

# NORTH Dakota

Be Legendary.™

State of North Dakota | Brand Identity Guidelines

THE NEXT FRONTIER





# W E L C O M E T O T H E N E X T F R O N T I E R

As North Dakotans, when we think of “frontier,” we likely picture the vast, open terrain of the earliest days of our state. Rugged. Unsettled. Exciting. A land that called to those with an adventurous spirit, “Come and explore.”

The North Dakota brand is a frontier in its own right — always pushing forward, evolving. That’s why we’re broadening our brand to showcase the boundless opportunity and potential that exists here by making our promise an active one: **NORTH DAKOTA — BE LEGENDARY.**

Research guided our initial brand, recognizing and celebrating the uniqueness found in North Dakota’s stories and legends. These chapters of our state’s history reveal a diverse tale — from the first people who lived off the land, to adventurous explorers who studied it, to the immigrant settlers who built a life here. The elements that are shaping our heritage continue to be defined today:

- We’re on the frontier of technology, leading the nation in unmanned aircraft systems (UAS).
- We’re on the frontier of agriculture, exploring new ways to grow food to more efficiently feed the world.
- We’re on the frontier of energy and natural resources, with extraction techniques giving us the capability to lead in oil production.
- We’re on the frontier of a digital transformation that’s enabling entirely new industries around autonomous vehicles, precision ag, blockchain and robotics.

Every year, visitors, job seekers and new citizens come to our state and discover what North Dakotans have always known — that this is a place to make a great life and a big difference. North Dakota is the state where you can **BE LEGENDARY.**



# C O N T E N T S

The Story Behind the Brand.....	1
The Elements.....	5
Our Character — Verbal Identity.....	7
Message.....	8
Voice.....	9
Our Look — Visual Identity.....	12
Logo.....	14
Agency Logos.....	23
Color Palette.....	25
Typography.....	29
Photographic Style.....	31
Our Brand in Action	
Business Cards, Stationery.....	35
Apparel & Promotional.....	37
Website.....	38
Email Signature.....	39
Favicons.....	40



# T H E   S T O R Y   B E H I N D   T H E   B R A N D

The North Dakota Legendary brand has been used to successfully promote North Dakota travel and tourism for more than 15 years. Born out of research conducted in 2001, Legendary captured our rich history and culture. With notable spokespeople like Josh Duhamel promoting the state, and backed with consistent investments, the North Dakota Legendary mark has become our most recognizable state icon.

In 2013, the North Dakota Department of Commerce brought together key stakeholders to develop a new vision for organizational branding. The outcomes of the brand audit led to a revitalized and streamlined strategy to leverage North Dakota Legendary more broadly to support the state's goals for business development, workforce recruitment and retention, and overall image.

And now, we have reached the Next Frontier.

## A BRAND IS A PROMISE DELIVERED

At its core, a brand promise is not a slogan or an advertising headline. A brand promise often goes unspoken, but it should be felt. It should be the basis for how we forge deep emotional connections with people who live, work or visit here. And that's not just true for marketing folks. When we all embrace our purposeful promise, extraordinary things can happen.

Our Brand Promise: North Dakota is a place where you can achieve your American dream.

Our brand promise defines what North Dakota means to its people, businesses and visitors. Here, anyone has the potential to do something meaningful or unexpected, to craft their story, to see their quest for purpose realized and to make their mark.

North Dakota offers unique experiences and untold adventures that entice visitors to relish the unexpected and return for more. Its open landscape is lush with diversity, opportunity and possibility, with modern ideas and emerging technologies abundant as the prairie grasses. Home for generations or new citizens, the land connects its people to the values and way of life that renews spirits and strengthens family. From the diversity in land and community, to expanding opportunities in key industries; with technology advancements in agriculture, healthcare and natural resources; from education to recreation, North Dakota offers the opportunity and resources to transform people and lives.



## Small change. Big impact.

To make North Dakota's brand promise real for today, we're making a small adjustment from the tagline Legendary to Be Legendary. By making the motto active, our brand promise becomes expansive. It's no longer a static state of being or a historical point in time. It conveys a renewed spirit and the unprecedented possibilities that lie within our state and is a true expression of our brand promise, for the people who live here and for those who visit, from century farms to new businesses.

Be Legendary is a promising and inspirational call to action for visitors, businesses and our people.

NORTH DAKOTA — BE LEGENDARY.



# BRAND ELEMENTS

## The NORTH DAKOTA — BE LEGENDARY Brand

To be successful in communicating the value and promise that North Dakota offers, we must be consistent in how we “show up” wherever we show up. Consistency in how our brand looks, feels and speaks to our various audiences helps them decide whether they want to engage with our state.

The elements that make up the North Dakota brand include:

- Our verbal identity — how we sound and what we say. Having a distinct, recognizable written style gives our brand personality and helps us stand out.
- Our visual identity — how we look. Our visual elements (typography, colors, logo and photography) work together to create an impression that defines who we are.



FARGO WELCOMES BACK  
ESPN'S COLLEGE GAMEDAY

PIZZA

GO FIGHT WIN

HUGO  
REEMENTS  
Metal

W  
B

# OUR CHARACTER

## VERBAL IDENTITY

This guides and defines how we tell our story in a consistently compelling way. It is about infusing our communications with personality so we can connect with our audiences in a spirit that is uniquely our own. It includes two main components:

1. Messaging — what we say.
2. Voice — how we say it.

## MESSAGING

Our messaging framework acts as a foundation for creating content — everything from presentations, web copy, email templates, press release boilerplates and more. These ideas allow you to spin up content quickly and ensure that it consistently communicates the value of our state.

# M E S S A G I N G

The North Dakota brand is built on a foundation that supports the possibility and promise of our state. It is the convergence of these three ideas that makes Be Legendary unique, powerful and enticing:

## Boundless Opportunity

*fueled by technology, innovation and endless ingenuity.*

In North Dakota, opportunity is as vast as the horizon. The open landscape mirrors boundless possibilities, with rural and urban communities showcasing vibrancy and industrious character.

This state is abundant and generous from its resources to its people, from its rich history to its modern promise. It is a proving ground for past explorers and future leaders.

Ours is a state stirred by ideas, not things.

Each day, new challenges spark new thinking, inspiring companies, communities and people to make a great life and a big difference.

## Unparalleled Experiences

*inspired by authentic adventure and the prospect to live a life less ordinary.*

The North Dakota landscape is excitedly diverse, offering unique experiences and untold adventures that entice residents and visitors to relish the unexpected and stay for more.

It's for the spontaneous traveler and the intentional job hunter. It's for those who crave the unbridled outdoors and those who thrive in transformative urban spaces.

It's for the people-cravers and the silence-seekers. It's for foodies, nature lovers and artists. It's for homesteaders and new citizens, investors, startups, agri-business and family farmers.

North Dakota is for those who want to live extraordinary lives without paying an enormous price.

## Incomparable People

*driven by a resilient, self-sufficient, enterprising spirit.*

North Dakota is home to a wholesome way of life, with strong connections to the land and to the nation's history.

Ours is a community shaped by heritage, traditions and a fresh perspective.

Our people are a gritty lot, resilient and enterprising. We hold fast, delighting in the unexpected, fortified by each creative opportunity.

To be North Dakotan doesn't mean you were born here. It means you were born to be here.

## BRAND VOICE

How we speak and write reflects who we are. It shapes our personality. It is the hook that draws our audience in and says “these are real people — people I can connect with.” The qualities that make up our brand voice work together to create copy that is human and inviting, genuine and engaged, forward-looking and optimistic.

The following characteristics define the North Dakota brand personality.

**H O N E S T** — Our words are as authentic as our state. They instill a sense of trust and excitement without overpromising.

**R E A L** — We write like we talk, using everyday language. We avoid clichés and worn-out metaphors. Our copy is conversational, approachable and human.

**S P I R I T E D** — There’s a zip to the rhythm of our writing; it’s pleasant and engaging.

**O P T I M I S T I C** — We’re excited about the potential of our state, and we take every opportunity to share forward-thinking ideas and practical applications. We describe the future in an inspiring and energetic way with an air of possibility.





# U N I F Y I N G

## the NORTH DAKOTA — BE LEGENDARY brand

Our state agencies work diligently to make life better for the people who live here, work here or visit. We want anyone interacting with our state government to know they are interacting with the people of North Dakota. Evolving and unifying the brand helps convey that message. North Dakota — Be Legendary will be leveraged to make a broader impact in our state's purpose of empowering people, improving lives and inspiring success.

Beyond the state team are our partners who market their local attractions and their communities, many of whom adopted the state brand to do so. We invite them all to be a part of the overall mission — attracting visitors, retaining our neighbors and recruiting new workers and their families to North Dakota. We understand this will be evolutionary, not revolutionary, but working together we will continue to foster healthy, vibrant communities that attract the 21st century workforce.

This guide provides detailed instructions on how to execute the North Dakota visual and verbal identity — simply and consistently — across all media. Whether you are a state employee, vendor, citizen, partner or another critical stakeholder, we're in this together, and consistency is our mantra as we seek to build national recognition for our state and our brand.

Thank you in advance for adopting these standards. With your help, this unified approach will help shape the story of what makes North Dakota the best state to make your mark. To be legendary.

# H O W   W E   L O O K

The guidelines that follow are designed to help maintain the emotional impact of the Be Legendary brand story. Consistency makes it possible for our audiences to recognize and remember us. Please follow these recommendations in any and all communication. Guidelines include usage for the following identity elements:

LOGO • COLOR PALETTE • TYPOGRAPHY • PHOTOGRAPHIC STYLE  
• AGENCY LOGOS • COLLATERAL • PROMOTIONAL MATERIALS

# V I S U A L   E L E M E N T S

Logo and tagline usage p. 14 – 23

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Photography usage p. 31

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Color usage p. 25 – 26

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Fonts usage p. 29

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## O U R L O O K — L O G O S

The North Dakota — Be Legendary logo has been designed as an integral part of the visual identity for the state of North Dakota. The look and feel of the logo imagery for the state communicates an open, progressive and modern feel. It anchors communications and over time will symbolize the meaning people associate with the North Dakota experience.

The North Dakota logo consists of two elements: The state logotype and the tagline. The stacked configuration with the tagline is the preferred configuration. The relationship of these elements should not be modified.

## B A S I C S T A N D A R D S

North Dakota - Be Legendary is trademarked. Follow the basic guidelines below when using the logo:

- Only the colors specified here are allowed.
- Never change the typefaces within the logo.
- Never compromise the legibility of the logo.
- When printing the logo on dark backgrounds or over photography, use the reverse logo.

Logotype  
with Tagline (Stacked)

NORTH  
**Dakota**  
Be Legendary.™

Logotype with Tagline  
(Stacked Reversed)

NORTH  
**Dakota**  
Be Legendary.™

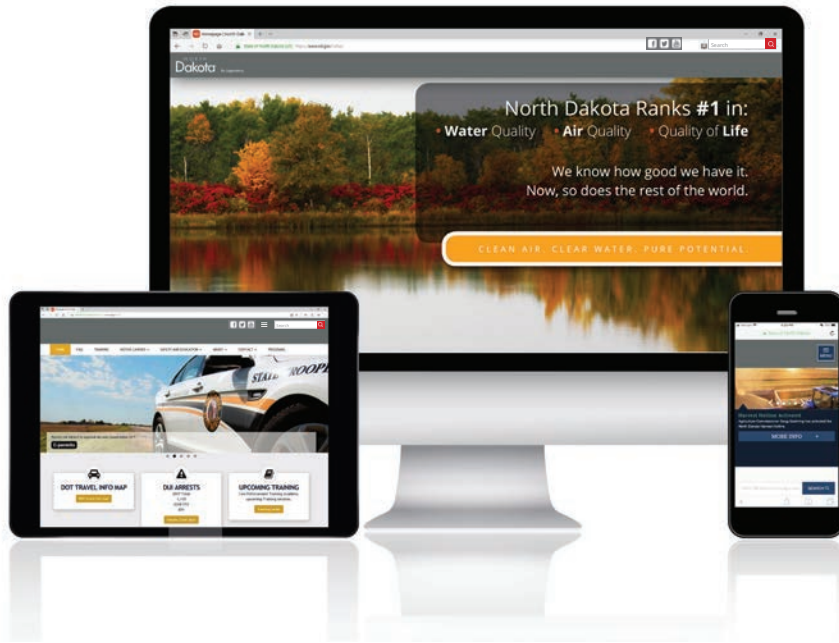
Logotype with Tagline  
(Stacked Reversed)

NORTH  
**Dakota**  
Be Legendary.™

NORTH  
**Dakota**  
Be Legendary.™

Alternate Color Logotype with Tagline (Stacked)

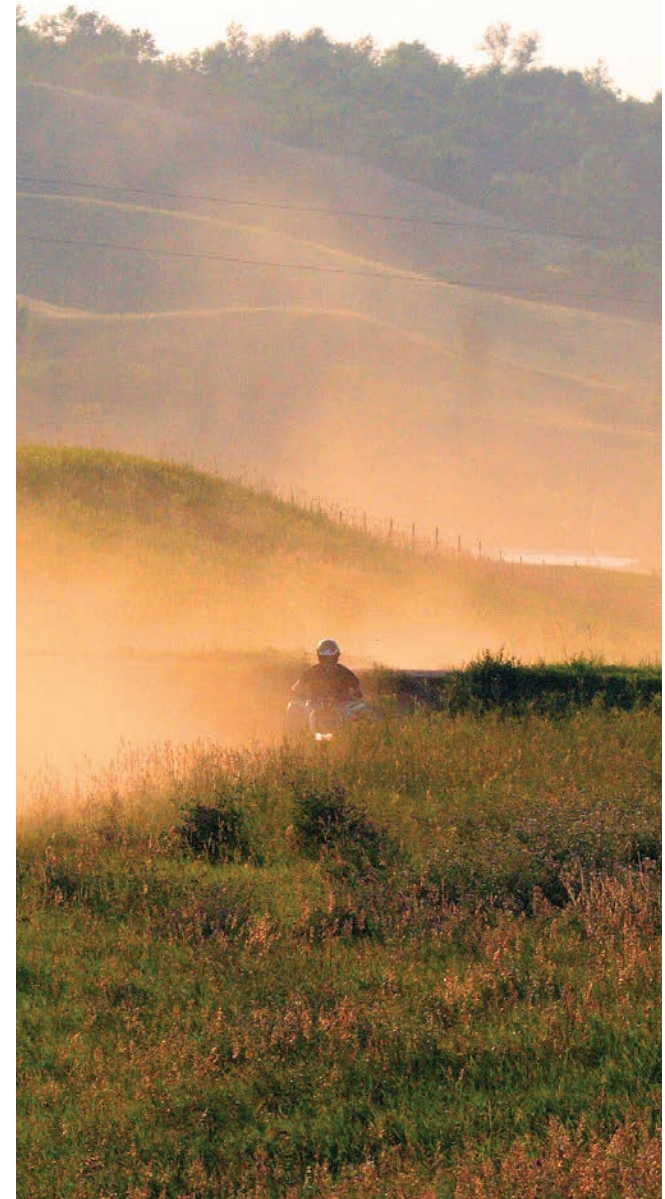
NORTH  
**Dakota** Be Legendary.™



In very limited instances (large, crisp imagery with no copy, such as a sign, tradeshow display or billboard) a watermark is permissible.



NORTH  
**Dakota** Be Legendary.™



# H O R I Z O N T A L   L O G O

Use the horizontal logo when the primary (stacked) configuration does not fit comfortably in the space available or when space constraints reduce the impact of the Be Legendary tagline as in the examples pictured. Again, both elements of the logo (logotype and tagline) must be used together, without modification of the relationship between the elements.



Alternate Color (Horizontal)



Alternate (Horizontal)



Alternate Reverse (Horizontal)



Alternate Reverse (Horizontal)

# LOGO GUIDELINES

In order to maintain a consistent visual presence, use of the North Dakota — Be Legendary logo must maintain certain guidelines:

- The logo is a single piece of art. Use only the original mark. Do not separate the elements.
- Do not adjust, modify, add to or recreate any element of the logo.
- Placement is intended to vary based upon usage.

**Minimum Size:** Only use the logo  $\frac{3}{4}$ " or larger in height in any logo configuration. For the stacked logo, measure from the top of NORTH to the bottom of Be Legendary. For the logotype with tagline, measure from the top of North to the bottom of 'D' on Dakota.



[ SHOWN ACTUAL SIZE ]



[ SHOWN ACTUAL SIZE ]



# CLEAR SPACE AND MINIMUM SIZES

A minimum clearance must be maintained between the logo and other graphical elements.

The clear space [ N ] around the signature is equal to the height of the letters in NORTH.



# I M P R O P E R U S E

These examples illustrate some ways the North Dakota — Be Legendary logo should not be used. In addition, the elements of the logotype and the logotype with tagline should never be taken apart and recombined to create new artwork.

1.



2.



3.



1. DO NOT distort the logo.
2. DO NOT place the logo inside a shape.
3. DO NOT change the size relation between 'North', 'Dakota', and 'Be Legendary' or their placement.

4. DO NOT change the type face.
5. DO NOT outline the logo.
6. DO NOT apply any effects to the logo.

4.



5.



6.



7.



8.



9.



10.



7. DO NOT print the logo in colors that are not approved.

9. DO NOT rearrange the colors of the logo.

8. DO NOT slant the logo.

10. DO NOT add shapes behind the logo.



NORTH  
**Dakota** | Commerce  
Be Legendary.™

# STATE AGENCY LOGO LOCKUPS

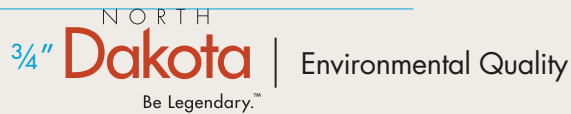
To reinforce the brand across all communications and interactions, state agencies will identify within the North Dakota — Be Legendary brand architecture, as well. These logos include the stacked logo with a vertical bar and department name to the right. Note that with this update we have dropped “Department of” and “Office of” in the logo with the exception of “Office of the Governor.” Some examples follow.

Follow the same guidelines for usage as for the state logo. Black, reverse and harvest orange versions are available.



## Agency and Subsidiary Logos

Following are examples of agency logos and subsidiary logos. In cases where an agency has multiple subsidiary agencies or departments, both are listed with the subsidiary displayed more prominently as seen in the Behavioral Health example.



Agency Horizontal  
(preferred usage) MINIMUM SIZE 3/4"



Environmental Quality



Life Skills and Transitional Center  
HUMAN SERVICES

Agency Vertical  
MINIMUM SIZE NORTH DAKOTA 1/2"











# OUR LOOK — COLOR PALETTE

Color is an integral part of brand identity. The colors here reflect our history and our future, as well as a richness of culture and warmth — all feelings residents and visitors should have about our state. Using them will help you build a look and feel that is distinctly North Dakota. Colors evoke feelings. Ours say “North Dakota is vibrant and inviting,” which fits our Be Legendary brand.

The following colors are approved for use in North Dakota-branded communication pieces. These colors are the core of our brand identity and should appear prominently on all communication pieces. Primary usage of the color palette is 100% of the color and varying percentages expectable when the need arises.

## PRIMARY

 <b>Pantone 173C</b> C12 . M87 . Y100 . K2 R211 . G71 . B39 # d34727	 <b>Warm Gray 10C</b> C51 . M50 . Y54 . K17 R121 . G110 . B102 # 796e66	 <b>Pantone 7535C</b> C30 . M26 . Y35 . K0 R182 . G176 . B162 # b6b0a2	 <b>Pantone 7474C</b> C88 . M40 . Y42 . K10 R8 . G116 . B130 # 087482	 <b>Black</b> C0 . 0 . 0 . K100 R0 . G0 . B0 # 000000	 <b>White</b>
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## PERCENTAGES


## SECONDARY

 <b>Pantone 1807C</b> C24 . M91 . Y78 . K16 R168 . G53 . B58 #a8353a	 <b>Pantone 137C</b> C0 . M42 . Y100 . K0 R250 . G162 . B27 # faa21b	 <b>Pantone 299C</b> C81 . M18 . Y0 . K0 R4 . G159 . B218 # 049fda	 <b>Pantone 7490C</b> C61 . M23 . Y90 . K5 R112 . G151 . B73 #709749	 <b>Pantone 390C</b> C35 . M12 . Y100 . K0 R179 . G189 . B53 # b3bd35
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## COATED & UNCOATED

 <b>Pantone 173C</b> COATED	<b>VS.</b>	 <b>Pantone 166U</b> UNCOATED
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Please work directly with your commercial printer to ensure color matching between coated and uncoated paper.

# HOW COLOR MAKES US FEEL

**HARVEST ORANGE** is energetic, friendly and active.

**RUSTIC BROWN** is deeply connected to home, wholesome and genuine.

**GOLDEN WHEAT** is inviting and optimistic.

**HORIZON BLUE** is airy, creating a feeling of open space and relaxation.

**EARTHY TEAL** evokes a feeling of deeply rooted empowerment and strength.

**SUMMER GREEN** is reflective of nature all around, emanating prosperity and stability.

**SPRINGTIME GREEN** is revitalizing and refreshing like young plants emerging in the spring.

**WARM GRAYS** are timeless and practical.







# O U R L O O K — T Y P O G R A P H Y

Typography is a powerful brand tool when used consistently. This set of typefaces best represent the modern, open feel of the brand and should be used across all print and web applications. These fonts suggest that North Dakota is clean, modern and innovative.

## Design Font Family – Futura

The preferred typeface for designed pieces such as brochures, annual reports, digital graphics and other styled communications is Futura. Its weights display crisply and elegantly. Headers are to be clean and light with kerning spaced at 500-560. We recommend using Futura Light when possible. Leading for body copy is also to be light and airy as represented throughout this document. Note that Segoe and Arial can also be used for body copy if necessary.

Condensed versions of this font and heavier weights of this font family, such as bold and extra bold, are not to be used. Instead, to draw attention to headlines and subheadings, adjust the font size, leading and kerning.

### FUTURA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789,;:!"&/\*

### FUTURA LIGHT OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789,;:!"&/\*

### FUTURA MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789,;:!"&/\*

## Correspondence Fonts – Segoe and Arial

Correspondence fonts are widely available fonts that are to be used on written, unstyled communications such as letterhead and body copy. Arial and Segoe are both acceptable for use in standard documents and digital content.

### SEGOE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789,;:!"&/\*

### ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789,;:!"&/\*



## O U R L O O K — P H O T O G R A P H Y

Imagery is a wonderful way to capture North Dakota's personality: honest, real, spirited and optimistic. Our photography is people-centric. You engage with North Dakota through images as if you were in the action yourself. You see others. Or the image is a moment in time captured as if you were behind the lens. Viewers should be able to see how they can Be Legendary here. To reflect these ideas in our communications, our photography must also be:

**H O N E S T & R E A L** — The image should not feel posed or staged. It should evoke a feeling of spontaneity and believability. Where possible, images should involve people and at minimum traces of humanity (a canoe on the shore, a lab coat near the door). You should feel involved in the moment, not feel like a spectator.

**S P I R I T E D** — There is genuine energy within the frame. Composition is dynamic and surprising, not ordinary or expected. We want to capture the activity and movement of a rich, involved life.

**O P T I M I S T I C** — There's a resurgence of optimism in our state made possible by uncommon experiences and a spirit of renewal. Photos should showcase the opportunity of what's happening in North Dakota. They should demonstrate that work done here is changing lives and capture it in a meaningful way. Precision ag can be beautiful. Technology can be expressively human.



## ROUNDED BAR

- Use in proportions shown with a single line of copy.
- Use one of the brand colors that complements the photography.
- Outline in white when applicable.
- Should bleed off of left or right side of image and be used as a secondary thought to the headline.

Here the rounded bar is used to add interest and highlight an important point and is secondary to the headline.

**HERE, THE SKY 'S NO LIMIT.**

North Dakota is a global leader in unmanned aircraft systems (UAS). You might even say it's the Silicon Valley of drone innovation, but we don't like to brag

## TRANSPARENCY OVERLAY BAR

- Use in proportions shown with a single line of copy.
- Bar should be 100% black set to 'multiply' with a 'transparency' set between 40-80%.
- Each individual photo will contain elements like color, saturation or overall subject matter that will determine which transparency percentage works best. Use your best judgment for readability.
- White bars (optional) can sandwich the transparency bar both top and bottom and are  $\frac{1}{13}$ <sup>th</sup> the height of the main transparency bar.
- The bar should bleed off both sides of the image.



NORTH DAKOTANS ARE CHANGING LIVES. **One breakthrough at a time.**

In certain instances it may be necessary to add a design element to make copy readable on an image or to reinforce a key point. The horizontal bar element (rounded and square, solid and transparent) can be used to make the logo, copy or headlines more prominent in printed and digital materials. The guidelines for the rounded and overlay bars are provide to *guide* your use. When in doubt, follow the rule of "less is more."

BRAND IN ACTION







NORTH  
**Dakota**  
 Be Legendary.™

# STATIONARY



**Pantone 173C**

COATED

VS.

**Pantone 166U**

UNCOATED

Please work directly with your commercial printer to ensure color matching between coated and uncoated paper.

# APPAREL & PROMOTIONAL ITEMS

Items displayed are for illustrative purposes only and do not imply availability.



# WEBSITE & DIGITAL



# EMAIL SIGNATURE

The following email signature specifications and the sample information listed is provided as guidance.

Information is structured so that individual contact details are placed above the logo and broader agency contact information is placed below the logo. If you need to add or change information in either place, please follow the font sizes and line spacing provided and use the orange bullet point to separate information within a line.

**4 Lines of Signature**  
[ REQUIRED ]

**John Doe** ••• *Arial Regular 13 PT* COLOR: R0 . G160 . B221  
*Title Manager of* ••• *Arial Italic 10 PT*

701.555.1212 (m) • 701.555.1212 • [jdoe@ND.gov](mailto:jdoe@ND.gov) • [ND.gov](http://ND.gov) ••• *Arial Regular 10 PT*


**NORTH Dakota** | Commerce ••• Department Logo [ 3/4 inch tall ]  
 Be Legendary.™

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**2 Lines of Signature**  
[ OPTIONAL ]

General Office Contact  
 Social Media

701.555.1212 • [info@ND.gov](mailto:info@ND.gov) • 1600 E. Century Ave., Suite 2 • PO Box 2057 • Bismarck, ND 58503 ••• *Arial Regular 10 PT*

 ••• 4 Social Media Icons

The bullet point is "ALT 0149"  
 Arial Regular 10 PT

COLOR: R211 . G71 . B39  
 Insert 5 spaces on the left and on the right of each bullet point.  
 NOTE: Be sure the spaces are Arial 10 PT.


Full Signature – Option 1

**John Doe**  
*Title Manager of*

701.555.1212 (m) • 701.555.1212 • [jdoe@ND.gov](mailto:jdoe@ND.gov) • [ND.gov](http://ND.gov)

**NORTH Dakota** | Commerce  
 Be Legendary.™

701.328.4444 • [info@ND.gov](mailto:info@ND.gov) • 1600 E. Century Ave., Suite 2 • PO Box 2057 • Bismarck, ND 58503



Partial Signature – Option 2

**John Doe**  
*Title Manager of*

701.555.1212 (m) • 701.555.1212 • [jdoe@ND.gov](mailto:jdoe@ND.gov) • [ND.gov](http://ND.gov)

**NORTH Dakota** | Commerce  
 Be Legendary.™

# NORTH Dakota

Be Legendary.™

## I C O N S

Favicons, also known as website icons or bookmark icons, make it easier to identify a specific site within a user's list of open tabs and bookmark listings. App Icons are images used to launch an application on a mobile device. Detailed guidance on how to use these icons is provided in a separate [Social Media Style Guide](#).



PHOTOGRAPHY CREDIT

Greater Grand Forks Convention & Visitors Bureau

Eric Jacobson "Complementary Colors"

Nick Hornbacher "Watching the Sunset at Double Ditch"

John Borge Studios

Wayne Vedvig "Four-wheelin'"

Chelly Bosch "Railroad Bridge"

Friesen Photography "Christkindlmarkt by Folkways"

Jamestown Tourism



## Need More Help?

We know these guidelines don't cover every scenario so we're here to help.

For any questions contact:

[marketingnd@nd.gov](mailto:marketingnd@nd.gov)