

UNIVERSITY OF NORTH DAKOTA

BRAND BOOK





MISSION

To provide exceptional educational experiences that enrich the lives of North Dakotans and the global community through excellence in teaching, innovative research, and meaningful engagement.

VISION

To inspire a sense of wonder, a love of discovery, and a commitment to serve.

TABLE OF CONTENTS

WHAT IS UND'S BRAND?	1	LOOK TOOLS KIT	31
OUR BRAND PILLARS	2	OUR BRAND IDENTITY	32
WHY NORTH DAKOTA?	3	LOGOTYPE	33
WHY DOERS?	4	VERTICAL LOGOTYPE	34
WHY READY?	5	FLAME LOGO	35
WHY IMPACT?	6	UNIT LOGOS	36
BRAND POSITION AND PROMISE	7	SEAL	37
OUR BRAND POSITIONING STATEMENT	8	ATHLETIC LOGOS	38
OUR BRAND PROMISE	8	FIGHTING HAWKS MASCOT AND NICKNAME	39
UND LEADS STRATEGIC PLAN	9	OUR BRAND SYMBOLS	40
AUDIENCES	10	BRAND IDENTITY SYSTEM	41
HOW DO WE ENGAGE OUR AUDIENCES?	11	OUR COLORS	42
CURRENT AND PROSPECTIVE STUDENTS	12	OUR FONTS	43
CURRENT AND PROSPECTIVE STUDENT PARENTS	13	HEADLINES	44
ALUMNI	14	TYPOGRAPHY USAGE	45
FACULTY AND STAFF	15	PHOTOGRAPHY	46
GRAND FORKS RESIDENTS	16	VIDEO	50
NORTH DAKOTA STAKEHOLDERS AND RESIDENTS	17	FORWARD ARROW	51
BRAND PERSONALITY	18	SLASHES	52
OUR PERSONALITY	19	PATTERN	53
OUR BRAND VOICE	20	APPLYING THE BRAND	54
OUR TONE	21	CORE MOOD BOARD	55
MESSAGING	22	CASUAL MOOD BOARD	57
COMPETITIVE MARKET POSITIONING	23	VIBRANT MOOD BOARD	59
OUR MESSAGING PROGRAM	24	FORMAL MOOD BOARD	61
CUSTOMIZE THE MESSAGE	24	BRAND APPROVAL	63
GENERAL AWARENESS	25	TRAINING AND RESOURCES	64
CURRENT AND PROSPECTIVE STUDENTS	26		
PARENTS OF CURRENT AND PROSPECTIVE STUDENTS	27		
ALUMNI	28		
FACULTY AND STAFF	29		
GRAND FORKS/NORTH DAKOTA RESIDENTS	30		

WHAT IS UND'S BRAND?

**It is the sum of everything we say and do.
It is our determined people and our great
state. It is the pride we have as students,
alumni, faculty and staff. It is our impact
on the community, region and world.
The UND brand is all of us.**

But it's not enough that we hold UND dear to our hearts. As stakeholders, we know what makes UND a special community, and we understand the great pride that resides in all of us. We need to share this sentiment with others. People need to know what it means to be part of the UND family.

The following pages serve as a guide to define and communicate UND's fundamental values and personality. These elements comprise the foundation for our brand promise, which serves as the framework to share our story and deepen our connection with each of our distinct audiences.



OUR BRAND PILLARS

These are the building blocks that define who we are. Representing the values and attributes that make UND special, they support our brand promise and tell our story.



North Dakota

As the flagship university that gave North Dakota its name, we take great pride in our history, community, work ethic and resiliency. These are the values we share with North Dakota. Once a part of UND, always a part of UND.



Doers

We meet adversity head-on, roll up our sleeves and get the job done. We lead not by telling, but by doing.



Ready

We equip our students with a skill set to lead in life. Our hands-on education is strengthened by the liberal arts to develop socially responsible, collaborative and dynamic leaders.



Impact

We believe in action and tangible outcomes. Our groundbreaking research, meaningful engagement, economic impact and the great successes of our alumni are a testament to our belief that results matter.

WHY NORTH DAKOTA?

We believe strong individuals make a stronger community. We are connected and committed to each other. Our campus culture, close-knit community and work ethic foster success and build leaders.

Our landscape, location and subzero winters not only shape our research and programs, but they are also the source of our resiliency and our connection to each other.

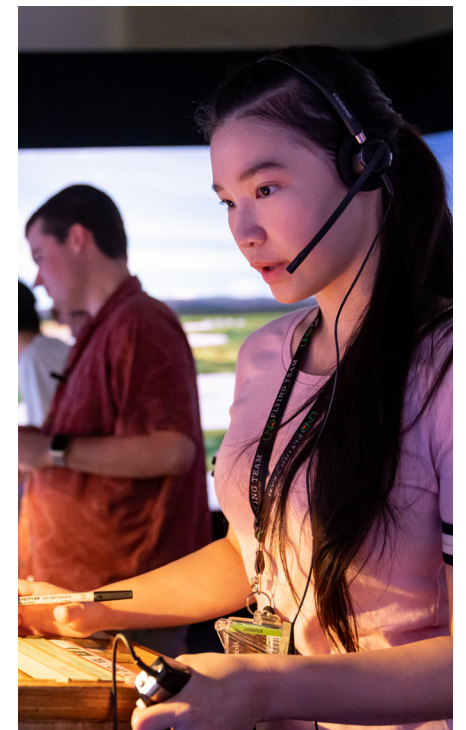
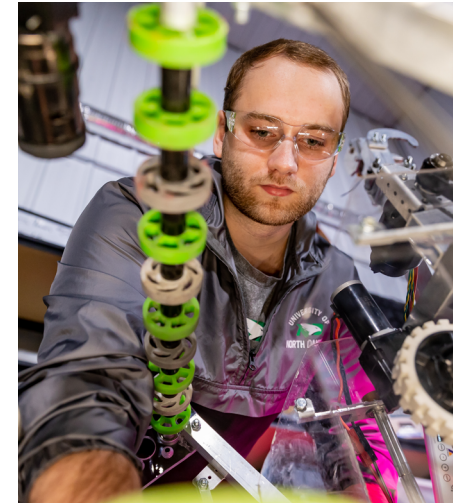


WHY DOERS?

UND was built by a group of determined individuals whose vision to educate and lead predated the founding of our state.

Like our founders, we believe that no obstacle is too big and no challenge is too great. We overcome adversity and don't stop working until we help all people realize their full potential. For us, persistence pays off.

Our 225+ fields of study mean students can find what they love and become leaders that make a difference. We put our heart into teaching, learning and working for success.



WHY READY?

Our students develop the abilities to take on a lifetime of challenges and lead in a rapidly changing world. They learn not from just theory, but from hands-on experiences that put their insights into action. We teach professional skills and cultivate critical thinking through diverse perspectives that develops deep thinkers and smart doers.

We are leaders in educating the state's lawyers, doctors, scientists, engineers, teachers and business professionals.

We are a hub of innovation. Our entrepreneurial spirit and commitment to research moves our state and the region forward.

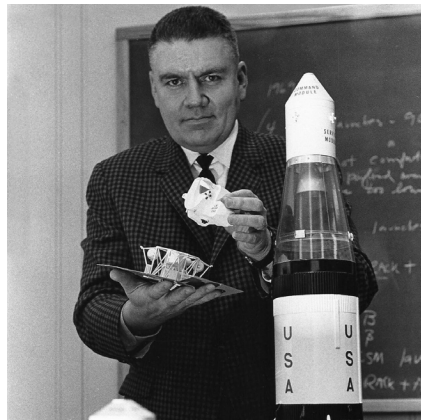


WHY IMPACT?

From groundbreaking discoveries to excellence at the highest levels, UND's rich history of impact is best expressed through the stories of our students, faculty, staff and alumni.

Meaningful engagement and our commitment to serve makes our campus and broader communities better. We are committed to embracing the strengths of others, building on what we share and valuing differences as opportunities to grow and learn.

We help build a better future by contributing to the cultural and educational vibrancy that make our communities strong.



John H. Disher

NASA manager for Mercury, Gemini and Apollo missions.



Phil Jackson

A standout basketball player and coach with 13 NBA championships.



First Graduating Class, 1889

Six of eight students in UND's first graduating class were women.



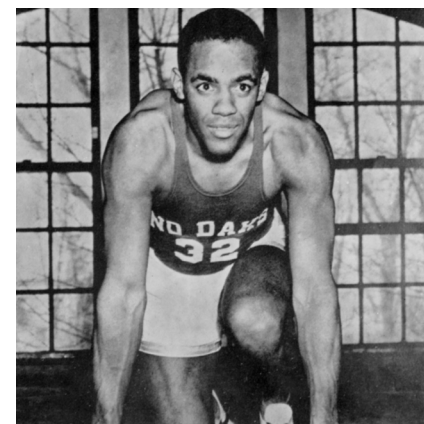
Karen L. Nyberg

Mechanical engineer and retired NASA astronaut.



Era Bell Thompson

UND track and field standout, Ebony magazine editor, author of "American Daughter."



Frederick "Fritz" Pollard Jr.

UND triple threat in football, track and boxing. Bronze medalist in high hurdles at 1936 Olympics.

BRAND POSITION AND PROMISE

Our brand position embodies the essence of who we are and what we represent and what makes us different from competitors. Built from our brand pillars, it is the foundation from where we present our story.

Our brand promise, also known as our tagline, is how we express the brand position to our audiences.



OUR BRAND POSITIONING STATEMENT

We equip students with the insights to lead and the tools to make tangible impacts. We are dedicated to empowering leaders that do and doers that lead.

WE ARE PROUD TO BE FOREVER UND.

OUR BRAND PROMISE

LEADERS IN ACTION

Our brand promise pairs **LEADERS** — which represents a UND student's aspirational journey to become a well-rounded contributor to the world around us — and **IN ACTION** — which represents tangible aspects of a UND student's commitment to hard work, achievement and making a positive impact.

Graduating **LEADERS IN ACTION** showcases UND's commitment to developing future professionals filled with a sense of wonder, a love of discovery, and a commitment to serve. A commitment to providing exceptional educational experiences through the liberal arts, impactful research and an active, hands-on curriculum.



UND LEADS

A strategic vision for the University of North Dakota.

The University of North Dakota was founded by people who wanted to make a difference — to better their lives and the lives of others. UND LEADS builds on this legacy and reflects the wisdom and dreams of our entire UND community. It represents our history and guides our future: a future where people are empowered to make a difference and where the torch of knowledge, reflected in the symbol of our Eternal Flame, will be passed on to those who can help lead the way.

UND LEARNING EQUITY AFFINITY DISCOVERY SERVICE

CORE VALUES

Five core values - Learning, Equity, Affinity, Discovery and Service - form the pillars of the plan and will be UND's foundation for years to come.

Learning

Encourage a lifelong sense of wonder by providing educational experiences essential for living intellectually curious, personally fulfilling, and socially responsible lives.

Equity

Enhance pathways to higher education and establish supportive learning structures that help all people realize their full potential.

Affinity

Foster a sense of belonging and a campus culture that celebrates the unique ways we connect and contribute to UND.

Discovery

Advance research, creative activity, and scholarship through our spirit of inquiry and our desire to better understand the world around us.

Service

Engage in collaborations that serve the evolving needs of our people, tribal nations, the state of North Dakota, and our global community.

“UND LEADS is a reflection of who we want to be as an institution — today, tomorrow, and forever.”
— President Andrew Armacost

The background is a solid green color. Overlaid on this is a large, semi-transparent white arrow pointing from the left towards the right. The arrow is composed of several parallel diagonal lines. In the center of the image, the word "AUDIENCES" is written in a bold, white, sans-serif font. The word is flanked by two sets of diagonal white lines, one on the left and one on the right, which appear to be part of the larger arrow graphic.

AUDIENCES

HOW DO WE ENGAGE OUR AUDIENCES?

Great brands build strong bonds with their audiences by being consistent. They are instantly recognizable and stand for something

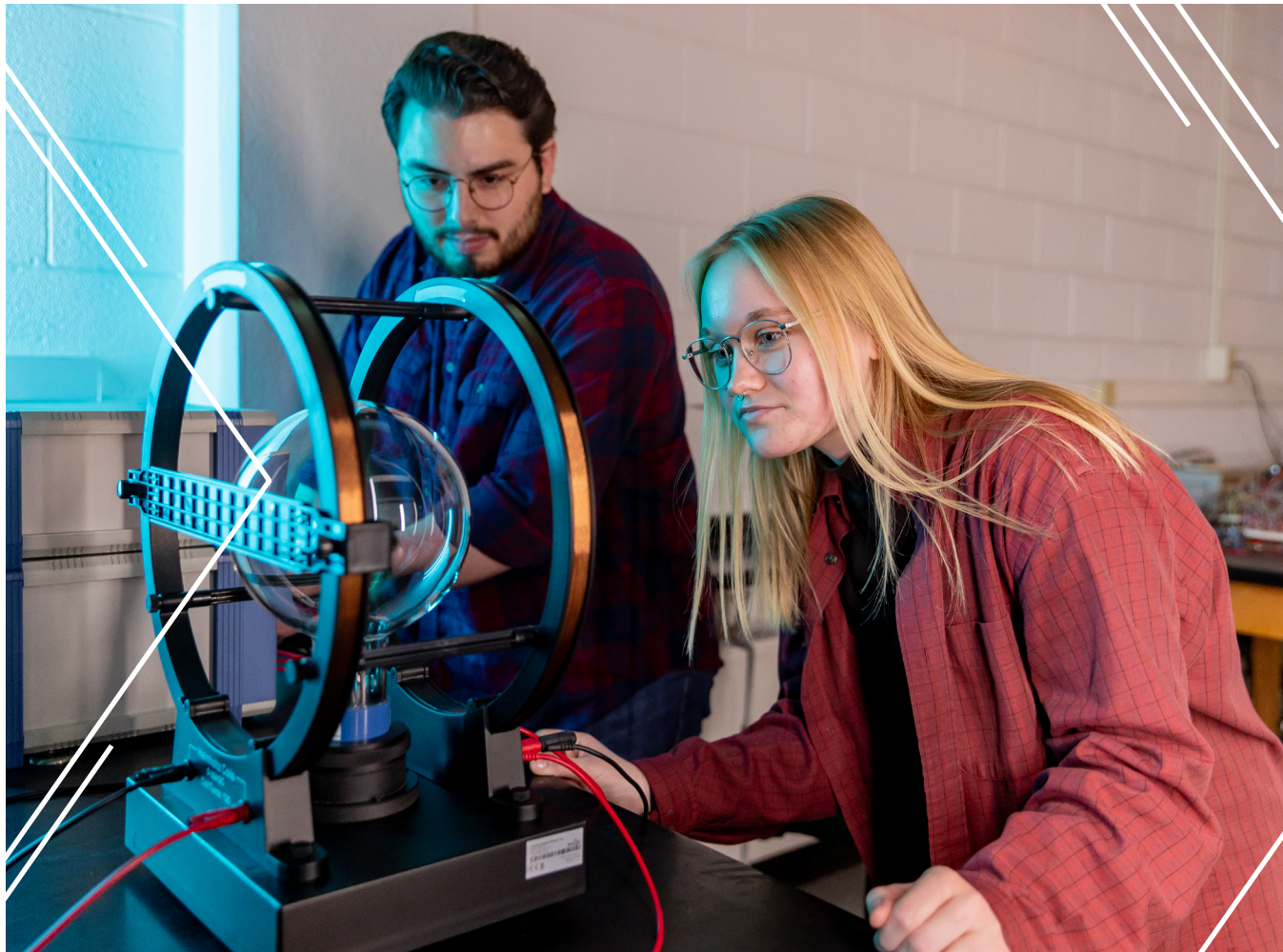
Great brands speak a common language, despite communicating with different people from different places.

UND means so much to so many and each audience has different wants and needs. To effectively engage each audience, we must tailor our messaging to emphasize particular preferences and points of interest. Building strong connections grows engagement and ignites passion.



CURRENT AND PROSPECTIVE STUDENTS

Driven by the opportunity to pursue their goals, UND students strive to work hard and make a difference.



Points to highlight:

- Education as a crucial component for civic, professional and personal success.
- Student life.
- Fields of study.
- Close ties to the community with internships and other professional opportunities.
- Big-campus opportunities with a small-campus feel.
- Opportunity for leadership experiences.
- Real-world skills that lead to employment opportunities.
- Top 25 in-demand programs.
- Program-specific strengths.
- Genuine, fun, inclusive and welcoming environment.
- Availability/flexibility of online and on-campus programs.

CURRENT AND PROSPECTIVE STUDENT //// PARENTS

Parents seek an institution that provides a safe environment and a direct route to successful employment.



Points to highlight:

- Affordability.
- Highly ranked programs that teach in-demand skills.
- Trusting and caring environment.
- UND's investment in the success of its students.
- Percentage of UND graduates who are employed in their field.
- Percentage of students who report feeling safe at UND.

ALUMNI

Cherishing the legacy and history of UND, its proud supporters want to help build a brighter future for their alma mater.



Points to highlight:

- University news and updates.
- Our strength, vision and momentum.
- Faculty, staff and student achievements.
- The value of our large and diverse alumni network.
- Academics and research that prepare the future workforce for successful careers.
- Connections that bind us forever.
- Lifelong traditions.
- Athletic success.
- Majors that make an impact.
- Our global community.



FACULTY AND STAFF

Determined to empower future generations with the skills and knowledge to succeed, our passionate teachers and mentors keep their doors always open.



Points to highlight:

- University news and updates.
- Events, services and initiatives.
- Direct impacts on students' lives.
- Ways they equip the next generation with the tools to make a difference and move the world forward.
- Ways they teach skills and conduct research that directly impacts the state, region and world.
- Mentorships and personal connections with students.
- Opportunities to do what they love.
- School spirit initiatives, including athletic announcements, accomplishments, results, etc.

GRAND FORKS RESIDENTS

Welcoming people who recognize UND's importance for the community and the region.



Points to highlight:

- The value UND brings to the community.
- University news and updates.
- Our culture and close-knit community.
- Impacts of academics and research.
- Local business outreach.
- Community service initiatives.
- Active learning through community work and social activities.
- Our legacy and history.
- We are all part of UND.
- Internships with local businesses.
- Athletic announcements, accomplishments, results, etc.

NORTH DAKOTA STAKEHOLDERS AND RESIDENTS

Require factual information to substantiate UND's profound impact on the state and region.



Points to highlight:

- Our role as economic driver for the state and region.
- Commitment to producing future leaders for the region, state and world.
- Status as regional leader in producing professional leaders.
- Number of students who are from North Dakota.
- Percentage of UND graduates who work and live in North Dakota.

The background is a solid green color with a pattern of diagonal stripes in a lighter shade of green. The stripes are arranged in a way that creates a sense of depth and movement. There are also two sets of white diagonal stripes, one in the top right and one in the bottom left, adding to the geometric design.

BRAND PERSONALITY

OUR PERSONALITY

The brand personality is a set of characteristics that makes up who we are as UND.

We share our personality, defined by these six adjectives, with audiences through our voice and tone. Our brand voice is consistent while our tone has a range.

Audience and communication goals should determine the right mix of UND personality traits to emphasize.



Committed

We are hardworking and embrace the evolving world around us. We persevere when faced with challenges and believe in doing, not just talking about doing.

Proud

We are close-knit and passionate. We embrace our UND community and celebrate our achievements as a team.

Approachable

We are genuine, welcoming and supportive of all people and cultures. We help those with a desire to learn and make a positive impact.

Practical

We are down to earth and realistic in how we get our work done. We are reliable and committed to make an impact on our community, state and the world.

Innovative

We are intellectually curious, unafraid to question how things are done. When we see a problem, we fix it with smart thinking and decisive action.

Bold

We were founded on a bold vision and a resiliency that defied all odds, characteristics that remain in all of us to this day. We thrive on inquiry and creativity — able to overcome any obstacle.

OUR BRAND VOICE

The UND brand voice guides how we consistently convey our personality and values. It applies to all content we deliver – website, social media, print, emails, etc. Use the following guidelines to ensure UND’s brand voice is consistent.

OUR BRAND VOICE IS:

- Always proud, open and honest.
- Empowering to our students, faculty and staff.
- Intentional and direct, using an active tone and unpretentious language.
- Positive to communicate our impact and convey opportunity and confidence.
- Straightforward, using proof points and statistics to prove our commitment to hard work, positive impacts and the future.
- Packed with action verbs and powerful language to reflect our determined culture.
- Concise, featuring digestible content, particularly for online and social media posts.

DO:

- Be descriptive yet concise.
- Be conversational, personal and relatable to the audience.
- Use personal stories about students, alumni, faculty and staff to communicate the UND experience.
- Demonstrate that we understand and care about each group’s different wants and needs.
- Be inclusive and celebrate diverse perspectives, peoples and ideas.

OUR BRAND VOICE IS NEVER:

- Complicated, confusing or featuring overly technical language.
- Forced, feigned or overly excited.
- Trying to be something we are not. We avoid passive phrases such as “we will” or “we’re going to.”
- Packed with cliches or “fluffy” language.
- Clouded with sales-speak, long-winded passages of text or verbose content.

DON’T:

- Let our pride for UND come across as arrogance by using too many superlatives.
- Use UND lingo and insider references when communicating with audiences who are not deeply connected with the community.
- Use long words or phrases when shorter ones will work just as well.
- Speak down to an audience.



OUR TONE

Our tone reflects our brand personality and voice. It is how we choose to communicate with our audiences, including the choice of words, communication style and emotional tone.

Just like an individual adjusts their tone based on the situation, our tone also has a range. The range allows our tone to vary depending on the audience, media, and overall communication goal.

Review the table below and the Applying the Brand section (page 50) to select the best tone for your project.

Tone	Formal	Core	Casual	Vibrant
	Highlighted Personality Traits	Highlighted Personality Traits	Highlighted Personality Traits	Highlighted Personality Traits
	Committed Practical Proud	Committed Innovative Practical	Approachable Bold Innovative	Approachable Bold Proud
	Ceremonial Refined Traditional	Official Professional Straightforward	Friendly Relatable Relaxed	Dynamic Lively Playful
	Ceremony Programs Formal Invites Executive Forms Presidential or Timeless Communications	Event Promotions Templates General Forms Unit Communications	Event Promotions Student Involvement Communications Bold Unit Communications	Event Promotions New Student Communications High-Energy Unit Communications

MESSAGING

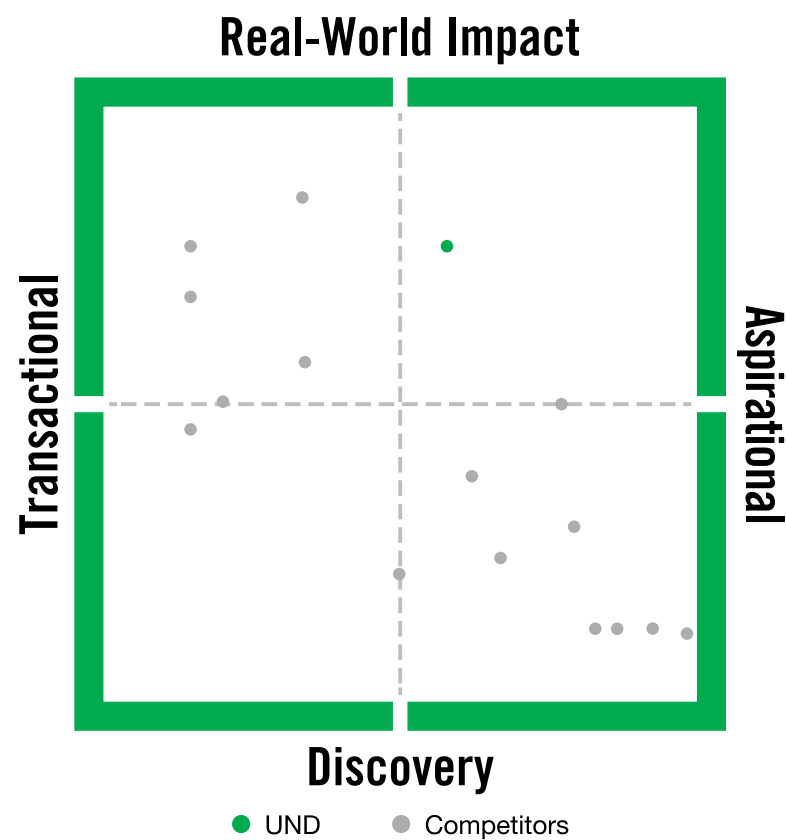


COMPETITIVE MARKET POSITIONING

We must share a differentiated brand that elevates UND above its competitors.

Our brand promise marries **aspirational goals, rooted in a liberal arts education, with tangible outcomes** — a combination that positions UND in a unique sector of the market not saturated by our competitors.

Messaging is the cornerstone of any brand's competitive market positioning. It is therefore crucial that we, as stakeholders of UND, use our words in the most effective manner possible.



OUR MESSAGING PROGRAM

All University of North Dakota communications should portray our determined students and open, welcoming culture. The ability to express our story in a unified UND voice is imperative to our brand and what we represent. It strengthens our reputation and our image.

A UNIFIED BRAND MESSAGE

- Forms one distinct UND brand that reflects the community and brings everyone together.
- Defines what UND stands for and represents.
- Deepens engagement with UND stakeholders.
- Increases enrollment.

BRAND HEALTH SURVEY

Our UND Brand Health Survey data tells us that our audiences want to hear about real-life outcomes related to education, careers and research, and how those outcomes relate to them personally. When customizing your message, it's important to express this information by highlighting your outcomes clearly and tying the message back to how your area directly affects these results.

CUSTOMIZE THE MESSAGE

A brand isn't just one story. In fact, our brand is built by telling distinct stories from across our schools, colleges, departments, programs and units. What unifies our brand is connecting these stories to the core brand. The follow pages include several statements and proof points you can use to convey the UND brand to a variety of audiences. These examples are starting points and can be expanded based on your area's needs.

Remember, what differentiates our brand from our competitors is how we use specific and tangible proof points to tell a story that is authentic and uniquely UND. Tangible proof points include statistics (e.g., scholarships, average salaries, notable rankings), opportunities of interest for the audience (e.g., student life, study abroad, research, state impact, professional outcomes) or student and alumni success stories.

GENERAL AWARENESS

DOING IS IN OUR DNA

Our Greek students do 20,000+ hours of community service and raise \$87,000+ for charity each year.

Like the example above, mix and match statements from the two sections to create messages that work best for a broad audience or when your message appeals to multiple stakeholders.

Don't forget that you can customize your supporting copy to showcase your specific statistics or proof points.

BRAND STATEMENTS

DOING IS IN OUR DNA.

KNOWLEDGE TO LEAD.

SKILLS TO IMPACT.

READY FOR ANYTHING.

LEADERS CAN COME FROM ANYWHERE, BUT THEY GO HERE.

LEAD BY ACTION. MAKE AN IMPACT.

**DEFINED BY DRIVE.
STOPPED BY NOTHING.**

SUPPORTING COPY EXAMPLES

Our Greek students do 20,000+ hours of community service and raise \$87,000+ for charity each year.

#6 Best Value Colleges & Universities for 2022. (College Consensus)

90% of employed graduates are in an occupation related to their degree / field of study.

UND offers 225+ fields of study in aerospace, business, education, health, engineering and more.

UND established the world's first doctoral program in Indigenous Health.

No. 1 leading the nation for graduating American Indian / Alaska Native physicians through our Indians Into Medicine Program.

UND ranks in the Top 100 programs for rural medicine, physical therapy, occupational therapy, physician assistant training and nursing anesthesia. (U.S. News & World Report)

UND is one of the Top 15 Rural Medicine Programs. (U.S. News & World Report)

UND has the world's largest nonmilitary fleet of training aircraft and established the nation's first degree in unmanned aircraft systems.

UND is home to world's first successful beyond-visual-line-of-sight flight tests that will open skies to multibillion-dollar commercial UAS industry.

UND is the nation's only university with a NASA-backed Inflatable Lunar Mars Habitat, providing training to future space explorers and researchers.

UND is ranked among Top 5% of business schools worldwide. (AACSB-Accreditation)

With record first-time pass rates on licensing exams, our nurses land coveted clinical practicums at world-renowned Mayo Clinic and St. Jude Children's Research Hospital.

UND is the proud home to 17 NCAA Division I athletic teams.

Rankings, figures and stats should be verified before being published.
Visit [UND.edu/about](https://und.edu/about), [UND.edu/analytics-and-planning](https://und.edu/analytics-and-planning) or email marketing@und.edu for specific figures.

CURRENT AND PROSPECTIVE STUDENTS

LEARN AND LEAD FROM ANYWHERE.

**Experience the world with study abroad
programs in more than 30 countries.**

Like the example above, mix and match statements from the two sections to create messages that work best for current and prospective students.

Don't forget that you can customize your supporting copy to showcase your specific statistics or proof points. For students, it's best to use "you" language or a call to action in the supporting copy to bring them into the UND experience.

BRAND STATEMENTS

LEARN AND LEAD FROM ANYWHERE.

SKILLS THAT DRIVE THE WORLD FORWARD.

YOUR OPPORTUNITY TO IMPACT.

WORK WORTH LEADING.

DO THE WORK THAT MATTERS MOST.

READY FOR A LIFETIME OF SUCCESS.

LEAD IN YOUR CAREER.

LEAD WITH BIG IDEAS.

SUPPORTING COPY EXAMPLES

Experience the world with study abroad programs in more than 30 countries.

With 225+ fields of study and 275+ student clubs and organizations at UND, you can be a leader in ways both big and small.

With more than 160 fully online degree and certificate programs, you can advance your education on your schedule.

Choose the convenience and flexibility of UND's 1,000+ online courses.

Maximize your career goals and your marketability with UND. We're the state's only university with a combination of graduate, law and medical schools.

UND's 4+1 programs allow you to earn your bachelor's and master's degree in just one extra year.

You'll rack up hands-on experience at UND. More than 85% of our engineering students complete industrial work studies and internships.

Be #UNDproud by joining more than 1,000 students who complete 150+ community service projects each year.

With a liberal arts education, you'll be ready for personal and career success no matter what your major is.

As one of the nation's top academic research institutions, UND emerges as an impressive innovator. What will you impact?

Make home your own in our brand new and renovated Residence Halls.

Rankings, figures and stats should be verified before being published.
Visit [UND.edu/about](https://und.edu/about), [UND.edu/analytics-and-planning](https://und.edu/analytics-and-planning) or email marketing@und.edu for specific figures.

PARENTS OF CURRENT AND PROSPECTIVE STUDENTS

A FUTURE THAT WORKS.

Our graduates are recruited by big-name companies such as Hess Corp., Deloitte LLP and Microsoft.

Like the example above, mix and match statements from the two sections to create messages that work best for parents.

Don't forget that you can customize your supporting copy to showcase your specific statistics or proof points. Remember that parents care about career outcomes and the well-being of their students.

BRAND STATEMENTS

A FUTURE THAT WORKS.

AN EDUCATION THAT PAYS.

BUILD THE FUTURE WITHOUT BREAKING THE BANK.

SUPPORTING COPY EXAMPLES

Our graduates are recruited by big-name companies such as Hess Corp., Deloitte LLP and Microsoft.

8 out of 10 UND graduates are employed in their field within six months or are pursuing graduate, medical or law degrees.

UND offers \$7.9 million in annual academic scholarships.

Students receive an average of \$13,000 per year in financial aid, making UND one of the most affordable universities in the region.

170,000+ UND alumni making a difference in the world.

Nearly 100% of accountancy graduates at UND's Nistler College of Business & Public Administration land jobs in their field.

15,392 pilots (and counting) earned their wings with us.

Our students land prestigious internships around the country — including with organizations and businesses such as NASA, Microsoft and Northrop Grumman.

10+ years ranked as one of the most military-friendly schools in the nation (MilitaryFriendly.com).

Rankings, figures and stats should be verified before being published.
Visit [UND.edu/about](https://und.edu/about), [UND.edu/analytics-and-planning](https://und.edu/analytics-and-planning) or email marketing@und.edu for specific figures.

ALUMNI

PASS THE TORCH TO TOMORROW'S LEADERS.

Show your love for UND by joining the 8,855 donors who contributed a record-breaking \$72.5 million in 2022.

Like the example above, mix and match statements from the two sections to create messages that work best for alumni and friends of UND.

Don't forget that you can customize your supporting copy to showcase your specific statistics or proof points.

BRAND STATEMENTS

OUR PRIDE LEADS THE WAY.

IGNITE THE FUTURE.

CONTINUING OUR LEGACY OF LEADING.

OUR PASSION FUELS OUR PROGRESS.

**PASS THE TORCH TO
TOMORROW'S LEADERS.**

WE ARE FOREVER UND.

SUPPORTING COPY EXAMPLES

Show your love for UND by joining the 8,855 donors who contributed a record-breaking \$72.5 million in 2022.

UND's impact is everywhere with alumni living in all 50 states.

Our proud alumni are brain surgeons and innovative scientists. Best-selling authors and breathtaking artists. Pulitzer Prize winners and entrepreneurs of all kinds.

Supporting our future business leaders, Werner and Colleen Nistler provided the generous lead gift that paved the way for the brand-new Nistler College of Business & Public Administration building.

UND is a family of 170,000 leaders strong.

Known for one of the most loyal fan bases in the country, UND is the proud home of eight-time national NCAA Division I men's hockey champions.

Keep the momentum going, \$319.4 million in donor support has been given over the past five years.

Rankings, figures and stats should be verified before being published.
Visit [UND.edu/about](https://und.edu/about), [UND.edu/analytics-and-planning](https://und.edu/analytics-and-planning) or email marketing@und.edu for specific figures.

FACULTY AND STAFF

TOGETHER, WE SHAPE THE FUTURE.

UND researchers are developing a 3D-printed spacesuit that could “change the paradigm” in extended, manned space exploration.

Like the example above, mix and match statements from the two sections to create messages that work best for faculty and staff.

Don't forget that you can customize your supporting copy to showcase your specific statistics or proof points.

BRAND STATEMENTS

EQUIP THE FUTURE WITH THE SKILLS TO LEAD.

TOGETHER, WE SHAPE THE FUTURE.

REAL RESEARCH. REAL RESULTS.

SUPPORTING COPY EXAMPLES

UND researchers are developing a 3D-printed spacesuit that could “change the paradigm” in extended, manned space exploration.

UND increased its four-year graduation rate by 51% over the past six years.

UND's \$110 million investment in research will help change the world in energy, environmental sustainability, deep space, biomedical sciences and cybersecurity.

We serve those who serve our country. Nearly 1 in 7 UND students are veterans, military spouses or dependents.

Our quality education makes an impact with a 95% medical student completion rate.

UND's \$400+ million investment in campus renewal has revitalized campus with limited state funds.

GRAND FORKS/NORTH DAKOTA RESIDENTS

LEADERS WITH PURPOSE.

Two out of three family physicians in North Dakota earned their medical degree at UND.

Insert body copy in this section.

This is an example of different ways to lay out content. Insert body copy in this section. This is an example of different ways to lay out content.

Like the example above, mix and match statements from the two sections to create messages that work best for the Greater Grand Forks community and residents of North Dakota.

Don't forget that you can customize your supporting copy to showcase your specific statistics or proof points.

BRAND STATEMENTS

PROVEN IMPACT. GRAND RESULTS.

LEADERS WITH PURPOSE.

A VISION TO ELEVATE THE FUTURE.

SUPPORTING COPY EXAMPLES

Two out of three family physicians in North Dakota earned their medical degree at UND.

UND's economic impact on North Dakota soars past \$1.47 billion.

UND research generates more than \$300 million in annual statewide economic impact.

UND continues to lead in educating the region's doctors, lawyers, engineers, scientists, teachers and business professionals.

Our researchers fight the nation's opioid epidemic and wage war against cancers, Parkinson's and Alzheimer's.

11 North Dakota Teachers of the Year are UND graduates.

Robin Hall, UND's newest aerospace building, is home to research that will propel the world forward in UAS research.

A trailblazer in deep space exploration research, UND was the country's first university to join in partnership with the U.S. Space Force.

Our strategic partnership with the city of Grand Forks and other organizations is making our community a better place to live, work and play.

UND's new \$80 million Memorial Union opened in August 2021, serving as a home away from home for students.

The business leaders of tomorrow study in the state-of-the-art Nistler College of Business & Public Administration, opened in 2022.

LOOK TOOLS KIT

The Look Tools Kit is the visual system that contains all identity elements and accompanying standards of our UND brand.



OUR BRAND IDENTITY



As stewards of the UND brand, it is our responsibility to uphold the consistent visual representation of the University's image throughout all communication efforts. Using the correct logo, mark or symbols ensures proper brand identification.



LOGOTYPE

The official mark of UND, the logotype should be used whenever possible on all advertising, publications and communications.



LOGOTYPE TAGLINE LOCKUP

This logo is a lockup between the logotype and our external brand promise. The logotype lockup is interchangeable with the logotype. It's most commonly used on recruitment materials and when content connects to the external promise.



Additional color combinations are acceptable. Visit [UND.edu/brand](https://und.edu/brand) for additional options.

VERTICAL LOGOTYPE

The vertical logotype should be used when space is limited or when the UND logotype must be placed in a grouping of other logos (sponsorship or partnership listings).



VERTICAL LOGOTYPE TAGLINE LOCKUP

This logo is a lockup between the vertical logotype and our external brand promise. The vertical logotype lockup is interchangeable with the vertical logotype. It's most commonly used on recruitment materials and when content connects to the external promise.



Additional color combinations are acceptable. Visit [UND.edu/brand](https://und.edu/brand) for additional options.

FLAME LOGO

The flame logo may be used without University of North Dakota text for internal audiences (e.g., campus signage, flyer for current students). It can be used for external audiences when space is limited on apparel or promotional items with prior approval. The orange flame, a symbol of our Eternal Flame, should not be used alone or as a design element.



FLAME LOGO VERTICAL AND HORIZONTAL LOCKUP

These logos are a lockup between the flame logo and our external brand promise. The flame logo lockups are interchangeable with the flame logo and are used when content connects to the external promise.



Additional color combinations are acceptable. Visit [UND.edu/brand](https://und.edu/brand) for additional options.

UNIT LOGOS

Unit logos are available to colleges, departments, schools, administrative offices, institutes and other University units. Unit logos must be used in accordance with the UND Logo Usage Guidelines and are not created for degree programs.



PRIMARY UNIT LOGOS

The primary unit logo represents one unit, typically the highest level in the organizational structure. It is used on external communications designed at the unit level, including advertising, publication cover designs and other collateral materials.

The primary unit logo is an acceptable alternate for our UND logotype. A unit is not required to have a unit logo and can continue to use the UND logotype.



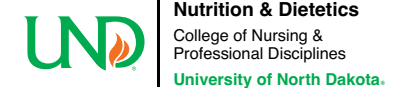
VERTICAL UNIT LOGO

The vertical unit logo is used for internal audiences and for external audiences when space is limited. A unit is not required to have a vertical unit logo.



INFORMAL UNIT LOGO

The informal unit logo is used for internal audiences and when a more casual mark is adequate. A unit is not required to have an informal unit logo.



MULTI-UNIT LOGO

The multi-unit logo is used to identify two levels in a unit and requires a larger imprint area. A unit is not required to have a multi-unit logo.

Additional color combinations are acceptable. Visit UND.edu/brand for additional options. Tagline lockup logos are not available for unit logos.

SEAL

The University seal symbolizes the formal authority vested in the University. It is reserved for official and ceremonial uses such as diplomas, legal documents and formal invitations. The seal also can be used for specific environmental branding. Its use is at the **sole discretion** of the Office of the President with approval from the Division of Marketing & Communications.

The University seal is a registered trademark. It should not be paired with other University marks such as the logotype, unit logos or unique logos, unless it appears on different pages/surfaces/plains.



RETAIL SEAL

A retail version of the UND seal is available for licensed vendors.



ATHLETIC LOGOS

Fighting Hawks logos are used to formally represent the UND's NCAA teams, Athletics Department and related groups such as the Spirit Squad, Pride of the North Band, NoDak Nation and Champions Club. Use of the primary mark and wordmark requires pre-approval by the Athletics Department.



PRIMARY MARK

The primary mark features a stoic hawk head emphasized by a resolute hawk eye to personify the persistence, hard work and determination of UND student-athletes. The icon rests within a “ND” ligature placing UND athletics at the heart of North Dakota.

**FIGHTING
HAWKS.**

**NORTH
DAKOTA.**

WORDMARK

The Fighting Hawks and North Dakota stacked wordmarks can be used to further communicate the UND Athletics brand.



PRIMARY MARK AND WORDMARK LOCKUP

The primary mark and wordmark lockup can be used to further communicate the UND Athletics brand, especially to an external audience.



SECONDARY MARKS

Secondary marks are used when brand awareness is established and do not replace primary logos.

The Hawk Head can be used by North Dakota NCAA teams, the Athletics Department and related groups, with prior approval.

The UND Mark can be used by campus to show school spirit much like the Fighting Hawks Mascot. It cannot be used to officially identify or represent any program or department.

Additional information about UND Athletics branding, including additional color and layout options, can be found in the UND Fighting Hawks Brand Standards Guide. Contact identity@UND.edu for additional details.

FIGHTING HAWKS MASCOT AND NICKNAME

MASCOT MARK

The University mascot mark is used to promote and display school spirit. This mark should be used in addition to official UND logos. It is not a substitute for the primary UND logotype, vertical UND logotype or unit logos. When using it externally, the words University of North Dakota must be included on the overall piece. The full color version mark is preferred.

FIGHTING HAWKS NICKNAME

The University nickname should be used to communicate and inspire school loyalty. Campus is encouraged to use the nickname when referring to the broad UND community. Prior approval from **identity@UND.edu** is needed to use the nickname when naming a space, event or group.



THIS BOX
SHOULD BE
REPLACED
WITH ANOTHER
ART ELEMENT.



Additional information about the Fighting Hawks mascot and nickname, including additional color options, can be found in the UND Mascot Manual. Contact **identity@UND.edu** for additional details.

OUR BRAND SYMBOLS



UND Motto: Lux et Lex

As part of the University seal, our Lux et Lex — light and law — motto epitomizes our academic philosophy. Light is our love of discovery and critical thinking. Law is our intellectual approach and commitment to proven results.



The Eternal Flame

The Eternal Flame is the physical manifestation of our Lux et Lex motto. It represents our unrelenting passion for making tangible impacts and our resilience to keep moving forward.

No matter how frigid our weather, our Eternal Flame is always lit and always moving, bending to the winds of change, but never surrendering to them. The Eternal Flame is all of us. It is our legacy, our spirit of perseverance and our future — the torch that is passed on to those who want to make a difference.



The Fighting Hawk

The Fighting Hawk embodies the collective determination of UND. It represents our piercing vision, our mentality to rise above adversity and our steadfast approach to seizing our goals.

Together, these symbols represent our undeniable commitment and passion for achievement. We focus on our goals with the eye of a hawk, rise above whatever challenges come our way and use the fire that burns inside us to achieve great things.



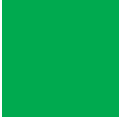





BRAND IDENTITY SYSTEM

The identity elements reflect the boldness, resolve and excellence of our university, its outstanding programs and events.

OUR COLORS

UND's colors are shown in Pantone, CMYK, RGB and Hex values. Green is the University's primary color and is used with accents of white, black and gray.

Pink and orange are used for specific purposes. Pink may be used for ceremonial purposes and for internal audiences, including current students, faculty, staff and alumni. Orange is limited to the Eternal Flame as part of the official logos. Visit [UND.edu/brand](https://und.edu/brand) for additional details.

COLOR		PANTONE	CMYK	RGB	HEX
	UND Green (primary)	Pantone 347	93 / 0 / 100 / 0	0 / 154 / 68	#009A44
	White		0 / 0 / 0 / 0	255 / 255 / 255	#FFF
	Black	Pantone Black	0 / 0 / 0 / 100	0 / 0 / 0	#000
	UND Gray	Pantone 421	0 / 0 / 0 / 30	174 / 174 / 174	#AEAEAE
	UND Pink	Pantone 1895	0 / 30 / 2 / 0	245 / 182 / 205	#F5B6CD
	UND Orange (flame only)	Pantone 165	0 / 70 / 100 / 0	255 / 103 / 31	#FF671F

OUR FONTS

LICENSED TYPEFACES

Design professionals employed by UND should use our licensed typefaces — Trade Gothic Pro Bold Condensed #20, Dejanire Headline (Medium, Medium Italic, Bold, Bold Italic) and Helvetica Neue (Roman, Italic, Bold, Bold Italic). Licensed typefaces are provided after a designer completes brand training.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Trade Gothic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Dejanire Headline

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue

*This font is already installed on a Mac.
PC users will need to download.*

LICENSE-FREE AND LIBRE TYPEFACES

UND stakeholders without access to the licensed typefaces can substitute them with these comparable fonts, which do not require purchased licenses. Substitute Trade Gothic with Oswald Medium, Dejanire Headline with Nimbus Roman and Helvetica Neue with Arial.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Oswald Medium

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Nimbus Roman No9L

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial

HEADLINES

The cornerstone of an effective composition is a consistent headline. Our headline style combines key copy set large and tight with smaller, looser contextual copy. Concise, bold headlines are preferred.



**UNIVERSITY OF
NORTH DAKOTA**
VISUAL BRAND

UNIVERSITY OF
NORTH DAKOTA
VISUAL BRAND

TYPOGRAPHY USAGE

Consistent typography elevates copy to a consistent visual representation for bold UND messages.

Different fonts communicate different feelings and perform well when used with a definitive hierarchy. While our typefaces can be arranged in multiple ways, it is important to use consistent text scaling to maintain the proper hierarchy. Text scaling is addressed during brand training.

EXPAND YOUR HORIZONS

**Step out of your
comfort zone and find
where you belong.**

With 225+ fields of study and 250+ student clubs and organizations at UND, you can be a leader in ways both big and small.

EXPAND YOUR HORIZONS

With 225+ fields of study and 250+ student clubs and organizations at UND, you can be a leader in ways both big and small.

EXPAND YOUR HORIZONS

With 225+ fields of study and 250+ student clubs and organizations at UND, you can be a leader in ways both big and small.

EXPAND YOUR HORIZONS

Step out of your comfort zone and find where you belong.

With 225+ fields of study and 250+ student clubs and organizations at UND, you can be a leader in ways both big and small.

EXPAND YOUR HORIZONS

With 225+ fields of study and 250+ student clubs and organizations at UND, you can be a leader in ways both big and small.

EXPAND YOUR HORIZONS

With 225+ fields of study and 250+ student clubs and organizations at UND, you can be a leader in ways both big and small.

PHOTOGRAPHY

Imagery can tell a story. UND uses specific traits and various techniques to tell ours.



PHOTOGRAPHY

TAKING PHOTOS

Traits

Primary brand traits are action, movement and connection. Select traits to feature based on what will engage the audience and meet any additional shoot goals.

- **Action:** Student expressions and gestures capture the experience.
- **Movement:** Special photography techniques show how students move through a space.
- **Connection:** Focus on the subjects' expressions, surroundings and use framing to authentically capture connection. Unexpected angles can also draw an audience into a focal point in a different way, which forms a connection through user experience.

Techniques

The subject, location and lighting will also prompt what photo techniques to use.

- **Unique Subject:** If you are capturing something unique to UND highlight the uniqueness so it stands out against competitors.
- **Generic Subject:** When photographing a subject that every university has, focus on color, depth of field, an unexpected angle, dramatic lighting, developing a sense of place or unique framing.

Composition

- **Framing:** Be deliberate in photo composition to create well-framed subjects.
- **Focus:** Use higher f-stops in wide photos to place more of campus in focus and avoid placing too many out of focus items, like backs of heads, in the foreground.

Lighting

Light a scene in a natural way, so photos feel authentic and relatable. Dramatic lighting can be used to add contrast, create depth, or help with unique framing.



Series lighting



Available lighting



Artificial lighting

PHOTOGRAPHY

POST PRODUCTION

Follow these post-production techniques so the photo looks natural when used.

Toning

- Use a consistent white balance and make sure skin tones are true to their natural appearance.
- Avoid overuse of saturation, clarity and contrast toggles
- Presets and third-party filters are not used.



Editing

Edits must be minimal and ethical.

- Acceptable edits include removing temporary elements.
- Removing or adding an item that changes the message of the photo or negatively misleads the audience is not acceptable.



Cropping

Cropping can be a useful technique to strengthen the final image. Follow these tips when cropping:

- Crop out distracting elements, such as partial figures or out of focus objects.
- Use cropping to adjust horizontal lines.
- Retain the original ratio when cropping. A 3:2 ratio is common.



PHOTOGRAPHY

PHOTO SELECTION

Use the following information to ensure your selection engages the audience and follows brand standards.

- Use photos of UND students, faculty and staff putting their passion into action.
- Use bold and expansive shots of campus to express the breadth and beauty of our home.
- Photos need to be in focus.
- Use critical thinking to select photos that enhance content and provide a clear message.
What story the photo is telling and will it understood and interesting to the audience?
- Photos must be the property of UND or used with appropriate permissions from the owner(s).
- Avoid stock photos and clip art.
- Black-and-white photography can be used for historical examples, print limitations or for specific marketing campaigns approved by the Division of Marketing & Communications.

Photo Selection Best Practices

- **Variation:** Choose photos that have complimentary colors and a variety of focal lengths like wide, medium and tight in multi-photo layouts.
- **Focus:** Check the focus in a photo to ensure it is on your main subject, especially if cropping.
- **Fit:** Selecting photos that work well in a set final frame size.

Photo Selection Limitations

- **Photo Frames:** Limit the use of difficult photo frame sizes like an extra-long and short rectangle or when cropping with our brand's 56-degree angle.
- **Focal Point:** Adjusting the crop on a photo to highlight secondary subjects is not recommended. The strength of the photo's storytelling is centered on the main subject and adjusting the focus weakens the story.
- **Changing Orientation:** Cropping a landscape photo to a portrait orientation, or vice versa, often removes important content from the photo. Using photos in their original orientation takes priority.
- **Scale:** Keep the scale of the deliverable in mind. Do not display detailed images small. Instead, select a photo with a simpler composition.

Photo Library

An online photo library be found at **UND.edu/brand**. The online library photos may be used for official University purposes. When using the photo library, you may not rename photos and you must adhere to the **UND Photo Use Requirements**.

Visit **UND.edu/brand** for additional information on photography techniques and selection tips.

VIDEO

Video is a powerful medium. A strong video captures emotion and brings a viewer into the story. UND creates marketing videos that represent our brand pillars, personality and community. They are people — or action — focused.

Video Traits

Interview-style videos should have a minimum of three of the following traits:

- Well-framed subjects.
- Strong focal point or use of rack focus.
- Compelling depth of field.
- Dynamic range of colors.
- Dramatic light source.

The following traits should be present in B-roll:

- People or action-oriented.
- Steady, purposeful movement.
- Unexpected angles (optional).

Videos should not contain the following traits:

- Blurry.
- Poor lighting.
- Incorrect white balance.
- Movement that isn't purposeful (no reveal or reward).
- Material unrelated to the story or the message.
- An interview subject who is not framed well.

Motion Graphics

Standard UND motion graphics are provided after a designer completes brand training. Standard motion graphics include:

- End cards.
- Name key.
- Logos.
- Watermark.



End card examples.



Name key example.



@UofNorthDakota

Videos are posted to the University of North Dakota Youtube channel and are available to help promote the University and its students.

FORWARD ARROW

Forward arrows reflect a student's journey to excellence. Always pointing forward, this graphic element is used to heighten the visual impact of background content and photography.

Composed of 56-degree angles, forward arrows are symmetrical and point to the right, showing forward movement. They scale across the canvas with light opacity and can be stacked to build depth. To prevent a rigid design, the arrows' points should not be vertically aligned.

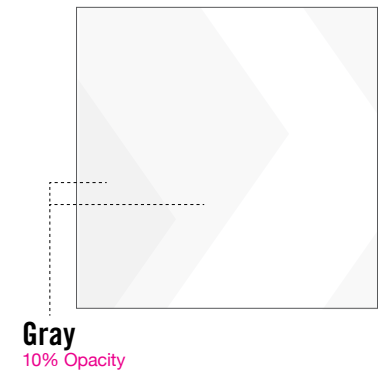
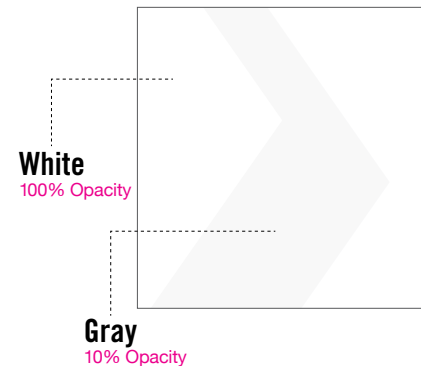
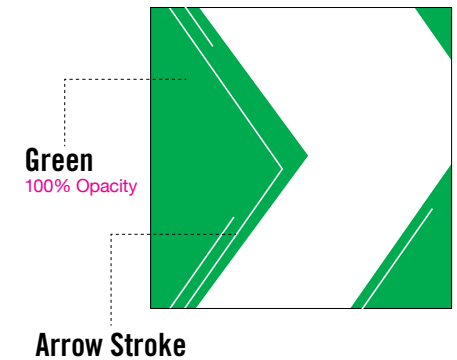
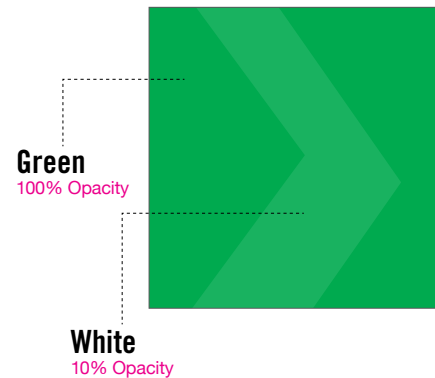
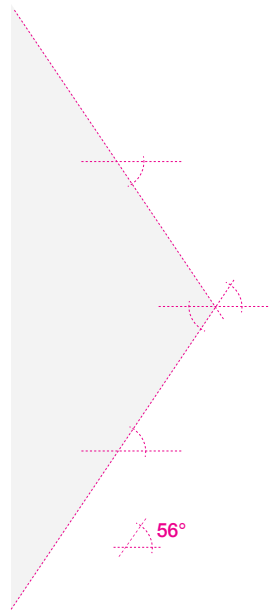
Default opacity for gray and white forward arrows is 10% and can be adjusted based on the background. For instance, a range of 20 to 40% opacity is used for arrows over photos and green forward arrows must be kept at 100% opacity.

Gray forward arrow is used on backgrounds that are light.

White forward arrow is used on backgrounds that are dark.

Green forward arrow is used on solid green backgrounds over other forward arrows and over photos.

Arrow stroke can be added to basic forward arrows when using specific mood boards.



SLASHES

The slashes reflect UND's unity and tightknit community. These graphic elements are used as subtle tools to frame content and photography.

Slashes are composed of 56-degree angles or skewed rectangles at 35 degrees. They are cropped at the edge of a point to ensure a clean edge.

Forward arrows and slashes can be applied separately or as joined elements. Forward arrows determine the direction of slashes. Slashes are always parallel to the closest horizontal side of a forward arrow. When slashes and forward arrows overlap, the edge of a slash must align with the edge of the arrow.

Green slashes are used on backgrounds that are light.

White slashes are used on backgrounds that are dark.

Slashes with shadows are interchangeable with basic green and white slashes when using specific mood boards.

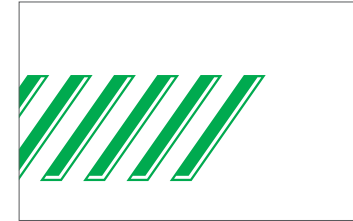
White Slashes



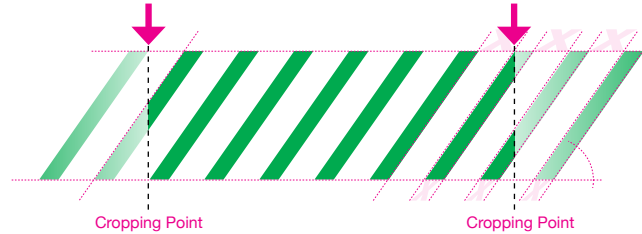
Green Slashes



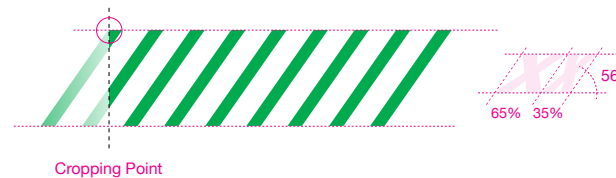
Slashes with Shadows



Correct Crop



Incorrect Crop



PATTERN

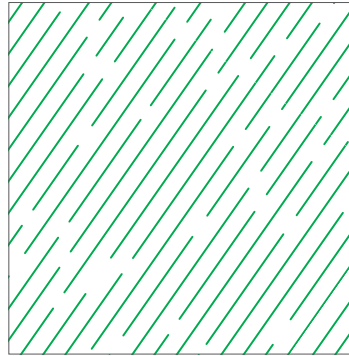
The pattern is composed of 56-degree angles and complements the forward arrows and slashes. When the pattern, slashes and forward arrows overlap, align angle edges to each other.

The **green pattern** and **gray pattern** are used on backgrounds that are light.

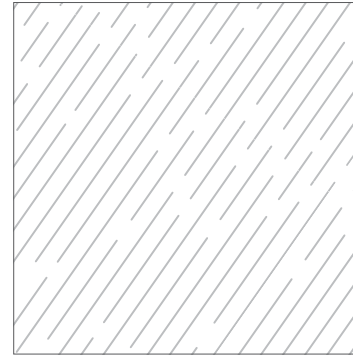
The **white pattern** and **gray pattern** are used on backgrounds that are dark.

The **dark green pattern** is used on UND green backgrounds only.

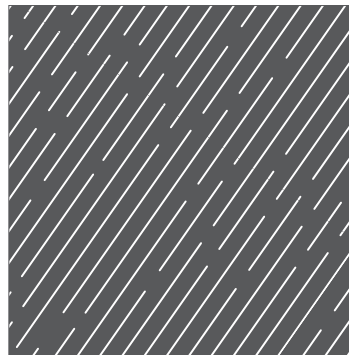
Green Pattern



Gray Pattern



White Pattern



Dark Green Pattern



APPLYING THE BRAND

**Like our community,
our brand is more
powerful when all
elements are united.**

This section uses mood boards to demonstrate different ways our brand elements can be applied. The mood boards are not meant to be restrictive templates. Instead, they are guides to help demonstrate the flexibility of our brand.

CORE MOOD BOARD

The core mood board uses messaging and visuals that feel official, professional and straightforward. This mood board is the baseline for branded materials. This design is used commonly on standard UND materials, including on branded Microsoft Word and PowerPoint templates.

HIGHLIGHTED PERSONALITY ATTRIBUTES

Committed | Innovative | Practical

SUGGESTED FONTS

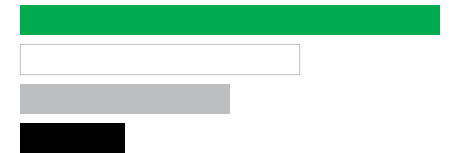
Licensed fonts used for this board are Trade Gothic, Dejanire Headline and Helvetica Neue. License-free fonts used for this board are Oswald Medium, Nimbus Roman, Helvetica Neue and Arial.

LOGO USE

The logotype, logotype lockup or a unit logo are acceptable marks for this mood board. The mascot can be used in addition to an official UND logo.

COLOR

Suggested palette and proportions.



CORE EXAMPLES



SUMMER GRADUATION EXPO
 Wednesday, June 23 | 11 a.m. - 2 p.m.
 Chester Fritz Auditorium, 3475 University Ave
 UND.edu/gradexpo

Top 10 reasons you should attend the Graduation Expo:

1. Request any ceremony-related disability accommodations for graduates and guests and get all of your graduation questions answered.
2. Check out party platters and catering options available through University Catering.
3. Visit with the School of Graduate Studies reps about post-graduate options at UND, including online.
4. Discover how Career Services can help you in your job search.
5. Visit with the UND Alumni Association & Foundation about services available to new graduates and ways to keep in touch with UNDI!
6. Visit with Financial Aid about student loans and payments.
7. Verify your personal and degree information with the Registrar's Office.
8. Take a guided walk through the Chester Fritz Auditorium and see where you will go on commencement day.
9. Purchase (undergraduate candidates) your cap, gown and tassel or rent (graduate candidates) your cap/tam, gown, hood, and tassel. Order a class ring or diploma frame (20% off diploma frames)
10. **Win door prizes and enjoy refreshments!**

UND UNIVERSITY OF NORTH DAKOTA LEADERS IN ACTION

8.5" x 11" handout

LEADING TOGETHER

We're working collaboratively with community leaders to make our shared home a better place to live, learn, work and play. And it's making a difference.



2021 LARRY ABERNATHY AWARD WINNER
 A national award given annually to a city and university that best exemplify a clear desire and effort to collaborate for the betterment of their campus and community.



U.S. SPACE FORCE PARTNERSHIP
 UND is the first of 10 universities selected for the U.S. Space Force's University Partnership Program, which opens the door for research and workforce development opportunities.



LOCAL WORKFORCE DEVELOPMENT
 The Accelerate to Industry and City Internship programs connect UND students to regional businesses and agencies.

UND UNIVERSITY OF NORTH DAKOTA LEADERS IN ACTION

Magazine advertisement



UND UNIVERSITY OF NORTH DAKOTA

CLICK TO EDIT TITLE
 Click to edit subtitle

Downloadable PowerPoint templates



CLICK TO ADD TITLE

UND UNIVERSITY OF NORTH DAKOTA LEADERS IN ACTION

Downloadable Word templates



2024-25 FAFSA OPEN NOW!

Go to studentaid.gov to apply for the 2024-25 FAFSA using your 2022 taxes.

UND UNIVERSITY OF NORTH DAKOTA
 701.777.1234 | onestop@UND.edu

Digital sign

UND | Department Name Here

UNIVERSITY OF NORTH DAKOTA

BRAND PILLARS

These are the building blocks that define who we are. Representing the values and attributes that make UND special, they support our brand promise and tell our story.

NORTH DAKOTA
 We take great pride in our history, community, work ethic and resiliency. These are the values we share with North Dakota. Once a part of UND, always a part of UND.

DOERS
 We meet adversity head-on, roll up our sleeves and get the job done. We lead not by telling, but by doing.

READY
 We equip our students with a skill set to lead in life. Our hands-on, professional education is supported and strengthened by the liberal arts to develop disciplined, collaborative and dynamic leaders.

IMPACT
 We believe in action and tangible outcomes. Our groundbreaking research, economic impact and the great successes of our alumni are a testament to our belief that results matter.

CASUAL

MOOD BOARD

The casual mood board uses messaging and visuals that feel friendly, relatable and relaxed. It expands on the elements of the core mood board. Integrating slashes with photo elements and using arrow lines adds movement and provides a casual experience.

HIGHLIGHTED PERSONALITY ATTRIBUTES

Approachable | Bold | Innovative

SUGGESTED FONTS

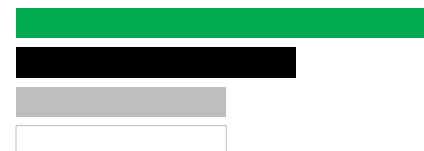
Licensed fonts used for this board are Trade Gothic, Dejanire Headline and Helvetica Neue. License-free fonts used for this board are Oswald Medium, Nimbus Roman, Helvetica Neue and Arial.

LOGO USE

The logotype, logotype lockup or a unit logo are acceptable marks for this mood board. The mascot can be used in addition to an official UND logo.

COLOR

Suggested palette and proportions.



CASUAL EXAMPLES



Digital sign



Monthly digital wallpapers



8.5" x 11" Strategic Plan document



6" x 6" brochure



VIBRANT MOOD BOARD

The vibrant mood board uses messaging and visuals that feel dynamic, lively and playful. It expands on the casual mood board with the addition of layered graphic elements such as the pattern, slashes with shadows and uses action-focused images. This concept works best with concise messaging that quickly engages the audience.

HIGHLIGHTED PERSONALITY ATTRIBUTES

Approachable | Bold | Proud

SUGGESTED FONTS

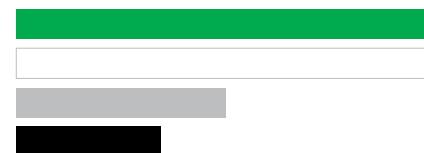
Licensed fonts used for this board are Trade Gothic, Dejanire Headline and Helvetica Neue. License-free fonts used for this board are Oswald Medium, Nimbus Roman, Helvetica Neue and Arial.

LOGO USE

The logotype, logotype lockup or a unit logo are acceptable marks for this mood board. The mascot can be used in addition to an official UND logo.

COLOR

Suggested palette and proportions.



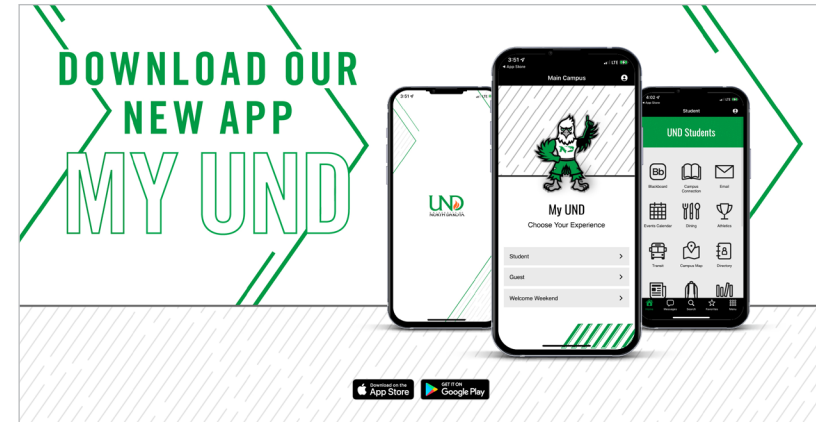
VIBRANT EXAMPLES



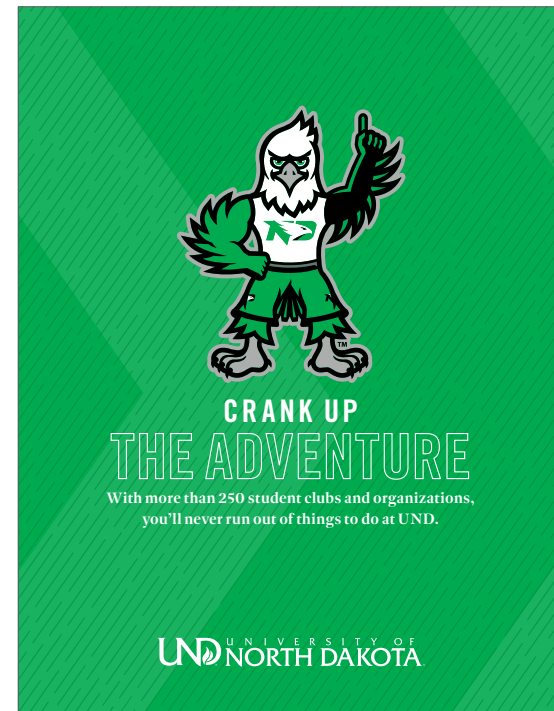
Environmental graphics



11.5" x 11.5" poster (within a series)



Digital sign



8.5" x 11" flyer

FORMAL MOOD BOARD

The formal mood board uses messaging and visuals that feel official, traditional, ceremonial, classic, academic and polished. It is used commonly for formal communication such as correspondence, ceremonies and events. Graphic elements such as slashes and arrows are used sparingly, but serif typefaces, pink, and the UND seal provide a more traditional aesthetic.

HIGHLIGHTED PERSONALITY ATTRIBUTES

Committed | Proud | Practical

SUGGESTED SERIF FONTS

Baskerville | Cardo

LOGO USE

The seal or logotype are acceptable marks for this mood board. Request approval for use of the seal from the Division of Marketing & Communications.

COLOR

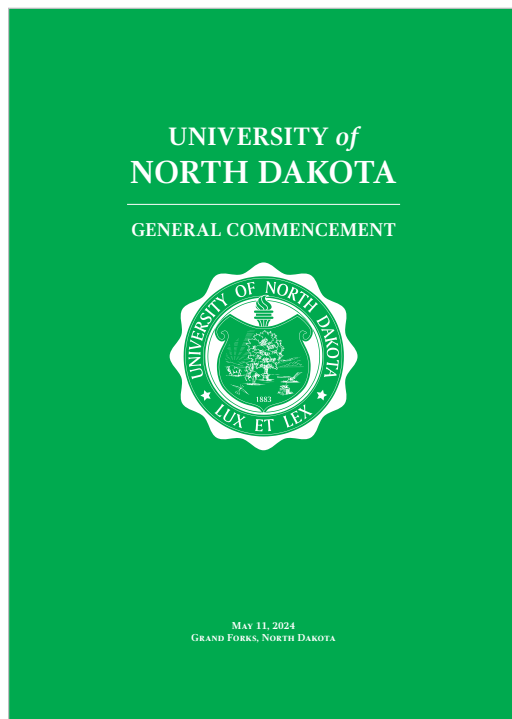
Suggested palette and proportions.



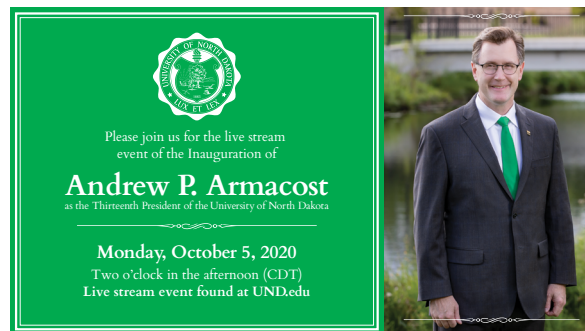
Pink celebrates our students' rosy prospects. It often is used strategically for ceremonial purposes.



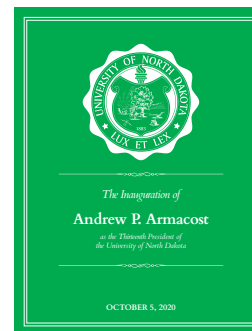
FORMAL EXAMPLES



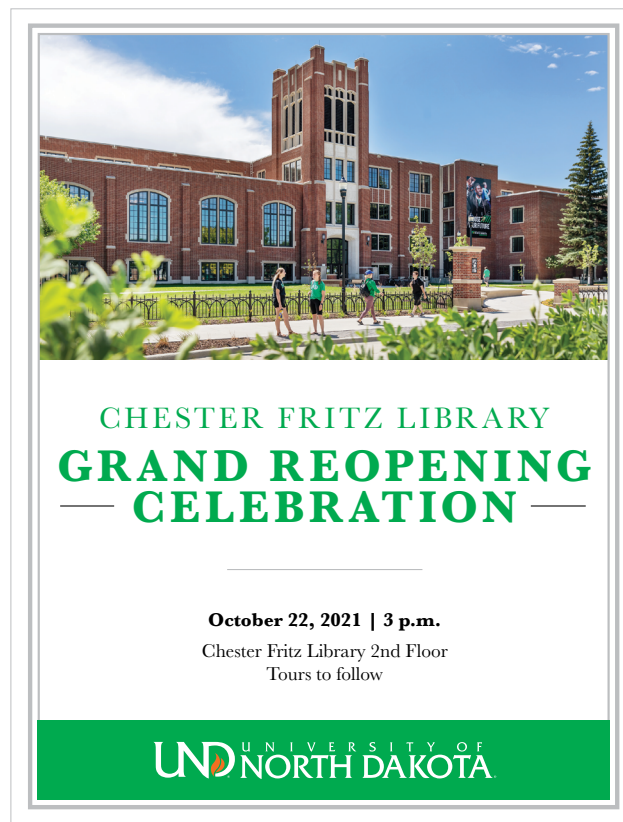
Commencement program cover



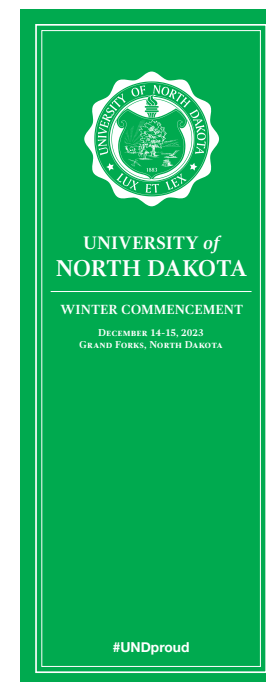
Digital invite



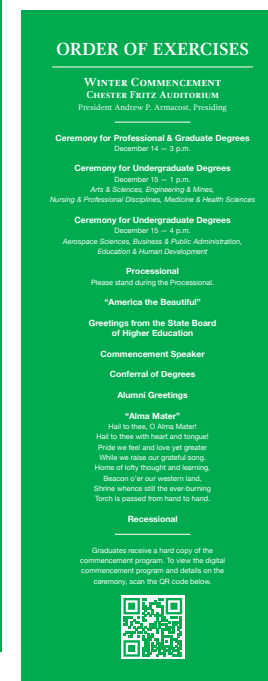
Print invite



8.5" x 11" handout



Commencement handout



BRAND APPROVAL

All applications of UND brand assets must receive written approval from UND.

Items requiring approval include the development of new logos, all forms of external advertising and marketing, event collateral, merchandise, web applications, copywriting, environmental graphics, videography and photography.

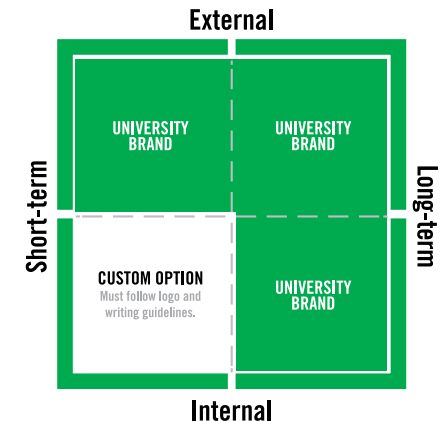
Please direct all questions and requests to **identity@UND.edu**. All requests for approval must be made **at least three business days before** the release of the final artwork.

UND reserves the right to deny approval for any request found not to be in line with these established standards. Because each situation is different, and new modes and methods

of communication arise, the standards embody a certain degree of flexibility pending consultation with the Division of Marketing & Communications (**identity@UND.edu**). Marketing & Communications ultimately is responsible for approving applications that interpret the established standards. In any situation of question, reach out as early as possible in the process to ensure timely completion and approval. Such uses will be considered and directed on an individual basis. The goal is to meet the needs of UND partners without adversely affecting the basic uniformity upon which a successful brand identity program is based.

WHEN NOT TO USE THE BRAND

While most material that represents UND should follow the brand, there are times a custom or non-branded look can and should be used. Custom design may be appropriate when communicating about services, one-off events and short-term initiatives. Direct all custom design questions to **identity@UND.edu**.



TRAINING AND RESOURCES

Training

The Division of Marketing & Communications offers a brand video series. This series is available to anyone but specifically helps creative, marketing and communication professionals and interns. Visit **UND.edu/brand** for access to the series.

A live training session is available to faculty, staff and student employees using Adobe Creative Cloud. To participate in a live session, watch the video series, then contact **identity@UND.edu** for scheduling assistance. Student interns and their supervisors should attend the session together.

Brand Assets

The success of the UND brand requires clear and consistent use of all brand assets.

The Division of Marketing & Communications has created several Adobe Creative Cloud libraries that feature UND logos, colors, brand assets, text styles and more. UND libraries are shared with named licensed users after the brand training session is complete.

All partners are instructed to use only original artwork for reproduction. Photos, video, brand elements and logos may not be altered in any way.

Resources

Additional resources available at [UND.edu/brand](https://und.edu/brand) include:

- Logo downloads.
- PowerPoint templates.
- Flyer and document templates.
- Stationery standards and order forms.
- Name badge standards and order form.
- Email signature standards.
- Online photo library.
- Video standards.
- Social media standards.
- Digital signage templates and request form.
- Licensing information.
- Writing style guidelines (email addresses, department names, web addresses, phone numbers, etc.).
- Diversity and inclusion guidelines.
- Building decor and signage standards.
- Branded Zoom, desktop and mobile backgrounds.



January 2024