**DESIGN STYLE**
Use clean lines, typefaces, and graphics.
Reduce backgrounds with overly saturated color and busy designs.
Eliminate or reduce special effects (e.g., beveling, drop shadows, etc.).
Minimize copy to create white space or blank space.
Format copy in bullets, short lines or columns, as they are easier to read.
Use candid, action, or environmental photos that show depth of field.
Avoid overuse of stock photos and clip art. If staged photos are used, be sure that they serve a strong purpose and the subject is identified with a caption.

When including contact information use the standard formatting:
- **Emails:** Capitalize occurrences of UND, e.g., UND.info@UND.edu.
- **Phone Numbers:** Use periods instead of dashes, e.g., 1.800.CALL.UND.
- **URLs:** Write with an uppercase UND and lowercase subdomain and do not use the “www,” e.g., UND.edu or education.UND.edu.

**COLOR PALETTES & Design Tiers**
Green and orange comprise the Primary Color Palette, as they are two of the most distinguishable elements of the University’s identity.

To create more visual consistency for UND’s brand, Design Tiers and Secondary Color Palettes are available to guide color decisions for external and internal communications at UND.edu/identity.

<table>
<thead>
<tr>
<th>PMS</th>
<th>Four-Color Process</th>
<th>Web/Video Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANTONE® 347</td>
<td>c93 m0 y100 k0</td>
<td>r0 g154 b68 #090</td>
</tr>
<tr>
<td>PANTONE® 165</td>
<td>c0 m70 y100 k0</td>
<td>r255 g103 b31 #F60</td>
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Secondary Color Palettes listed as PMS colors

- Cool Gray 6
- 7508
- 545
- 577
- 705
- 2905
- 2945
- 375
- 130
- 194

Go to UND.edu/identity for details.

**TYPOGRAPHY (Fonts)**
For simplicity and readability, it is recommended to use no more than two different typefaces within a design.
Recommended typefaces include:
- **Serif** = Garamond, Minion Pro, Times New Roman
- **Sans Serif** = Helvetica, Myriad Pro, Swis721Helvetica
- **Headers** = Franklin Gothic Heavy

Note: Friz Quadrata, the official logo typeface, should not be used for headers or body text.

**STATIONERY**
Letterheads, Envelopes, & Business Cards
Academic departments and administrative units are required to use the approved, official layout design for stationery, envelopes, and business cards. These may not be altered or rearranged. U&PA is designated by the President’s Office to monitor and maintain compliance.

**WEB IDENTITY STANDARDS**
Web standards for content, graphics, logos, colors, typography, domain names, and accessibility guidelines are available at UND.edu/identity. Social media policies and best practices are also available.

**ATHLETIC MARKS**
The UND athletic logo, trademark, and name are reserved for use by the University Athletic Association and its entities. The “interlocking ND” logo should never replace the Primary UND Logotype.

**AUDIO & VIDEO**
These guidelines are for video, ranging from short Web clips to broadcast television series.

Multi-media promotional spots should include a “University of North Dakota” reference.
The UND Flame logo may be used as a bug for video promotional spots.
Members of the University community are expected to follow copyright law.

For more information about audio and video, please refer to UND.edu/identity.

**LIMITED SPECIAL APPROVALS**
Unique UND Logos
UND can achieve visual continuity and help our stakeholders easily identify the many entities under the University umbrella by reducing the use of unique logos and marks.

On occasion, U&PA may grant special approvals for Unique UND Logos to be used on promotional items and apparel as well as for special University events, non-academic programs / services, major advertising campaigns, official student organizations, and externally funded units that may benefit from unique branding.

Visit UND.edu/identity for more information.

**QUESTIONS?**
If you need additional information or interpretation, please contact:
Division of University & Public Affairs
701.777.2731
identity@UND.edu
GENERAL USAGE GUIDELINES

An official logo or mark from the UND Logo System must be used in all University communications.

The Primary UND Logotype is the main identifier for the University.

UND logos and marks must not be altered or modified in any manner.

Additional text or graphic elements may not touch, cover or overlap any part of a UND logo or mark.

The UND logo should be of equal or larger size to partnership logo(s).

University associations or affiliates who want to use a Unique UND Logo must have prior approval from the UND Division of University & Public Affairs.

Logo Colors
Approved 3-color versions are preferred. If 3-color versions do not work, designers may use the preferred 2-color and 1-color variations indicated at UND.edu/identity.

Clear Zones
UND logos and marks must be surrounded on all sides by clear space (no less than 1/2 the height of the UND Flame Logo).

Minimum Size
The UND Logotypes and Unit Logos should be a minimum of 1.5 inches in length and proportions should not be altered.

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<th>RECOMMENDED USES</th>
<th>LOGOTYPE</th>
<th>VERTICAL LOGOTYPE</th>
<th>FLAME LOGO</th>
<th>SEAL</th>
<th>PRIMARY UNIT LOGO</th>
<th>SECONDARY UNIT LOGO</th>
<th>UNIT STAMP</th>
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Visit UND.edu/identity for more information and downloads.