



northern *State* university

graphic standards

2016

The identity of Northern State University includes the signature, design and collateral materials. Our branding success depends on the consistent and frequent use of key identity elements, which produce a positive and lasting impression in the minds of those we serve.

PRIMARY LOGO(S) AND IDENTITY GUIDELINES

The **Northern State University** institutional identity has been purchased and the rights are held by the NSU Foundation. Assurance of correct usage and enforcement of the proper usage rests with the President's Office with support from the Office of University Relations. In order for NSU to maintain a consistent visual identity, it is important the appearance of any logo, website or publication that represents NSU maintain continuity. These standards are important in maintaining institutional identity, color, logo and typeface.

The Northern State University visual identity consists of two parts: the initials of the institution (the lettermark) and the written words identifying the name of the institution (the wordmark). The use of both the lettermark and the wordmark are properly called a combination mark, often referred to simply as the "logo."

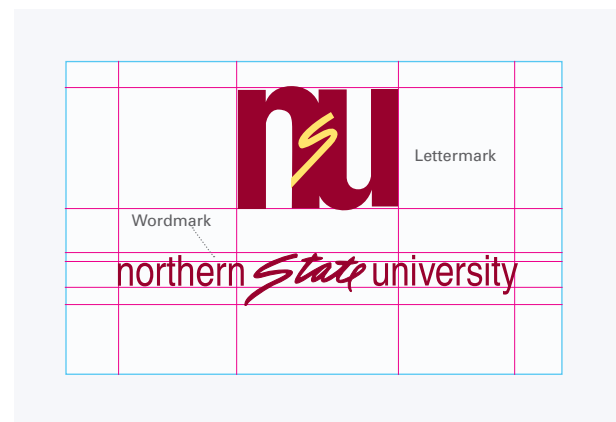
Northern's visual identity should not be used as a focal point except where its purpose is to identify Northern, as on stationery, T-shirts and signs. Generally, it should not be featured prominently on the covers of publications but rather as a signature - for example, printed small on the front or back cover. The wordmark should not be used alone, but always in conjunction with the lettermark.

Blue indicates **clear space**. The blue area must be kept free of other elements. Gray padding indicates **safe zone**.

Magenta indicates type and element alignment and boundaries.

Since the Northern State University logo is hand-designed, do not allow vendors (such as printers and graphic designers) to produce their own versions of the logo. Obtain a copy of the logo from our marketing team.

PRIMARY LOGOS



PRIMARY LOGO — SINGLE COLOR AND REVERSE OPTIONS



LETTERMARK, LOGOMARK AND TAGLINE USAGE

The **NSU lettermark** can be used in limited circumstances apart from the word mark. Examples of acceptable applications would be: promotional items, apparel or for use in print collateral as a graphic element. However, when using the lettermark apart from the word mark, written words identifying Northern State University must also appear somewhere on the product.

The **NSU wolf logomark** can be used on promotional items, apparel and in print collateral as a graphic element in the color combinations shown. Use of the logomark is especially important when promoting NSU athletics (see page 3). When using the logomark, the primary logo or written words identifying Northern State University must also appear somewhere on the product.

In most cases, the **NSU tagline** should be used in conjunction with the primary logo as shown. However, it is permissible to use the tagline alone in advertising and promotional materials.

Since the Northern State University lettermark, logomark and tagline graphics are hand-designed, do not allow vendors (such as printers and graphic designers) to produce their own versions. Obtain copies from our marketing team.

LETTERMARK



LOGOMARK



Single-color reproduction should show the wolf in solid black, maroon or white. This is applicable to all logos/graphics associated with Northern State University.

TAGLINE

Be You. Be Us. Be Northern.

PRIMARY LOGO AND TAGLINE



northern *State* university
Be You. Be Us. Be Northern.

ALTERNATIVE APPROVED LOGOS AND USAGE

The **first-tier NSU Athletic logo** has been created primarily for promoting the strength and excitement of the University's athletic programs. The athletic logo can be used with or without the tagline. Continued use of the alternate athletic logo is also acceptable where it already exists in various athletic materials and applications.

Since the Northern State University Athletic logo is hand-designed, do not allow vendors (such as printers and graphic designers) to produce their own versions. Obtain a copy from our marketing team.

To accommodate the needs of various official NSU athletic teams, a **second-tier Athletic logo** template has been created with written words to identify the specific athletic program. Examples are shown.

A **second-tier University logo** template has been created for student activities organizations and includes written words to identify specific NSU programs, groups or clubs. Examples are shown.

To request custom second-tier logos, please contact our marketing team.

ATHLETIC LOGO – FIRST TIER



Alternate athletic logo acceptable for continued use where already in place.

ATHLETIC LOGOS – SECOND TIER



Custom second-tier Athletic logos can be created using Helvetica Black Condensed Oblique as shown above to identify specific programs.

UNIVERSITY LOGOS – SECOND TIER



Custom second-tier University logos can be created using Helvetica Black Condensed Oblique as shown above to identify specific organizations, groups or clubs.

LOGO MISUSE

The **Northern State University** institutional identity has been purchased and the rights are held by the NSU Foundation. Assurance of correct usage and enforcement of the proper usage rests with the President's Office with support from the Office of University Relations. In order for NSU to maintain a consistent visual identity, it is important the appearance of any logo, website or publication that represents NSU maintain continuity.

Shown here are examples of logo misuse. Instructions for maintaining brand consistency in logo identity, colors and typeface are outlined in this standards manual. Please see appropriate sections for more information.

DON'T CHANGE ELEMENT POSITION



DON'T STRETCH OR DISTORT



DON'T CHANGE COLOR OR FONTS



DON'T USE LOGOTYPE APART FROM LETTERMARK



Consistent color standards are important to help create a lasting image of the Northern State University brand.

PRIMARY AND SECONDARY COLOR PALETTES

The Northern State University logo is represented in two **primary colors**: PMS 121 yellow and PMS 202 maroon when used in any color application—which is preferred—and in black or PMS 202 maroon in single color applications.

Printing the signature in reverse is acceptable when a dark background is present.

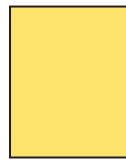
The CMYK and RGB color equivalents are listed.*

Secondary colors are coordinated to work with and enhance the primary logo colors and help maintain the Northern State University brand. They should always be your first choice for colors that will be used in the design of collateral and promotional materials.

These accent colors are PMS 155 light tan, PMS 7499 cream, PMS 7518 dark brown, PMS 425 dark grey and PMS 7474 aqua. The CMYK and RGB color equivalents are listed.*

**See page 6 for detailed information regarding the differences between PMS, CMYK and RGB color systems.*

PRIMARY LOGO COLORS



Pantone 121 (PMS)
C0 M8 Y69 K0
R255 G204 B102
#FFCC66



Pantone 202 (PMS)
C0 M100 Y65 K47
R153 G5 B51
#990033

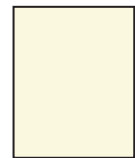
SECONDARY COLORS



Pantone 425 (PMS)
C0 M0 Y0 K77
R87 G90 B93
#575A5D



Pantone 155 (PMS)
C2 M10 Y31 K0
R248 G221 B154
#F8DD9A



Pantone 7499 (PMS)
C1 M1 Y14 K0
R255 G255 B205
#FFFFCC



Pantone 7518 (PMS)
C0 M40 Y55 K60
R110 G80 B72
#6E5048



Pantone 7474 (PMS)

The aqua accent color should only be used as a PMS and only in printed materials to ensure proper reproduction.