
Press Release **New look for Dakota State University**

Owner / Client:
Dakota State University

Project Location:
**Dakota State University
Madison, SD 57042**

Projected Completion Date:
September 21, 2005

Architect:
**KOCH HAZARD ARCHITECTS
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Principal
(605) 336-3718**

SIoux FALLS, SD, SEPTEMBER 7, 2005 - Dakota State University is getting a new look this fall with campus signage, which is part of an overall master campus plan completed in 2004 by Koch Hazard Architects.

Eighteen new building signs, two campus directories and other directional signs located downtown make up the campus signage project.

Even the design reflects DSU's new image. "We've begun to use an archway that says 'DSU' as our campus identity and symbol, and each of our signs will incorporate that archway, along with other similar components," said Pat Keating, Physical Plant Director. "We are carrying that theme through, trying to get a consistent look and something that will enhance our landscaping."

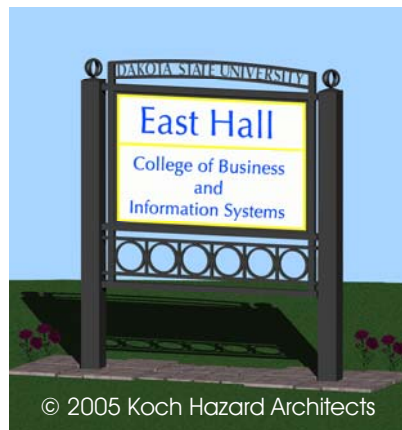
The project is scheduled to be completed on September 21st, with homecoming on the 24th.

"When alumni and students come back, it will be nice if the project is complete," said Keating.

DSU is undergoing other changes on campus this year, including a new website and marketing campaign.

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Signage for East Hall