

BRANDING

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.



PMS 2768 C
CMYK:
100/90/13/71
RGB: 7/29/73
#071D49



White



PMS 4515 C
PMS 617 U
CMYK 13/19/62/28
RGB 179/163/ 105
#B3A369

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

MERCHANDISE AND T-SHIRTS

All t-shirts or other materials should include the Mines or Grubby logo. For specific merchandising and licensing issues please contact Marlin Kinzer, bookstore manager, at 605-394-2375 or Marlin.Kinzer@sdsmt.edu.

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.



This photo is not compelling.



This photo tells a story.

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.

SOUTH DAKOTA
M
SCHOOL OF MINES
& TECHNOLOGY

DEPARTMENT OF INDUSTRIAL ENGINEERING

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