

NORTH Dakota

Be Legendary.

State of North Dakota | Brand Identity Guidelines



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NORTH
Dakota
Be Legendary.



THE BRAND STORY

The North Dakota story is filled with adventure, legendary figures, renown hospitality, pioneering spirit and potential as vast as the horizon. For more than 15 years, the North Dakota Legendary brand successfully promoted the state while inviting visitors. In 2013, the North Dakota Department of Commerce and key stakeholders developed a new vision for unified branding, leveraging North Dakota Legendary to support the state's goals for business development, workforce recruitment and retention and overall image. This unified and cohesive foundation was further amplified in 2018 as the brand took a fresh, active voice: NORTH DAKOTA – BE LEGENDARY.

Be Legendary embodies the elements that have both shaped our heritage and continue to be redefined in the next frontier:

- 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, developing infrastructure to support expansion and leading the next generation in energy solutions.
- We're on the frontier of a digital transformation that's enabling entirely new industries around autonomous vehicles, precision ag, blockchain and robotics.



As we continue to move forward, we know that 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 working with the official agencies of North Dakota. Evolving and unifying the brand helps convey that message. North Dakota – Be Legendary is leveraged to make a broader impact in our state’s purpose of empowering people, improving lives and inspiring success. This guide provides detailed instructions on how to execute the North Dakota visual and verbal identity — simply and consistently — across all media. 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.

North Dakota is a place where you can achieve your American dream. Here, anyone has the potential to do something meaningful or unexpected, to craft their story and to see their quest for purpose realized. North Dakota offers unique experiences and untold adventures that entice visitors to follow their curiosities and not the crowds – 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. Whether it’s 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, health care and natural resources; from education to recreation, North Dakota offers the opportunity and resources to transform people and lives.

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.





OUR 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.

M E S S A G I N G

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 work.

The North Dakota brand is built on a foundation that supports possibility and promise. 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.

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 follow their curiosities and not the crowds — 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, agribusiness and family farmers.

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.

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

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

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.

HONEST — Our words are as authentic as our state. They instill a sense of trust and excitement without over-promising.

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

SPIRITED — There’s a zip to the rhythm of our writing; it’s pleasant and engaging.

OPTIMISTIC — 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.

HOW WE LOOK

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 and concludes with examples as to how they all come together.

LOGO • AGENCY LOGO LOCKUPS • WORDMARKS
EMBLEMS & INSIGNIAS • COLOR PALETTE • TYPOGRAPHY
PHOTOGRAPHIC STYLE • DIGITAL MEDIA • PRESENTATIONS
MERCHANDISE • OFFICE SUPPLIES • EMAIL SIGNATURES
DESIGN INSPIRATION





NORTH
Dakota

Be Legendary.

OUR LOOK — LOGOS

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 has come to 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 (above) is the preferred configuration. The relationship of the elements contained within the logo should not be modified.

Basic Standards

North Dakota – Be Legendary is a registered trademark. To maintain integrity of North Dakota's brand, it is incredibly important to follow the basic guidelines below when using the logo:

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

NORTH
Dakota

Be Legendary.

Logotype (Stacked, Color)

NORTH
Dakota

Be Legendary.

Logotype (Stacked, White Reverse)

NORTH
Dakota

Be Legendary.

Logotype (Stacked, Black)



NORTH
Dakota Be Legendary.

HORIZONTAL LOGO

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.

NORTH
Dakota Be Legendary.

Logotype (Horizontal, Color)

NORTH
Dakota Be Legendary.

Logotype (Horizontal, White Reverse)

NORTH
Dakota Be Legendary.

Logotype (Horizontal, Black)

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

The stacked logo has a minimum height of $\frac{3}{4}$ " or larger in any configuration. The horizontal logo's height must measure at least $\frac{1}{2}$ " or larger in any configuration. Incorrect sizing is probably the most common usage issue.



Clear Space

A minimum clearance must be maintained between the logo and other graphical elements. Failing to allow for proper spacing around the logo is also a common usage issue. The clear space [N] around the signature is equal to the height of the letters in NORTH.



IMPROPER USE

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.



- DO NOT resize the logo out of proportion.
- DO NOT skew or distort the shape of the logo.
- DO NOT change size of the logo components or their placement.
- DO NOT change the typeface of the logo.
- DO NOT place the logo inside a shape.
- DO NOT place shapes or icons behind the logo.
- DO NOT emboss, texture or apply unapproved effects to the logo.
- DO NOT use drop shadow on flat backgrounds or use it excessively over imagery.
- DO NOT stroke or outline the logo.
- DO NOT recolor the logo.
- DO NOT rearrange logo colors.
- DO NOT place or print low-res, compressed or low-quality logos.



NORTH
Dakota | Commerce
Be Legendary.

STATE AGENCY LOGO LOCKUPS

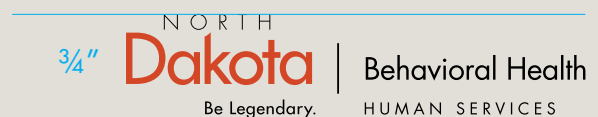
To reinforce the brand across all communications and interactions, state agencies will identify within the North Dakota — Be Legendary brand architecture as well. These logos include the stacked logo with a vertical bar and department name to the right. Note that “Department of” and “Office of” are always implied and are not included in the logo with the exception of “Office of the Governor.” Some examples follow.

Apply the same strict 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"



Agency Vertical MINIMUM SIZE NORTH DAKOTA 1/2"

Multi-Line Lockups

If an agency name is too long for a single line, it may be broken into two lines. Both lines should be evenly matched if possible, with words like “and” beginning on the second line. Ampersands [&] may also be used and should stay consistent across agencies and subsidiary lockups.



Multi-Agency Lockups

In rare circumstances, two or three agencies may be added to a single lockup if all agencies are equally involved in a single program or initiative. This is likely only used in correspondence or within marketing materials.



Agency & Outside-Agency Partnerships

If several agencies are involved in partnering with an event, program or initiative and if other outside agencies are also involved, it's always best to use the Be Legendary logo with the partnering agencies listed in a group underneath, rather than using multiple lockups together.



This program is a partnership of the Office of the Governor, North Dakota Tourism, AAA and the North Dakota Council on the Arts



WORDMARKS

Occasionally, a subsidiary agency, program or initiative requires a unique identifier for marketing purposes. Branded wordmarks are the next level of unique identifiers in the Be Legendary brand hierarchy after logo lockups. Where the design and style of the Be Legendary logo and lockups cannot be modified, wordmark design allows some small additional design freedoms.

- Wordmarks should NEVER replace the identity of the parent agency and should always be accompanied by an agency lockup in any design.
- While the wordmark can be featured in the design, it should never be placed within the design where it competes with the agency lockup or be construed as being part of the agency lockup.
- Only branded fonts and colors that fall within the Be Legendary brand guidelines may be used in a wordmark design.
- State-branded wordmarks cannot contain any symbols, emblems or icons. Only basic shapes are allowed to enhance the design.

While every program or initiative is extremely important, a unique identifier is usually not required. Too many logos can weaken the brand and cause public confusion. Always check with the state marketing team prior to consulting with an agency for wordmark development and we'll work with you to see if a wordmark is the next logical step for your agency, program or initiative.

MAIN STREET ND
2020 INITIATIVE

ND ADRL
AGING & DISABILITY
RESOURCE LINK



EMBLEMS AND INSIGNIAS

Branded emblems or insignias are the next level of unique identifiers in the Be Legendary brand hierarchy after wordmarks. On occasion, a unique identifier is required for use on marketing materials such as signage, or on promotional materials that will be sold to generate revenue for or subsidize an agency or special program.

Where the design of wordmarks is limited to state-branded fonts, colors and simple shapes, emblem and insignia designs allow additional creative additions like symbols and iconography. Strict adherence to state-branded fonts, colors and design aesthetic still applies and branded emblems or insignias should always be accompanied by the parent agency's lockup using the same rules as wordmarks.

Also like wordmarks, it is important to note that custom branded emblems and insignias are NEVER to be used alone to identify an agency and should NEVER be created to replace an agency's logo lockup. There are very limited exceptions to this rule: most notably law enforcement, where the use of unique emblems and identifiers like badges are required by law and recognized globally.

While every special program is extremely important, a unique emblem is usually not required. Too many logos can weaken the brand and cause public confusion. Always check with the state marketing team prior to consulting with an agency and we'll work with you to see if a unique state-branded emblem or insignia design is the next logical step for your special program.



"Ride ND First" emblem design used on trail signs in state parks and on retail promotional materials.



OUR LOOK — COLOR PALETTE

Color is an integral part of brand identity. The colors here reflect the palette found in the North Dakota seasons and landscape, conveying a richness of culture and warmth. 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 acceptable when the need arises.



HOW COLORS MAKE US FEEL

HARVEST ORANGE is energetic, friendly and active.

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

FRESHWATER BLUE is comfortable, calm and serene.

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.

COLOR CODES

Our color palette is provided in a way that allows color matching to be as close as possible across all platforms. Pantone (PMS) colors are used for referencing and for exact color matching using spot colors in large print jobs. However, since most print jobs are smaller and printed using a less expensive 4-color process, CMYK values are provided. RGB values and hex codes are commonly used for Microsoft products (Word, Excel, PowerPoint, etc.) and digital platforms and content.

Pantone 173C C12 . M87 . Y100 . K2 R211 . G71 . B39 # d34727	Warm Gray 10C C51 . M50 . Y54 . K17 R121 . G110 . B102 # 796e66	Pantone 7535C C30 . M26 . Y35 . K0 R182 . G176 . B162 # b6b0a2	Pantone 7474C C88 . M40 . Y42 . K10 R8 . G116 . B130 # 087482	Pantone 541C C100 . M78 . Y32 . K22 R14 . G64 . B106 # 0e406a	White C0 . M0 . Y0 . K0 R255 . G255 . B255 # FFFFFFFF
Pantone 1807C C24 . M91 . Y78 . K16 R168 . G53 . B58 # a8353a	Pantone 137C C0 . M42 . Y100 . K0 R250 . G162 . B27 # faa21b	Pantone 299C C81 . M18 . Y0 . K0 R4 . G159 . B218 # 049fda	Pantone 7490C C61 . M23 . Y90 . K5 R112 . G151 . B73 # 709749	Pantone 390C C35 . M12 . Y100 . K0 R179 . G189 . B53 # b3bd35	Black C0 . M0 . Y0 . K100 R0 . G0 . B0 # 000000
Pantone 173C COATED	VS.	Pantone 166U UNCOATED	Please work directly with your commercial printer to ensure color matching between coated and uncoated paper.		

Transparency Percentages

Primary usage of the color palette should always be 100% of the core brand color. However, varying percentages are acceptable when you need to create depth and visual interest in your design. Opacity percentages over both white and black are acceptable in limited use and shouldn't go below 40% transparency to preserve as much of the original color as possible.

40%	40%	40%	40%	40%	40%	40%	40%	40%	40%
60%	60%	60%	60%	60%	60%	60%	60%	60%	60%
80%	80%	80%	80%	80%	80%	80%	80%	80%	80%
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
80%	80%	80%	80%	80%	80%	80%	80%	80%	80%
60%	60%	60%	60%	60%	60%	60%	60%	60%	60%
40%	40%	40%	40%	40%	40%	40%	40%	40%	40%

OUR LOOK — TYPOGRAPHY

Typography is a powerful brand tool when used consistently. This set of typefaces best represents the modern, open feel of the brand and 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.

There are many versions of Futura. This document was created using Futura PT, available for free through Adobe Fonts with a Creative Cloud subscription. Most licensed versions of Futura are welcomed as long as document consistency and the spirit of the brand is maintained. Below are examples that are considered safe, with more stylized fonts versions like **heavy**, **condensed** and **oblique** only being used in limited cases where the specific design might require its use. Bold and Extra Bold versions are always discouraged.

FUTURA PT LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,;:!"&/*

FUTURA PT MEDIUM OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,;:!"&/*

FUTURA PT LIGHT OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,;:!"&/*

FUTURA PT HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,;:!"&/*

FUTURA PT BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,;:!"&/*

FUTURA PT CONDENSED BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,;:!"&/*

FUTURA PT BOOK OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,;:!"&/*

*Futura Now Script Light**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,;:!"&/*

FUTURA PT MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,;:!"&/*

*Futura Now Script Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,;:!"&/*

* Because of Futura Now Script's heavily styled design, its use is limited to social media, merchandise and other limited design materials where appropriate. Since it's not an appropriate font for most state-branded materials, please check with the state marketing team before use.



Correspondence Fonts – Segoe and Arial

Correspondence fonts are widely available fonts that are to be used on written, unstyled communications. Arial and Segoe are both acceptable for use in letters, emails, digital content like our websites and some text-heavy informational documents. Correspondence fonts are recommended for use in all Microsoft Office documents to ensure your document displays properly when viewed using different computers. If Futura is desired in an Office document like a PowerPoint presentation, exporting to PDF is recommended to maintain the look and feel of the original design.

SEGOE UI REGULAR

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

ARIAL REGULAR

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

SEGOE UI ITALIC

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

ARIAL ITALIC

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

SEGOE UI BOLD

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

ARIAL BOLD

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



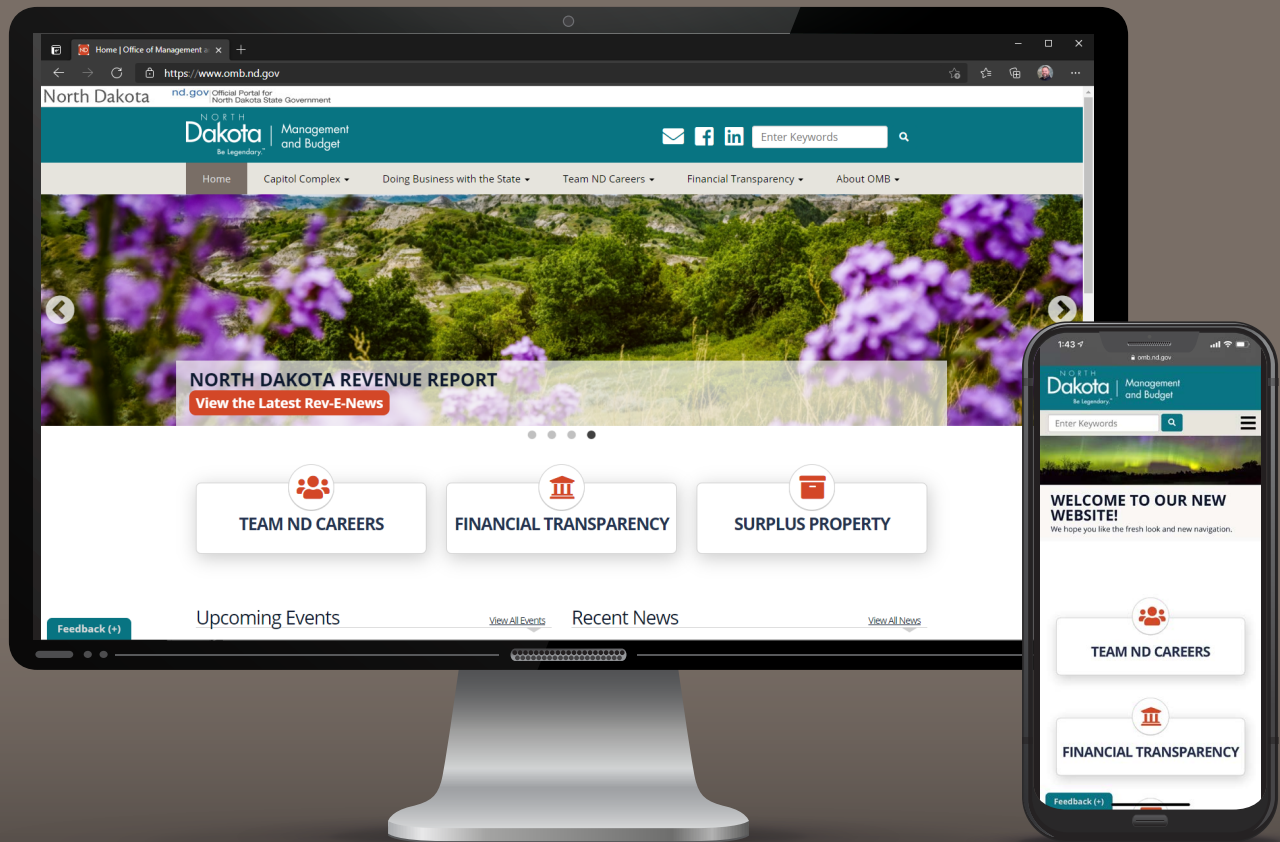
OUR LOOK — PHOTOGRAPHY

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:

HONEST & REAL — 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.

SPIRITED — 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.

OPTIMISTIC — Photos should showcase the opportunity of what's happening in North Dakota and the value of diversity in age, ethnicity and culture. 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.



OUR LOOK — DIGITAL MEDIA

The most common way we communicate our brand to the public is through the use of digital media and platforms like our websites, digital ads, apps and social media. Digital media can present its own set of challenges, so it is especially important to follow the brand guidelines closely.

For the state web platform, make sure that your logo has the correct proportions and is sized properly. Always use 100% value brand colors for larger design elements like the main banner header and keep the site free from unnecessary clutter that can cause confusion.

It is important to note that federal accessibility standards require website foreground and background colors to contrast in a ratio of 4.5:1 or higher. This includes text and all design elements used for navigation, containers and backgrounds. NDIT has worked closely with the state marketing team to create templates that use specific color combinations to mitigate contrast issues. This will help to ensure that everyone can have the best possible experience navigating our web platform.

When creating content for social media, please use this guide in conjunction with the Social Media Brand Guide to help answer any further questions regarding that specific platform.



OUR LOOK — PRESENTATIONS

While often overlooked, PowerPoint presentations are an easy way to communicate agency unity and consistent messaging through proper branding. When fonts and brand colors are used consistently across common presentation pieces like charts, graphs, headings, symbols and image frames, a presentation will exude an increased level of professionalism and help your audience ingest, understand and retain your content easier.

Because presentations are such a commonly used day-to-day method of communication, the state marketing team has created several branded PowerPoint templates for your use. Most of the time, a simple copy and paste will instantly convert any slide into one that uses branded colors and fonts, only requiring minor adjustments. These templates can also be easily be modified and adjusted to fit your specific needs.

Contact the state marketing team for access to branded PowerPoint templates or to find out how we can help make it easier for you to best represent the North Dakota – Be Legendary brand in your next presentation.

Be Stylish.



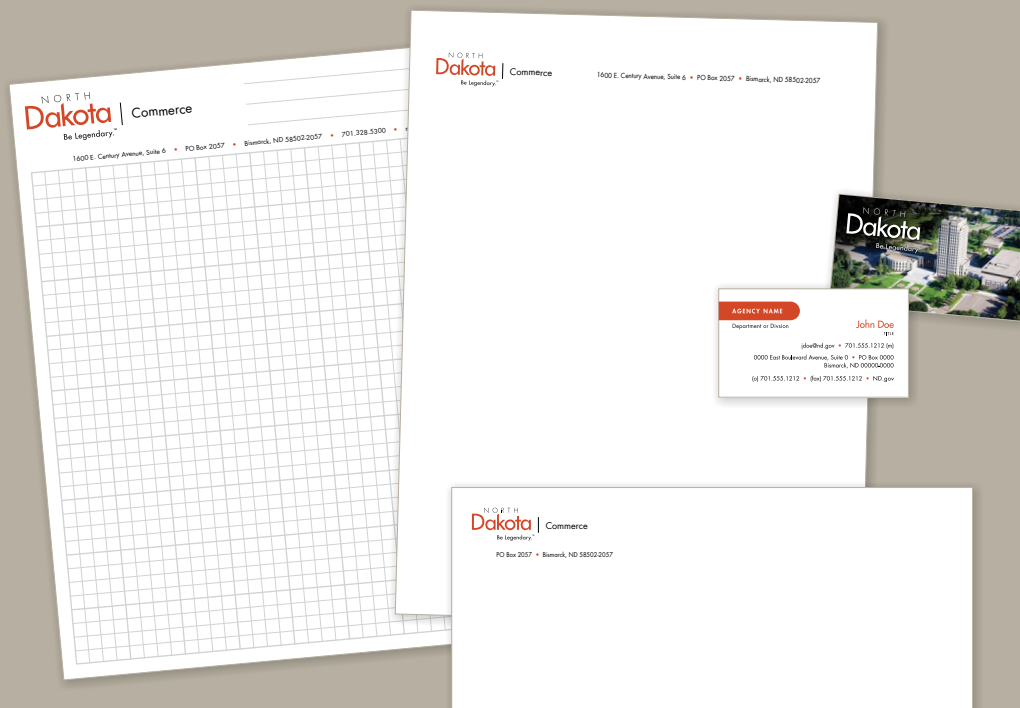
OUR LOOK — MERCHANDISE

Merchandise comes in many forms. Pens, notebooks and folders – clothing, backpacks and laptop bags – mugs, flash drives, cell phone holders and face coverings. Sky's the limit!

When choosing merchandise to represent the state brand, it's important to follow the same approach that you would with any other design. Merchandise should be of a quality and style that best represents the same aesthetic that has been established elsewhere in this guide.

Finding exact North Dakota – Be Legendary brand color matches with merchandise can often be a challenge. The ultimate goal should always be to get as close to brand colors as possible, while favoring the right merchandise for your needs. An exact match is usually impossible, so just do your best.

In very rare circumstances, enhancements to the logo are required when reproducing it in certain ways. For example, embroidery and screen printing require specific line widths, especially when printing at smaller sizes. Whenever possible, request proofs and work with your print-shop or merchandise supplier to ensure that the final print result will properly represent the brand. And, as always, the state marketing team is available to help navigate any merchandise challenges that might arise when picking out the right item for your needs.



OUR LOOK — OFFICE SUPPLIES

Office supplies like letterhead, envelopes and business cards must also be brand compliant. If pre-printed supplies are not available at your office or work site, many templates for local or off-site printing are already built and available. The Central Duplicating division of the Office of Management and Budget assists agencies with the printing of office supplies and has access to logo lockups and brand materials. It's a great place to start for any specific home or on-site office supply needs.

OUR LOOK — EMAIL SIGNATURES

Brand-compliant email signature templates are available. If you need one personalized for your agency or division, contact the state marketing team.

John Doe
Title Manager of

701.555.1212 (m) • 701.555.1212 • jdoe@ND.gov • ND.gov

**NORTH
Dakota** | Commerce
Be Legendary.

Be Inspired.



NORTH
Dakota
Be Legendary.

OUR LOOK — INSPIRATION

The following pages contain design examples to demonstrate how the tools contained within this guide can come together into a single brand-compliant design. While it's impossible to cover every scenario, you can use these examples as an inspiration when approaching your next project.

Always remember that if you're ever unsure if your project meets brand standards, you can lean on the state marketing team for constructive input to help steer you in the right direction. While brand usage can sometimes be subjective and not every question can be answered easily or immediately, we'll be happy to work with you to figure out the best path to take together.

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

- 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 1/13th the height of the main transparency bar.
- The bar should bleed off both sides of the image.

40%

50%

60%

70%

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 provided to guide your use. When in doubt, follow the rule of "less is more."



Be Connected.

The city scene in North Dakota is bursting with things to do. Check out our vibrant downtowns, thriving arts districts, live entertainment venues, sidewalk cafes, craft breweries and unexpected ways to fill a shopping bag. To find all this, plus concerts, festivals, college sports and more, visit us online and plan your getaway.

LegendaryND.com

NORTH Dakota
Be Legendary.™



Be Free.

This is what it's about. The freedom of getting away with your hunting partners. The freedom of a retriever's tail wagging. From pheasant and grouse habitat to vast wetlands filled with ducks and geese, come find world-class hunting in North Dakota. Visit us online or call to request your free Hunting & Fishing Guide.

LegendaryND.com • 1-800-435-5663

NORTH Dakota
Be Legendary.™



Be Together.

Take a different kind of family vacation this year. Follow your curiosity to the North Dakota outdoors. Visit Theodore Roosevelt National Park or one of our family-friendly state parks. Go kayaking or make a splash in more than 400 lakes and rivers. Visit us online to plan an adventure to remember.

LegendaryND.com

NORTH Dakota
Be Legendary.™



Be Ready.

Anglers love to tell fish stories. When the stories are from a fishing trip in North Dakota, you can believe them. Whether you're after trophies or just a busy line, find it here in more than 400 lakes and rivers teeming with walleye, perch and northern pike. Visit us online or call to request your free Hunting & Fishing Guide.

LegendaryND.com • 1-800-435-5663

NORTH Dakota
Be Legendary.™

These four full-page ad examples by Odney from the 2020 “Be Legendary” tourism campaign show terrific use of brand color, fonts, photography and color transparencies over photography as an additional design element that adds depth and texture. In addition, the writing style is honest, real, spirited and optimistic – and gets to the point quickly.

Why does Census 2020 matter to your faith-based community?

HOW CAN YOU HELP?

Participate in Census Worship Weekend: This census-themed weekend is March 27–29, 2020. For your community it could be Census Sunday, Census Shabbat, Census Sabbath or Census Friday Prayers ahead of Census Day on April 1, 2020.

Focus on children: Connect us to your childcare center and school leadership. About one million young children weren't counted in the last census — the highest of any age group.

Stress that the 2020 Census is safe, secure, and confidential: Highlight the privacy and confidentiality of the 2020 Census and share materials in hard copy and online.

The 2020 Census is fast approaching, and faith leaders play a key role in this important effort. Census data impacts decisions at the national, state, tribal and local levels — from congressional representation to the annual allocation of more than \$675 billion. These resources are essential to the well-being of neighborhoods, schools, hospitals, fire departments and more.

The U.S. Census Bureau partners with the faith community to get the word out about the importance of the count. Faith leaders are trusted voices in their communities. You know how to reach your congregation and members; hard-to-count families, individuals and children; other national and local leaders; and key stakeholders.

FAITH TOOL KIT

A Faith Toolkit with Talking Points on the 2020 Census, Census Sermon Guide, and Sacred Texts Related to the Census and Justice is available.

To download this helpful guide, scan the QR code with your mobile device or follow the provided URL.

<https://www.sec.state.ma.us/census2020/img/pdf/Census-2020-Faith-Toolkit.pdf>

Kevin Iverson
Census Office Manager
701-328-5385
kciverson@nd.gov

**Be Legendary.
Be Counted!**
www.NDCensus2020.com

Counting the Homeless

It's important. It's easy. It's safe.

People experiencing homelessness will be counted by the Census Bureau between March 28 and April 1, 2020. The Census Bureau will count persons experiencing homelessness at shelters, soup kitchens, meal drop-off locations and identified outdoor locations.

Where people are counted

The Census Bureau counts people experiencing homelessness at multiple locations, including:

- Emergency and transitional shelters where people stay overnight
- Soup kitchens
- Regularly scheduled mobile food vans that visit certain locations to provide food to people experiencing homelessness
- Targeted non-sheltered outdoor locations where people live without paying to stay

How information is collected

The primary method of data collection for people experiencing homelessness will be through an in-person interview. A census enumerator will conduct interviews with people receiving services on a given day.

For people living in an emergency or transitional shelter, a Census Bureau worker will meet with the facility contact person to obtain a paper listing of census response data for each person who was served or was staying at this facility on Census Day.

Responding to 2020 Census is safe

People contacted through the service-based enumeration operation will be asked for the following information:

- First and last name
- Sex
- Date of birth
- Age on census day
- Hispanic origin
- Race
- An alternate address where they live or stay when not at a facility through the Group Quarters enumeration.

Completing the Census

Census Bureau enumerators will visit the designated locations between March 28 and April 1, 2020 to conduct as complete an enumeration of a location's clientele as possible. This approach follows the "point in time count" method for counting homeless populations across nation.

Kevin Iverson
Census Office Manager
701-328-5385
kciverson@nd.gov

**Be Legendary.
Be Counted!**
www.NDCensus2020.com

These two single-page handouts by Commerce from the 2020 Census campaign demonstrate how the tasteful and careful usage of branded illustration can help support sensitive topics. There is clear use of separate brand colors for each document and the Census logo is kept separate from the Be Legendary logo to avoid confusion. QR codes can also be used to help deliver additional information quickly.

HARVEST NEW OPPORTUNITIES

Looking to expand or start a business? Let us help you reach your goals.

Contact Kevin Sonsalla
ksonsalla@nd.gov
701-328-5323

Commerce

This simple quarter-page ad designed by Commerce demonstrates the transparency overlay bar shown on page 27, but also incorporates a masking technique to bring the sunflower in front of the overlay bar, creating depth and visual interest. A very slight drop shadow has been applied to the logo to help it pop over the photography. While a drop shadow applied to the logo is allowed over photography, it should only be added to help enhance the logo and should never be overdone or applied over a solid background.

Innovation Technology Loan Fund (LIFT) supports North Dakota's economy.

NORTH
Dakota | Commerce
Be Legendary.™



20 NORTH DAKOTA
BUSINESSES
352 NEW JOBS
Go to: business.nd.gov/lift

MAIN STREET ND
SUMMIT 2020

BUILDING RESILIENT
COMMUNITIES

NORTH
Dakota
Be Legendary.™

Registration now open! Go to msnd.link/2020 to sign up today.

These are two examples of small banner ads from Prairie Business magazine. While there's not much room, proper logo sizing and spacing was still maintained. They are also good examples of creative font usage to help provide visual interest with minimal information. Other design elements include the Main Street wordmark and color transparency over photography to add depth.

A banner for the Governor's Photo Contest. The top half features a photograph of a rugged mountain range with a semi-transparent dark teal bar overlaid. The bottom half is a solid white bar. The text is centered and uses a mix of sans-serif fonts. Logos for North Dakota and The Auto Club Group are positioned at the bottom.

GOVERNOR'S PHOTO CONTEST

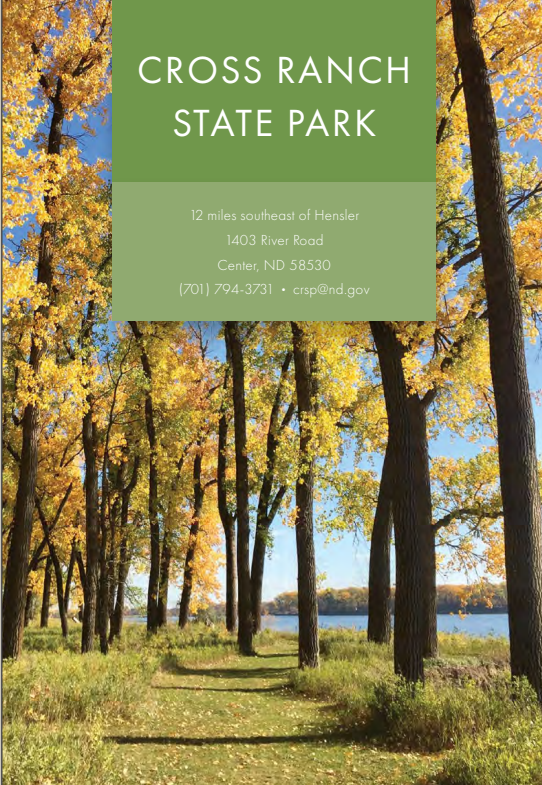
The Governor's Photo Contest for Travel and Tourism showcases North Dakota's unique beauty through the camera lens. This annual contest is an opportunity for North Dakota photographers to Be Legendary.

NORTH
Dakota
Be Legendary.™

AAA
The Auto
Club Group

This contest is a partnership of the Office of the Governor, North Dakota Tourism, AAA and the North Dakota Council on the Arts

This placard design was placed with winners of the Governor's Photo Contest. Textures from photography are incorporated to add depth, the transparency overlay bar is used and there is an example as to how multiple agencies can be listed on a single design using only the Be Legendary logo.






CROSS RANCH STATE PARK

12 miles southeast of Hensler
1403 River Road
Center, ND 58530
(701) 794-3731 • crsp@nd.gov

FOLLOW US!

 @prdcrsp

 @crossranchstatepark













Cross Ranch State Park is located along some of the last free-flowing and undeveloped stretches of the Missouri River. While exploring Cross Ranch State Park, visitors may find themselves traveling back in time, catching a glimpse of the landscape as it appeared to Native Americans inhabiting the area hundreds of years ago, or hearing the echoes of the Lewis and Clark Expedition making its way to the Pacific coast along the Missouri River.

Cross Ranch has nearly 17 miles of trails that cater to the adventurer all year long. This extensive trail system can be explored either on foot or cross-country skis during the winter months. The trail system allows access to a 5,000-acre nature preserve with mixed prairie grass, river bottom forests, woody draws, and roaming bison.

Cabins, yurts and a tipi are all available for overnight lodging along with two different campgrounds. A boat ramp is available for those wishing to explore this scenic segment of the river. Anglers will find walleye, trout, catfish, salmon, pike and bass in its waters.

TRAILS

-   Matak Trail (2.9 miles)
-   Cottonwood Trail (3.3 miles)
-   Gaines Trail (2.1 miles)
-   Lewis Trail (2.2 miles)
-   Ma-ak-oti Trail (4.2 miles)
-   The Nature Conservancy Self-Guided Prairie Trail (2 miles)

CAMPING

37 Modern Campsite
Cost: \$25/night

26 Primitive Campsites
Cost: \$17/night

6 Primitive Backcountry Campsites
Cost: \$17/night

CABINS

Art Link Cabin
Sleeps: 6 (4 singles, 1 pull-out couch, loft)
Cost: \$80/night
Amenities: charcoal grill, electricity, handicap accessible, fire ring, picnic tables, propane fireplace, wood burning cook stove

John Colter Cabin
Sleeps: 5 (1 queen, 1 full, 1 single, loft)
Cost: \$80/night
Amenities: charcoal grill, electricity, fire ring, handicap accessible, picnic table, wood-burning fireplace

York Cabin
Sleeps: 6 (2 queen, 1 pull-out couch)
Cost: \$125/night
Amenities: air conditioning, charcoal grill, electricity, fire ring, full bathroom, full kitchen, gas fireplace, handicap accessible, heat, loft, picnic tables

TIP!

Sleeps: 4 (4 cots)
Cost: \$35/night
Amenities: fire ring & picnic table

YURTS

Bagnell & Ice Glider
Sleeps: 6 (1 full, 1 single, 1 futon)
Cost: \$65/night
Amenities: charcoal grill, electricity, fire ring, handicap accessible, propane fireplace



@crossranchstatepark



@ashonhaufl



@tpol4830



@karipollert



@crossranchstatepark



@megjo8

RENTAL EQUIPMENT

4 canoes \$8/hour \$50/day	12 snowshoes \$15/day
2 single & 2 double kayaks \$8/hour \$50/day	24 cross-country skis \$15/day

Life jackets and paddles included.
Two hour rental minimum; additional fee for drop-off/pickup service.

Levis Yurt
Sleeps: 3 (1 futon couch, 1 futon chair/single)
Cost: \$65/night
Amenities: charcoal grill, electricity, fire ring, picnic table, propane fireplace

Pretty Point Yurt
Sleeps: 6 (2 full, 1 pull-out couch, loft)
Cost: \$125/night
Amenities: air conditioning, charcoal grill, deck, electricity, fire ring, full bathroom, full kitchen, gas fireplace, handicap accessible, heat, picnic tables

MEETING ROOM

Cost: \$75/half day or \$100/full day
Seats: 50 with chairs, 30 with tables and chairs
Available: year-round
Rental includes: Projector and screen

ADDITIONAL PARK AMENITIES

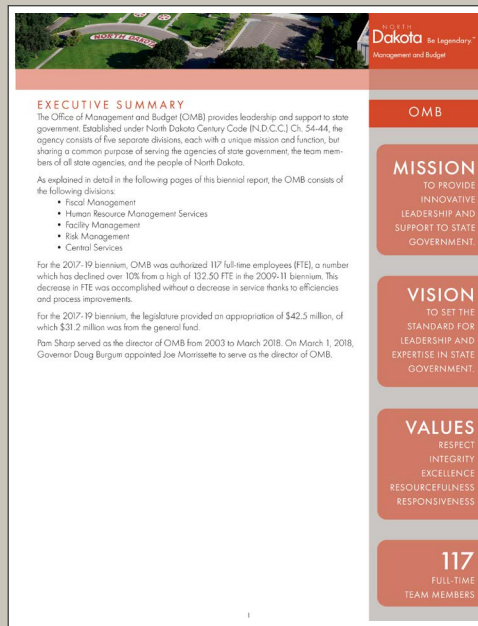
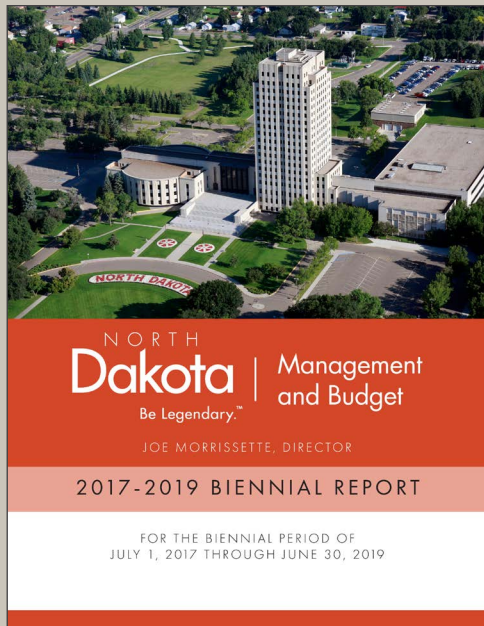
Adirondack shelter, band shelter, boat ramp, dump station, showers & flush toilets, picnic/event shelters, visitor center

FEATURED EVENTS

Winterfest
February 13

Missouri River Bluegrass Festival
June 18 & 19

Above are two pages from the 2021 State Parks Guide. Gradations of Summer Green are used to help identify the section, with usage of brand compliant fonts and strong visual imagery.



Above are three sample pages from OMB's 2017-2019 Biennial Report. This robust 14-page report is an excellent example of how consistent state-branding can bring your reporting to the next level.



These are simple brand-compliant images that can be used in email signatures to help promote the successes of your agency.



Kayaking on Lake Sakakawea

ADVENTURE IN NORTH DAKOTA

North Dakota invites you to Be Legendary and discover your adventurous spirit. Come and explore the waterways traveled by early fur traders, steamboats and the Lewis & Clark Expedition while enjoying the wide-open prairies and scenic river valleys that were the hunting grounds, farms and villages of the Native Americans of the Northern Plains. Follow well-traveled trails once taken by western legends like Custer, Sitting Bull and Theodore Roosevelt or take it all in from a modern perspective on an ATV or paddleboard. Any way you choose to experience it, your North Dakota adventure awaits.

Day 1
Fort Ransom/Valley City — The Sheyenne River Valley National Scenic Byway winds through the valley towards Fort Ransom State Park, a great spot for canoeing and kayaking with rentals available. Enjoy a comfortable overnight in a Yurt, a truly unique lodging option. The park lies along The North Country National Scenic trail and one trail spur in this area leads to North Dakota's only natural waterfall.

Day 2
Pembina Gorge, Walhalla — In the northeastern corner of North Dakota, the Pembina Gorge is a beautifully forested valley along the Pembina River, the only river in North Dakota with class 1 rapids, usually found in the spring. This hiker's playground has miles of multipurpose trails that take you to places experienced by few. The Gorge also is home to state's only mountain bike terrain park.

Boathouse on the Red, Grand Forks — Enjoy the beautiful Red River from a canoe, kayak or paddleboard available for rent in the summer from a shoreline boathouse just west of Sorlie Bridge in Grand Forks.

Scheels Sporting Goods, Fargo — The Midwest's Largest All-Sport store has more than 88 specialty shops and includes the region's largest selection of sporting goods, sportswear and footwear under one roof.

Rolling Plains Adventures
Bully Pulpit
Mash Dash Hwy Trail

NORTH Dakota Be Legendary.™



North Dakota Be Legendary.™ Commerce

AGRICULTURE

INDUSTRY FACTS

- \$4.1 BILLION** AGRICULTURE EXPORTS ABROAD
- 29,900** FARMS ACROSS 39.1 MILLION ACRES
- 50** FARMERS MARKETS

GROWING VALUE IN NORTH DAKOTA AGRICULTURE

Agriculture is a leading industry in North Dakota, consistently ranking high in crop and livestock production. North Dakota offers tremendous opportunity in value-added agriculture, such as food processing and manufacturing, as only a small percentage of production is processed in-state.

A STATE POISED FOR ECONOMIC GROWTH

North Dakota has all the key elements for successful food processors with the potential for future growth. North Dakota is focused on developing and expanding markets for crops, livestock and bio-fuels. The state offers an array of incentives to encourage continued growth in the industry. Enhanced with attractive business incentives, North Dakota is drawing some of the world's most successful companies to the state. Cavendish Farms, Roman Meal, Cargill Malt, Pro Gold and Minot Milling are just a few of the businesses taking advantage of North Dakota's legendary business climate and workforce.

TOP 10 EXPORT COUNTRIES FROM NORTH DAKOTA



- Canada
- Mexico
- Dominican Republic
- Japan
- Peru
- Colombia
- Panama
- Spain
- Chile
- Jamaica

Source: U.S. Department of Commerce, International Trade Administration

UPDATED 12/21/2020

These two single-page handouts are used by Commerce. The handout on the left is a trip itinerary given to North Dakota travelers and the handout on the right is an example of a "Fact Sheet" used by Commerce to communicate successes within departments. Both of these examples show strong brand usage.



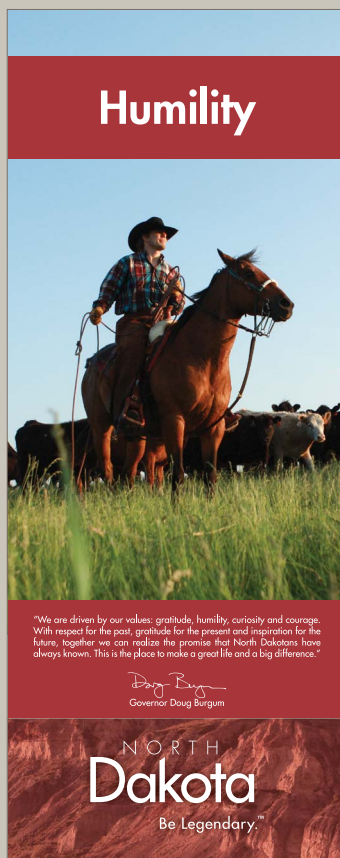
Be Sunny.

Enjoy a complimentary sunflower seed snack-pack on us! Limit one per person in your group. Use your mobile device to scan the QR code below or go to BeLegendary.link/Sunflowers to find even more North Dakota sunflower fields to visit!

NORTH Dakota Be Legendary.™



This design was used on a magnet that was placed on mailboxes that held free packs of sunflower seeds at sunflower fields throughout the state. Strong use of brand color, slight use of drop shadow to help text elements pop and a brand-compliant QR code are featured in this design.



These retractable banner designs feature Governor Burgum's four core values, purpose and cultural aspirations. They are a simple and effective way to use strong brand elements like photography, color, texture and a "less is more" design approach to convey the Governor's messaging.

NORTH Dakota

Be Legendary.

Need More Help?

These guidelines don't cover every scenario,
so let's figure it out together.

marketingnd@nd.gov