

# Graphic Standards

Northeastern State University

2015



NORTHEASTERN  
STATE UNIVERSITY






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# Branding Overview

The American Marketing Association (AMA) defines a brand as a "name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers." Therefore, it makes sense that branding is not about getting your target market to choose you over the competition, but it is about getting your prospects to see you as the only answer to their question, the only viable option in a crowded market of choices.

The objectives that a well-built brand will achieve include:

- Delivering the message clearly
- Confirming your credibility
- Connecting to your target prospects emotionally
- Motivating buyers
- Cementing user loyalty

To succeed in branding, we must understand the needs and expectations of our student consumer. This is achieved by integrating our brand strategies

through the university at every point of public contact.

Our brand resides within the hearts and minds of students, future students, alumni and our community. It is the sum total of our audience's experiences and perceptions, some of which we can influence, and some that we cannot.

A strong brand is invaluable as the battle for enrollment intensifies day by day. It's important to spend time investing in, researching, defining and building the brand of Northeastern State University. After all, our brand is the source of our promise to our students that they will receive an excellent education, in a historically rich and community-based environment. The NSU brand is the cornerstone of the university's public face and marketing message. EVERYTHING we do should support the brand.

## **What makes up the NSU Brand?**

Anything representing the university should be branded. This applies to any collateral -- be it a lapel button or truck-side -- intended for public consumption, display or internal distribution. If its purpose is to represent the university,

then it must bear the NSU brand. Not only does this support the brand and message of NSU, but is the most efficient use of the university's branding dollar. The three seminal components of the university brand are the university's color palette, logos and font families.

## **Marketing and Advertising**

Marketing relies on advertising and vice versa. But, there are intrinsic differences. Advertising, informed by market research, works to achieve the goal of the marketing plan through graphic design and copywriting. The marketing plan achieves the stated goals of the institution relative to the institution's desired public message. Marketing crafts the brand of the university. Marketing utilizes advertising and public relations to brand the college and achieve stated strategic goals.

Advertising, in its most basic form, involves the design of an advertising campaign. An advertising campaign is cross-media and can require the design and creation of print, digital, outdoor, TV or radio advertising. These pieces of collateral advertising then require a media plan that maximizes target market reach and penetration. Reach refers to

# Branding Overview

how many persons within your target market you have exposed to your ad. Penetration then refers to how many times each person in your target market is likely to have been exposed to the ad. The more persons exposed to the ad, the greater the reach. The higher the number of exposures to targeted viewers, the greater the penetration. The placement of advertising in various media is the sole responsibility of Communications and Marketing.

## Public Relations

Public Relations is the department officially responsible for communicating with the public on behalf of the university. The public relations staff creates, edits, and monitors any piece of information about the university that is intended to carry a message to the public on behalf of NSU. A press release can mean different things to different people depending on their background (a press release is not advertising). Persons coming from a promotional background will typically adopt a press release writing style more akin to prose. Our stance at NSU is that the appropriate approach to writing a solid press release is to craft it as a piece of journalism: the facts and just the facts.

While less flowery, the piece is more likely to be picked up in its entirety by a media outlet than a press release not written as journalism. When it comes to press releases, less really is more.

## Process

Although PR and media requests, in addition to design requests, are not an actual component of a graphic standards document, it is important to keep your PR and media needs in mind. Thorough planning needs to take place before the design request is placed. Here are some criteria to keep in mind:

- Who is your audience?
- What behavior are you trying to create and influence?
- What is the best way to reach your audience?
- Is there an event associated with your design request?
- Do you need a press release?
- Do any of the pieces you are requesting require mailing?

All these questions affect the design, the message, the kinds of printed and/or electronic pieces you will need and how all this will be coordinated and produced. Communications and Marketing literally functions as a full-service marketing, advertising and public relations agency to its NSU community. So, in an effort to consistently improve that service, communication with the client is essential. We encourage you to reach out to us at anytime with any questions. Your success is our success, and that means an even better NSU for our students and employees.

# Institutional Logos

The NSU logo, in the configuration shown to the right, is the university's primary identifying mark and is the basic element in our visual identity.

This logo replaced the prior iteration of the three-dimensional clock tower logo in all university communications. With a strong heritage in Tahlequah and bright future on three campuses, the more modern rendering of the clock tower better represents the university today.

**The logo is uniquely rendered. It cannot be redrawn or modified in any way.**

NSU, Northeastern State University, and all of its marks and logos are trademarked and licensed. Merchandise bearing the university marks and logos must be ordered through a licensed vendor. For a list of licensed vendors, contact University Relations.



**NORTHEASTERN**  
STATE UNIVERSITY

# Institutional Logos

## Logo Configurations

The preferred logo is the configuration with the clock tower to the left of the word-mark. Use the preferred logo whenever possible. In certain circumstances, it may be better to use other configurations. Use only the logo configurations shown here. **No other configurations are acceptable.**



LEFT VERSION (STANDARD)



CENTERED VERSION



ONE LINE VERSION

# Institutional Logos

## Minimum Size

The NSU logos have been designed for use in a wide variety of sizes. However, they should never be reproduced so small that they compromise legibility in print or electronic formats.

Logos should never be used smaller than the sizes listed here.



# Institutional Logos

## Clear Space

The logo should always be surrounded by a buffer area or clear space to separate it from text and other graphic elements, as well as from the edge of the page. No other elements should infringe upon this space.

The minimum clear space needed is equal to the combined height of the letters in Northeastern State University.

For example: If the height of the letters is .5 inches, the required clear space surrounding the logo is .5 inches.

NOTE: The spacing rule does not apply when adding department names to logo.





# Institutional Colors

## Institutional Color Palette









Color plays an important role in keeping all materials consistently recognizable. The NSU logo uses two colors: NSU green (Pantone 341) and NSU gray (Pantone 439). These are referred to as the institution's primary colors. The logo can be reproduced in spot colors (Pantone), in full color (CMYK), or on screen (RGB or Hexadecimal).

## Complementary Palette

Users will note the addition of accent or complementary colors to the NSU palette. These colors (Pantone 116C, Pantone 375C, Pantone 305C) serve to refresh the brand, visually augment the institution's graphic design and graphically represent the natural beauty that is northeastern Oklahoma.

When utilizing NSU's refreshed palette, no less than two-thirds of the visual weight will always belong to NSU green (Pantone 341C) when using any combination of the complementary colors.

### PRIMARY COLORS

 <p>NSU GREEN PANTONE 341C</p>	 <p>C 100 M 0 Y 67 K 29</p>	 <p>NSU GRAY PANTONE 439C</p>	 <p>C 80 M 73 Y 100 K 20</p>
 <p>R 0 G 130 B 101</p>	 <p>HEXADECIMAL #008265</p>	 <p>R 74 G 74 B 48</p>	 <p>HEXADECIMAL #4A4A30</p>

### ACCENT COLORS

 <p>NSU YELLOW PANTONE 116C</p>	 <p>C 0 M 18 Y 100 K 0</p>	 <p>NSU LIGHT GREEN PANTONE 375C</p>	 <p>C 46 M 0 Y 100 K 0</p>	 <p>NSU BLUE PANTONE 305C</p>	 <p>C 57 M 0 Y 6 K 0</p>
 <p>R 255 G 207 B 1</p>	 <p>HEXADECIMAL #FFCE00</p>	 <p>R 151 G 202 B 61</p>	 <p>HEXADECIMAL #87D300</p>	 <p>R 88 G 201 B 232</p>	 <p>HEXADECIMAL #53CAEB</p>

# Institutional Colors

## Color Configurations

Whenever possible, reproduce the logo in NSU green and NSU gray. However, when this isn't possible, solid green (top right) or black is acceptable. On a dark background, reproduce the logo in white.

The logo should be reproduced so that it is easily seen and recognized. Always place the logo on a solid, contrasting background. Do not place the logo on a busy or complicated background.

Use only the color combinations illustrated here. No other colors are acceptable for the logo.





# Institutional Fonts



## Recommended Typography

Typography, used consistently, is one of the most important design elements in establishing a recognizable graphic identity. From hundreds of typefaces available, the Aldine and Interstate font families have been selected for use in NSU materials. These typefaces are attractive, functional and versatile enough for use in a wide variety of applications.

Both Aldine and Interstate are available for purchase from fonts.com. We recommend buying OpenType fonts as they are most compatible across computer platforms.

INTERSTATE BLACK use for headlines or subheads

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567**

INTERSTATE BOLD use for headlines or subheads

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 12345678**

INTERSTATE LIGHT preferred font for body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ 12345678

INTERSTATE LIGHT OBLIQUE use for emphasis

*ABCDEFGHIJKLMNOPQRSTUVWXYZ 12345678*

ALDINE REGULAR optional use for body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ12345678



# Institutional Fonts



## Acceptable Typography

The two primary fonts for the NSU website are Georgia and Verdana. Unlike Interstate and Aldine, Georgia and Verdana are commonly installed on most computers, so they display more consistently in web browsers.

It is understood that not everyone will have the recommended font families. If Interstate and Aldine are available, use them as described in this manual. If they are unavailable, substitute the font families shown here.

VERDANA BOLD use for selected navigation

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 12345678**

VERDANA REGULAR primary use for body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ 12345678

VERDANA ITALIC use for emphasis

*ABCDEFGHIJKLMNOPQRSTUVWXYZ 12345678*

GEORGIA BOLD primary use for headlines and subheads

**ABCDEFGHIJKLMNOPQRSTUVWXYZ12345678**



# NSU Burst

### Color Configurations

The NSU burst is used to illustrate how people gather at NSU and then go out into the world to make a positive contribution. It is most often used in an arc or on a straight line.





## NSU Tagline



The tagline “Gather here. Go far.” is often used in promotional materials to quickly summarize the brand promise.

When used as a headline, it is created with Interstate Bold in varying sizes and configurations. The tagline, “Gather Here. Go Far.” and its companion tags indicated at right, are the only instances where zero leading is to be utilized.

When used at the end of a block of copy or with the institutional logo, it is created with Interstate Bold in all caps, **never in upper and lower case**, in proportion to the surrounding elements.

GATHER HERE.  
GO FAR.

GATHER  
HERE.  
GO  
FAR.

OPPORTUNITY  
AHEAD.

OPPORTUNITY  
AHEAD.

WHERE DREAMS  
FIND DIRECTION.

WHERE  
DREAMS  
FIND  
DIRECTION.

## NSU Tagline

### NSU Logo with Tagline

When used with the institutional logo, the tagline should be set in Interstate Bold all caps, never in upper and lower case.

The distance from the bottom of the logo to the top of the tagline should follow guides outlined on page 8, Clear Space.

The tagline should never be larger in height than "STATE University." It can be smaller, but it should never be smaller than eight (8) points in size.

If your logo is too small to follow these guides, we recommend not using the tagline. Also, we do not recommend ever using it beneath the one-line logos.



**NORTHEASTERN  
STATE UNIVERSITY**

**GATHER HERE. GO FAR.**

CORRECT: the logo and tagline are in proportion



**NORTHEASTERN  
STATE UNIVERSITY**

**GATHER HERE. GO FAR.**

CORRECT: the logo and tagline are in proportion

# Licensed Vendors

All NSU departments needing to work with outside vendors for branded NSU materials are asked to work with licensed vendors.

Working with licensed vendors ensures the university's brand is protected. **A list of these vendors may be obtained by contacting University Relations.**

It is important to note when working with a licensed vendor, NSU's official green, PMS 341 might not be available. When this is the case, a green more closely resembling PMS 343 may be used. This color will typically be referred to as dark green or forest green.

NSU GREEN PANTONE 341C	C 100 M 0 Y 67 K 29	R 0 G 130 B 101	HEXADECIMAL #008265	] <<official NSU green
NSU GREEN PANTONE 343C	C 89 M 19 Y 72 K 60	R 17 G 87 B 64	HEXADECIMAL #115740	



# College and Departmental Use of Spirit Marks

Two spirit marks and their variants have been identified for college and departmental use. These marks are intended for recruiting purposes only. Their application is to be limited to promotional items, departmental shirts and pop-up banners.

These marks do not replace the institutional logo and should never be used to represent the institution in any formal capacity such as letterhead, grant applications, memorandums, etc.



College of Science & Health Professions  
Walls Vision Center



College of Science & Health Professions  
Walls Vision Center



College of Science & Health Professions  
Walls Vision Center



NORTHEASTERN STATE UNIVERSITY  
**College of Science & Health Professions**  
*Occupational Therapy*



NORTHEASTERN STATE UNIVERSITY  
**College of Science & Health Professions**  
*Occupational Therapy*



NORTHEASTERN STATE UNIVERSITY  
**College of Science & Health Professions**  
*Occupational Therapy*

## Spirit Marks

Spirit marks, may be used for NSU men's and women's intercollegiate athletics teams and events, as well as on university-approved merchandise. A family of marks exists that can be used interchangeably

NSU, Northeastern State University, and all of its marks and logos are trademarked and licensed. Merchandise bearing the university marks and logos must be ordered through a licensed vendor. For a list of licensed vendors contact University Relations.

### **Facilities Exemptions**

There will be special instances when facilities will need to seek approval for alternative directional placement of the RiverHawks head. These instances typically occur when addressing permanent placement of the RiverHawks head on institutional facades.



# Spirit Marks

## Spirit Mark Configurations

The NSU marks were designed to create a consistent brand for our athletic program. At the same time, there are many variations to choose from so that there should be a design compatible to any application. The two image-only logos (RiverHawks Full and RiverHawks Head) are for use only when either the school name or monogram have been previously presented. For example, the RiverHawks Head design can be used inside a brochure if a logo or words identifying the university has been used on the cover, or the RiverHawks full logo can be used on a garment if the university name or monogram is identified in a prominent place.

**NSU spirit marks are trademarked and licensed. Digital files of all spirit marks are available. Please contact Communications and Marketing for more information.**



RiverHawks HEAD WITH MONOGRAM ALTERNATE



RiverHawks HEAD



NSU WORDMARK



RiverHawks WORDMARK



NSU MONOGRAM (ALTERNATE)



RiverHawks FULL



NSU WORDMARK WITH BIRD



RiverHawks WORDMARK WITH BIRD

# Spirit Marks

## Minimum Size

Minimum sizes of spirit marks are specified in order to maintain consistency and readability regarding mark applications, thereby protecting the NSU brand.



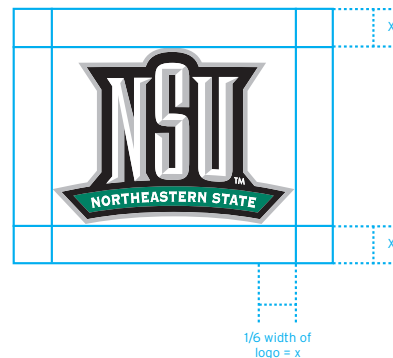
# Spirit Marks

## Clear Space

The spirit marks should always be surrounded by a buffer area or clear space to separate it from text and other graphic elements, as well as from the edge of the page. No other elements should infringe upon this space.

The minimum clear space for the top set of logos is  $\frac{1}{8}$  the width of the logo. The minimum clear space for the bottom set of logos is  $\frac{1}{6}$  the width of the logo.

For example, if the width of the RiverHawks Word mark (upper left) is 2.5 inches, the required clear space surrounding the logo is .3125 inches.



# Spirit Marks

## Athletics Color Palette

Color plays an important role in keeping all materials consistently recognizable. The NSU spirit marks use three colors: NSU green (Pantone 341), NSU gray (Pantone 422) and black. There is also an option to print the logos using the metallic Pantone 877 instead of 422. The logos can be reproduced in spot colors (Pantone), in full color (CMYK), or on screen (RGB or hexadecimal).

NSU GREEN PANTONE 341C	C 100 M 0 Y 67 K 29	R 0 G 130 B 101	HEXADECIMAL #008265
BLACK	C 0 M 0 Y 0 K 100	R 0 G 0 B 0	HEXADECIMAL #000000
NSU SILVER PANTONE 422C	C 0 M 0 Y 0 K 33	R 74 G 74 B 48	HEXADECIMAL #4A4A30
NSU SILVER (METALLIC) PANTONE 877C			

# Spirit Marks

## Color Configurations

All of the NSU spirit marks are available in full color (black, NSU green, and NSU silver/gray), one color (NSU green) and all black.

All of the NSU spirit marks with 3-D type are also available with solid white type.

Logos may be used in all white on either black or NSU green backgrounds. All white logos may be used on other dark color backgrounds with approval.



# Spirit Marks

## Banner Text

Some spirit marks have banner text that can be modified to specify the name of an athletic department.

The following departments can be used in the banner area: Athletics, Football, Basketball, Men's Basketball, Women's Basketball, Softball, Soccer, Men's Soccer, Women's Soccer, Golf, Men's Golf, Women's Golf, Volleyball, Cross Country, Track and Field, Hockey, Tennis, Cheerleading, Crew, Field Hockey, Lacrosse, and Sports Medicine

**All other wording must be approved first by Communications and**





# Spirit Marks

## Apparel Graphics (full color)

If the fabric color matches one of the official colors exactly (black, NSU green, NSU silver/gray or white), the fabric can show through in place of printing that color. These shirts would be printed with three colors. If the fabric does not match an official color, all four official colors must be used to print the logo.

NSU, Northeastern State University, and all of its marks and logos are trademarked and licensed. Merchandise bearing the university marks and logos must be ordered through a licensed vendor. For a list of licensed vendors contact University Relations.



# Spirit Marks

## Apparel Graphics (one color)

When using logos on apparel, the art may print in black, NSU green, NSU silver/gray or white as long as there is sufficient contrast with the fabric color. The one color NSU athletic logos are a great cost-saving alternative to the full-color logos.



Combining type and single color logos make it easy to create a variety of simple designs. It is also permissible to print just the black or NSU green art on a light color fabric as long as there is enough contrast.

**APPROVAL NEEDED:**  
The logo can be used in NSU silver/gray with approval only. If used they should be created from the black art files and used as shown on the left. Do not reverse any of the logos.

## Design Studio

As a full-service, in-house agency, NSU Communications and Marketing thrives on interacting with our NSU partners to develop and deliver a dynamic message in a visually appealing way.

Sometimes that process can take some time. To help get your initiative from idea to reality quicker, we developed the online Design Studio, your one-stop shop for marketing communication collateral needs.

In the spirit of collaboration, we put you in the driver's seat. Delve into our virtual offerings ranging from straightforward bookmarks to multi-page brochures. Once you select a category, choose from a variety of customizable templates. Everything from brochures, posters and postcards to evites and more are available. Choose a template and let your creativity take over.

**Get started! Contact us at:  
designstudiosupport@nsuok.edu  
or ext 2882 for more information.**

