

# Development Day 2023

**DISCOVER.  
ENGAGE.  
LEAD.**

# What is **BRANDING**?

Branding is the process  
of giving meaning to our University  
by consistently creating and shaping  
the institution's image  
in the eyes of the public.

# Why branding?

Branding empowers SMSU to present a consistent identity. By delivering a unified message with logos, distinct visual elements, colors, and styles we build awareness and trust in all forms of communication:

- printed materials
- emails from faculty and staff
- a responsive website
- social media space



**Branding  
reflects  
WHO  
WE  
ARE**





# Three reasons why branding is important:

- 1. Cohesion Builds Recognition and Trust**
- 2. Branding Creates Value**
- 3. Branding Recruits the Right Students**



## 1. Cohesion Builds Recognition and Trust

Branding unifies all our marketing content and materials, so everything from the accounting program to the science department is aligned with SMSU's mission, vision, values, and visual identity.

**Consistency means simplicity.** Using a defined color palette, following the rules for logo use, adhering to a list of acceptable typography, and implementing the brand identity standards bring harmony to a university's message and image.

Schools and departments show their uniqueness but they are all guided by the same University-wide branding principles.

## 2. Branding Creates Value

Students can get a degree **ANYWHERE**.

Branding sets SMSU apart from our competition by concentrating on what makes us unique AND why prospective students should enroll in OUR programs over someone else's.

By using consistent branding, we communicate the value of the SMSU experience and the supportive community we provide to help students succeed.



# 3. Branding Recruits the Right Students

Branding allows us to present SMSU in a way that genuinely lays out who we are.

Prospective students want to know from their first impression:

WHAT WE ARE ABOUT

WHAT TO EXPECT

IF WE ARE A GOOD FIT

Authentic branding and marketing will recruit the right students.



# SMSU'S BRAND ELEMENTS

The raw materials that are woven into the fabric of our identity.

- Official logos
- Colors
- Fonts
- Style

These are fundamental building blocks of the brand.



Southwest Minnesota State University  
A member of Minnesota State



# SMSU Brand Elements



## PRIMARY COLORS



**SMSU BROWN**

PMS 497 C  
CMYK 20 / 61 / 65 / 86  
RGB 58 / 24 / 7  
HEX #3a1807



**SMSU GOLD**

PMS 466 C (non-metallic)  
CMYK 20 / 23 / 60 / 10  
RGB 188 / 170 / 113  
HEX #bcaa71

## HEADLINE FONT HERE

### SUBHEADLINE HERE

Body copy example typeface here. *Consecto consed* **que namenditassi tenis ut modis** eturiae nulpa int quist,Cupta namus nus que nostint, sincipis rem con et volo blaborroid untiusant. Od ex eicipsae nimaximus molore niam et accatur, sum volesti volorerum es sam simodio.

**Built on this foundation are more pieces of the brand identity:**

- photography styles**
- tone and voice**
- secondary colors**

**These all express the brand's personality and capture the essence of SMSU.**

# Supporting elements



## SECONDARY COLORS



### SMSU TEAL

PMS 4166 C  
CMYK 74 / 41 / 52 / 18  
RGB 60 / 110 / 109  
HEX #3c6e6d



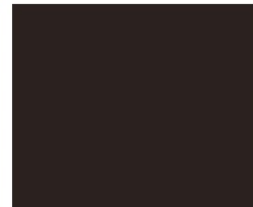
### SMSU BLUE

PMS 4162 C  
CMYK 33 / 7 / 17 / 0  
RGB 170 / 206 / 208  
HEX #aacced0



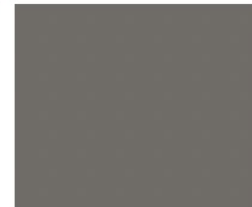
### SMSU RUST

PMS 7573 C  
CMYK 10 / 58 / 93 / 31  
RGB 165 / 96 / 33  
HEX #a56021



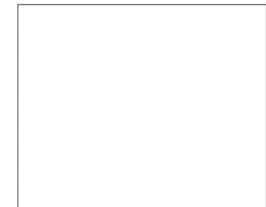
### SMSU BLACK

PMS 412 C  
CMYK 61 / 64 / 66 / 75  
RGB 42 / 33 / 29  
HEX #2a211d



### SMSU GREY

PMS 2333 C  
CMYK 56 / 49 / 52 / 18  
RGB 111 / 108 / 104  
HEX #6f6c68



### WHITE

CMYK 0 / 0 / 0 / 0  
RGB 255 / 255 / 255  
HEX #ffffff



# Marketing Themes

- Mustang Family
- Discover. Engage. Lead.
- Mustangs for life



# Why the horse? Why the colors?

- SMSC opened in September 1967. The charter class came to a campus still under construction. A hope and a promise to those students to help build an institution from the ground up.
- They chose colors that represented the prairie around them.
- They chose a Mustang to capture the essence of the wild adventure they were experiencing.



News Release from:

SOUTHWEST MINNESOTA

Marshall, Minnesota 56258

For Immediate Release

September 25, 1967

SOUTHWEST MINNESOTA CHARTER CLASS SELECTS SCHOOL COLORS

Marshall, Minnesota -- One of the first official acts of the Charter Class at the state's newest, four-year liberal arts state college was the selection of school colors.

Saturday at Southwest Minnesota, the Charter Class of some 500 freshmen picked the colors brown and light gold as the school colors.

Dr. Donald Scott, Chairman of the Division of Physical Education, said the first appearance of the colors at athletic events will be the uniforms for the basketball team.



# Dos and Don'ts

*This is correct proportion of the logo:*



*This is NOT correct:*



*This is NOT correct:*



**DO NOT APPLY A STROKE TO THE LOGO.**



**DO NOT APPLY A DROP SHADOW TO THE LOGO.**

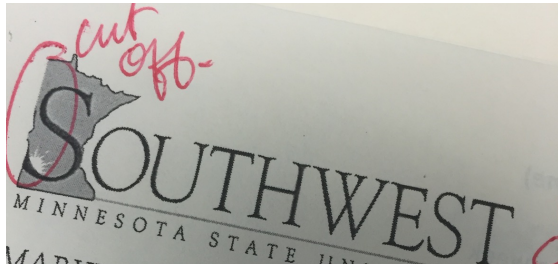


**DO NOT ROTATE THE LOGO.**



**DO NOT STRETCH THE LOGO.**



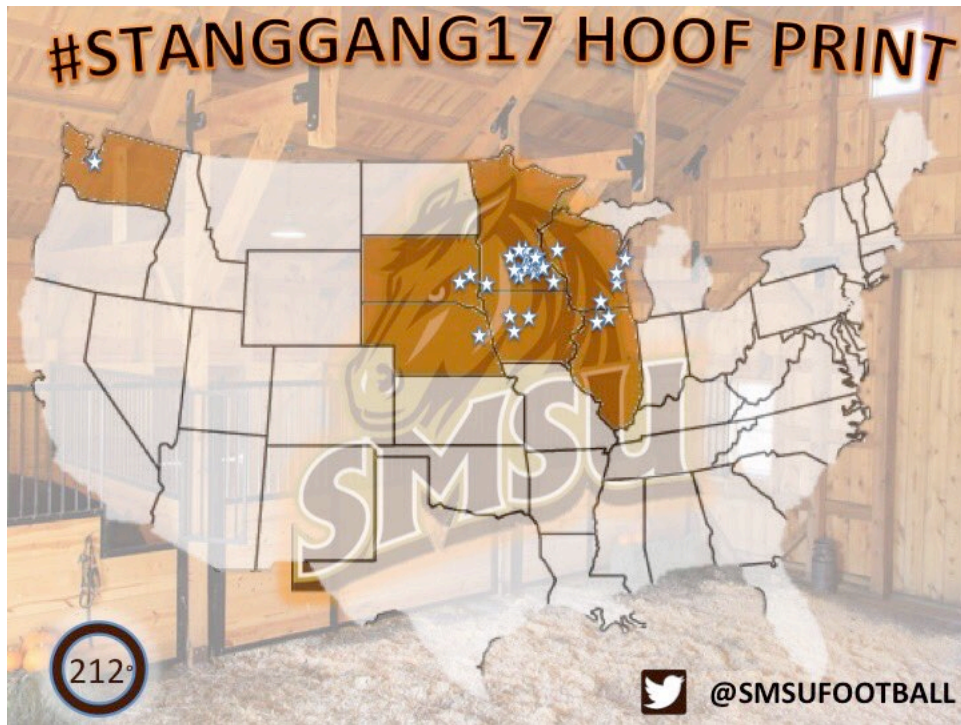


**OLD LOGO FILES. DO NOT USE!**



**Correct GOLD COLOR!**





# WCAG 2.0 AA Color Contrast Do's & Don'ts

This guide is aimed to help quickly identify what color font from the SMSU Brand Color Palette can be used on top of what brand color background.

WCAG 2.0 level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text. WCAG 2.1 requires a contrast ratio of at least 3:1 for graphics and user interface components (such as form input borders). WCAG Level AAA requires a contrast ratio of at least 7:1 for normal text and 4.5:1 for large text.

Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger.

Source: <https://webaim.org/resources/contrastchecker/>

## Do's

White <b>White</b>	White <b>White</b>	White <b>White</b>	Brown <b>Brown</b>	White <b>White</b>	White <b>White</b>	White <b>White</b>	Gold <b>Gold</b>
Gold <b>Gold</b>	Brown <b>Brown</b>	Blue <b>BLUE</b>	Teal <b>Teal</b>	Brown <b>Brown</b>	Gold <b>Gold</b>	Brown <b>Brown</b>	Brown <b>Brown</b>
Blue <b>BLUE</b>	Black <b>Black</b>		Black <b>Black</b>	Black <b>Black</b>	Blue <b>BLUE</b>	Blue <b>BLUE</b>	Teal <b>Teal</b>
Rust <b>Rust</b>			Grey <b>Grey</b>		Rust <b>Rust</b>	Black <b>Black</b>	Rust <b>Rust</b>
Grey <b>Grey</b>					Grey <b>Grey</b>		Black <b>Black</b>
							Grey <b>Grey</b>

## Don'ts

Teal <b>Teal</b>	Blue <b>BLUE</b>	Gold <b>Gold</b>	White <b>White</b>	Gold <b>Gold</b>	Brown <b>Brown</b>	Gold <b>Gold</b>	Blue <b>BLUE</b>
Rust <b>Rust</b>	Teal <b>Teal</b>	Brown <b>Brown</b>	Gold <b>Gold</b>	Brown <b>Brown</b>	Teal <b>Teal</b>	Brown <b>Brown</b>	
Grey <b>Grey</b>	Rust <b>Rust</b>	Blue <b>Blue</b>	Teal <b>Teal</b>	Blue <b>BLUE</b>	Rust <b>Rust</b>	Blue <b>BLUE</b>	
	Grey <b>Grey</b>	Rust <b>Rust</b>	Rust <b>Rust</b>	Teal <b>Teal</b>	Grey <b>Grey</b>	Teal <b>Teal</b>	
		Black <b>Black</b>	Grey <b>Grey</b>	Black <b>Black</b>		Rust <b>Rust</b>	
		Grey <b>Grey</b>		Grey <b>Grey</b>		Black <b>Black</b>	



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**MINNESOTA STATE**

*Southwest Minnesota State University,*  
A member of Minnesota State