

Brand Guidelines for Student Organizations

The NSU brand is designed to create a cohesive visual experience for all members of the NSU community.

Branding is our opportunity to define who we are and who we want to be in the future. It's the story you're telling to engage with your audience, from tangible items like your name, identifying mark, and products to intangible components like your organization's mission and vision statement, which help build trust and connections. **Branding should not be a static process; it will need to adapt as our organizational values and needs evolve.**

It is the responsibility of each member of the NSU community to uphold the standards that give the NSU brand its look and feel. You are an ambassador of NSU Florida and an extension of the NSU brand. With your help, we can achieve the awareness, recognition, and loyalty needed to achieve the best version of NSU Florida. These guidelines are designed to help new and existing student organizations create authentic, message-driven identities by incorporating the spirit of the NSU Florida brand without violating university trademarks. **As you work on your design, and if you have any questions, please reach out to studentmkt@nova.edu for suggestions and guidance.**

Design Approval

All requests must be submitted to studentmkt@nova.edu for review and approval.

All promotional items (such as apparel, mugs, etc.) to be ultimately paid from student organization funds **are required** to have a tie-in with the greater university.

Additionally, we ask that you DO NOT do any of the following until you have received approval from the NSU Student Marketing Office:

- Do not commit to a specific design.
- Do not commit to a specific vendor.
- Do not place an order with a vendor.

The design review is a multistep process, therefore, be proactive with your submission for design review. We CANNOT guarantee you will meet your deadline. However, we will do our best to help. Depending on the nature of the request, it could take two to four weeks to grant approval.

Please also NOTE that EACH approval is a one-time provision and is only applied to the proof that was sent for review. Artwork will need to be reviewed and reapproved when there is a change to the design and/or product your order.

NSU Florida Logos and Brand Elements

Official NSU Florida logo, NSU Athletics logo, NSU college logos, and/or NSU official branded sharks (photographic or graphic shark from the NSU Athletics logo) CANNOT BE USED in any design or any entity (including student organizations) without review and approval from the NSU Student Marketing Office via email at studentmkt@nova.edu.

Official NSU Florida logos, identifying marks, and brand elements can only be used IN COMPLIANCE with the NSU Florida Brand Guidelines.

- NSU Florida Brand Guidelines—bit.ly/NSUBrand
- NSU Florida Brand Dos and Don'ts—bit.ly/NSULogos

The fin/horizon line element CANNOT BE USED as part of an identifying mark for a student organization. This puts the NSU Florida Brand Guidelines in competition with the Student Organization Brand Guidelines, which diminishes the positioning and equity of NSU Florida.



NSU Florida Athletics Logos and Branded Elements

The NSU Athletics logo and/or the graphic shark affiliated with NSU Athletics may NOT be used for products that have no relationship to NSU intercollegiate athletics, recreational/ intramural sports, sports-related events, or promotions.

This specific shark (a.k.a. full-body shark) is reserved for the NSU Athletics Department. Student groups may use other versions of sharks in their materials. See examples on [page 5](#).



Custom Shark Art

All custom shark artwork must be submitted to studentmkt@nova.edu for review and approval.

Designs can include unique renderings of any type of shark, as long as they portray the spirit of the NSU Florida brand.

We are trusting you to use your best judgment when choosing elements for the design. For example, a cartoon shark with glasses is acceptable, but a shark with a shot glass is not acceptable. A shark in a mask is acceptable, but a shark in a bikini is not acceptable. Do not show sharks eating people.



Co-Branding: NSU Florida

All official university logos **MUST BE** presented as a stand-alone element/unit, by itself, **AND** cannot be combined with other designs or elements of design or artwork. **ALL** university official logos can be **ONLY** in either all blue (official university blue), all black, or all white. Changing the color of the official university color or any modification is **NOT ALLOWED**.

If an official NSU Florida logo is used in your design, it **CANNOT BE** mashed up with other design elements to create a new design. The use must be **IN COMPLIANCE** with the NSU Florida Brand Guidelines. Another option for co-branding, instead of using the official NSU logo, is to write the university name in full. **No acronym** (i.e., NSU) can be used.



Co-Branding Using NSU Florida (Examples)

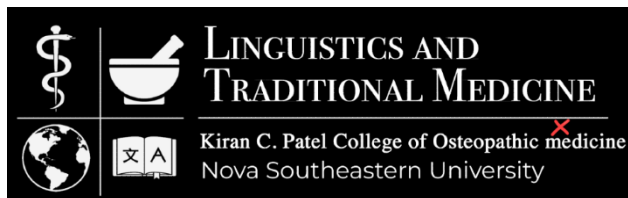


Co-Branding Using Academic Unit, College, or Program Name

ACADEMIC COLLEGE LOGO

Reference to an academic unit/college can ONLY be done by using the official college logo. Writing out the name of the college OR recreation of the college logo IS NOT APPROVED.

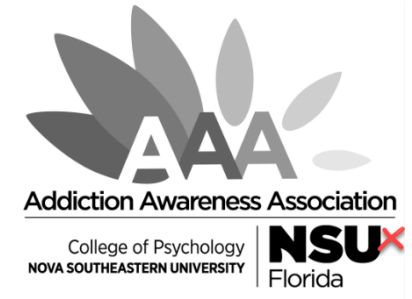
Similar to the NSU Florida logo, the logo MUST BE presented as a stand-alone element/unit, by itself, AND cannot be combined with other designs or elements of design or artwork.



Co-Branding Using Academic Unit, College Logo, or Program Name

REFERENCE TO ACADEMIC PROGRAM NAME

An underlying purpose of the student activity fee fund (i.e., SGA allocation or organization-raised fund) is to foster a sense of identity and belonging through engagement activities/events, including, but not limited to, items being ordered to support such values as giveaways, awards, prizes, etc. The fund SHOULD NOT be used to purchase promotional items that promote academic programs or an office entity. As such, reference to academic programs or department names is not allowed. You may use the field of study to reference your academic affiliation instead.



Co-Branding Using the University's Full Name Nova Southeastern University

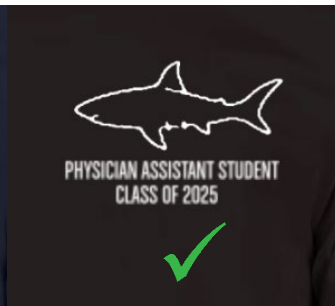


Recreation or modification of any NSU logos is **NOT APPROVED**. This includes designs that show resemblance or can easily be mistakenly perceived as and/or appear to compete with the university's official logos or official college medical emblems.



USE OF THE NSU ACRONYM IS NOT APPROVED.

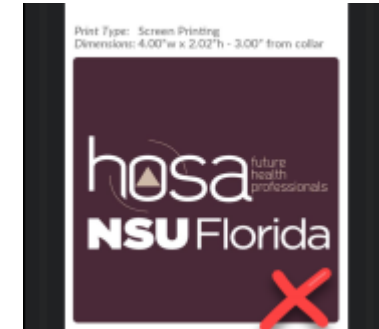
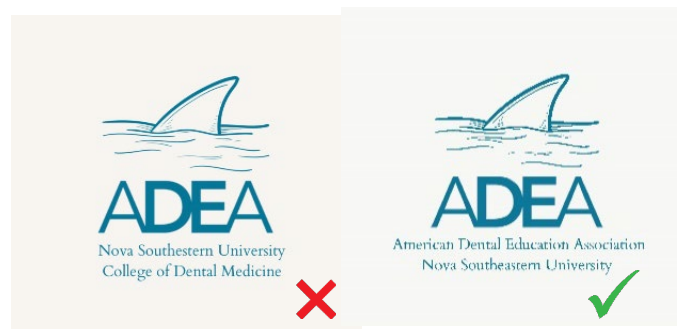
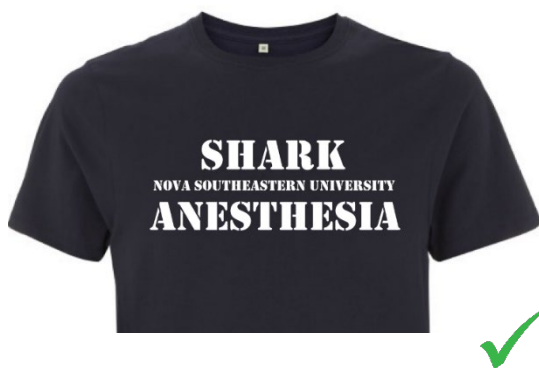
Examples



Additional Examples



Additional Examples



Greek AND Recognized State or National Affiliated Organizations

If your design includes Greek Organizations/letters or is utilizing the logo of a regional, state, or national affiliated organization (American Red Cross, American Medical Association, Florida Association for Women Lawyers, Honor Societies, etc.) it can stand alone, BUT co-branding is preferred.

Examples



Print Type: Screen Printing
Dimensions: 1.74" w x 0.25" h - Centered



White



Print Type: Screen Printing
Dimensions: 0.66" w x 0.25" h - Centered



White

Promotional Display Elements

Certain products, such as imprinted tablecloths, step-and-repeat photo backdrops, pull-up banners, flutter flags, large vinyl banners, etc. are considered professional promotional display elements. The general public, whether intended target audiences or not, will consider the content on these products to be official representations of NSU Florida. These items must be designed by the Public Relations, Marketing, and Creative Services (PRMCS) department.

We recommend starting the process by submitting your request to studentmkt@nova.edu as soon as possible, as this is a multistep process. The time required to complete the finalized design may vary, typically ranging from four to six weeks, depending on the nature of the request.



Student Business Cards

These are the NSU Florida templates for student business card. Orders can be placed by emailing studentmkt@nova.edu.


Student business cards are printed at the NSU Copy Center on the Fort Lauderdale/Davie Campus. The cost is \$5 for every 50 cards. Payment is due when you pick up your business cards at the NSU Copy Center.

PAYMENTS


Individual—The only accepted form of payment is your NSU Florida SharkCard.

Organizations—Student Organizations can use either their NSU SharkCard or the student activity fee budget. If you are using your student organization’s budget, you need to provide the full, official name of your organization. All funding is subject to approval by your organization adviser, president, or treasurer, AND the Student Activity Fee Accounts Office.

INDIVIDUAL

	COLLEGE, DEPARTMENT, OR CENTER
	NAME XXXXXXX Candidate, May 2019
Phone: Student's Phone Number	
Email: Student's Email Address	
Web: <i>xxxxx.nova.edu</i> (optional)	

STUDENT ORGANIZATION

	COLLEGE NAME
	STUDENT NAME Title Main Student Organization XXXXX Candidate, May 2019 (optional)
Phone: Student's Phone Number	
Email: Student's Email Address	
Web: <i>xxxxx.nova.edu</i> (optional)	
(optional) Address or Additional Student Organization(s), Position(s)	

NOTE: Faculty and staff advisers are required to order their business cards through the Ariba catalog.