

VISUAL BRANDING GUIDELINES

REV. 13 MAY 2015

UNIVERSITY NAME

NORTHWESTERN STATE

UNIVERSITY OF LOUISIANA

The official name of the institution is “Northwestern State University of Louisiana,” which historically predates the creation of the current University of Louisiana System. The enabling legislation from the early 20th century which first changed the name to Northwestern State College of Louisiana was replaced on June 18, 1970, with the naming of Northwestern State University of Louisiana. On all formal documents, the full name of the institution should be employed, along with the formal official seal. In general publicity and documents, the first reference is Northwestern State University, with second reference as Northwestern State. The short abbreviation of NSU is permissible as a third reference. “Northwestern,” “Northwestern Louisiana”, and “NW State” should not be used in university publicity, printed materials or official documents as a reference.

OFFICIAL SEAL



The seal incorporates the three key elements of Northwestern State’s brand identity: the full incorporated name, the iconic logo and the university colors. The seal is reserved for The Office of the President, official documents, decoration at formal events, and to represent the institution as a whole on the national stage. As a rule, the seal should not be used in conjunction with either the logo or wordmark. Accent black may be used to create supporting graphic presentation, but no other color variation within the seal is acceptable. The seal shall not be altered to remove any element or made transparent through the middle. As the university official colors are purple and white, these should not be altered in any way. The seal is a copyright creation of Northwestern State University of Louisiana, 2011, and trademark to be applied for. All existing guidelines for usage through the university’s trademark and licensing program apply.

UNIVERSITY LOGO (PRIMARY)



The logo represents the iconic symbol of Northwestern State, The Columns, and is utilized as a stand alone image or paired with the word mark. The Columns should always reflect the white color. The logo is a copyright creation of Northwestern State University of Louisiana, 2011, and trademark to be applied for. All existing guidelines for usage through the university’s trademark and licensing program apply.

UNIVERSITY LOGO (SECONDARY)



The logo, commonly referred to as the diagonal NSU, serves as a primary mark for Northwestern State University Athletics and a secondary mark for Northwestern State University. The color scheme of the logo represents the traditional colors of Northwestern State University, purple and white. The colors may be adjusted as necessary on a case-by-case basis in order to best serve and reflect the styling of specific needs. Usually, the orange trim color is used for athletic use only.

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WORDMARK

NORTHWESTERN STATE NORTHWESTERN STATE

The words “Northwestern State” represent the institution in short form, and will be set in the university’s identity font, Rawlinson 2.0. For all, characters are set as all caps with a formula variation for the lead capitals, not as small caps. Rawlinson 2.0 does not support a small caps format, and the small caps resulting from creation with desktop publishing does not render the word mark in the way it was designed. For most headline range point sizes (24 through 60), the offset from lead cap to copy is 4 points. For example, to achieve a base 36 point rendering, use 40 point for the “N” and “S”. Letter spacing and letter width is default in Adobe products when creating wordmarks. Preferably, the Wordmark appears in combination with the University Logo (Primary)(see below).

COMBINATION MARK

III | NORTHWESTERN STATE III | NORTHWESTERN STATE

The Combination Mark is an integration of the University Logo (Primary) and the Wordmark. The preferred arrangement is logo - divider line - wordmark, with the divider line spaced proportionally between the logo and wordmark. The space between the logo and wordmark should be 20 pixels.

COMBINATION SUBMARK

III | NORTHWESTERN STATE OFFICE OF THE PRESIDENT III | NORTHWESTERN STATE OFFICE OF THE PRESIDENT

The Combination Submark is an integration of the Combination Mark and a designated College, School, Department, Division, or Office.

TAGLINE

DEDICATED TO ONE GOAL. **YOURS.**[™] DEDICATED TO ONE GOAL.
YOURS.[™]

The university tagline, “DEDICATED TO ONE GOAL. YOURS.” appears in the Identity Font Helvetica Neue (see below) and has two display options: single-line and double-line. The Tagline is usually associated with advertising and multimedia productions.

The tagline is forward-thinking, student-centered, and career-oriented. The period after “GOAL” should always be interpreted as a full stop, thus giving “YOURS” the standalone power and attention it deserves.

IDENTITY FONTS

Rawlinson 2.0 Medium **Helvetica Neue**

The wordmark for the institution is set in Rawlinson 2.0, and the font is reserved only for the official university name, the official university wordmark and other approved individual use. It is not intended to become a widely disseminated font for use in general headlines or body copy. We recommend the use of Helvetica Neue Regular, Light, and Bold as accent sans serif fonts to use with Rawlinson 2.0.

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ATHLETIC DEPARTMENT LOGO AND WORDMARK



The official primary mark for Northwestern State University Athletics and the signature font and wordmark for Northwestern State are reserved for athletic department use only. For inquires, please email athleticsinfo@nsula.edu. Trademark fees apply.

OFFICIAL COLORS

The official colors of Northwestern State University of Louisiana are purple and white. The athletic department may additionally employ orange as an accent color. The official colors are expressed in these ways:

CMYK FORMULA:

Northwestern State Purple 86-100-3-1

Athletic Dept Orange 0-75-96-0

RGB FORMULA:

Northwestern State Purple 79-45-139

Athletic Dept Orange 255-100-24

PANTONE MATCHING SYSTEM:

Northwestern State Purple PMS 267

Athletic Dept Orange: PMS 165

WEB SAFE HEXIDECIMAL:

Northwestern State Purple 663399

Athletic Dept Orange: ff6600

WEBSITE AND SOCIAL MEDIA



The official university main website address should be included in all university publications, publicity and promotional materials. It is "nsula.edu" and should be expressed in that way, in lower case, and without any other text (that is, no "http://" or "www." preceding the address). When possible, the university's usage of social media should be promoted on all printed materials through the inclusion of appropriate service marks of approved platforms. At this time, Facebook, Twitter, YouTube, Vimeo, Tumblr, Instagram, and Flickr are the approved university-wide social media platforms to be promoted on all university materials. If marketing or promotional materials are targeted to a specific area, that area's website address may be used in place of the university main address.

All logos and word marks are available upon request (EPS, AI, PDF, PSD, JPG, PNG). For questions or design approvals, contact the Director of Marketing and Branding:

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