UNIVERSITY COLORS

The official colors of SD Mines are navy, white, and old gold. In order to maintain brand consistency and maximize the effectiveness of communications and marketing efforts, it is recommended that the official university colors be used whenever possible.

BRANDED TEMPLATES

University Relations has created a group of Mines’ branded templates to use for event promotion, announcements, flyers, etc. These templates can be found at http://www.sdsmt.edu/Campus-Services/University-Relations/. A new powerpoint template is also available.

NAMING CONVENTIONS

The official name of the university is South Dakota School of Mines & Technology (with the ampersand, not the word “and”). The appropriate abbreviated version is SD Mines.

✓ South Dakota School of Mines & Technology

✗ South Dakota School of Mines and Technology

FONTS

The use of approved fonts is also part of the Mines brand.

Internal audiences (students, faculty, staff; student organizations).

Use these standard fonts which are available on your school issued laptop:

- **Headline:** Rockwell Bold
- **Sub-header:** Rockwell Regular
- **Text Header:** Univers57Condensed Bold
- **Text:** Univers55Roman

External audience (prospective students, marketing materials, official university documents such as letterhead, business cards, etc.)

These pieces should be designed by University Relations. Job requests should be submitted electronically utilizing the UR Job Request System found at:

http://www.sdsmt.edu/Campus-Services/University-Relations/
UNIVERSITY LOGOS

The official logo of SD Mines is the block M adorned with the university’s name on the top and bottom. The university’s logo may only be used in the following colors:

- Mines Blue
- White (on dark backgrounds)
- Mines Gold
- Black (in instances when color use is not possible – do not use gray)

A print-friendly version of these logos can be downloaded from http://www.sdsmt.edu/Campus-Services/University-Relations/.

GRUBBY LOGO

Many versions of Grubby exist, however, the official, trademarked version is depicted here. **The use of Grubby should be limited to Athletics, Student Affairs, and student organizations.** Exceptions to this rule apply only to the Rocker Shop for “vintage” clothing options.

The logo can be downloaded from http://www.sdsmt.edu/Campus-Services/University-Relations/.

Add “SD Mines” in Rockwell Bold front with the logo if the university is not clearly identified elsewhere in your piece.

UNIVERSITY SEAL

The university seal is to be used for Regental and Office of the President purposes only. The university seal is not an appropriate substitute for the official university logo.
## LOGO TIPS

### DO
- Treat the logo as a piece of artwork
- Use on ALL external communications

### DO NOT
- Treat the logo as typography
- Alter the logo in any way
- Add patterns or otherwise adorn the logo
- Stretch, squish, or otherwise change the proportions
- Use colors other than Mines Blue, Mines Gold, White, or Black
- Add additional copy or other elements to the logo
- Use outlines or outline the logo in any way
- Rotate or render the logo with a bevel (3D)
- Break apart and/or use elements of the logo
PHOTOGRAPHY

The use of good photography in communications is essential. Photos tell stories. Action photos are more meaningful than staged photos because they tell a better story. Strong, authentic photos are more indicative of the university’s brand and convey the experiences to audiences in a much more effective manner than uninteresting “grip-and-grin” or posed group photos.

You can also download photos from the university’s Flickr site: https://www.flickr.com/photos/sdsmt

STATIONARY ITEMS

All of these items should be requested through University Relations for design. To order, please submit a purchase order.