<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Intro</td>
<td>4</td>
</tr>
<tr>
<td>2. Positioning</td>
<td>6</td>
</tr>
<tr>
<td>3. Tone of Voice</td>
<td>11</td>
</tr>
<tr>
<td>4. Telling the NSU Story</td>
<td>15</td>
</tr>
<tr>
<td>Key Messaging</td>
<td>18</td>
</tr>
<tr>
<td>Our Taglines</td>
<td>19</td>
</tr>
<tr>
<td>5. Ways to Use the Brand</td>
<td>21</td>
</tr>
<tr>
<td>6. The NSU Wordmark</td>
<td>31</td>
</tr>
<tr>
<td>Primary Wordmarks</td>
<td>32</td>
</tr>
<tr>
<td>Alternative Wordmark</td>
<td>33</td>
</tr>
<tr>
<td>College Lock-ups</td>
<td>36</td>
</tr>
<tr>
<td>Institutional Lock-ups</td>
<td>37</td>
</tr>
<tr>
<td>Library Lock-ups</td>
<td>38</td>
</tr>
<tr>
<td>Campus Lock-ups</td>
<td>39</td>
</tr>
<tr>
<td>Athletic Marks</td>
<td>40</td>
</tr>
<tr>
<td>Spacing Around the Mark</td>
<td>41</td>
</tr>
<tr>
<td>Wordmark Don’t’s</td>
<td>42</td>
</tr>
<tr>
<td>7. Our Sharks</td>
<td>45</td>
</tr>
<tr>
<td>The Horizon Fin Line</td>
<td>50</td>
</tr>
<tr>
<td>8. Primary Color Palette</td>
<td>52</td>
</tr>
<tr>
<td>Complementary Color Palette</td>
<td>54</td>
</tr>
<tr>
<td>Neutral and Metallic Colors</td>
<td>56</td>
</tr>
<tr>
<td>9. Typography</td>
<td>58</td>
</tr>
<tr>
<td>Primary Font</td>
<td>58</td>
</tr>
<tr>
<td>Secondary Font</td>
<td>59</td>
</tr>
<tr>
<td>Web Font</td>
<td>59</td>
</tr>
<tr>
<td>10. Design Elements</td>
<td>61</td>
</tr>
<tr>
<td>Razor Vectors</td>
<td>62</td>
</tr>
<tr>
<td>Sharkey Vectors</td>
<td>63</td>
</tr>
<tr>
<td>11. Signage</td>
<td>65</td>
</tr>
<tr>
<td>Stationery</td>
<td>70</td>
</tr>
<tr>
<td>12. Photography</td>
<td>73</td>
</tr>
<tr>
<td>13. Web and Social Media</td>
<td>81</td>
</tr>
<tr>
<td>Web Color Palette</td>
<td>87</td>
</tr>
</tbody>
</table>
Welcome to Shark Nation

A great brand promise tells an organization’s story in a compelling way. NSU’s brand promise guides everything we are and everything we do as an organization. It’s the DNA that defines us—from students and parents to art patrons, alumni, donors, and community partners.

The NSU Edge is a carefully defined promise that expresses our essence today and provides an aspirational direction for the future. The premise is simple: NSU gives you a competitive advantage in your career, your community, and your life.

We have achieved a great deal over the years and as NSU continues to grow, it’s more important than ever to ensure every milestone we reach and innovation we champion is expressed from a singular, consistent identity. When we embrace and live The NSU Edge promise, we will set ourselves apart. You are the key to this success, championing the Shark story to the world.

What This Guide is For

Anyone who communicates on behalf of NSU should find this book helpful and inspiring.

Web and social media managers will get a full understanding of how NSU should look and sound online.

Writers can draw inspiration when writing stories and choosing their words.

Designers will find everything they need—from typography, to color palettes, to photography and design elements—to bring their creations to life.
How Will This Book Help NSU?

Brands are the expression of an organization’s culture, brought to life through compelling storytelling. This book will help NSU’s brand thrive by inspiring each one of us to create these stories together. This book will lay out the tools to ensure that our voice is consistent and unified.

The Purpose of This Guide

To clarify
NSU has distinctive characteristics, advantages, and goals. You’ll find them here.

To educate
You’ll learn that there are key elements and ideas that we should aim to include in NSU communications whenever possible.

To inspire
The more advocates we have telling our story, the stronger our brand becomes. Our hope is that people on and off campus will get excited when talking about NSU.
If you communicate on behalf of NSU, this book is for you. It provides the guidelines you need to help share NSU’s story. From using the right typography and design elements to choosing the perfect words for crafting a story, this book will give you a full understanding of how NSU should look and sound in a variety of contexts.

NSU has distinctive characteristics, advantages, and goals. You’ll learn the key elements and ideas that you should aim to include in your communications. For a brand to be successful, what we communicate should be unique, inspiring, and most importantly, authentic.

**What Exactly is Positioning?**

Positioning is how we want people to think of us. It’s not just how we define ourselves or how we express it, but it should serve as the conceptual center of what we say and do. It’s how we want people to feel and what we want them to remember when they hear the name NSU Florida.

**What You Need to Know Before We Go On**

Our positioning is a result of a strategic process that involved a deep dive into the minds of our most important audiences. We analyzed these findings to arrive at a clear positioning that will best represent NSU for years to come, based on quantitative and qualitative research.
Sharks are dominant.

They’re strong, intelligent, fast, and adaptable. Sharks always prevail. It’s no wonder these amazing creatures have been around for more than 400 million years. They don’t just survive, they thrive.

At Nova Southeastern University, we create sharks. We give students the edge they need to become confident, capable, and caring professionals who can outsmart, outperform, and outlast their competition.

Preparing to dominate is not about winning or losing. It’s about harnessing the best within yourself—from mastering a skill, to elevating the discourse, to leading a team, to raising the bar. It’s about being the best possible you, and using that to inspire others on the job, in the community, in the relationships you build. It’s about driving forward, and becoming an unstoppable force of nature.

At NSU, students don’t just get an education; they prepare for real careers, real contributions, and real life. They may enter looking to take on the world, but they emerge prepared to dominate their own future.
Why You Should Believe In NSU’s Brand

NSU’s brand promise is to deliver an edge—a competitive advantage—to our students, as well as to our employees, alumni, donors, partners, employers, patients, and local communities.

• Studies at NSU are specifically designed to give each student practical, professional, immersive learning experiences.

• Students at NSU get personal attention from professors who are typically industry-experienced experts.

• Students are exposed to the professional community to develop skills and make valuable connections.

• Students graduate with a strong sense of direction and a portfolio of polished work and real-world skills that make them stand out when starting or advancing their careers.

The NSU Edge enables alumni and donors to be deeply engaged with the university and the community—to build their legacies in meaningful and personal ways. And we provide faculty and staff members with inspiring opportunities to positively impact students personally and professionally, while also pursuing their own professional development.
This is Our Positioning

If every message we convey and every story we tell comes from the same conceptual place, we will come across as a unified institution. This strengthens our brand and our credibility.

How Individual Colleges, Schools, and Departments Can Use This Guide

Consider how you'll apply NSU’s positioning when speaking to your audiences.

Show through your communications how your college, school, or department give students an edge.

Use a consistent voice and look to these guides when choosing visuals for any communication you create.

Inspire those around you to tell NSU’s story.

How Content Can be Crafted

Great brands have great personalities. A brand voice is how that personality comes across verbally. Sentence structure, word choice, and tone all create a distinct character that can only be NSU. The key is to use that voice consistently.
TONE OF VOICE
Tone Of Voice

The spirit of The NSU Edge—giving those connected to NSU a competitive advantage—should shine through in everything you write, even though you might not use those exact words. Your writing should be supported by proof points that show how The NSU Edge helps prepare people to dominate their chosen career path.

NSU’s Shark voice is how our writing sounds inside someone’s head when they’re reading it. It is:

- confident, but not condescending
- direct, but not dictatorial
- smart, but not smug
- conversational, but not sloppy

Below are some choice words that convey the essence of our brand:

- sharp
- adaptable
- edgy
- inspired
- recognized
- engaged
- clear
- quick
- refined
- dominant
- forward
- effortless
- appealing
- agile
- apex
- intelligent
- empowered
- forefront
- connected
- bold
- fast
- honed
- boundless
- lean
- competitive
- insightful
- upbeat
Go ahead and use contractions. Use short, declarative sentences. Be direct and approachable. When it’s appropriate, have fun. (That said, you should avoid shark puns.)

Good writing (at NSU or anywhere else for that matter) doesn’t rely on clichés and trite phrases. It isn’t flowery, and it isn’t complicated. Make your writing simple and precise. You can’t go wrong.

Like a swimming shark, there should be no wasted motion. Get to the point, cut needless words, and delete unnecessary information based on the audience you’re writing for. Focus on the benefits to your audience. As a writer, your job is to make content understandable. Short words, short sentences, and short paragraphs make copy easier to read and comprehend. People don’t have a lot of time to read through dense, complex paragraphs. Imagine yourself visiting a website or reading a brochure—you want the information you need quickly. When possible, tell your story through visuals and videos.

Being a university, NSU should sound intelligent while not seeming inaccessible. But we don’t have to sound overly intellectual. Peer-reviewed academic and medical papers have their own guidelines issued by the journal or professional society to which they are being submitted. Otherwise, all NSU-produced copy should be easy to read and use the active voice.

**Things to Avoid**

- Clichés, talking too much about us (focus on benefits to audience)
- Too many stats (focus on benefits of those stats)

**What Our Voice is Not**

- Arrogant
- Trite
- Sarcastic
- Pedantic
TELLING THE NSU STORY
Telling Brand Stories

The best brands engage their audiences with stories. Not “once-upon-a-time” stories, but stories that are personal and relatable. Stories that demonstrate how they will solve your problem and make your life better.

NSU brand storytelling should

• clearly establish what our brand is all about—our purpose, core values, and mission

• make a human connection that is both personal and widely relatable

• be honest, concrete, and easy to understand

• offer our audience more than just a tangible conclusion (a diploma or certificate), but rather show a unique experience that will enhance their life, their career, and their community

• motivate the audience to make that experience their own by being part of our brand
NSU.

PREPARE TO DOMINATE.
NSU’s Key Messaging

Sharks are dominant. They’re strong. Intelligent. Fast. Adaptable. Sharks always prevail. It’s no wonder these amazing creatures have been around for over 400 million years. They’re survivors.

At NSU, we create Sharks. We mold students into professionals that outsmart, outperform, and outlast their competition.

We believe in learning in the classroom and in the real world. With programs like ExEL, you’ll gain solid work experience to thrive anywhere. And with fast track to graduation, personal career coaches, and a vast network of national industry partners, you’ll always have an edge. At NSU, you won’t just get an education; you’ll prepare for real careers and real life. You’ll enter aiming to overcome the world, but you’ll emerge with the skills to dominate it.

NSU. PREPARE TO DOMINATE.
Our Taglines

Our taglines highlight our key messaging and embody our brand promise. Taglines should always follow title case rules, with major words capitalized and minor words lowercased.

Prepare to Dominate.
Become a Force of Nature.
Don’t Be Just Another Fish in Another School.
Welcome to the Top of the Food Chain.
Don’t Just Graduate. Dominate.
Be the Big Fish in a Big Pond.
150 Degrees, 80-Degree Winters.

Headlines

Punctuation in headlines should be avoided in most cases. A few exceptions are when a headline asks a question, issues a call to action, conveys two separate thoughts, or has a comma in the middle of it.
WAYS TO USE THE BRAND
MASTER MORE THAN BUSINESS.
Our Advertising

Our message is “Get the NSU Edge”—the vehicle with which we deliver that message is the “Prepare to dominate” campaign. As detailed in the manifesto, “Prepare to dominate” draws inspiration from the mako shark: a fierce, focused, and relentless force of nature. Use these cues to craft communications that bring “Prepare to dominate” to life, drawing parallels between the shark’s traits and the student’s ambitions, without being overly visceral or aggressive.
WELCOME TO THE TOP OF THE FOOD CHAIN.

PREPARE TO DOMINATE.  

NSU Florida

Bus Stop
WELCOME TO THE TOP OF THE FOOD CHAIN.

PREPARE TO DOMINATE.

NSU Florida
YOU’VE LANDED IN SHARK NATION.

WELCOME TO THE TOP OF THE FOOD CHAIN.

Prepare to dominate.

nsuflorida.com
DON'T JUST GRADUATE.
DOMINATE.

Sharks are dominant. They're strong, intelligent, fast, and adaptable. Sharks always prevail. At Nova Southeastern University, the mako shark is more than just our mascot—It's who we are. And we can make you a shark, too. You'll get the edge you'll need to become a confident, capable, yet caring professional. You'll get there with hands-on experiences in real-world situations, personal attention, and opportunities to work for the greater good. At NSU you'll get a degree and an edge. Be a shark. To learn more, visit nova.edu

OUR IMPACT IN FLORIDA IS SKY-HIGH.

NSU Florida prepares graduates for careers in the workforce and has a significant economic impact on the state. NSU’s economic impact in the state is currently $3.7 billion and projected to grow to $5 billion by 2025. And with over 5,000 employees, NSU Florida is also one of the largest private employers in South Florida. Find out how you can help impact our community at nsuflorida.com.

Prepare to dominate.
Imagine being part of a top-ranked national research university—where undergrads mingle with graduate students and top faculty members, physicians, researchers, and industry partners—all in a lush, tropical setting that’s minutes away from the beach. NSU takes full advantage of its friendly, safe Fort Lauderdale location to provide world-class educational experiences in a world-class destination known for its vibrant economy, diverse ecosystems, and dazzling array of amenities and attractions.

Being able to wear shorts and flip-flops all year is just an added bonus!

150 DEGREE PROGRAMS.
80 DEGREE WINTERS.

For Fort Lauderdale tourist attractions, go to sunny.org.
For economic and industry trends, go to gflalliance.org.

WHAT BEATS A SCHOOL NEXT TO THE OCEAN? A SCHOOL IN THE OCEAN.

Many science undergrads get published or conduct independent study work that makes them stand out to postgraduate schools and employers. Accelerate your study and broaden your options across an array of majors with NSU’s Dual Admission and Razor’s Edge programs.

For more, go to nova.edu/ocean.

WHEN YOU’RE A SHARK, THE SKY’S THE LIMIT.

As part of the Nature Club, I help with beach cleanups and maintaining NSU’s medicinal garden. For me, it was NSU or a school in Hawaii, and I chose here!"
APPLYING TO NSU.

1. **KNOW YOUR OPTIONS.**
   - Early Decision (Non-Binding)
   - Regular Decision (Non-Binding)
   - Early Action (Non-Binding)
   - Decision Plan
   - Early Decision (Binding)

2. **APPLY FOR ADMISSION AND SCHOLARSHIPS.**
   - Required: ACT, SAT, Bilingual
   - Recommended: AP, IB, Art, Band, Choir, Dance, Ensemble, Honors, Orchestra, Theatre, Writing, Gifted

3. **GET SOCIAL.**
   - Track NSU's undergraduate admissions to stay in the know with latest updates and important dates.

4. **APPLY FOR FINANCED PROGRAMS.**
   - Tuition Assistant
   - Housing Assistance
   - Financial Aid

5. **ATTEND SHARK PREVIEW WEEKEND.**
   - No cost on Saturdays, 9:00 AM-5:00 PM, Fort Lauderdale, Florida

IT PAYS TO BE A SHARK.

- Florida's premier private university
- 954-262-8000 | NSUAdmissions

- **Facts:**
  - 9,100+ students
  - 15:1 student-to-faculty ratio
  - 300+ clubs

- **Special Features:**
  - Academy...
Primary Wordmarks

These identity marks should be your first choice for representing NSU to broad, public audiences. NSU’s wordmark is a custom letterform and cannot be replicated through typesetting. There are two variations of the wordmark.

Please remember: Other color variations may exist and are approved on a case-by-case basis. Contact your marketing department if you have specific questions. Wordmarks are available for download at nova.edu/wordmarks.

Stacked

NSU Florida
PMS 287
Black
White

Horizontal

NSU Florida
PMS 287
Black
White
Alternative Wordmarks

In special cases, these identity marks can be used where Nova Southeastern University is not immediately known and where the context for the university has not been established in text or other visual components. There are two variations of the lock-up.

Stacked

NSU Florida
NOVA SOUTHEASTERN UNIVERSITY

NSU Florida
NOVA SOUTHEASTERN UNIVERSITY

Horizontal

NOVA SOUTHEASTERN UNIVERSITY
NSU Florida

NOVA SOUTHEASTERN UNIVERSITY
NSU Florida

NOVA SOUTHEASTERN UNIVERSITY
NSU Florida
Allowed Color Variations

NSU Florida
NOVA SOUTHEASTERN UNIVERSITY

PMS 287
Black
White

NSU Florida
NOVA SOUTHEASTERN UNIVERSITY

NSU Florida
Black

NSU Florida
White
Wordmark Lock-ups

The university wordmark is the basis for lock-ups that position college names and certain recognized NSU organizational entities with the university mark. These should be used when the context of the communication is specific to the college or entity.

Please remember: These lock-ups are not typically necessary on digital ads or on the web, as most NSU websites include the header bar with the name of the university.

Requests for new lock-ups need to be approved by the Division of Public Relations and Marketing Communications. Please see sample marks on the next page.
College Lock-ups Stacked Samples

College Lock-ups Horizontal Samples

Available College Lock-ups

Abraham S. Fischler College of Education and School of Criminal Justice  
College of Dental Medicine  
College of Computing and Engineering  
College of Optometry  
College of Pharmacy  
College of Psychology  
Dr. Kiran C. Patel College of Allopathic Medicine  
Dr. Kiran C. Patel College of Osteopathic Medicine  
Dr. Pallavi Patel College of Health Care Sciences  
Farquhar Honors College  
H. Wayne Huizenga College of Business and Entrepreneurship  
Halmos College of Arts and Sciences  
Health Professions Division  
Ron and Kathy Assaf College of Nursing  
Shepard Broad College of Law
Institutional Lock-ups Stacked Samples

Institutional Lock-ups Horizontal Samples

Available Institutional Lock-ups

Alan B. Levan NSU Broward Center of Innovation
AutoNation Institute for Breast Cancer Research and Care
Center for Collaborative Research
Center for Executive Health Education
Institute for Neuro-Immune Medicine
Rumbaugh-Goodwin Institute for Cancer Research
Library Lock-ups Stacked Samples

NSU Florida
Alvin Sherman Library, Research, and Information Technology Center
NOVA SOUTHEASTERN UNIVERSITY

NSU Florida
Tampa Bay Regional Campus Library
NOVA SOUTHEASTERN UNIVERSITY

NSU Florida
Orlando Campus
NOVA SOUTHEASTERN UNIVERSITY

Library Lock-ups Horizontal Samples

Alvin Sherman Library, Research, and Information Technology Center
NOVA SOUTHEASTERN UNIVERSITY

NSU Florida

Tampa Bay Regional Campus Library
NOVA SOUTHEASTERN UNIVERSITY

NSU Florida

Oceanographic Campus Library
NOVA SOUTHEASTERN UNIVERSITY

Available Library Lock-ups

Alvin Sherman Library, Research, and Information Technology Center
Martin and Gail Press Health Professions Division Library
Oceanographic Campus Library
Panza Maurer Law Library
Tampa Bay Regional Campus Library
Regional Campus Lock-ups Stacked Samples

Regional Campus Lock-ups Horizontal Samples

Available Regional Campus Lock-ups

- Fort Myers Campus
- Jacksonville Campus
- Miami Campus
- Miramar Campus
- Orlando Campus
- Palm Beach Campus
- Puerto Rico Regional Campus
- Tampa Bay Regional Campus
Athletics Logo

The NSU athletics logo is restricted to use by NSU’s Athletics Department or for other sport-related activities. It cannot be used to represent NSU as a university or to represent other NSU organizational or academic entities.

The Presidential Seal

The NSU Presidential Seal is restricted to correspondence from the President’s office and official documents, such as diplomas and legal documents. The seal may also be used in select permanent installations on campus as approved by the Office of the President and the Division of Public Relations and Marketing Communications. It is the most formal academic brand expression of NSU.
Spacing Around the Wordmark

When using additional text near the NSU wordmark, please assure there is at least the width and/or height of the “N” character between the mark and the text. Use only Gotham Bold font, set in uppercase letters. For example

Wordmark Don’ts

A few rules are necessary for maintaining the integrity of NSU’s brand:

- Don’t rotate, skew, or distort logos or wordmarks in any way.
- Don’t add text decorations (e.g. drop shadows, shapes, and outlines).
- Don’t change the colors of any elements of the wordmark.
Here are a few examples of some ways you should never consider using the wordmark.

- Do not stretch or distort the wordmark in any way.
- Do not re-create the wordmark.
- Do not change the size of the graphic elements in the wordmark.
- Do not add additional graphic elements to the wordmark.
- Do not remove or rearrange the graphic elements of the wordmark.
- Do not add promotional slogans to the wordmark.
- Do not enclose the wordmark inside of a shape or box.
- Do not position the wordmark on an angle.
- Do not reproduce the wordmark in any unauthorized colors.
- Do not use the wordmark as book ends.
- Do not outline the wordmark.
Here are a few examples of some ways you should never consider using the wordmark.

- Do not use distracting special effects like drop shadows.
- Do not use the wordmark as part of a sentence or in body copy.
- Do place the wordmark on distracting backgrounds.
- Do not place the wordmark on a clashing or dark background (use the white wordmark instead).
- Do not change the position of the graphical elements of the wordmark.
- Do not crop the wordmark.
- Do not change the color of any characters in the wordmark.
- Do not use the wordmark in a pattern.
- Do not use the old mark with the sunburst in any of its forms.
OUR SHARKS
The Sharks

The most powerful image that represents NSU is the mako shark. Do not use any other type of shark. The mako shark images you see in this book were rendered from a 3-D model and are available for use upon request. Other shark variation usage is covered on page 40, 62, and 63. If you need one of these sharks for a specific purpose, please contact your marketing department.
Caring Shark
Head On Shark
Disruptor Shark
The Horizon Line Fin

Sometimes, just a hint of shark is enough. The mako fin can be used when you don’t have the room for the full shark or when you want a more elegant element. The fin can be a bridging element to connect two sections of a page or can work as a visual way to lead the viewer’s eye from a headline to a compelling payoff. It can also be used to draw attention to the NSU logo within a piece of advertising or collateral.

The mako fin should never intrude on the visually important areas of a photograph or illustration. It should only appear in one color, using one of the primary NSU brand colors. Since the fin is designed to match the shape and curvature of an actual mako, do not skew, distort, or rotate the fin in any way.

When using the fin in a design, it’s important that the bottom of the fin always be connected to another element, seeming as if a full shark is peeking through.

The fin should never be floating on its own in a final design piece.

PMS 287
BLACK

PMS 430
WHITE
Mako Fin Examples

For more, go to CAHSS.nova.edu.
Primary Colors

The university’s primary colors are NSU Blue (PMS 287C) and NSU Gray (PMS 430C). Use these colors at 100 percent opacity whenever possible. NSU Blue should be present on all visual communication materials whenever possible.
NSU Brand Guidelines / Colors

**MAIN NSU BLUE**
Pantone: 287  
CMYK: 100-81-0-23  
RGB: 0-42-132  
Hex: #002A84

**MAIN NSU GREY**
Pantone: 430  
CMYK: 50-34-27-11  
RGB: 118-130-138  
Hex: #76828A

**MID BLUE**
Pantone: 285  
CMYK: 90-47-0-0  
RGB: 0-110-204  
Hex: #006ECC

**LIGHT BLUE**
Pantone: 284  
CMYK: 54-19-0-0  
RGB: 102-169-228  
Hex: #66A9E4

**DARK GREY**
Pantone: 431  
CMYK: 63-45-34-25  
RGB: 187-194-198  
Hex: #54616B

**LIGHT GREY**
Pantone: 428  
CMYK: 21-13-8-0  
RGB: 187-194-198  
Hex: #BBC2C6
Secondary Colors

The secondary palette is inspired by colors found on our campuses and the university’s tropical setting: the sun, sand, blue skies, seas, and palm trees. Their transparency can be screened back to the percentages shown. Colors from NSU’s secondary palette can be used for one-line calls to action or website buttons. See NSU’s web style guide for additional guidance on using the color palettes for web applications.
SUNRISE GOLD  
Pantone: 130  
CMYK: 0-32-100-0  
RGB: 239-163-0  
Hex: #EFA300

HIBISCUS ORANGE  
Pantone: 021  
CMYK: 0-74-100-0  
RGB: 253-76-0  
Hex: #FD4C00

PALM GREEN  
Pantone: 390  
CMYK: 20-0-100-8  
RGB: 177-187-0  
Hex: #B1BB00

TROPICAL OCEAN  
Pantone: 326  
CMYK: 81-0-38-0  
RGB: 0-173-166  
Hex: #00ADA6

FLORIDA SKIES  
Pantone: 3115  
CMYK: 70-0-13-0  
RGB: 0-189-211  
Hex: #00BDD3
Neutral and Metallic Colors

This color palette features a muted version of our secondary colors, for when a softer feeling is necessary. It is meant to enhance a design in a more subtle way. Color transparency can be screened back to the percentages shown.

Metallics can be used as an accent or full flood of color when you want to enhance a design or elevate the tone of the project.
Typography

NSU's chosen typefaces convey the university’s personality and direction. This set of typefaces best represents the bold and modern feel of the brand and should be used across all print and web applications. Our primary typeface is Gotham—a contemporary sans-serif font that speaks to all the exciting things happening at NSU today and our forward view of our future.

**Gotham | GOTHAM**

- **Book**
  
  A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 
  a b c d e f g h i j k l m n o p q r s t u v w x y z 
  1 2 3 4 5 6 7 8 9 0 
  ! "$ % & / ( ) = ? @ € 

- **Medium**

  A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 
  a b c d e f g h i j k l m n o p q r s t u v w x y z 
  1 2 3 4 5 6 7 8 9 0 
  ! "$ % & / ( ) = ? @ € 

- **Bold**

  A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 
  a b c d e f g h i j k l m n o p q r s t u v w x y z 
  1 2 3 4 5 6 7 8 9 0 
  ! "$ % & / ( ) = ? @ € 

**Gotham Narrow | GOTHAM NARROW**

- **Book**

  A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 
  a b c d e f g h i j k l m n o p q r s t u v w x y z 
  1 2 3 4 5 6 7 8 9 0 
  ! "$ % & / ( ) = ? @ € 

- **Medium**

  A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 
  a b c d e f g h i j k l m n o p q r s t u v w x y z 
  1 2 3 4 5 6 7 8 9 0 
  ! "$ % & / ( ) = ? @ € 

- **Bold**

  A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 
  a b c d e f g h i j k l m n o p q r s t u v w x y z 
  1 2 3 4 5 6 7 8 9 0 
  ! "$ % & / ( ) = ? @ €
Gotham is complemented by Goudy, a serif typeface that is more traditional. Goudy is available in five typefaces: Goudy, Goudy Italic, Goudy Bold, Goudy Bold Italic, and Goudy Extra Bold. Goudy should not be used in digital applications.

For the web, use Montserrat typeface in place of Gotham. Montserrat is a similar, yet web-friendly, font that is freely available on most devices and ADA compliant. If you do not already have Montserrat installed on your computer, you can download it for free online.
DESIGN ELEMENTS
Razor Mascot Vectors

As NSU’s head mascot, Razor perfectly encapsulates our “Prepare to Dominate” frame of mind. Razor always leads the way, setting an example for the entire Shark community. Razor is the epitome of the NSU Edge: capable, confident, and caring. The Razor vector is a graphic element that represents NSU’s community spirit. It does not replace the official NSU university logo.
Sharkey Mascot Vectors

Sharkey is the heart and soul of NSU: a welcoming mascot whose goal is to help kids make positive associations with NSU’s library, as well as encourage library card usage. Vectors should not be rotated, skewed, or distorted in any way. Do not change the colors of any vectors.
SIGNAGE AND STATIONERY
On-Campus Signage

Nobody will tell our story with more conviction and passion than our students and staff. That’s why it’s important that the materials they receive and the signs they see on campus reflect our brand in a simple and powerful way. This material should get them excited to talk about NSU.

Be sure to follow the guides in this book to provide a consistent look, feel, and voice.
Balcony Banners
Pole Banners

- Don’t Just Graduate. Dominate.
- Prepare to Dominate.
- Become a Force of Nature.
- Don’t Just Graduate. Dominate.
- Prepare to Dominate.
- Become a Force of Nature.
- Don’t Just Graduate. Dominate.
Stationery

NSU stationery supplies are designed to proudly show our Shark personality in a dignified manner befitting an academic institution. Stationery has been created to work as a unified set.

Please do not create your own letterhead or other stationery items. Do not scan approved stationery to alter it or personalize it.

NSU uses Ariba, a simple, online ordering system for stationery that meets our brand guidelines.
Email Template

Your email signature is your opportunity to make a good first impression as a representative of NSU. NSU has a simple Email Signature Generator available at nova.edu/brand/signature. The Email Signature Generator helps us maintain a professional and consistent look.

Sharn Kee
Art Director
Public Relations and Marketing Communications
Office (954) 262-2169 | Cell (305) 896-3069
skee@nova.edu | nova.edu
Photos are an important part of how we tell our story. NSU’s photographic style should convey optimism, confidence, and success. As with our words, it’s important to avoid clichés. We should always aim for a fresh and interesting point of view. Use original photography when possible, only using stock when necessary.

Branding is essential in our imagery, so whenever possible, find the blue organically or apply light blue tones when editing. Utilize the secondary color palettes when appropriate to bring life to imagery or add negative space for text.

NSU and our brand are authentic, so images should be honest. Our location is desirable, so it should be personified in images whenever possible and appropriate. Our images should be technically correct, showing instructors and students in the appropriate dress (e.g., lab coats, gloves, and/or protective gear).
Portraits

Portraits of NSU students, faculty members, athletes, and stakeholders serve two main purposes:

1. They feature the person being photographed.
2. They give the reader or viewer context as to the subject’s significance in NSU’s brand story.

Keep backgrounds relevant, but simple and graphic. Don’t be afraid of negative space—use it to tell the story of the subject. Whenever possible, aim to highlight NSU’s sense of community by capturing people in pairs or groups.

Attributes that make our photos memorable consist of

• the inclusion of something blue (in wardrobe and/or environment)
• interaction and engagement between subject and peers
• interesting and unusual camera angles and perspectives
**Lifestyle**

The NSU experience is fresh and extraordinary, and our lifestyle imagery should reflect that.

Resist the conventional. If it looks like an image that you would find in materials for any college, avoid it. Look for the more interesting composition, arresting angles, and unique backgrounds to create a signature NSU look.

Like in the portraits, there should be a touch of blue whenever possible.
WEB AND SOCIAL MEDIA
Programs

To dominate

knowledge. Nova Southeastern University's wide array of undergraduate, graduate, professional, and continuing education programs provide you with the tools you need to achieve your goals and shape your future.
Web

NSU’s websites offer a wide range of content, information, and resources. You may be charged with curating or maintaining NSU-branded websites for your college, department, or other administrative unit. All NSU websites should be accessible, compelling, and consistent with the university’s brand guidelines.

When developing a website, you should:

- Identify your target audience and map out website goals.
- Create web page content with proper semantic structure (for example: formatting headlines in order of importance and using bulleted or numbered lists as appropriate).
- Use compelling images that depict the written copy (hands-on, engaging images work best) and short videos (one minute or less is recommended) to optimize storytelling.
- Consistently use alt text for images and caption videos whenever possible.
- Create content keeping search engine optimization (SEO) best practices in mind (this means knowing what keywords your audience is searching for on Google).
- Consider what metrics will be measured and analyzed.
Social Media

Social media provides endless opportunities to promote the NSU brand and to tell the NSU story through various channels in an immediate and powerful way. Here are some things to remember when you are posting on one of NSU’s social media accounts.

- Follow NSU guidelines for tone of voice and photography.
- Double check grammar, spelling, and punctuation.
- Don’t comment on political or social issues, except in support of NSU’s official stance.
- When in doubt, double check with a supervisor about post content.
- Don’t share confidential information about NSU or members of the NSU community (students, faculty and staff members or alumni).
- Follow all social media guidelines and always consult with PRMC before creating a new account. Guidelines are posted at nova.edu/social.
Some great ideas for post content include

- events
- college achievements
- student/alumni achievements
- campus pride
- athletic achievements
- motivational quotes
- faculty spotlights
- hands-on coursework
- volunteering
Resources for post content include

- NSU’s Newsroom: news.nova.edu
- SharkFins Student eNewsletter: sharkfins.nova.edu
- SharkBytes Faculty and Staff eNewsletter: sharkbytes.nova.edu
- The Current: nsucurrent.nova.edu
- NSU’s Alvin Sherman Library: nova.edu/community/libraries
Web Color Palette

MAIN NSU BLUE
Pantone: 287
CMYK: 100-81-0-23
RGB: 0-42-132
Hex: #002A84

MAIN NSU GREY
Pantone: 430
CMYK: 50-34-27-11
RGB: 118-130-138
Hex: #76828A

DARK BLUE
Pantone: 2766
CMYK: 100-87-0-58
RGB: 10-19-73
Hex: #0A1349

MID BLUE
Pantone: 285
CMYK: 90-47-0-0
RGB: 0-110-204
Hex: #006ECC

LIGHT BLUE
Pantone: 284
CMYK: 64-19-0-0
RGB: 102-169-228
Hex: #66A9E4

LIGHT GREY
Pantone: 428
CMYK: 21-13-8-0
RGB: 187-194-198
Hex: #BBC2C6

TROPICAL OCEAN
Pantone: 326
CMYK: 81-0-38-0
RGB: 0-173-166
Hex: #00ADA6

FLORIDA SKIES
Pantone: 3115
CMYK: 70-0-13-0
RGB: 0-189-211
Hex: #00BDD3

SUNRISE GOLD
Pantone: 130
CMYK: 0-32-100-0
RGB: 239-163-0
Hex: #EFA300

HIBISCUS ORANGE
Pantone: 021
CMYK: 0-74-100-0
RGB: 253-76-0
Hex: #FD4C00