

## LOGO AND DESIGN APPROVAL PROCESS—STUDENT ORGANIZATIONS

### PLEASE NOTE OF THE UNIVERSITY LOGO CHANGE TO NEW BRAND MARKS (LOGO)

If your organization is to order any marketing/print materials\* (e.g. flyers, posters, banner, postcard, etc.) or promotional and or recognition items\*\* (e.g., shirts, mugs, pens, backpack, award, trophy, etc.) **and the funding** for the order of these items **is ultimately be paid from** your student activity accounts budget (a.k.a. student organization budget), all artwork and design, **regardless if NSU logo is used or not, MUST BE REVIEWED and APPROVED** by the Student Affairs' office of administrative services and marketing.

#### How to send your artwork/design for review and approval:

1. Send email of the mock up proof with your design and artwork shown on the product you plan to order to [studentmkt@nova.edu](mailto:studentmkt@nova.edu). We **strongly suggest** that you do not commit to any design or final production with your vendor until you receive approval from us.
2. If your design is approved, you will receive an email approval in writing via email, normally within 24–48 business hours. Please then do one of the following:
  - Attach the approval (with date of approval shown) along with the mock up design file(s) when you submit a Request for Fund online, so that the Student Activity Fee Accounts office can process your request. (recommended option); OR
  - Forward the approval email along with the copy of your request for funds and any applicable invoices or receipts to [studente@nova.edu](mailto:studente@nova.edu). Without the email approval attached, the student activity fee accounts office will not process your request for funds.
3. If your design is not approved, an instruction will be given on how to make correction.
4. After correction is made, please ask your vendor or designer to provide you with new/revised proof and resubmit the new/revised proof to [studentmkt@nova.edu](mailto:studentmkt@nova.edu).
5. Any modification to the artwork or design after the approval was given, needs to be sent back to [studentmkt@nova.edu](mailto:studentmkt@nova.edu) for new approval again.
6. It is **IMPORTANT** to note that each approval is one-time provision and it is only applied to the proof for which it was sent. Even though the same design/artwork is being used again on same or different item(s), order, or on any future order (e.g., a reorder), **a new approval needs to be given every time**. This is to ensure the correct usage (i.g. placement) of the art, especially that of the NSU Brand mark (logo).

**\* Important Note:** The University and/or the office reserve the right to make changes to the above policies without advance notice. However, we will do our best to provide notice in advance as much as possible.

## STUDENT BUSINESS CARD

University has a specific template for student business card (see sample below). Faculty and/or staff advisor are required to order their business cards through Ariba catalog.

generic template →

	<b>COLLEGE, DEPARTMENT, OR CENTER</b>
<small>NOVA SOUTHEASTERN UNIVERSITY</small>	<b>NAME</b> Xxxxxxx Candidate, May 2019
	<b>Phone:</b> Student's Phone Number <b>Email:</b> Student's Email Address <b>Web:</b> xxxxx.nova.edu (optional)

Student Organization →

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

An order can be placed by sending email to [studentmkt@nova.edu](mailto:studentmkt@nova.edu). The printing cost is \$5 for every 50 cards.

#### PAYMENT:

**Individual:** The only accepted form of payment is NSU SharkCard. Please be sure to have fund on your SharkCard. You will make payment for your order when you pick up your business cards at NSU Copy Center.

**Student Organization:** Student can use either NSU SharkCard or the student activity fee budget to pay for the order. If organization budget is used, please let us know the specific account to charge to. All funding is subject to an approval from the Student Activity Fee Accounts Office.

All printing will be done at NSU Copy Center located on NSU Main Campus. NSU Copy Center can be reached at (954) 262-8860.

This document provides basic guidelines for the use of the NSU Brand Marks and logos, in adherence with the university's Graphic Identity Standards. **Please also refer to the [nova.edu/brand](http://nova.edu/brand) for more information on NSU branding guidelines.**

		<p><b>NSU Florida Primary Mark (horizontal):</b> Prints in all blue, all black, or all white.</p>		<p><b>NO</b></p>	<p>The University Seal is <b>reserved exclusively</b> for materials from the Office of the President, the Office of the Chancellor, and official university documents such as diplomas, certificates, and awards. The seal should never be used in place of the logo.</p>
		<p><b>NSU Florida Primary (stacked version):</b> Prints in all blue, all black, or all white. Please refer to page 9 of this document for further reference details.</p>		<p><b>NO</b></p>	<p>The Shark Logo with 4 gills cannot be used. <b>It is reserved for Athletics use only.</b></p>
		<p><b>College and regional campus Lockups:</b> Only college and campus lockups are available. <b>Program/office/unit/department/organization name lockups are no longer available.</b></p> <p>If a presence of program/organization name is necessary, please put the program name on a different (opposite) location and not by the NSU Brand mark.</p>		<p><b>UPON REVIEW</b></p>	<p>Use of the Shark full body graphic in integration with any text or artworks <b>is not allowed.</b> A stand alone Shark full body graphic might be allowed upon review by NSU Student Marketing. Please contact <a href="mailto:studentmkt@nova.edu">studentmkt@nova.edu</a>.</p> <p>Also see page 8 for different version of the full body shark.</p>
	<p><b>NO</b></p>	<p>The (Athletic) Shark Logo (5 gills)</p> <p><b>Reserved for Athletics use only.</b></p>			
					

A copy of official brand mark can be obtained from [nova.edu/brand/wordmarks-logos.html](http://nova.edu/brand/wordmarks-logos.html)

If you do not see a copy that you need, please send an email to [studentmkt@nova.edu](mailto:studentmkt@nova.edu).

Please see page 3 and page 6 for information regarding **unacceptable** logo usage.

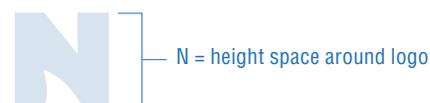
## NSU LOGOS / CLEAR SPACE

To ensure that the NSU logo maintains its legibility and integrity within any environment, it should be surrounded by an area that remains clear of distracting text or graphic elements.

When positioning our logo near text- and/or image-heavy applications, always maintain a minimum area of protection area. This area of protection is based on the cap-height of the letter “N” in the NSU wordmark, as shown in the diagrams to the right.

### PROTECTION AREA

Display the Nova Southeastern University logo prominently, keeping it isolated from all other words and designs. The protection area around the NSU logo must never be less than the minimum space demonstrated here.



**MINIMUM SIZES**

elements together as a unit—the U word mark—to ensure that the visual relationship between these elements is maintained.

vertically from the outermost right edge of the “Y.”

illustrate common application sizes. Not limited to these sizes, the minimum standard shown.

For a request from the design team, contact the graphic designer by contacting the graphic designer at (954) 262-8851.

**A8 – A5 Paper Size:**  
 Business cards  
 PowerPoint content slides  
 #10 Business envelope  
 Digital Web banners



Font is too small at this size

**A4 Paper Size:**  
 8.5" x 11" Brochure covers  
 8.5" x 11" Product sheets  
 8.5" x 11" Letterhead  
 News releases



Font is too small at this size

**A3 Paper Size:**  
 9" x 12" Folders  
 PowerPoint title slides  
 Advertisements  
 Web sites



**Large formats:**  
 Merchandising  
 Knickknacks  
 Specialty items



RETIRED LOGOS AND SHOULD **NO LONGER BE USED.**



# NSU ATHLETICS

## Unacceptable Uses of the Sharks Logo

For maximum impact and recognition, the Sharks logo must always be used consistently and correctly and never be modified in any way. This page shows unacceptable uses of the Sharks logos.



Do not use the 4 gill Sharks logo.



Do not render the White Single-Color Sharks logo in colors other than white.



Do not use a low quality copy of the logo.



Do not add text to the logo.  
Do not remove or rearrange elements of the logo.



Do not change the colors of the logo.



Do not stretch, compress, or angle the logo.

# NSU ATHLETICS

## 6.1 Sharks Mascot Logo

The NSU Sharks mascot logo represents the Athletics Department of Nova Southeastern University. **This logo should never be used in place of the NSU logo.**

The Sharks logo is made up of five colors, Pantone® color PMS 285 (blue), PMS 287 (blue), PMS 428 (gray), PMS 429 (gray), and black. To maintain correct reproduction of the logo, white must also be used if the background color is not white.

There are two single-color versions of the Sharks logo. One is white for use on dark-color backgrounds. The other is blue for use on light color backgrounds. Black is the alternative color for the blue version.



**Sharks Logo**  
PMS 285 (blue), PMS 287 (blue), PMS 428 (gray), PMS 429 (gray), and black

- The Sharks logo is a registered mark of Nova Southeastern University and must include the registered trademark symbol ® whenever the logo is used in the following circumstances:
1. on all athletics media guides and official publications of the athletics department
  2. on the second appearance in promotional materials and school spirit gear (e.g., the back of a notebook with the same logo on the cover)
  3. on the athletics Web site
  4. on university vehicle graphics
  5. on NSU parking decals
  6. on legal documents
  7. on informational materials (e.g., *NSU Fact Book*, catalogs, and handbooks)
  8. on signage in specified areas
  9. in advertisements



**Sharks Logo**  
**White, Single-Color Version**  
Prints white on dark-colored backgrounds.



**Sharks Logo**  
**Black, Single-Color Version**  
Prints PMS 287 (blue) or black on light-colored backgrounds.



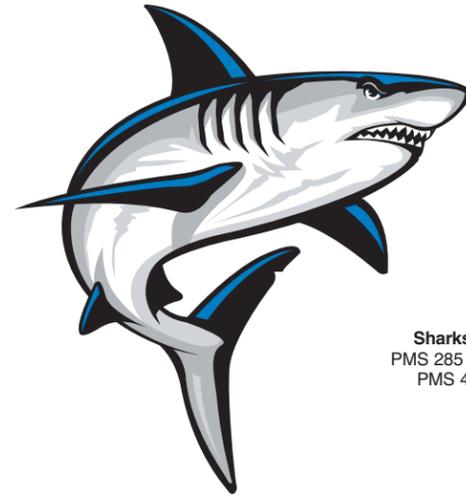
**Sharks Logo**  
**Outlined Version**  
For use on dark-colored backgrounds

## 6.4 Sharks Full-Body Graphic

The Sharks full-body graphic is a secondary graphic of the Athletics Department of Nova Southeastern University. **It is not to be used in place of the NSU Sun logo, Sharks logo, or wordmark.**

The Sharks full-body graphic is made up of four colors, Pantone® color PMS 285 (blue), PMS 428 (gray), PMS 429 (gray), and black. To maintain correct reproduction of the graphic, white must also be used if the background color is not white.

There are two single-color versions of the Sharks full-body graphic. One is white for use on dark color backgrounds. The other is blue for use on light-colored backgrounds. Black is the alternative color for the blue version.



**Sharks Full-Body Graphic**  
PMS 285 (blue), PMS 428 (gray),  
PMS 429 (gray), and black



**Sharks Full-Body Graphic  
White, Single-Color Version**  
Prints white on dark-colored backgrounds.



**Sharks Full-Body Graphic  
Black, Single-Color Version**  
Prints PMS 287 (blue) or black  
on light-colored backgrounds.



**Sharks Full-Body Graphic  
Outlined Version**  
For use on dark-colored backgrounds

**NSU LOGOS / INCORRECT USAGE**

For maximum impact and recognition, the NSU logo must always be used consistently and correctly. This page shows a variety of common mistakes and instances where the logo is used in an unacceptable manner.



Do not re-create the logo.



Do not change the size of the graphic elements of the Nova Southeastern University logo.



Do not use the NSU logo as bookends.

**Additional Examples:**



Do not add elements to the logo.



Do not remove or rearrange elements of the logo.



Do not lock up promotional slogans to the logo.



Do not enclose the logo in a box or shape.



Do not use distracting special effects like drop shadows.



Do not use the logo as part of a headline or within body copy.



Do not place the full-color logo on distracting backgrounds.



Do not place the full-color logo on clashing background colors or dark images (always use the reversed logo).



Do not position the logo on angles.



Do not reproduce the logo in unauthorized colors.



Do not stretch or distort the logo.



Do not outline the logo.



Do not change the position of the graphic elements of the logo.



Do not crop the logo.



Do not transpose the logo colors.



Do not make the logo a pattern.

## PROGRAM OR ORGANIZATION LOGOS AND NSU LOGOS

Your program or organization logo is not to be used in place of the NSU Brand Marks. When placed on any marketing and/or communication material, your program/organization logo must not be presented alone. The official NSU Brand Mark is to be present on the piece as well, especially if that marketing piece is for public audience. However, for promotional items, your program or organization logo can be used by itself.

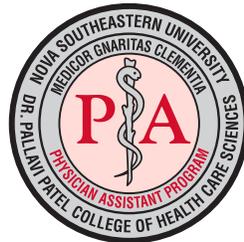
Below are samples of program/organization logos that should not be used alone on marketing materials.



If you have any questions, please contact [studentmkt@nova.edu](mailto:studentmkt@nova.edu).

Updated: August 2018

MEDICAL WHITE COAT PATCHES (FACULTY)



**Restriction:** Patches are approved for use for medical white coats only.

COLOR INFORMATION

The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. Portions© Pantone, Inc., 2018.

UNIVERSITY COLORS	PANTONE® COLORS	PROCESS COLORS
NSU Blue	For NSU Blue, use PANTONE® Process 287	C:100% M:70% Y:0% K:15%
NSU Gray	For NSU Gray, use PANTONE® Process 431	C:11% M:0% Y:0% K:65%
Black	For Black, use PANTONE® Process Black	

Reproduction of any logos or wordmarks is prohibited without the approval of Nova Southeastern University and Learfield Licensing Partners. For licensing information, please contact Learfield Licensing Partners at (317) 669-0808.

# PPCHCS Program White Coat Patches

Restriction: Patches are approved for use for medical white coats only.

## Anesthesiologist Assistant

(Fort Lauderdale, Tampa, Faculty)

Approved as of 03/01/18.

Pantone Color: 287 Blue, 427 Gray, Black



Student Patch



Student Patch



Faculty Patch

## Audiology

(Student and Faculty)

Approved as of 03/01/18.

Pantone Color: 357 Green, 427 Gray, Black



Student and Faculty Patch

## Medical Sonography

(Student and Faculty)

Approved as of 03/01/18.

Pantone Color: 506 Maroon, 427 Gray, Black, White



Student and Faculty Patch

## Cardiovascular Sonography

(Student and Faculty)

Approved as of 03/01/18.

Pantone Color: 300 Blue, 427 Gray, Black, White



Student and Faculty Patch

## Occupational Therapy

(Fort Lauderdale, Tampa, Faculty)

Approved as of 03/01/18.

Pantone Color: 287 Blue, 427 Gray, Black



Student Patch



Student Patch



Faculty Patch

## Physician Assistant

(Fort Lauderdale, Fort Myers, Jacksonville, Orlando, Faculty)

Approved as of 01/16/18.

Pantone Color: 186 Red, 427 Gray, Black



Student Patch



Student Patch



Student Patch



Student Patch



Faculty Patch

## Physical Therapy

(Fort Lauderdale, Tampa, Faculty)

Approved as of 03/01/18.

Pantone Color: 287 Blue, 427 Gray, Black



Student Patch



Student Patch



Faculty Patch

## Speech-Language Pathology

(Student and Faculty)

Approved as of 03/01/18.

Pantone Color: 300 Blue, 427 Gray, Black



Student and Faculty Patch

## Respiratory Therapy

(Student and Faculty)

Approved as of 03/01/18.

Pantone Color: 287 Blue, 427 Gray, Black



Student and Faculty Patch

# KPCOM White Coat Patch



Restriction: Patches are approved for use for medical white coats only.

# Ron and Kathy Assaf College of Nursing White Coat Patches



Restriction: Patches are approved for use for medical white coats only.