



GRAPHIC STANDARDS

NORTHEASTERN STATE UNIVERSITY

2020

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Communications & Marketing - Project Completion Process

The Communications & Marketing (C&M) staff promotes the story of our proud university to targeted audiences through a variety of mediums.

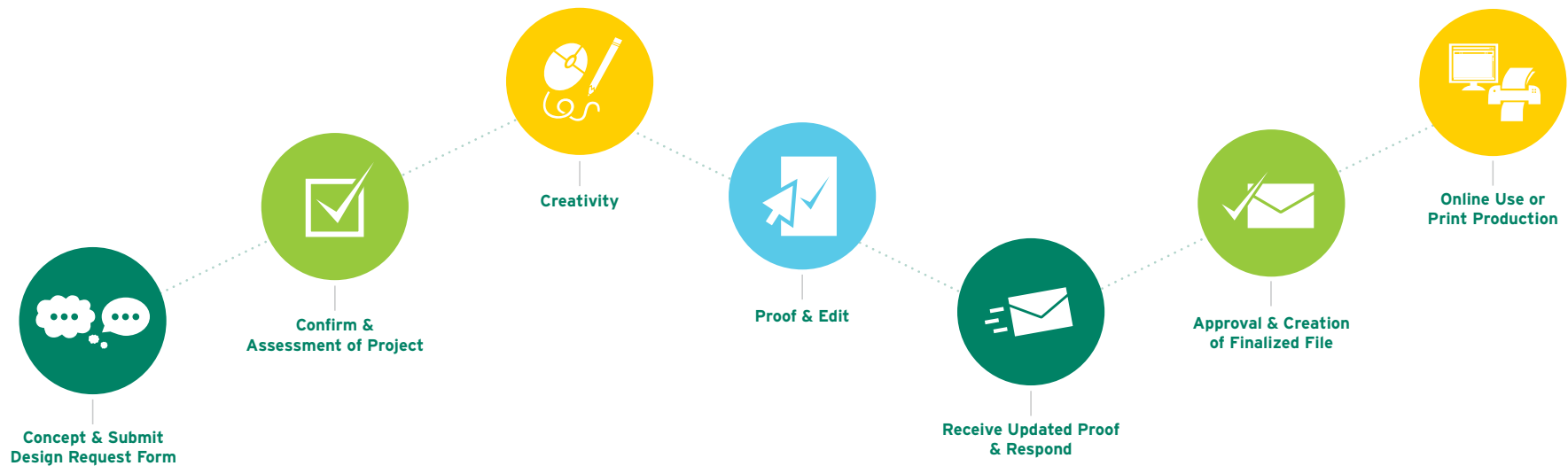
As stewards of the NSU brand, C&M Marketing strategically manages communication regarding programs and activities between our institution and the external audience including prospective students, donors, alumni, funding agencies, state and local legislators and the general public.

We are committed to providing full-service communications and marketing which is proactive, customer-focused and of high quality. 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 8:30 a.m. to 5:30 p.m. in Broken Arrow.

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

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



Communications & Marketing - Project Completion Process



CONCEPT & SUBMIT DESIGN REQUEST FORM

What do you need?

I need a brochure, flyer, program; digital social media, email announcement; printed and web accessible flyer, brochure, etc...

* Fill out the Design Request Form

Send additional information for your project to:
cmprojects@nsuok.edu



CONFIRM & ASSESSMENT OF PROJECT

C&M will confirm that your project has been received and then consult with you on recommendations C&M can offer to best meet your needs.

Submit all content needed for the project.
(All copy, photos or art direction.)

Your request will then be assigned a project number in 5pm
(C&M's project management system).



CREATIVITY

At this point your project will be assigned to a designer. Your project may be broken up into multiple tasks, if necessary. The designer will work with the content and direction provided to produce the first proof.



PROOF & EDIT

The first proof of your project is ready for you to review. C&M will post in the corresponding 5pm project or task.

To streamline the proofing process, a marked up PDF, using the comment tool in Adobe Acrobat, is the preferred method for the edit submission. If you have multiple people collaborating to review a proof, please be sure to wait until all of the edits are collected and submit one PDF reflecting all of the changes needed. Send combined edits back to C&M by posting to the corresponding project or task in 5pm.



RECEIVE UPDATED PROOF & RESPOND

An updated proof will be sent for your review. Review the proof carefully and collectively before you submit any changes. C&M holds to a three proof policy. We ask that all changes, if possible, be communicated within three proof submissions.



APPROVAL & CREATION OF FINALIZED FILE

Once you and your colleagues approve the final design and content, post this approval in the 5pm project or task and request a finalized file.

C&M will then create and send you a file that will be in its final format according to its intended purpose (print or web).

For print, you will be sent printing specifications for your piece (for you to provide to your selected printer) along with a list of NSU approved vendors to choose from.



ONLINE USE OR PRINT PRODUCTION

If the task or project is for web, you now have the end product and the task will be closed out in 5pm.

If the project or task is for print, you will send the final, print-ready file, along with the printing specifications, to your selected printer. You will then be able to work with the printer to see printed proofs and discuss deadlines for the final, in-hand product.



NEED CHANGES

Later, if you need some changes made to your project, contact C&M at: cmprojects@nsuok.edu. Include your project number and a PDF indicating edits using the Acrobat comment tool.

The project will then be re-opened for the process to begin again.

Content Submission

- For draft text:
 - » A word document with minimal formatting is the best for submission.
 - » Designer will apply new formatting as part of the creative process.
 - » All content will be reviewed by our editorial staff, who will make wording and organizational recommendations.
- Photographs and artwork should be saved at high resolution to ensure quality. High resolution photos have at least 300 PPI (pixels per inch), have larger file sizes and include a substantial amount of pixel information. High resolution logos are vector format, (PDF, AI, EPS) and can be scaled to any size without losing information for printing.
- Copy submitted for design should be the final approved version. Please check submitted copy carefully for typos, grammar and syntax. Material that requires extensive editing will be returned to be corrected by the submitter before the design process will begin.
- Project edits **MUST BE** submitted through 5pm and combined into 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 C&M 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), as this assists with our ability to schedule and assign photographers. Visit: <https://offices.nsuok.edu/communicationsmarketing/Photography.aspx>.

STATIONERY:

Requests for Business Cards and Stationery can be sent via: <https://offices.nsuok.edu/communicationsmarketing/Stationery.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: cmprojects@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>.

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.

Links to Communications & Marketing Services

WEB:

All website content updates outside the access of trained content managers need to be sent via our Web Request Form at:
<https://offices.nsuok.edu/communicationsmarketing/WebCommunications/WebRequestForm.aspx>.

Do NOT email the Web Coordinator directly.

SOCIAL MEDIA:

NSU offers expert assistance and advice with social media. Please register your social media site so that we can help you succeed in your online presence. 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 billboard – 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 it 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.

Branding Overview

MARKETING & ADVERTISING (CONTINUED)

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 influence**

The placement of advertising in various media, paid or free, is the sole responsibility of Communications & Marketing. C&M works to leverage your goals and advertising dollars to the best of our ability by bundling with other campaigns, as well as incorporating grassroots and earned media opportunities through various outlets and contacts. To discuss marketing opportunities and/or maximize your program or college recruitment and retention goals, call: **918.444.2880**.

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 Public Relations, Media or Graphic Design request, it is important to keep the following criteria in mind:



All of 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, shown below, 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 University Relations at: university_relations@nsuok.edu.



**NORTHEASTERN
STATE UNIVERSITY**

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. For more on Formal Branding of Colleges and Departments see page 14.

Logos can be NSU Green (Pantone 341), black, white (on gray), and the NSU Green (Pantone 341)/NSU Gray (Pantone 439) combo as on page 18.

INSTITUTIONAL LOGOS



ALIGNED LEFT VERSION



CENTERED VERSION



ONE-LINE VERSION

COLLEGE & DEPARTMENT BRAND LOGOS



COLLEGE NAME HERE

ALIGNED LEFT VERSION



COLLEGE NAME HERE

CENTERED VERSION



COLLEGE NAME HERE

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.



CLEAR SPACE

The NSU 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, electronic signatures, signage, uniforms and other purposes.

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



**NORTHEASTERN
STATE UNIVERSITY**

COLLEGE NAME HERE

ALIGNED LEFT VERSION



**NORTHEASTERN
STATE UNIVERSITY**

COLLEGE NAME HERE

CENTERED VERSION



NORTHEASTERN STATE UNIVERSITY
COLLEGE NAME HERE

ONE-LINE VERSION



**NORTHEASTERN
STATE UNIVERSITY**

COLLEGE NAME HERE
Department of . . .

ALIGNED LEFT VERSION



**NORTHEASTERN
STATE UNIVERSITY**

COLLEGE NAME HERE
Department of . . .

CENTERED VERSION



NORTHEASTERN STATE UNIVERSITY
COLLEGE NAME HERE
Department of . . .

ONE-LINE VERSION

Formal Branding of Buildings

BUILDING EXTERIOR/INTERIOR VERSION

C&M will work within NSU's standards to ensure that even building signage is reflective of its brand identity.



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

Gailey Family Living Skills Lab



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



NORTHEASTERN STATE UNIVERSITY
**Oklahoma College
of Optometry**

LESLEY L. WALLS VISION CENTER

Additional & Alternative Branding of NSU

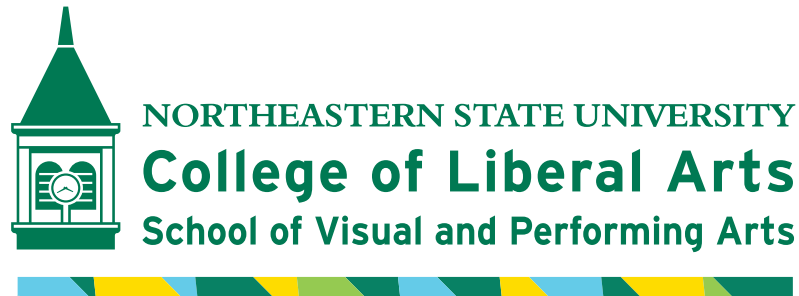
BRANDING FOR STUDENT ORGANIZATIONS

NSU Accent Colors (see page 17) may be added to logos when appropriate and approved by Communications & Marketing.

Communications & Marketing typically 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.

NOTE: 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. These accent colors can be used in combination throughout campus-wide materials.



COLOR COMBINATIONS TO AVOID



Institutional Colors

COLOR CONFIGURATIONS

The NSU logo is to be reproduced in NSU Green and NSU Gray (top right).

Solid NSU Green (bottom left) or black (top left) is acceptable when this isn't possible. On a dark background, reproduce the logo in white (bottom right).

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.



NORTHEASTERN
STATE UNIVERSITY



NORTHEASTERN
STATE UNIVERSITY



NORTHEASTERN
STATE UNIVERSITY



NORTHEASTERN
STATE UNIVERSITY

Institutional Fonts - Print

RECOMMENDED TYPOGRAPHY - PRINT, OTHER

Used consistently, typography 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.

The Interstate font is provided free through Adobe Creative Cloud. The Aldine font is also available for free download through various websites.

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ 12345678

ALDINE ITALIC | USE FOR EMPHASIS

ABCDEFGHIJKLMNOPQRSTUVWXYZ 12345678

Institutional Fonts - Web

ACCEPTABLE TYPOGRAPHY - WEB, OTHER DIGITAL DEVICES

The primary web-safe font for the NSU website is Verdana and is 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 are used for NSU Taglines and headings.

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 Taglines

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.**” 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.

GATHER HERE. GO FAR.

University 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 10, 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.



NORTHEASTERN
STATE UNIVERSITY

GATHER HERE. GO FAR.



NORTHEASTERN
STATE UNIVERSITY

YOUR SUCCESS. OUR MISSION.



NORTHEASTERN
STATE UNIVERSITY

GATHER HERE. GO FAR.



NORTHEASTERN
STATE UNIVERSITY

YOUR SUCCESS. OUR MISSION.

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 serves.

Therefore, each campus has its own message based upon its primary audience and purpose.

CAMPUS/RECRUITMENT TAGLINES

TAHLEQUAH

YOUR SUCCESS STARTS HERE.

MUSKOGEE

FOCUSING ON HEALTHCARE DEGREES.

BROKEN ARROW

FINISHING YOUR DEGREE IS CLOSER THAN YOU THINK.

REACH HIGHER

FINISH WHAT YOU STARTED.

REACH HIGHER/TRANSFER

FINISH YOUR DEGREE AT NSU.

RECRUITMENT TAGLINES BY AUDIENCE TYPES

FIRST TIME, FULL TIME

YOU BELONG HERE.

ADULT LEARNER

THE TIME IS NOW.

GENERAL GRADUATE

YOUR NEXT STEP.

ONLINE GRADUATE

GO GRAD.

GENERAL UNDERGRADUATE

YOUR SUCCESS STARTS HERE.

TRANSFER

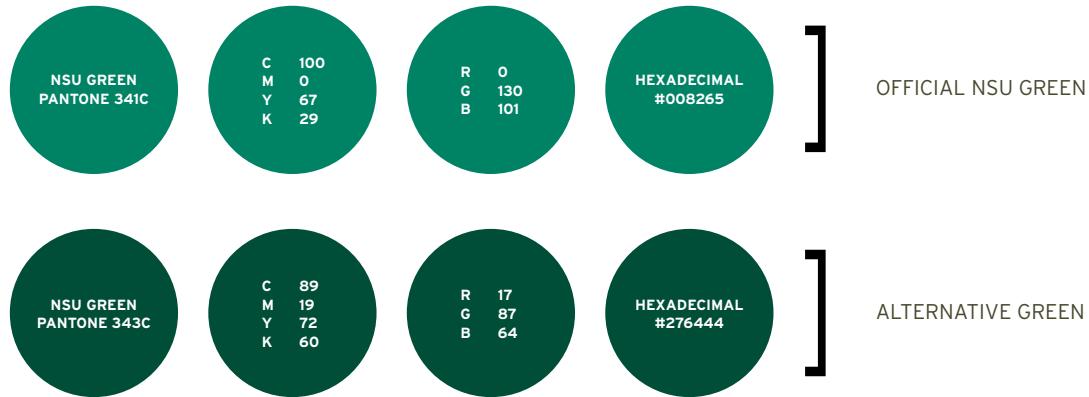
SEE YOURSELF AT NSU.

Licensed Vendors

All NSU departments that need 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 athletic 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 and/or elements. These instances typically occur when addressing permanent placement of the RiverHawks head on institutional facades.



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 electronic signatures, 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 as to provide 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.

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.

NSU spirit marks are trademarked and licensed. Digital files of all spirit marks are available.

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



RIVERHAWKS HEAD
WITH MONOGRAM
ALTERNATE



RIVERHAWKS
HEAD



NSU WORDMARK
WITH HEAD



NSU WORDMARK



RIVERHAWKS WORDMARK



NSU MONOGRAM
(ALTERNATE)



RIVERHAWKS WORDMARK
WITH BIRD



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.



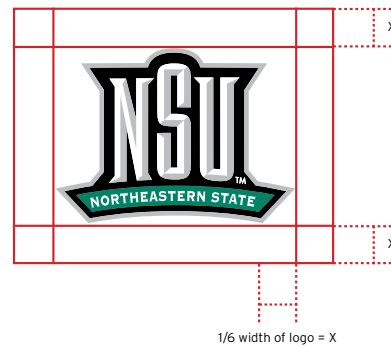
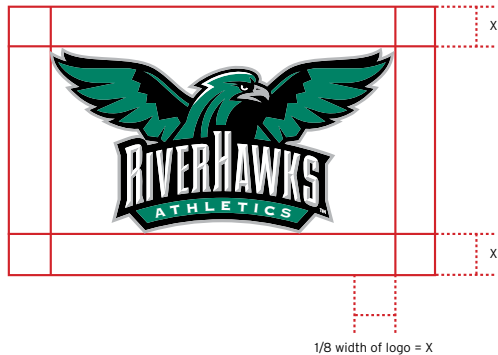
Spirit Marks

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.


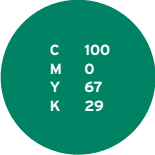
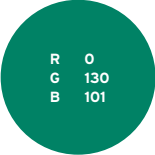

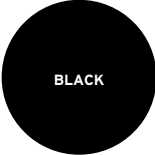




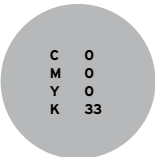
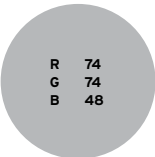


For example, if the width of the RiverHawks Wordmark (upper left) is 2.5 inches, the required clear space surrounding the logo is .3125 inches.



Spirit Marks - Athletic Color Palette

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 Pantone 877 instead of 422. The logos can be reproduced in spot colors (Pantone), in full color (CMYK) or on screen (RGB or hexadecimal).

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

Spirit Marks - Color Configurations

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 the 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 Treatment

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, Tennis, Cheerleading, Sassy Hawks, Band and Sports Medicine.

All other wording must be approved by Communications & Marketing.



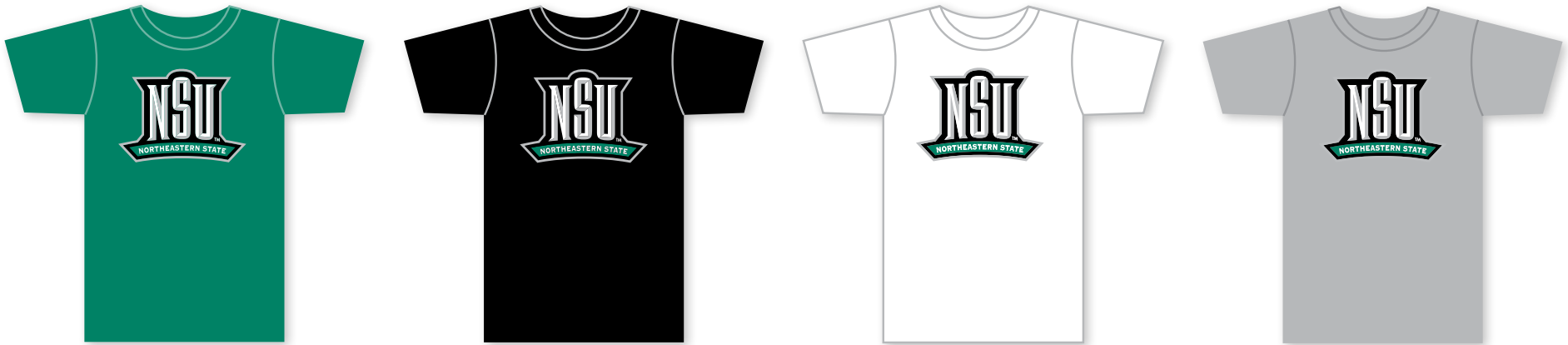
Spirit Marks - Apparel Usage

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 Usage

APPAREL GRAPHICS (ONE COLOR)

When using logos on apparel, the art can be printed 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.

Rowdy Mascot Marks

C&M has introduced six Rowdy Mascot Marks that have been approved for college, department, student organization and general university use. These marks are intended to add additional NSU branding and spirit to recruiting, retention, events, athletics and other C&M-approved purposes.



ROWDY RIVERHAWK
ARMS FOLDED



ROWDY RIVERHAWK
HAND GESTURE



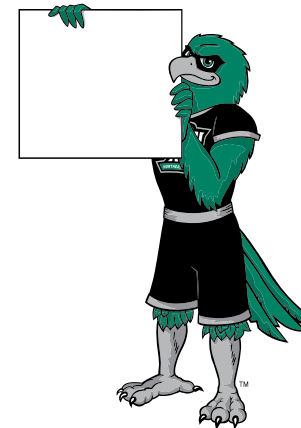
ROWDY RIVERHAWK
POINTING - SERIOUS



ROWDY RIVERHAWK
POINTING - SMILING



ROWDY RIVERHAWK
GETTIN' ROWDY



ROWDY RIVERHAWK
HOLDING SIGNAGE

Rowdy Mascot Marks - Promo Items

The application of these marks can be carried over into promotional items through NSU licensed vendors, as well as within printed collateral materials. Please keep in mind, they need to be used in conjunction with the institutional logo and cannot be used as a standalone university representation, including business cards, logos, electronic signatures, letterhead, etc.



ROWDY RIVERHAWK - GETTIN' ROWDY STICKER DESIGN



ROWDY RIVERHAWK PENNANT DESIGN



ROWDY RIVERHAWK WATER BOTTLE LABEL DESIGN

Rowdy Mascot Marks - Custom

CUSTOM ROWDY MASCOT MARKS

We love that you love Rowdy and want to use him to showcase your unique spirit. Considerations of custom variations (apparel or poses) of the Rowdy Mascot Marks are available by request through C&M.

Individuals should submit a formal request via <https://offices.nsuok.edu/communicationsmarketing/Creative-Services/Design-Requests>. Rowdy's main coloring cannot be altered with the exception of a black and white version.

Please include the intended use, target audience, and the application of the mascot, such as materials, apparel, etc. in all requests.



ROWDY RIVERHAWK
GRADUATES



ROWDY RIVERHAWK
PLAYS BASEBALL



ROWDY RIVERHAWK
GOES FISHING

NSU Stationery - Business Cards

Each full-time employee will receive **250 standard institutional business cards** using the templates below per fiscal year through the Communications & Marketing Department. All other types or additional quantities are the responsibility of the employee.

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

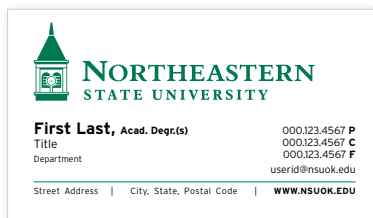
NOTE: Cell phones can be added upon approval of the NSU employee's supervisor, based upon usage requirements.

Business card requests can be submitted here: <https://offices.nsuok.edu/communicationsmarketing/Stationery/Business-Card-Request>.

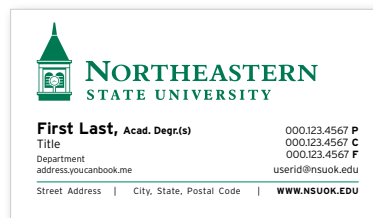
Any design not shown in the standard business card templates below must be submitted as a design request at the expense of the client regardless of quantity here: cmprojects@nsuok.edu.

All stationery items are printed with JD Young Copy Zone for branding consistency. **JD Young Copy Zone** is responsible for **ALL** pricing and billing questions.

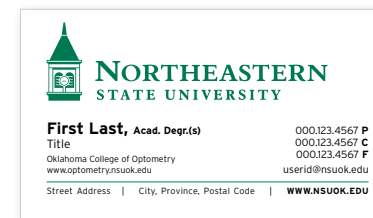
STANDARD INSTITUTIONAL



STANDARD INSTITUTIONAL (ACADEMIC ADVISOR)

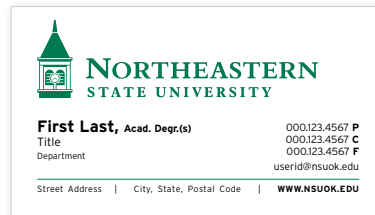


STANDARD INSTITUTIONAL (OPTOMETRY FACULTY/STAFF)

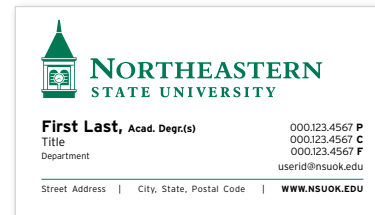


STANDARD INSTITUTIONAL (SPLIT CAMPUS)

(For employees who split their time on two campuses equally. One campus address and contact information on one side and one campus and contact information on the other.)



FRONT




BACK

NSU Stationery - Business Cards

The following business card styles are not considered 'standard' and are therefore not covered by the Communications & Marketing Department.
Printing cost(s) will be the responsibility of the requester.


RECRUITER



First Last, Acad. Degr.(s)
Title
Department

000.123.4567 - Phone
000.123.4567 - Cell
000.123.4567 - Fax
userid@nsuok.edu

Northeastern State University
Street Address
City, State, Postal Code
WWW.NSUOK.EDU



FRONT

BACK

NOTE:

Any NSU employee that holds a position in the admissions and recruitment department or has a primary role of recruiter are to be given the option of using the recruiter business card template.

EXAMPLE:

The Assistant Director of Enrollment Management title has a variety of roles within the BA campus structure. Recruiting transfer students is one of the roles of this position. As a result, this qualifies them to use this style of business card.


EDUCATIONAL TALENT SEARCH - TRIO



First Last, Acad. Degr.(s)
Title
Educational Talent Search - TRIO
Street Address
City, State, Postal Code
Phone: 000.123.4567
Cell: 000.123.4567
Fax: 000.123.4567
userid@nsuok.edu

NSGA

COLLEGE/DEPARTMENT

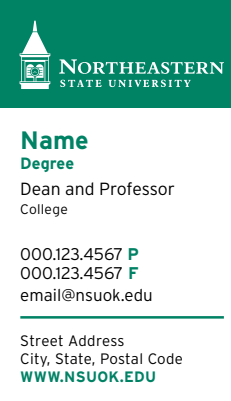


NORTHEASTERN STATE UNIVERSITY

College/Department 000.123.4567 P
www.webaddress.com 000.123.4567 C
Building Location 000.123.4567 F
userid@nsuok.edu

Street Address | City, State, Postal Code | WWW.NSUOK.EDU

COLLEGE BUSINESS CARD



Name
Degree
Dean and Professor
College

000.123.4567 P
000.123.4567 F
email@nsuok.edu

Street Address
City, State, Postal Code
WWW.NSUOK.EDU

FRONT

UNDERGRADUATE MAJORS
Undergrad Major 1
» Focus 1
» Focus 2
Undergrad Major 2
» Focus 1
» Focus 2
» Focus 3
Undergrad Major 3
» Focus 1
» Focus 2

GRADUATE MAJORS
Graduate Major 1
» Focus 1
» Focus 2
» Focus 3
» Focus 4
» Focus 5
Graduate Major 2
» Focus 1
» Focus 2
» Focus 3

BACK

NOTE:

This stationery card is an oversized design, with dimensions of 2.75" x 4.5". Purpose is to promote an NSU College, including Undergraduate and Graduate Majors on the backside.

OPTOMETRY RESIDENT



NORTHEASTERN STATE UNIVERSITY

First Last, Acad. Degr.(s)
Resident Optometrist
Clinic Location
www.optometry.nsuok.edu

000.123.4567 P
000.123.4567 C
000.123.4567 F
Attn: Optometry Eye-Resident
userid@nsuok.edu

Street Address | City, State, Postal Code | WWW.NSUOK.EDU



Last, First Name, President
Last, First Name, Vice President nsga@nsuok.edu
Last, First Name, Chief of Staff
Northeastern Student Government Association
600 N. Grand Ave. | Tahlequah, OK 74464 | WWW.NSUOK.EDU

ATHLETICS

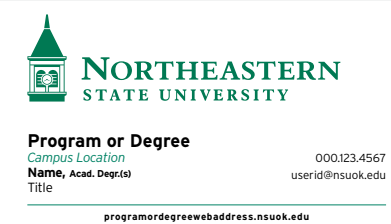


First Last, Acad. Degr.(s)
Title
Athletics

000.123.4567 P
000.123.4567 C
000.123.4567 F
userid@nsuok.edu

GoRiverHawksGo.com
NORTHEASTERN STATE UNIVERSITY ATHLETICS Street Address | City, State, Postal Code

PROGRAM/DEGREE - SINGLE, 2 AND 3 CAMPUS VERSIONS



NORTHEASTERN STATE UNIVERSITY

Program or Degree
Campus Location
Name, Acad. Degr.(s)
Title

000.123.4567
userid@nsuok.edu

programordegreewebaddress.nsuok.edu



NORTHEASTERN STATE UNIVERSITY

Program or Degree

Campus Location 1 Name, Acad. Degr.(s) Title userid@nsuok.edu 000.123.4567	Campus Location 2 Name, Acad. Degr.(s) Title userid@nsuok.edu 000.123.4567
--	--

programordegreewebaddress.nsuok.edu



NORTHEASTERN STATE UNIVERSITY

Program or Degree

Campus Location 1 Name, Acad. Degr.(s) Title userid@nsuok.edu 000.123.4567	Campus Location 2 Name, Acad. Degr.(s) Title userid@nsuok.edu 000.123.4567	Campus Location 3 Name, Acad. Degr.(s) Title userid@nsuok.edu 000.123.4567
--	--	--

programordegreewebaddress.nsuok.edu

NSU Stationery - Letterheads & Envelopes

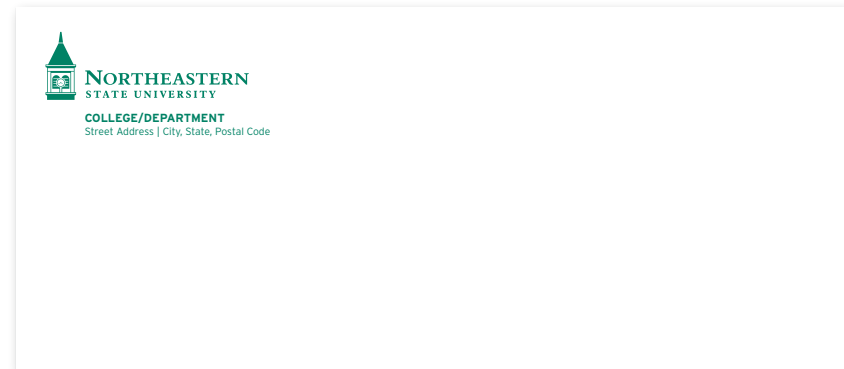
Communications & Marketing does not pay for letterhead or envelopes.
Colleges and departments are responsible for costs associated with these requested materials.

Stationery and envelope design requests can be submitted at: <https://offices.nsuok.edu/Portals/10/pdfs/StationeryRequest.pdf>.

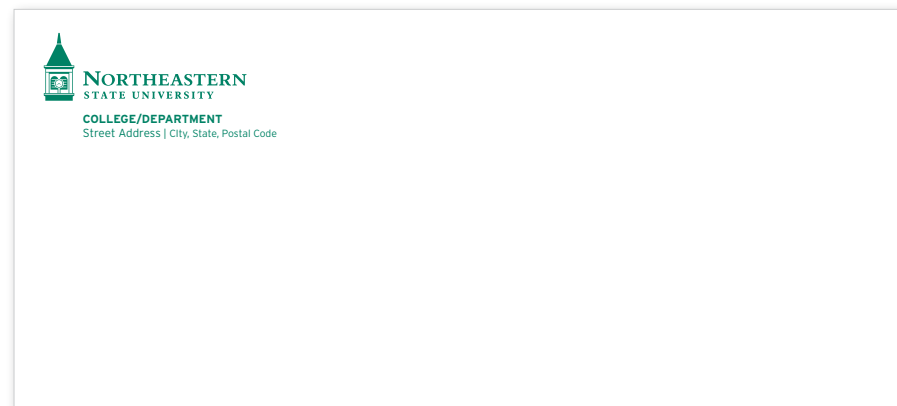
LETTERHEAD



#9 ENVELOPE



#10 ENVELOPE



NSU Stationery - Letterheads & Envelopes

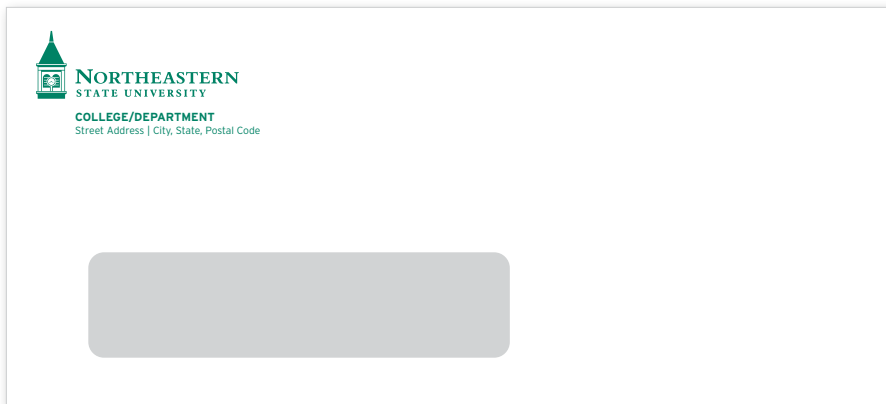
Communications & Marketing does not pay for letterhead or envelopes.
Colleges and departments are responsible for costs associated with these requested materials.

Stationery and envelope design requests can be submitted at: <https://offices.nsuok.edu/Portals/10/pdfs/StationeryRequest.pdf>.

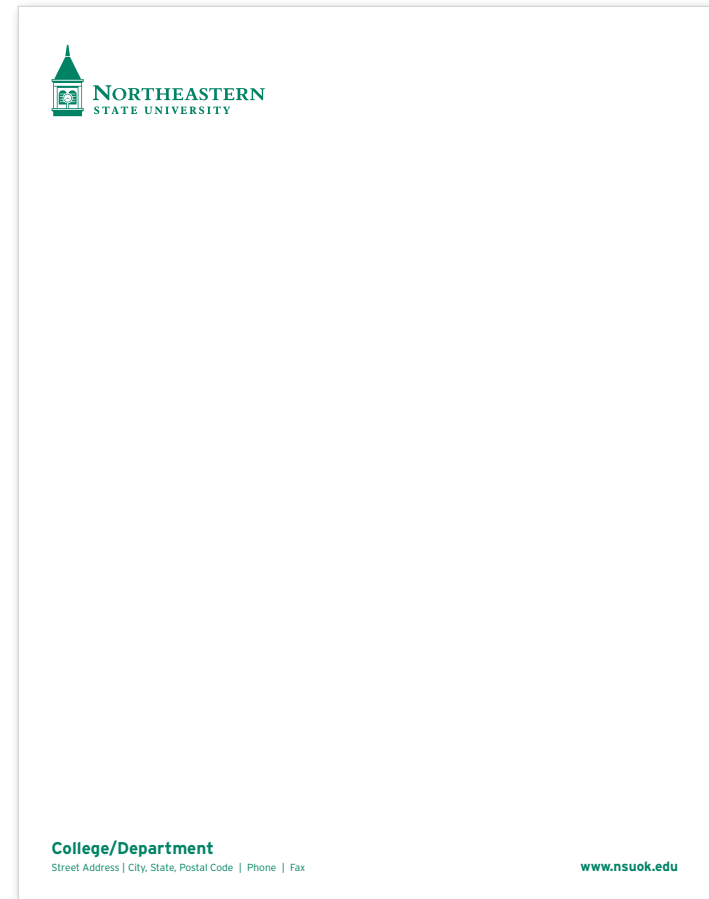
#9 BUSINESS REPLY ENVELOPE



#10 WINDOW ENVELOPE





DIGITAL LETTERHEAD (.DOCX)




Email Signatures

HOW TO INSERT AN IMAGE INTO YOUR EMAIL SIGNATURE AND MAKE THE IMAGE A LINK



1. Copy an Image URL from <https://offices.nsuok.edu/communicationsmarketing/Web-Communications/GreenMail-Signature-Logos>.
2. Log in to GreenMail at webmail.nsuok.edu.
3. In GreenMail, click the settings icon, , then select "Settings" from the drop down menu.
4. On the General tab, scroll down to the Signature section.
5. Click the Image icon, , paste the Image URL in the Image URL textbox. Click "OK."

If you do not want to make the image a link skip steps 6 - 8.

6. Highlight the image using your cursor.
7. Click on the Link icon. 
8. Insert the website's URL in the 'To what URL should this link go?' textbox. Click "OK."

Repeat steps 1 - 8 to add more images and links

9. Scroll down the page and click "Save Changes."

EMAIL SIGNATURE FONT AND FONT STYLIZING

Font to be used: **Verdana**

1. First & Last Name - Bold, Large font size
2. Title / Position - Italic, Normal font size
3. Department - No stylizing, Normal font size
4. 'Northeastern State University' - Bold, Normal font size
5. Phone & Zoom ID - No stylizing, Normal font size
6. "Gather Here. Go Far" tagline - Bold, Normal font size

Email Signatures

IMAGES AND LINKS



NORTHEASTERN
STATE UNIVERSITY



NORTHEASTERN STATE UNIVERSITY
Graduate College
Your Success. Our Mission.



NORTHEASTERN
STATE UNIVERSITY

GRADUATE COLLEGE

NSU RiverHawks Head, Image URL:
<https://offices.nsuok.edu/Portals/10/Images/email/riverhawkheadsignature.png>

NSU Institutional Logo, Image URL:
<https://offices.nsuok.edu/Portals/10/Images/email/nsuemailsignature.png>

NSU Monogram, Image URL:
<https://offices.nsuok.edu/Portals/10/Images/email/nsulogosignature.png>

Link image to:
<https://www.nsuok.edu>

Those wishing to use their NSU-approved college logo for email must receive permission from their respective dean.
Requests for college logo usage may be sent to: cmprojects@nsuok.edu.



FACEBOOK

Image URL: <https://offices.nsuok.edu/Portals/10/Images/email/facebook.png>

Link to: <https://www.facebook.com/NSURiverHawks>



LINKEDIN

Image URL: <https://offices.nsuok.edu/Portals/10/Images/email/linkedin.png>

Link to: [linkedin.com/school/NSURiverHawks](https://www.linkedin.com/school/NSURiverHawks)



TWITTER

Image URL: <https://offices.nsuok.edu/Portals/10/Images/email/twitter.png>

Link to: <http://twitter.com/NSURiverHawks>



INSTAGRAM

Image URL: <https://offices.nsuok.edu/Portals/10/Images/email/instagram.png>

Link to: <https://www.instagram.com/NSURiverHawks>



PINTEREST

Image URL: <https://offices.nsuok.edu/Portals/10/Images/email/pinterest.png>

Link to: <https://www.pinterest.com/NSURiverHawks>



YOUTUBE

Image URL: <https://offices.nsuok.edu/Portals/10/Images/email/youtube.png>

Link to: <https://www.youtube.com/NSURiverHawks>

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 clock-tower) 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.

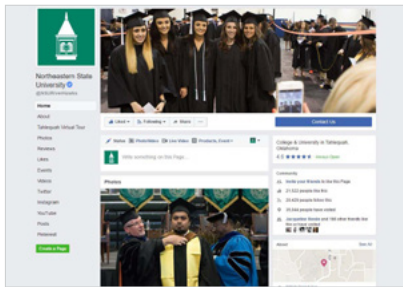
For assistance in registering your NSU Social Media website and/or creation of channels such as Twitter, Facebook, Instagram, etc., visit: <https://offices.nsuok.edu/communicationsmarketing/SocialMedia.aspx>.



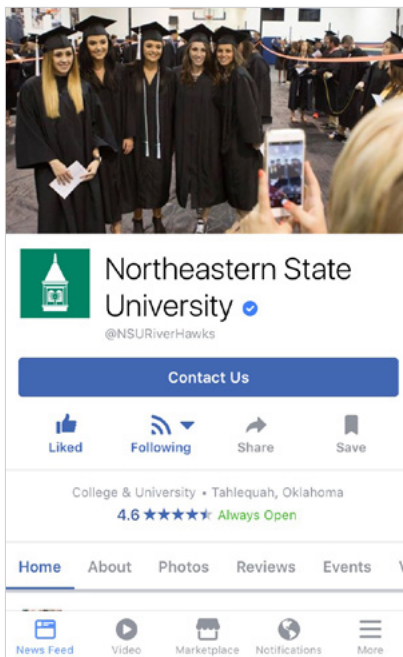
OFFICIAL PROFILE IMAGE

Social Media

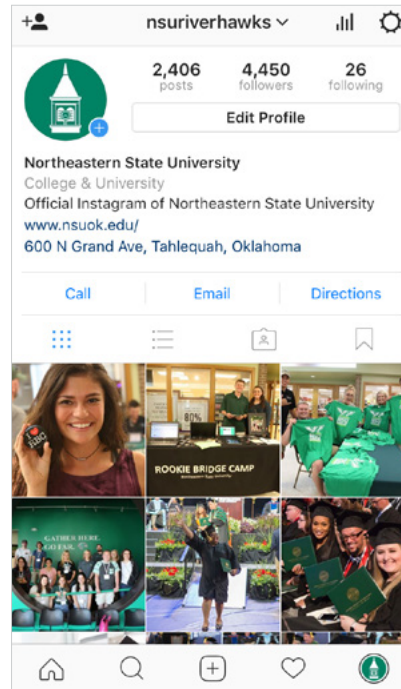
PROFILE IMAGE USE ON FACEBOOK



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 include:
 - » Where
 - » When
 - » Brief details
 - » Call to action (website or phone number)
 - » NSU reference (necessary logos)

BILLBOARDS

- Ideally, no more than 6 words
- Limit logos used
- URLs should be used instead of phone numbers as they are easier to remember and search for later
- Text should be at least 25 percent bigger than we normally think it should be for readability

EXAMPLE OF IDEAL AD



Presentations

The approved background graphics for NSU PowerPoint presentations are shown on this page. Clients can request these templates by emailing: cmprojects@nsuok.edu.



TAHLEQUAH CAMPUS



MUSKOGEE CAMPUS



BROKEN ARROW CAMPUS



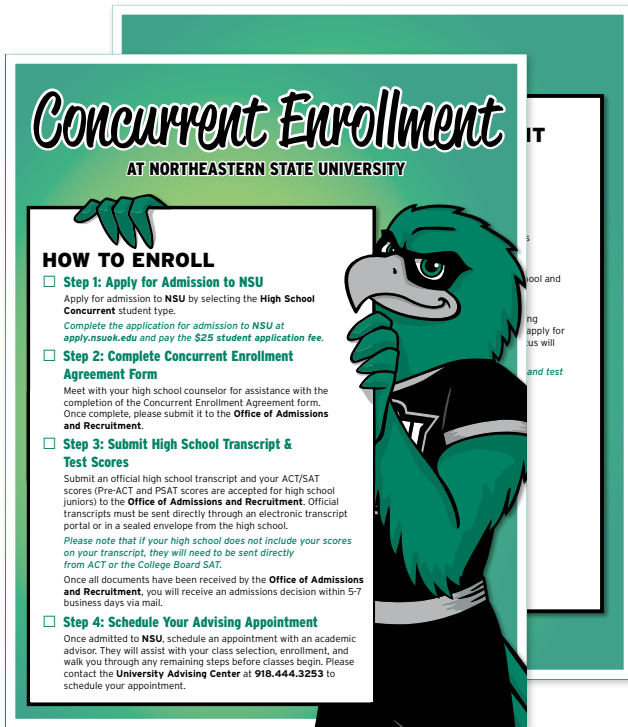
Posters, Fliers & Display - Internal Audiences

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

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

A few questions to ask yourself while designing your materials:

- What's my call to action?
Make this stick out the most!
- Out of all the information to be included, what are the main lines of info I'd like viewers to take away?
- Am I including too much information or too little?
- Is everything included necessary?
Does everything serve a purpose?
- Is this design eye catching and interesting?
- Have I included a means for viewers to seek more information (email or phone number)?
- Have I included all necessary logos?



HIERARCHY

When arranging copy into hierarchy, take into consideration what the absolute, most important take-away message is.

Hierarchy can be achieved in a number of ways, by: size, color, font style and placement. How you convey your information, lends to the ultimate success of your design and event.

C&M uses AP style on all pieces.

For more information on AP Style, visit: apstylebook.com.



AP STYLE GUIDE CHEAT SHEET

Months (when used with specific date):		Dates: Use Arabic figures sans "st," "nd" or "th."
• Jan.	• July	Phone Numbers: Use hyphens (unless part of NSU style) 918-XXX-XXXX
• Feb.	• Aug.	
• March	• Sept.	
• April	• Oct.	
• May	• Nov.	
• June	• Dec.	
Times: Use "a.m." and "p.m." Remove ":00" on whole-hour times (4 p.m., 4:30 p.m., noon, midnight)		

Website

The NSU websites are one of the most visible and important ways in which we communicate with 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, for adoption of uniform standards:

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

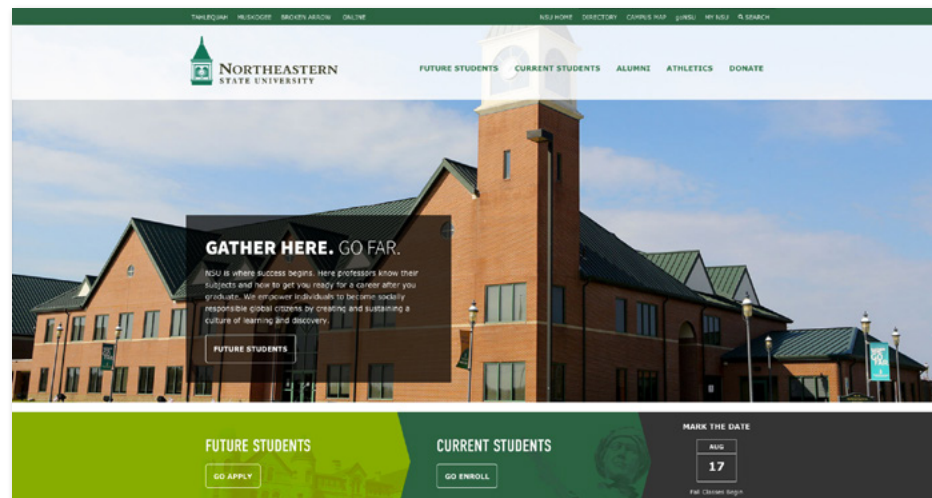
The Web Guidelines Manual provides guidelines to help ensure consistent application of the NSU brand.

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
- Approved and acceptable logos for the medium
- Logos that are the best for the size available
- Depends considerable 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 page 27.

Color Wave Notebook: Logo used on this item can be found on page 27.

Tumbler: Logo used on this item can be found on page 12.



Printing Process

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

Once a C&M design is officially approved by a client, final files, specifications and a list of print vendors will be provided to the client.

C&M will not be responsible for sending files to the printer or for mistakes found on client-approved files.

Please note, JD Young Copy Zone is an NSU preferred vendor and conveniently located on the NSU Tahlequah campus.

JD Young Copy Zone is responsible for ALL pricing and billing questions.*

Our Commitment

The Communications & Marketing Department is committed to providing full-service communications and marketing which is proactive, customer-focused and high quality with efficient turnaround times.

The Communications & Marketing team is committed to the client experience.

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.

We are open Monday through Friday from 8 a.m. to 5 p.m in Tahlequah and 8:30 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* —————
NSU Communications & Marketing Department