BRAND GUIDELINES

NSU Florida

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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 set ourselves apart. You are the key to this success, championing the Shark story to the world.

Who 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.

Positioning

GET THE NSU EDGE: A REAL WORK / REAL LIFE ADVANTAGE

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.

The NSU Brand Manifesto

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 in headlines 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

HUIZENGA COLLEGE OF BUSINESS
MASTER MORE THAN BUSINESS
nova.edu/business
PREPARE TO DO

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

Airport Advertising

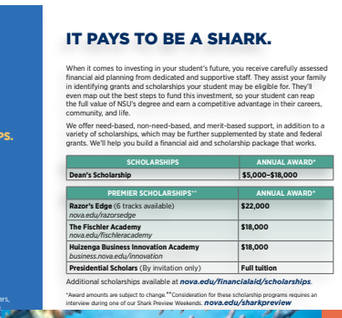
Print Advertising

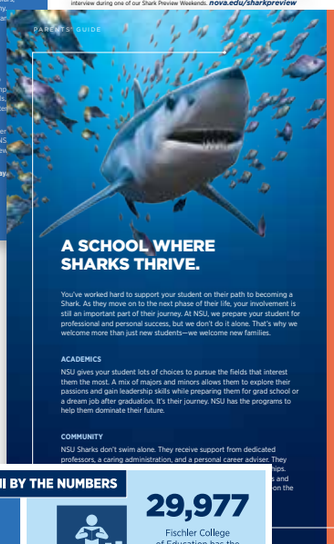
Billboard

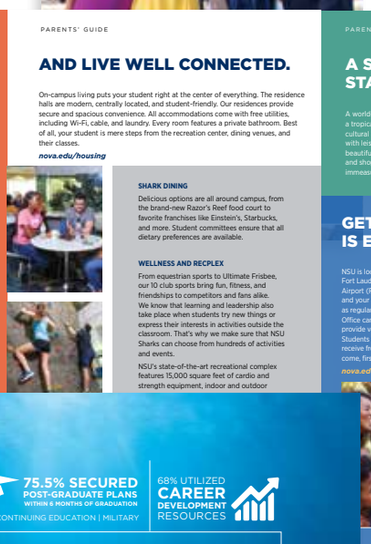
Brochures

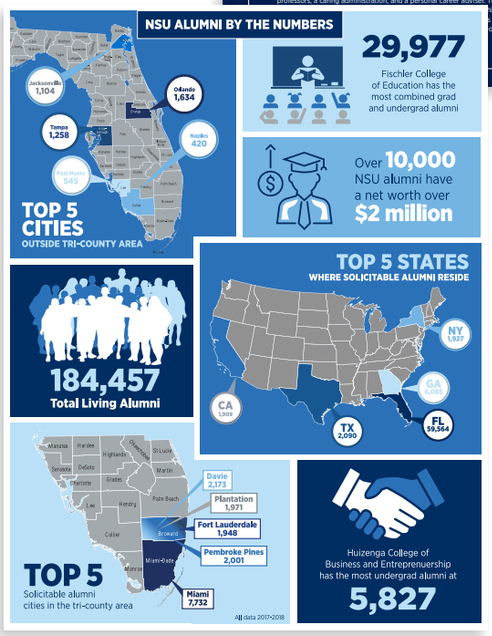
Working with grad students and faculty researchers is really helpful. We get a head start on our master's and make some great friendships, too."
MICKEY E.,
MARINE BIOLOGY MAJOR
14
Marine Biology
Biology
Chemistry
Environmental Science
WHAT BEATS A SCHOOL NEXT TO THE OCEAN? A SCHOOL IN THE OCEAN.
Welcome to this special world—where passionate professors and researchers collaborate with undergraduate and grad students alike. Enhance your science courses with field work, research projects, and volunteer efforts that contribute to environmental needs and health care innovations. Shark research, coral reef restoration, turtle conservation, climate change, and biodiversity are some NSU specialties.
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.
$107M
IN EXTERNAL FUNDING FOR SPONSORED PROJECTS
15
NOVA SOUTHEASTERN UNIVERSITY
WHEN YOU'RE A SHARK, THE SKY'S THE LIMIT
NSU Florida
150 DEGREE PROGRAMS. 80 DEGREE WINTERS.
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!
For Fort Lauderdale tourist attractions, go to sunny.org.
For economic and industry trends, go to gflalliance.org.
28
3 hrs.
TO DISNEY/ORLANDO OR KEY WEST
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!"
TORRIEA K.,
MARINE BIOLOGY
29

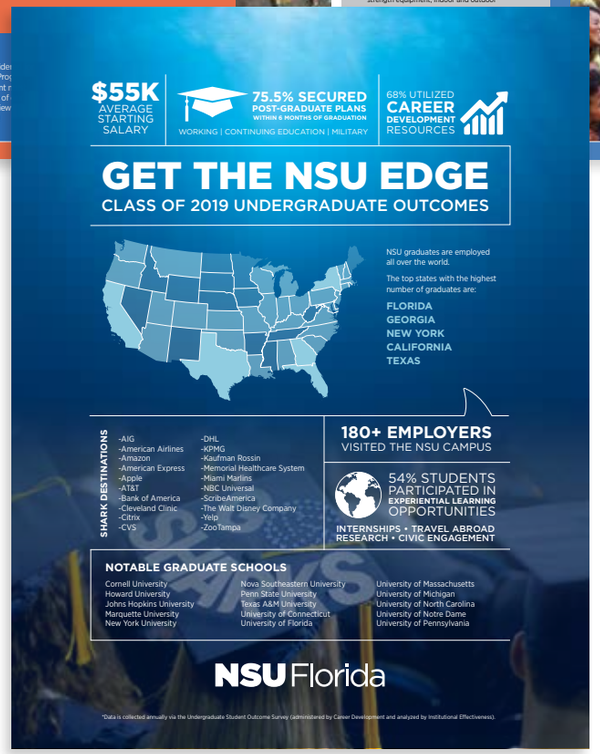
Brochures











Infographics

THE NSU WORDMARK

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.

Contact your marketing department if you have specific questions. Wordmarks are available for download at ***nova.edu/wordmarks***.

Stacked

PMS 287

White

Black

Horizontal

PMS 287

White

Black

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

Horizontal

Allowed Color Variations

PMS 287

Black

White

PMS 287

White

Black

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.

Athletics Logo

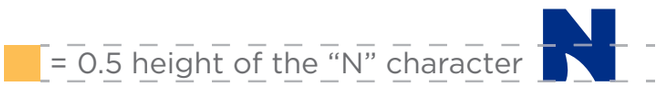
The NSU athletics logo is restricted to use by NSU's Athletics Department or for other sport-related activities. It cannot be used to represent NSU as a university or to represent other NSU organizational or academic entities.

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 in the horizontal version and 0.5 the height of the “N” character in the stacked versions. 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 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.

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 o 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 it's forms.

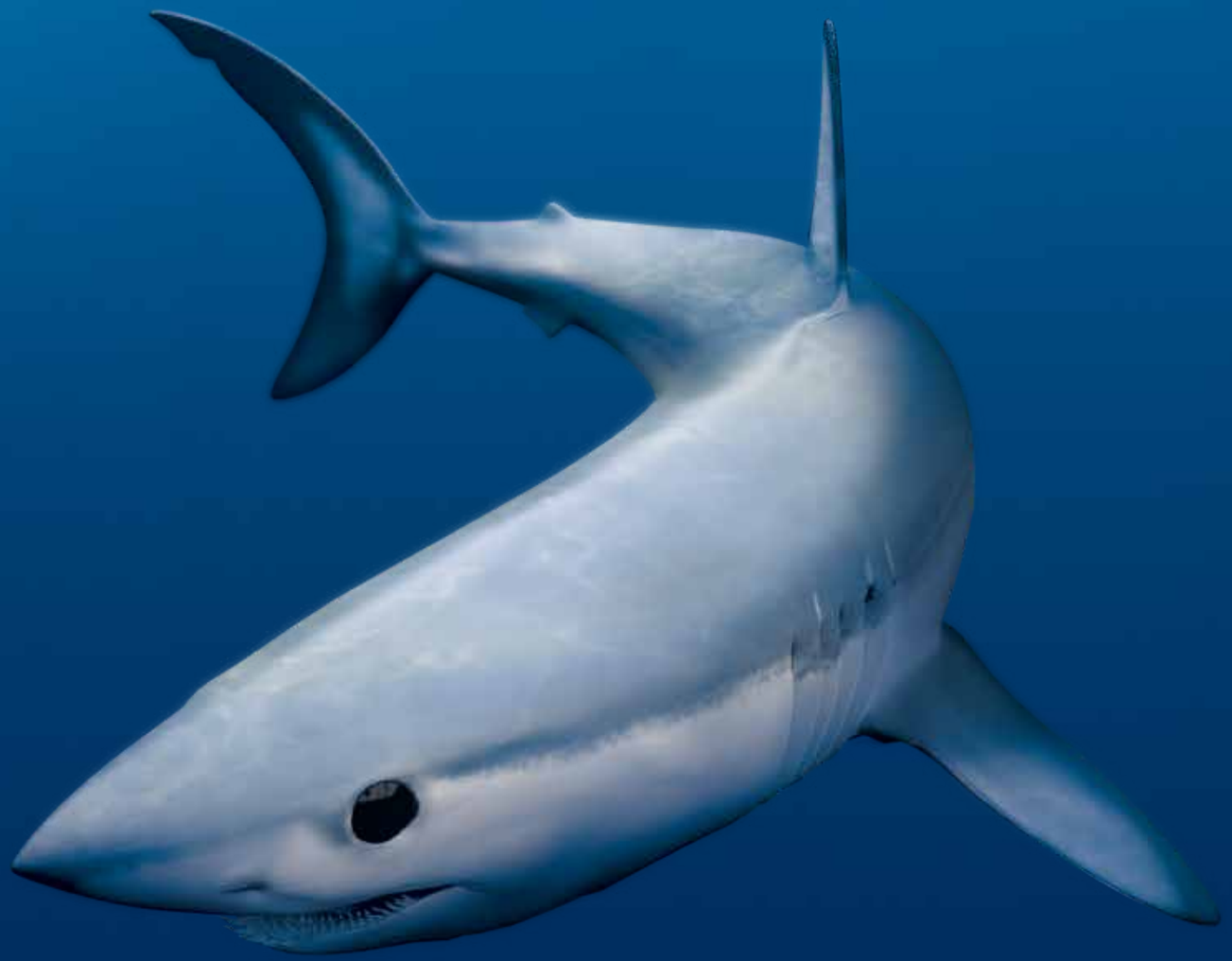
OUR SHARKS

Confident Shark

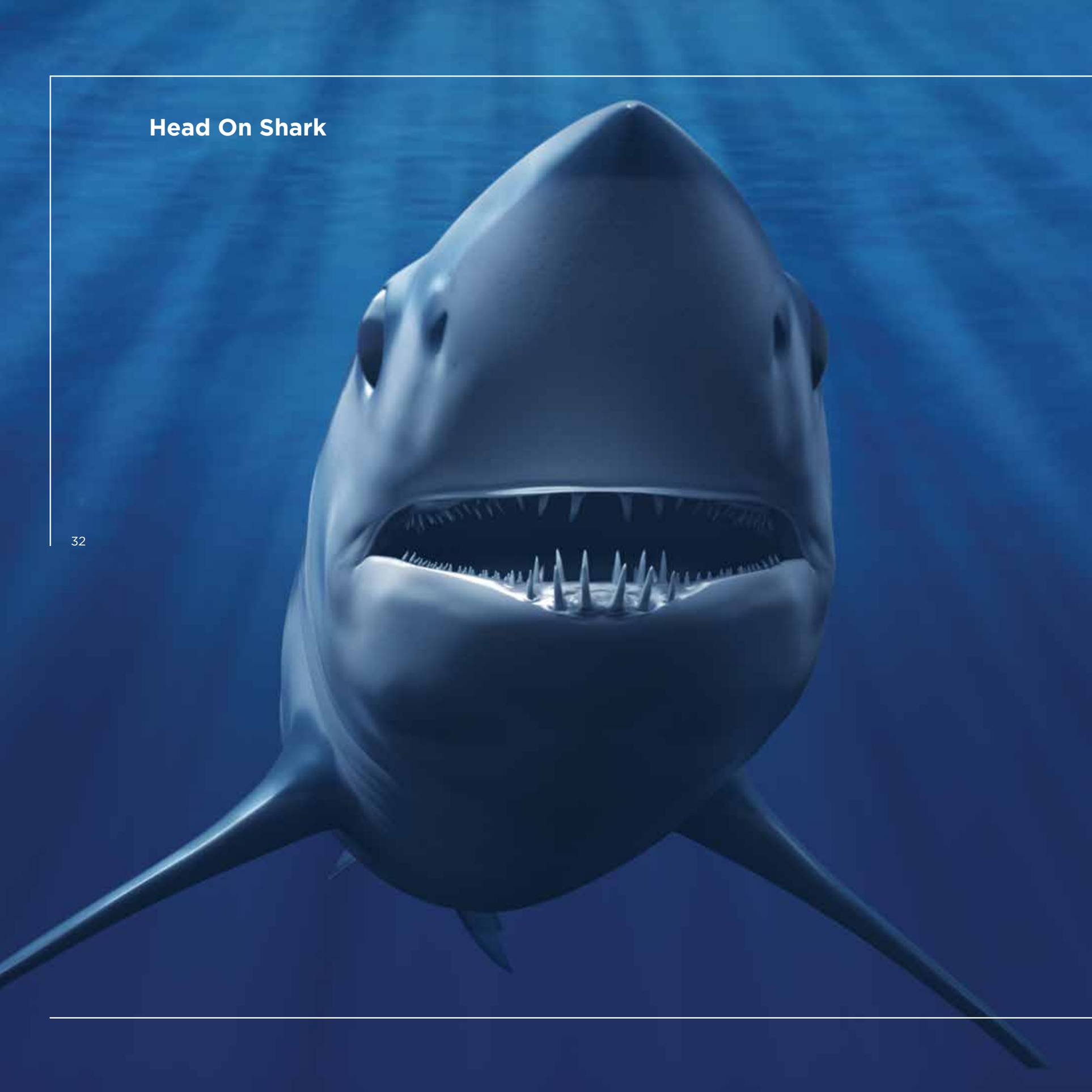
The Sharks

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 Fin Line

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 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 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

PMS 430

BLACK

WHITE

Mako Fin Examples

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.

DARK BLUE
Pantone: 289C
CMYK: 100-76-12-70
RGB: 12-35-64
Hex: #0C2340

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

Web - Primary Colors

The primary web palette consists of colors that are used specifically on NSU web pages. The university's most prominent primary color is NSU Blue. Use this color at 100 percent opacity whenever possible. NSU Blue should be present on all visual communication materials whenever possible.

Web - Secondary Colors

The secondary web palette is inspired by colors found on our campuses and the university's tropical setting: the sun, sand, blue skies, seas, sea life, coral reefs, and palm trees.

Note: H2 headlines located in the intro section or first paragraph at the top of a web page by default are NSU blue and shouldn't be changed to a secondary color.

Web Color Application Guidelines

Apply: Use the web primary colors as a base of branded tones and apply secondary colors as accents to call out important information, such as fast facts, statistics or iconography. For iconography that uses the secondary web palette, please use the mid-tone colors.

Group: When using multiple versions of a secondary color, group them together on the page in subsequent sections so application looks cohesive. Secondary colors can be used for H2 and H3 headers, buttons, and as backgrounds. Dark-tone versions are mostly used for content contrast against another version of the same color (For example, the light palm green and the mid-tone palm green can be placed together to compare, contrast, and visually tell your story). Once a secondary color has been used on the page, try not to use it again. With a robust suite of web colors, you will never run out of inspiration.

Review and Moderate: Secondary colors should be used in moderation to spice up your content. A lot of color can be overwhelming. When needed, edit down. Use white space and text in between your colored content sections to create a balanced look.

ADA-Compliant Web Color Palette

Primary Colors

DARK BLUE
CMYK: 100-68-0-71
RGB: 0-23-73
Hex: #001749

NSU BLUE
CMYK: 100-70-0-15
RGB: 0-56-147
Hex: #003893

MID BLUE
CMYK: 91-53-0-0
RGB: 0-112-205
Hex: #0070cd

LIGHT BLUE
CMYK: 8-1-0-0
RGB: 229-241-250
Hex: #E5F1FA

TEXT GRAY
CMYK: 3-0-0-87
RGB: 32-33-3
Hex: #202121

MAIN GRAY
CMYK: 54-41-38-4
RGB: 125-134-140
Hex: #7c858c

LIGHT GRAY
CMYK: 0-0-0-8
RGB: 235-235-235
Hex: #ebebeb

WHITE
CMYK: 0-0-0-0
RGB: 255, 255, 255
Hex: #ffffff

Secondary Colors

HIBISCUS ORANGE - LIGHT
CMYK: 1-2-6-0
RGB: 253-248-237
Hex: #fdf8ed

HIBISCUS ORANGE - MID
CMYK: 20-79-88-8
RGB: 187-82-53
Hex: #bb5235

HIBISCUS ORANGE - DARK
CMYK: 24-81-90-16
RGB: 24-81-90-16
Hex: #a7492f

FLORIDA SKIES - LIGHT
CMYK: 6-0-1-0
RGB: 236-251-254
Hex: #ecfbfe

FLORIDA SKIES - MID
CMYK: 86-34-39-5
RGB: 0-129-143
Hex: #00818f

FLORIDA SKIES - DARK
CMYK: 89-41-45-13
RGB: 4-112-123
Hex: #04707b

PALM GREEN - LIGHT
CMYK: 2-1-8-0
RGB: 247-248-235
Hex: #f7f8eb

PALM GREEN - MID
CMYK: 56-36-100-16
RGB: 115-124-51
Hex: #737c33

PALM GREEN - DARK
CMYK: 59-40-100-24
RGB: 101-109-44
Hex: #656d2c

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.

PRIMARY FONT

Gotham | GOTHAM

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!”§$%&/()=? @

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!”§$%&/()=? @

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!”§$%&/()=? @

Gotham Narrow | GOTHAM NARROW

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!”§$%&/()=? @€

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!”§$%&/()=? @

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!”§$%&/()=? @€

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.

COMPLEMENTARY SERIF FONT

Goudy | GOUDY

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!”§$%&/()=? @

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!”§$%&/()=? @

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.

WEB FONT

Montserrat | MONTSERRAT

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!”§$%&/()=? @

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!”§$%&/()=? @

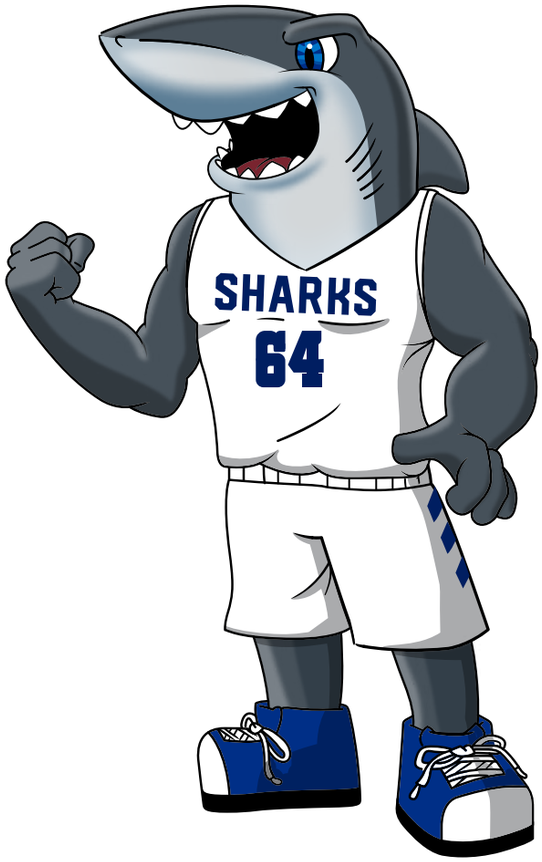
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!”§$%&/()=? @

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.



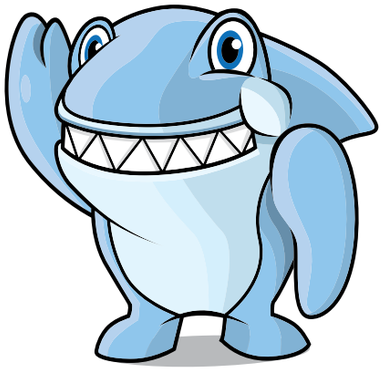
Standing pose

Flag pose

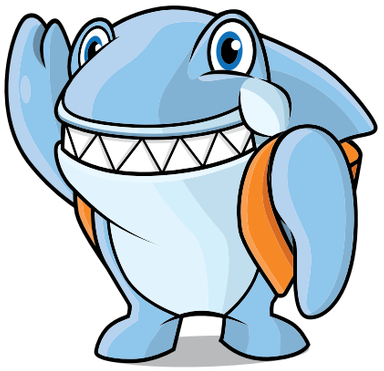
Sharkey Mascot Vectors

Sharkey is the heart and soul of NSU's library: a welcoming mascot whose goal is to help kids make positive associations with our library, as well as encourage library card usage.

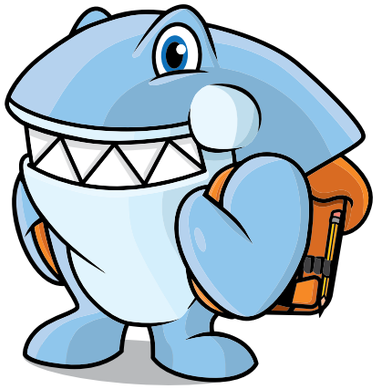
Vectors should not be rotated, skewed, or distorted in any way. Do not change the colors of any vectors.



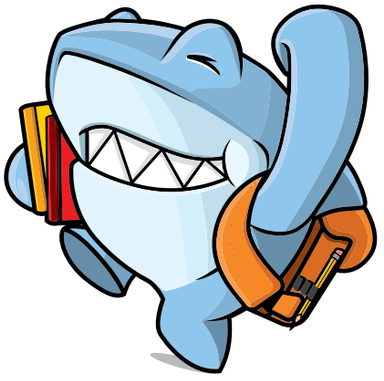
Waving pose



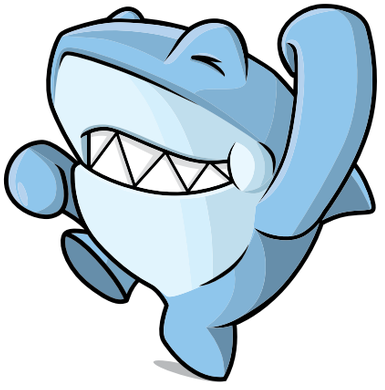
Waving w/book bag pose



Standing w/book bag pose



Cheering w/book bag pose



Cheering pose

SIGNAGE AND STATIONERY

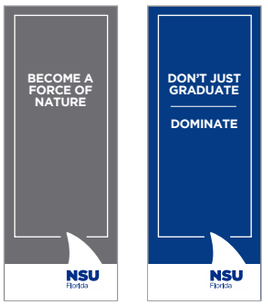
On-Campus Signage

Nobody can 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

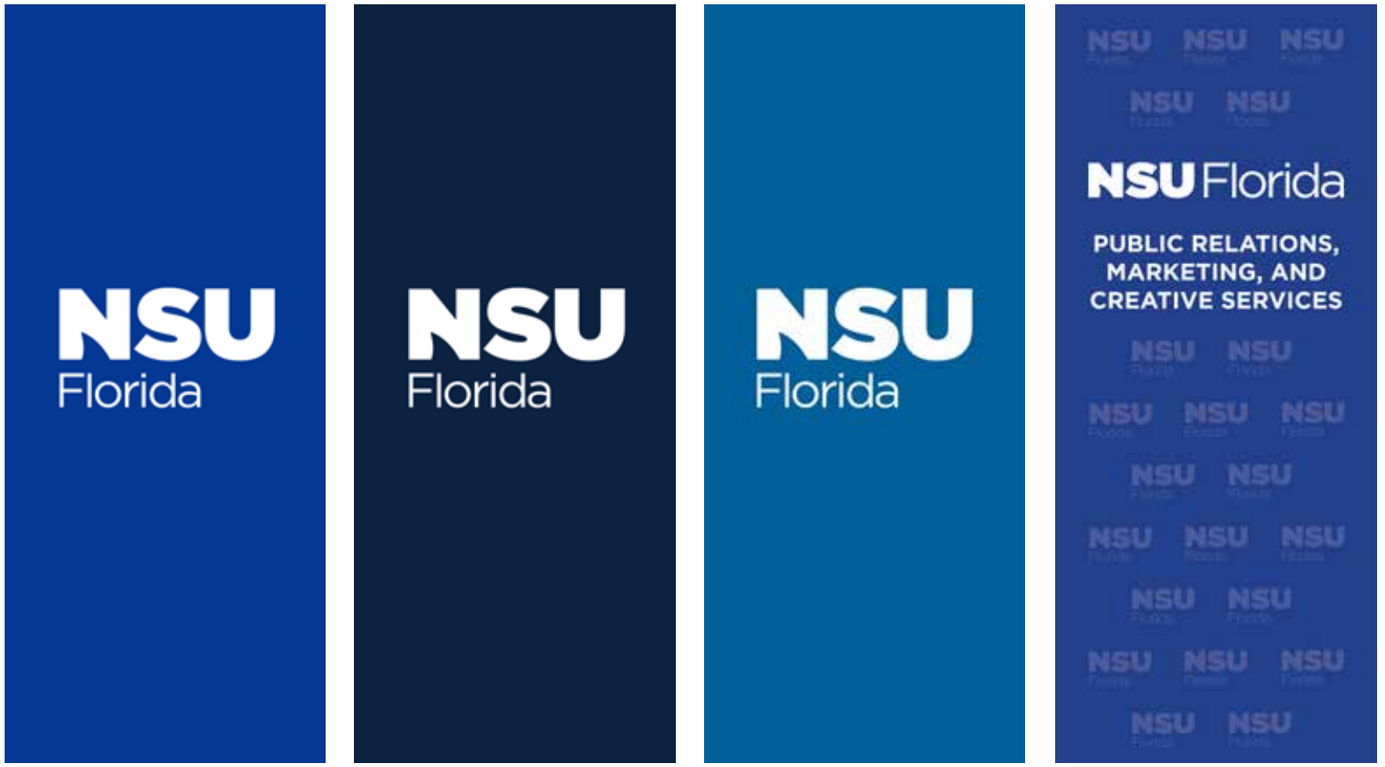


NSU
Florida
DON'T JUST
GRADUATE
DOMINATE
NSU
Florida
BECOME A
FORCE OF
NATURE
NSU
Florida

Pull-Up Banners

Pull-up banners are used to promote the NSU brand and create awareness at on- and off-campus events. These banners (pictured) can be ordered through Ariba.

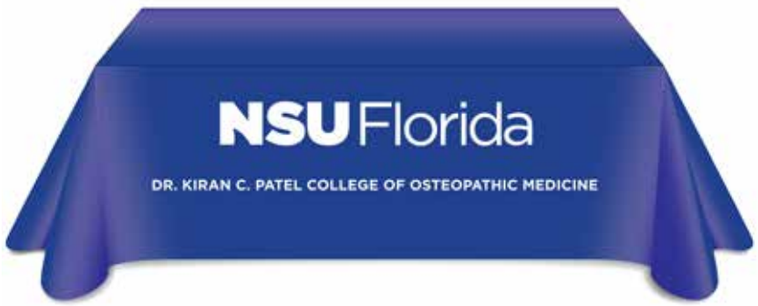
For custom pull up banners, you will need to work with your marketing lead and submit a formal project request.



NSU Florida
PUBLIC RELATIONS, MARKETING, AND CREATIVE SERVICES
nova.edu/brand
PUBLIC RELATIONS, MARKETING, AND CREATIVE SERVICES
GET THE NSU EDGE
NSU Florida
PUBLIC RELATIONS, MARKETING, AND CREATIVE SERVICES
PREPARE TO DOMINATE
NSU Florida
NSU Florida
BE A SHARK
nova.edu/brand

NSU Florida
PUBLIC RELATIONS, MARKETING, AND CREATIVE SERVICES
nova.edu/brand
NSU Florida
NSU Florida
WELCOME TO SHARK NATION
NSU Florida

Table Cloths



PREFERRED APPLICATION

This is our preferred template with the NSU Florida logo and the college name only. This is especially important if the tablecloth is going to be used at external events such as recruitment fairs.

The entire college or department name should be on one line if space permits.

PREFERRED APPLICATION WITH COLLEGE NAME ON TWO LINES

The entire college or department name should be on one line if space permits. This example is to show how line breaks should work if the name will not fit on one line.

- Dr. Kiran C. Patel (on the first line – showing the donor's name together)
- College of Osteopathic Medicine (on the second line showing the college name as one entity)

APPLICATION WITH COLLEGE NAME + DEPARTMENT OR PROGRAM NAME

Please use this template sparingly.
This option allows for the addition of a department or program name for internal purposes when there are multiple NSU Florida tables together.

Please Note: The space here is half the size of the “N” between the logo and the text. This is intentional to make the best use of space.

T-Shirts

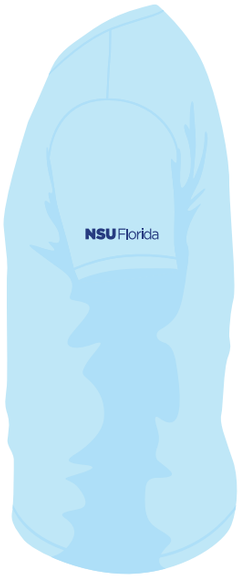
T-shirts must be preferably as close as possible to our brand colors. The (left) front, back, or sleeve of the shirt must have the NSU Florida logo and/or unit name. The creative design must be separated from the NSU logo and must meet branding guidelines. The design may not contain offensive language or images or use trademarks from other entities or derivatives of those marks.

Manufacturers of any products and providers of any services using or in connection with any NSU Florida wordmarks must be an NSU approved vendor.

SINGLE-LOCATION IMPRINT

TWO-LOCATION IMPRINT

TWO-LOCATION IMPRINT



Sleeve Option A

Sleeve Option B

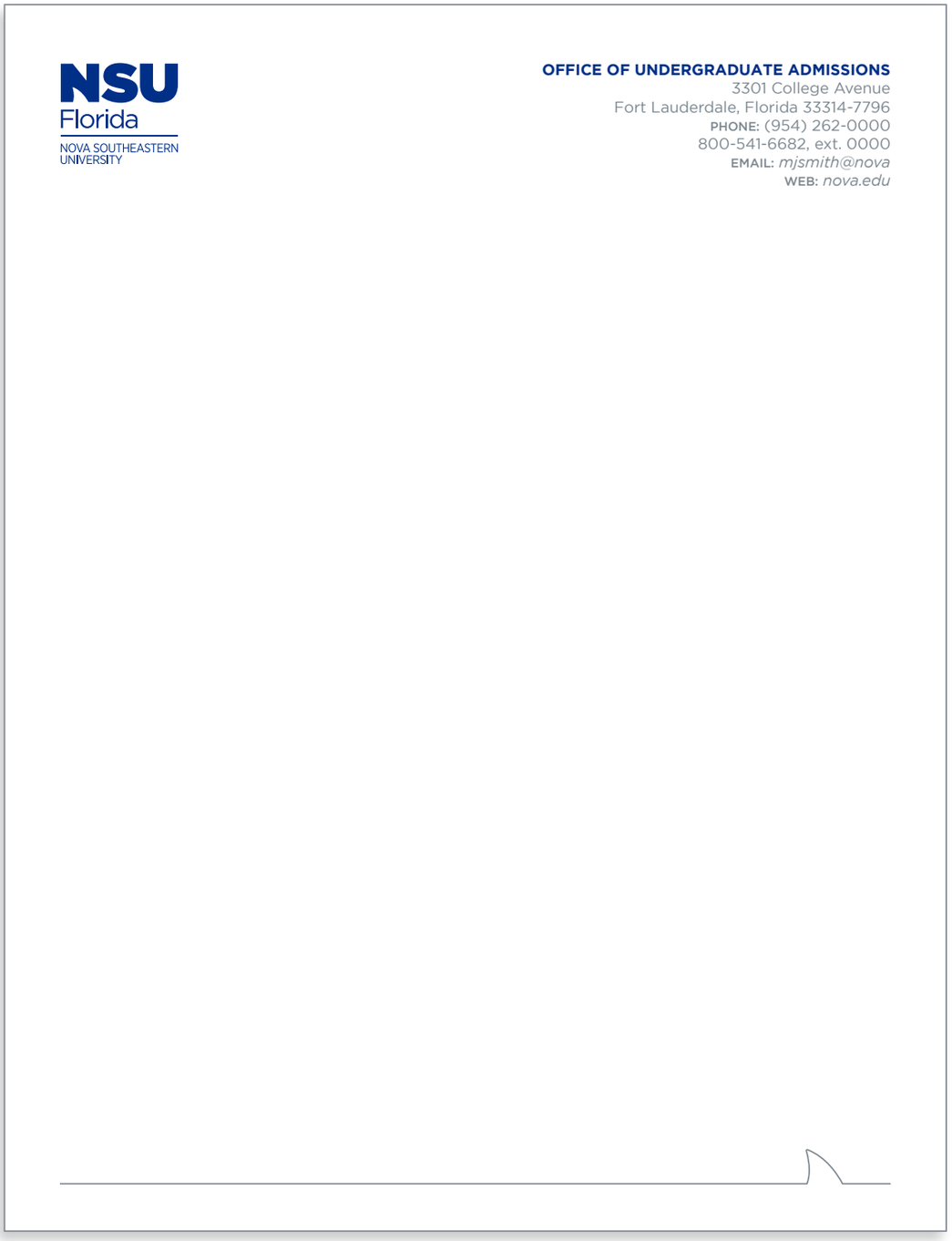
THREE-LOCATION IMPRINT

Stationery

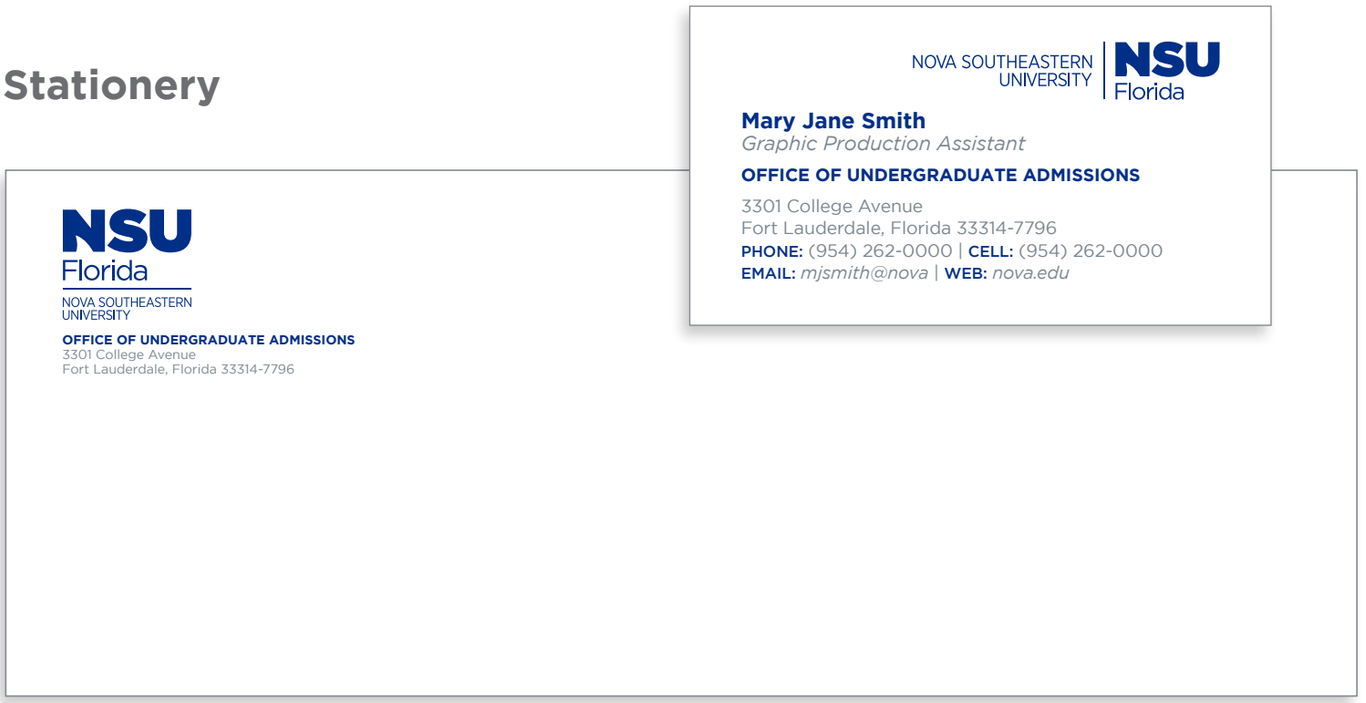
NSU stationery supplies are designed to proudly show our Shark personality in a dignified manner befitting an academic institution. Stationery has been created to work as a unified set.

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.



Stationery



Email Template

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.

PHOTOGRAPHY

SU
rida

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. Using blue organically within a photo connects the NSU brand. 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. 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

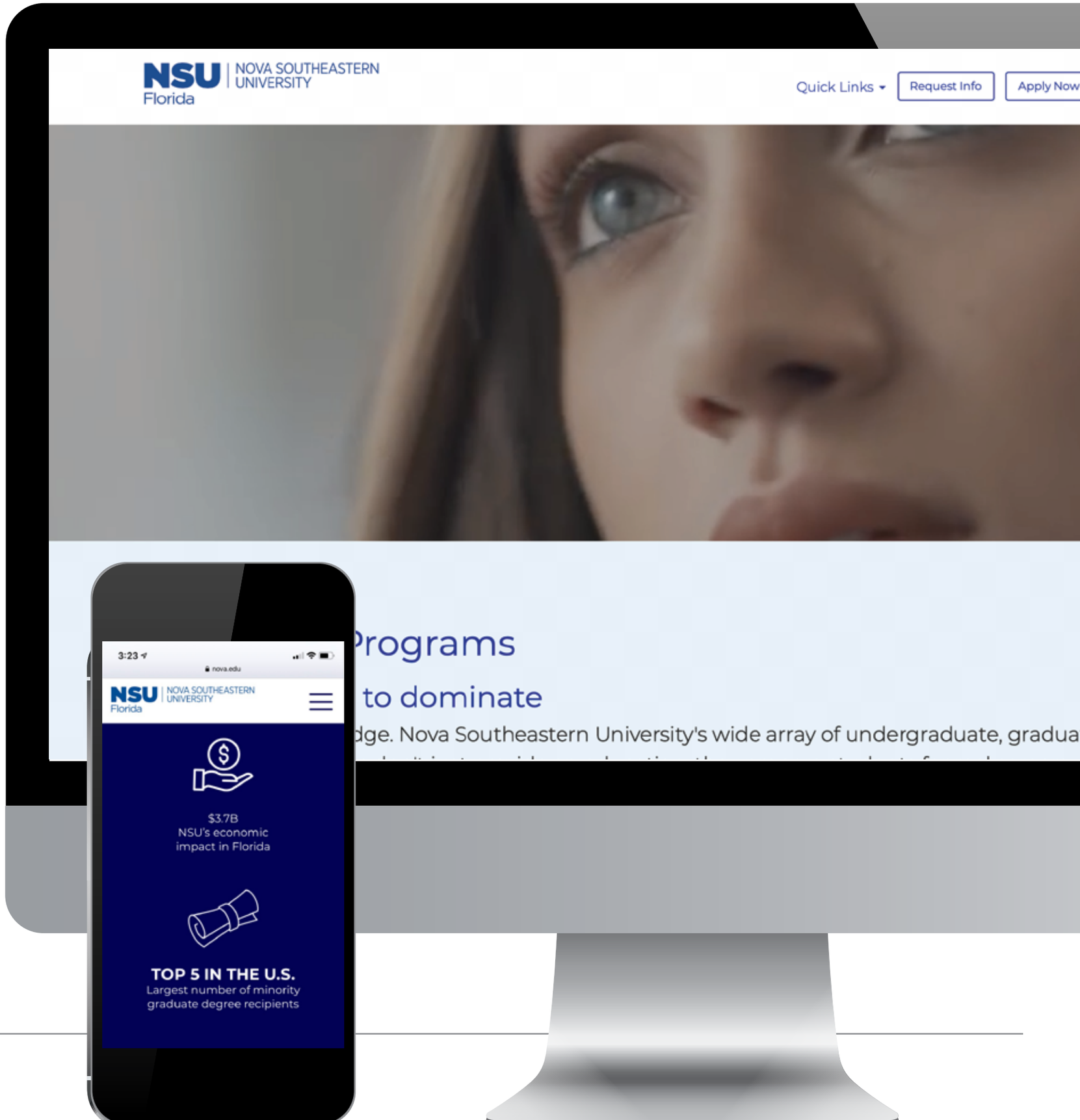
Lifestyle

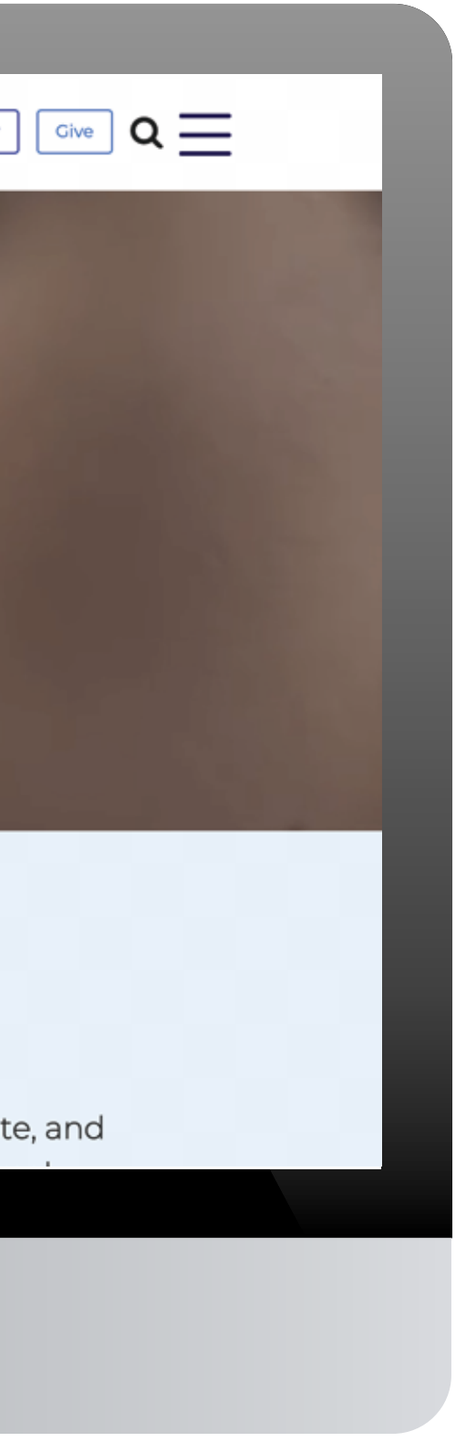
The NSU experience is fresh and extraordinary, and our lifestyle imagery should reflect that.

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


NSU Florida
NOVA SOUTHEASTERN UNIVERSITY
Quick Links
Request Info
Apply Now
Programs
to dominate
dge. Nova Southeastern University's wide array of undergraduate, gradua
3:23
nova.edu
NSU Florida
NOVA SOUTHEASTERN UNIVERSITY
$3.7B
NSU's economic impact in Florida
TOP 5 IN THE U.S.
Largest number of minority graduate degree recipients



Web

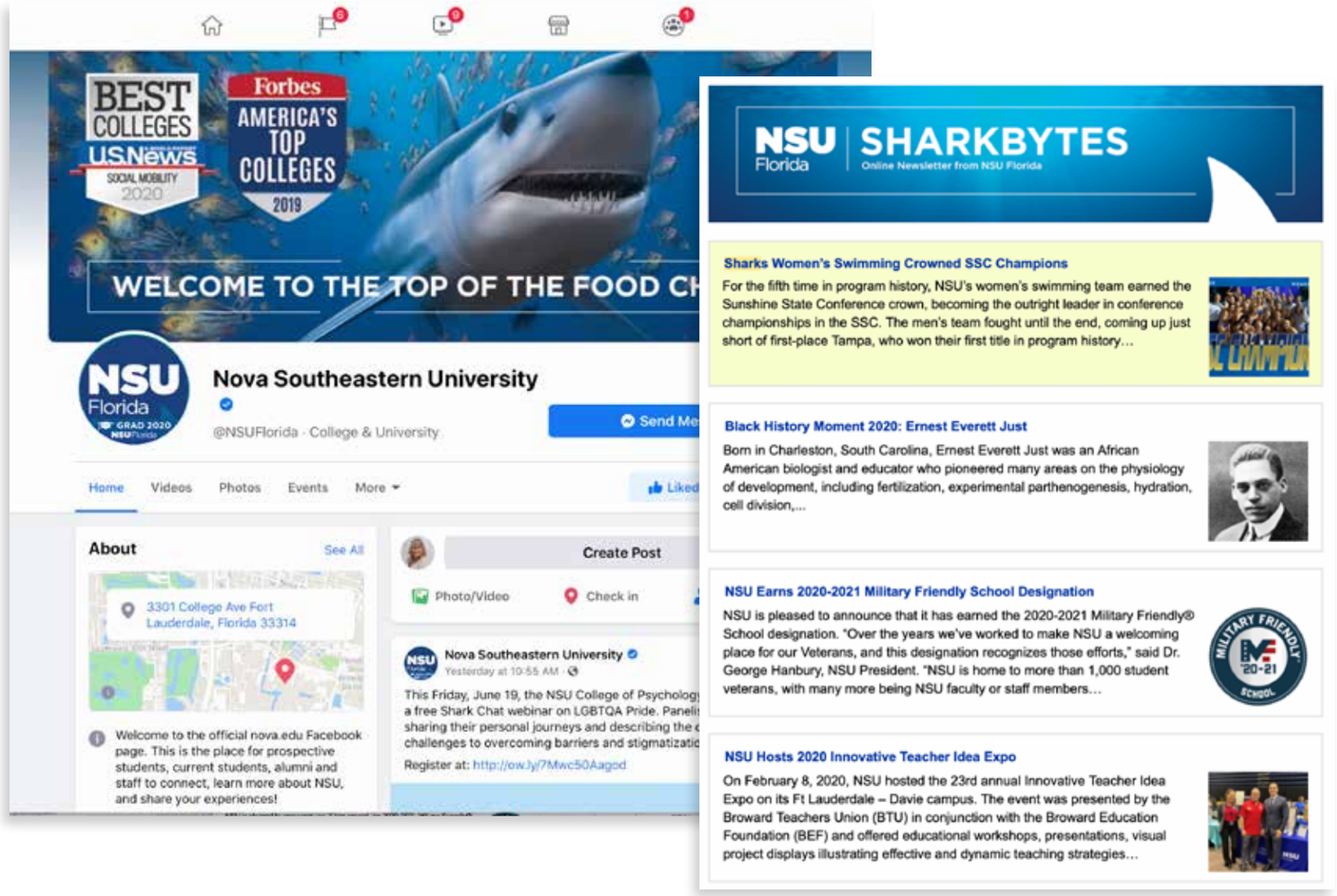
NSU's websites offer a wide range of content, information, and resources. You may be charged with curating or maintaining NSU-branded websites for your college, department, or other administrative unit. All NSU websites should be accessible, compelling, and consistent with the university's brand guidelines.

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.

Resources for post content include

- NSU's Newsroom: ***news.nova.edu***
- *SharkFins* Student eNewsletter: ***sharkfins.nova.edu***
- *SharkBytes* Faculty and Staff *e*Newsletter: ***sharkbytes.nova.edu***
- *The Current*: ***nsucurrent.nova.edu***
- NSU's Alvin Sherman Library: ***nova.edu/community/libraries***



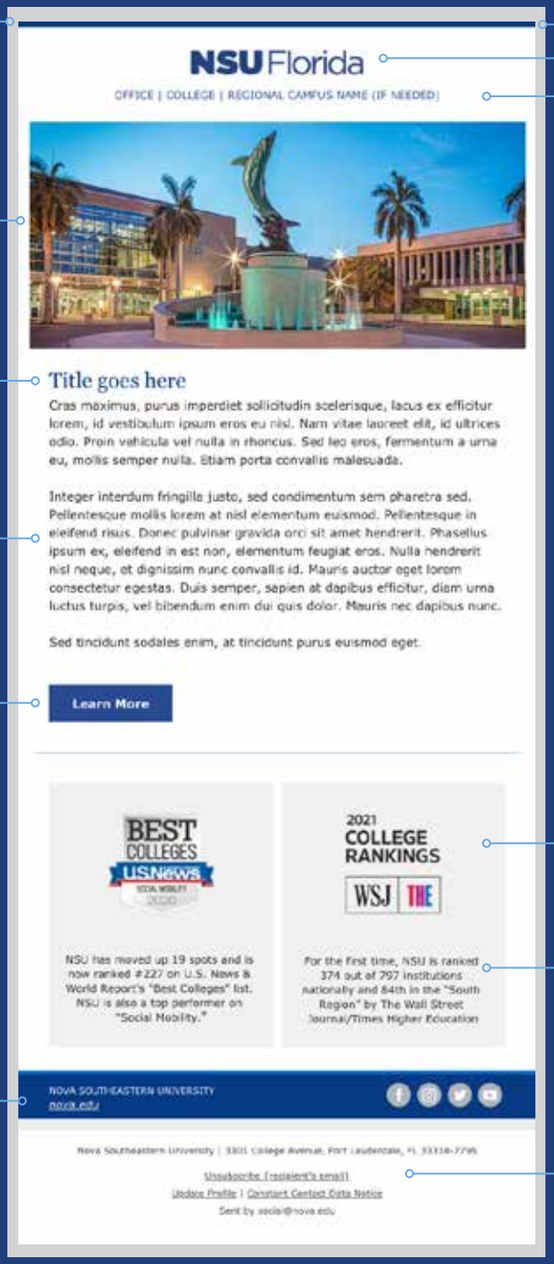
NSU Branded Constant Contact Templates

Most colleges and departments at NSU are using Constant Contact as an email platform to send ecomms to prospective students, alumni and external audiences. The marketing team offers a series of Constant Contact email templates as part of our branded marketing toolkit that are aesthetically pleasing and branded to complement our website. For internal communications being sent to NSU student, staff, department, and faculty communities, you should continue to use Blackboard, as those are connected to list-servs and do not have an associated cost.

If your division is using Constant Contact, here's how you can obtain our templates.

Submit a project request through RoboHead. In your project request, include the Constant Contact user's name(s) and NSU email address(es) that are associated with the account. A member from the marketing team will add you to the partner console and will share the NSU branded templates into your campaigns tab.

Email Template Features



Tips and Key Takeaways

Keep in mind, most of the people that receive your email will be viewing it on their device (phone or tablet). Make sure the copy is brief and to the point with clear Calls To Action (CTAs) that link them to the website to register for an event, learn more, apply, request info. etc.

Do not use too many graphics in your email. They don't always automatically load on each person's device based on their application settings. Using Constant Contact's buttons as CTAs vs. images will ensure that they see the copy. The same rule applies to body text. Content should be typed within the text box so that they see the message upon opening the email. If the copy is an image, it may not load right away, resulting in an "empty" looking email.

Write Clear, Simple, and Effective Content

- Content should be written in an easy-to-read, conversational style.
- Always keep your target audience, content strategy and goals in mind.

Put the Most Important Content in the First Paragraph

- Readers quickly scan through webpage content. Prioritize your content by putting the most important information in the first paragraph so they don't miss it.

Be Concise

- Write short paragraphs and minimize unnecessary words.
- Sentence structure should be simple and varied so it doesn't sound abruptly cut short.

Chunk Your Content

- Cover only one topic per paragraph.

Use Active Voice Instead of Passive Voice

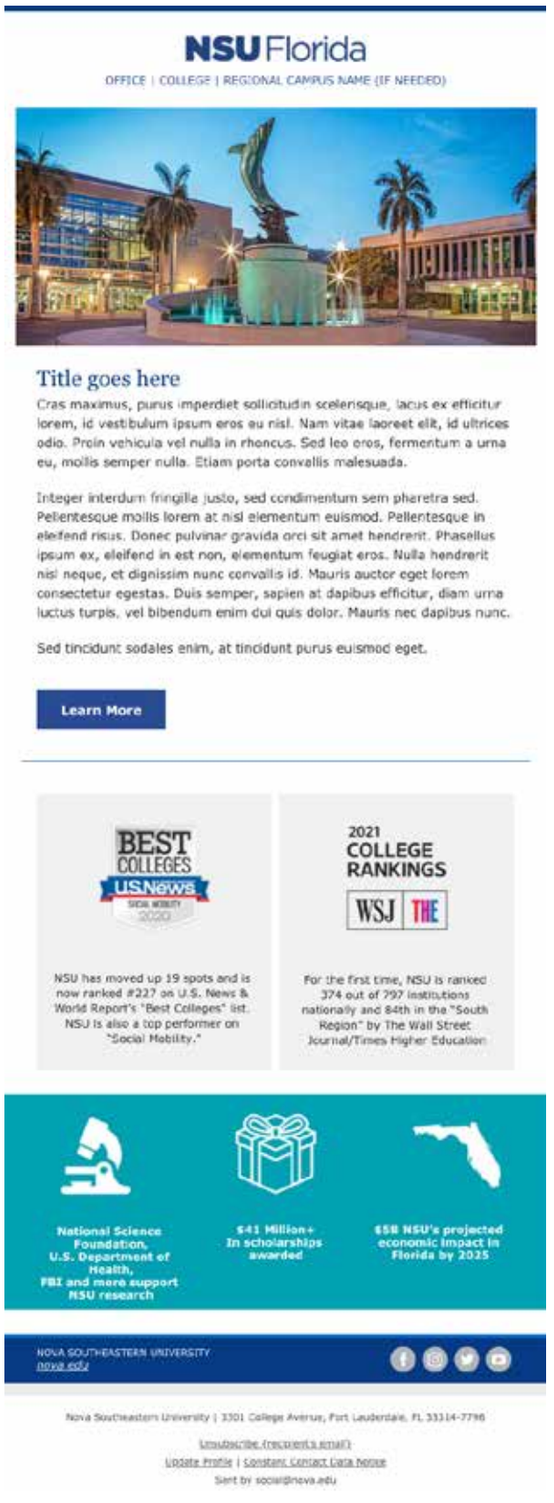
- Yes: Professors teach classes on-site and online.
- No: On-site and online classes are taught by professors.

Choose Lists over Long Paragraphs

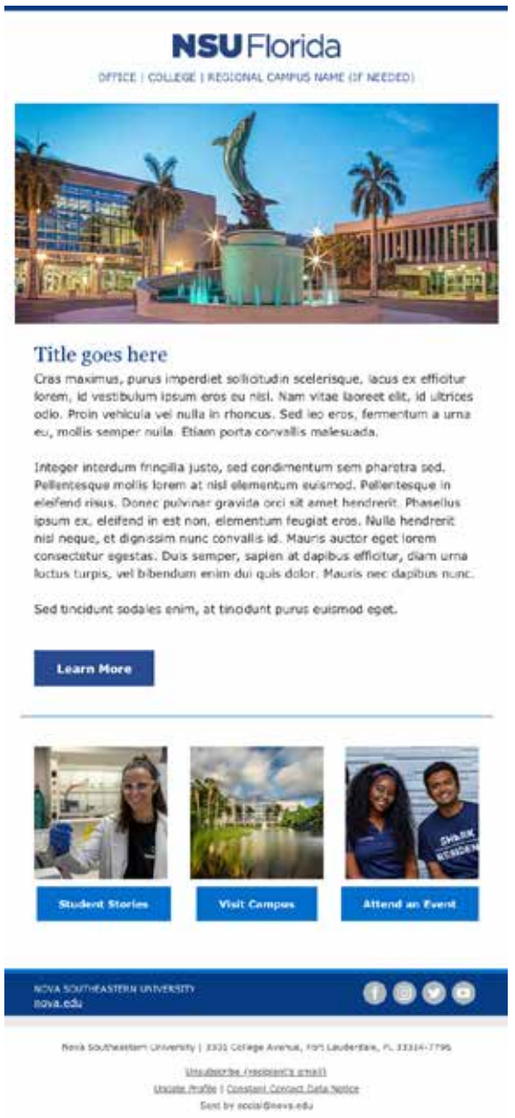
- Use lists to make your content easier to scan (i.e. bullet points).
- Include an intro sentence or two to provide context for the list.

Letter with Banner

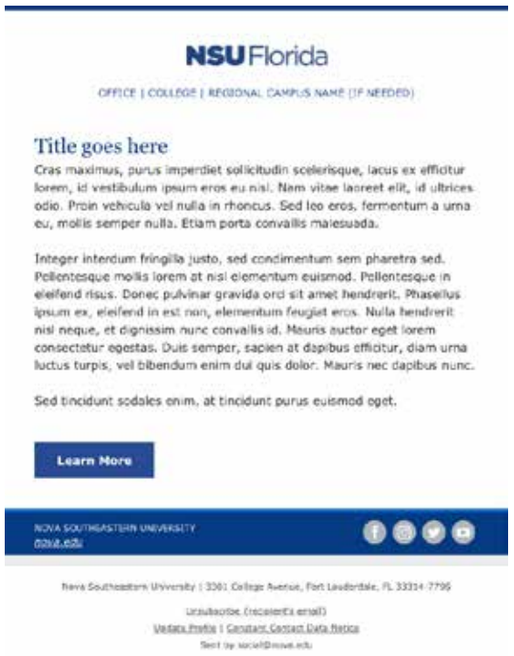
Overview + Multiple Features



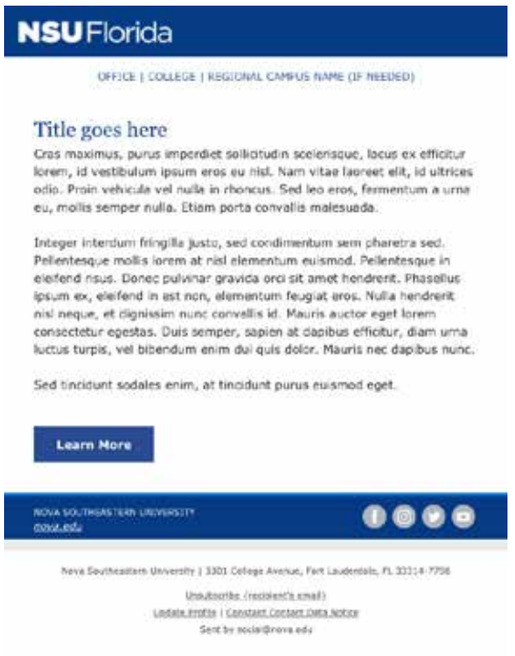
Overview + 3 Features



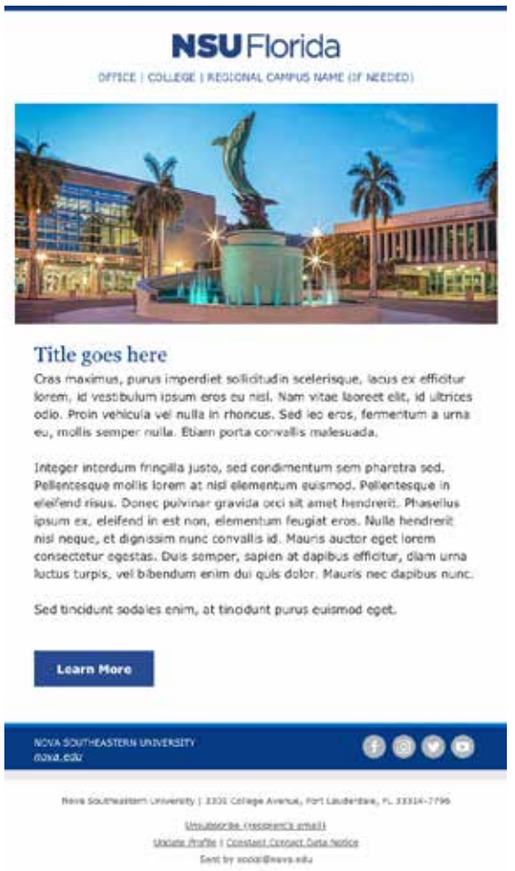
Letter with Logo



Letter with Logo Banner



Letter with Banner Image



Constant Contact's user-friendly "help" center offers tutorials and support at *community.constantcontact.com/help-center?ic=help_panel*.

VIDEO

Videography

Video content created by and for the university should be consistent and reflect well on the NSU brand. NSU videos should be clean, modern, and vibrant. They should celebrate the NSU community and our scholarship. Know your audience and craft engaging stories that will capture their attention from the start. Videos should not be any longer than needed to get your message across. Videos must also be free of any copyrighted music, talent, or visual imagery unless permission is granted.

Technical Standards

- Recommended aspect ratio = 16:9
- Preferred formats for YouTube: Quicktime ProRes 422 HQ or Quicktime H.264/MP4
- 4K or High Definition (HD) resolution at either 3840 x 2160 or 1920 x 1080

Commercial-use videos should be pre-approved by NSU's Public Relations, Marketing, and Creative Services team.

Video Assets

To obtain NSU's collection of video assets which include intros, outros, captions, and music, please submit a request through RoboHead. You will receive a link to download the files.

Text and Captions

Adding text to a video can help tell your story. It can be used to identify subjects for context and credibility or to highlight key points you want your audience to remember. As a general rule, for every word on screen you should give one second of screen time, so that your audience has sufficient time to read and comprehend the text. For example, if your text reads “NSU students are leaders,” you want the text on screen for at least 4 seconds. Text placement should be guided by the composition of the shot. Make sure there’s enough contrast between the text and the background for your audience to read the text.

Text should always be set at a consistent weight and size. Please reference the typography section for NSU’s approved typefaces.

Text Standards

- Set text in white (#FFFFFF) for a dark background.
- Set text in NSU Dark Grey (#76828A) for a light background.
- Headline: use all CAPS set at 40pt in Montserrat Bold with 45pt leading 0 to -25 kerning.

- Do not use periods at the end of headlines, unless other punctuation is present.
- Body: use sentence case set at 30pt in Montserrat Bold with 35pt leading and 0 to -25 kerning

Captions should be set using the Photoshop or After Effects files. Either the blue or white version is acceptable, but whichever one you choose should work against the background of the video (even as the onscreen images change).

Video Intros/Outros

Video intros and outros catch people's attention and reinforce the brand. There are two NSU branded options available for both the intro and outro.

The intro options include one version with the NSU Florida logo and another with "a production of" before the logo.

The outro options include one version with an animated shark fin, logo, and URL, and another with a shark shadow that swims over the NSU Florida logo. The animated shark fin should not be altered from the original file. It should not be spun, flown in, or warped.

If you need a specific URL (a call-to-action other than *nova.edu*), please add this to your RoboHead project request. A designer from the PR & Marketing team will adapt the artwork with your specified URL.

Any music added to your video can fade in 8 seconds into the intro, or if you prefer to introduce the music after the intro is complete, it can be faded into the opening of the main feature. All music should come to an end before the outro appears on screen.

Music

Music should be appropriate for the subject matter of the video. Avoid overpowering the message with music that is too strong, loud, or distracting. The video asset package contains several approved music selections.

2022

NSU Florida