUR FUTURE.**

Our programs are nationally recognized in high-demand fields. Let us show you what Our Husky Experience is all about.

**GET STARTED**

**BOLD | INNOVATIVE | FOCUSED**

**MINNESOTA STATE** | St. Cloud State University, A member of Minnesota State

**GO BOLD. GO HUSKIES.**

**BUY TICKETS**

**ST. CLOUD STATE HOCKEY**  
A member of Minnesota State

**GO BOLD. GO HUSKIES.**

**ST. CLOUD STATE HOCKEY**

**BUY TICKETS**

A member of Minnesota State

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A member of Minnesota State

**BE BOLD. BE YOU. BE A HUSKY.**

**WE'RE FOCUSED ON YOUR FUTURE.**

**GO BOLD. GO HUSKIES.**

**ST. CLOUD STATE HOCKEY**

**BUY TICKETS**

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**GO BOLD. GO HUSKIES.**

**ST. CLOUD STATE HOCKEY**

**BUY TICKETS**

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**GO BOLD. GO HUSKIES.**

**ST. CLOUD STATE HOCKEY**

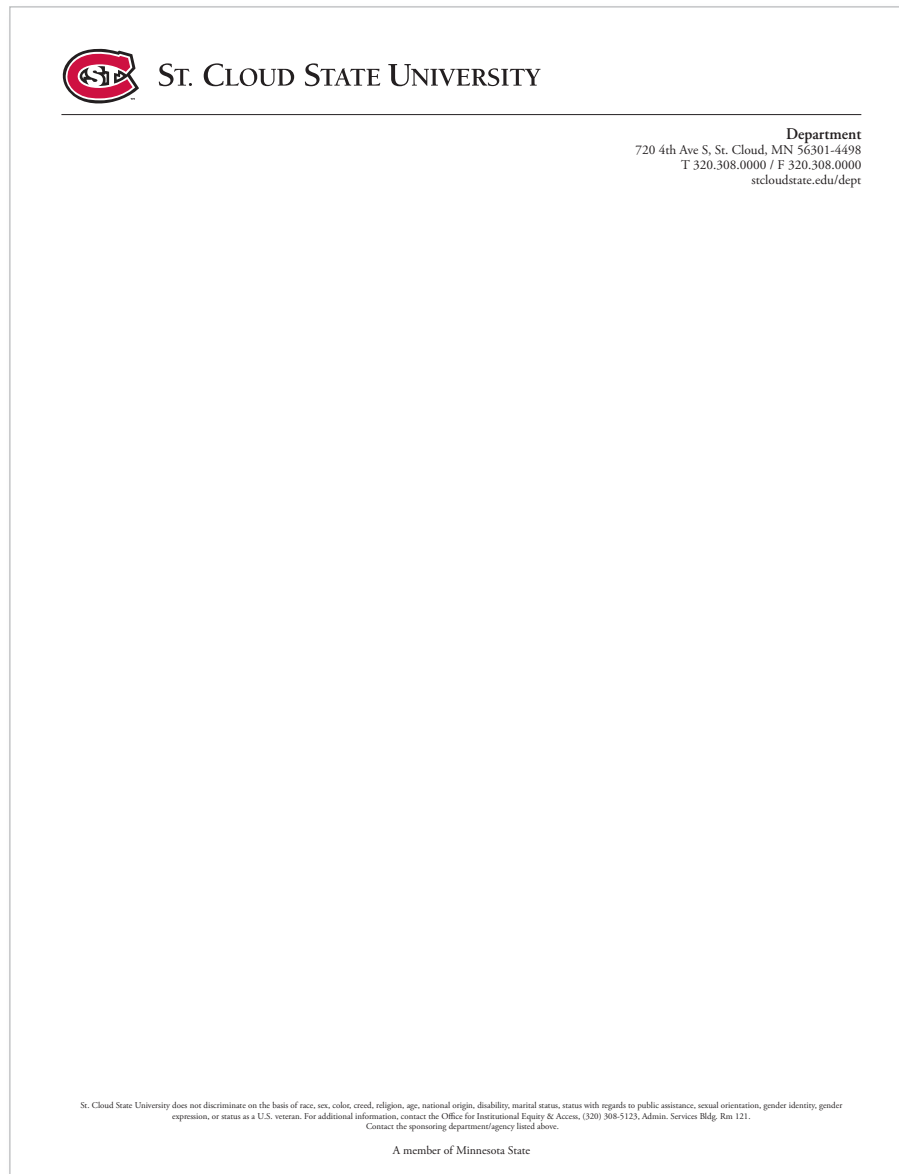
**BUY TICKETS**

A member of Minnesota State

## STATIONERY

Shown are samples of the official University letterhead and business cards.

Letterhead and business cards can be ordered through [Printing Services](#); see contact information on the resources page in this book.



Business card, front – Actual size



Business card, back, option 1 – Actual size  
Additional back options available

Official letterhead - Not shown actual size

## EMAIL SIGNATURE

### Full Name



St. Cloud State University  
720 4th Avenue South  
St. Cloud, MN 56301  
[stcloudstate.edu](http://stcloudstate.edu)

**BOLD | INNOVATIVE | FOCUSED**

### Visit

<https://www.stcloudstate.edu/ucomm/design-services/signature-maker.aspx>

to create your SCSU email signature

Use of an institutional signature in email correspondence reinforces your professional affiliation with St. Cloud State University while providing consistency for external audiences.

### GUIDELINES

- Personal pronouns available
- Unique graphics are not allowed
- Inspirational quotes are better suited for personal emails
- Keeping formatting as provided allows recipients to easily find similar contact details when receiving messages from multiple people at SCSU



# LET'S GO HUSKIES!

## Our Rallying Call

Whether celebrating a winning score or the conclusion of convocation or commencement, "Let's Go Huskies!" is a show of encouragement, excitement, and recognition that we are all part of vibrant campus community, whether a current student or alumni, an employee or member of the community.



## ATHLETICS BRAND

### ATHLETICS LOGOTYPES

St. Cloud State's Huskies Athletics is visually represented by a series of closely related logos and logotypes: the primary "St. C" logo and the Huskies secondary logo along with the associated wordmarks without and with sport identification. These marks make up the Huskies Athletics brand identity which ensures consistent use of the department's logos, logotypes, color and typography.

Guidelines listed here are for general university and apparel uses as they relate to St. Cloud State Huskies Athletics. For uniform, team and other athletics specific uses, contact @stcloudstate.edu for the complete Athletics Graphic Standards Guide.



**ST. CLOUD STATE**  
**HUSKIES**

'St. C' logo with St. Cloud State athletics wordmark



**ST. CLOUD STATE**  
**HUSKIES**

Huskies logo with St. Cloud State athletics wordmark

**HUSKIES**

Huskies Athletic wordmark

**ST. CLOUD STATE**

St. Cloud State Athletics wordmark

### ATHLETICS WORDMARKS

Custom St. Cloud State and Huskies wordmarks have been created specifically for St. Cloud State athletics uses. These wordmarks are reserved to represent Huskies Athletics and cannot be used for unit logotypes.

### SPORT SPECIFIC LOGOTYPES

(St. C or Huskies logo + sport specific wordmark)

Athletics logotypes consist of the primary "St. C" logo and the secondary Huskies logo along with associated wordmarks and sport identification. These logotype applications are reserved to represent Huskies Athletics and cannot be used for unit logotypes.



**ST. CLOUD STATE**  
**VOLLEYBALL**

'St. C' logo with St. Cloud State athletics wordmark  
+ specific sport identification



**HUSKIES**  
**VOLLEYBALL**

Huskies logo with Huskies Athletics wordmark  
+ specific sport identification

# ATHLETICS BRAND

## UNACCEPTABLE USES OF ATHLETICS LOGOS AND LOGOTYPES

For brand success, it is extremely important that logotypes and their elements are displayed correctly. This includes always using the correct fonts, color, relative positioning and size of all elements.



Never rotate the 'St. C' logo



Never rotate the Huskies logo



Never add unapproved typography



Never alter the placement of the type



Never add special effects, e.g., drop shadow



Never separate or modify the Huskies logo



Never use unit titles outside of athletics



Athletics-specific wordmark elements with university wordmark elements are not allowed

## ATHLETICS FONT

Eurostile has been specified for support applications and collateral materials related to Huskies Athletics, e.g., website, schedule cards, posters, banners, communications and more.

**Eurostile** Used for SCSU Athletics only

Regular  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz

Bold  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**



## REQUIREMENTS

### MINNESOTA STATE

St. Cloud State University is a member of Minnesota State, a system of colleges and universities united to provide an extraordinary education that is affordable, accessible, enhances quality of life, and ensures prosperous communities.

The Minnesota State member logo or statement is required on all SCSU publications, website, advertising and stationery.

Minnesota State Logo



### MINNESOTA STATE

St. Cloud State University,  
A member of Minnesota State



### MINNESOTA STATE

St. Cloud State University,  
A member of Minnesota State

Minnesota State - text only

A member of Minnesota State

### AFFIRMATIVE ACTION

#### STATEMENT OF NONDISCRIMINATION

All university publications must carry a form of the Statement of Nondiscrimination. The complete text of the statement must always be used on all major publications used for the purposes of recruitment. A shortened version may be used in certain circumstances listed below. Requests for other exceptions should be submitted to University Communications.

The complete text of the official university nondiscrimination statement meets the minimum requirements of the regulations enforced by the U.S. Department of Education Office for Civil Rights. It must not be modified, changed or edited.

PUBLICATION	SHORT	FULL
Small recruitment materials (postcards, direct mail pieces, posters, etc.)	X	
Large recruitment materials (viewbooks, first contact piece, etc.)		X
General advertising (print ads, posters, fliers, etc.)	X	
Official Reports (Business Plan, Profile, Annual Reports, Board of Regents materials, etc.)		X
Admission materials (applications, financial aid materials, checklists, etc.)		X
Employment packets		X
Website	X	
Employment ads	X	

Full statement

*St. Cloud State University does not discriminate on the basis of race, sex, color, creed, religion, age, national origin, disability, marital status, status with regards to public assistance, sexual orientation, gender identity, gender expression, or status as a U.S. veteran. For additional information, contact the Office for Institutional Equity & Access, (320) 308-5123, Admin. Services Bldg. Rm 121.*

Short statement

*St. Cloud State University is committed to legal affirmative action, equal opportunity, access and diversity of its campus community. [<http://scsu.mn/scsuoqa>]*

## CONTACTS FOR ASSISTANCE, APPROVALS AND GRAPHICS

### FACULTY AND STAFF

#### → BRAND AUTHORITY

Contact: University Communications  
320-308-3151  
ucomm@stcloudstate.edu

*University Communications is the authority on the university's visual identity system and responds to questions regarding its application, including:*

- Requests for unit logotypes for departments or units
- Clarification of subjects in this manual
- Requests for exceptions under certain limited circumstances

#### → TRADEMARK LICENSING

Contact: University Communications  
320-308-3151  
tmlicensing@stcloudstate.edu

*All uses of the university name, wordmark, seal, logos and mascots are covered by federal trademark laws. All university organizations and departments are required to follow the guidelines in this manual when purchasing or producing items bearing university identification, including apparel, coffee mugs, giveaways, caps and portfolios.*

#### → PURCHASING STATIONERY PRODUCTS

Contact: Printing Services  
320-308-2105  
printingservices@stcloudstate.edu

#### → SIGNAGE, WAYFINDING AND ENVIRONMENTAL GRAPHICS

Contact: Facilities Management  
320-308-3166  
facilitiesmgmt@stcloudstate.edu

### STUDENTS

Registered student groups may use the St. Cloud State visual identity if they follow the guidelines in this manual. These groups may use the complete unit logotype, but are not required to. If using the complete unit logotype, contact University Communications to have it created. Students may not alter or redraw graphic elements and must ensure the marks meet the size and clear space requirements.

Registered student groups must get permission from University Communications to use any element of the visual identity on commercial goods and specialty items, such as apparel, coffee mugs, caps and portfolios.

### ALUMNI

Individual alumni may not use the university's marks, including the logo, signature, seal or "St. C" symbol.

Alumni groups may use the St. Cloud State visual identity system with approval from University Communications.

### INDIVIDUALS EXTERNAL TO THE UNIVERSITY

This manual applies mainly to the St. Cloud State University community. Individuals, groups or companies outside of the University may contact University Communications for information about the St. Cloud State visual identity.



ST. CLOUD STATE  
UNIVERSITY

**GO HUSKIES!**