Procedures 3.23.1 System Affiliation Identifier

Part 1. Purpose
This procedure establishes requirements for the implementation of Policy 3.23.

Part 2. Implementation
   Subpart A: System affiliation identifier
   Colleges and universities must use a system affiliation identifier, as provided in this procedure.

   System Affiliation Identifier Definition:

   1. Option 1: Minnesota State Logo, either the horizontal or vertical versions, coupled with a school-specific text identifier:

      Horizontal Option 1:
      ![Horizontal Option 1]
      Alexandria Technical & Community College, a member of Minnesota State

      Vertical Option 1:
      ![Vertical Option 1]
      Alexandria Technical & Community College, a member of Minnesota State

   2. Option 2: Minnesota State text-only identifier:

      a. A member of Minnesota State; or

      ![Option 2]
      St. Cloud State University, a member of Minnesota State
b. A member of the Minnesota State system (if the college/university already has “Minnesota State” as part of the name).

3. Option 3: Banner icon:

![Banner Icon](image)

Minnesota State Logo Definition:

Either the horizontal or vertical versions, including both the banner icon and the words “Minnesota State.”

Horizontal Logo:

![Horizontal Logo](image)

Vertical Logo:

![Vertical Logo](image)

Subpart B. Publications
Publications intended for external audiences, including, but not limited to, student recruitment materials, annual reports, alumni magazines, legislative publications, brochures, newsletters, news releases and event programs, shall include an Option 1 system affiliation identifier on the front or back cover. In addition, colleges and universities are encouraged to more overtly affiliate with Minnesota State by using an Option 2 (text only) affiliation identifier on the cover near the college or university logo as shown in the definition examples shown above.
Subpart C. Advertising and marketing materials
All advertising, such as digital banner, digital audio, radio, billboards, newspaper, magazine, television ads, and marketing event signage materials such as table skirts and recruitment booths, shall include a system affiliation identifier or link to a landing page with a system affiliation identifier.

Subpart D. Website
The college or university website home page and other prominent pages shall contain at least one system affiliation identifier. Option 1 shall be used at the bottom of each page. In addition, colleges and universities are encouraged to more overtly affiliate with Minnesota State by using an Option 2 (text only) affiliation identifier at the top of web pages near the college or university logo as shown in the definition examples shown above.

Subpart E. Entrance/Monument signs
The main entrance/monument signs for each campus, center, or other ongoing location of the college or university at which a sign is used shall contain a Minnesota State logo or Option 2 (text only) system affiliation identifier.

Subpart F. Campus construction project signs
A sign erected to identify a capital construction project shall contain an Option 1 system affiliation identifier.

Subpart G. Stationery
Letterhead stationery, envelopes, and note cards shall include an Option 2 (text only) system affiliation identifier.

Subpart H. Diplomas
Diplomas shall include an Option 2 (text only) system affiliation identifier. Including the Board of Trustees seal is optional, but encouraged.

Subpart I. Merchandise
Colleges and universities are encouraged to include the banner icon on logo merchandise that includes the college or university name, such as jerseys, shirts, sweatshirts, pants, water bottles, and mugs, unless otherwise prevented by current contracts and licensing agreements.

Part 3. Exigent circumstances
The chancellor may waive the system affiliation identifier requirement under exigent circumstances, such as extraordinary expense.

Part 4. Guidelines
The chancellor shall direct the Chief Marketing and Communications Officer to establish a brand standards manual addressing use of a system affiliation identifier.
Date of Approval: 03/18/03
Date of Implementation: 01/01/04
Date of Last Review: 12/12/16

Date and Subject of Amendments:
12/12/16 - Amended throughout to reflect new branding standards.
1/25/12 - The Chancellor amends all current system procedures effective February 15, 2012, to change the term “Office of the Chancellor” to “system office” or similar term reflecting the grammatical context of the sentence.
3/18/03 - Procedure was approved with staggered implementation dates: Subparts A through D and F are effective for materials published or printed after April 1, 2003. Materials prepared, printed or published before the effective date that do not include the tagline may continue to be used after April 1, 2003. Subpart E is effective January 1, 2004.