SOUTH DAKOTA DEPARTMENT OF CORRECTIONS POLICY AND PROCEDURE		POLICY NUMBER 100-19	PAGE NUMBER 1 OF 5
		DISTRIBUTION:	Public
		SUBJECT:	Brand Elements: Seal, Logos, and Trademarks
RELATED STANDARDS:	N/A	EFFECTIVE DATE:	August 01, 2026
		SUPERSESSION:	08/01/2025
DESCRIPTION: General Administration	REVIEW MONTH: July	**NICK LAMB** **SECRETARY OF CORRECTIONS**	

I. POLICY

It is the policy of the South Dakota Department of Corrections (SD DOC) to govern the use of its brand elements in a consistent manner and to protect them from unauthorized use.

II. PURPOSE

The purpose of this policy is to ensure the SD DOC is represented with a consistent visual and brand identity including the consistent use of SD DOC trademarks. A consistent use of the SD DOC's brand brings together the diverse efforts of all who constitute the department; it unifies and strengthens the SD DOC's reputation and enhances its relationships with all constituencies.

III. DEFINITIONS

Brand Elements:

The basic components of the SD DOC's brand, which include the SD DOC Seal, SD DOC logo, SD DOC Seven-Point Star, SD DOC colors, SAFERSD logo, and Pheasantland Industries logo.

Emergency Response Team (ERT) Badge:

A circular badge which includes an image of Mount Rushmore above ERT and slogan, "A higher standard. A stronger duty."

Pheasantland Industries Logo:

The logo that consists of the words "Pheasantland Industries", pheasant graphic, and slogan "made with pride on the inside" that is unique to SD DOC correctional industries as shown below.

SAFERSD Logos:
The logo that consists of the words "SAFERSD" in capital letters that is unique to the SD DOC reentry initiative as shown below.

SD DOC Colors:
Blue and yellow.

SD DOC Logo:
The logo that consists of the words "South Dakota Corrections" under a badge with a seven-point star in the middle that displays "DOC", as a distinctive graphic design that is unique to the SD DOC and cannot be replicated in type. The DOC logo is shown below.

SD DOC Seal:
The corporate seal of the South Dakota Department of Corrections. The seal is shown below.

SD DOC Seven-Point Star:
The security badge of the SD Department of Corrections represented by a seven-point star with the South Dakota state seal, American flag, South Dakota state flag, and Mount Rushmore in the center. The generic seven-point star is shown below with the gold semi-circle for management positions and the silver semi-circle for non-management positions.

SD DOC Trademark:
This includes all words, logos, or symbols used to identify or distinguish the SD DOC, whether or not they have been registered with the U.S. Patent and Trademark Office or any other authority. SD DOC trademarks include the SD DOC Seal, SD DOC logo, SD DOC seven-point star, SAFERSD logo, and Pheasantland Industries logo.

SD DOC Unit:
All departments, divisions, offices, and facilities that are part of the SD DOC.

Unit Logo Combination:

A version of the logo that includes the name of a department, division, office, facility, or other SD DOC entity that has been approved for use. An example is below.

IV. PROCEDURES

1. General:

A. Departments, divisions, offices, facilities, and individuals may only use the SD DOC trademarks in strict accordance with this policy.
   1. No trademark may be altered or combined with any other mark or element.
   2. A unit may use its name with the SD DOC's logo only as approved by the division director and deputy secretary.
   3. The SD DOC logo is required on all official internal and external communication, excluding individual email messages.
   4. The SD DOC colors and brand elements must appear prominently on all communication and marketing materials. No similar color, regardless of its specifications, may be used in a way that could cause confusion with an SD DOC trademark.
   5. The use of official SD DOC letterhead and business cards is required in all matters of official SD DOC business.
   6. The use of SD DOC trademarks in print or electronic materials including email and social media must conform to brand requirements.

2. Use of the SD DOC Seal:

A. The SD DOC Seal may be used only as authorized. It is reserved for use on official documents bearing the signature of the cabinet secretary or deputy secretary of the department, a division director, on official SD DOC awards, and in connection with events or facilities that are frequently used by or have a unique connection to the SD DOC.

B. Contact the deputy secretary for approval to use the SD DOC seal.

3. Use of SD DOC Logo:

A. Units are required to use the SD DOC logo as the letterhead in connection with official SD DOC business. They may use the unit logo combination that has been approved by the division director and deputy secretary.

B. The SD DOC logo or unit logo combination may be used on apparel, letterhead, visual presentations, business cards, building signs, and other SD DOC items including job recruitment materials.

4. Use of the SD DOC Seven-Point Star:

A. The seven-point star is the only approved image to be used as the signature line of email messages.
   1. Individuals may use the seven-point star indicating his/her security rank if applicable.
      a. This applies to the following positions: Cabinet secretary, deputy secretary, director of prisons, director of parole, director of juvenile services, deputy director of prisons, warden, associate warden,

major, captain, lieutenant, sergeant, corporal, officer, inspector general, associate director of parole, parole agent, parole supervisor, juvenile supervisor, juvenile agent, and juvenile corrections specialist.

2. Individuals in a management position, including those on the senior management team, which do not have a security rank may use the seven-point star with the gold semi-circle.
3. The seven-point start with the silver semi-circle must be used if the individual does not hold a security rank or management position.

B. The seven-point star may be used on recruitment materials for job announcements and presentation materials. This includes the specific seven-point star for each security rank.

5. Use of SAFERSD Logo:

A. The SAFERSD logo may be used for material related to the reentry initiative, including printed and electronic materials.

B. The SAFERSD logo must be used in conjunction with the SD DOC logo to represent a consistent brand for the department.

6. Use of Pheasantland Industries Logo:

A. The Pheasantland Industries logo may be used for material related to the marketing of products and services available from Pheasantland Industries, including printed and electronic materials.

B. The Pheasantland Industries logo must be used in conjunction with the SD DOC logo to represent a consistent brand for the department.

7. Prohibited Uses of Trademarks:

A. **No Endorsements**. Neither the name of the SD DOC nor any SD DOC trademarks, including SD DOC colors, may be used in any way that states or implies endorsement of a commercial product or service, gives a false impression, is misleading, or could cause confusion regarding the SD DOC's relationship with any person or entity. Statements that the SD DOC is a user or purchaser of a product or program are permitted if true. Use of SD DOC trademarks is not allowed in third-party communications including vendor websites or other communications aimed at marketing their products or services.

B. **General Prohibition**. Neither the name of the SD DOC nor any SD DOC trademarks may be used in any manner that could adversely affect the SD DOC's image or standing or would for any other reason be inappropriate for a state department of corrections.

C. **Violations**. If a violation of this policy is identified, units will be required to work with the deputy secretary to determine the action needed, which may include redesign of print and/or electronic materials. With respect to all violations of this policy, the SD DOC reserves its right to seek appropriate remedies under applicable federal or state law.

D. **Exceptions**. Units may submit a request for a special exception to the deputy secretary for consideration.

V. RESPONSIBILITY

It is the responsibility of the deputy secretary of Corrections (DSOC) to conduct annual review of this policy and make revisions as necessary.

VI. AUTHORITY

None.

VII. HISTORY

August 2026
August 2025
August 2024 – New Policy

ATTACHMENTS

None.