Graphic Standards

Northeastern State University

2017

NORTHEASTERN
STATE UNIVERSITY

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Communications & Marketing Project Completion Process

The Communications & Marketing staff is committed to promoting Northeastern State University to targeted audiences through a variety of mediums.

Communications & Marketing strives to provide all faculty, staff and administrators (our clients) with full-service communications and marketing support that is proactive, customer focused and high quality. Our goal is to handle each client's project with rapid return times, that effectively communicates NSU's story.

Our office is conveniently located in the Journalism building on the Tahlequah campus and on the 3rd floor of the Administrative Services building on the Broken Arrow campus.

All projects created for external distribution must be approved by the Office of Communications & Marketing.

Three weeks should be allowed to complete a project.

NOTE: The turnaround time will vary depending on the scope of the project and number of projects currently in-house. If specialized photography or copy writing are required by our department, the time frame for completion can be extended.

Communications & Marketing allows for **three design proofs**. Additional proofs interfere with other pending design requests and can extend the completion date for your project.

If several people will be editing the proof, consolidate all corrections into one document and return a single copy to the Communications & Marketing office.

Content Submission

- For draft text:
  - Avoid elaborate formatting
  - Designer will apply new formatting as part of the creative process.
  - Word document is best.
  - All content will be reviewed by our editorial staff, which will make wording and organizational recommendations.
- Photographs and artwork should be saved at high resolution to ensure quality.
- Materials submitted for design should be approved final versions. Please check all written materials very carefully for typos, grammar and syntax. Written materials that require extensive editing will be returned and must be corrected by the submitter before the design process will begin.
- Project edits **MUST BE** combined in one proof document – rather than multiple edits reviewed by more than one client.
- Once we receive the submitted form, the project will be reviewed and evaluated. Next steps will be provided via email.

If you are not already a Communications & Marketing client, you will be added to our online project management system 5PM. When your account is created, you will receive an email from 5PM with a link for log in. Your email address will be your username. Click on "forgot password" the first time you log in to create a specialized password. For more information, contact **918-444-2880** or email: cmprojects@nsuok.edu

Links to Communications & Marketing Services

Below is a list of the Communications & Marketing's services and how to initiate a Service Request (5pm). **Support requests submitted directly to CM staff (in-person, via email, etc.) will be re-directed to the proper online form.**

PHOTOGRAPHY:

To request university photography; fill out a Request for Service form and allow reasonable notice (two weeks is preferred). This assists with our ability to schedule and assign photographers.

https://offices.nsuok.edu/communicationsmarketing/Photography.aspx

STATIONERY:

Requests for Business Cards and Stationery can be sent via: https://offices.nsuok.edu/communicationsmarketing/PrintedMaterials.aspx

Media Relations/Faculty:

Our faculty is available to talk with the media on a number of events, topics and issues. To find a faculty expert, email Jennifer Zehnder at zehnder@nsuok.edu or call **918-444-2851**.

VIDEO:

Clients wanting to have a video produced need to fill out the video request form available at: https://offices.nsuok.edu/communicationsmarketing/Videography.aspx, so that Communications & Marketing management can determine if their request fits into the university/department priorities and within our schedules/available resources.

DESIGN:

To request layout and design services for NSU colleges and departments, complete our Design Request Form available at: https://offices.nsuok.edu/communicationsmarketing/CreativeServices/DesignRequests.aspx. Additional project attachments can be sent via: cmprojects@nsuok.edu

WEB:

Starting now, all website content updates not covered by the content managers—who have been trained in your respective department(s)—need to be sent via our Design Request Form at: https://offices.nsuok.edu/communicationsmarketing/WebCommunications/WebRequestForm.aspx. **Do NOT email the Web Coordinator directly.**

SOCIAL MEDIA:

For assistance in registering your NSU Social Media website and/or creation of channels such as Twitter, Facebook, Instagram, etc., visit: https://offices.nsuok.edu/communicationsmarketing/SocialMedia.aspx.

PUBLIC RELATIONS:

Clients can submit a story idea for consideration via: https://offices.nsuok.edu/communicationsmarketing/StoryIdeas/SubmitStoryIdea.aspx

Branding Overview

The American Marketing Association (AMA) defines a brand as a "name, term, sign, symbol or design, or a combination of these intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers."

A well-built brand:

- Delivers the message clearly
- Is credible
- Connects emotionally to prospects
- Motivates buyers
- Cements loyalty

To succeed in branding, we must understand the needs and expectations of our customers. This is achieved by integrating our brand strategies through the university at every point of public contact.

What makes up the NSU Brand?

Anything representing the university should be branded. This applies to any collateral – be it a lapel button or truckside – 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 & 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. It 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:

- Includes cross media, such as print, digital, outdoor, TV or radio ads
- Requires a media plan to maximize target marketing
- Leverages reach, or many target the market persons who are exposed to the ad
- Factors in penetration, or how many times target market persons are exposed to the ad

*More exposure=Greater reach

*More exposure to target audience=Greater penetration

The placement of advertising in various media, paid or free, is the sole responsibility of Communications & Marketing. To discuss advertising opportunities and/or to maximize your program or college recruitment and retention goals, call 918-444-2885.

Branding Overview

Communications & Marketing

The Communications & Marketing staff creates, edits and approves official communications and marketing materials intended to represent NSU to the public.

Process

When submitting a PR, Media or graphic design request, it is important to keep the following criteria in mind:

- Who is your audience?
- What behavior are you trying to create and/or 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 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 & 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.

Communications & Marketing Support Services

- Creative Services
- Web Communications
- Social Media
- Event Support
- Media Relations
- Photography
- Videography
- Publications
- Printed Materials

www.nsuok.edu/communicationsmarketing

Institutional Logos

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

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, visit: www.nsuok.edu/licensing

For additional logo questions, or to request current logos for marketing projects, email Communications & Marketing at: cmprojects@nsuok.edu

Institutional Logos

Logo Configurations

The preferred logo is the configuration with the clock tower to the left of the wordmark. 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.**

Approved clock tower logos can include the name of a college, department, school, organization or NSU event above or below the logo or mark using the approved NSU font. Please see notes by logos to the right.

For more on Formal Branding of Colleges and Departments see page 18.

Logo can be NSU Green (Pantone 341), black, white (on gray), and the NSU Green (Pantone 341)/NSU Gray (Pantone 439) combo as on pages 8 and 13.

Institutional Logo

LEFT VERSION

CENTERED VERSION

ONE-LINE VERSION

College and Department Branded Logo

LEFT VERSION

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.

Formal Branding of Colleges & Departments

Some colleges, departments and programs have seen the need for a uniform "look" for signage, uniforms and other purposes. While the spirit mark can be used for recruiting, the clock tower should be used for such purposes as letterhead, grant applications, signage, uniforms and other purposes.

To the right are formal branding examples that are currently in use.

Colleges and departments can submit their brand requests via: cmprojects@nsuok.edu
Communications & Marketing will work within this framework.

LEFT VERSION

NORTHEASTERN STATE UNIVERSITY
COLLEGE OF LIBERAL ARTS

NORTHEASTERN STATE UNIVERSITY
COLLEGE OF LIBERAL ARTS
Department of History

CENTERED VERSION

NORTHEASTERN STATE UNIVERSITY
COLLEGE OF LIBERAL ARTS

NORTHEASTERN STATE UNIVERSITY
COLLEGE OF LIBERAL ARTS
Department of History

ONE-LINE VERSION

NORTHEASTERN STATE UNIVERSITY
COLLEGE OF LIBERAL ARTS

NORTHEASTERN STATE UNIVERSITY
COLLEGE OF LIBERAL ARTS
Department of History

BUILDING EXTERIOR VERSION

NORTHEASTERN STATE UNIVERSITY
College of Science & Health Professions
-Occupational Therapy Program-
Gailey Family Living Skills Lab

DEPARTMENT VERSION

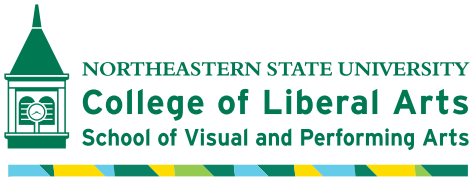
NORTHEASTERN STATE UNIVERSITY
Gregg Wadley
College of Science & Health Professions
-Physician Assistant Studies Program-

Additional & Alternative Branding of NSU

Branding for Student Organizations
NSU Accent Colors (see page 14) may be added to logos when appropriate and approved by Communications & Marketing.

Communications & Marketing does not produce branding pieces for student organizations. Student design requests can be placed through the Student Affairs office.

Approved logos for student organizations must adhere to the same brand and font rules as colleges and departments, to include the addition of the organization's name below the logo or mark. All logos must be approved through the C&M department at: cmprojects@nsuok.edu



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

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 campus accent colors, no less than two-thirds of the visual weight must always belong to NSU green (Pantone 341C) when using any combination of the campus accent colors.

PRIMARY COLORS

NSU GREEN PANTONE 341C	C 100 M 0 Y 67 K 29	NSU GRAY PANTONE 439C	C 80 M 73 Y 100 K 20
R 0 G 130 B 101	HEXADECIMAL #31774F	R 74 G 74 B 48	HEXADECIMAL #343434

CAMPUS ACCENT COLORS

NSU YELLOW PANTONE 116C	C 0 M 18 Y 100 K 0	NSU LIGHT GREEN PANTONE 375C	C 46 M 0 Y 100 K 0	NSU BLUE PANTONE 305C	C 57 M 0 Y 6 K 0
R 255 G 207 B 1	HEXADECIMAL #F4C300	R 151 G 202 B 61	HEXADECIMAL #82AF26	R 88 G 201 B 232	HEXADECIMAL #69A9C1
Yellow is used for NSU-Broken Arrow		**Light Green is used for NSU-Tahlequah**		**Blue is used for NSU-Muskogee**	

These accent colors can be used in combination throughout campuswide materials but as noted to the left. Secondarily, they are used as identifying colors for their corresponding campus.

COLOR COMBINATIONS TO AVOID

Institutional Colors

Color Configurations
The NSU logo is to be reproduced in NSU green and NSU gray. Solid NSU green (top right) or black is acceptable when this isn't possible. On a dark background, reproduce the logo in white.

Communications & Marketing must approve ALL color configurations and can require changes based upon overall effectiveness for design.

The logo is to 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 - Print, Other

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 12345678

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

ALDINE use for emphasis

ABCDEFghijklmnopqrstuvwxyz12345678

Institutional Fonts

Acceptable Typography - Web, Other Digital Devices

The primary web safe font for the NSU website is Verdana and used for body text and headings. Unlike print fonts, Interstate and Aldine, Verdana is designed for screens and commonly pre-installed on most operating systems. Other primary web fonts are Source Sans Pro and DIN Condensed Regular and used for NSU Tagline and headings.

It is understood that not every operating system will have the recommended font families. The font-family property should hold several font names as a "fallback" system, to ensure maximum compatibility between browsers/operating systems. If the browser does not support the first font, it tries the next font, etc.

VERDANA BOLD use for body text and heading 2-4 emphasis

ABCDEFghijklmnopqrstuvwxyz 12345678

VERDANA REGULAR primary use for body text and links

ABCDEFghijklmnopqrstuvwxyz 12345678

VERDANA ITALIC use for body text and heading 2-4 emphasis

ABCDEFghijklmnopqrstuvwxyz 12345678

SANS PRO web use.
See online web style guide for proper use at:
https://offices.nsuok.edu/communicationsmarketing/WebCommunications/WebStyleGuide/WebFonts.aspx

DIN CONDENSED REGULAR web use.
See online web style guide for proper use at:
https://offices.nsuok.edu/communicationsmarketing/WebCommunications/WebStyleGuide/WebFonts.aspx

University Tagline

When used as a headline, it is created with Interstate Bold(print)/Source Sans Pro(web) in varying sizes and configurations. The tagline, "Gather Here. Go Far." and its companion tag indicated at right, are the only instances where zero leading is to be utilized.

The tagline "Gather Here. Go Far." is often used in promotional materials to quickly summarize the brand promise.

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

University Tagline

GATHER HERE.
GO FAR.

GATHER
HERE.
GO
FAR.

GATHER HERE. GO FAR.

NSU Taglines

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 11, 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 points in size.

If your logo is too small to follow these guides, we recommend not using the tagline. Also, we never recommend using it beneath the one-line logos.

CORRECT: the logo and tagline are in proportion

CORRECT: the logo and tagline are in proportion

Recruitment Taglines

The recruitment tagline of "**Your Success. Our Mission.**" is used to market NSU to prospective students.

As NSU serves a wide-range of current and prospective students, it is necessary to customize its recruitment messages based upon the diverse student populations it does.

Therefore, each campus has its own message based upon its primary audience and purpose it serves to them.

Campus/Recruitment Taglines

TAHLEQUAH

YOUR SUCCESS STARTS HERE.

MUSKOGEE

FOCUSING ON HEALTHCARE DEGREES.

BROKEN ARROW

FINISHING YOUR DEGREE IS CLOSER THAN YOU THINK.

REACHER HIGHER/TRANSFER

FINISH YOUR DEGREE AT NSU.

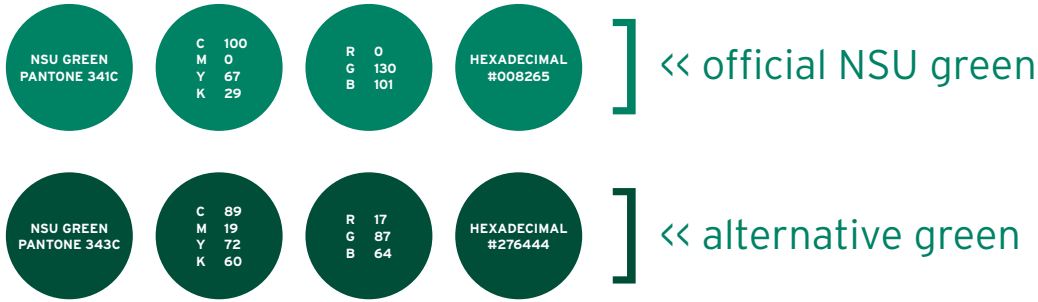
Licensed Vendors

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.

For a list of current vendors, visit:
www.nsuok.edu/licensing

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.



Spirit Marks

Spirit marks, can 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, visit:
www.nsuok.edu/licensing

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.

Use of Licensed Spirit Marks

Two spirit marks and their variants have been identified for college, departmental, student organization and university event 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.

Gregg Wadley College of Science & Health Professions
Walls Vision Center

Gregg Wadley College of Science & Health Professions
Walls Vision Center

Gregg Wadley College of Science & Health Professions
Walls Vision Center

NORTHEASTERN STATE UNIVERSITY
Gregg Wadley College of Science & Health Professions
Occupational Therapy

NORTHEASTERN STATE UNIVERSITY
Gregg Wadley College of Science & Health Professions
Occupational Therapy

NORTHEASTERN STATE UNIVERSITY
Gregg Wadley College of Science & Health Professions
Occupational Therapy

Spirit Marks

Spirit Mark Configurations
The NSU marks were originally 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.

Requests can be sent to:
cmprojects@nsuok.edu

RiverHawks HEAD WITH MONOGRAM ALTERNATE

RiverHawks HEAD

RiverHawks WORDMARK WITH BIRD

NSU WORDMARK

RiverHawks WORDMARK

NSU MONOGRAM (ALTERNATE)

RiverHawks FULL

NSU WORDMARK WITH BIRD

RiverHawks WORDMARK WITH BIRD

NSU WORDMARK WITH BIRD

Spirit Marks

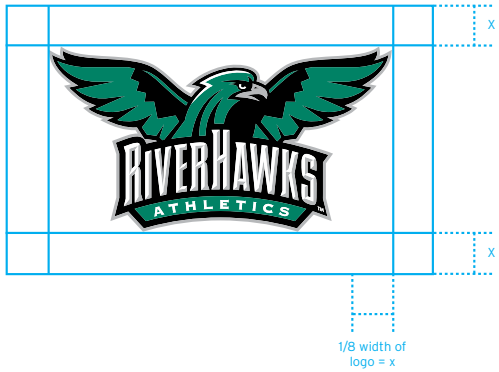
Minimum Size
Minimum sizes of spirit marks are specified in order to maintain consistency and readability regarding mark applications, thereby protecting the NSU brand.

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 1/8 the width of the logo. The minimum clear space for the bottom set of logos is 1/6 the width of the logo.

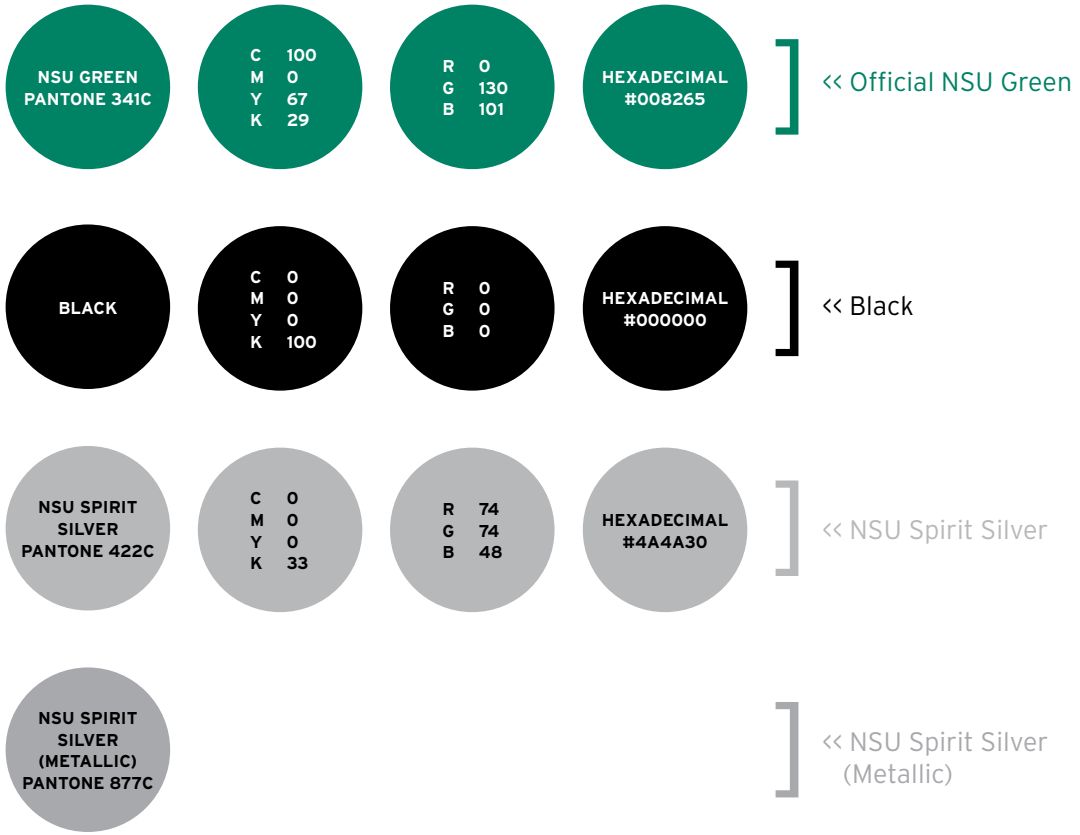
For example, if the width of the RiverHawks Wordmark (upper left) is 2.5 inches, the required clear space surrounding the logo is .3125 inches.



Spirit Marks

Athletics Color Palette

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



Spirit Marks

Color Configurations
All of the NSU spirit marks are available in full color (black, NSU green, and NSU spirit 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 & Marketing.

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 vendors, visit:
www.nsuok.edu/licensing

Spirit Marks

Apparel Graphics (one color)
When using logos on apparel, the art can 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 one-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 without the outline 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.

NSU Stationery

The Communications and Marketing Department will pay for **250 standard institutional business cards per client (full-time employee), per year.** Payment for all other types and quantities are the responsibility of client.

In order to maintain a consistent, professional identity for the university, the following information will NOT be printed on business cards:

- home phone numbers
- email addresses other than NSU address
- web addresses other than www.nsuok.edu

NOTE: Cell phones can be added upon approval of NSU employee and supervisor based upon usage requirements.

Business card requests can be submitted to: www.nsuok.edu/communicationsmarketing

All designs outside of the standard business card templates listed here will need to be sent in as a design request and be paid for by the client regardless of quantity.

Design requests must be sent to: cmprojects@nsuok.edu

STANDARD INSTITUTIONAL BUSINESS CARD

Communications & Marketing will pay for 250 of these cards per school year

ACADEMIC ADVISOR BUSINESS CARD

Communications & Marketing will pay for 250 of these cards per school year

NSU Stationery

ATHLETICS BUSINESS CARD

COLLEGE/DEPARTMENT BUSINESS CARD

PROGRAM/DEGREE BUSINESS CARD

OPTOMETRY BUSINESS CARD

NSU Stationery

EDU TALENT SEARCH BUSINESS CARD

COLLEGE/DEPARTMENT BUSINESS CARD

RECRUITMENT BUSINESS CARD (FRONT & BACK)

STUDENT BUSINESS CARDS

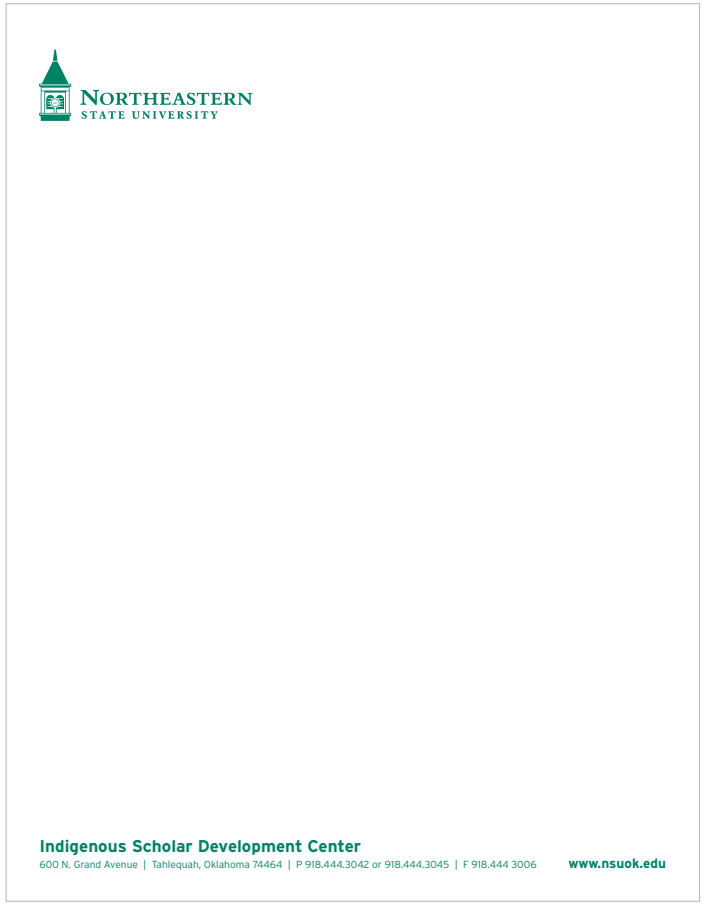
Free business cards are available through Career Services for all currently enrolled students. For more information, visit: www.nsuok.edu/careerservices

NSU Stationery

Communications & Marketing does not pay for letterhead or envelopes. Colleges and departments are responsible for payment of these requested materials.

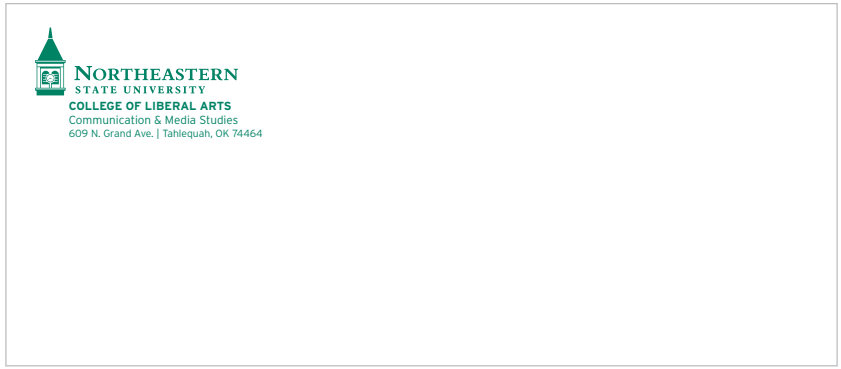
Stationery and envelope design requests can be submitted at:
www.nsuok.edu/communicationsmarketing

LETTERHEAD

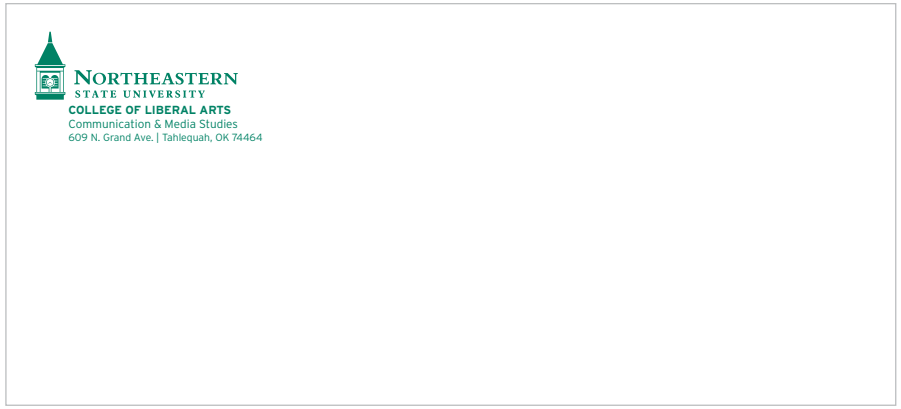


NSU Stationery

#9 ENVELOPE



#10 ENVELOPE



Social Media

The most important branding element of a social media presence is the profile image. The profile image displays on the social media page, news feeds, comments, messages, etc. To reinforce the NSU brand, the profile image must be uniform across all social platforms to allow users to immediately recognize it as an official entity at Northeastern State University.

While a profile image may be viewed at a larger size on the social media page, it will be scaled down in size next to posts, comments, messages, etc. especially on mobile devices. To ensure readability and recognition, a more simplistic design of the NSU logo is recommended.

The NSU logo may be used in one of two ways:

Use the NSU logo, the primary element in the profile picture, with one or two words below it designating your entity.

In instances where your campus department is closely associated with a recognizable image or campus landmark, adding a departmental logo as a secondary element is acceptable.

Easily identifiable institutes, centers and programs may use an appropriately cropped image of their logo.

Avoid any other University marks (e.g. Spirit mark, University seal or images of the clocktower) in profile images. **The official Northeastern State University social media profile image shall not be used by any other University entity's social media account.**

For assistance in registering your NSU Social Media website and/or creation of channels such as Twitter, Facebook, Instagram, etc., visit: https://offices.nsuok.edu/communicationsmarketing/SocialMedia.aspx

OFFICIAL PROFILE IMAGE

Social Media

PROFILE IMAGE USE ON FACEBOOK

PROFILE IMAGE USE ON FACEBOOK MOBILE

PROFILE IMAGE USE ON INSTAGRAM

PROFILE IMAGE USE ON TWITTER

Ads (Print, Digital, Billboards, etc.)

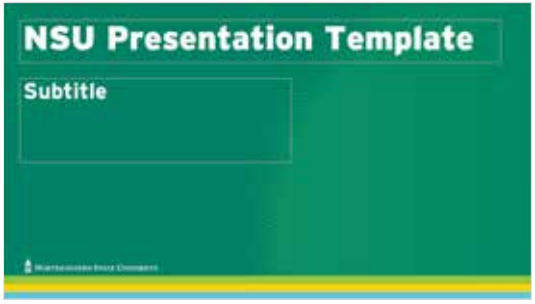
When submitting an ad design request to Communications & Marketing, remember to follow these guidelines:

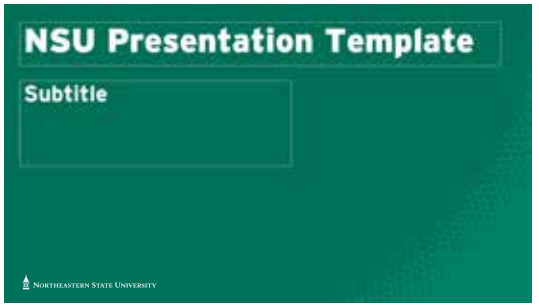
- Adherence to NSU Graphic Standards
- Readability is critical
  - No dark font on dark background
  - No light font on light background
  - Bigger font with Fewer Design Elements
- Information to be included or ads
  - Where
  - When
  - Brief details
  - Call to Action (website or phone number)
  - NSU reference (necessary logos)

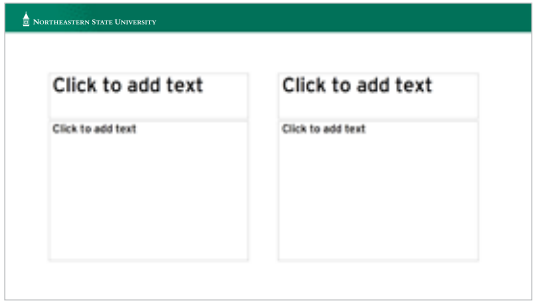
Example of Ideal Ad

Presentations

The approved background images for NSU powerpoint presentations are shown on this page. Clients can request either or both by emailing: cmprojects@nsuok.edu







Posters, Fliers & Display (Internal Audiences)

When printed messages are intended for internal audiences, Communications & Marketing encourages NSU faculty and staff to design and distribute it in accordance to the following:

- Proper use of NSU logo and graphic standards
- Submit to: cmprojects@nsuok.edu for approval by C&M
- Print with departmental printer or through Copy Zone
- Responsibility for on-campus distribution and removal

Website

The NSU websites are one of the most visible and important ways in which we communicate with all our audiences. Individually and collectively, the NSU websites create an impression about the university: who we are, what we do, and the impact we have regionally and internationally through research, outreach and teaching.

It's critical that our websites meet the highest standards in terms of content, ease of use and accessibility. These are tremendous potential benefits, both for developers and users, to adoption of uniform standards:

- Stronger and more coherent Web presence
- Improved usability
- Enhanced institutional branding
- Improved conformance to international standards for accessibility
- More efficient design, development and maintenance
- Improved portability to new standards and technologies

The Web Guidelines manual provides guidelines to help ensure consistent application of the NSU brand. By consistently following these Web guidelines, our visual identity will become established and recognized. Failure to properly use these elements reduces our ability to communicate with the school's many audiences, and diminishes the brand's value.

Complete Style Guide Standards for NSU's website can be accessed via:

https://offices.nsuok.edu/communicationsmarketing/WebCommunications/WebStyleGuide.aspx

Promo Items (SWAG)

Effective promo items must be developed with the following standards:

- Readability is critical
- Must be a noticeable NSU item
- What logos can be used on what items
- Logo sizes best suitable for certain items
  - Depends considerably on the amount of size available to work with

Examples of ideal common promo items with logo usage:

Lip Balm: Logo used on this item can be found on (p.17 - bottom row - middle logo)

Color Wave Notebook: Logo used on this item can be found on (p.23 - middle row - right logo)

Tumbler: Logo used on this item can be found on (p.9 - top row - right logo)

Printing Process

Requests for copy and printing services should be forwarded to the Copy Zone.

- After client formally approves a design goes to print:
- The print file will be prepared and sent to Copy Zone (client is CC'd)

NOTE: After the client formally approves the submitted project, Communications & Marketing will not be responsible for reprint costs if there is a mistake found on the client approved file.

- Copy Zone is responsible for ALL pricing and billing questions.

Our Department Commitment

The Communications & Marketing department is committed to providing full-service communications and marketing which is proactive, customer focused and high quality with rapid return times

Communications & Marketing wants its clients to have a good experience working with our team.

Our office is conveniently located in the Journalism building on the Tahlequah campus and in the Administrative Services building 3rd floor on the Broken Arrow campus.

We are open Monday through Friday from 8 a.m. to 5 p.m in Tahlequah and 8 a.m. to 5:30 p.m. in Broken Arrow.

For a detailed list of Communications & Marketing services visit: www.nsuok.edu/communicationsmarketing

Support requests can be sent to: cmprojects@nsuok.edu

Produced by
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