

# South Dakota Science Olympiad

## Visual Standards Guide

### Welcome!

#### Overview

The South Dakota Science Olympiad has rebranded!

In order to promote the program and create an organizational identity, we hope to standardize our logo and colors for promotional purposes. While we encourage you to freely use our logo, we ask that you adhere to the colors provided.

Our logo incorporates the State of South Dakota's stylized "South Dakota" signature in forest green, centered over the national Science Olympiad's logo of a black world map and lettering in forest green.

Our logo also has a five-sided star approximately in the location of Vermillion, where the University of South Dakota hosts the annual competition.

#### SD Sci Oly Logo:



You can download logo [here](#), or go to *Getting Started* on our website, under *About*.

Modifications you can make to the logo:

- Resizing to suit your needs
- You can add a star approximately where your school / city is. We recommend a color that represents your school or district.
- You can change the color of the state outline

Permitted uses of the logo:

- Promotional materials - documents, sale-able materials such as shirts, etc.
- School websites

For any other modifications or uses, we ask that you contact us for consultation.

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### Principal Colors:

<p><b>Forest Green</b> <i>Digital</i> Hex: #228B22 RGB: 34, 139, 34</p> <p><i>Print</i> CMYK: 76/0/76/45</p>	<p><b>Black</b> <i>Digital</i> Hex: #000000 RGB: 0,0,0</p> <p><i>Print</i> CMYK: 35/24/24/100</p>
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### Secondary Color:

<p><b>Midnight Express</b> <i>Digital</i> HEX: #223078 RGB: 34, 48, 120</p> <p><i>In Print</i> CMYK: 34/28/0/53</p>
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### Definitions:

- CMYK (cyan, magenta, yellow, black) is the four-color build for printing.
- RGB (red, green, blue) and HEX (hexadecimal) codes are for screens and websites.

### Fonts Guide

Franklin Gothic Heavy (titles and headers), Verdana (text), Times New Roman (secondary text)

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