



NORTHEASTERN STATE UNIVERSITY

.....
BRAND STYLE GUIDE

Our University Brand

Anything representing the university should be branded. This applies to any collateral – be it a lapel button or billboard – intended for public consumption, display or internal distribution. If its purpose is to represent the university, then it must bear the NSU brand. Not only does this support the brand and message of NSU, but it is the most efficient use of the university’s branding dollar. The three seminal components of the university brand are the university’s **color palette, font families** and **logos**.

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Color Palette | Academic

PRIMARY COLORS

Color plays an important role in keeping all materials consistently recognizable. Our two primary colors are **NSU Green (Pantone 341)** and **NSU Gray (Pantone 439)**.

Colors can be reproduced in spot color (*Pantone*), in full color (*CMYK*) or on screen (*RGB* or *hexadecimal*).



COMPLEMENTARY COLORS

These colors (**Pantone 116C**, **Pantone 375C**, **Pantone 305C**) serve to refresh the brand, visually augment the institution's graphic design and graphically represent the natural beauty that is northeastern Oklahoma.

Note: These complimentary colors are to be used to accent the primary color palette. They should not overshadow NSU green in a design.

Colors can be reproduced in spot color (*Pantone*), in full color (*CMYK*) or on screen (*RGB* or *hexadecimal*).



COLOR COMBINATIONS TO AVOID



Color Palette | Athletics, Spirit & Mascot

ATHLETICS COLOR PALETTE

NSU Green (Pantone 341), NSU Spirit Silver (Pantone 422) and black serve as colors for our Athletics, Spirit and Mascot marks.

There is also an option to print the logos using the metallic Pantone 877 instead of 422.

Colors can be reproduced in spot color (Pantone), in full color (CMYK) or on screen (RGB or hexadecimal).

NSU GREEN



BLACK



NSU SPIRIT SILVER



NSU SPIRIT SILVER (METALLIC)



Fonts | Academic Print

RECOMMENDED TYPOGRAPHY - PRINT, OTHER

Used consistently, typography is one of the most important design elements in establishing a recognizable graphic identity. From hundreds of typefaces available, the Interstate and Aldine font families have been selected for use in NSU materials. These typefaces are attractive, functional and versatile enough for use in a wide variety of applications.

The Interstate font is provided free through Adobe Creative Cloud. The Aldine font is also available for free download through various websites.

INTERSTATE BLACK | USE FOR HEADLINES OR SUBHEADS

ABCDEFghijklmnopqrstuvwxyz 12345678

INTERSTATE BOLD | USE FOR HEADLINES OR SUBHEADS

ABCDEFghijklmnopqrstuvwxyz 12345678

INTERSTATE LIGHT | PREFERRED FONT FOR BODY COPY

ABCDEFghijklmnopqrstuvwxyz 12345678

INTERSTATE LIGHT OBLIQUE | USE FOR EMPHASIS

ABCDEFghijklmnopqrstuvwxyz 12345678

ALDINE REGULAR | OPTIONAL USE FOR BODY COPY

ABCDEFghijklmnopqrstuvwxyz 12345678

ALDINE ITALIC | USE FOR EMPHASIS

ABCDEFghijklmnopqrstuvwxyz 12345678

Fonts | Athletics

RECOMMENDED TYPOGRAPHY - PRINT, OTHER

The university's custom NSU font and Interstate have been selected as the identifying fonts for Athletics logos.

NSU | USED AS THE IDENTIFYING FONT FOR THE SPELLING OF 'RIVERHAWKS' AND 'NSU' IN THE ATHLETICS WORDMARKS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

INTERSTATE BLACK | USED AS THE IDENTIFYING FONT FOR THE INTERCHANGEABLE TEXT IN ATHLETICS SPORT OR DIVISION SPECIFIC LOGOS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678

Fonts | Spirit

RECOMMENDED TYPOGRAPHY - PRINT, OTHER

The university's custom NSU font and Copperplate bold have been selected as the identifying fonts for Spirit logos.

NSU | USED AS THE IDENTIFYING FONT FOR THE SPELLING OF 'RIVERHAWKS' AND 'NSU' IN THE SPIRIT WORDMARKS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

COPPERPLATE BOLD | USED AS THE IDENTIFYING FONT FOR THE INTERCHANGEABLE TEXT IN THE BANNER OF SPIRIT WORDMARKS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678

Logos | Academic

The NSU Academic logo is the university's primary identifying mark. It is the basic element of our visual identity.

The logo is uniquely rendered. It cannot be redrawn or modified in any way.

LOGO ALIGNMENTS

Our academic logo is available in three alignment variations: Left Aligned, Centered and One-line.

ALIGNED LEFT VERSION



CENTERED VERSION



ONE-LINE VERSION



Logos | Academic continued

UNIT SET UPS

Approved academic logos can include the name of a college, department, school, organization or NSU event below the logo or mark using the approved NSU font. Colleges and departments can submit their brand requests via: cmprojects@nsuok.edu. Communications & Marketing will work within this framework.

ALIGNED LEFT VERSION



CENTERED VERSION



ONE-LINE VERSION



ALIGNED LEFT VERSION



CENTERED VERSION



ONE-LINE VERSION



Logos | Academic continued

COLOR CONFIGURATIONS

The NSU logo is to be reproduced in NSU Green/NSU Gray, solid NSU Green, Black or White.

The logo is to be reproduced so that it is easily seen and recognized. Always place the logo on a solid, contrasting background. Do not place the logo on a busy or complicated background. Use only the color combinations illustrated here. No other colors are acceptable for the logo.



NORTHEASTERN
STATE UNIVERSITY



NORTHEASTERN
STATE UNIVERSITY



NORTHEASTERN
STATE UNIVERSITY



NORTHEASTERN
STATE UNIVERSITY

Logos | Academic continued

CLEAR SPACE

The NSU logo should always be surrounded by a buffer area or clear space to separate it from text and other graphic elements, as well as from the edge of the page. No other elements should infringe upon this space.

The minimum clear space needed is equal to the combined height of the letters in Northeastern State University. For example: If the height of the letters is .5 inches, the required clear space surrounding the logo is .5 inches.

NOTE: *The spacing rule does not apply when adding department names to logo.*



Logos | Athletics

These logos are designed to create a distinctive brand for our athletic program. They are to be only used for branding NSU athletic materials.

COLOR CONFIGURATIONS

Black: (0, 0, 0, 100) | White: (0, 0, 0, 0) | NSU Green: (100, 0, 67, 29) | Light Grey: (0, 0, 0, 33) | Dark Grey: (0, 0, 0, 60)

The logo is to be reproduced so that it is easily seen and recognized. Always place the logo on a solid, contrasting background. Do not place the logo on a busy or complicated background. Use only the color combinations illustrated in the examples provided. No other colors are acceptable for the logo.



Logos | Athletics, continued

CONFIGURATIONS | RIVERHAWKS HEAD

OPEN

ONE COLOR GREEN



ONE COLOR BLACK



ONE COLOR WHITE



CLOSED

FIVE COLOR



ONE COLOR GREEN



ONE COLOR BLACK



ONE COLOR WHITE



Logos | Athletics, continued

CONFIGURATIONS | MONOGRAMS

MONOGRAM - RIVERHAWKS HEAD BEHIND TEXT

FIVE COLOR -
BLACK RIVERHAWKS TEXT



ONE COLOR BLACK



ONE COLOR GREEN



FIVE COLOR -
WHITE RIVERHAWKS TEXT



ONE COLOR WHITE



MONOGRAM - RIVERHAWKS HEAD IN FRONT OF TEXT

FIVE COLOR -
BLACK RIVERHAWKS TEXT



ONE COLOR BLACK



ONE COLOR GREEN



FIVE COLOR -
WHITE RIVERHAWKS TEXT



ONE COLOR WHITE



MONOGRAM - NSU TEXT ONLY

THREE COLOR



ONE COLOR GREEN



ONE COLOR BLACK



ONE COLOR WHITE



Logos | Athletics, continued

CONFIGURATIONS | WORD MARKS

WORD MARK - RIVERHAWKS HEAD HORIZONTAL TEXT

FIVE COLOR



ONE COLOR GREEN



ONE COLOR BLACK



ONE COLOR WHITE



Logos | Athletics, continued

UNIT SET UPS

Approved logos can include a division of athletics below the logo using the approved NSU font. Current approved divisions include: Baseball, Basketball, Event Staff, Football, Golf, Soccer, Softball, Sports Medicine, Strength & Conditioning and Tennis.

Submit brand requests via: cmprojects@nsuok.edu. Communications & Marketing will work within this framework.

UNIT SET UPS | MONOGRAM - RIVERHAWKS HEAD BEHIND TEXT

*FIVE COLOR -
BLACK RIVERHAWKS TEXT*



*FIVE COLOR -
WHITE RIVERHAWKS TEXT*



ONE COLOR GREEN



ONE COLOR BLACK



ONE COLOR WHITE



Logos | Athletics, continued

UNIT SET UPS

Approved logos can include a division of athletics below the logo using the approved NSU font. Current approved divisions include: Baseball, Basketball, Event Staff, Football, Golf, Soccer, Softball, Sports Medicine, Strength & Conditioning and Tennis.

Submit brand requests via: cmprojects@nsuok.edu. Communications & Marketing will work within this framework.

UNIT SET UPS | MONOGRAM - RIVERHAWKS HEAD IN FRONT OF NSU

*FIVE COLOR -
BLACK RIVERHAWKS TEXT*



*FIVE COLOR -
WHITE RIVERHAWKS TEXT*



ONE COLOR GREEN



ONE COLOR BLACK



ONE COLOR WHITE



Logos | Athletics, continued

UNIT SET UPS

Approved logos can include a division of athletics below the logo using the approved NSU font. Current approved divisions include: Baseball, Basketball, Event Staff, Football, Golf, Soccer, Softball, Sports Medicine, Strength & Conditioning and Tennis.

Submit brand requests via: cmprojects@nsuok.edu. Communications & Marketing will work within this framework.

UNIT SET UPS | MONOGRAM - NSU TEXT ONLY

THREE COLOR



ONE COLOR GREEN



ONE COLOR BLACK



ONE COLOR WHITE



Logos | Athletics, continued

UNIT SET UPS

Approved logos can include a division of athletics below the logo using the approved NSU font. Current approved divisions include: Baseball, Basketball, Event Staff, Football, Golf, Soccer, Softball, Sports Medicine, Strength & Conditioning and Tennis.

Submit brand requests via: cmprojects@nsuok.edu. Communications & Marketing will work within this framework.

UNIT SET UPS | RIVERHAWKS HEAD CENTERED - TEXT CENTERED

FIVE COLOR



ONE COLOR GREEN



ONE COLOR BLACK



ONE COLOR WHITE



Logos | Athletics, continued

UNIT SET UPS

Approved logos can include a division of athletics below the logo using the approved NSU font. Current approved divisions include: Baseball, Basketball, Event Staff, Football, Golf, Soccer, Softball, Sports Medicine, Strength & Conditioning and Tennis.

Submit brand requests via: cmprojects@nsuok.edu. Communications & Marketing will work within this framework.

UNIT SET UPS | WORD MARKS - RIVERHAWKS HEAD LEFT ALIGNED - TEXT CENTERED

FIVE COLOR



ONE COLOR GREEN



ONE COLOR BLACK



ONE COLOR WHITE



Logos | Athletics, continued

UNIT SET UPS

Approved logos can include a division of athletics below the logo using the approved NSU font. Current approved divisions include: Baseball, Basketball, Event Staff, Football, Golf, Soccer, Softball, Sports Medicine, Strength & Conditioning and Tennis.

Submit brand requests via: cmprojects@nsuok.edu. Communications & Marketing will work within this framework.

UNIT SET UPS | WORD MARKS - RIVERHAWKS HEAD LEFT ALIGNED - TEXT LEFT ALIGNED

FIVE COLOR



ONE COLOR GREEN



ONE COLOR WHITE



ONE COLOR BLACK

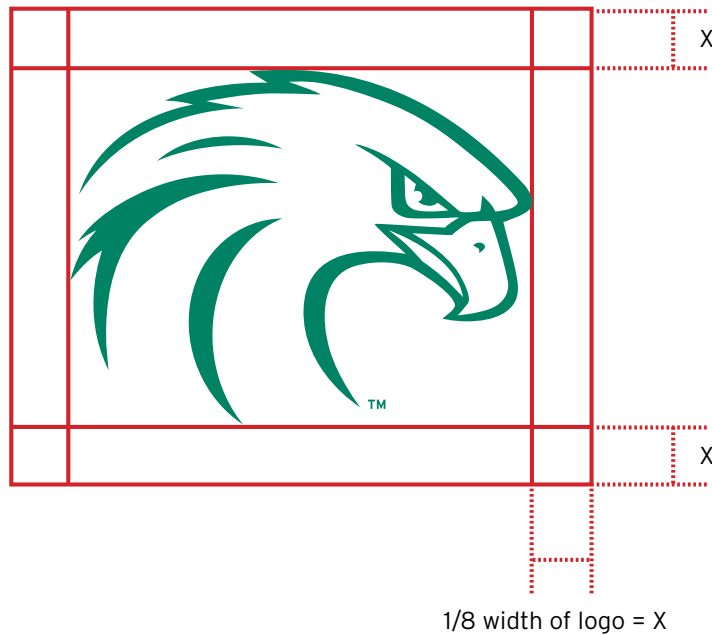


Logos | Athletics, continued

CLEAR SPACE

The Athletic logos should always be surrounded by a buffer area or clear space to separate it from text and other graphic elements, as well as from the edge of the page. No other elements should infringe upon this space.

The minimum clear space is 1/8 the width of the logo.



Logos | Spirit Marks

SPIRIT MARK CONFIGURATIONS

The NSU marks were originally designed to create a consistent brand for our athletic program. At the same time, there are many variations to choose from as to provide a design compatible to any application. The two image-only logos (RiverHawks Full and RiverHawks Head) are for use only when either the school name or monogram have been previously presented.

For example, the RiverHawks Head design can be used inside a brochure if a logo or words identifying the university has been used on the cover. Or the RiverHawks Full logo can be used on a garment if the university name or monogram is identified in a prominent place.

Merchandise bearing the university marks and logos must be ordered through a licensed vendor. For a list of licensed vendors, visit: <https://offices.nsuok.edu/communicationsmarketing/licensing/Licensees.aspx>.

NSU spirit marks are trademarked and licensed. Digital files of all spirit marks are available. Image requests can be sent to: cmprojects@nsuok.edu.

RIVERHAWKS HEAD WITH MONOGRAM ALTERNATE



RIVERHAWKS HEAD



NSU WORDMARK WITH HEAD



NSU WORDMARK



RIVERHAWKS WORDMARK



NSU MONOGRAM (ALTERNATE)



RIVERHAWKS WORDMARK WITH BIRD



RIVERHAWKS FULL



Logos | Spirit Marks, continued

COLOR CONFIGURATIONS

All of the NSU Spirit Marks are available in full color (black, NSU Green, and NSU Spirit Silver/Gray), one color (NSU Green) and all black.

All of the NSU Spirit Marks with 3-D type are also available with the solid white type.

Logos may be used in all white on either black or NSU Green backgrounds. All white logos may be used on other dark color backgrounds with approval.



Logos | Spirit Marks, continued

UNIT SET UPS

Two Spirit Marks and their variants have been identified for college, departmental, student organization and university event use. These marks are intended for recruiting purposes only. Their application is to be limited to electronic signatures, promotional items as well as printed and digital marketing material.

These marks do not replace the institutional logo and should never be used to represent the institution in any formal capacity such as letterhead, grant applications, memorandums, etc.



College Name Here



College Name Here
Department Name Here



College Name Here



College Name Here



College Name Here
Department Name Here



College Name Here
Department Name Here



NORTHEASTERN STATE UNIVERSITY
College Name Here



NORTHEASTERN STATE UNIVERSITY
College Name Here
DEPARTMENT NAME HERE



NORTHEASTERN STATE UNIVERSITY
College Name Here



NORTHEASTERN STATE UNIVERSITY
College Name Here
DEPARTMENT NAME HERE



NORTHEASTERN STATE UNIVERSITY
College Name Here



NORTHEASTERN STATE UNIVERSITY
College Name Here
DEPARTMENT NAME HERE

Logos | Spirit Marks, continued

UNIT SET UPS - SWAG ONLY

These marks are intended for and to be used for SWAG placement only. The design is intended to provide a less complex set up to accommodate for SWAG printing specifications that are often more limited. Their application will be limited to items such as pencils, pens, table cloths and pop up banners.

RIVERHAWKS HEAD



NSU MONOGRAM



Logos | Spirit Marks, continued

CLEAR SPACE

The Spirit Marks should always be surrounded by a buffer area or clear space to separate it from text and other graphic elements, as well as from the edge of the page. No other elements should infringe upon this space.

The minimum clear space for the top set of logos is 1/8 the width of the logo. The minimum clear space for the bottom set of logos is 1/6 the width of the logo.

For example, if the width of the RiverHawks Wordmark (upper left) is 2.5 inches, the required clear space surrounding the logo is .3125 inches.



Logos | Spirit Marks, continued

FACILITIES EXEMPTIONS

There will be special instances when facilities will need to seek approval for alternative directional placement of the RiverHawks head and/or elements. These instances typically occur when addressing permanent placement of the RiverHawks head on institutional facades.



Logos | Rowdy Mascot Marks

C&M has introduced six Rowdy Mascot Marks that have been approved for college, department, student organization and general university use. These marks are intended to add additional NSU branding and spirit to recruiting, retention, events, athletics and other C&M-approved purposes.

CONFIGURATIONS



**ROWDY RIVERHAWK
ARMS FOLDED**



**ROWDY RIVERHAWK
HAND GESTURE**



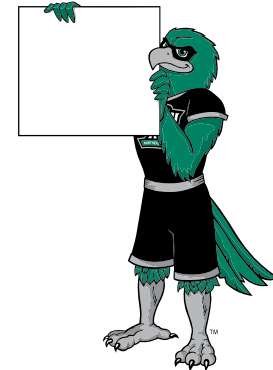
**ROWDY RIVERHAWK
POINTING - SERIOUS**



**ROWDY RIVERHAWK
POINTING - SMILING**



**ROWDY RIVERHAWK
GETTIN' ROWDY**



**ROWDY RIVERHAWK
HOLDING SIGNAGE**

Logos | Rowdy Mascot Marks

APPLICATIONS & PROMOTIONAL ITEMS

The application of these marks can be carried over into promotional items through NSU licensed vendors, as well as within printed collateral materials. Please keep in mind, they need to be used in conjunction with the institutional logo and cannot be used as a standalone university representation, including business cards, logos, electronic signatures, letterhead, etc.



ROWDY RIVERHAWK - GETTIN' ROWDY
STICKER DESIGN



ROWDY RIVERHAWK PENNANT DESIGN
ROWDY RIVERHAWK



WATER BOTTLE LABEL DESIGN

Logos | Rowdy Mascot Marks

CUSTOM ROWDY MASCOT MARKS

We love that you love Rowdy and want to use him to showcase your unique spirit. Considerations of custom variations (apparel or poses) of the Rowdy Mascot Marks are available by request through C&M.

Individuals should submit a formal request via <https://offices.nsuok.edu/communicationsmarketing/CreativeServices/DesignRequests/default.aspx>. Rowdy's main coloring cannot be altered with the exception of a black and white version. Please include the intended use, target audience, and the application of the mascot, such as materials, apparel, etc. in all requests.



**ROWDY RIVERHAWK
GRADUATES**



**ROWDY RIVERHAWK
PLAYS BASEBALL**



**ROWDY RIVERHAWK
GOES FISHING**

Logos | Club Sports

BRANDED SET UPS

Approved Club Sport logos can include a sport name below the logo using the approved NSU font. Submit brand requests via: cmprojects@nsuok.edu. Communications & Marketing will work within this framework.



Licensing & Promotional Items | **Licensed Vendors**

COLOR ALTERNATIVE

NSU logos are trademarked and licensed. Merchandise bearing the university marks and logos must be ordered through a licensed vendor. Working with licensed vendors ensures the university's brand is protected.

For a list of licensed vendors, visit: <https://offices.nsuok.edu/communicationsmarketing/licensing/Licensees.aspx>.

It is important to note when working with a licensed vendor, NSU's official green, PMS 341 might not be available. When this is the case, a green more closely resembling PMS 343 may be used. This color will typically be referred to as dark green or forest green.

For additional logo questions, or to request current logos for marketing projects, email University Relations at: university_relations@nsuok.edu.

NSU GREEN



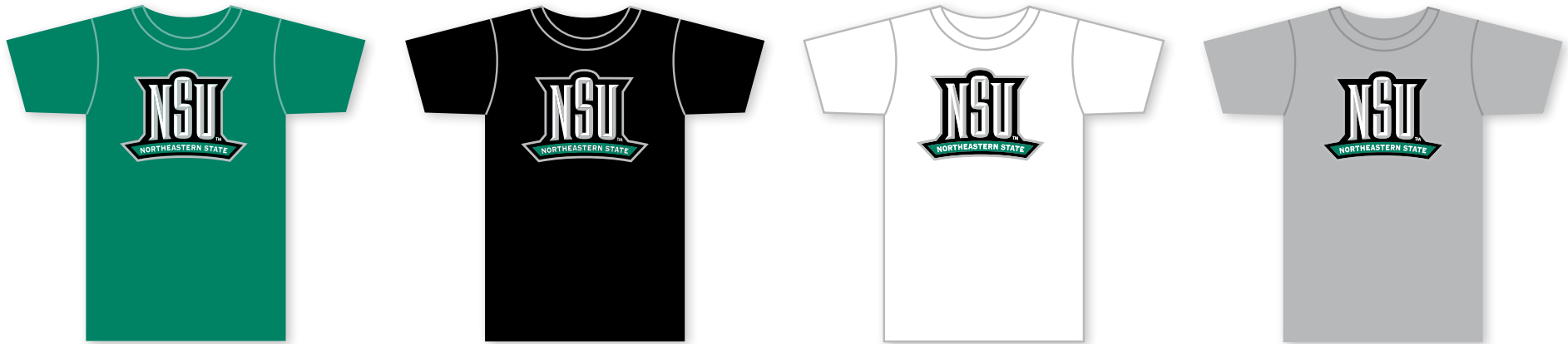
ALTERNATIVE GREEN



Licensing & Promotional Items | **Apparel**

APPAREL GRAPHICS (FULL COLOR)

If the fabric color matches one of the official colors exactly (black, NSU Green, NSU Silver/Gray or white), the fabric can show through in place of printing that color. These shirts would be printed with three colors. If the fabric does not match an official color, all four official colors must be used to print the logo.



Licensing & Promotional Items | Apparel, continued

APPAREL GRAPHICS (ONE COLOR)

When using logos on apparel, the art can be printed in black, NSU Green, NSU Silver/Gray or white as long as there is sufficient contrast with the fabric color. The one color NSU athletic logos are a great cost-saving alternative to the full-color logos.



Combining type and one-color logos make it easy to create a variety of simple designs. It is also permissible to print just the black or NSU green art on a light color fabric without the outline as long as there is enough contrast.

APPROVAL NEEDED:

The logo can be used in NSU Silver/Gray with approval only. If used they should be created from the black art files and used as shown on the left. **DO NOT reverse any of the logos.**

Licensing & Promotional Items | **SWAG**

EFFECTIVE PROMO ITEMS MUST BE DEVELOPED WITH THE FOLLOWING STANDARDS:

EFFECTIVE PROMO ITEMS MUST BE DEVELOPED WITH THE FOLLOWING STANDARDS:

- » Readability is critical.
- » Must be branded to be noticeable as an NSU item.
- » Approved and acceptable logos are used for the medium.
- » Logo choices are made to best accommodate the print space available.
- » For additional logo options for SWAG placement, refer to page 35.

