

# 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 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. 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 to 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**

# TELLING THE NSU STORY

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 important, 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 should serve also 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.

**What Is 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, and 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.

**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 NSU—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 NSU 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

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

- adaptable
  - agile
  - apex
  - appealing
  - bold
  - boundless
  - clear
  - competitive
  - connected
  - dominant
- edgy
  - effortless
  - empowered
  - engaged
  - fast
  - forefront
  - forward
  - honed
  - insightful
  - inspired
- intelligent
  - lean
  - quick
  - recognized
  - refined
  - sharp
  - 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’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 more than 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 our fast-track Dual Admission programs, our students can secure a spot in graduate school while completing their undergraduate degree. At NSU, you won’t just get an education; you’ll prepare for real careers and real life.

## 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.



**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: stacked and horizontal.

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

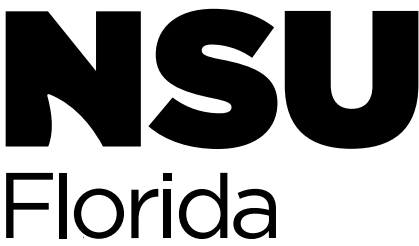
Stacked



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 this lock-up.

Stacked



Horizontal



Allowed Color Variations



PMS 287



Black



White

**NSU** Florida

PMS 287



White

**NSU** Florida

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, Marketing, and Creative Services.

### 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.



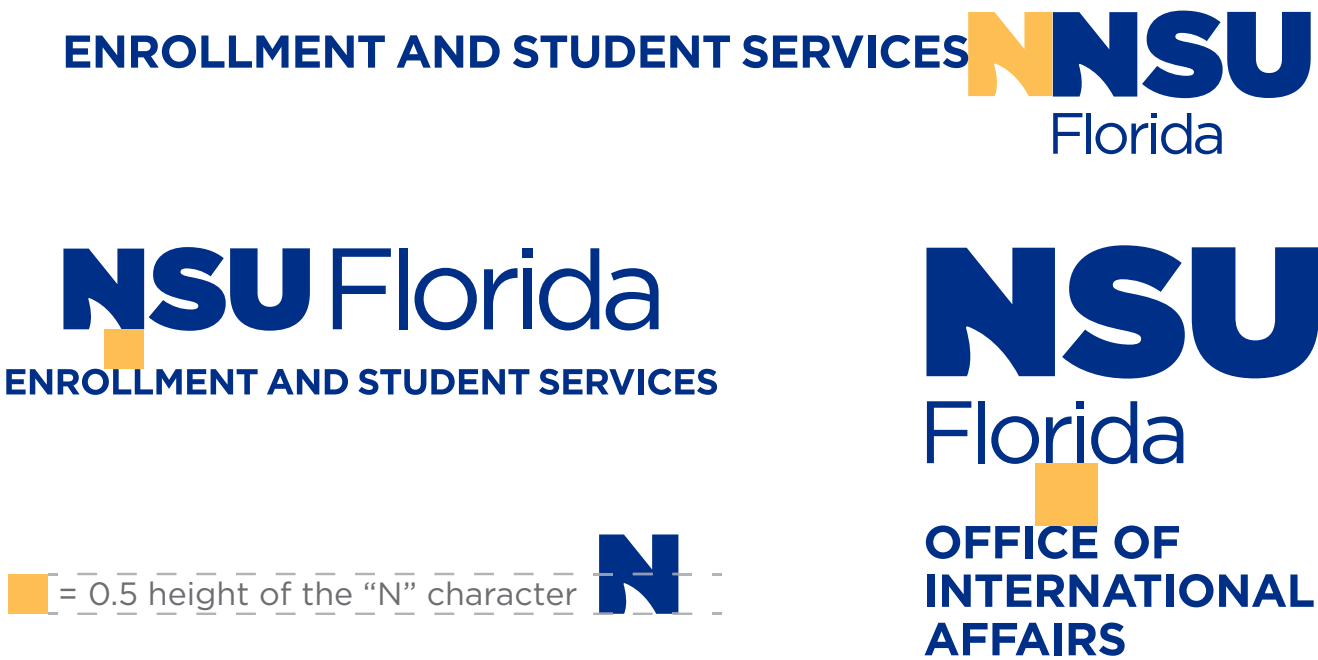
### The Presidential Seal

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, Marketing, and Creative Services. 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 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 AND DESIGN ELEMENTS**



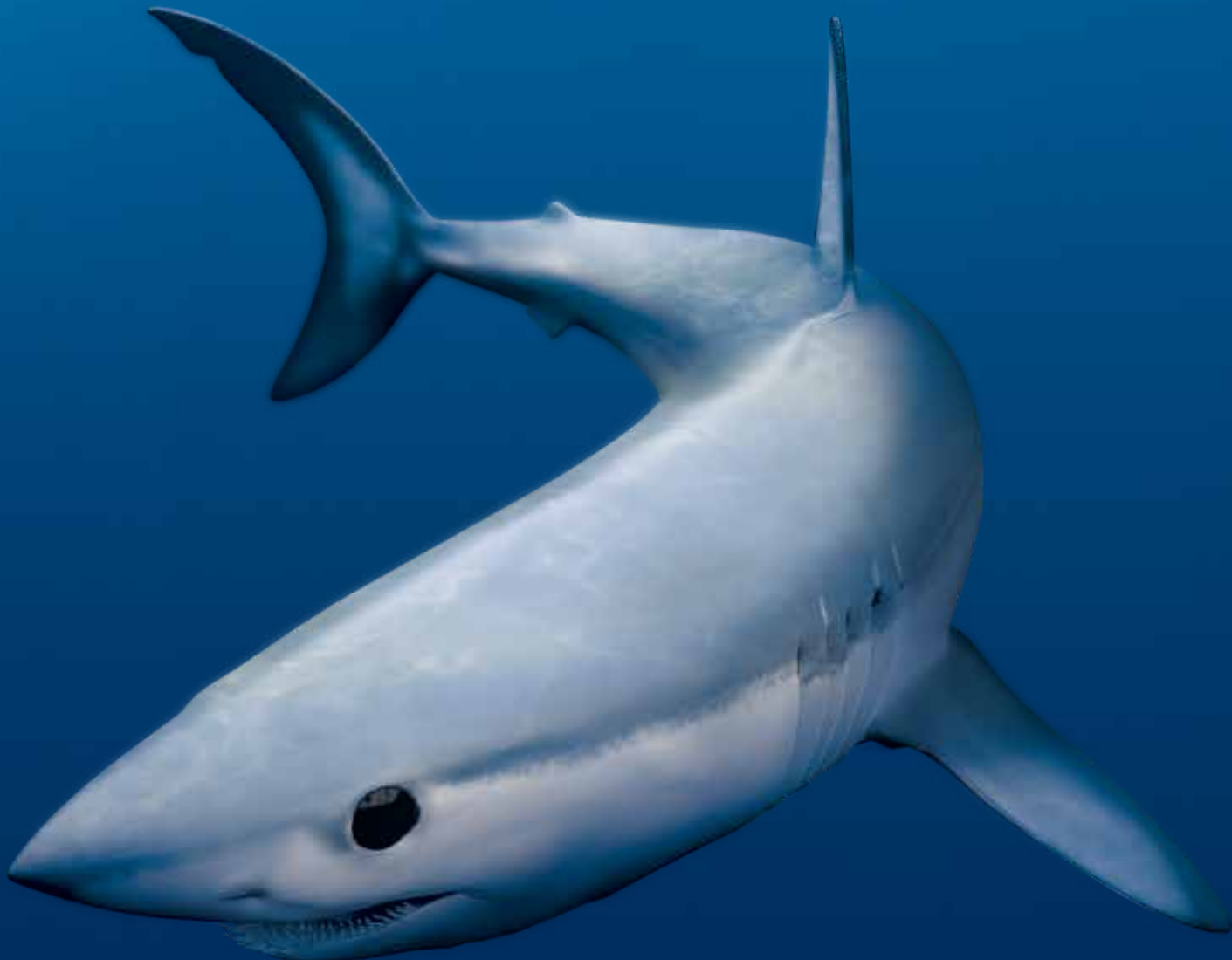


## Confident Shark



25

## Caring Shark



26

## 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 3D model and are available for use upon request. Other shark variation usage is covered on pages 40, 62, and 63. If you need one of these sharks for a specific purpose, please contact your marketing department.



Head-On Shark



Disruptor Shark





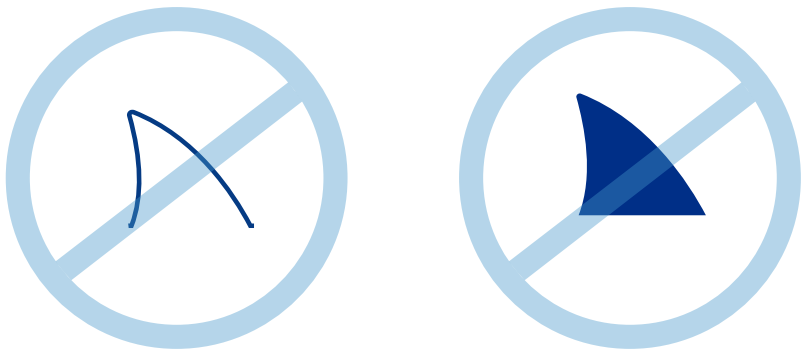
The Horizon Fin Line

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



PMS 287



BLACK



PMS 430



WHITE



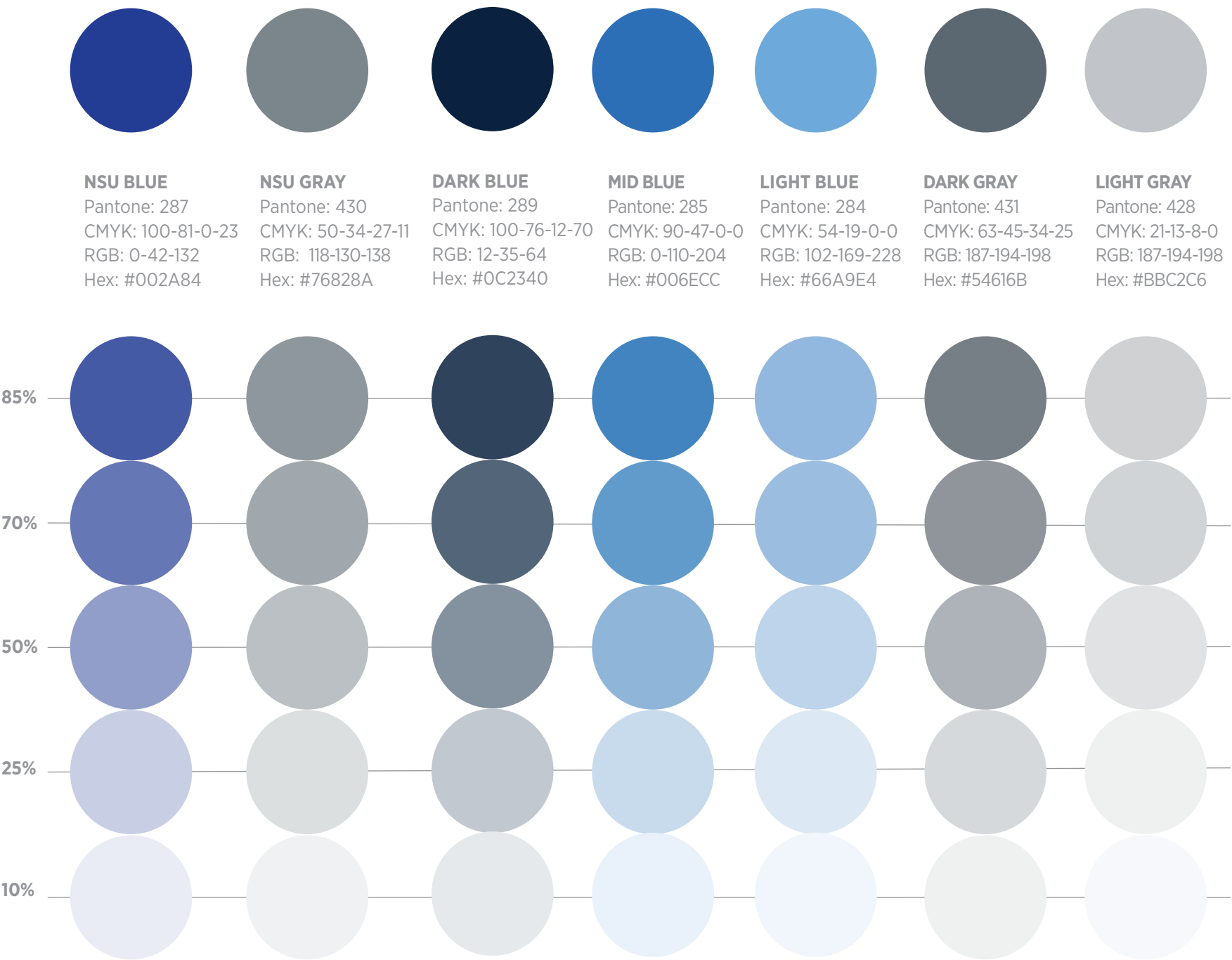
Mako Fin Examples



**COLORS**

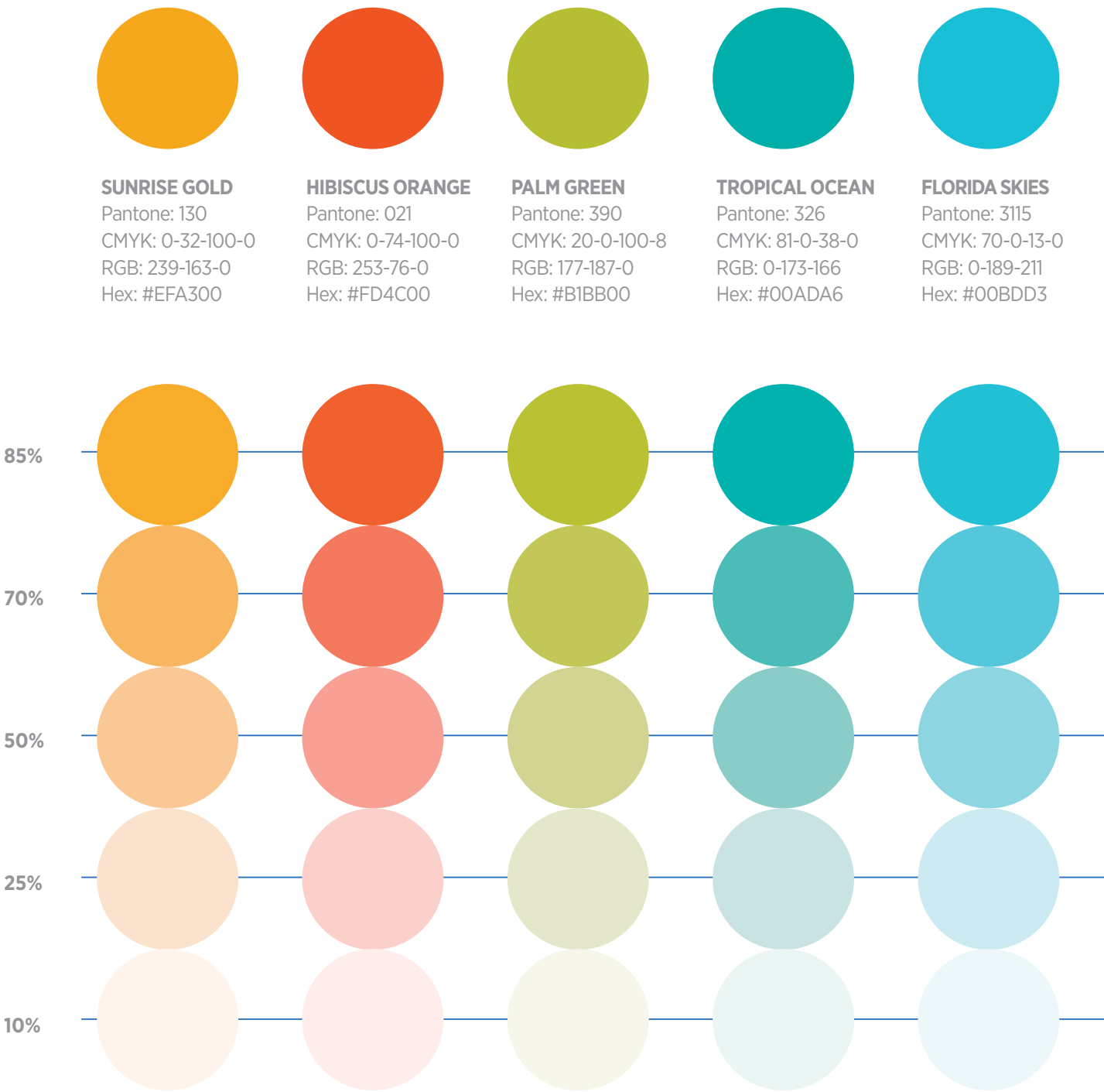
Primary Colors

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.



Secondary Colors

The secondary palette is inspired by colors found on our campuses and around 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 on the following pages for additional guidance on using the color palettes for web and digital applications.

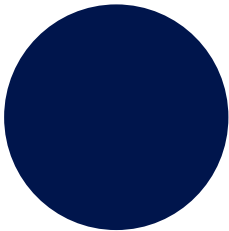


Web—Primary Colors

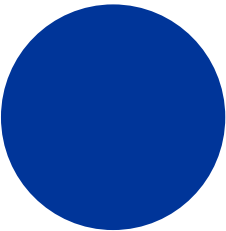
The primary web palette consists of colors that are used specifically on NSU web pages. The university’s most prominent primary color is NSU Blue. Use this color at 100 percent opacity whenever possible. NSU Blue should be present on all visual communication materials whenever possible.

ADA-Compliant Web Color Palette

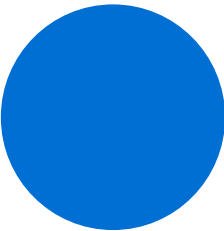
Primary Colors



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



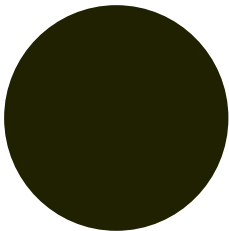
**NSU BLUE**  
CMYK: 100-70-0-15  
RGB: 0-56-147  
Hex: #003893



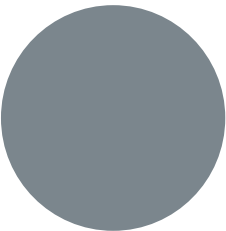
**MID BLUE**  
CMYK: 91-53-0-0  
RGB: 0-112-205  
Hex: #0070cd



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



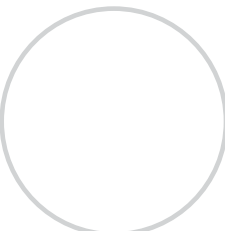
**TEXT GRAY**  
CMYK: 3-0-0-87  
RGB: 32-33-3  
Hex: #202121



**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

**TYPOGRAPHY**

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 | MONTSEERRAT

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!"\$%&/()=? @

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!"\$%&/()=? @

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!"\$%&/()=? @

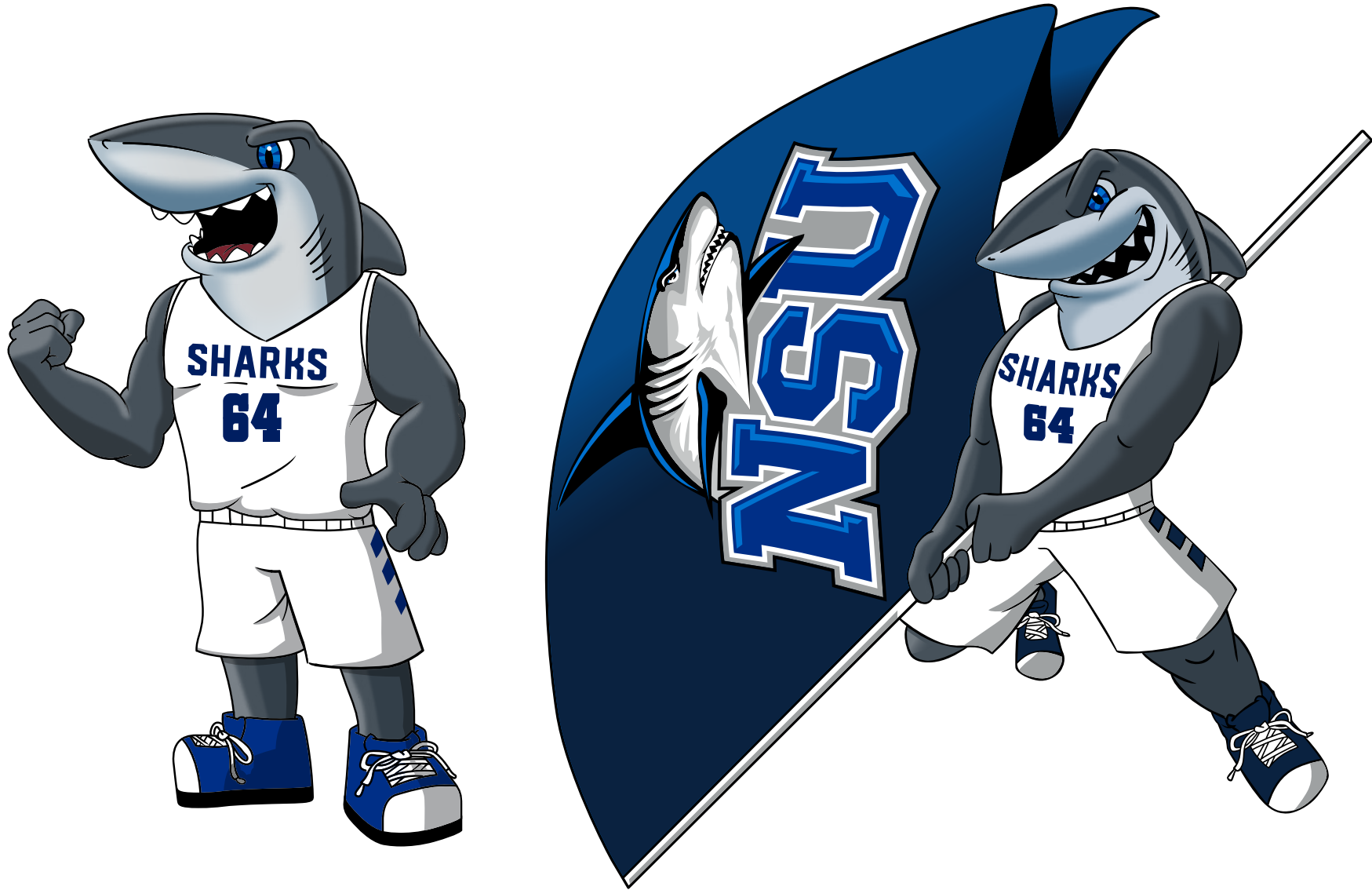


**MASCOTS**



### 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.

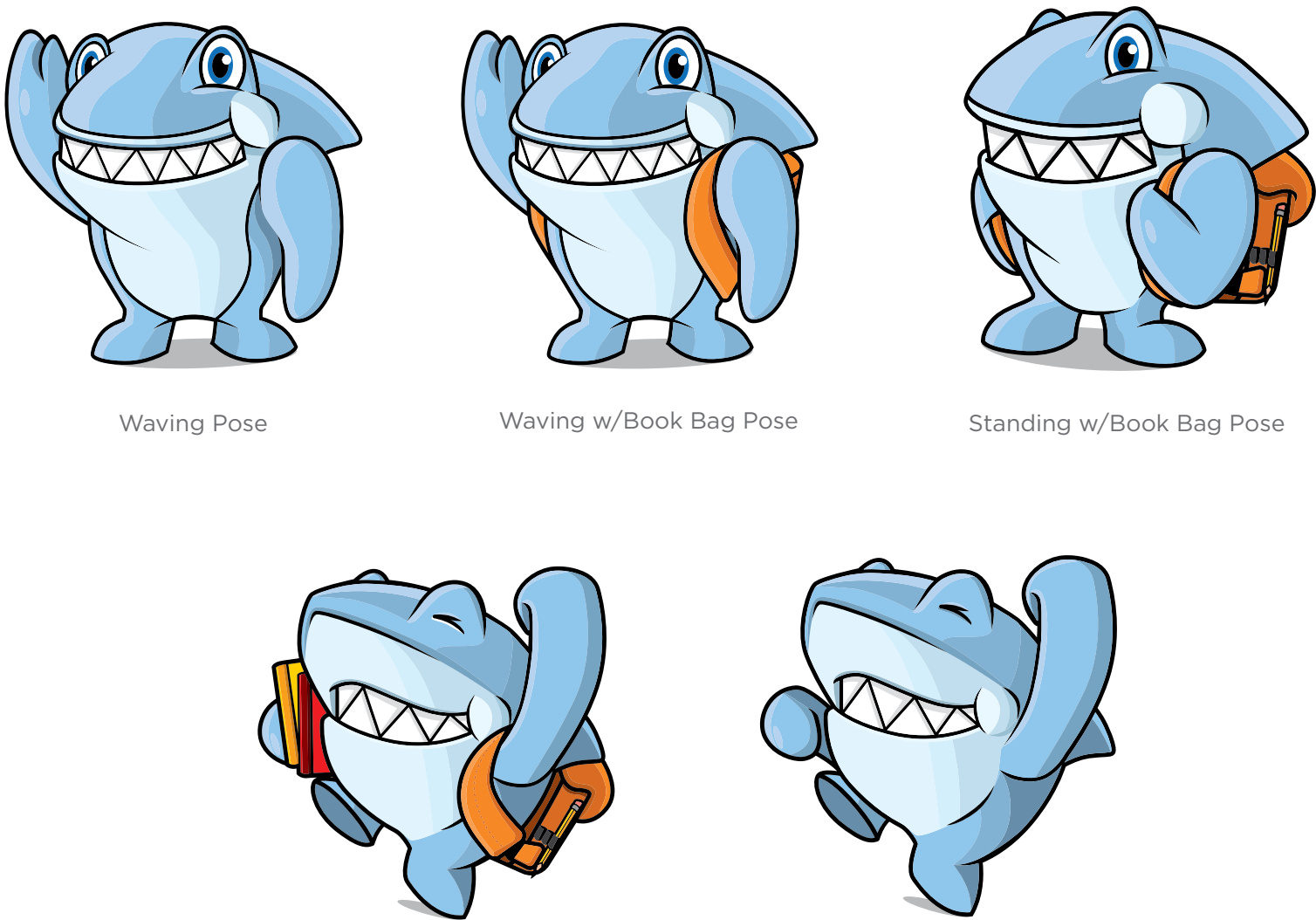


Standing Pose

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

**DISPLAYS AND STATIONERY**

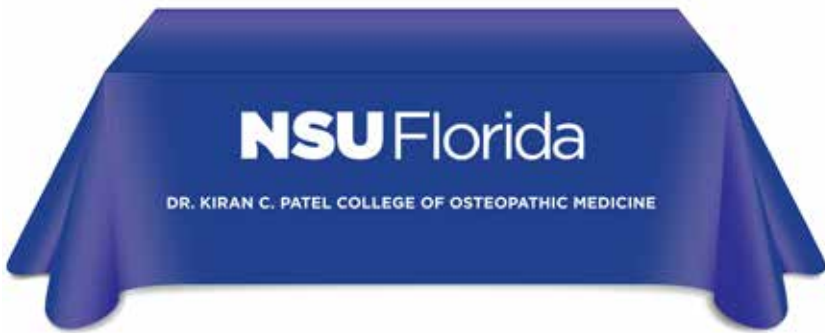
Pull-Up Banners

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.



Table Cloths



PREFERRED APPLICATION

51

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.

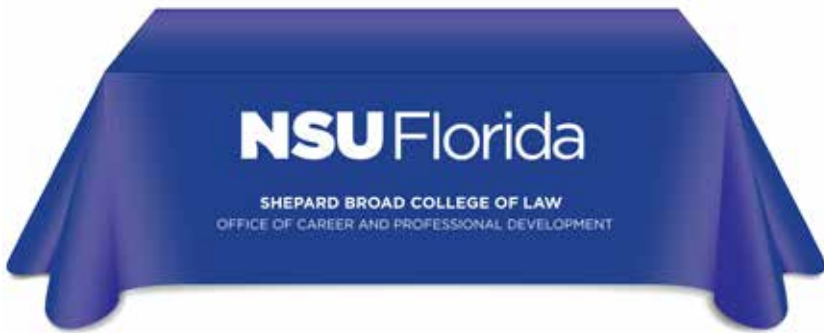
The entire college or department name should be on one line, if space permits.



PREFERRED APPLICATION WITH COLLEGE NAME ON TWO LINES

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, keeping the donor’s name together)
- College of Osteopathic Medicine (on the second line, keeping the college name as one entity)



APPLICATION WITH COLLEGE NAME + DEPARTMENT OR PROGRAM NAME

52

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.



T-Shirts

T-shirts must be 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 NSU-approved vendors.

SINGLE-LOCATION IMPRINT



TWO-LOCATION IMPRINT



Sleeve Option A

Sleeve Option B

TWO-LOCATION IMPRINT



THREE-LOCATION IMPRINT

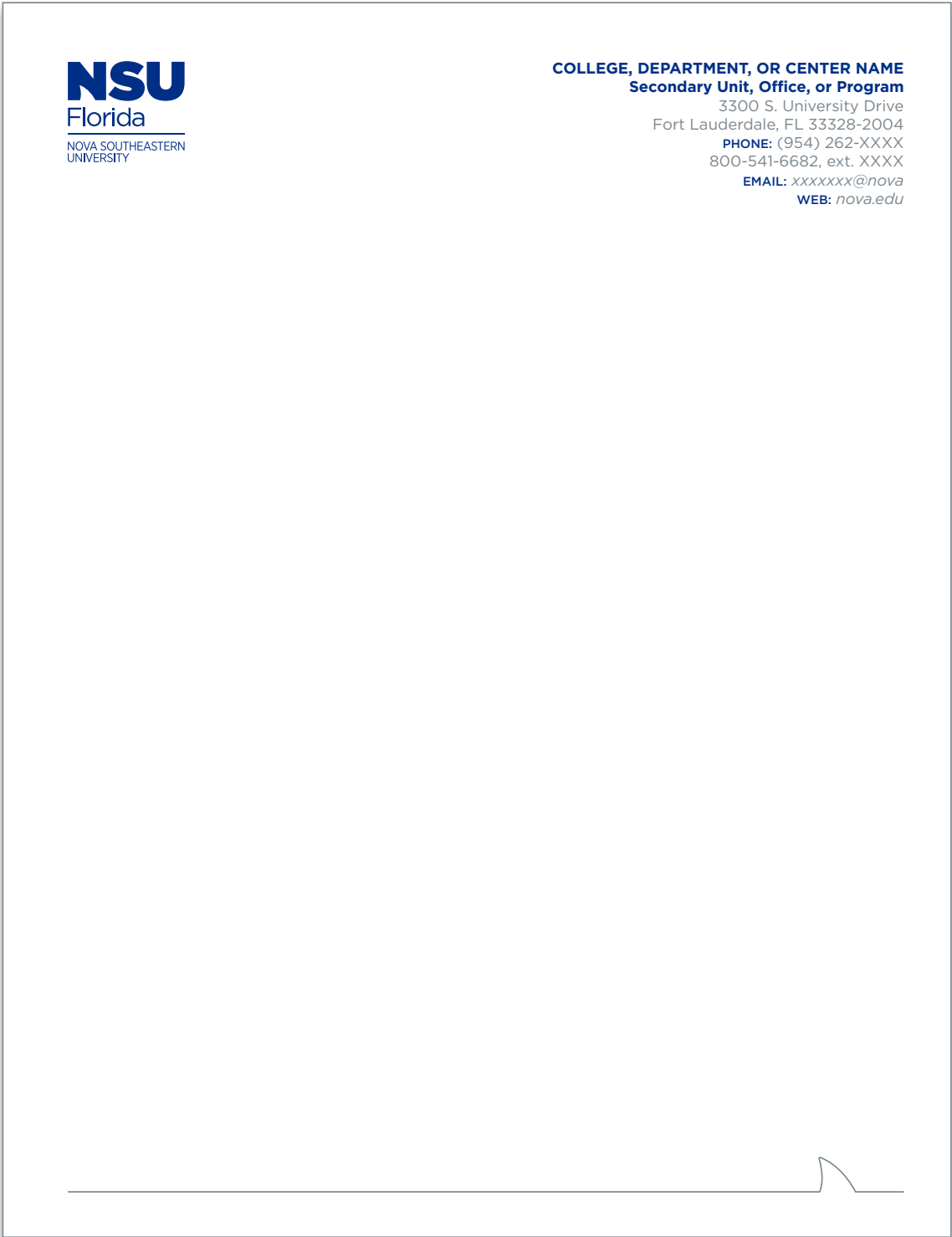


### Stationery

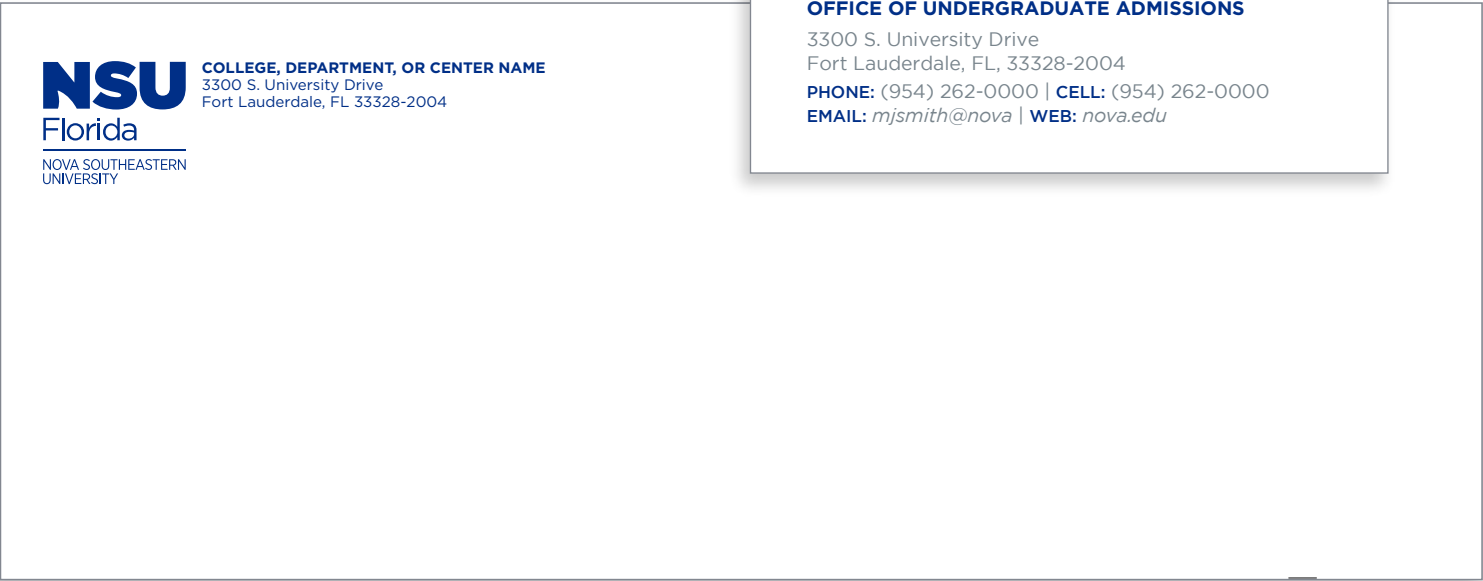
NSU stationery supplies are designed to proudly show our Shark personality in a dignified manner befitting an academic institution. Stationery has been created to work as a unified set.

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

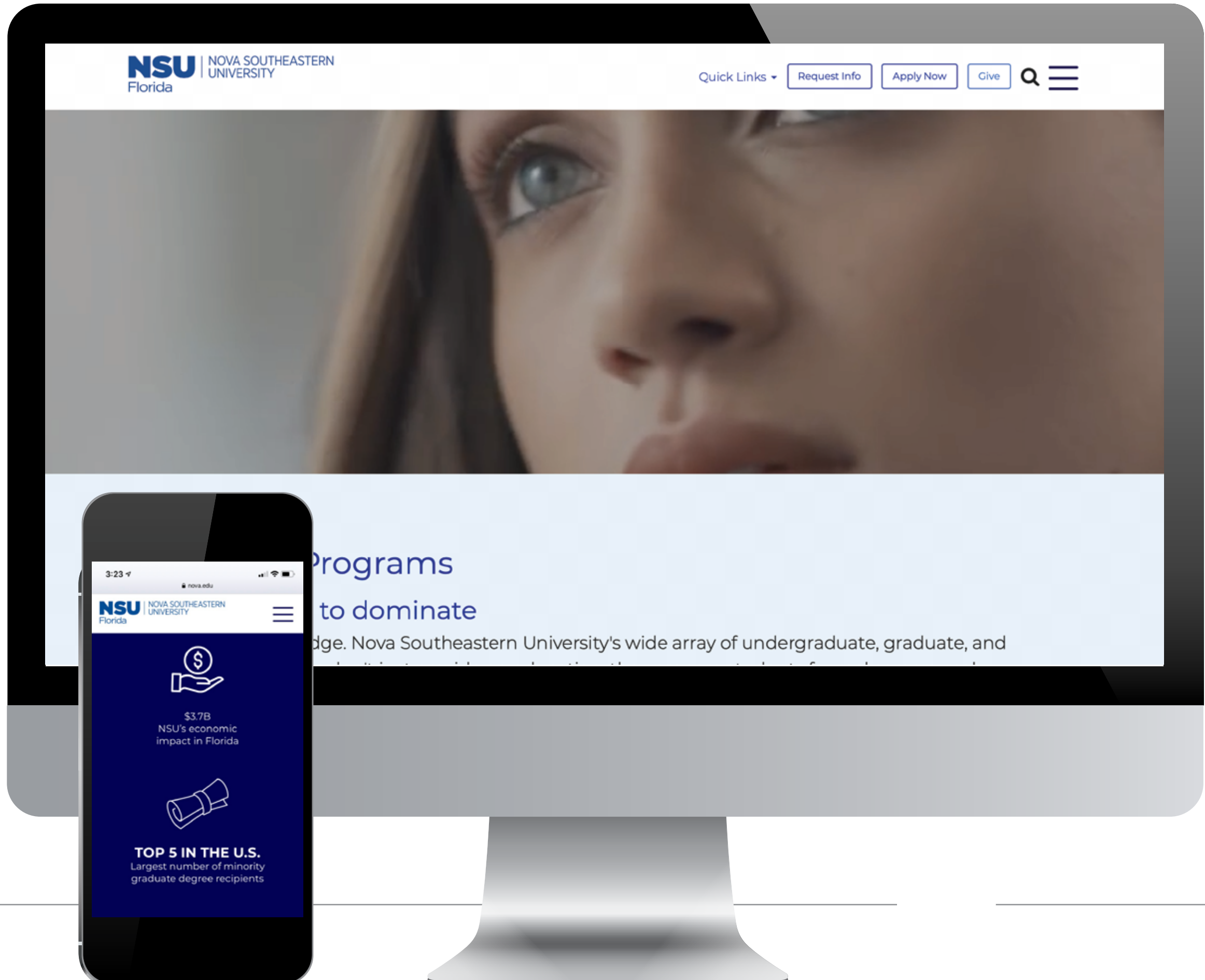
Email signature is your opportunity to make a good first impression as a representative of NSU. NSU has a simple Email Signature Generator available at ***nova.edu/brand/signature.*** The Email Signature Generator helps us maintain a professional and consistent look.

**Sharn Kee**  
*Art Director*  
Public Relations and Marketing Communications  
Office (954) 262-2169 | Cell (305) 896-3069  
[skee@nova.edu](mailto:skee@nova.edu) | [nova.edu](http://nova.edu)

**NSU**Florida



**WEB**



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.



2025

**NSU** Florida