

UGPTI and NDSU Logo Guidelines

July 2013

The UGPTI is implementing university-designed logos for the institute and its program. This effort is being undertaken at the request of the NDSU president and the UGPTI director so that UGPTI will comply with NDSU's institutional image efforts.

For convenience, basic downloadable versions of the logos are available on the UGPTI website under the "About Us" tab: <http://www.ugpti.org/resources/staff/logos.php>

General guidelines

- All versions of the NDSU logo are graphics and must be used as graphics.
Do not attempt to recreate any versions of the logo.
- For print publications and web use, the logo does not need a TM or ® symbol.
- All versions of the logo may be shrunk or enlarged proportionally, but may not be stretched vertically or horizontally.

The color of the NDSU logo may change to match a design. Consult with Bev Trittin [bev.trittin@ndsu.edu; 701.231.7137] to obtain color logos.

Departmental logos

Departmental logos are provided in two forms: stacked and one single line.

NDSU UPPER GREAT PLAINS
TRANSPORTATION INSTITUTE

NDSU | UPPER GREAT PLAINS TRANSPORTATION INSTITUTE

UGPTI program logos

UGPTI logos are provided in stacked format.

NDSU | UPPER GREAT PLAINS TRANSPORTATION INSTITUTE
RURAL TRANSPORTATION SAFETY AND SECURITY CENTER

Multiple programs

When multiple UGPTI programs collaborate on a program, the logo may be modified to reflect multiple programs.

NDSU | UPPER GREAT PLAINS TRANSPORTATION INSTITUTE
NORTH DAKOTA LOCAL TECHNICAL ASSISTANCE PROGRAM
TRANSPORTATION LEARNING NETWORK
DEPARTMENT OF TRANSPORTATION SUPPORT CENTER

Please contact Bev for help in developing these logos. In many cases you may be able to use the UGPTI departmental logo and then list the cooperating programs in text. For example: "Cooperating UGPTI programs involved in this project include the North Dakota Technical Assistance Program, the Transportation Learning Network and the Department of Transportation Support Center."

Business cards, letterhead, envelopes, etc.

All orders for business cards, letterhead, envelopes and other stationery will be designed and printed through the UGPTI administrative office to maintain quality and compliance with university and postal regulations. Questions should be referred to bev.trittin@ndsu.edu; 701.231.7137.

Use of previous NDSU logos should be discontinued immediately. However, there is no need to remove the logos from existing presentations, printed material and web pages. We will phase in the use of the new logos as those materials are updated.

E-mail signatures

To maintain consistent branding standards across all forms of communication, NDSU recommends using standardized email signature options. These options are available at <http://www.ndsu.edu/vpur/resources/emailsignatures/>. Note that these signatures use the NDSU logo and not the department or program logo.

NDSU logo

At times it may be permissible or preferable to use the NDSU logo instead of the UGPTI departmental logo. That logo and guidelines for its use are available at: <http://www.ndsu.edu/vpur/resources/logousage/> with preference to #2 or #3.

There are four versions of the logo.

1. Simple logo, NDSU Only

The logo consists of the letters "NDSU" in a large, bold, black serif font.

2. NDSU spelled out/stacked/green box logo

The logo features "NDSU" in yellow serif font on the left, and "NORTH DAKOTA STATE UNIVERSITY" in white sans-serif font stacked on the right, all within a dark green rectangular background.

3. NDSU spelled out/stacked/black logo

The logo features "NDSU" in a large black serif font on the left, and "NORTH DAKOTA STATE UNIVERSITY" in a smaller black sans-serif font stacked on the right.

4. NDSU spelled out/single line/black logo

The logo features "NDSU" in a large black serif font on the left, followed by a vertical line, and "NORTH DAKOTA STATE UNIVERSITY" in a smaller black sans-serif font on the right.

Bison Logo

The athletics mascot (Bison) logos are trademarked and are the property of NDSU Athletics. They should not be used on UGPTI materials.
