

# 125<sup>th</sup> Anniversary Logo User Guide

<http://www2.und.edu/our/125th/logos.html>

## GENERAL

The University of North Dakota 125th Anniversary Logo was designed and implemented to celebrate the institution's history and its future. The logo is intended to be used by official University of North Dakota offices, units and organizations as an independent mark, or in some circumstances, used in conjunction with other University marks, on publications, apparel, flags, banners, Web pages, etc.

The logo is NOT intended to replace the official UND logo or logotype. It is important to avoid "dueling logos," the effect of having two or more logos of equal weight placed in close enough proximity that they vie for attention. Such a design defeats the graphic impact of both (or in some cases, all) of the logos. When using the UND 125th Anniversary logo in combination with other approved UND marks, or with any other logo, the logos must be significantly positioned apart to eliminate the visual competition of design elements.

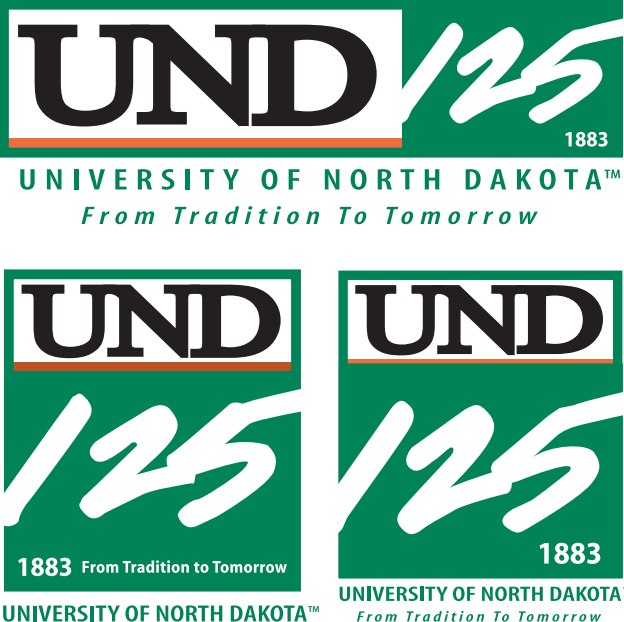
The overall success of the 125th anniversary logo is determined by the consistency of its use, the quality of reproduction, and overall conformity to this user guide. All applications must meet the restrictions of placement, size, color, fonts, and usage set forth in these guidelines or have prior approval from the UND Office of University Relations or, in the case of merchandising, the UND Purchasing Office. All applications must also meet guidelines set forth by the *UND Graphic Identity Style and Standards Manual* available at [www.und.edu/dept/our/guidelines.html](http://www.und.edu/dept/our/guidelines.html).

The logo will be retired after the 125th celebration ends in December 2008.

## REPRODUCTION

The logo must be printed in no less than 300 dpi, the minimum required for effective printed reproduction.

Use only downloadable versions of the logo, which can be obtained through the



**COLOR INFORMATION, PRINT**  
UND Green: Pantone® 347  
Process-C:100% M:0%, Y:86% K:3%  
UND Orange: Pantone® 165  
Process-C:3% M:70%, Y:84% K:0%  
UND Black: Process Black

**COLOR FOR THE WEB (RGB)**  
Green #009e60    RGB: 0-159-96  
Orange: #F97242    RGB: 249-99-2  
Black: #000000    RGB: 0-0-0

**SUPPORTING FONTS**  
Only the following fonts are approved for use in close proximity of the logo:  
Times New Roman Bold  
Myriad Condensed  
Myriad Condensed Italic

<http://www2.und.edu/our/125th/logos.html> Web site.  
Four options, in full color and in black & white, are available in EPS, TIFF and JPG formats.

Do NOT use versions of the logo obtained through scans or photocopies.

Do NOT alter the logo in any way except by sizing in exact proportion. The logo can NOT be reduced to sizes that render text or objects unreadable. All elements of the logo must maintain clarity and precision in all applications.

Logo reproduction on merchandise and promotional items must be approved by, and meet the licensing requirements of, the UND Purchasing Office at [www.und.edu/dept/purchase](http://www.und.edu/dept/purchase) or call (701) 777-2681.