MINNESOTA STATE

BRAND IDENTITY MANUAL

For Member Colleges and Universities

Spring 2017

395,690
STUDENTS

16,128
EMPLOYEES

3,786
EDUCATIONAL PROGRAMS

37
COLLEGES AND UNIVERSITIES

1
SYSTEM

MINNESOTA STATE

System Overview

With 30 community and technical colleges and seven state universities, Minnesota State is the largest provider of higher education in the state of Minnesota. Fifty-eight percent of the state's undergraduate students attend a Minnesota State college or university. It is the fourth-largest system of higher education in the country.

Minnesota State is comprised of 54 campuses, conveniently located in 47 Minnesota communities, serving nearly 396,000 students, with 126,000 students taking non-credit courses and customized training and continuing education programs. Overall, the system awards 41,000 degrees, certificates, and diplomas each year. Eighty-five percent of these graduates get jobs in related fields and 80 percent stay in Minnesota, contributing to the state's economy.

Minnesota State offers 591 programs – with 16 percent now offered completely online – and about 14,000 courses that are partially or fully online. Minnesota State also serves more than 62,000 students of color (more than all other providers of higher education in Minnesota combined), 26,636 Post-Secondary Enrollment Options (PSEO) students, and 10,500 veterans. In addition, Minnesota State serves more low-income students than all of the other higher education providers in the state, combined.

Introduction

Several years ago, Minnesota State conducted qualitative and quantitative research and learned that the vast majority of Minnesotans didn't know who our colleges and universities were, or how they were different from other higher education options in the state – including the University of Minnesota and private and for-profit options.

But our colleges and universities ARE different. Within our system, there is a place, a program, and an attainable plan of action for everyone. We deliver on our strategic framework every day. We all offer an extraordinary education for the lowest cost and highest value in the state, and we are a partner of choice to meet the workforce needs of Minnesota. Our colleges and universities are stronger together. Our network of collaboration grows each day, and it is important for us to convey our wealth of opportunity and possibilities in a unified, compelling voice.

The logo, visuals, and words used in this brand manual to describe the Minnesota State system will enable us to establish and maintain a clear, cohesive brand identity among the audiences that are most important to us – our current and future students. The Minnesota State brand has been established to create a platform to help our current and future students understand how our system of great colleges and universities offers a set of distinct benefits that will enable them to make the best possible decisions for investing in their futures.

This manual provides directions for the visual and verbal articulation of the Minnesota State brand, as well as specific directions for using it in tandem with member institution names and identities, and system partnerships, collaborations, consortiums, and initiatives.

Contents

SYSTEM OVERVIEW
INTRODUCTION

01 **01 | SYSTEM BRAND STRATEGY**
02 Brand Manifesto
03 Brand Position
04 Brand Promise
05 Brand Attributes

06 **02 | MINNESOTA STATE GRAPHIC STANDARDS**
07 Identity System Overview
09 Minnesota State Identity
10 Elements of Identity System
12 Clear Space
14 Minimum Logo Size
16 Board of Trustees Seal
17 Typography | Electronic Documents
18 Typography | Print and Digital Marketing Materials
19 Color | Primary and Secondary
20 Logo | Color Reproductions
21 Integrity of the Mark | Unacceptable Reproductions

22 **03 | MEMBER COLLEGE AND UNIVERSITY CO-BRANDING**
23 Co-Branding Introduction
24 Co-Branding Use Grid
25 System Affiliation Identifier | Procedure 3.23.1
26 System Affiliation Identifier | Option 1 Logo with School-Specific Identifier
27 System Affiliation Identifier | Option 2 Text-Only Identifier
28 System Affiliation Identifier | Option 3 Banner Icon Identifier
29 System Affiliation Identifier | Publications
30 System Affiliation Identifier | Advertising and Marketing Materials
31 System Affiliation Identifier | Website
32 System Affiliation Identifier | Entrance/Monument Signs
33 System Affiliation Identifier | Campus Construction Project Signs
34 System Affiliation Identifier | Stationery
35 System Affiliation Identifier | Diplomas
38 System Affiliation Identifier | Merchandise
39 System Affiliation Identifier | Rollout

40 **04 | MINNESOTA STATE STYLE AND WRITING GUIDE**
41 Style and Writing Guide Introduction
42 Writing About the System
43 Writing About Minnesota State Constituents and Community Members
44 Formal Names and Academics
46 Academic Degrees
47 Proofreader’s Checklist | Minnesota State Terminology
48 General Guidelines for Punctuation
49 Formatting Accessible Documents

50 **CONTACT INFORMATION**

01 | SYSTEM BRAND STRATEGY

Brand Manifesto

We are living in demanding times.
Our world is rapidly changing. Our businesses crave new ideas. Our environment is at risk. Our communities are often struggling to keep up.

And our people are being challenged to learn more, and to keep learning throughout their lives.

Higher education has never been more important. For everyone. All ages. All cultures. All over our state. But for many, getting a good education can be challenging.

Higher education can be too costly. Too inconvenient for working people. Too limited to provide options for any career path. Too uniform for an increasingly diverse population. Too exclusive to open doors to those who need more help. And too far away from those who have responsibilities at home.

There is no greater vehicle for driving individual accomplishment than higher education. There is no better path to a more fulfilling life. No investment more likely to lead to individual accomplishment.

No better way to stimulate community prosperity. And given the demanding times we live in, there is no better way to address the economic, environmental, and social challenges we face.

In order to take Minnesotans to a higher level of success, higher education is our best answer.

Minnesota State is a system of colleges and universities united to provide an extraordinary education that is affordable, accessible, enhances people's quality of life, and sustains prosperous communities.

We are Minnesota State.
As a system of outstanding colleges, universities, educators, and staff, we are deeply committed to greater educational success and access. We understand that higher education can be made practical for every student, from every culture, every part of the state, and every walk of life. We support each other, challenge each other, and promote each other. Knowing that, while we are strong individually, we are more powerful collectively. And we won't rest until extraordinary education is a reality for everyone who aspires to do more for themselves, their families, their communities, and the state we all share.

Brand Position

Minnesota State provides the highest value, most affordable path to an extraordinary education, individual accomplishment, and community prosperity.

Brand Promise

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

Brand Attributes

Offering Quality and Value
The colleges and universities of Minnesota State offer extraordinary and affordable educational opportunities provided by exceptional faculty who prepare students for success.

Providing Access
The colleges and universities of Minnesota State provide students of all backgrounds a broad range of programs to achieve their goals, from career and technical training to baccalaureate, graduate, and doctoral degrees. This happens at 54 campuses and hundreds of businesses across the state and online.

Developing Talent
The colleges and universities of Minnesota State develop life-long learning, employment skills, and capabilities that prepare graduates for life and careers.

Serving Communities
The colleges and universities of Minnesota State collectively and positively impact our state's economy by producing well-rounded graduates who are prepared to contribute to their communities.

02 | MINNESOTA STATE GRAPHIC STANDARDS

Identity System Overview

The Brand Identity Manual establishes rules for the consistent implementation of the Minnesota State brand. These standards provide for the development of printed and electronic materials, and contribute to the powerful and unified expression of the brand.

All Minnesota State entities (offices, member institutions, partners, initiatives, collaborations, consortiums, divisions, etc.) are expected to follow this manual when creating communication materials.

Please contact the Marketing and Communications Office upon project initiation so adequate time can be planned for assistance and review.

Send inquiries to:
MarComm@MinnState.edu
651-201-1830

Identity System Overview

The new Minnesota State identity is not to be abbreviated in any form at any time except for the website URL and email addresses. For example, “Mn State,” “MinnState,” and “MnSCU” are unacceptable applications of the new “Minnesota State” brand, as they will dilute the identity.

While “Minnesota State Colleges and Universities” remains the legal name of the system, it should only be used by the Board of Trustees, by member institutions for ceremonial documents, and as a first reference in contracts and legal documents. For all other instances, and upon second reference in contracts and legal documents, use “Minnesota State.”

The preferred way to refer to the colleges and universities in writing is “the colleges and universities of Minnesota State.” If, for purposes of sentence structure, the preferred way isn’t an option, an acceptable alternative is “Minnesota State colleges and universities.” In addition, “Minnesota State” never takes a possessive form, as in “Minnesota State’s.”

When referring to the system office, the preferred designation is the “Minnesota State system office” (note the lower case “s” in system and “o” in office).

Minnesota State Identity

MINNESOTA STATE

The new Minnesota State identity is a simple yet bold expression that borrows from the past but points to the future.

The banner-shaped mark represents the stature of the system. The M stands for Minnesota. The star represents the Star of the North, guiding our students on their journey.

MINNESOTA STATE

Elements of Identity System

Primary Logo: Vertical

MINNESOTA STATE

Primary Logo: Horizontal

MINNESOTA STATE

Alternative Logo Option

MINNESOTA STATE

Banner Icon

The Minnesota State identity system consists of a logo (vertical and horizontal), an alternative logo option, and a banner icon.

A logo with secondary signature and a Board of Trustees Seal are also included. See page 11.

The primary logos are the main expression of the brand and should be used as directed in this manual in system office and member college or university co-branded communications.

Elements of Identity System

Logo: Secondary Signature

MINNESOTA STATE
Transportation Center of Excellence

Board of Trustees Seal

The logo with secondary signature (partners, collaborations, consortiums, divisions, or initiatives) should only be used in instances where the identifier or partnership has been approved by the Marketing and Communications Office.

Secondary signatures should be one line when possible; if the length of the secondary signature necessitates a break to a second line, please contact the Minnesota State marketing and communications department for approval.

The Board of Trustees of the Minnesota State Colleges and Universities' official emblem is the board seal.

A screened seal is used as a design element on stationery templates, but is not to be used beyond the approved templates.

Clear Space

Clear Space: Vertical Logo

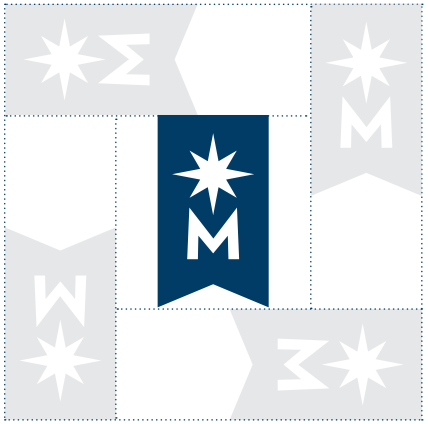
Clear Space: Horizontal Logo

The logo must always be used as a provided file, and never typeset by the user, to ensure that the correct scale relationships and spacing are maintained.

Measure the clear space by using the banner width.

Clear Space: Alternative Logo Option

Clear Space: Banner Icon



Clear Space

Clear Space: Vertical Secondary Signature

Clear Space: Horizontal Secondary Signature

The logo with secondary signature must always be used as a provided file, and never typeset by the user, to ensure that the correct scale relationships and spacing are maintained.

Measure the clear space by using the banner width.

Minimum Logo Size

Minimum Size: Vertical and Horizontal Logos

MINNESOTA STATE

1.25" minimum width
for vertical logo

MINNESOTA STATE

1.5" minimum width
for horizontal logo

Minimum Size: Alternative Logo Option and Banner Icon

MINNESOTA STATE

1" minimum width
for alternative logo
option

0.2" minimum width
for banner icon

Minimum size of the logos shall be no smaller than the sizes shown.

In special circumstances where it may be necessary to reproduce the logo smaller than the stated minimum, contact the Minnesota State Marketing and Communications Office for guidance and approval.

Minimum Logo Size

Minimum Size: Logo with Secondary Signature

MINNESOTA STATE
Transportation Center of Excellence

1.25" minimum width
for vertical logo

Width is determined by the Minnesota State logo, not the width of the secondary signature text.

MINNESOTA STATE
Transportation Center of Excellence

1.5" minimum width
for horizontal logo

Width is determined by the Minnesota State logo, not the width of the secondary signature text.

Minimum size of the logo with secondary signature shall be no smaller than the sizes shown.

In special circumstances where it may be necessary to reproduce the logo smaller than the stated minimum, contact the Minnesota State Marketing and Communications Office for guidance and approval.

Board of Trustees Seal

Board of Trustees Seal

Clear Space Around Seal

Measure clear space by using the banner width

Minimum Size: Board of Trustees Seal

.75" minimum diameter

The Board of Trustees of the Minnesota State Colleges and Universities' official emblem is the board seal. It will never function as a logo, but can be used as an ornamental device on ceremonial documents.

The seal should only be used in situations specifically approved by the Marketing and Communications Office. A screened Board of Trustees Seal is used as a design element on stationery templates, but is not to be used beyond the approved templates.

Minimum size of the seal shall be no smaller than .75" diameter.

Typography | Electronic Documents

Primary Font

Calibri Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890()/!?,.

Secondary Font

Palatino Linotype

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890()/!?,.

Minnesota State has selected a set of standard fonts for system office employee use on all internally produced presentations, correspondence, and system stationery.

For electronic documents and screen-based presentations, Calibri is the primary font and Palatino Linotype is the secondary font.

Typography | Print and Digital Marketing Materials

Primary Marketing Font

Circular STD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890()/!?,.

Secondary Marketing Font

Archer

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890()/!?,.

Minnesota State has selected a set of fonts for creating professionally designed print and digital marketing materials for distribution to the public.

Circular is the primary marketing font and Archer is the secondary marketing font.

Color | Primary and Secondary

Primary Brand Color

Minnesota State Blue

PANTONE®
2955 C

C: 100
M: 55
Y: 10
K: 50

R: 0
G: 60
B: 102

#003c66

Secondary Brand Color

Minnesota State Green

PANTONE®
7482 C

C: 90
M: 0
Y: 93
K: 5

R: 0
G: 163
B: 83

#00a353

The primary brand color, Minnesota State Blue, is the main expression of the brand. The logo should always be reproduced using this color, except when it is necessary to use black or white. The secondary brand color is used in support of the primary brand color and should be used in a manner that gives the primary, Minnesota State Blue, visual dominance.

Body copy should never be styled in green. Minnesota State Green should be limited to subtitles, headers, and secondary lines.

Logo | Color Reproductions

Solid Logo

Reversed Logo

When reproduced in color, the logo should appear in the Minnesota State Blue or black. The logo should appear in white on dark backgrounds.

It is also acceptable to place the Minnesota State logo in a photograph. Make certain the photo has enough contrast between the type and image so the Minnesota State logo is clearly visible.

Logo in a Photograph

Integrity of the Mark | Unacceptable Reproductions

Logo

Do not substitute fonts in the elements

Logo

Do not tilt or break apart any of the elements

Logo with Secondary Signature

Do not reconfigure elements

The Minnesota State logo is the official mark of the system and system office and should be rendered accordingly with the utmost consistency and dignity.

It should never be tweaked, stretched, or otherwise manipulated.

Logo

Do not change the color of elements

Board of Trustees Seal

Do not crop elements

Board of Trustees Seal

Do not change the shape or skew elements or replace the ribbon element with the Board of Trustees Seal

03 | MEMBER COLLEGE AND UNIVERSITY CO-BRANDING

Co-Branding Introduction

What follows are rules for using a college or university brand along with the Minnesota State brand.

The college or university brand and the Minnesota State brand do not need to be side by side, especially when there is potential word duplication. To create a pleasing layout, use space and sizing of the Minnesota State logo to create visual separation.

There are two options for system identification, with a variety of applications. The next few pages explain how and when each should be used.

Co-Branding Use Grid

This is a co-branding overview for college and university brands when used with the Minnesota State brand. More details follow in this section.

Medium	Logo	Option 1 Logo with Identifier	Option 2 Text-Only Identifier	Banner Icon (Logo Mark)	Seal	Corresponding Procedure 3.23.1
Publications		Required	Encouraged			Subpart B
Advertising and marketing materials	Required*	Required*	Required*			Subpart C
Website		Required	Encouraged			Subpart D
Entrance/monument signs	Required		Required			Subpart E
Campus construction project signs		Required				Subpart F
Letterhead, envelopes, and note cards			Required			Subpart G
Diplomas			Required		Encouraged	Subpart H
Merchandise				Encouraged		Subpart I

See procedures on the following pages
** option to link to a landing page with Minnesota State logo and/or text identifier*

System Affiliation Identifier | Procedure 3.23.1

Part 1. Purpose

This procedure establishes requirements for the implementation of Policy 3.23.

Part 2. Implementation

Subpart A. System affiliation identifier

Colleges and universities must use a system affiliation identifier, as provided in this procedure.

Option 1 Minnesota State Logo, either the horizontal or vertical version, coupled with a school-specific text identifier. **(see page 26)**

Option 2 Minnesota State text-only identifier: a. A member of Minnesota State; or b. A member of the Minnesota State system (if the college/university already has "Minnesota State" as part of the name). **(see page 27)**

Option 3 Banner icon. **(see page 28)**

Subpart B. Publications

Publications intended for external audiences, including, but not limited to, student recruitment materials, annual reports, alumni magazines, legislative publications, brochures, newsletters, news releases, and event programs, shall include an Option 1 system affiliation identifier on the front or back cover. In addition, colleges and universities are encouraged to more overtly affiliate with Minnesota State by using an Option 2 (text only) affiliation identifier on the cover near the college or university logo as shown in the definition examples. **(see page 29)**

Subpart C. Advertising and marketing materials

All advertising, such as digital banners, digital audio, radio, billboards, newspaper, magazine, television ads, and marketing event signage materials, such as table skirts and recruitment booths, shall include a system affiliation identifier or link to a landing page with a system affiliation identifier. **(see page 30)**

Subpart D. Website

The college or university website home page and other prominent pages shall contain at least one system affiliation identifier. Option 1 shall be used at the bottom of each page. In addition, colleges and universities are encouraged to more overtly affiliate with Minnesota State by using an Option 2 (text only) affiliation identifier at the top of web pages near the college or university logo as shown in the definition examples. **(see page 31)**

Subpart E. Entrance/monument signs

The main entrance/monument signs for each campus, center, or other ongoing location of the college or university at which a sign is used shall contain a Minnesota State logo or Option 2 (text only) system affiliation identifier. **(see page 32)**

Subpart F. Campus construction project signs

A sign erected to identify a campus construction project shall contain an Option 1 system affiliation identifier. **(see page 33)**

Subpart G. Stationery

Letterhead stationery, envelopes, and note cards shall include an Option 2 (text only) system affiliation identifier. **(see page 34)**

Subpart H. Diplomas

Diplomas shall include an Option 2 (text only) system affiliation identifier. Including the Board of Trustees Seal is optional, but encouraged. **(see page 35)**

Subpart I. Merchandise

Colleges and universities are encouraged to include the banner icon on logo merchandise that includes the college or university name, such as jerseys, shirts, sweatshirts, pants, water bottles, and mugs, unless otherwise prevented by current contracts and licensing agreements. **(see page 38)**

Part 3. Exigent Circumstances

The chancellor may waive the system affiliation identifier requirement under exigent circumstances, such as extraordinary expense.

Part 4. Guidelines

The chancellor shall direct the chief marketing and communications officer to establish a brand standards manual addressing use of a system affiliation identifier.

System Affiliation Identifier | Option 1

Logo with a School-Specific Identifier

MINNESOTA STATE | *College or University Name,*
A member of Minnesota State

MINNESOTA STATE

College or University Name,
A member of Minnesota State

Minnesota State logo, either the horizontal or vertical versions, coupled with a school-specific text identifier.

The minimum font size for Option 1: Minnesota State logo with a school-specific identifier is 9 point. This logo will be provided by the Marketing and Communications Office and may be scaled to fit the needs of the member institutions.

Only if a college or university already has “Minnesota State” in its name, an additional option for a system identifier is: “A member of the Minnesota State system.”

The Option 1 identifier may be used in conjunction with the college’s or university’s Equal Opportunity/ Affirmative Action statement(s).

Examples

MINNESOTA STATE | *Hennepin Technical College,*
A member of Minnesota State

MINNESOTA STATE

Minnesota State University Moorhead,
A member of the Minnesota State system

System Affiliation Identifier | Option 2

Text-Only Identifier

When a member institution includes the system affiliation identifier on stationery, monument signs or together with its brand on websites, publications, and marketing materials, it is acceptable to use the following text-only identifier:

"A member of Minnesota State"

Or, if a college or university already has "Minnesota State" in its logo, an additional option for a system affiliation identifier is:

"A member of the Minnesota State system"

A member of Minnesota State; or A member of the Minnesota State system (if the college/university already has "Minnesota State" as part of the name).

The minimum font size for Option 2: Minnesota State text-only identifier is 9 point. This logo will be provided by the Marketing and Communications Office.

The text-only system affiliation identifier may be formatted in the font and/or color of the member college's or university's brand.

For large scale materials, the identifier shall be clearly readable from a distance. It should be located above any potential landscaping or snow lines that may obstruct the view.

Examples

Inver Hills Community College
A member of Minnesota State

Minnesota State Community and Technical College
A member of the Minnesota State system

St. Cloud State University
A member of Minnesota State

System Affiliation Identifier | Option 3

Banner Icon

The Minnesota State banner icon can be used on logo merchandise that includes the college or university name.

See minimum size requirements for the logos on page 14.

Examples

System Affiliation Identifier | Publications

Example

A member of Minnesota State

The front cover is an example of Option 2: Minnesota State text-only identifier

MINNESOTA STATE

Normandale Community College,
A member of Minnesota State

The back cover is an example of Option 1: Minnesota State logo with a school-specific identifier

Publications intended for external audiences, including, but not limited to: student recruitment materials, annual reports, alumni magazines, legislative publications, brochures, newsletters, news releases, and event programs shall include an Option 1: Minnesota State logo with a school-specific identifier on the front or back cover.

In addition, colleges and universities are encouraged to more overtly affiliate with Minnesota State by using an Option 2: Minnesota State text-only identifier on the cover near the college or university logo.

The minimum font size for both Option 1 and Option 2 identifiers is 9 point. These logos will be provided by the Marketing and Communications Office and may be scaled to fit the needs of the member institutions.

System Affiliation Identifier | Advertising and Marketing Materials

Examples

This is an example of Option 1: Minnesota State logo with a school-specific identifier

This is an example of Option 2: Minnesota State text-only identifier

All advertising, such as digital banners, digital audio, radio, billboards, newspaper, magazine, television ads, and marketing event signage materials, such as table skirts and recruitment booths, shall include a system affiliation identifier.

Choice of using an Option 1: Minnesota State logo with a school-specific identifier or an Option 2: Minnesota State text-only identifier.

The minimum font size for both Option 1 and Option 2 identifiers is 9 point. These logos will be provided by the Marketing and Communications Office and may be scaled to fit the needs of the member institutions.

For large scale materials, the identifier shall be clearly readable from a distance. It should be located above any potential landscaping or snow lines that may obstruct the view.

System Affiliation Identifier | Website

Example

NORMANDALE
COMMUNITY COLLEGE
A member of Minnesota State

This is an example of
Option 2: Minnesota State text-only identifier

MINNESOTA STATE

Normandale Community College,
A member of Minnesota State, is an affirmative action, equal opportunity educator and employer.

This is an example of
Option 1: Minnesota State logo with a school-specific identifier used in conjunction with the college's Equal Opportunity/Affirmative Action statement.

The college or university website home page and other prominent pages shall contain at least one system affiliation identifier.

Option 1: Minnesota State logo with a school-specific identifier shall be used at the bottom of every page and include a link back to the Minnesota State homepage.

The Option 1 identifier may be used in conjunction with the college's or university's Equal Opportunity/ Affirmative Action statement(s).

In addition, colleges and universities are encouraged to more overtly affiliate with Minnesota State by using Option 2: Minnesota State text-only identifier at the top of web pages near the college or university logo.

System Affiliation Identifier | Entrance/Monument Signs

Examples

This is an example of a sign incorporating the Minnesota State logo

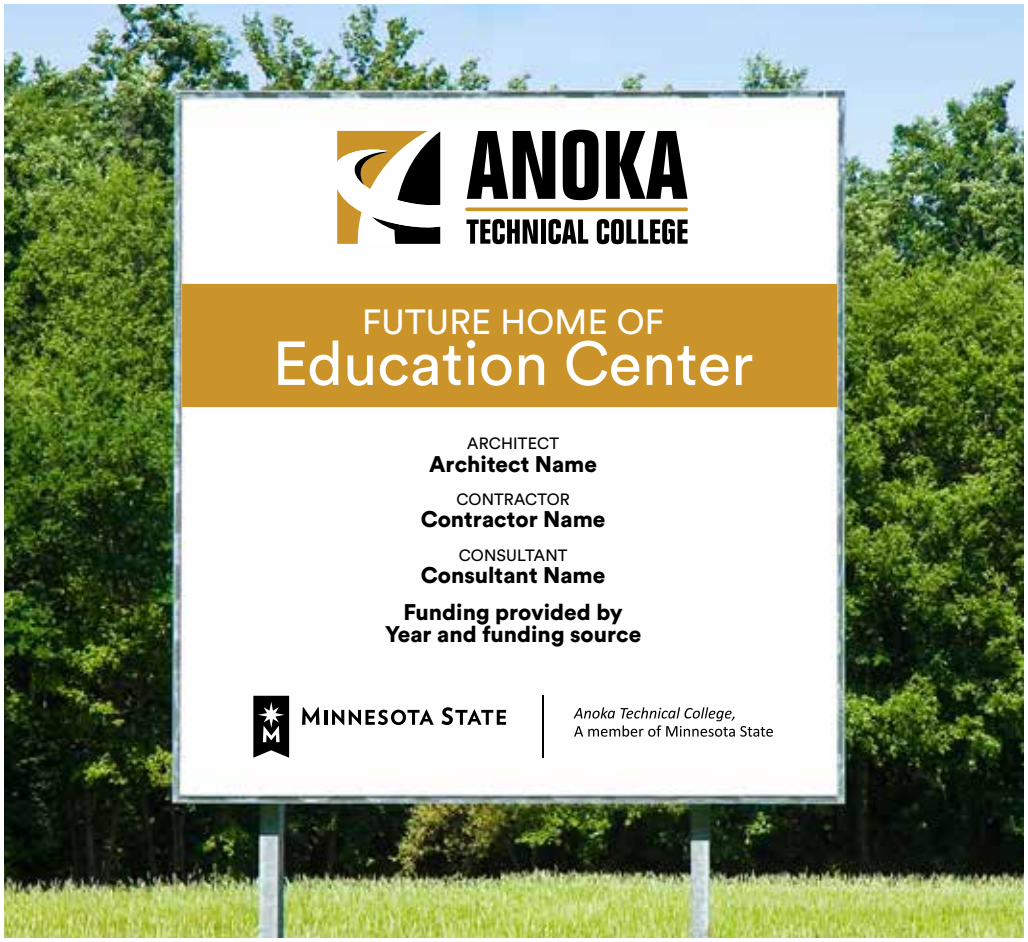
The main entrance/monument signs for each campus, center, or other ongoing location of the college or university at which a sign is used shall contain a Minnesota State logo or Option 2 (text only) system affiliation identifier.

The text-only identifier shall be clearly readable from a distance. It should be located above any potential landscaping or snow lines that may obstruct the view.

This is an example of Option 2: Minnesota State text-only identifier

System Affiliation Identifier | Campus Construction Project Signs

Example



This is an example of
Option 1: Minnesota State logo with a school-specific identifier

A sign erected to identify a campus construction project shall contain an Option 1: Minnesota State logo with a school-specific identifier.

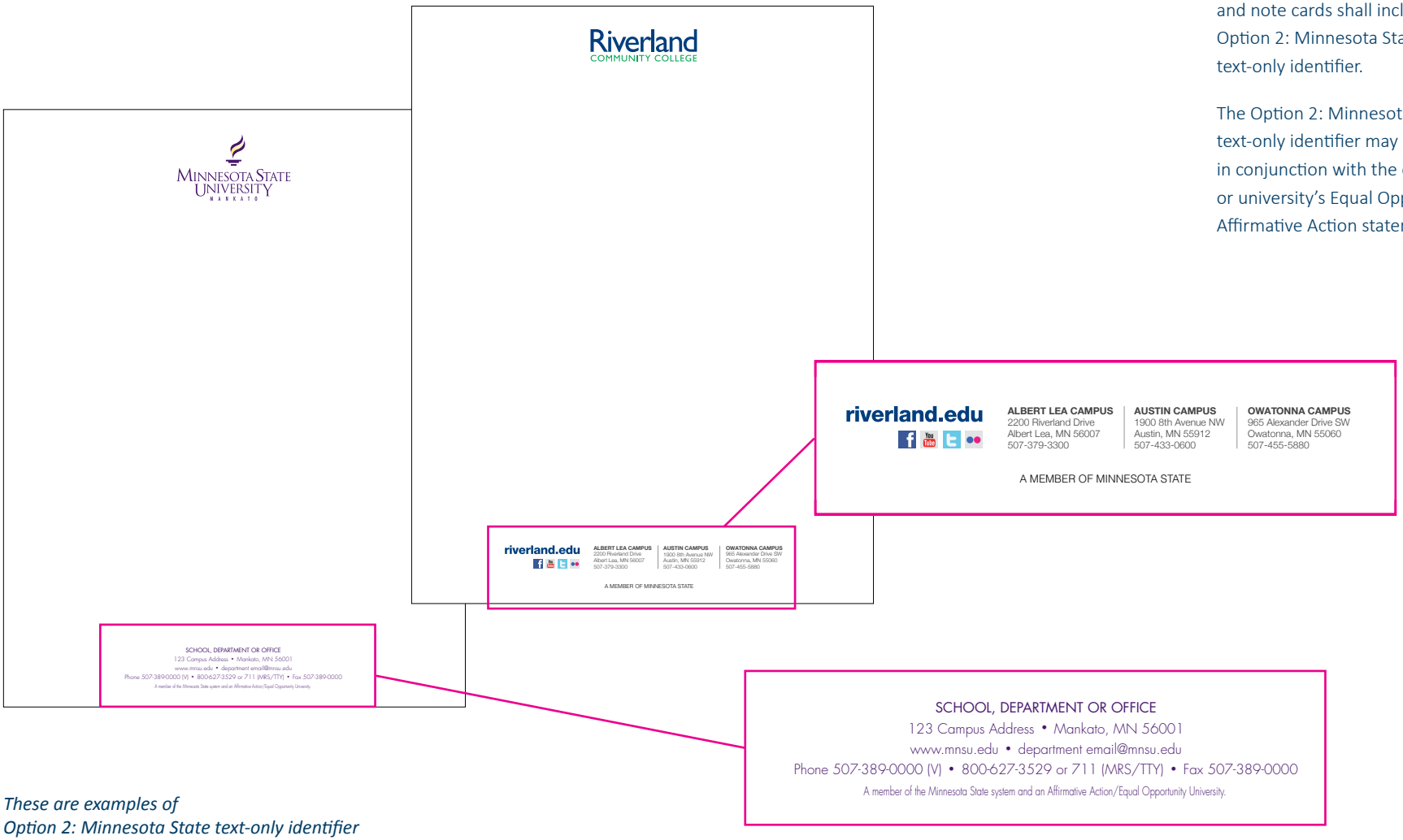
The Option 1 identifier shall be clearly readable from a distance. It should be located above any potential landscaping or snow lines that may obstruct the view.

System Affiliation Identifier | Stationery

Examples

Letterhead stationery, envelopes, and note cards shall include an Option 2: Minnesota State text-only identifier.

The Option 2: Minnesota State text-only identifier may be used in conjunction with the college's or university's Equal Opportunity/ Affirmative Action statement(s).



These are examples of
Option 2: Minnesota State text-only identifier

System Affiliation Identifier | Diplomas

Metropolitan State University

The Board of Trustees of Minnesota State Colleges and Universities
upon recommendation of the Faculty of Metropolitan State University
confers upon

Chris Smith

the degree of

Bachelor of Science

with all the rights and privileges thereunto appertaining.
Issued on this fifteenth day of December, two thousand twelve.

Metropolitan State University
President

Minnesota State Colleges and Universities
Chair, Board of Trustees

A MEMBER OF MINNESOTA STATE

Diplomas shall include an Option 2: Minnesota State text-only identifier centered at the bottom of the document.

Colleges or universities with “Minnesota State” in their name can use the alternate text identifier, “A member of the Minnesota State system.”

The minimum font size for Option 2: Minnesota State text-only identifier is 9 point. The Board of Trustees Seal paired with the text-only identifier can be provided by the Marketing and Communications Office and may be scaled to fit the needs of the member institutions.

The text-only system affiliation identifier may be formatted in the font and/or color of the member college’s or university’s brand.

Use of the Board of Trustees Seal is optional, but encouraged. Minimum size of the seal shall be no smaller than .75" diameter.

Additional details and required items are on the following pages.

Please review placement with the Marketing and Communications Office.

System Affiliation Identifier | Diplomas

Required items for Minnesota State diplomas:

1. Board chair's signature. The current board chair is Michael Vekich.
A JPG file of the current board chair's signature is available upon request.

First line:	Board chair's signature artwork
Second line:	Minnesota State Colleges and Universities
Third line:	Chair, Board of Trustees

Minnesota State Colleges and Universities
Chair, Board of Trustees

2. Institution president's signature.

First line:	Institution president's signature
Second line:	Name of institution
Third line:	Title

3. Identify your institution on the diploma as a member of Minnesota State:
Any font can be used when using the text-only identifier
(co-brand Option 2), but it must read as stated below:

A member of Minnesota State
or
A member of the Minnesota State system
(If "Minnesota State" is already in the college/university name)

System Affiliation Identifier | Diplomas

Optional items for Minnesota State diplomas:

1. **Chancellor's signature.** The current chancellor is Steven J. Rosenstone. A JPG file of the current chancellor's signature is available upon request. If you choose to include the chancellor's signature on your diplomas, it should appear as follows:

First line:	Chancellor's signature artwork
Second line:	Minnesota State
Third line:	Chancellor

Minnesota State
Chancellor

---

2. Board of Trustees Seal

The Board of Trustees Seal can be included on your diplomas. The seal should be used with the text-only identifier.

A MEMBER OF MINNESOTA STATE

Example: Optional use of the seal with the required Option 2: Minnesota State text-only identifier

System Affiliation Identifier | Merchandise

Colleges and universities are encouraged to include the Minnesota State banner icon on logo merchandise that includes the college or university name, such as jerseys, shirts, sweatshirts, pants, water bottles, and mugs, unless otherwise prevented by current contracts and licensing agreements.

The Minnesota State banner icon can be used by itself on logo apparel and merchandise, and in select social media situations. Any other instances where the icon appears either partially or in its entirety must be approved by the Marketing and Communications Office.

See minimum size guide for the logos on page 14.

System Affiliation Identifier | Rollout

June 2016

- Board resolution
- First read of Board Policy 3.23
- Circulate draft of System Procedure 3.23.1 for consultation

Ongoing

- Use letterhead and collateral with old system logo

July-August 2016

- Consultation on System Procedure 3.23.1
- System office identity change

September 1, 2016 (or earlier)

- Implement System Procedure 3.23.1
- Revise electronic letterheads to include new Minnesota State logo
- New Minnesota State logo on newly printed mailers and brochures

October 2016

- Second reading of Board Policy 3.23

January 31, 2017

- Change look of current Minnesota State website to reflect new brand

June 30, 2017 (or earlier)

- Change monument signs with old identity to new Minnesota State system affiliation identifier

June 30, 2018 (or earlier)

- Change monument signs without any system identity to include new Minnesota State system affiliation identifier

Note: Exhaust current print supplies before updating branding

04 | MINNESOTA STATE STYLE AND WRITING GUIDE

Style and Writing Guide Introduction

This Minnesota State Style and Writing Guide, in companionship with the Minnesota State Brand Identity Manual, provides directions for the visual, written, and verbal articulation of the Minnesota State brand, as well as specific directions for using the brand in tandem with member institution names and identities, and system partnerships, collaborations, consortiums, and initiatives.

Writing About the System

Official system name	Our legal name – "Minnesota State Colleges and Universities" – should only be used by the Board of Trustees, by member institutions for ceremonial documents, and as a first reference in contracts and legal documents. For all other instances, and upon second reference in contracts and legal documents, use "Minnesota State."
Minnesota State	"Minnesota State" should be spelled out and pronounced in full at all times. Abbreviations such as *MN State*, *Minn State*, or *M State* are not allowed, except for the website URL and email addresses. Minnesota State never takes a possessive form, as in *Minnesota State's*.
MnSCU	Discontinue the use of the acronym "MnSCU" in all written and oral correspondence.
Colleges and universities of the system	The preferred way to refer to the colleges and universities of the Minnesota State system in writing is *the colleges and universities of Minnesota State*. If, for purposes of sentence structure, the preferred way isn't an option, an acceptable alternative is *Minnesota State colleges and universities*, with a lower case "c" and "u," or *system colleges and universities*.
System	Where possible, substitute *colleges and universities* for *system*. *System* is defined in Board Policy 1A.1 as "Minnesota State College and Universities, including the Board of Trustees and its colleges, universities, and system office."
System office	When the need arises to include the system office as a separate entity, identify it last: *colleges*, *universities*, *and the system office*. Always use lower case unless the sentence begins with *system office*.
Systemwide	Avoid the use of *systemwide*. Instead, use *across the colleges and universities*.
Office of the Chancellor	Refers to the chancellor, the chief of staff, and their support staff, and is not synonymous with system office.
First person	Use pronouns, *e.g., our colleges and universities*.
Consolidated college	Use *consolidated college* rather than *combined college* per Board Policy 1A.1.
Equal Opportunity and Affirmative Action Statement	This document is available in alternative formats to individuals with disabilities. To request an alternate format, contact Human Resources at 651-201-1845. Individuals with hearing or speech disabilities may contact us via their preferred Telecommunications Relay Service. *Minnesota State is an affirmative action, equal opportunity employer and educator.*

Writing About Minnesota State Constituents and Community Members

Board of Trustees	1. Both *board* and *Board of Trustees* are singular. • *The board has sole authority to approve the amendment.* • *The Board of Trustees has sole authority to approve …* 2. When used as an adjective, *Board of Trustees* should be replaced with *board*. • *The board policy (not the Board of Trustees policy).* 3. Capitalize *Board Policy* only when citing a specific board policy. • *Board Policy 1A.1.*
Acting/Interim	1. Use *acting* when an individual temporarily carries out the responsibilities of another individual. 2. Use *interim* when an individual carries out responsibilities for an intervening or provisional period. 3. Always lower case except when used in a title before a name, *e.g., Acting Dean Gutierrez; Interim President Hodon.*
Alumni	• *alumna*: a woman graduate • *alumnus*: a male graduate • *alumnae*: a group of women graduates • *alumni*: a group of male graduates, or a group of male and female graduates
Campus	A campus is a subset of a college or university, often one of multiple campuses. Do not use *campus* as a synonym for *college* or *university*.
Departments	Department names are upper case: *Department of Classics*
Ethnic and national groups and associated adjectives	Names of ethnic and national groups are capitalized. Adjectives associated with these names are also capitalized. • African Americans; African American culture • American Indians; an American Indian (Note: the Minnesota State preference is American Indian, not Native American) • Asians; Asian influence in the West; an Asian American • Caucasians; a Caucasian • Chicanos; a Chicano; a Chicana • Hispanics; a Hispanic • Latinos; a Latino; a Latina; Latino immigration • Native Americans; Native American poetry
Faculty	Treat as plural: *The faculty are to be included in the discussions.* When singular, use faculty member: *Each faculty member may participate.*
Majors	Majors are lower case, except for English and foreign languages: *He majored in economics; she majored in German.*

Formal Names and Academics

Minnesota State College and University Names, per Board Policy 1A.11

Formal Name	Second reference
Alexandria Technical and Community College*	ATCC (not “Alex Tech”) verbally or written, except when referencing URL
Anoka Technical College	Anoka Tech
Anoka-Ramsey Community College	Anoka-Ramsey (not “ARCC”)
Bemidji State University	Bemidji State (BSU is acceptable for use with the name of a group [*e.g., BSU Foundation*], for marketing materials, and the Web)
Central Lakes College	CLC
Century College	Century
Dakota County Technical College	DCTC
Fond du Lac Tribal and Community College*	FDLTCC (for internal docs and social media)
Hennepin Technical College	HTC
Inver Hills Community College	Inver Hills
Lake Superior College	LSC
Metropolitan State University	Metropolitan State (not “Metro State”) verbally or written, except when referencing URL
Minneapolis Community and Technical College	MCTC
Minnesota State College Southeast	MSC Southeast (written) Southeast (verbal); if acronym is needed, use MSCS
Minnesota State Community and Technical College	M State (not “MSCTC”; never use “&”)
Minnesota State University, Mankato	Minnesota State Mankato
Minnesota State University Moorhead	MSU Moorhead, MSUM
Minnesota West Community and Technical College*	Minnesota West, MW, or MWCTC

** Indicates the college uses an “&” in place of “and” in their official brand name*

Formal Names and Academics

Minnesota State College and University Names, per Board Policy 1A.11 (continued)

Formal Name	Second reference
Northwest Technical College	NTC
Normandale Community College	Normandale (not “NCC”)
North Hennepin Community College	NHCC
Northeast Higher Education District** Hibbing Community College Itasca Community College Mesabi Range College Rainy River Community College Vermilion Community College	NHED HCC ICC Mesabi Range, MRC Rainy River, RRCC Vermilion, VCC
Northland Community and Technical College*	Northland (NCTC for internal use)
Pine Technical and Community College*	PTCC (not “Pine Tech”)
Ridgewater College	Ridgewater
Riverland Community College	Riverland
Rochester Community and Technical College	RCTC (never use “&”)
Saint Paul College	The full legal name “Saint Paul College–A Community & Technical College,” if not used in first reference, must be used in second or third. Do not use “SPC”
St. Cloud State University	St. Cloud State; avoid SCSU, unless space is an issue
St. Cloud Technical and Community College*	SCTCC
South Central College	SCC

** Indicates the college uses an “&” in place of “and” in their official brand name*
*** The Northeast Higher Education District is a single entity made up of five independently accredited colleges*

Academic Degrees

cum laude, magna cum laude, summa cum laude, and with distinction	Do not italicize; lowercase
associate/associate's	• *She has an associate degree*. (Without an apostrophe. Not *associate's* degree.) • *He has an associate's in accounting*. (With an apostrophe. Not *associate in accounting*.)
bachelor/bachelor's/ baccalaureate	• *She has a bachelor's degree*. (With an apostrophe) • *He has a bachelor's in accounting*. (With an apostrophe) • *She has a bachelor of arts degree*. (No apostrophe) • *She has a baccalaureate degree; he has a baccalaureate*.
master/master's	• *He has a master's degree*. (With an apostrophe) • *She has a master's in accounting*. (With an apostrophe) • *He has a master of public health degree*. (No apostrophe)
doctorate/doctoral degree	• *She has a doctoral degree*. • *He has a doctorate in accounting*.

In board policy, academic degrees are lower case. When abbreviated, use upper case letters without periods. Here are some common examples:

AA	associate of arts
AAS	associate of applied science
AFA	associate of fine arts
AS	associate of science
BA	bachelor of arts
BAS	bachelor of applied science
BES	bachelor of elective studies
BFA	bachelor of fine arts
BM	bachelor of music
BS	bachelor of science
BSE	bachelor of science in engineering
BT	bachelor of technology
DBA	doctor of business administration
DNP	doctor of nursing practice
EdD	doctor of education
MA	master of arts
MBA	master of business administration
MEM	master of engineering management
MFA	master of fine arts
MM	master of music
MMIS	master of management information systems
MPA	master of public administration
MPNA	master of public and nonprofit administration
MS	master of science
MSADT	master of science in advanced dental therapy
MSN	master of science in nursing
PsyD	doctor of psychology

Proofreader's Checklist | Minnesota State Terminology

As a general rule, capitalize personal nouns, otherwise do not capitalize. Examples:

Not capitalized	Capitalized
board	Board of Trustees
board policy	Board Policy (when citing specific policy)
commencement	Department of <Subject>
cum laude and other honors	
internet	
intranet	
names of academic subjects (*geography*)	
student status (*freshman*)	
system office	
titles (*chair, chancellor, president*)	
web, web page, website	

Hyphens

Not hyphenated	Hyphenated	Two Words
coursework	campus-wide	Work plan
database	e-commerce	
email	e-learning	
mid (*e.g.*, midterm)	60-credit	
multi (*e.g.*, multicultural)		
non (*e.g.*, nontraditional)		
off campus (*She lives off campus.*)	off-campus housing (*She lives in off-campus housing.*)	
on campus (*He lives on campus.*)	on-campus housing (*She lives in on-campus housing.*)	
online		
postsecondary		
statewide		
underrepresented		

General Guidelines for Punctuation

Apostrophes	Do not use an apostrophe to designate a plural with acronyms or numerals, *e.g., CAOs, CFOs, 1990s*.
Commas	Include a comma after *i.e.* and *e.g.* (*e.g., as reflected here*). Include a comma after the year in dates: *Approved on May 6, 2014, the policy was retroactive*. Use the serial (or Oxford) comma (*A, B, and C* rather than *A, B and C*): *The policy covered students, faculty, and staff. Would you like coffee, tea, or soda?*
Periods and parentheses	If the sentence within the parentheses is a complete sentence, the period goes within the parentheses: (*This is a complete sentence, so the period is inside the parentheses.*) If the sentence within the parentheses is not a complete sentence, the period goes outside of the parentheses (*for example, in this sentence*).
Periods	Place only one space after a sentence, not two spaces.
Numbers	Spell out numbers zero through nine. Use numerals for 10 and greater. Spell out numbers when they begin a sentence.
Symbols	Ampersand (&): Use *and* rather than the ampersand symbol, except when referencing colleges or universities whose brand uses an "&" (*see: formal names of Minnesota State colleges and universities*). Percent (%): Use *percent* instead of the *%* symbol.

Formatting Accessible Documents

Documents for Minnesota State should be accessible for all users, including those with visual impairments. Keep these tips in mind to create documents that are easy for everyone to use.

1. **Use headers** to enable screen readers to identify new topics or sections
   DO Highlight title and select the appropriate header from the styles menu on the navigation bar
   DON'T Manually create a header by selecting the font, color, size, etc.

2. **Create 'Alt Text' for all images** so users of screen readers know what the image represents
   DO Add a short descriptive phrase such as "decorative image" or "photo of students in a lab"
   (Visit this Microsoft site for a tutorial on adding alt text:
   https://support.office.com/en-us/article/Add-alternative-text-to-a-shape-picture-chart-table-SmartArt-graphic-or-other-object-44989b2a-903c-4d9a-b742-6a75b451c669?ui=en-US&rs=en-US&ad=US)

3. **Use formatting tools** to make the document easy for screen readers to navigate
   DO Use the tab key and paragraph menu on the navigation bar to format paragraphs and pages
   DON'T Use the space bar to indent paragraphs or repeatedly use the enter key to start a new page

4. **Describe hyperlinks** to explain where the link will take the reader
   DO Create a hyperlink with a short description such as "find information on your financial aid choices" or "link employee self-service"
   DON'T Use "click here" or similar phrases that don't explain where the link will go

5. **Use header rows with tables** to provide context for users of screen readers
   The first line of a table should describe what each column contains

6. **Promote readability**
   DO Use high contrast text, minimal or no backgrounds, and colors that are easy to read
   DON'T Use bright colors, textured backgrounds, distracting watermarks, and red/green or red/black combinations that are difficult for color-blind users to read

Learn More

Below are tips for creating an accessible document:

- **Test Word documents for accessibility:** Select: File > Info > Inspect Document/Check for Issues > Check Accessibility
- **State of Minnesota resources:** http://mn.gov/mnit/programs/policies/accessibility/

Contact Information

For more information about the Minnesota State Brand Identity Manual, please contact the Minnesota State Marketing and Communications Office.

Marketing and Communications Office
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