

Brand Guidelines for Student Organizations

The NSU brand is designed to create a cohesive visual experience for all members of the NSU community.

Branding is our opportunity to define who we are and who we want to be in the future. It's the story you're telling to engage with your audience, from tangible items like your name, identifying mark, and products to intangible components like your organization's mission and vision statement, which help build trust and connections. **Branding should not be a static process; it will need to adapt as our organizational values and needs evolve.**

It is the responsibility of each member of the NSU community to uphold the standards that give the NSU brand its look and feel. You are an ambassador of NSU Florida and an extension of the NSU brand. With your help, we can achieve the awareness, recognition, and loyalty needed to achieve the best version of NSU Florida. These guidelines are designed to help new and existing student organizations create authentic, message-driven identities by incorporating the spirit of the NSU Florida brand without violating university trademarks. **As you work on your design, and if you have any questions, please reach out to studentmkt@nova.edu for suggestions and guidance.**

Design Approval

All requests must be submitted to studentmkt@nova.edu for review and approval.

All promotional items (such as apparel, mugs, etc.) to be ultimately paid from student organization funds **are required** to have a tie-in with the greater university.

Additionally, we ask that you DO NOT do any of the following until you have received approval from the NSU Student Marketing Office:

- Do not commit to a specific design.
- Do not commit to a specific vendor.
- Do not place an order with a vendor.

The design review is a multistep process; therefore, be proactive with your submission for design review. We CANNOT guarantee you will meet your deadline. However, we will do our best to help. Depending on the nature of the request, it could take two to four weeks to grant approval.

Please note that EACH approval is granted as a ONE-TIME PROVISION and applies only to the specific proof submitted for review. Any changes to the design or product will require a new review and approval of the updated artwork

NSU Florida Logos and Brand Elements

Official NSU Florida logo, NSU Athletics logo, NSU college logos, and/or NSU official branded sharks (photographic or graphic shark from the NSU Athletics logo) CANNOT BE USED in any design or any entity (including student organizations) without review and approval from the NSU Student Marketing Office via email at studentmkt@nova.edu.

Official NSU Florida logos, identifying marks, and brand elements can only be used IN COMPLIANCE with the NSU Florida Brand Guidelines.

- NSU Florida Brand Guidelines—[NSUBrand](#)
- NSU Florida Brand Dos and Don'ts—[NSULogos](#)

The fin/horizon line element CANNOT BE USED as part of an identifying mark for a student organization. This puts the NSU Florida Brand Guidelines in competition with the Student Organization Brand Guidelines, which diminishes the positioning and equity of NSU Florida.



NSU Florida Athletics Logos and Branded Elements

The NSU Athletics logo and/or the graphic shark affiliated with NSU Athletics may NOT be used for products that have no relationship to NSU intercollegiate athletics, recreational/ intramural sports, sports-related events, or promotions.

This specific shark (a.k.a. full-body shark) is reserved for the NSU Athletics Department. Student groups may use other versions of sharks in their materials. See examples on [page 5](#).



Custom Shark Art

All custom shark artwork must be submitted to studentmkt@nova.edu for review and approval.

Designs can include unique renderings of any type of shark, as long as they portray the spirit of the NSU Florida brand.

We are trusting you to use your best judgment when choosing elements for the design. For example, a cartoon shark with glasses is acceptable, but a shark with a shot glass is not acceptable. A shark in a mask is acceptable, but a shark in a bikini is not acceptable. Do not show sharks eating people.



Co-Branding: NSU Florida

All official university logos **MUST BE** presented as a stand-alone element/unit, by itself, **AND** cannot be combined with other designs or elements of design or artwork. **ALL** university official logos can be **ONLY** in either all blue (official university blue), all black, or all white. Changing the color of the official university color or any modification is **NOT ALLOWED**.

If an official NSU Florida logo is used in your design, it **CANNOT BE** mashed up with other design elements to create a new design. The use must be **IN COMPLIANCE** with the NSU Florida Brand Guidelines. Another option for co-branding, instead of using the official NSU logo, is to write the university name in full. **No acronym** (i.e., NSU) can be used.



Co-Branding Using NSU Florida (Examples)

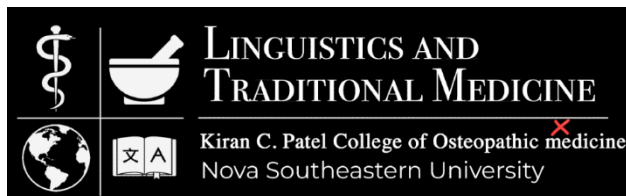


Co-Branding: Academic Unit or College Logo

ACADEMIC COLLEGE LOGO

Reference to an academic unit/college can **ONLY** be done by using the official college logo. Writing out the name of the college **OR recreation of the college logo IS NOT PERMITTED.**

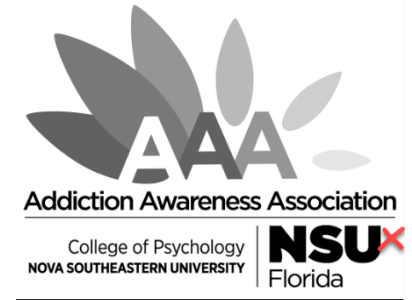
Similar to the NSU Florida logo, the logo **MUST BE** presented as a stand-alone element/unit, by itself, **AND** cannot be combined with other designs or elements of design or artwork.



Co-Branding: Academic Unit or College Logo

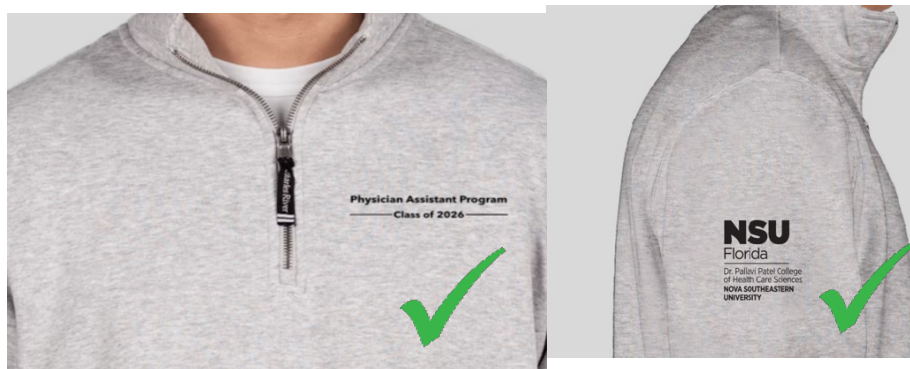
REFERENCE TO ACADEMIC PROGRAM NAME

An underlying purpose of the student activity fee fund (i.e., SGA allocation or organization-raised fund) is to foster a sense of identity and belonging through engagement activities/events, including, but not limited to, items being ordered to support such values as giveaways, awards, prizes, etc. The fund **SHOULD NOT** be used to purchase promotional items that promote academic programs or an office entity. As such, reference to academic programs or department names is not allowed. You may use the field of study to reference your academic affiliation instead.

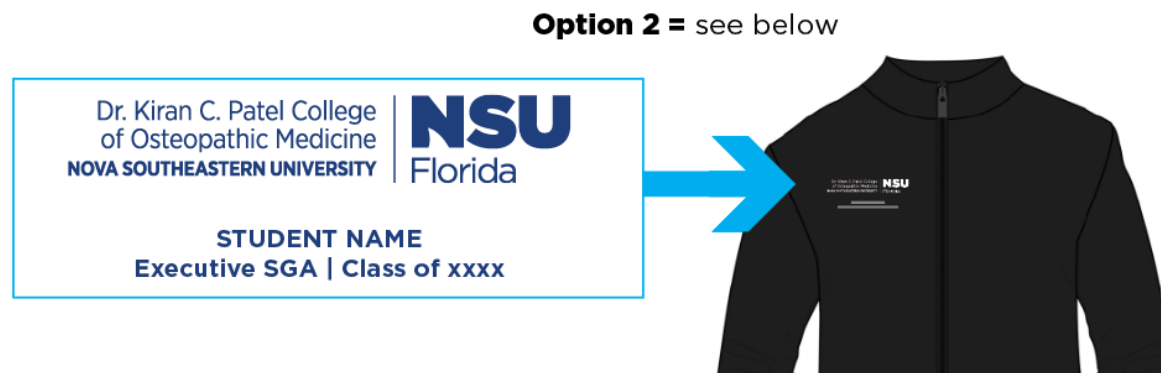
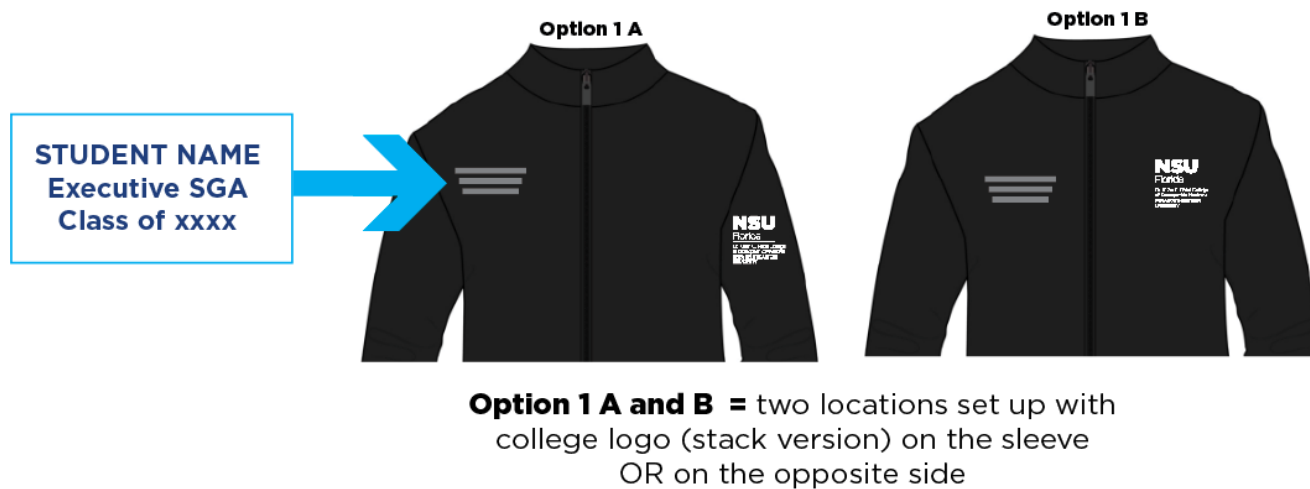


Co-Branding: Academic Unit or College Logo (Examples)

Any reference to an academic department, program, or degree must clearly indicate the student body. For example, use “Physician Assistant Program, Class of 20XX” or “Doctor of Pharmacy Student” to clarify that the reference applies to students, not the department. Additionally, the official academic college logo **must be included** and used as a standalone element (see page 9).



Co-Branding: Academic Unit or College Logo (Examples)



Co-Branding Using the University's Full Name Nova Southeastern University



Use of “Council” or “Association” in Student Organization Names

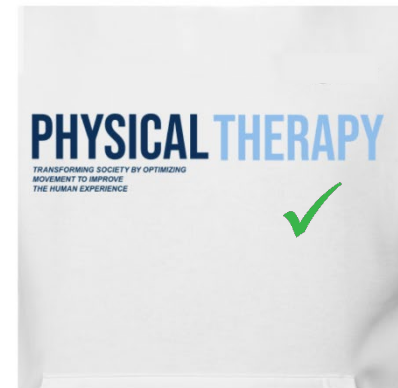
Terms such as “Council” or “Association” are typically associated with official university or professional entities. To avoid confusion or misrepresentation, any student organization using these terms in its name must include the word 'Student' to clearly indicate its student-led status.



Recreation or modification of any NSU logos is **NOT APPROVED**. This includes designs that show resemblance or can easily be mistakenly perceived as and/or appear to compete with the university's official logos or official college medical emblems.

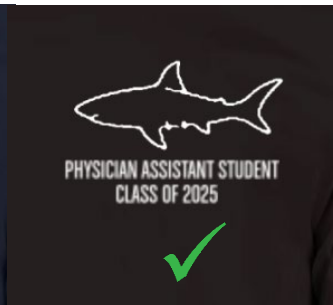
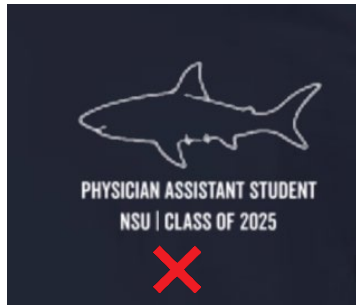


Additional Examples



USE OF THE NSU ACRONYM IS NOT APPROVED.

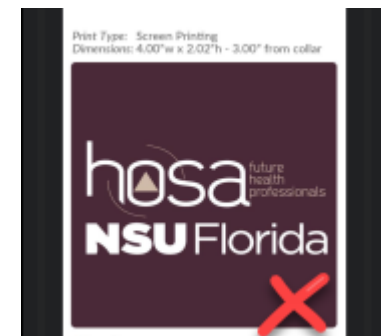
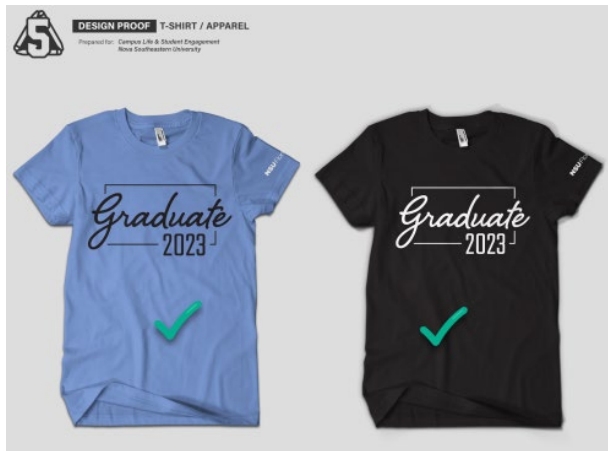
Examples



Additional Examples



Additional Examples



Greek AND Recognized State or National Affiliated Organizations

If your design includes Greek Organizations/letters or is utilizing the logo of a regional, state, or national affiliated organization (American Red Cross, American Medical Association, Florida Association for Women Lawyers, Honor Societies, etc.) it can stand alone, BUT co-branding is preferred.

Examples



Print Type: Screen Printing
Dimensions: 1.74" w x 0.25" h - Centered



Print Type: Screen Printing
Dimensions: 0.66" w x 0.25" h - Centered



Promotional Display Elements

Certain products, such as imprinted tablecloths, step-and-repeat photo backdrops, pull-up banners, flutter flags, large vinyl banners, etc. are considered professional promotional display elements. The general public, whether intended target audiences or not, will consider the content on these products to be official representations of NSU Florida. These items must be designed by the Public Relations, Marketing, and Creative Services (PRMCS) department.

We recommend starting the process by submitting your request to studentmkt@nova.edu as soon as possible, as this is a multistep process. The time required to complete the finalized design may vary, typically ranging from four to six weeks, depending on the nature of the request.



Student Business Cards

These are the NSU Florida templates for student business card. Orders can be placed by emailing studentmkt@nova.edu.

Student business cards are printed at the NSU Digital Print Services Center on the Fort Lauderdale/Davie Campus. The cost is \$5 for every 50 cards. Payment is due when you pick up your business cards at the NSU Copy Center.

PAYMENTS

Individual—The only accepted form of payment is your NSU SharkCard.

Organizations—Student Organizations can use either their NSU SharkCard or the student activity fee budget. If you are using your student organization's budget, you need to provide the full, official name of your organization. All funding is subject to approval by your organization adviser, president, or treasurer, AND the Student Activity Fee Accounts Office.

INDIVIDUAL



**COLLEGE, DEPARTMENT,
OR CENTER**

NAME

Xxxxxxx Candidate, May 2019

Phone: Student's Phone Number

Email: Student's Email Address

Web: xxxxx.nova.edu (optional)

STUDENT ORGANIZATION



COLLEGE NAME

STUDENT NAME

Title

Main Student Organization

Xxxxx Candidate, May 2019 (optional)

Phone: Student's Phone Number

Email: Student's Email Address

Web: xxxxx.nova.edu (optional)

(optional) Address or Additional
Student Organization(s), Position(s)

NOTE: Faculty and staff advisers are required to order their business cards through the Ariba catalog.