

NORTHERN ARIZONA UNIVERSITY



Visual Identity Guide

9.29.2017 | Version 1.2

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- 1.1 Visual Identity Policy
- 1.2 Using This Guide

A strong university is reflected in a strong identity. The guide you are about to read is our effort to ensure that our institutional identity has a commanding presence and sends a clear message that Northern Arizona University is a solid institution built for the future. Consistency, across departments and media, is key. In this guide, you will find the rules governing the usage of the identity as well as fonts and colors. This guide is thorough, but there may be uses that aren't clearly defined in these pages. As always, if you have any unanswered questions regarding the NAU identity, please reach out to University Marketing.

Visual Identity Policy

The **Visual Identity Guide** was created to ensure the success of Northern Arizona University's visual identity. A consistent and proper presentation of the university mark is essential for establishing identity awareness in local, regional, national, and international markets.

This guide addresses requirements and guidelines for the use of logo, color, and fonts in print and digital formats. In addition, the university also provides the **Writing Style Guide** to assist with creating a professional and uniformed presentation. Both guides can be viewed and downloaded at nau.edu/marketing.

Questions regarding logo use or the style guides can be directed to University Marketing at 928-523-1741 or by e-mail at marketing@nau.edu.

Use of University marks on commercial goods

The Northern Arizona University name and signature are registered marks owned by the university. These marks may not be used in any medium other than approved university programs. Student groups wishing to use the university's marks on commercial goods (i.e., T-shirts, bumper stickers, etc.) also must secure such approval. Submit all requests for use of these marks to University Trademark Licensing. All manufacturers who produce goods bearing any of the university's trademarks must either be licensed or receive special permission to produce such products if there is no formal license agreement.

Questions regarding the use of the university's name or logo on commercial goods, contact University Trademark Licensing at 928-523-5404 or by e-mail at Adam.Ojeda@nau.edu.

Using This Guide

The Northern Arizona University Visual Identity Guide contains approved standard graphic elements of the university's visual identity system. This Adobe Acrobat PDF file can be viewed on Windows and Macintosh platforms. In addition, the complete file or its individual pages can be printed on 8.5" x 11" paper, preferably with a color printer.

Please note that the elements contained herein are copyrighted and are for official university use only.

Fonts

Installed fonts are NOT required to import, display, or print the Northern Arizona University logo. The font family required for identity applications in this guide is: Univers (see page 3.1).

Fonts are licensed. The font listed above is available for both Windows and Macintosh platforms and can be purchased from [myfonts.com](https://www.myfonts.com) and [fonts.com](https://www.fonts.com), or substitute fonts can be used, see 3.1 for details.

Measurements

Throughout this guide, sizes are given in points, inches, and pixels.

Print resources

All stationery items must adhere to the identity guidelines and must be ordered through NAU Printing Services at nau.edu/printing.

- 2.1 Official University Seal
- 2.2 Institutional Visual Identity Overview
- 2.3 Primary Institutional Logo
- 2.4 Secondary Institutional Logo
- 2.5 Additional Institutional Logos
- 2.6 Signatures
- 2.7 College, Campus, Division, and Non-Academic Department Logos
- 2.8 Logo Color Variations
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- 2.10 Cross-Branding
- 2.11 Social Media Identity
- 2.12 Unacceptable Logo Treatments
- 2.13 Unacceptable Logo Color Treatments

Official University Seal

The university seal should never be substituted for the Northern Arizona University logo.

Use of the Northern Arizona University seal is limited to official administrative offices:

- Office of the President
- Arizona Board of Regents-sponsored applications

Use of the seal is limited to official university documents:

- diplomas
- certificates
- documents at the discretion of the university president

Contact University Marketing to inquire if your proposed use of the seal is acceptable.

Specifications

Maximum size: 3.5" in diameter

Minimum size: 1.75" in diameter

Full color – NAU True Blue and metallic gold



NAU blue



Black



Institutional Visual Identity Overview

The Northern Arizona University's visual identity system balances typeface and iconic mark in a dynamic and asymmetrical approach. This configuration brings a strong emphasis to the name of the institution with the shield mark adding a bold visual accent.

Signature

**NORTHERN
ARIZONA
UNIVERSITY**

Shield mark



1. In general, the shield mark should always be placed within a university logo along with the signature.
2. The shield should always be filled with NAU blue, as shown.
3. Avoid using the shield mark on its own to keep it from being seen as an icon.

Institutional Logos

Primary

**NORTHERN
ARIZONA
UNIVERSITY** 

When using an institutional logo, to ensure an optimized visual impact and legibility, always consider the primary version as your first choice.

Secondary

NORTHERN ARIZONA  **UNIVERSITY**

Primary Institutional Logo

This is the primary version of the Northern Arizona University logo. The logo consists of the signature and the shield mark. Choose this version as the first-choice option.

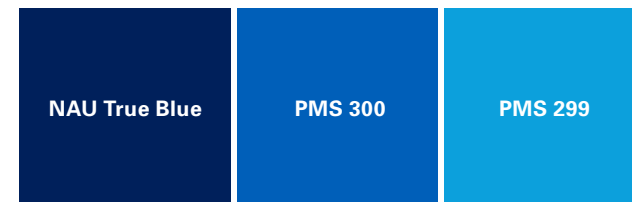


Color Options and Use Requirement

The color options shown below (Northern Arizona in yellow) is applicable only for the institutional logos, cannot be applied to departmental logos, and may not be used in address blocks. This version of the logo should always be presented against one of the NAU blue shades at their 0% opacity (or 100% tint): NAU True Blue (PMS281), PMS 300, or PMS 299 (see section 3 for more detailed color palette information).



Above example is shown against NAU True Blue (PMS281)



Secondary Institutional Logo

The horizontal version of the Northern Arizona University identity is a secondary option. It should be used when the only available space is horizontal in nature or when a wider impact is required. It may also be used in place of the primary signature on signage when vertical space is limited.

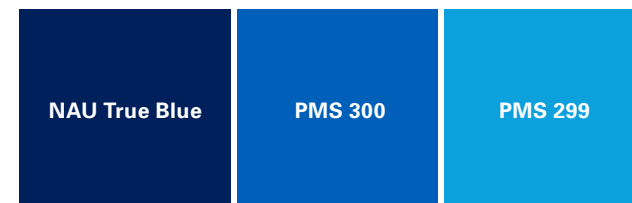


Color Option and Use Requirement

The color option shown below (Northern Arizona in yellow) is applicable only for the institutional logos and cannot be applied to departmental logos. This version of the logo should always be presented against one of the NAU blue shades at their 0% opacity (or 100% tint): NAU True Blue (PMS281), PMS 300, or PMS 299 (see section 3 for more detailed color palette information).



Above example is shown against NAU True Blue (PMS281)



Additional Institutional Logos

These additional institutional logo options should be used exclusively for university-brand level materials, to help demonstrate the prestigious image of the NAU brand.

Founded 1899



FOUNDED 1899

Flagstaff | Online | Throughout Arizona



FLAGSTAFF | ONLINE | THROUGHOUT ARIZONA

Color variations are available on these two versions of the institutional logos. "Founded 1899" and "Flagstaff | Online | Throughout Arizona" should always be in the same color as "Northern Arizona."

Signatures

Stacked

**NORTHERN
ARIZONA
UNIVERSITY**

This version of the Northern Arizona University identity is useful for applications in the following situations when reproduction size is small and it limits legibility:

1. Imprint area is smaller than 1" wide or 1" in diameter.
2. Digital profile image (see specific requirements on page 2.11).
3. Digital web footer, where the institutional logo is presented at the top of the page.

Horizontal

NORTHERN ARIZONA UNIVERSITY

The horizontal version of the Northern Arizona University signature is useful for applications in the following situations:

1. Height of the imprint area is less than 0.25".
2. Digital web footer, where the institutional logo is presented at the top of the page.

College, Campus, Division, and Non-Academic Department Logos

Primary



All logos should be created using the official logo templates, considering the following criteria:

1. The line breaks appear visually balanced and the unit name reads in a logical way.
2. The unit name should ideally be set in two lines; longer unit names may be expanded to three lines, but it is not recommended.
3. The baseline of the unit name aligns to the base of the signature.

To request a logo, go to nau.edu/logorequest and submit your request form.

Secondary Vertical



College/Campus
Division/Department

Secondary Horizontal



The secondary logo options should only be used when the primary logo doesn't fit in the available space, for example:

1. Use the vertical version for embroidery on shirts.
2. Choose the horizontal version when the available space is limited in height.

Logo Color Variations

These variations are available for all institutional, college, campus, division, and non-academic department logos.

NAU True Blue



Black



Reversed



Reversed logo contains white text and the shield remains the same - filled with NAU blue; this version is recommended to be used against a dark color background to ensure the maximum visibility of the NAU logo.

Clear Space and Size Restrictions

A specific minimum amount of clear space should be maintained around the logo at all times (as shown below) between the logo and any other elements, including any text, graphic, image, or the edge of a page.



Size Requirements

The Northern Arizona University logo should be reproduced at a reasonable size to maintain legibility and clarity. Below are the minimum sizes required for the institutional logos.



Cross-Branding

The cross-branding treatment is only applicable for an official partnership of NAU and another entity.

In general, NAU logo should always be placed in the left and dominant position of the layout, following the specifics illustrated below.

Vertical Bar Specifications

Width: Width of rule to match the width of the thin outer boundary line of the shield.

Height: Justify height of rule to the top and bottom of the signature.

Color: NAU True Blue



Logo Sizing Requirements

1. The university partner's logo should be visually presented in the same height as the primary NAU logo.
2. The text in the partner's logo should not be larger than the NAU signature.



Social Media Identity

Depending on the university unit a social media account represents and its main audience, choose from the following options for social media avatars and display icons sparingly.

For the university presence through *NAU Social* accounts



Use the standalone shield graphic only when the “Northern Arizona University” is spelled out as the account name and is always displayed next to this avatar/icon graphic.

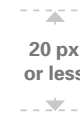
To communicate with prospective audiences, always use the institutional logo to reinforce the university’s visual identity.



For an NAU department to communicate with internal audiences, such as current students, faculty, and staff, the following options may be used:



Use this simplified shield mark only if the display size is smaller than 20px x 20px or 20 px in diameter.



Unacceptable Logo Treatments

The Northern Arizona University logos may not be altered. The following examples demonstrate logos that are NOT in compliance with the university's Visual Identity Guide. This applies to all applications, including but not limited to, printed materials, web pages, video production, and merchandise.

 <p>Do Not distort the logo.</p>	 <p>Do Not crop logo elements. Elements should stay in live area.</p>
 <p>Do Not rearrange or resize elements of the logo.</p>	 <p>Do Not rearrange elements of the logo (even in correct proportion).</p>
 <p>Do Not delete any element of the logo.</p>	 <p>Do Not tint or screen back logo.</p>
 <p>Do Not rotate logo.</p>	

Unacceptable Logo Color Treatments

The color treatments of the Northern Arizona University logos may not be altered. Only the official color treatments can be used. Always choose the appropriate logo version that ensures the maximum legibility against the background.



**NORTHERN
ARIZONA
UNIVERSITY**



**NORTHERN
ARIZONA
UNIVERSITY**



**NORTHERN
ARIZONA
UNIVERSITY**

Do Not

reproduce in any colors or color combinations other than those shown on page 2.4 and 2.8.



**NORTHERN
ARIZONA
UNIVERSITY**

Do Not

use a reverse version of the logo over a light-color background.



**NORTHERN
ARIZONA
UNIVERSITY**

Do Not

use a reversed logo that the background color will be filled in the shield.

**Do Not**

use a positive logo over a busy or dark portion of a photo. The part of the photo behind the signature must be light enough to contrast with the signature, and the photo must not be busy and/or contrasty to ensure the legibility of the logo.

Color

3

- 3.1 Institutional Palette
- 3.2 Secondary Palette

Institutional Palette

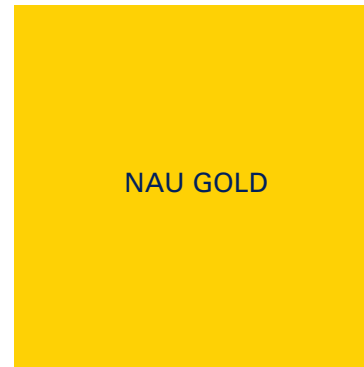
The official colors for Northern Arizona University are Pantone® 281 NAU True Blue and Pantone® 116 NAU Gold. True Blue is our signature color and should appear as the dominant color in all university communications.

Formulas for 4-color process, RGB, and hex colors are provided here. Use only these approved formulas for all print and digital applications.



NAU TRUE BLUE

Pantone® 281 C
C100 M72 Y0 K32
R0 G51 B102
HEX 003466



NAU GOLD

Pantone® 116 C
C0 M16 Y100 K0
R255 G210 B0
HEX FFD200

Secondary Palette

The secondary palette mimics our natural surroundings. These colors can take the lead occasionally, especially inside a larger document, or with an audience more familiar with the university brand. They should, however, **always be supported with color from the Institutional Palette.**



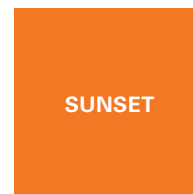
MONSOON

Pantone® 436 C
C24 M24 Y26 K0
R195 G184 B178
HEX C3B8B2



FALL ASPEN

Pantone® 143 C
C0 M35 Y85 K0
R251 G176 B64
HEX FBB040



SUNSET

Pantone® 158 C
C0 M66 Y99 K0
R244 G119 B34
HEX F47722



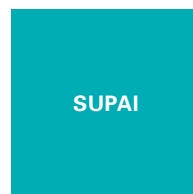
SUMMER
SHADE

Pantone® 356 C
C95 M0 Y100 K27
R0 G133 B63
HEX 00853F



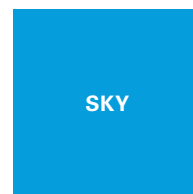
RED ROCK

Pantone® 174 C
C11 M72 Y100 K23
R177 G84 B29
HEX B1541D



SUPAI

Pantone® 7467 C
C95 M0 Y35 K0
R0 G172 B165
HEX 00ADB5



SKY

Pantone® 299 C
C85 M19 Y0 K0
R0 G157 B220
HEX 009DDC



TWILIGHT

Pantone® 300 C
C100 M60 Y0 K0
R0 G102 B179
HEX 0066B2

Typography

4

- 4.1 Primary Institutional Fonts
- 4.2 Supplementary Fonts
– General Communication
- 4.3 Supplementary Fonts – Recruitment
- 4.4 Brand-level Fonts

Primary Institutional Fonts

Univers

Univers (Roman, not Condensed) should be used as the primary font when available. It may be used in a broad range of applications, including word processing, body copy in printed materials, and web.

Univers 45 Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz 0123456789

Univers 55 Roman

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz 0123456789

Univers 65 Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz 0123456789

Univers 75 Black

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz 0123456789

Arial

Arial should be used for all internal and external applications when Univers is not available.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz 0123456789

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz 0123456789

Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz 0123456789

Supplementary Fonts

General Communication Fonts

Adobe Caslon Pro

This serif font should be used sparingly for formal documents and communications with sophisticated audience.

Adobe Caslon Pro Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz 0123456789

Adobe Caslon Pro Regular Italic

*ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz 0123456789*

Adobe Caslon Pro Semibold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz 0123456789

Adobe Caslon Pro Semibold Italic

*ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz 0123456789*

Calibri

Calibri should be used for correspondence where Univers is not available. It is an acceptable replacement primarily used in e-mail communications, and in composing and addressing letters and envelopes.

Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz 0123456789

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz 0123456789

Calibri Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz 0123456789**

Supplementary Fonts

Recruitment Fonts

Stenciletta Solid Bold

Stenciletta Solid Bold is the title font for recruitment materials, capturing a nice balance between bold and welcoming. It is used in print and on the web.

Stenciletta Solid Bold

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz 0123456789**

Roboto

Roboto Regular and Roboto Bold are supplementary fonts used to pair with Stenciletta Solid Bold for recruitment materials.

Roboto Regular

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz 0123456789

Roboto Bold

**ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz 0123456789**

Brand-level Fonts

Logo Fonts

BANK GOTHIC

The Northern Arizona University signature was constructed using Bank Gothic, which has been altered in small ways in order to customize the overall look and feel.

BANK GOTHIC LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

BANK GOTHIC BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

Brand Campaign Fonts

Industry

Industry is the primary font for university-wide brand marketing—Bold Italic for headlines and Book for body copy. This font captures the momentum of NAU and works nicely with the institutional font Bank Gothic.

Industry Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Industry Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

All stationery items must adhere to the identity guidelines and must be ordered through NAU Printing Services at **nau.edu/printing**.

- 5.1 Paper Specifications
- 5.2 Standard Business Card
- 5.3 Business Card – Back Options
- 5.4 Standard Letterhead
- 5.5 Letterhead – Column Format
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- 5.7 Letterhead – Color Option
- 5.8 Address Block Layout
- 5.9 Standard #10 Envelope
- 5.10 Large Envelope
- 5.11 Business Reply Envelope
- 5.12 Envelope – Flap Options
- 5.13 Mailing Label
- 5.14 Fax Cover Sheet
- 5.15 News Release Form

Paper Specifications

The following are the three paper grade choices for the Northern Arizona University stationery system.

Premium Grade. Premium-grade paper stock is used for all major business paper items. These include the following: standard letterhead, envelopes, business cards, and note cards.

Secondary Grade. Secondary-grade paper stock is to be used as a lower-priced alternative to the premium grade.

Bulk Grade. The third paper choice is used throughout the University for frequently printed items such as fax cover sheets, memo/note pads, routing slips, and business reply envelopes.

Premium-Grade Paper

Letterhead and envelopes:

Strathmore Writing 24# Text
Ultimate White 25% Cotton

Business cards and note cards:

Strathmore Premium
100# Cover

Secondary-Grade Paper

Letterhead, fax cover sheets, memo/note pads:

70# Uncoated Text

Envelopes:

24# White Wove #10

24# White Wove
#9 Window

24# White Wove
#10 Window

A2 - 80# Classic Crest Avon
Brilliant White

A6 - 80# Classic Crest Avon
Brilliant White

A7 - 80# Classic Crest Avon
Brilliant White

Business cards and note cards:

100# Uncoated Cover

Bulk-Grade Paper

Reply envelopes, fax cover sheets, memo/note pads, and routing slips:

Bond 20#
available only in 8.5" x 11" and 11" x 17"

All mailing labels:

Template is provided for
labels to print 4-up on Standard
Matte White

Standard Business Card

Size:
3.5" x 2"

Only the primary institutional logo may be used.
No other logo may be displayed on the front of the business card.

Name:
Pantone® 281
Univers 65 Bold, 7.5 pt, 10 pt leading

Title:
Pantone® 281
Univers 45 Light, 7.5 pt, 10 pt leading

Contact information:
Pantone® 281
Univers 45 Light, 7.5 pt

Recommended order of listing contact information:

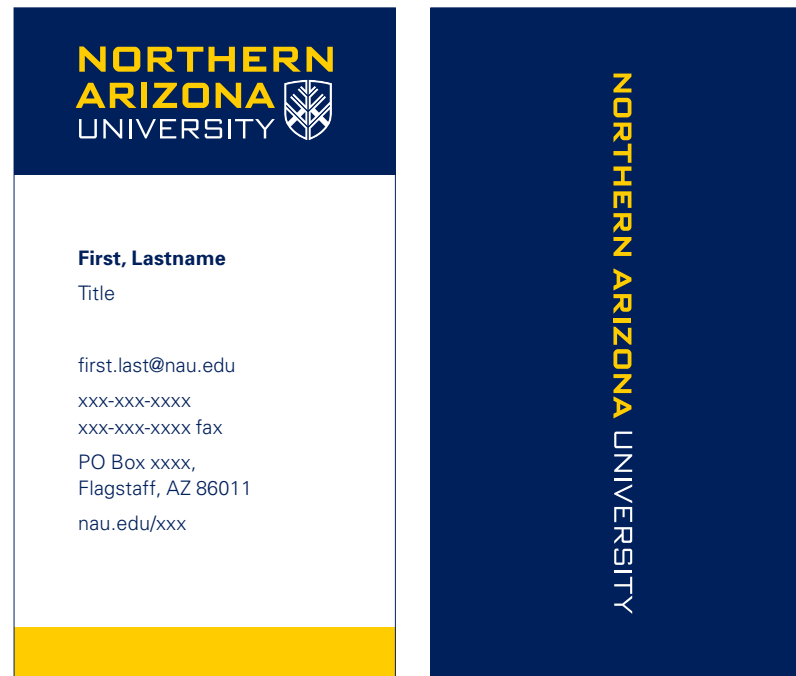
E-mail address

Office phone number
Cellular phone number
Fax number

Mailing address

Departmental URL

Departmental social media handles may be included.



front

back

Additional contact information may be placed on the backside of the business card in portrait orientation, following the same typographical specifications. Personal social media information may not be added to the university business card.

Note: Business card is shown at 100%.

Standard Letterhead

Size:
8.5" x 11"

The position and size of the logo must not be adjusted in any way. Use the unit logo rather than custom typesetting the unit name. The primary institutional logo may be used in place of the unit logo when appropriate.

In the address blocks, department name and contact info may be customized in two- or three-column format. Always present departmental URL and e-mail address following department title lines.

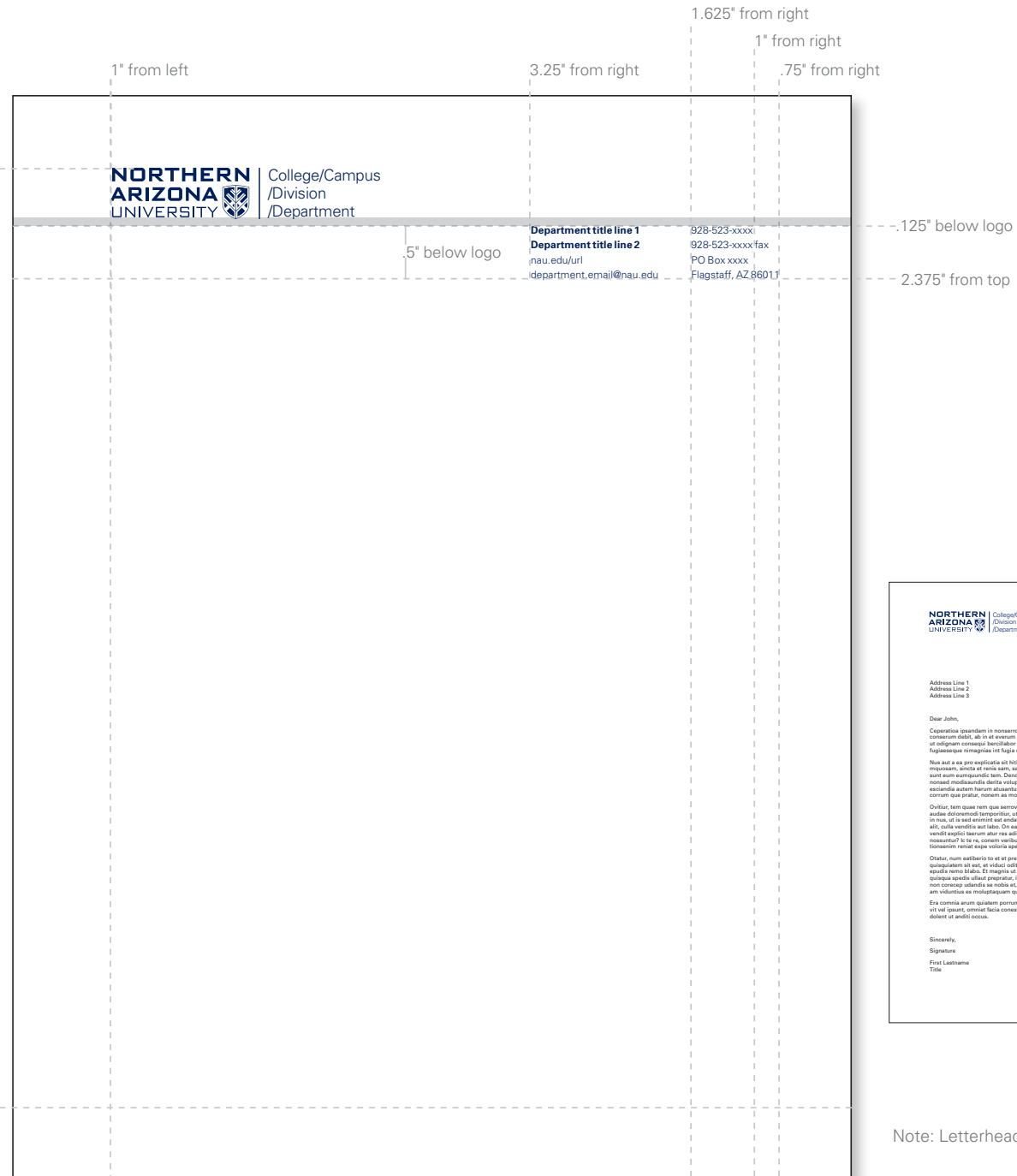
Address block typography:

Department title line:
Pantone® 281
Univers 65 Bold, 7.5 pt, 11 pt leading

Contact information:
Pantone® 281
Univers 45 Light, 7.5 pt, 11 pt leading

.75" from top

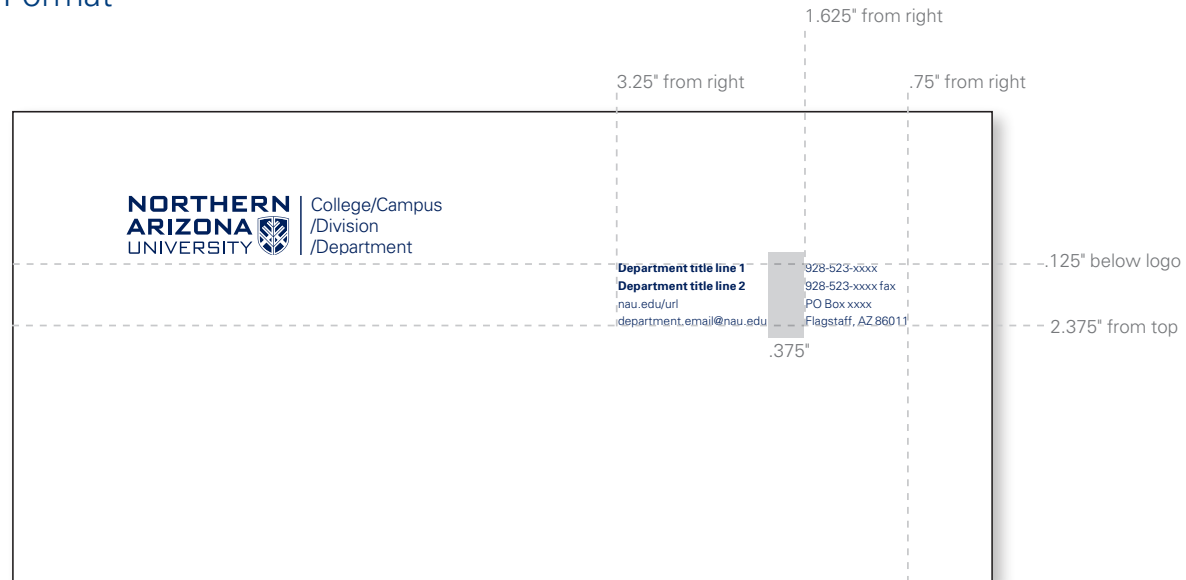
.75" from bottom



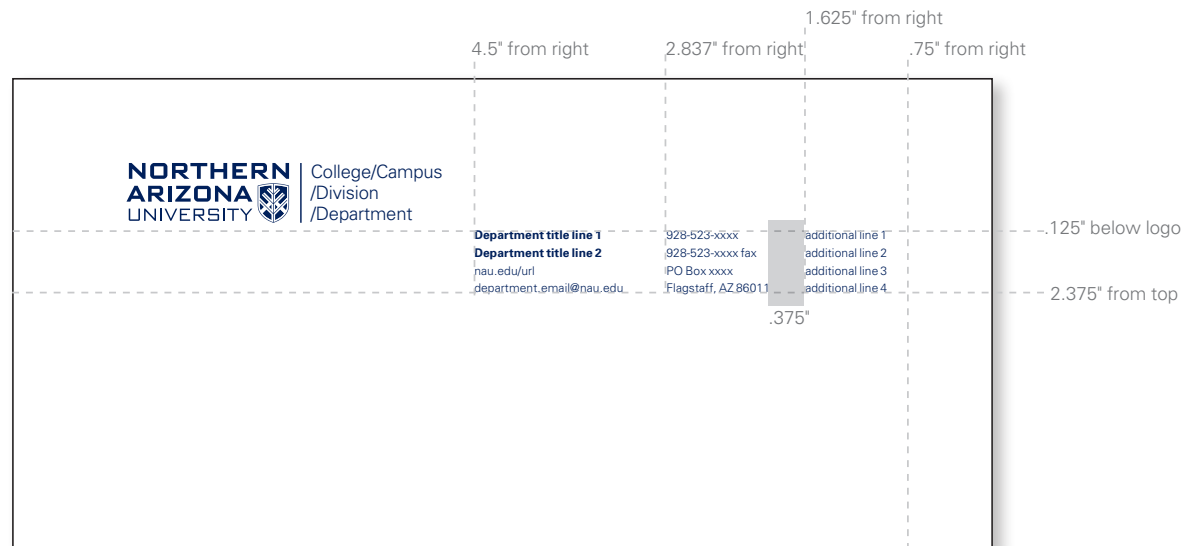
Note: Letterhead is shown at 60%.

Letterhead – Column Format

2-column format



3-column format



Note: Letterhead is shown at 60%.

Letterhead Formatting Guidelines

Follow margin guides shown, and use these word processing formatting guidelines for all letters written on Northern Arizona University letterhead.

Body copy:

Calibri Light, 10pt, black
1" left and right margin

These typographic specifications also apply to addressing standard business envelopes and mailing labels.



Letterhead – Color Option

For high-impact use, this two-color edition is recommended. Additional printing cost and longer turnaround time may occur. Consult with Printing Services for more information.



Note: Letterhead is shown at 60%.

Address Block Layout

Use the primary institutional logo for all address blocks.

Address block typography:

Department title line:

Pantone® 281

Univers 65 Bold

Address block:

Pantone® 281

Univers 45 Light

Coloration

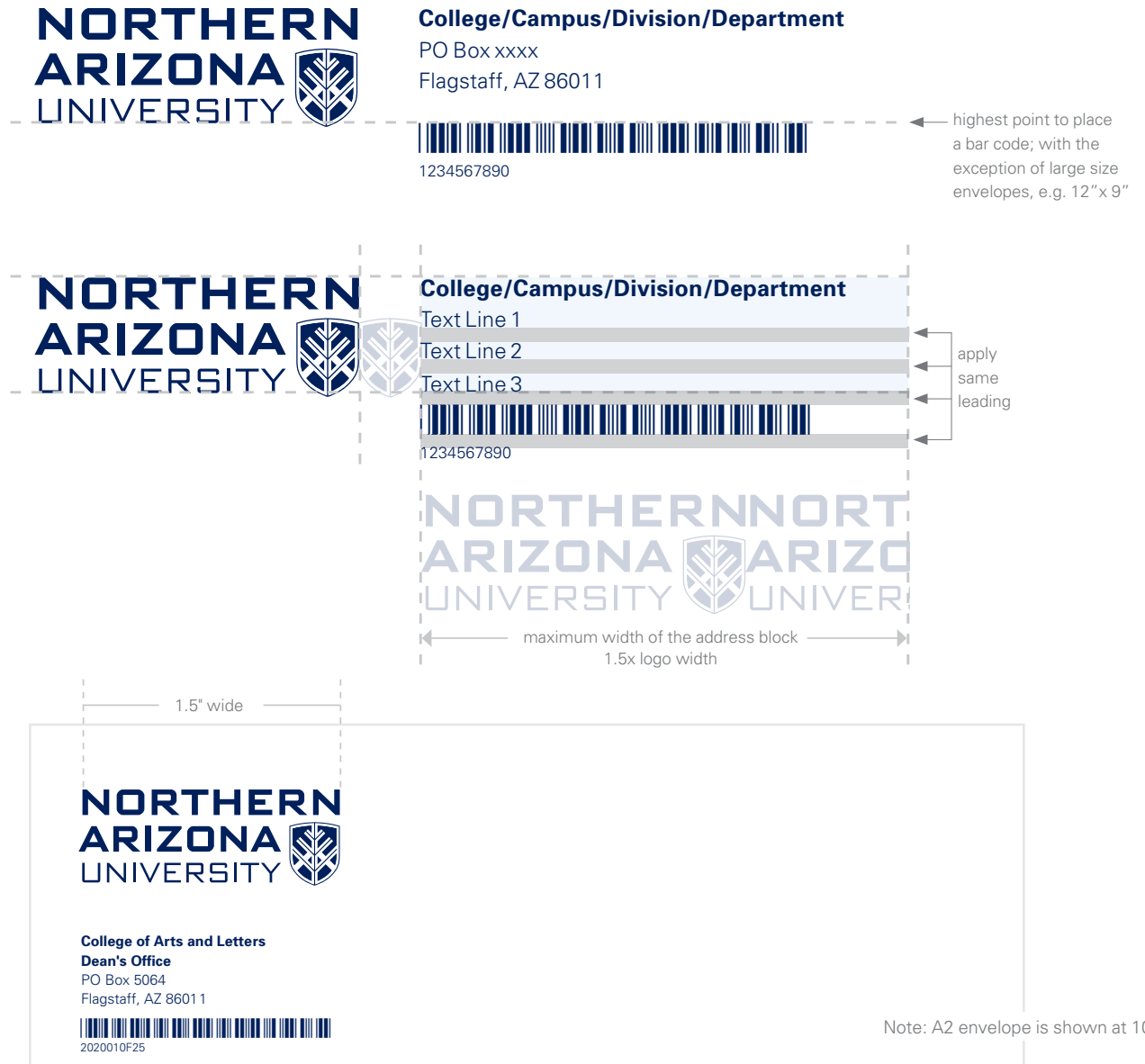
The address blocks are preferred to be set on a positive white or light-color ground. If reversing, use only the reversed logo with white text.

Bar Codes

Bar codes for each department are for billing purposes. They should be used on all publications. Consult with NAU Printing Services to obtain the correct bar code graphic.

Exception

For A2 (5.75" w x 4.375" h) or smaller envelopes, address block layout may be adjusted to ensure readability and that postal requirements are met.



Note: A2 envelope is shown at 100%.

Standard #10 Envelope

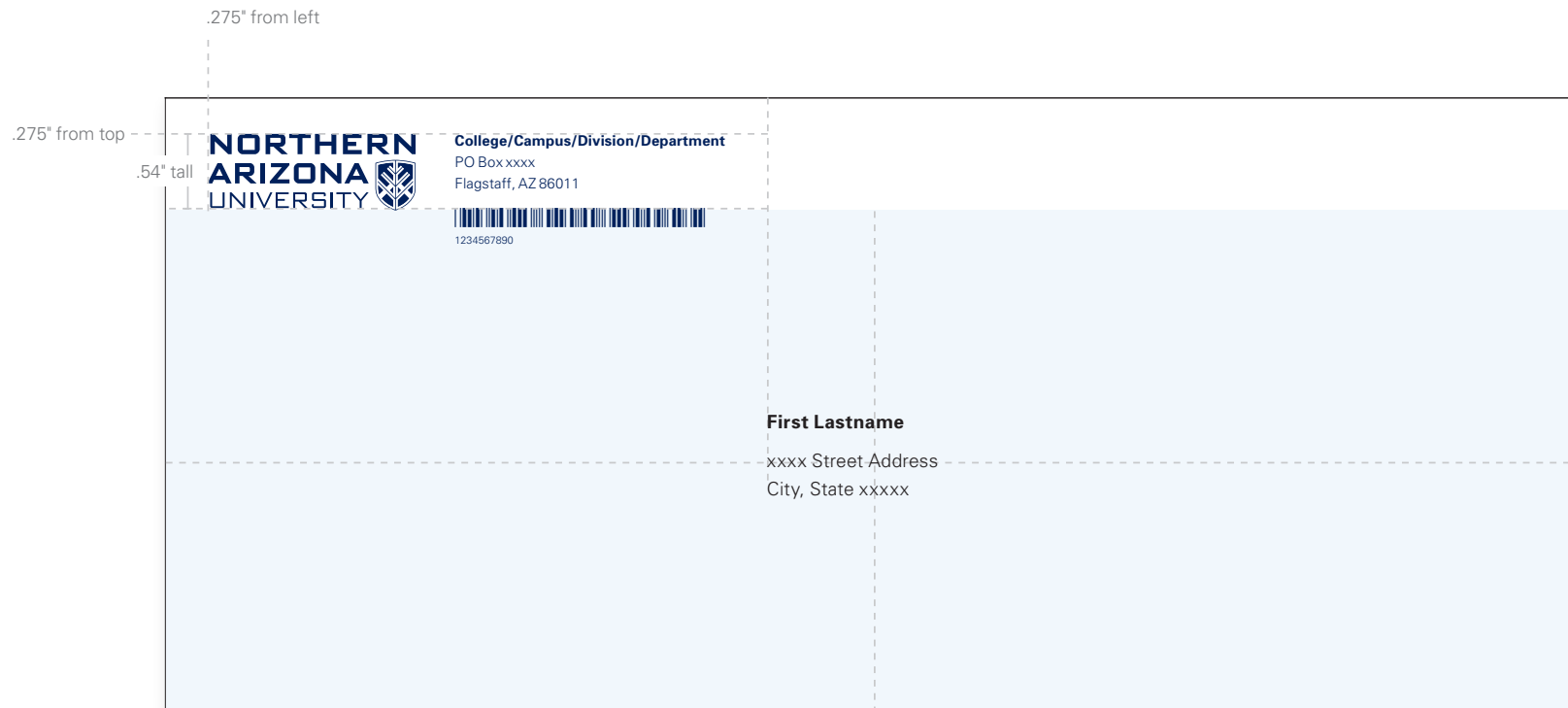
Only the primary insitutional logo may be used. The position and size of the logo and address block must not be adjusted.

Return address block typography:

Department title line: Pantone® 281 Univers 65 Bold, 7 pt, 10 pt leading	Address block: Pantone® 281 Univers 45 Light, 7 pt, 10 pt leading	Bar code number: Pantone® 281 Univers 45 Light, 5 pt
--	---	--

Recommended addressing typography:

Name line: Black Univers 65 Bold, 10 pt or Calibri Bold, 11 pt	Address lines: Black Univers 55 Roman, 10 pt or Calibri Regular, 11 pt
---	---



Note: #10 envelope is shown at 80%.

Large Envelope

Size: 12" x 9"

Only the primary institutional logo may be used. The position and size of the logo and address block must not be adjusted.

Return address block typography:

Department title line:

Pantone® 281

Univers 65 Bold, 9 pt, 13 pt leading

Address block:

Pantone® 281

Univers 45 Light, 9 pt, 13 pt leading

Bar code number:

Pantone® 281

Univers 45 Light, 7 pt

Recommended addressing typography:

Name line:

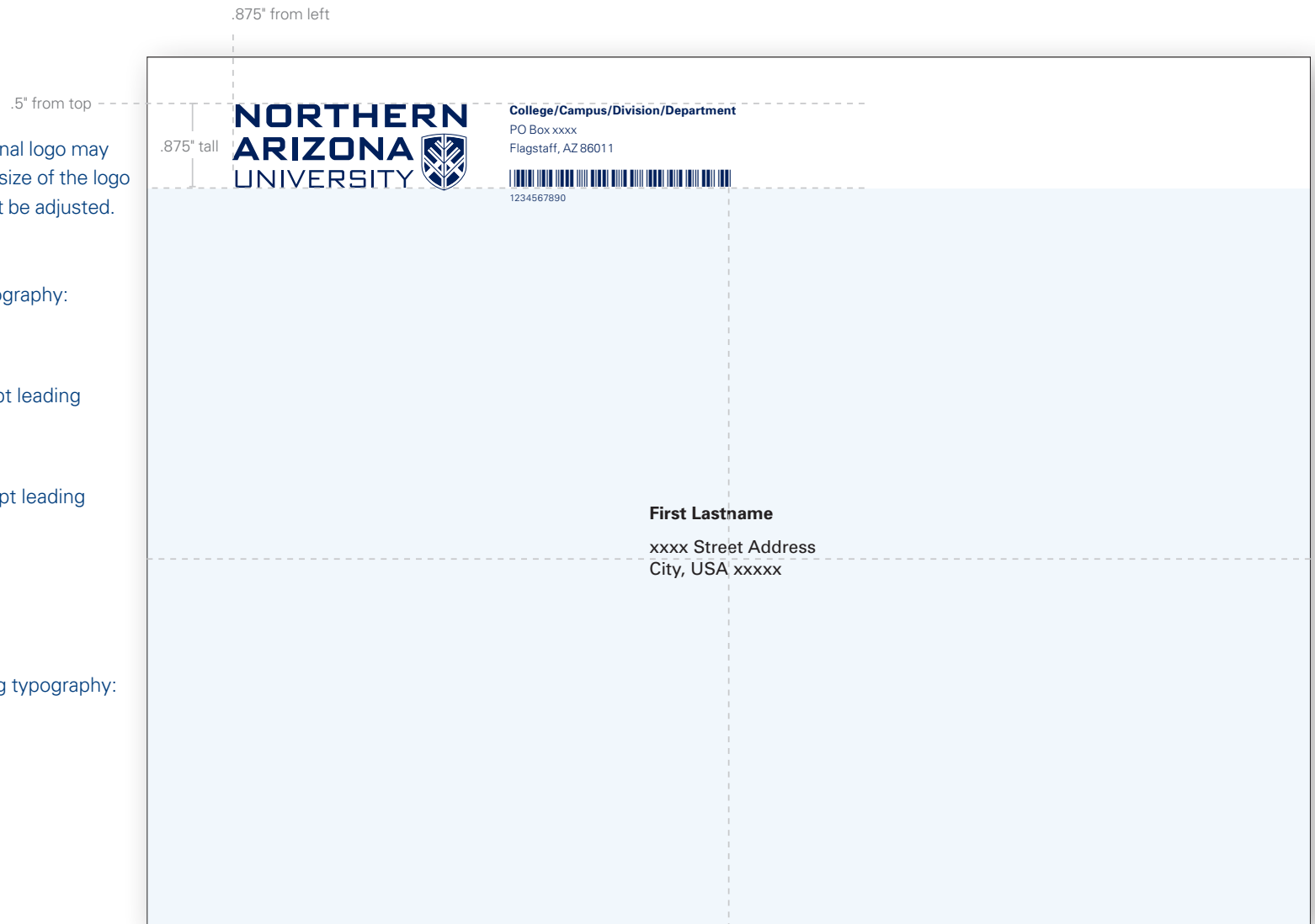
Black

Univers 65 Bold, 13 pt

Address lines:

Black

Univers 55 Roman, 13 pt



Note: This envelope is shown at 60%.

Business Reply Envelope

Preconverted Envelope Size:
9" x 3.875"

Color:
NAU True Blue



Note: this envelope is shown at 100%.

Envelope – Flap Options

It is optional to have branded envelope flap. Approved design options are shown below.

Contact University Marketing to inquire if your proposed alternative flap design is acceptable.

Please note that additional printing cost and longer turnaround time may be required for a branded envelope flap. Consult with Printing Services for more information.

Option A is recommended for routine mailings.



NORTHERN ARIZONA  UNIVERSITY

Option B



NORTHERN ARIZONA  UNIVERSITY

Option C is recommended for university brand-level high-impact mailings.



NORTHERN ARIZONA  UNIVERSITY

Mailing Label

Size:
5" x 3.5"

Return address block typography:

Department title line:
Pantone® 281
Univers 65 Bold, 6.5 pt, 9 pt leading

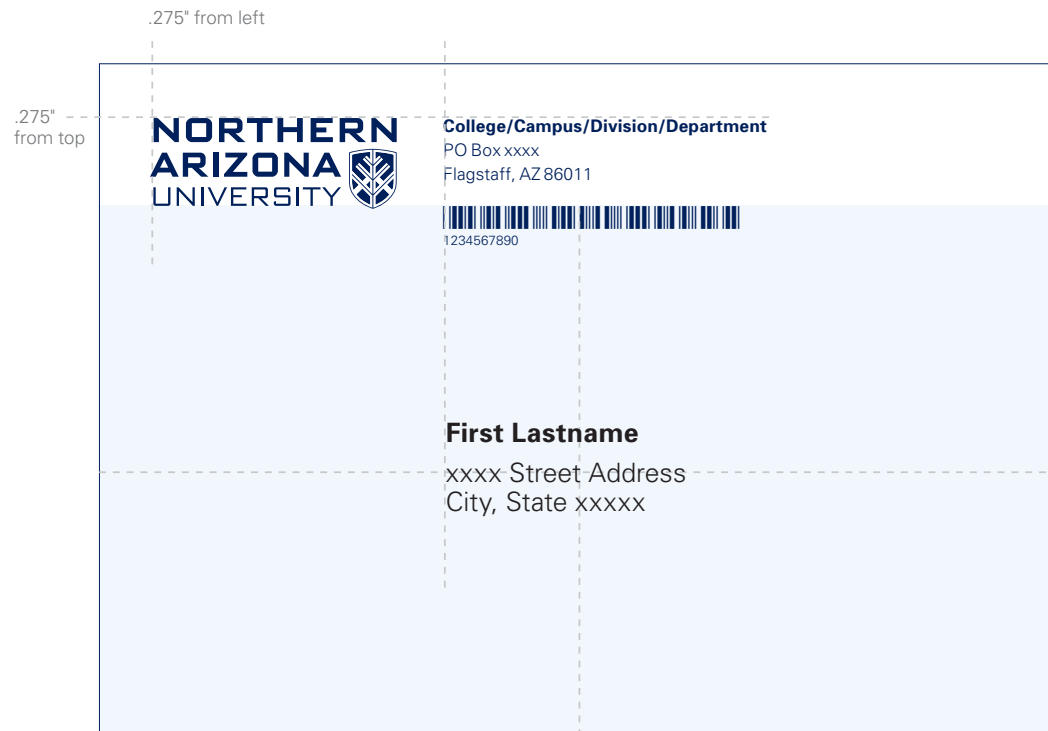
Address block:
Pantone® 281
Univers 45 Light, 6.5 pt, 9 pt leading

Bar code number:
Pantone® 281
Univers 45 Light, 5 pt

Recommended addressing typography:

Name line:
Black
Univers 65 Bold, 10 pt
or Calibri Bold, 11 pt

Address lines:
Black
Univers 55 Roman, 10 pt
or Calibri Regular, 11 pt



Note: Mailing label is shown at 100%.

Fax Cover Sheet

Size:
8.5" x 11"

Based on the standard NAU letterhead, shown is the official fax cover sheet layout. Use departmental letterhead to print this cover sheet in either NAU True Blue as shown, or in black ink. The Microsoft Word template file is available for download at nau.edu/templates.

 <p>NORTHERN ARIZONA UNIVERSITY</p>	College/Campus /Division /Department	<p>Department title line 1 928-523-xxxx Department title line 2 928-523-xxxx fax nau.edu/url PO Box:xxxx department.email@nau.edu Flagstaff, AZ 86011</p>
<h3>Fax Transmittal</h3>		
From		
To		
Department		
Date		
Pages		
<input type="checkbox"/> For your information <input type="checkbox"/> Return with comments <input type="checkbox"/> Confirm receiving <input type="checkbox"/> Route in order listed		
Message		
<input type="checkbox"/> Action required		

Note: fax cover sheet is shown at 57%.

News Release Form

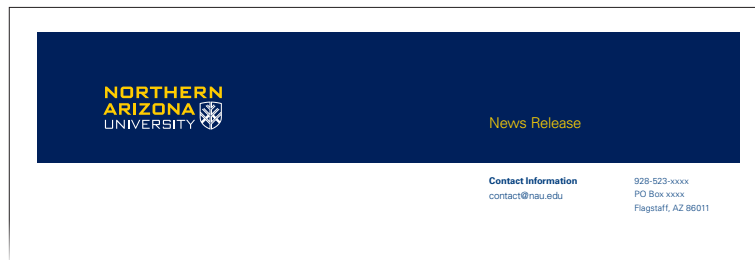
Size:
8.5" x 11"

The news release form is available in two formats:

1. institutional brand-level format (including presidential use) and
2. departmental format for both academic and non-academic departments' use.

Contact Office of Public Affairs for more information or any question regarding news release.

Institutional brand-level format



Departmental format

The image shows the top header and content of the departmental format news release form. The header is a dark blue bar with the Northern Arizona University logo on the left, the text "College/Campus /Division /Department" in white, and "News Release" in yellow on the right. Below the logo, the text "NORTHERN ARIZONA UNIVERSITY" is written in white. At the bottom of the header, there is a "Department title line 1" and "Department title line 2" section with the email "department.email@nau.edu" and contact details: "928-523-xxxx", "928-523-xxxx fax", "PO Box xxxxx", and "Flagstaff, AZ 86011".

Below the header, there is a table with the following information:

Subject	Northern Arizona University News Release
Date	December 9, 2016
Pages	1
Contact	First Lastname, First.Lastname@nau.edu
More information	nau.edu/news/northernarizonauniversitynewsrelease

Below the table, there is a section titled "Northern Arizona University News Release" followed by a block of placeholder text (Lorem Ipsum) and a section titled "Ddandis se nobis et, corepre icipsum eturestotae pellaborate solupta quas consecum am viduntius es moluptaquam que nossunt. Era comnia arum quiatem porrum hillab ipsusame dis dolupta tiusam, solupta aspitatur, optat ene vit vel ipsunt, omniet facia conest labo. Lores es doluptatur, a cuptam dollessum atem et que eos dolent ut anditi occus."

Note: fax cover sheet is shown at 50%.

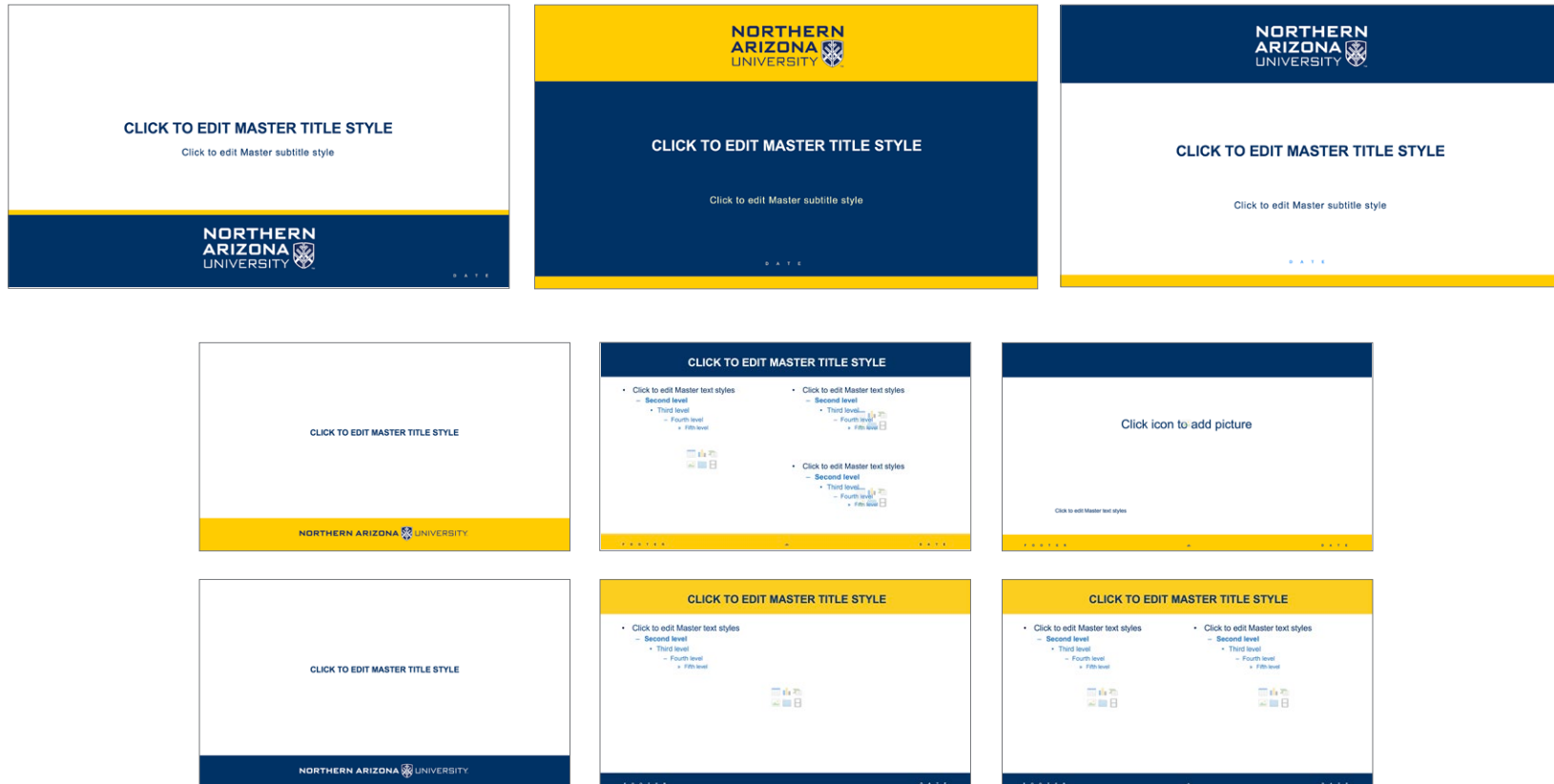
Applications

6

- 6.1 PowerPoint Slides
- 6.2 Name Tags – Event Use
- 6.3 Name Tags – Standard
- 6.4 Signage – Interior
- 6.5 Signage – Exterior
- 6.6 Merchandising I
- 6.7 Merchandising II – Clothing Items
- 6.8 Merchandising III – Angled Treatment

PowerPoint Slides

Microsoft PowerPoint templates at 4:3 and 16:9 ratio are available for download at nau.edu/marketing.



Name Tags – Event Use

Campus events



Presidential events



Name Tags – Standard

Standard Engraved Name Tag

Size:
3.5" x 1.75"

Typography:

Name:
Pantone® 281
Univers 55 Roman, 18 pt

Title:
Pantone® 281
Univers 55 Roman, 12 pt

Department Title:
Pantone® 281
Univers 55 Roman, 10 pt

Option A



Option B



Note: engraved name tag is shown at 70%.

Micro Perforated Name Tag

Recommended for temporary or event-based use.

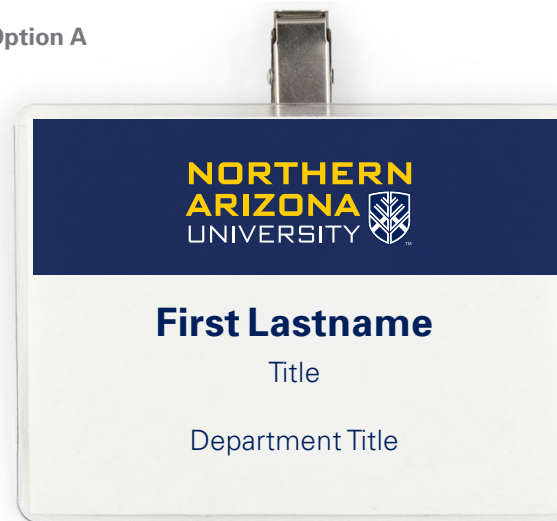
Size:
4" x 3"

Typography:

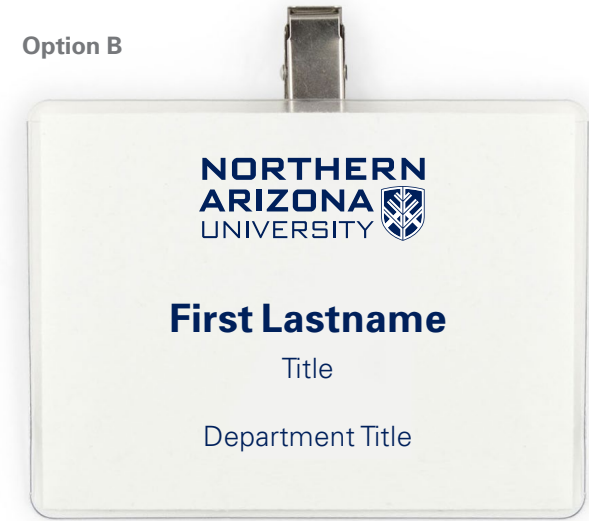
Name:
Pantone® 281
Univers 65 Bold, 21 pt

Title and Department Title:
Pantone® 281
Univers 45 Light, 15 pt

Option A



Option B



Note: micro perforated name tag is shown at 70%.

Signage – Exterior

The following exterior building and wayfinding signages follow a layout system that maximizes the existing signage superstructure. The layout provides excellent legibility for both the identity and the text. Univers 65 Bold is used for all typography on the signs. Building signage does not follow the standard unit logo guidelines in order to maintain the visual priority of the school, college, or building.

The ponderosa pine lines are used as a background device tying the identity to the entity named.

Signage typography:

Univers 65, 0 tracking
 Leading for large building sign: 1/1.55 ratio of physical cap height to next baseline

Leading for pedestrian navigation sign: 1/1.75 ratio of physical cap height to next baseline

Signage color:
 Pantone® 281
 Pantone® 116
 Pantone® 300



Signage – Interior

1. For on campus interior signage, the primary department logo (shown below) should be used whenever the space allows.

Primary

2. For limited signage space, one of the alternative department logos (also shown below: secondary - vertical and secondary - horizontal) shall be considered.

Secondary – Vertical

College/Campus
Division/Department

Secondary – Horizontal

College/Campus/Division/Department

3. For extremely limited signage space, a department may choose to use only the department title text instead of a logo. Univers 65 Bold (in Pantone® 281) should be applied to the text. This text layout should only be created by NAU Sign Shop.

Sample text layout

Department Title/Office Of XXX

Merchandising I

For branded merchandise, utilize both primary institutional colors whenever possible to present a vivid image of the NAU brand.



For a unit-specific merchandise item, the unit's official logo is required. When imprint space is extremely limited, alternative logo layout may be used. Consult with University Marketing for acceptable alternative layout.

As a reminder, be sure to submit your purchasing request of merchandise items for approval from the Chief Marketing Officer (CMO), Ashley Chitwood. Visit nau.edu/marketing for more information about this process.

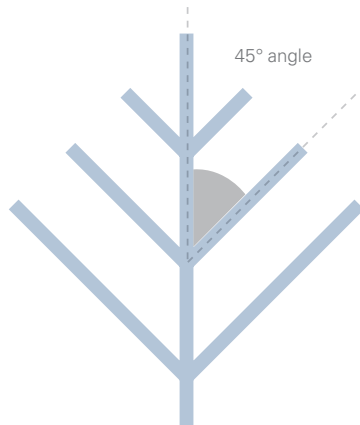
Merchandising II - Clothing Items

For clothing items, the university signature may be used alone when a full logo is presented elsewhere on the same clothing piece, as seen in the sample t-shirt and hat designs below.



Merchandising III - Angled Treatment

Utilizing the 45° angle for graphic elements and type creates energy and movement. The “from here” language of the brand messaging is played up to convey a feeling of unity among the Lumberjack population.



side a

side b

Policy and Procedures 7

- 7.1 Logo Policy and
Secondary Logo Policy
- 7.2 URL Policy
- 7.3 Equal Opportunity Statement
- 7.4 Building Banner Policy

Logo Policy

To maintain a strong, single graphic identity for the university, academic and non-academic departments that meet at least one the following criteria must use **only** the approved Northern Arizona University logos:

- o have an NAU/state-paid address
- o represent the whole university
- o have cross-department functions
- o are an NAU business or auxiliary

Secondary Logo Policy

Criteria for Usage

Category A – Northern Arizona University departments

- University departments that meet at least one of the following criteria may use only the Northern Arizona University logos:
 - o have an NAU/state-paid address
 - o represent the whole university
 - o have cross-department functions
 - o are an NAU business or auxiliary

Category B – secondary logo used with the Northern Arizona University logo

- Secondary logo refers to the logo of an organization

that is associated with the university or an NAU department. To use a secondary logo, permission must be granted by University Marketing.

- Secondary logo may not be used on university stationery, envelopes, business cards, and mailing labels.
- Organizations and programs housed at the university may display their affiliated organizations' logos secondary to the Northern Arizona University logo on university documents if they have approval of University Marketing and meet one or more of the following criteria:
 - o have 501 (c)(3) status
 - 501 (c)(3) tax exemptions apply to corporations, and any community chest, fund, or foundation, organized and operated exclusively for religious, charitable, scientific, testing for public safety...
 - o stage discrete events with distinct start and end dates
 - o operate and distribute material exclusively on campus

Category C – placement of the Northern Arizona University logo with other logos

- Organizations that work in partnership with Northern Arizona University may, with the approval of University Marketing, display identification logos in the cross-branding format specified in section 6.11 of this guide.

- The university logo may appear with other logos on publications for cooperative programs involving one or more departments associated with Northern Arizona University and one or more outside institutions, organizations, or agencies—when they contribute as much as or more than Northern Arizona University does to the event.

However, the following conditions apply:

- o Northern Arizona University has the right to approve placement of the university logo.
- o No organization may alter the university logo.
- o The Northern Arizona University logo should not be combined with another logo or design element to create a single image.
- Organizations or businesses that support or provide services to Northern Arizona University may not use the university logo to promote their organization without receiving prior approval from University Marketing.
- Events, programs, or organizations that use Northern Arizona University facilities for programs, services, or events may not use the Northern Arizona University logo without the written approval of University Marketing.

URL Policy

For consistency and strength of the university brand, URLs used in all marketing and promotional materials that direct the public to web pages residing on the university's network must begin with the university domain name **nau.edu**. When the university's identity hierarchy is not used, brand dilution will result.

Marketing applications include, but are not limited to: business cards, letterhead, advertisements, calendars, promotional items, brochures, direct mail, newsletters, invitations, gifts, and clothing.

When creating new materials that require web addresses, please follow the format listed below. The new web addresses will only act as an alias to your current site and do not require reprogramming existing pages or links.

Examples

College/Department	URL
College of Arts and Letters	nau.edu/cal
School of Music	nau.edu/music
The W. A. Franke College of Business	nau.edu/franke
Merriam-Powell Center for Environmental Research	nau.edu/mpcer
School of Forestry	nau.edu/forestry
Cline Library	nau.edu/library

The implementation of this policy does not require changing existing URLs or web addresses.

To submit a Friendly URL Request, visit **nau.edu/friendlyurl**.

This policy does not apply to faculty, staff, and student personal web pages.

Equal Opportunity Statement

Required Nondiscrimination Statement

Publications

As you create publications for your department, please be reminded that the university's nondiscrimination statement must be included in all departmental publications, such as postcards, flyers, brochures, manuals, and guidebooks, describing or inviting participation in programs at Northern Arizona University. The inclusion of the nondiscrimination statement is required by federal regulation and is designed to make clear to prospective applicants or participants the university's commitment to equal opportunity in employment and equal access to its programs and activities.

For any publication that is distributed to the general population that does not outline specific university policies and procedures, the following statements may be used:

General statement:

NAU is an Equal Opportunity/Affirmative Action Institution.

Complete nondiscrimination statement:

Northern Arizona University does not discriminate in access to programs and activities or employment on the basis of sex, race, age, color, national origin, religion, sexual orientation, gender identity, disability, or protected veteran status.

Job Postings and Advertising

In employment publications such as advertising, job postings, and other employee recruitment items, it is required that the university state that it is an equal opportunity and affirmative action employer.

The required statement is:

Northern Arizona University is an equal opportunity/affirmative action employer. Women, minorities, individuals with disabilities and protected veterans are encouraged to apply.

Where space is limited such as in pay per word job advertisements, the statement may be abbreviated to:
EO/AA/women/minorities/disabled/protected veterans

Employment postings may also include the general nondiscrimination statement.

For questions or more information, contact the Equity and Access Office at equityandaccess@nau.edu.

Building Banner Policy

The university balances the need to draw attention to key messages and special events with the need to preserve the beauty of its campus. The hanging of banners on university buildings is not encouraged, but will be considered on a case-by-case basis.

Reviews and Approvals

All banner locations, designs, graphics, and methods of building attachment shall be presented to University Marketing by the banner sponsor/requestor at least one month prior to the production and hanging of any banner. Additional information may be requested to ensure that the banner meets policy guidelines and safety requirements.

In some situations, it may be deemed more appropriate to locate the requested banner in a building interior. In these cases, banners will be coordinated by University Marketing in order to maximize impact and reduce excessive signage on campus.

Procedure

Requests must be submitted to University Marketing at least one month prior to the desired hanging date.

Each request must include a dimensioned sketch of the proposed banner design, the location on the building where the banner is to be mounted, the proposed method of fastening the banner (information obtained from Facility Services), and the proposed time period for display.

Submit request to University Marketing at marketing@nau.edu.

Standards

1. Location and installation shall be aesthetically pleasing in its context.
2. Attachment to exterior of buildings may be made for buildings with the highest student/community traffic and visibility. Approved buildings include du Bois, the University Union, North Union, Rolle Activity Center, Ardrey Auditorium, Lumberjack Stadium (campus entrance), The W. A. Franke College of Business (campus entrance).
3. Installation shall be made in a fashion approved by Facility Services so that it will not damage the building or building components. Installation on stone and historic district buildings, e.g., Old Main, is not permitted.
4. Attachment shall not compromise building safety and/or security requirements.
5. Banners with a commercial message are prohibited.
6. Construction and design of the banner must be top quality, acquired through approved vendors, and coordinated through University Marketing in order to ensure compliance with design standards.
7. Banner size shall be appropriate for the intended location.
8. Duration of display shall not exceed more than one week after any date-sensitive event listed on the banner or six months without additional review and approval.
9. All costs associated with banner production, mounting, and maintenance shall be borne by the sponsoring/requesting department.
10. Only one banner per building is permitted except under special circumstances such as banners on opposite sides of a large enough building so there is no visual conflict.

Appendix

8

- 8.1 File Naming System
- 8.2 Glossary
- 8.3 Frequently Asked Questions
- 8.4 Contact Information

File Naming System

NAU_Description_Configuration_Coloration.eps

NORTHERN ARIZONA UNIVERSITY	DESCRIPTION (<i>abbreviation</i>) College–Academic Department Campus Non-Academic Department	CONFIGURATION PRIM – primary SEC – secondary H – horizontal V – vertical Signature – signature only	COLORATION 281 – Spot Pantone® 281 NAU True Blue 281cmyk – Process Pantone® 281 Rev – Reversed white text K – all black	FILE EXTENSION .eps .png .jpg .wmf
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Glossary

Baseline	The imaginary straight line that a line of type rests upon.	Negative space /White space	In a publication, the parts of the page not occupied by text or graphics.	Serif	The small decorative features on the ends of a letter's strokes. The term "serif" designates a typeface that includes serifs.
Bleed	An element that extends to the edge of the page. To print a bleed, the publication is printed on oversized paper which is trimmed.	Orphan	In a page layout, the first line of a paragraph separated from the rest of the paragraph by a column or page break. Headings without enough type under them may be considered as orphans; there should be as much type below the heading as the height of the heading itself, including white space.	Solid	Designates a graphic element reproduced with solid ink coverage rather than halftones.
Clear Space	The amount of spacing required around a logo or other graphic element for correct placement.	Primary	Designates the preferred option of logo, color palette, or typeface to be used in most situations.	Shield	The heraldic design element used in the Northern Arizona University logo.
Column	Vertical division of text (typically, pages are divided into one, two, or three columns).	Resolution	Image resolution describes the detail an image holds. The term applies equally to digital images, film images, and other types of images. Higher resolution means more image detail.	Tint	A shade of a solid color, expressed as a percentage.
Cropping	Cutting out the extraneous parts of an image, usually a photograph.	Reverse	Designates type or graphic elements appearing in white (no ink printed) on a dark background.	Tracking	The horizontal spacing used between groups of letters.
Deboss	To create a sunken image on paper during the printing process.	Sans Serif	Designates a typeface that does not include serifs (see Serif).	Widow	In a page layout, short last lines of paragraphs; usually unacceptable when separated from the rest of the paragraph by a column break, and always unacceptable when separated by a page break.
Emboss	To create a raised image on paper during the printing process. Blind embossing refers to embossing in an area where there is no printed ink.	Screen Tint	A halftone using a uniform pattern of dots to render a shade of a solid color, expressed as a percentage.		
Kerning	The horizontal spacing used between letters.				
Leading	The vertical spacing used between lines of text.				

Frequently Asked Questions

Have questions about the visual standards of the university brand?

We are happy to share some insights with you. Connect with us through e-mail at marketing@nau.edu, and let us know all about your project and the questions you have, so we can help.

Need a logo file?

We have prepared logos in various formats for downloading at nau.edu/logos.

Don't find the logo you are looking for?

Let us know at nau.edu/logorequest, we will get it to you.

Need design service?

We are here to help create communication materials that best represent the university, visually convey the key message to the intended audiences, and strengthen your organization's visual representation. Submit a request to initialize the conversation regarding your design needs at nau.edu/projectintakeform.

Contact Information

For questions about logo usage, please contact University Marketing or University Trademark Licensing.

University Marketing

Phone: 928-523-1741

E-mail: marketing@nau.edu

University Trademark Licensing

Phone: 928-523-5404

Trademark and Licensing Manager e-mail: Adam.Ojeda@nau.edu