

This style sheet is intended to give NAU communicators the tools needed to create materials that are consistent with the university’s current brand campaign. The campaign invites prospective students to bring their aspirations to NAU, where faculty mentors and world-class educational experiences will prepare them to realize those aspirations. By strategically leveraging the campaign’s written content and design guidelines, communicators will create consistent materials that build on—and strengthen—the campaign and the NAU brand itself.

Written content guidelines

Much of the campaign’s power rests in the conversational way it references NAU’s prowess as an institution without bragging. In written content, the voice is confident and matter-of-fact, inviting our audiences to build their futures by bringing their aspirations to NAU.

Using “Bring Your Aspirations” as a headline or in body copy is one way to tie the campaign into marketing materials. However, the tagline itself is not appropriate for all audiences. Integrating “aspirations,” “aspire,” and other variants of the word into content for specific audiences is an elegant way to tie materials into the campaign without being limited to “Bring Your Aspirations” only:

- For current students, “Realize Your Aspirations” provides a nod to their progress in achieving their goals.
- For research publications, “Always Aspiring” encompasses ongoing student and faculty efforts to change the world through discovery.

Another option is using a specific headline statement tailored to the audience, the offering, and the medium, then including the tagline as an element in the layout.

Photography guidelines

1. Use large, colorful photos that reflect NAU brand standards.
2. Target specific audiences with the photos you choose.
3. Consider a range of diversity (as appropriate) in materials that use multiple images.
4. Photography guidelines can be accessed at nau.edu/visual-identity-guide/photography and the approved photograph collection in WIDEN can be accessed at nau.edu/digitalassets/widen-collective.

Color palette

This tagline utilizes NAU True Blue and Gold almost exclusively with some use of Twilight (accent blue) to emphasize “YOUR.” Using the tagline on True Blue background is the primary and preferred method; see figures 1a and 1b on the following page.

PRIMARY COLORS



NAU True Blue
Pantone 282
CMYK 100/89/31/35
HEX #003466



NAU Gold
Pantone 3514
CMYK 0/27/100/0
HEX #FFD200

SECONDARY COLOR



Twilight
Pantone 300
CMYK 100/60/0/0
HEX #0066B2

Layout treatment options

The Bring Your Aspirations tagline used as a design element (as in the examples below) unites our brand messaging across strategic print and digital marketing pieces while allowing us to avoid overusing the phrase in copy.

Primary horizontal:

- one line in horizontal blue bar (fig. 1a)
- one line in horizontal gold bar (fig. 1b)



fig. 1a



fig. 1b



Primary placement is centered, aligned on the bottom of the page. Alternate can be on the right if needed due to photo or content space issues.

Secondary vertical:

- two lines, no bar, left aligned, slight emphasis on ASPIRATIONS (fig. 2)

**BRING YOUR
ASPIRATIONS**

fig. 2



Placement for the stacked, no-bar treatment is left aligned. Can be placed next to a call to action or contact info.

Alternate stacked:

- two lines, all type equal size, examples on background color (fig. 3)

**BRING YOUR
ASPIRATIONS**

fig. 3



Variations of acceptable color and type placement for alternate stacked, vertical treatment. The type color will differ according to the background color it is placed on.