

North Dakota State Brand Visual Identity System

(Frequently Asked Questions)

To fully understand the core messaging and specifics of the North Dakota state brand and to ensure it is used consistently within all state communications, please review and follow the Brand Identity Guidelines and this FAQ. If you have other questions, contact marketingnd@nd.gov.

Brand Messaging and Identity

Where can I find the brand guidelines?

The Brand Identity Guidelines are available digitally from

<https://www.ndtourism.com/northdakotabelegendarylogo> and provide detailed information about visual and verbal brand standards. If you want to print a copy of the guidelines, please request the appropriate file using the form provided.

Color Palette

What colors can I use?

The color palette is provided in the Brand Identity Guidelines and includes the primary and secondary colors. Colors are shown in Pantone (PMS), CMYK, RGB and HEX.

What do the color values PMS, CMYK, RGB and HEX mean?

Each of these color value systems is required for specific printing methods or digital usage of a file. As a general rule of thumb, PMS and CMYK are used for print; RGB and HEX are used on screen. Here are some other basic guidelines:

- For screen printing, printer vendors will often require PMS EPS files.
- When printing using an offset or digital method, most print vendors are going to want CMYK EPS files.
- RGB is commonly used to render colors on-screen in word processing or design programs by using combinations of red, green and blue.
- HEX colors are typically used in web design.

Fonts/Typography

What fonts can I use?

The font for the state brand is Futura. This font family represents the modern, open feel of the brand and should be used in designed pieces like brochures, digital graphics and other styled communications. The Futura font family is available within standard graphics programs such as Adobe InDesign or available for purchase.

For general communications, Segoe and Arial are recommended. Both are typically included in word processing and email applications. As sans serif fonts, they are also accessible for screen and print. More information about typography and the color palette is available in the brand guidelines document.

Designing for Accessibility

As a government entity, our state and all agency communications must meet accessibility laws and policies. When designing, the use of high contrast design is particularly helpful for those with low vision and color is an essential element when it comes to creating high contrast design. Free tools like the Color Contrast Analyzer can help you measure contrast and ensure your communications are designed for accessibility. Color isn't the only factor, however. Alt Text for images and other non-text elements help screen readers interpret website content, for example. The nd.gov website style templates were built with accessibility in mind; leveraging one of the templates will be an excellent starting point when creating or updating your website.

Logos

When used correctly, the logo and other visual identity elements provide a consistent and memorable way to communicate the value proposition of our state, whether you're communicating to existing or prospective businesses, citizens and residents, job-seekers, visitors or anyone else. The brand guidelines provide details on how to use the logo appropriately. It should not be altered or changed in any way. Use the North Dakota logo instead of an agency or department logo whenever possible. Common questions about the state logo and agency logo lockups are addressed below.

Where can I get the North Dakota Be Legendary logo?

Organizations and state agencies that have a role in promoting North Dakota are encouraged to use the North Dakota Be Legendary logo. The North Dakota logo and the agency lockups are available upon request from <https://www.ndtourism.com/northdakotabelegendarylogo>. If you are a state agency requesting your specific agency logo mockup, please note that on the form.

Where can I get my agency logo?

Agency lockups are available upon request from <https://www.ndtourism.com/northdakotabelegendarylogo>. If you are a state agency requesting your specific agency logo mockup, please note that on the request. Sub-agencies and boards and commissions include the primary agency to reinforce the relationship with the citizens it serves. Be sure to include both the primary and secondary agencies (if appropriate) when requesting a logo for your department, agency, sub-agency or board or commission.

What do the file types EPS and PNG mean?

Each of these file types is required for specific printing methods or digital usage of a file. Here are some basic guidelines:

- For inserting into word processing documents, the PNG is usually best.
- For screen printing, printer vendors will often require PMS EPS files.
- When printing using an offset or digital method, most print vendors are going to want CMYK EPS files.
- For web usage, PNG files are typically used.

What is the difference between a PNG and an EPS file?

EPS files are vector art—art that is constructed based on mathematical formulas and therefore scales cleanly. An EPS file is the “rawest” file type and can be turned into whatever file type is needed. Use the EPS file when you're dealing with a print project and a design program such as Adobe InDesign.

Note: Most word processing programs (such as Microsoft Office) are not able to “read” an EPS file. If you want to see what the file looks like, view the PNG. If you’re working with a printer, be sure to ask them what format they prefer.

PNG files are rasterized (or “raster”) images files—art that is made up of pixels (or dots). While PNG files scale better than JPG and GIF formats, they are not suitable for commercial printing projects. These files have a transparent background and allow the logo image to be overlaid on a background of any picture, color, or pattern, so often work well for digital purposes like the web. Depending upon the size of the image, they can work very well in PowerPoint and word processing programs. If you’re used to using JPG or GIF file formats, the PNG should serve your purposes.

If neither the PNG or EPS file format works, request the file type you need using the logo request form on <https://www.ndtourism.com/northdakotabelegendarylogo>.

Can multiple logos be used on communications?

At times, more than one state agency will sponsor or participate in a joint venture. In these cases, it is recommended to use the North Dakota logo (no agency lockup) to collectively indicate the event or venture is associated with North Dakota. Credit each supporting agency in text as in the following example. (When multiple state agency logo lockups are used, the communication tends to look cluttered and can be confusing to the recipient mainly if one of the agencies hasn’t adopted the updated brand identity.)



Vision Zero is sponsored by the following:

North Dakota State Patrol | Department of Transportation | Department of Health

Campaigns and Other Initiative Needs

Our agency is sponsoring a new program. How do we create a logo for it?

As a general rule, the state logo or the agency logo lockup is the only logo that should be used. Most designers can use the brand guidelines to create a look and feel for a campaign or initiative that is “on brand” and meets the unique needs of the project. If you believe your event or initiative is an exception to this general rule, please contact marketingnd@nd.gov for a consultation.

Other Questions

If you have additional questions, contact marketingnd@nd.gov.