
Procedure 3.23.1 Minnesota State Affiliation Identifier**Part 1. Purpose**

To establish requirements for the implementation of Policy 3.23.

Part 2. Implementation**Subpart A: Minnesota State affiliation identifier**

Colleges and universities shall use a Minnesota State affiliation identifier, as provided in this procedure.

Minnesota State Affiliation Identifier Options:

Option 1: Minnesota State Logo, either the horizontal or vertical versions, coupled with a school-specific text identifier:

Horizontal Option 1:



MINNESOTA STATE

*Alexandria Technical & Community College,
a member of Minnesota State*

Vertical Option 1:



MINNESOTA STATE

*Alexandria Technical & Community College,
a member of Minnesota State*

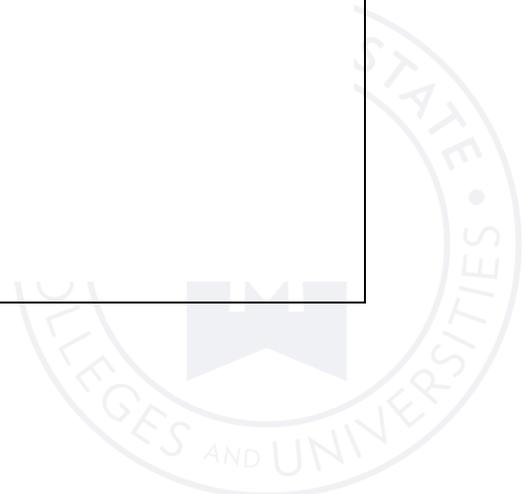
Option 2: Minnesota State text-only identifier:

- a. A member of Minnesota State; or



ST. CLOUD STATE
UNIVERSITY

A member of Minnesota State



- b. A member of Minnesota State (if the college/university already has “Minnesota State” as part of the name).



Option 3: Banner icon:



Minnesota State Logo Definition:

Either the horizontal or vertical versions, including both the banner icon and the words “Minnesota State.”

Horizontal Logo:



Vertical Logo:



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, must include an Option 1 Minnesota State 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 in the examples shown above.

Subpart C. Advertising and marketing materials

All advertising, such as digital banner, digital audio, radio, billboards, newspaper, magazine, television ads, and marketing event signage materials such as table skirts and recruitment booths, must include a Minnesota State affiliation identifier or link to a landing page with a Minnesota State affiliation identifier.

Subpart D. Website

The college or university website home page and other prominent pages must contain at least one Minnesota State affiliation identifier. Option 1 must 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 in the examples shown above.

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 must contain a Minnesota State logo or Option 2 (text only) Minnesota State affiliation identifier.

Subpart F. Campus construction project signs

A sign erected to identify a capital construction project must contain an Option 1 Minnesota State affiliation identifier.

Subpart G. Stationery

Letterhead stationery, envelopes, and note cards must include an Option 2 (text only) Minnesota State affiliation identifier.

Subpart H. Diplomas

Diplomas must include an Option 2 (text only) Minnesota State affiliation identifier. Including the Board of Trustees seal is optional, but encouraged.

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.

Part 3. Exigent Circumstances

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

Part 4. Brand Identity Manual

The chancellor shall direct the Chief Marketing and Communications Officer to establish a brand identity manual addressing use of a Minnesota State affiliation identifier.

Date of Approval: 03/18/03
Date of Implementation: 01/01/04
Date of Last Review: 11/06/20

Date and Subject of Amendments:

- 11/06/20 - Part 4 title was changed to Brand Identity Manual and the new writing and formatting styles were applied.
- 12/12/16 - Amended throughout to reflect new branding standards.
- 1/25/12 - The Chancellor amends all current system procedures effective February 15, 2012, to change the term "Office of the Chancellor" to "system office" or similar term reflecting the grammatical context of the sentence.
- 3/18/03 - Procedure was approved with staggered implementation dates: Subparts A through D and F are effective for materials published or printed after April 1, 2003. Materials prepared, printed or published before the effective date that do not include the tagline may continue to be used after April 1, 2003. Subpart E is effective January 1, 2004.

No additional HISTORY