

**BRAND  
GUIDELINES**

**NSU** Florida



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## **Welcome to Shark Nation**

A great brand promise tells an organization's story in a compelling way. NSU's brand promise guides everything we are and everything we do as an organization. It's the DNA that defines us—from students and parents to art patrons, alumni, donors, and community partners.

The NSU Edge is a carefully defined promise that expresses our essence today and provides an aspirational direction for the future. The premise is simple: NSU gives you a competitive advantage in your career, your community, and your life.

We have achieved a great deal over the years and as NSU continues to grow, it's more important than ever to ensure every milestone we reach and innovation we champion is expressed from a singular, consistent identity. When we embrace and live The NSU Edge promise, we will set ourselves apart. You are the key to this success, championing the Shark story to the world.

## **What This Guide is For**

Anyone who communicates on behalf of NSU should find this book helpful and inspiring.

Web and social media managers will get a full understanding of how NSU should look and sound online.

Writers can draw inspiration when writing stories and choosing their words.

Designers will find everything they need—from typography, to color palettes, to photography and design elements—to bring their creations to life.

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## **How Will This Book Help NSU?**

Brands are the expression of an organization's culture, brought to life through compelling storytelling. This book will help NSU's brand thrive by inspiring each one of us to create these stories together. This book will lay out the tools to ensure that our voice is consistent and unified.

## **The Purpose of This Guide**

### **To clarify**

NSU has distinctive characteristics, advantages, and goals. You'll find them here.

### **To educate**

You'll learn that there are key elements and ideas that we should aim to include in NSU communications whenever possible.

### **To inspire**

The more advocates we have telling our story, the stronger our brand becomes. Our hope is that people on and off campus will get excited when talking about NSU.

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If you communicate on behalf of NSU, this book is for you. It provides the guidelines you need to help share NSU's story. From using the right typography and design elements to choosing the perfect words for crafting a story, this book will give you a full understanding of how NSU should look and sound in a variety of contexts.

NSU has distinctive characteristics, advantages, and goals. You'll learn the key elements and ideas that you should aim to include in your communications. For a brand to be successful, what we communicate should be unique, inspiring, and most importantly, authentic.

## **What Exactly is Positioning?**

Positioning is how we want people to think of us. It's not just how we define ourselves or how we express it, but it should serve as the conceptual center of what we say and do. It's how we want people to feel and what we want them to remember when they hear the name NSU Florida.

## **What You Need to Know Before We Go On**

Our positioning is a result of a strategic process that involved a deep dive into the minds of our most important audiences. We analyzed these findings to arrive at a clear positioning that will best represent NSU for years to come, based on quantitative and qualitative research.

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## Positioning

# GET THE NSU EDGE: A REAL WORK / REAL LIFE ADVANTAGE

## The NSU Brand Manifesto

Sharks are dominant.

They're strong, intelligent, fast, and adaptable. Sharks always prevail. It's no wonder these amazing creatures have been around for more than 400 million years. They don't just survive, they thrive.

At Nova Southeastern University, we create sharks. We give students the edge they need to become confident, capable, and caring professionals who can outsmart, outperform, and outlast their competition.

Preparing to dominate is not about winning or losing. It's about harnessing the best within yourself—from mastering a skill, to elevating the discourse, to leading a team, to raising the bar. It's about being the best possible you, and using that to inspire others on the job, in the community, in the relationships you build. It's about driving forward, and becoming an unstoppable force of nature.

At NSU, students don't just get an education; they prepare for real careers, real contributions, and real life. They may enter looking to take on the world, but they emerge prepared to dominate their own future.

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## Why You Should Believe In NSU's Brand

NSU's brand promise is to deliver an edge—a competitive advantage—to our students, as well as to our employees, alumni, donors, partners, employers, patients, and local communities.

- Studies at NSU are specifically designed to give each student practical, professional, immersive learning experiences.
- Students at NSU get personal attention from professors who are typically industry-experienced experts.
- Students are exposed to the professional community to develop skills and make valuable connections.
- Students graduate with a strong sense of direction and a portfolio of polished work and real-world skills that make them stand out when starting or advancing their careers.

The NSU Edge enables alumni and donors to be deeply engaged with the university and the community—to build their legacies in meaningful and personal ways. And we provide faculty and staff members with inspiring opportunities to positively impact students personally and professionally, while also pursuing their own professional development.

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## **This is Our Positioning**

If every message we convey and every story we tell comes from the same conceptual place, we will come across as a unified institution. This strengthens our brand and our credibility.

## **How Individual Colleges, Schools, and Departments Can Use This Guide**

Consider how you'll apply NSU's positioning when speaking to your audiences.

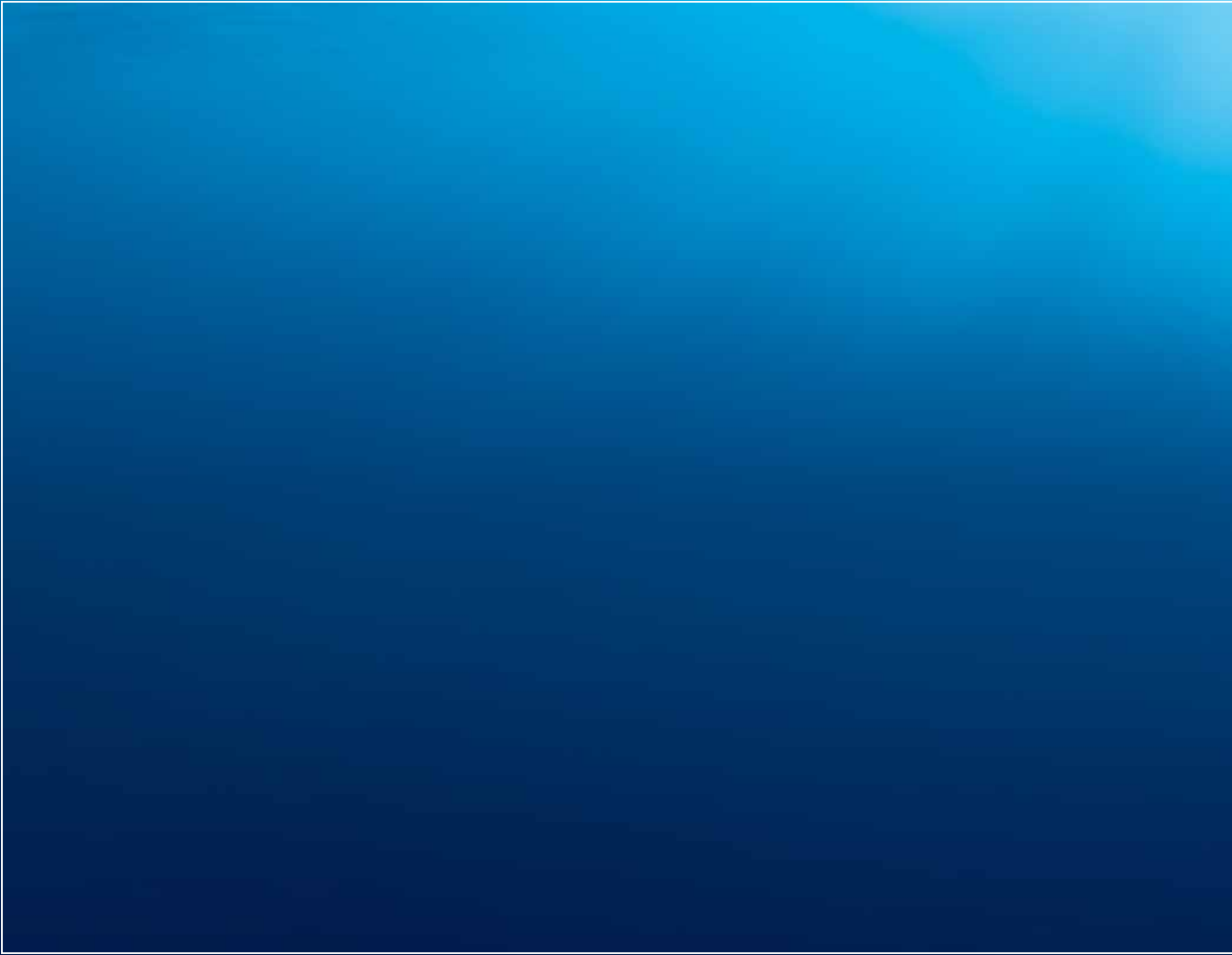
Show through your communications how your college, school, or department give students an edge.

Use a consistent voice and look to these guides when choosing visuals for any communication you create.

Inspire those around you to tell NSU's story.

## **How Content Can be Crafted**

Great brands have great personalities. A brand voice is how that personality comes across verbally. Sentence structure, word choice, and tone all create a distinct character that can only be NSU. The key is to use that voice consistently.



**TONE OF VOICE**



## Tone Of Voice

The spirit of The NSU Edge—giving those connected to NSU a competitive advantage—should shine through in everything you write, even though you might not use those exact words. Your writing should be supported by proof points that show how The NSU Edge helps prepare people to dominate their chosen career path.

NSU's Shark voice is how our writing sounds inside someone's head when they're reading it. It is:

- confident, but not condescending
- smart, but not smug
- direct, but not dictatorial
- conversational, but not sloppy

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Below are some choice words that convey the essence of our brand:

- sharp
- dominant
- connected
- adaptable
- forward
- bold
- edgy
- effortless
- fast
- inspired
- appealing
- honed
- recognized
- agile
- boundless
- engaged
- apex
- lean
- clear
- intelligent
- competitive
- quick
- empowered
- insightful
- refined
- forefront
- upbeat

Go ahead and use contractions. Use short, declarative sentences. Be direct and approachable. When it's appropriate, have fun. (That said, you should avoid shark puns.)

Good writing (at NSU or anywhere else for that matter) doesn't rely on clichés and trite phrases. It isn't flowery, and it isn't complicated. Make your writing simple and precise. You can't go wrong.

Like a swimming shark, there should be no wasted motion. Get to the point, cut needless words, and delete unnecessary information based on the audience you're writing for. Focus on the benefits to your audience. As a writer, your job is to make content understandable. Short words, short sentences, and short paragraphs make copy easier to read and comprehend. People don't have a lot of time to read through dense, complex paragraphs. Imagine yourself visiting a website or reading a brochure—you want the information you need quickly. When possible, tell your story through visuals and videos.

Being a university, NSU should sound intelligent while not seeming inaccessible. But we don't have to sound overly intellectual. Peer-reviewed academic and medical papers have their own guidelines issued by the journal or professional society to which they are being submitted. Otherwise, all NSU-produced copy should be easy to read and use the active voice.

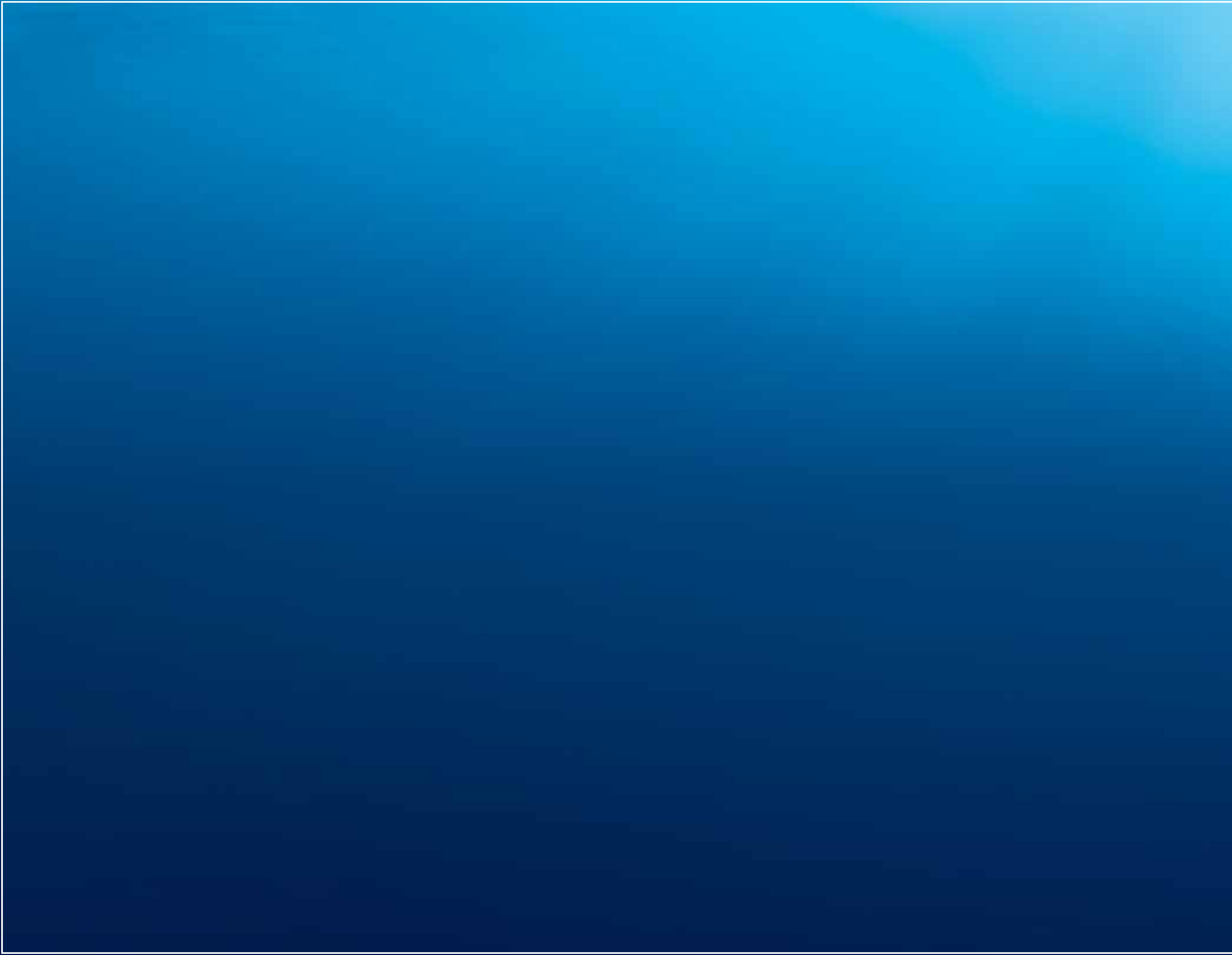
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## Things to Avoid

- Clichés, talking too much about us (focus on benefits to audience)
- Too many stats (focus on benefits of those stats)

## What Our Voice is Not

- Arrogant
- Trite
- Sarcastic
- Pedantic



# TELLING THE NSU STORY

## Telling Brand Stories

The best brands engage their audiences with stories. Not “once-upon-a-time” stories, but stories that are personal and relatable. Stories that demonstrate how they will solve your problem and make your life better.

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NSU brand storytelling should

- clearly establish what our brand is all about—our purpose, core values, and mission
- make a human connection that is both personal and widely relatable
- be honest, concrete, and easy to understand
- offer our audience more than just a tangible conclusion (a diploma or certificate), but rather show a unique experience that will enhance their life, their career, and their community
- motivate the audience to make that experience their own by being part of our brand



**NSU.  
PREPARE TO  
DOMINATE.**

## NSU's Key Messaging

Sharks are dominant. They're strong. Intelligent. Fast. Adaptable. Sharks always prevail. It's no wonder these amazing creatures have been around for over 400 million years. They're survivors.

At NSU, we create Sharks. We mold students into professionals that outsmart, outperform, and outlast their competition.

We believe in learning in the classroom and in the real world. With programs like ExEL, you'll gain solid work experience to thrive anywhere. And with fast track to graduation, personal career coaches, and a vast network of national industry partners, you'll always have an edge. At NSU, you won't just get an education; you'll prepare for real careers and real life. You'll enter aiming to overcome the world, but you'll emerge with the skills to dominate it.

**NSU. PREPARE TO DOMINATE.**

## Our Taglines

Our taglines highlight our key messaging and embody our brand promise. Taglines should always follow title case rules, with major words capitalized and minor words lowercased.

**Prepare to Dominate.**

**Become a Force of Nature.**

**Don't Be Just Another Fish in Another School.**

**Welcome to the Top of the Food Chain.**

**Don't Just Graduate. Dominate.**

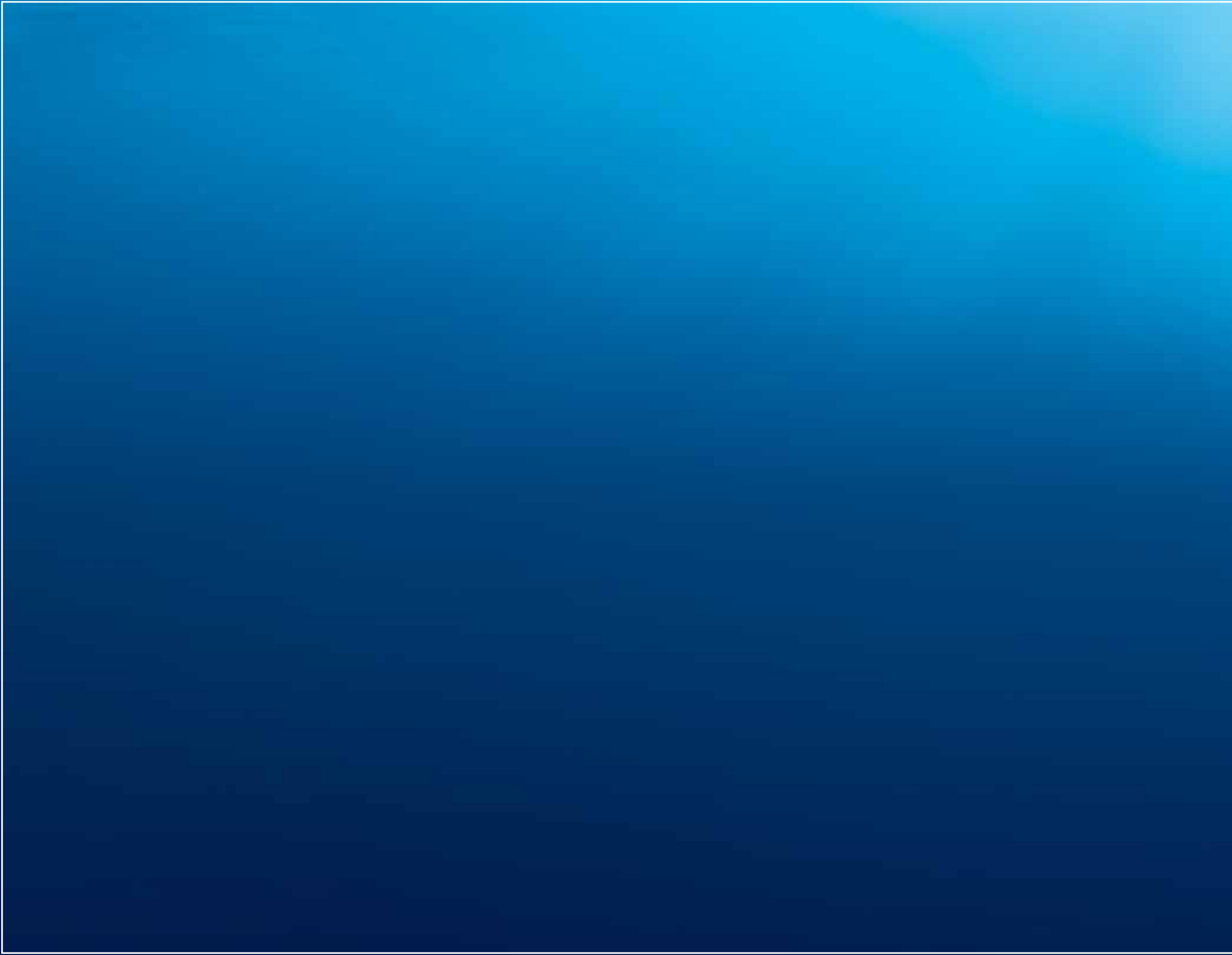
**Be the Big Fish in a Big Pond.**

**150 Degrees, 80-Degree Winters.**

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## Headlines

Punctuation in headlines should be avoided in most cases. A few exceptions are when a headline asks a question, issues a call to action, conveys two separate thoughts, or has a comma in the middle of it.



# WAYS TO USE THE BRAND



HUIZENGA COLLEGE OF BUSINESS

**MASTER MORE THAN  
BUSINESS.**

[nova.edu/business](http://nova.edu/business)

PREPARE TO DO

# WE PUT THE EDGE IN EDUCATION.

**Prepare to dominate.**

NOVA SOUTHEASTERN  
UNIVERSITY

**NSU**  
Florida

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## Our Advertising

Our message is “Get the NSU Edge”—the vehicle with which we deliver that message is the “Prepare to dominate” campaign. As detailed in the manifesto, “Prepare to dominate” draws inspiration from the mako shark: a fierce, focused, and relentless force of nature. Use these cues to craft communications that bring “Prepare to dominate” to life, drawing parallels between the shark’s traits and the student’s ambitions, without being overly visceral or aggressive.

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**WELCOME TO  
THE TOP OF THE  
FOOD CHAIN.**

**PREPARE TO DOMINATE.**

**NSU**  
Florida

**Bus Stop**





WELCOME TO  
THE TOP OF THE  
FOOD CHAIN.

PREPARE TO DOMINATE.

**NSU**  
Florida



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## Airport Advertising

## Print Advertising



**DON'T JUST GRADUATE.  
DOMINATE.**

Sharks are dominant. They're strong, intelligent, fast, and adaptable. Sharks always prevail. At Nova Southeastern University, the mako shark is more than just our mascot—it's who we are. And we can make you a shark, too. You'll get the edge you'll need to become a confident, capable, yet caring professional. You'll get there with hands-on experiences in real-world situations, personal attention, and opportunities to work for the greater good. At NSU you'll get a degree and an edge. Be a shark. To learn more, visit [nova.edu](http://nova.edu)

**Prepare to dominate.**

NOVA SOUTHEASTERN UNIVERSITY | **NSU**  
Florida



**\$3.7B** FLORIDA ECONOMIC IMPACT

Forbes AMERICA'S TOP COLLEGES 2019

BEST COLLEGES USNews SURVEY 2020

**OUR IMPACT IN FLORIDA IS SKY-HIGH.**

Our economic impact in the state is currently \$3.7 billion and projected to grow to \$5 billion by 2025. And with over 5,000 employees, NSU Florida is also one of the largest private employers in South Florida. Find out how you can help impact our community at [nsuflorida.com](http://nsuflorida.com). **PREPARE TO DOMINATE.**

**NSU**  
Florida

NOVA SOUTHEASTERN UNIVERSITY

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**BE A FORCE OF NATURE.**

NOVA SOUTHEASTERN UNIVERSITY

**NSU**  
Florida

## Billboard

## Brochures

NOVA SOUTHEASTERN UNIVERSITY

**WHEN YOU'RE A SHARK, THE SKY'S THE LIMIT.**

**NSU**  
Florida

Marine Biology

Biology  
Chemistry  
Environmental Science

**“**

**Working with grad students and faculty researchers is really helpful. We get a head start on our master's and make some great friendships, too.”**

MICKEY E.  
MARINE BIOLOGY MAJOR

**WHAT BEATS A SCHOOL NEXT TO THE OCEAN? A SCHOOL IN THE OCEAN.**

Welcome to this special world—where passionate professors and researchers collaborate with undergraduate and grad students alike. Enhance your science courses with field work, research projects, and volunteer efforts that contribute to environmental needs and health care innovations. Shark research, coral reef restoration, turtle conservation, climate change, and biodiversity are some NSU specialties.

Many science undergrads get published or conduct independent study work that makes them stand out to postgraduate schools and employers. Accelerate your study and broaden your options across an array of majors with NSU's Dual Admission and Razor's Edge programs.

For more, go to [nova.edu/ocean](http://nova.edu/ocean).

**\$107M**  
IN EXTERNAL FUNDING FOR SPONSORED PROJECTS

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15

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**“**

**As part of the Nature Club, I help with beach cleanups and maintaining NSU's medicinal garden. For me, it was NSU or a school in Hawaii, and I chose here!”**

TORRICA K.  
MARINE BIOLOGY

**3 hrs.**  
TO DISNEY/ORLANDO OR KEY WEST

**150 DEGREE PROGRAMS. 80 DEGREE WINTERS.**

Imagine being part of a top-ranked national research university—where undergrads mingle with graduate students and top faculty members, physicians, researchers, and industry partners—all in a lush, tropical setting that's minutes away from the beach. NSU takes full advantage of its friendly, safe Fort Lauderdale location to provide world-class educational experiences in a world-class destination known for its vibrant economy, diverse ecosystems, and dazzling array of amenities and attractions. Being able to wear shorts and flip-flops all year is just an added bonus!

For Fort Lauderdale tourist attractions, go to [sunny.org](http://sunny.org).  
For economic and industry trends, go to [gfalliance.org](http://gfalliance.org).

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# Brochures

### APPLYING TO NSU.

- KNOW YOUR OPTIONS.**  
 Early Decision (Binding) November 1  
 Early Action (Non-Binding) November 1  
 Regular Decision February 1
- APPLY FOR ADMISSION AND SCHOLARSHIPS.**  
 Choose between submitting the NSU Shark Select Application or the Common Application online.  
[nova.edu/admissions](http://nova.edu/admissions)
- GET SOCIAL.**  
 Follow NSU's Undergraduate Admissions to stay up to date with the NSU Shark life and important admissions information.  
 NSU Undergraduate Admissions @NSUUGA @sharkadmissions
- APPLY FOR PREMIER PROGRAMS.**  
 Explore additional academic and scholarship opportunities with endless possibilities, including Dual Admission, Razor's Edge Scholars, The Fischer Academy, and Hutzenga Business Innovation Academy. To be considered, you must submit a supplemental Premier Program Application and interview at a Shark Preview Weekend.  
[nova.edu/sharkpreview](http://nova.edu/sharkpreview)
- ATTEND SHARK PREVIEW WEEKEND.**  
 Shark Preview Weekends offer an opportunity for your student to immerse themselves in NSU's culture. They'll tour our tropical campus in Fort Lauderdale, spend two nights in our modern residence halls, interview for Premier Programs, meet with our professors, and attend campus events with current NSU student leaders.  
 We even have special programming for parents and family members. It's important that you feel comfortable sending your student to NSU and that you love the campus as much as they do! At Shark Preview, you'll get to experience what life at NSU is all about.  
 A full schedule of vibrant activities awaits. So, plan your visit today.  
[nova.edu/sharkpreview](http://nova.edu/sharkpreview)

Contact an admissions counselor today:  
 (954) 262-9000 | [admissions@nova.edu](mailto:admissions@nova.edu)

### IT PAYS TO BE A SHARK.

When it comes to investing in your student's future, you receive carefully assessed financial aid planning from dedicated and supportive staff. They assist your family in identifying grants and scholarships your student may be eligible for. They'll even map out the best steps to fund this investment, so your student can reap the full value of NSU's degree and earn a competitive advantage in their careers, community, and life.

We offer need-based, non-need-based, and merit-based support, in addition to a variety of scholarships, which may be further supplemented by state and federal grants. We'll help you build a financial aid and scholarship package that works.

SCHOLARSHIPS	ANNUAL AWARD*
Dean's Scholarship	\$5,000-\$18,000
PREMIER SCHOLARSHIPS**	ANNUAL AWARD*
Razor's Edge (6 tracks available) <a href="http://nova.edu/razoredge">nova.edu/razoredge</a>	\$22,000
The Fischer Academy <a href="http://nova.edu/fischeracademy">nova.edu/fischeracademy</a>	\$18,000
Hutzenga Business Innovation Academy <a href="http://business.nova.edu/innovation">business.nova.edu/innovation</a>	\$18,000
Presidential Scholar (by invitation only)	Full tuition

Additional scholarships available at [nova.edu/financialaid/scholarships](http://nova.edu/financialaid/scholarships)  
 \*Award amounts are subject to change. \*\*Consideration for these scholarship programs requires an interview during one of our Shark Preview Weekends. [nova.edu/sharkpreview](http://nova.edu/sharkpreview)

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 \*Award amounts are subject to change. \*\*Consideration for these scholarship programs requires an interview during one of our Shark Preview Weekends. [nova.edu/sharkpreview](http://nova.edu/sharkpreview)

### A SCHOOL WHERE SHARKS THRIVE.

You've worked hard to support your student on their path to becoming a Shark. As they move on to the next phase of their life, your involvement is still an important part of their journey. At NSU, we prepare your student for professional and personal success, but we don't do it alone. That's why we welcome more than just new students—we welcome new families.

**ACADEMICS**  
 NSU gives your student lots of choices to pursue the fields that interest them the most. A mix of majors and minors allows them to explore their passions and gain leadership skills while preparing them for grad school or a dream job after graduation. It's their journey. NSU has the programs to help them dominate their future.

**COMMUNITY**  
 NSU Sharks don't swim alone. They receive support from dedicated professors, a caring administration, and a personal career adviser. They help, and on the way.

More than **\$41 million** in scholarships

**Top 200** U.S. NEWS NATIONAL RESEARCH UNIVERSITY

**80%** OF NSU OFFICES OFFER STUDENT EMPLOYMENT

**72%** of classes have fewer than 20 students

**180,000+** STUDENTS

**NSU 120+** COUNTRIES

### NOT JUST NEW STUDENTS. NEW FAMILIES.

NSU Florida

### THEY'LL EMERGE EXTRAORDINARY.

NSU's Premier Programs are designed for the next generation of leaders and change agents, groundbreaking researchers, creative artists, influential entrepreneurs, and inspiring educators. These exclusive opportunities provide NSU students with open waters for exploring their interests and reaching their goals more swiftly and strategically.

**DUAL ADMISSION PROGRAM**  
 Highly qualified and motivated students get a head start by reserving their seat in one of NSU's graduate and professional schools—in medicine, dentistry, law, computer science, humanities, marine science, or psychology—while earning their bachelor's degree.  
[nova.edu/dual](http://nova.edu/dual)

**RAZOR'S EDGE SCHOLARS**  
 NSU offers six academic scholarship tracks that channel your student's unique interests and talents into an academic minor. In return, your student is awarded a renewable \$22,000 scholarship throughout these four-year residential programs.  
[nova.edu/razoredge](http://nova.edu/razoredge)

**FISCHLER ACADEMY AND BUSINESS INNOVATION ACADEMY**  
 Students who aspire to become teacher-leaders or business executives, can start earning sooner and seizing opportunities quicker with NSU's academy programs. These programs allow your student to earn both their bachelor's and master's degrees in just four years, and come with an \$18,000 tuition scholarship.

### AND LIVE WELL CONNECTED.

On-campus living puts your student right at the center of everything. The residence halls are modern, centrally located, and student-friendly. Our residences provide secure and spacious convenience. All accommodations come with three utilities, including Wi-Fi, cable, and laundry. Every room features a private bathroom. Best of all, your student is mere steps from the recreation center, dining venues, and their classes.

[nova.edu/housing](http://nova.edu/housing)

**SHARK DINING**  
 Delicious options are all around campus, from the brand-new Razor's Reef food court to favorite franchises like Einstein's, Starbucks, and more. Student committees ensure that all dietary preferences are available.

**WELLNESS AND RECREX**  
 From equestrian sports to Ultimate Frisbee, our 10 club sports bring fun, fitness, and friendships to competitors and fans alike. We know that learning and leadership also take place when students try new things or express their interests in activities outside the classroom. That's why we make sure that NSU Sharks can choose from hundreds of activities and events.  
 NSU's state-of-the-art recreational complex features 15,000 square feet of cardio and strength equipment, indoor and outdoor.

### A SUNSHINE STATE OF MIND.

A world-class education deserves a world-class destination. NSU students enjoy a tropical campus setting and all that South Florida has to offer—from a diverse cultural arts scene to year-round sunny beaches. They can amplify their downtime with leisure sports or take in iconic events and pulsating concerts. A stroll along beautiful Las Olas Boulevard provides dozens of mouthwatering dining options and shopping opportunities. With so much to explore, your student benefits immeasurably from NSU's unrivaled location.

### GETTING HERE IS EASY.

NSU is located less than 20 minutes from Fort Lauderdale-Hollywood International Airport (FLL), making it easy for you and your student to see each other as regularly as you want. NSU's Travel Office can help you plan your visit and provide vouchers, meals and discounts. Students flying home for the holidays receive free shuttle service on a first-come, first-served basis.  
[nova.edu/travel](http://nova.edu/travel)

### SAFETY IS OUR PRIORITY.

Nothing is more important than your student's well-being. NSU's Public Safety Department provides access to security information, assistance, and services that keep NSU students protected. The campus is also protected by the Town of Davie Police Department, which works with campus security to ensure a safer community. You'll find policies, programs, and systems in place that empower all members of the NSU community to play an active role in keeping their campus secure.  
[nova.edu/publicsafety](http://nova.edu/publicsafety)

### NSU ALUMNI BY THE NUMBERS

**29,977** Fichler College of Education has the most combined grad and undergrad alumni

Over **10,000** NSU alumni have a net worth over **\$2 million**

**184,457** Total Living Alumni

**5,827** Hutzenga College of Business and Entrepreneurship has the most undergrad alumni at

**TOP 5 CITIES OUTSIDE TRI-COUNTY AREA**  
 Jacksonville 1,104 | Orlando 1,634 | Tampa 1,258 | Fort Myers 541 | Miami 420

**TOP 5 STATES WHERE SOLICITABLE ALUMNI RESIDE**  
 NY 1,007 | CA 1,001 | TX 2,090 | FL 96,364 | GA 6,001

**TOP 5 SOLICITABLE ALUMNI CITIES IN THE TRI-COUNTY AREA**  
 Davie 2,173 | Plantation 1,971 | Fort Lauderdale 1,948 | Pembroke Pines 2,001 | Miami 7,732

All data 2017-2018

### GET THE NSU EDGE

CLASS OF 2019 UNDERGRADUATE OUTCOMES

**\$55K** AVERAGE STARTING SALARY

**75.5% SECURED** POST-GRADUATE PLANS WITHIN 3 MONTHS OF GRADUATION

**68% UTILIZED** CAREER DEVELOPMENT RESOURCES

**180+ EMPLOYERS** VISITED THE NSU CAMPUS

**54% STUDENTS** PARTICIPATED IN EXPERIENTIAL LEARNING OPPORTUNITIES

INTERNSHIPS • TRAVEL ABROAD • RESEARCH • CIVIC ENGAGEMENT

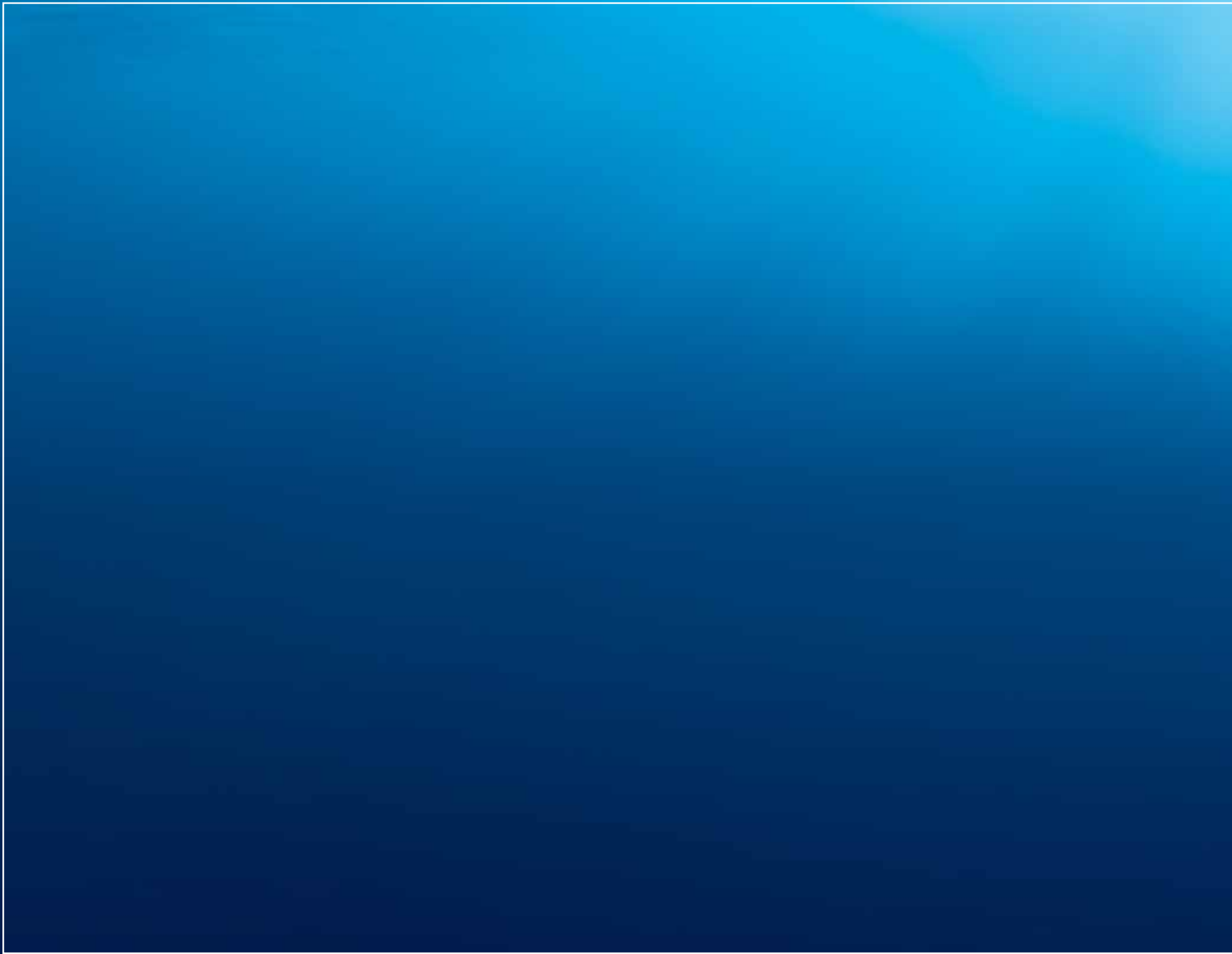
**SHARK DESTINATIONS**  
 -AIG  
 -American Airlines  
 -Amazon  
 -American Express  
 -Apple  
 -AT&T  
 -Bank of America  
 -Cleveland Clinic  
 -Citrix  
 -CVS  
 -DHL  
 -KPMG  
 -Kaufman Rossini  
 -Memorial Healthcare System  
 -Miami Marlins  
 -NBC Universal  
 -Scotiabank  
 -The Walt Disney Company  
 -Yelp  
 -Zoo Tampa

**NOTABLE GRADUATE SCHOOLS**  
 Cornell University  
 Cornell University  
 Johns Hopkins University  
 Marquette University  
 New York University  
 Nova Southeastern University  
 Penn State University  
 Texas A&M University  
 University of Connecticut  
 University of Florida  
 University of Massachusetts  
 University of Michigan  
 University of North Carolina  
 University of Notre Dame  
 University of Pennsylvania

**NSU Florida**

\*Data is collected annually via the Undergraduate Student Outcome Survey (administered by Career Development and analyzed by Institutional Effectiveness).

# Infographics



# THE NSU WORDMARK

## Primary Wordmarks

These identity marks should be your first choice for representing NSU to broad, public audiences. NSU's wordmark is a custom letterform and cannot be replicated through typesetting. There are two variations of the wordmark.

Please remember: Other color variations may exist and are approved on a case-by-case basis. Contact your marketing department if you have specific questions. Wordmarks are available for download at [nova.edu/wordmarks](http://nova.edu/wordmarks).

### Stacked

**NSU**  
Florida

PMS 287

**NSU**  
Florida

Black

**NSU**  
Florida

White

### Horizontal

**NSU** Florida

PMS 287

**NSU** Florida

Black

**NSU** Florida

White



## Alternative Wordmarks

In special cases, these identity marks can be used where Nova Southeastern University is not immediately known and where the context for the university has not been established in text or other visual components. There are two variations of the lock-up.

### Stacked



33

### Horizontal



Allowed Color Variations

**NSU**

Florida

NOVA SOUTHEASTERN  
UNIVERSITY

PMS 287

**NSU**

Florida

NOVA SOUTHEASTERN  
UNIVERSITY

Black



White

34

**NSU Florida**

PMS 287

**NSU Florida**

Black



White

## Wordmark Lock-ups

The university wordmark is the basis for lock-ups that position college names and certain recognized NSU organizational entities with the university mark. These should be used when the context of the communication is specific to the college or entity.

Please remember: These lock-ups are not typically necessary on digital ads or on the web, as most NSU websites include the header bar with the name of the university.

Requests for new lock-ups need to be approved by the Division of Public Relations and Marketing Communications. Please see sample marks on the next page.

## College Lock-ups Stacked Samples

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## College Lock-ups Horizontal Samples

---

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## Available College Lock-ups

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Abraham S. Fischler College of Education and  
School of Criminal Justice

College of Dental Medicine

College of Computing and Engineering

College of Optometry

College of Pharmacy

College of Psychology

Dr. Kiran C. Patel College of Allopathic Medicine

Dr. Kiran C. Patel College of Osteopathic Medicine

Dr. Pallavi Patel College of Health Care Sciences

Farquhar Honors College

H. Wayne Huizenga College of Business  
and Entrepreneurship

Halmos College of Arts and Sciences

Health Professions Division

Ron and Kathy Assaf College of Nursing

Shepard Broad College of Law

## Institutional Lock-ups Stacked Samples

---

**NSU**  
Florida

Alan B. Levan NSU Broward  
Center of Innovation  
NOVA SOUTHEASTERN  
UNIVERSITY

**NSU**  
Florida

Center for Executive  
Health Education  
NOVA SOUTHEASTERN  
UNIVERSITY



## Institutional Lock-ups Horizontal Samples

---

Center for  
Collaborative Research  
NOVA SOUTHEASTERN UNIVERSITY | **NSU**  
Florida

Center for Executive  
Health Education  
NOVA SOUTHEASTERN UNIVERSITY | **NSU**  
Florida



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## Available Institutional Lock-ups

---

Alan B. Levan NSU Broward Center of Innovation

AutoNation Institute for Breast Cancer Research and Care

Center for Collaborative Research

Center for Executive Health Education

Institute for Neuro-Immune Medicine

Rumbaugh-Goodwin Institute for Cancer Research

## Library Lock-ups Stacked Samples

---

**NSU**  
Florida

Alvin Sherman Library, Research,  
and Information Technology Center  
**NOVA SOUTHEASTERN  
UNIVERSITY**

**NSU**  
Florida

Tampa Bay Regional  
Campus Library  
**NOVA SOUTHEASTERN  
UNIVERSITY**



## Library Lock-ups Horizontal Samples

---

38

Alvin Sherman Library, Research,  
and Information Technology Center  
**NOVA SOUTHEASTERN UNIVERSITY**

**NSU**  
Florida

Tampa Bay Regional  
Campus Library  
**NOVA SOUTHEASTERN UNIVERSITY**

**NSU**  
Florida

Oceanographic Campus Library  
**NOVA SOUTHEASTERN UNIVERSITY**

**NSU**  
Florida

## Available Library Lock-ups

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Alvin Sherman Library, Research, and Information Technology Center

Martin and Gail Press Health Professions Division Library

Oceanographic Campus Library

Panza Maurer Law Library

Tampa Bay Regional Campus Library

## Regional Campus Lock-ups Stacked Samples

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## Regional Campus Lock-ups Horizontal Samples

---



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## Available Regional Campus Lock-ups

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Fort Myers Campus

Puerto Rico Regional Campus

Jacksonville Campus

Tampa Bay Regional Campus

Miami Campus

Miramar Campus

Orlando Campus

Palm Beach Campus

## Athletics Logo

The NSU athletics logo is restricted to use by NSU's Athletics Department or for other sport-related activities. It cannot be used to represent NSU as a university or to represent other NSU organizational or academic entities.



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## The Presidential Seal

The NSU Presidential Seal is restricted to correspondence from the President's office and official documents, such as diplomas and legal documents. The seal may also be used in select permanent installations on campus as approved by the Office of the President and the Division of Public Relations and Marketing Communications. It is the most formal academic brand expression of NSU.





---

## Spacing Around the Wordmark

When using additional text near the NSU wordmark, please assure there is at least the width and/or height of the “N” character between the mark and the text. Use only Gotham Bold font, set in uppercase letters. For example



## Wordmark Don'ts

A few rules are necessary for maintaining the integrity of NSU's brand:

- Don't rotate, skew, or distort logos or wordmarks in any way.
- Don't add text decorations (e.g. drop shadows, shapes, and outlines).
- Don't change the colors of any elements of the wordmark.

Here are a few examples of some ways you should never consider using the wordmark.



Do not stretch or distort the wordmark in any way.



Do not stretch or distort the wordmark in any way.



Do not re-create the wordmark.



Do not change the size of the graphic elements in the wordmark.



Do not add additional graphic elements to the wordmark.



Do not remove or rearrange the graphic elements of the wordmark.



Do not add promotional slogans to the wordmark.



Do not enclose the wordmark inside of a shape or box.



Do not position the wordmark on an angle.



Do not reproduce the wordmark in any unauthorized colors.



Do not use the wordmark as book ends.



Do not outline the wordmark.



Do not use distracting special effects like drop shadows.



Do not use the wordmark as part of a sentence or in body copy.



Do not place the wordmark on distracting backgrounds.



Do not place the wordmark on a clashing or dark background (use the white wordmark instead).



Do not change the position of the graphical elements of the wordmark.



Do not crop the wordmark.



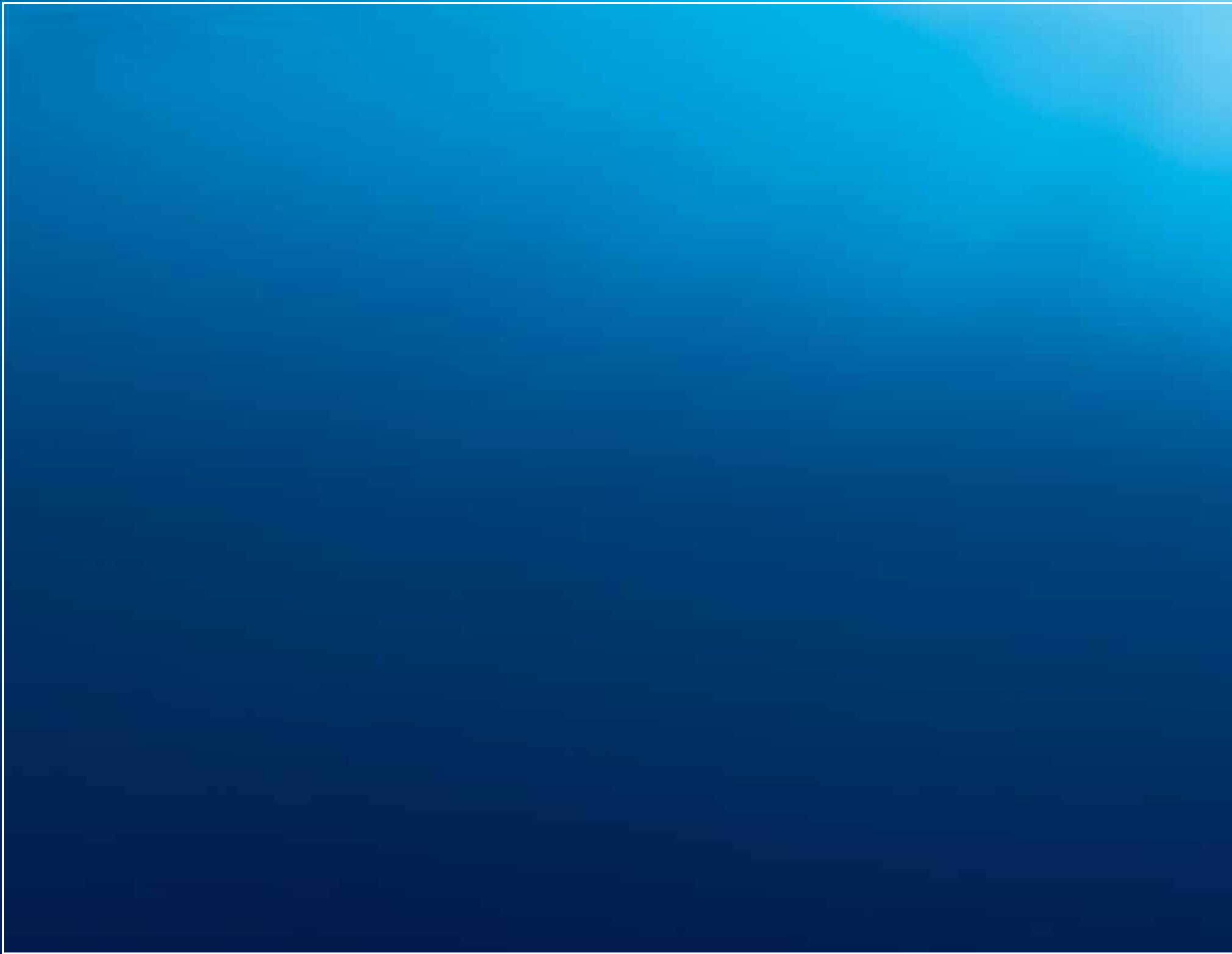
Do not change the color of any characters in the wordmark.



Do not use the wordmark in a pattern.



Do not use the old mark with the sunburst in any of its forms.



# OUR SHARKS



## Confident Shark

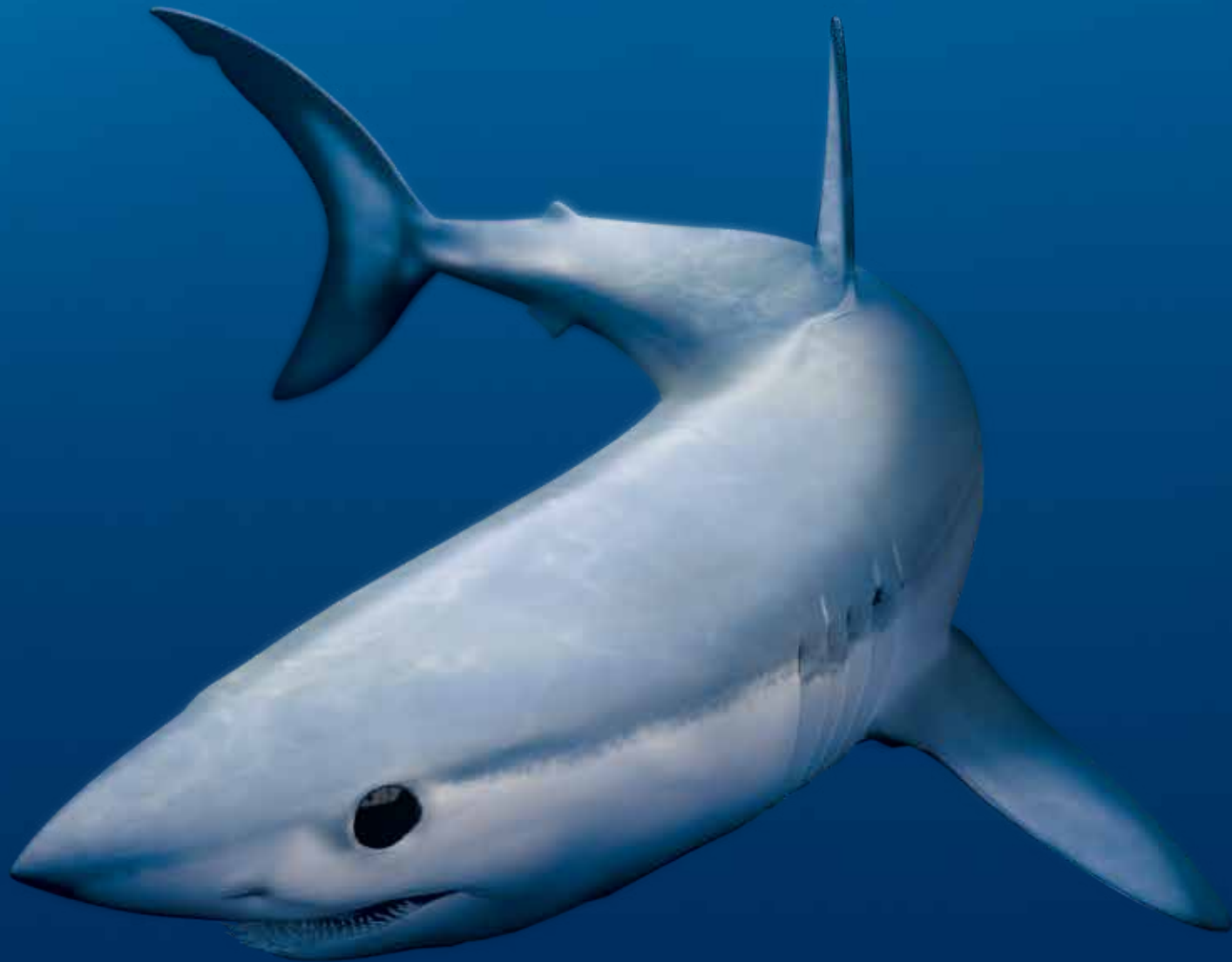


30

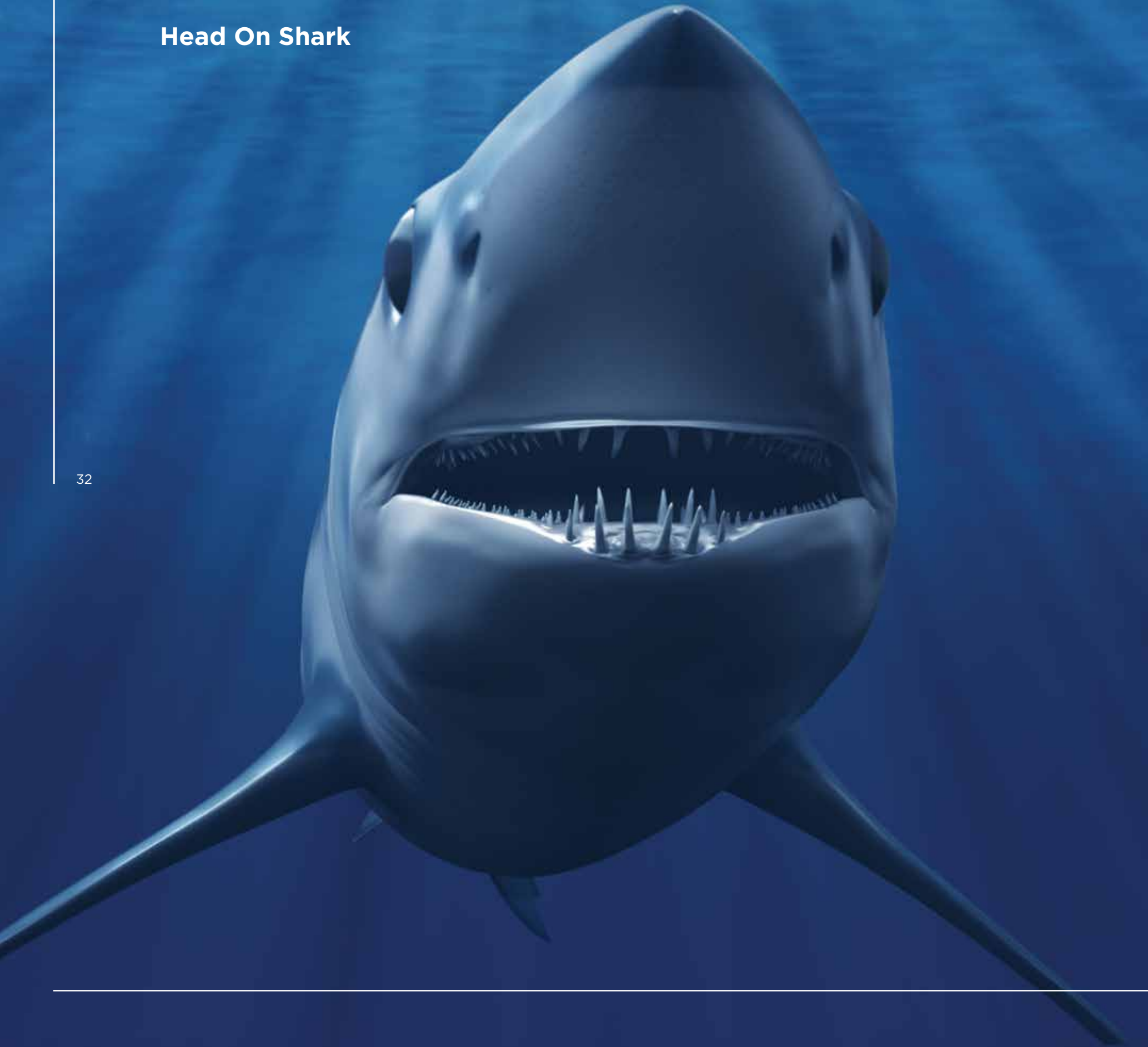
## The Sharks

The most powerful image that represents NSU is the mako shark. Do not use any other type of shark. The mako shark images you see in this book were rendered from a 3-D model and are available for use upon request. Other shark variation usage is covered on page 40, 62, and 63. If you need one of these sharks for a specific purpose, please contact your marketing department.

## Caring Shark



## Head On Shark





**Disruptor Shark**



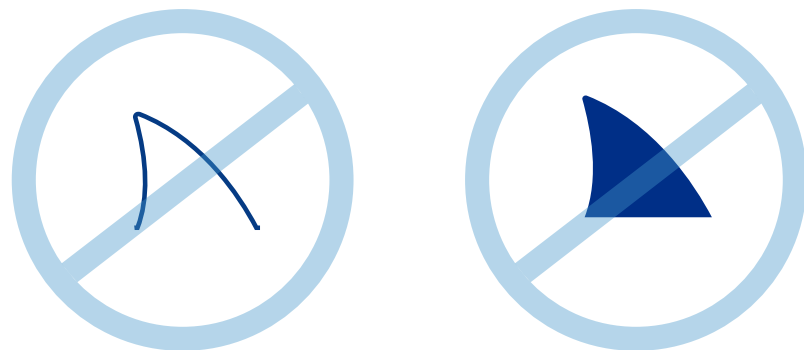
## The Horizon Line Fin

Sometimes, just a hint of shark is enough. The mako fin can be used when you don't have the room for the full shark or when you want a more elegant element. The fin can be a bridging element to connect two sections of a page or can work as a visual way to lead the viewer's eye from a headline to a compelling payoff. It can also be used to draw attention to the NSU logo within a piece of advertising or collateral.

The mako fin should never intrude on the visually important areas of a photograph or illustration. It should only appear in one color, using one of the primary NSU brand colors. Since the fin is designed to match the shape and curvature of an actual mako, do not skew, distort, or rotate the fin in any way.

50 When using the fin in a design, it's important that the bottom of the fin always be connected to another element, seeming as if a full shark is peeking through.

The fin should never be floating on its own in a final design piece.



PMS 287



PMS 430



BLACK



WHITE



PMS 287



BLACK



PMS 430



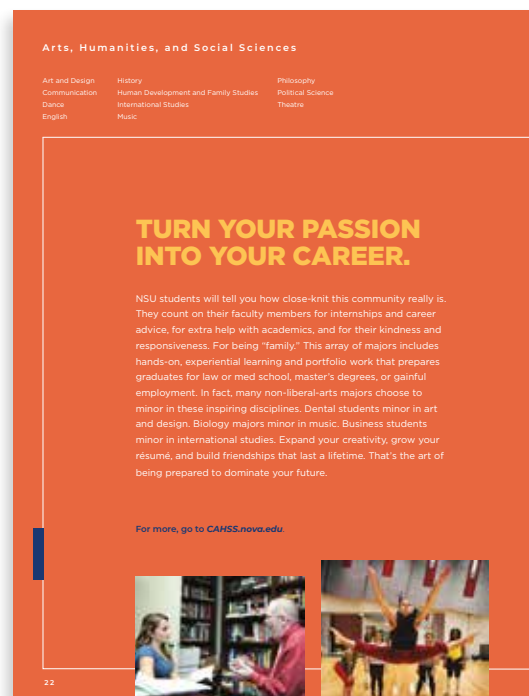
WHITE



## Mako Fin Examples

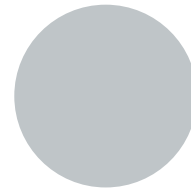
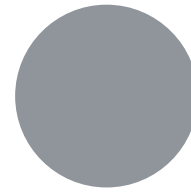
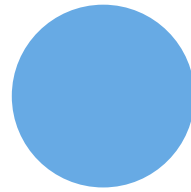
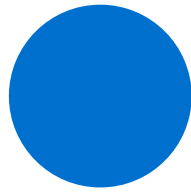
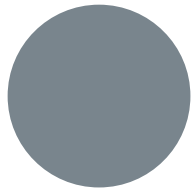
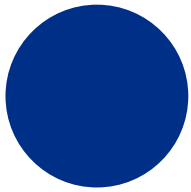


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## **Primary Colors**

The university's primary colors are NSU Blue (PMS 287C) and NSU Gray (PMS 430C). Use these colors at 100 percent opacity whenever possible. NSU Blue should be present on all visual communication materials whenever possible.



**MAIN NSU BLUE**

Pantone: 287  
 CMYK: 100-81-0-23  
 RGB: 0-42-132  
 Hex: #002A84

**MAIN NSU GREY**

Pantone: 430  
 CMYK: 50-34-27-11  
 RGB: 118-130-138  
 Hex: #76828A

**MID BLUE**

Pantone: 285  
 CMYK: 90-47-0-0  
 RGB: 0-110-204  
 Hex: #006ECC

**LIGHT BLUE**

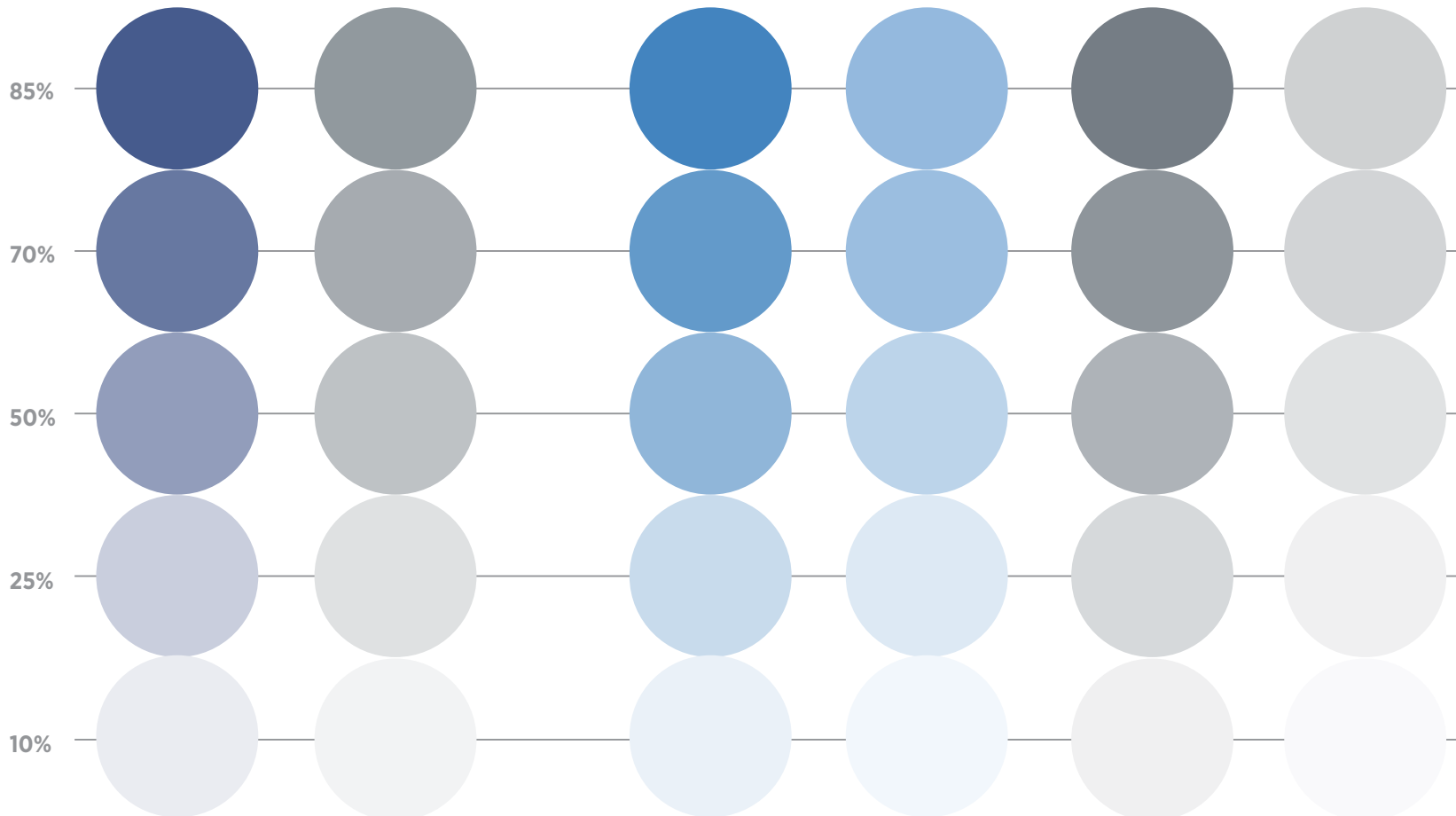
Pantone: 284  
 CMYK: 54-19-0-0  
 RGB: 102-169-228  
 Hex: #66A9E4

**DARK GREY**

Pantone: 431  
 CMYK: 63-45-34-25  
 RGB: 187-194-198  
 Hex: #54616B

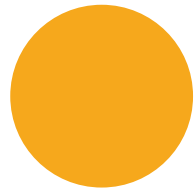
**LIGHT GREY**

Pantone: 428  
 CMYK: 21-13-8-0  
 RGB: 187-194-198  
 Hex: #BBC2C6



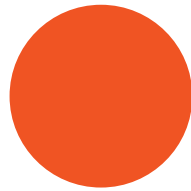
## **Secondary Colors**

The secondary palette is inspired by colors found on our campuses and the university's tropical setting: the sun, sand, blue skies, seas, and palm trees. Their transparency can be screened back to the percentages shown. Colors from NSU's secondary palette can be used for one-line calls to action or website buttons. See NSU's web style guide for additional guidance on using the color palettes for web applications.



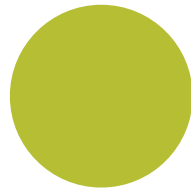
**SUNRISE GOLD**

Pantone: 130  
 CMYK: 0-32-100-0  
 RGB: 239-163-0  
 Hex: #EFA300



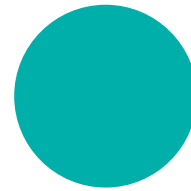
**HIBISCUS ORANGE**

Pantone: 021  
 CMYK: 0-74-100-0  
 RGB: 253-76-0  
 Hex: #FD4C00



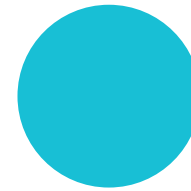
**PALM GREEN**

Pantone: 390  
 CMYK: 20-0-100-8  
 RGB: 177-187-0  
 Hex: #B1BB00



**TROPICAL OCEAN**

Pantone: 326  
 CMYK: 81-0-38-0  
 RGB: 0-173-166  
 Hex: #00ADA6



**FLORIDA SKIES**

Pantone: 3115  
 CMYK: 70-0-13-0  
 RGB: 0-189-211  
 Hex: #00BDD3

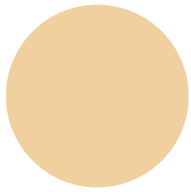


## **Neutral and Metallic Colors**

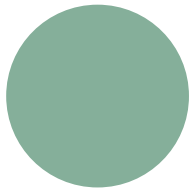
This color palette features a muted version of our secondary colors, for when a softer feeling is necessary. It is meant to enhance a design in a more subtle way. Color transparency can be screened back to the percentages shown.

Metallics can be used as an accent or full flood of color when you want to enhance a design or elevate the tone of the project.

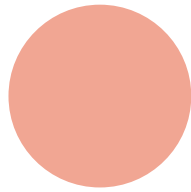




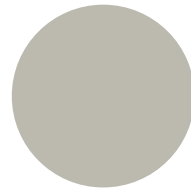
**SANDY BEACH**  
 Pantone: 155  
 CMYK: 0-13-35-0  
 RGB: 236-206-156  
 Hex: #ECCE9C



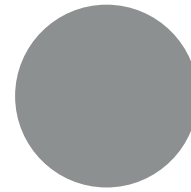
**SEA FOAM GREEN**  
 Pantone: 557  
 CMYK: 48-10-36-3  
 RGB: 127-172-151  
 Hex: #7FAC97



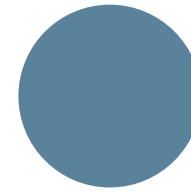
**SUNSET RED**  
 Pantone: 487  
 CMYK: 0-37-31-0  
 RGB: 231-164-145  
 Hex: #E7A491



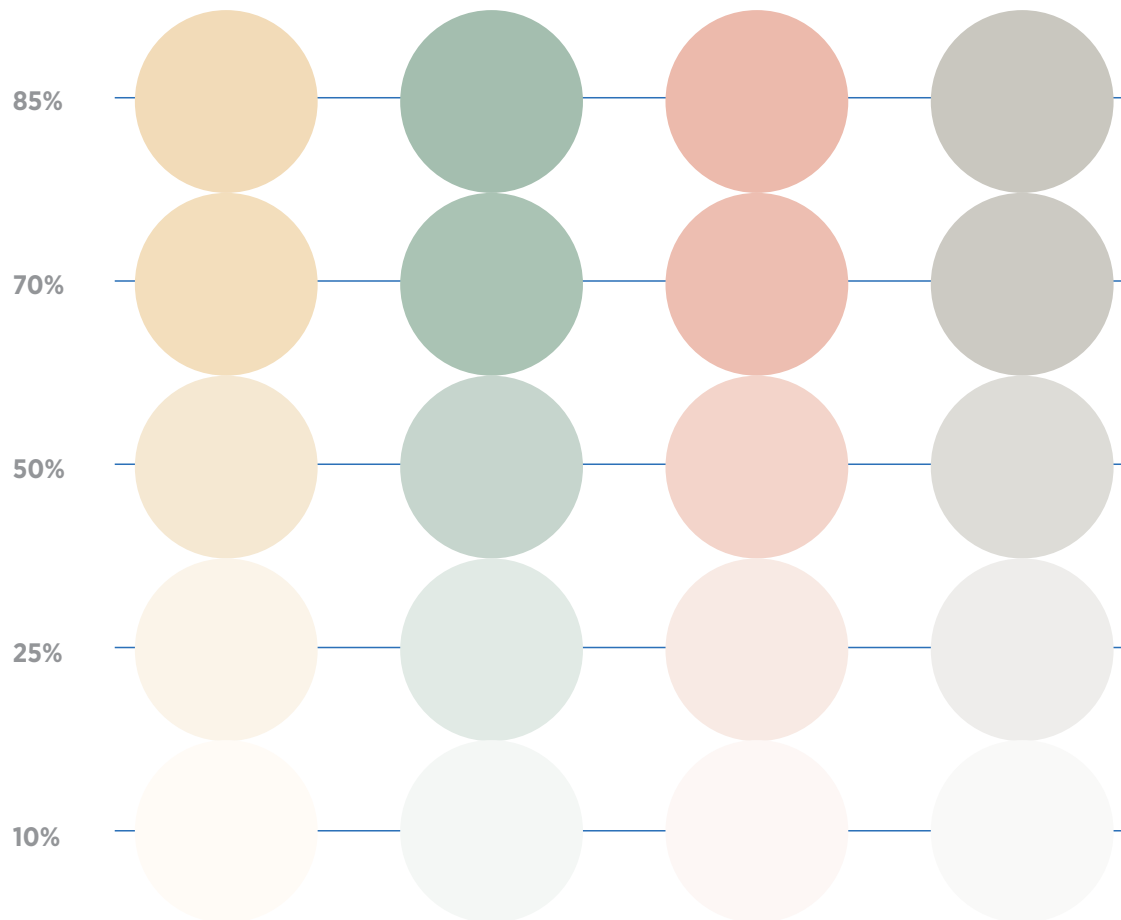
**WARM STONE**  
 Pantone: 413  
 CMYK: 25-17-22-0  
 RGB: 182-183-175  
 Hex: #B6B7AF



**METALLIC SILVER**  
 Pantone: 877  
 CMYK: 45-34-34-0  
 RGB: 141-144-147  
 Hex: #43464A



**METALLIC SHARKSKIN BLUE**  
 Pantone: 8201  
 RGB: 103-137-156  
 Hex: #003A53



## Typography

NSU’s chosen typefaces convey the university’s personality and direction. This set of typefaces best represents the bold and modern feel of the brand and should be used across all print and web applications. Our primary typeface is Gotham—a contemporary sans-serif font that speaks to all the exciting things happening at NSU today and our forward view of our future.

### PRIMARY FONT

#### Gotham | GOTHAM

## Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890  
 !"\$\$%&/()=? @€

## Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890  
 !"\$\$%&/()=? @

## Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890  
 !"\$\$%&/()=? @€

#### Gotham Narrow | GOTHAM NARROW

## Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890  
 !"\$\$%&/()=? @€

## Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890  
 !"\$\$%&/()=? @

## Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890  
 !"\$\$%&/()=? @€

Gotham is complemented by Goudy, a serif typeface that is more traditional. Goudy is available in five typefaces: Goudy, Goudy Italic, Goudy Bold, Goudy Bold Italic, and Goudy Extra Bold. Goudy should not be used in digital applications.

#### COMPLEMENTARY SERIF FONT

Goudy | GOUDY

# Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890  
 !"\$\$%&/()=? @

# Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890  
 !"\$\$%&/()=? @

For the web, use Montserrat typeface in place of Gotham. Montserrat is a similar, yet web-friendly, font that is freely available on most devices and ADA compliant. If you do not already have Montserrat installed on your computer, you can download it for free online.

#### WEB FONT

Montserrat | MONTSERRAT

# Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890  
 !"\$\$%&/()=? @€

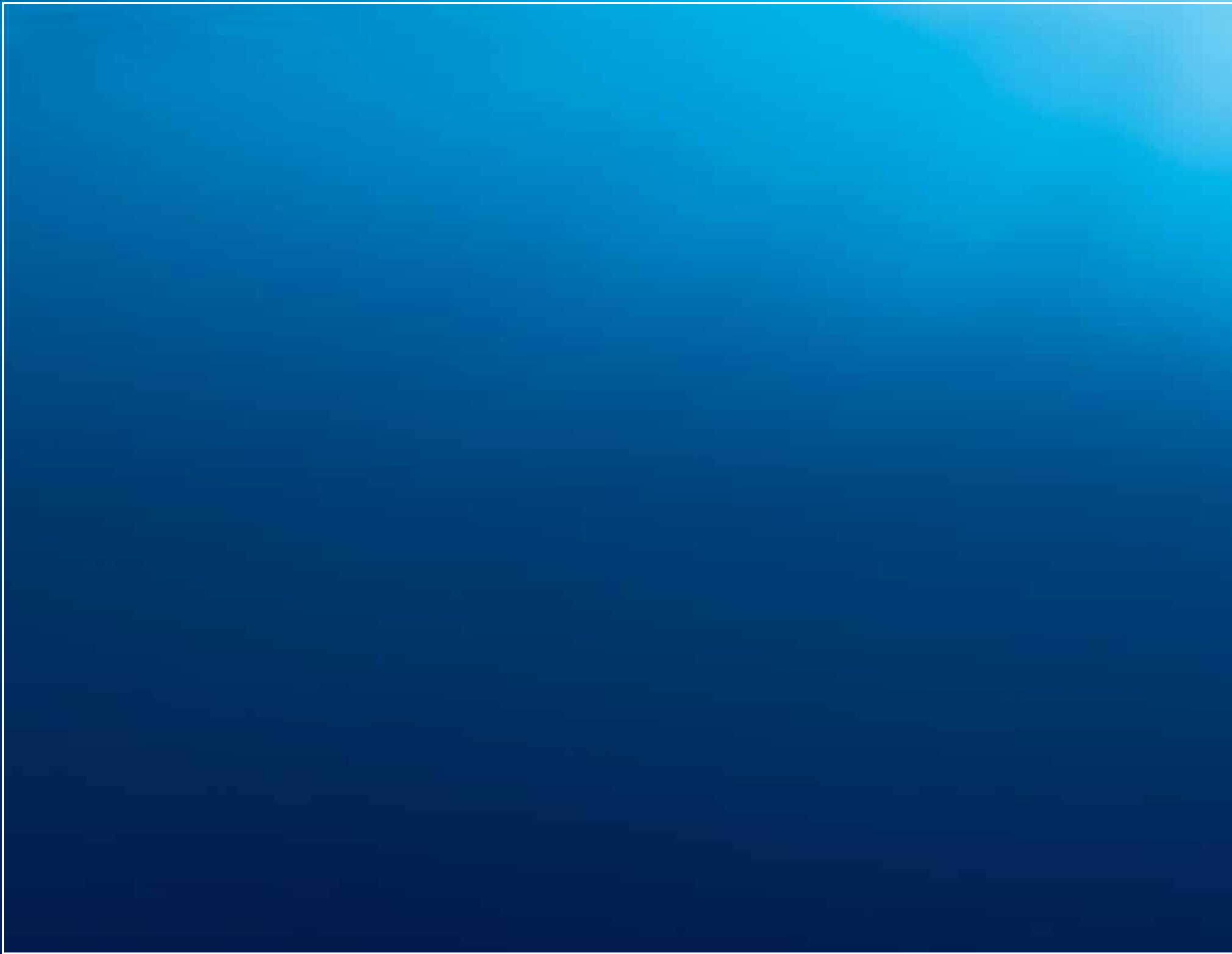
59

# Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890  
 !"\$\$%&/()=? @€

# Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890  
 !"\$\$%&/()=? @€

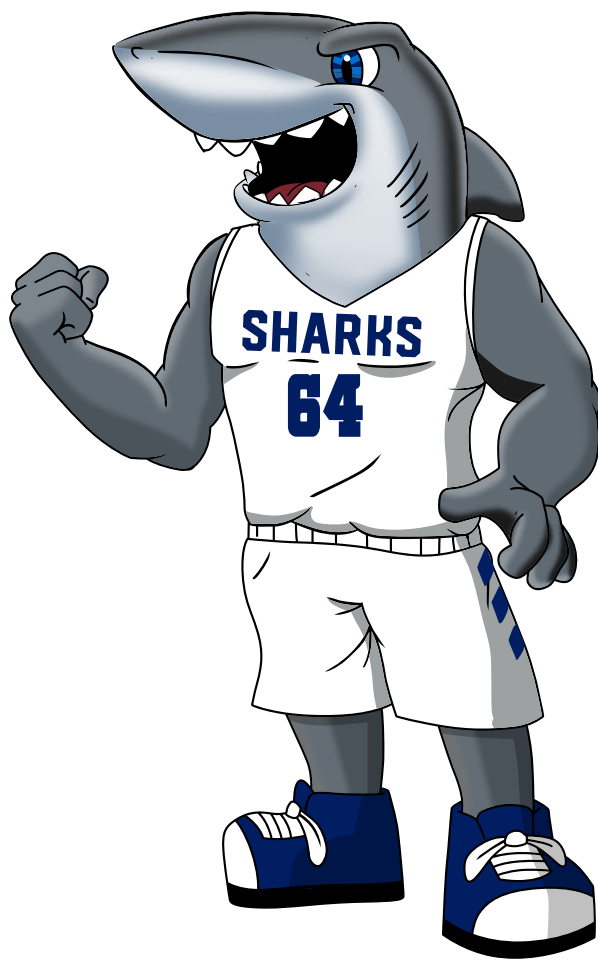


# DESIGN ELEMENTS

## Razor Mascot Vectors

As NSU's head mascot, Razor perfectly encapsulates our "Prepare to Dominate" frame of mind. Razor always leads the way, setting an example for the entire Shark community. Razor is the epitome of the NSU Edge: capable, confident, and caring. The Razor vector is a graphic element that represents NSU's community spirit. It does not replace the official NSU university logo.

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Standing pose

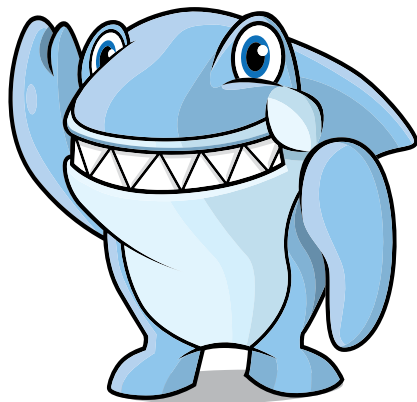


Flag pose

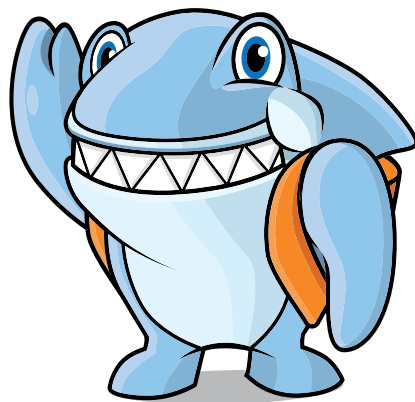
## Sharkey Mascot Vectors

Sharkey is the heart and soul of NSU: a welcoming mascot whose goal is to help kids make positive associations with NSU's library, as well as encourage library card usage.

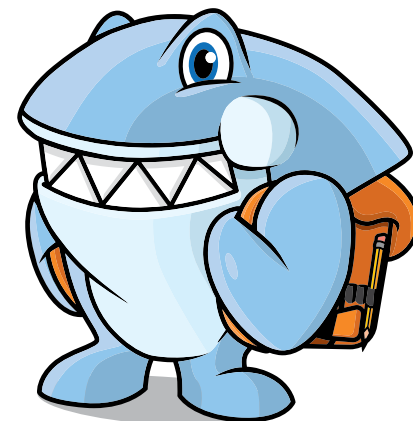
Vectors should not be rotated, skewed, or distorted in any way. Do not change the colors of any vectors.



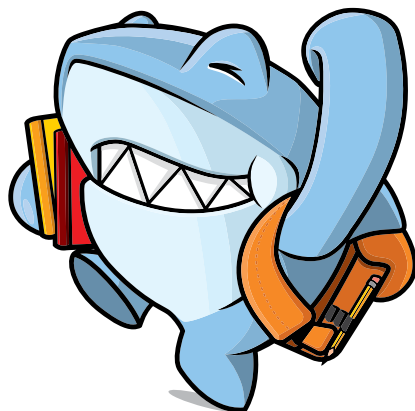
Waving pose



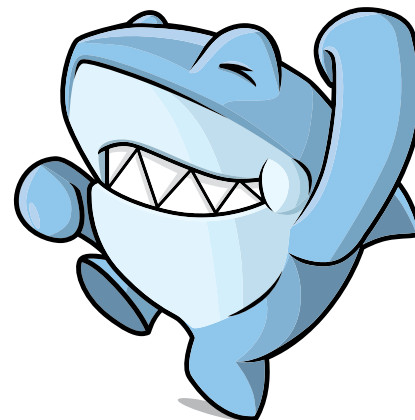
Waving w/book bag pose



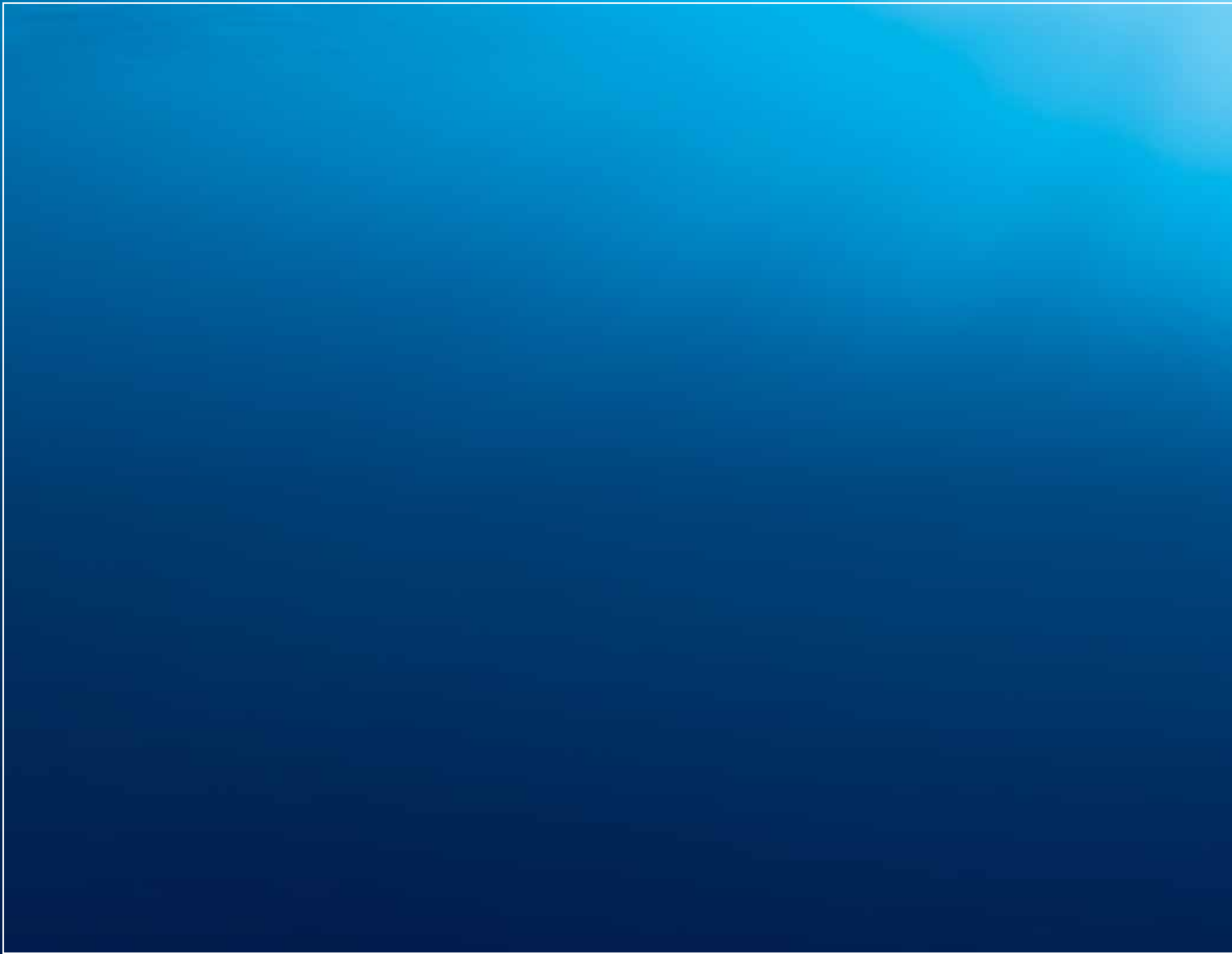
Standing w/book bag pose



Cheering w/book bag pose



Cheering pose





# **SIGNAGE AND STATIONERY**

## **On-Campus Signage**

Nobody will tell our story with more conviction and passion than our students and staff. That's why it's important that the materials they receive and the signs they see on campus reflect our brand in a simple and powerful way. This material should get them excited to talk about NSU.

Be sure to follow the guides in this book to provide a consistent look, feel, and voice.



**Balcony Banners**

## Pole Banners



**NSU**  
Florida

**DON'T JUST  
GRADUATE.  
DOMINATE.**

**NSU**  
Florida

**BECOME A  
FORCE OF  
NATURE.**

**NSU**  
Florida

**DON'T JUST  
GRADUATE.  
DOMINATE.**

**NSU**  
Florida

**BECOME A  
FORCE OF  
NATURE.**

**NSU**  
Florida

**DON'T JUST  
GRADUATE.  
DOMINATE.**

**NSU**  
Florida

**BECOME A  
FORCE OF  
NATURE.**

**NSU**  
Florida

## Stationery

NSU stationery supplies are designed to proudly show our Shark personality in a dignified manner befitting an academic institution. Stationery has been created to work as a unified set.

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Please do not create your own letterhead or other stationery items. Do not scan approved stationery to alter it or personalize it.

NSU uses Ariba, a simple, online ordering system for stationery that meets our brand guidelines.

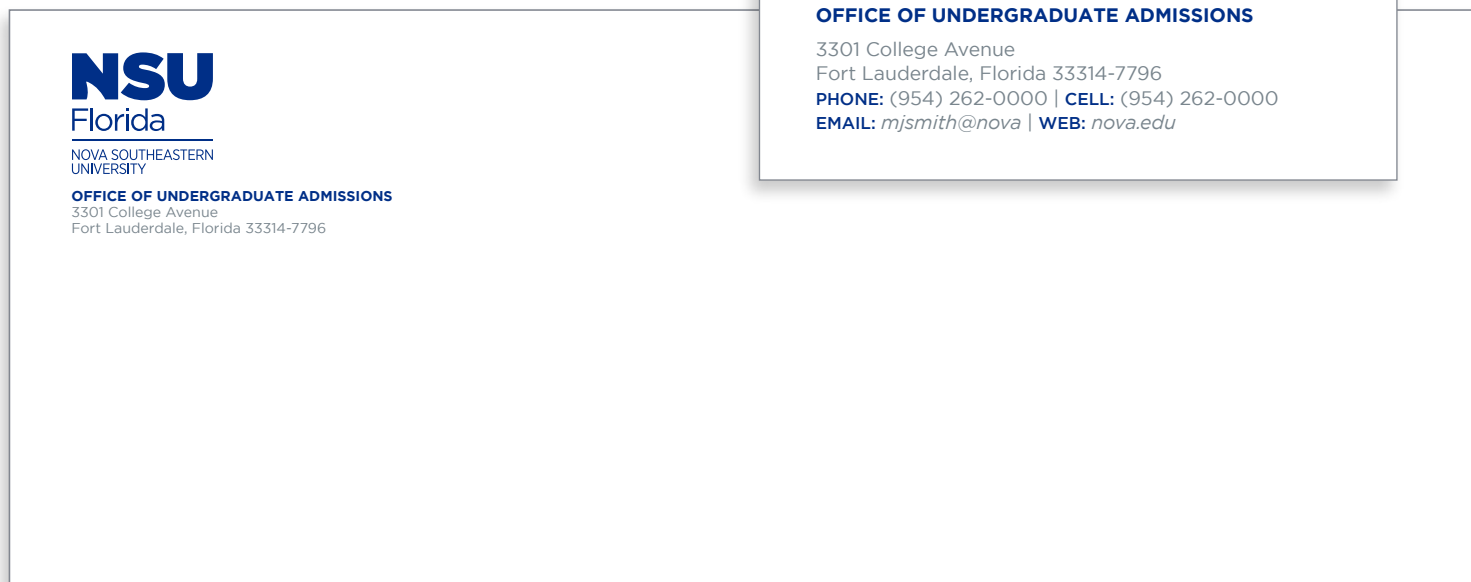


### OFFICE OF UNDERGRADUATE ADMISSIONS

3301 College Avenue  
Fort Lauderdale, Florida 33314-7796  
PHONE: (954) 262-0000  
800-541-6682, ext. 0000  
EMAIL: [mjsmith@nova](mailto:mjsmith@nova.edu)  
WEB: [nova.edu](http://nova.edu)



## Stationery



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## Email Template

Your email signature is your opportunity to make a good first impression as a representative of NSU. NSU has a simple Email Signature Generator available at [nova.edu/brand/signature](http://nova.edu/brand/signature). The Email Signature Generator helps us maintain a professional and consistent look.

### Sharn Kee

*Art Director*

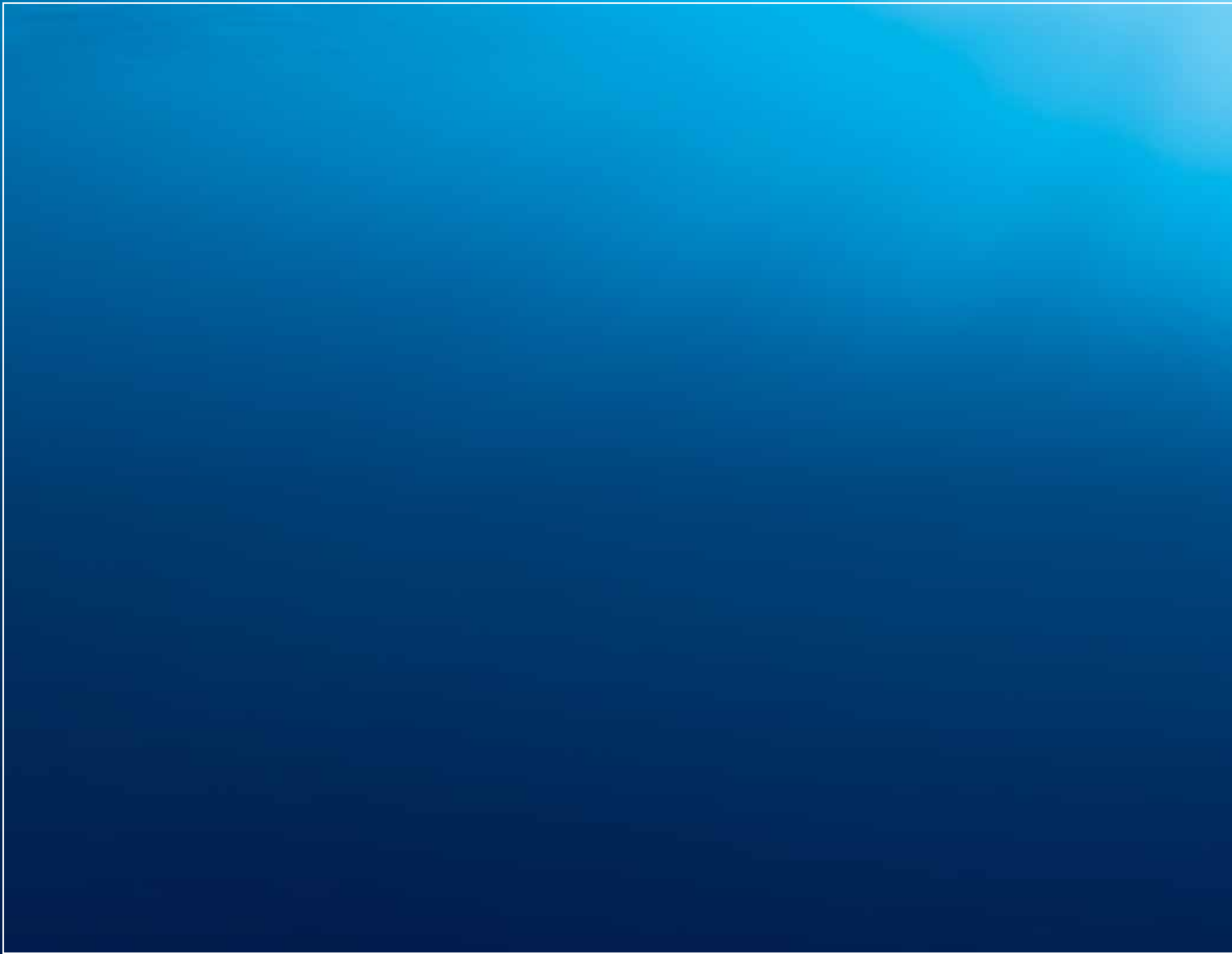
Public Relations and Marketing Communications

Office (954) 262-2169 | Cell (305) 896-3069

[skee@nova.edu](mailto:skee@nova.edu) | [nova.edu](http://nova.edu)

**NSU** Florida







**PHOTOGRAPHY**







Photos are an important part of how we tell our story. NSU's photographic style should convey optimism, confidence, and success. As with our words, it's important to avoid clichés. We should always aim for a fresh and interesting point of view. Use original photography when possible, only using stock when necessary.

Branding is essential in our imagery, so whenever possible, find the blue organically or apply light blue tones when editing. Utilize the secondary color palettes when appropriate to bring life to imagery or add negative space for text.

NSU and our brand are authentic, so images should be honest. Our location is desirable, so it should be personified in images whenever possible and appropriate. Our images should be technically correct, showing instructors and students in the appropriate dress (e.g., lab coats, gloves, and/or protective gear).

## Portraits

Portraits of NSU students, faculty members, athletes, and stakeholders serve two main purposes:

1. They feature the person being photographed.
2. They give the reader or viewer context as to the subject's significance in NSU's brand story.

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Keep backgrounds relevant, but simple and graphic. Don't be afraid of negative space—use it to tell the story of the subject. Whenever possible, aim to highlight NSU's sense of community by capturing people in pairs or groups.

Attributes that make our photos memorable consist of

- the inclusion of something blue (in wardrobe and/or environment)
  - interaction and engagement between subject and peers
  - interesting and unusual camera angles and perspectives
-



## Lifestyle

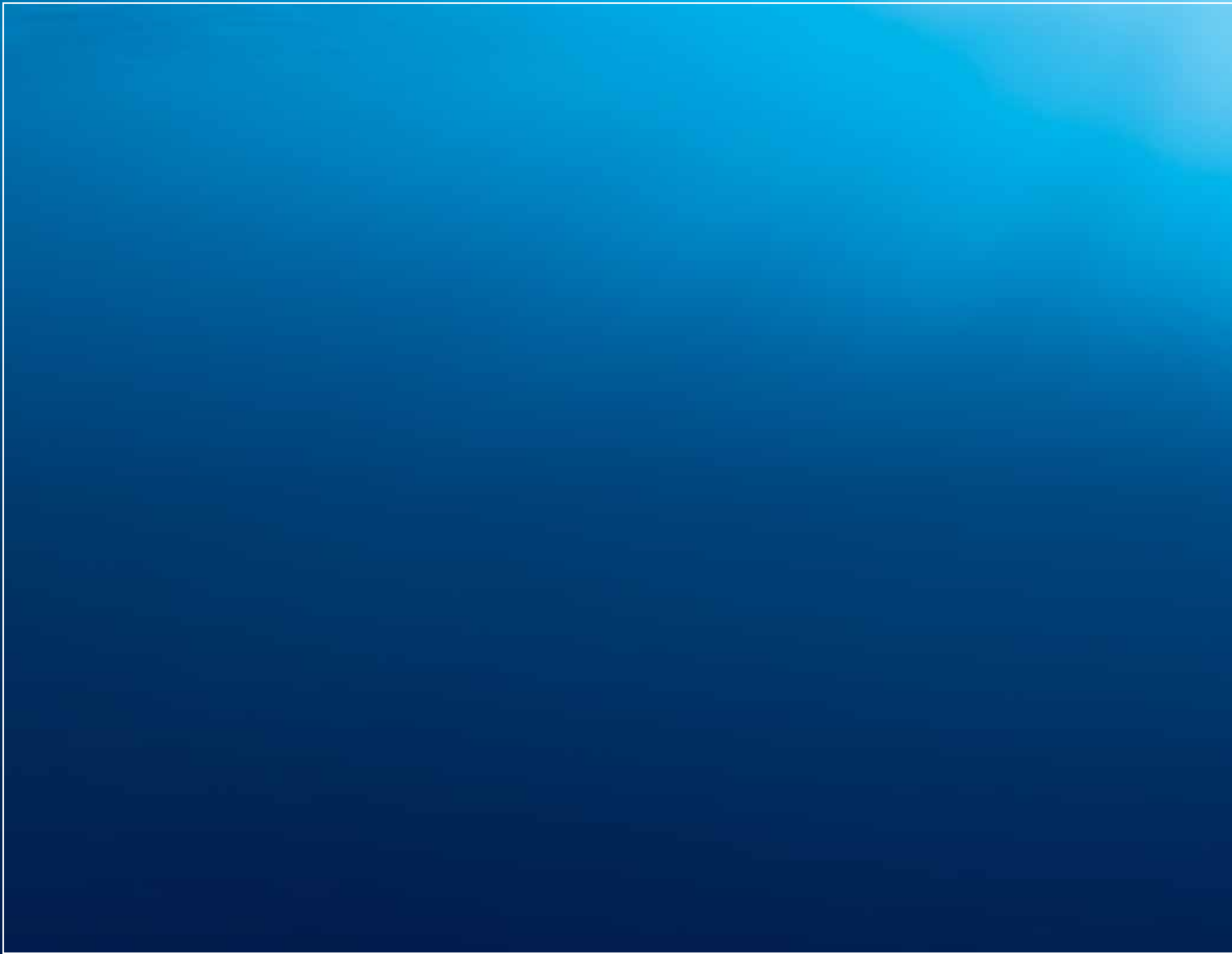
The NSU experience is fresh and extraordinary, and our lifestyle imagery should reflect that.

Resist the conventional. If it looks like an image that you would find in materials for any college, avoid it. Look for the more interesting composition, arresting angles, and unique backgrounds to create a signature NSU look.

Like in the portraits, there should be a touch of blue whenever possible.

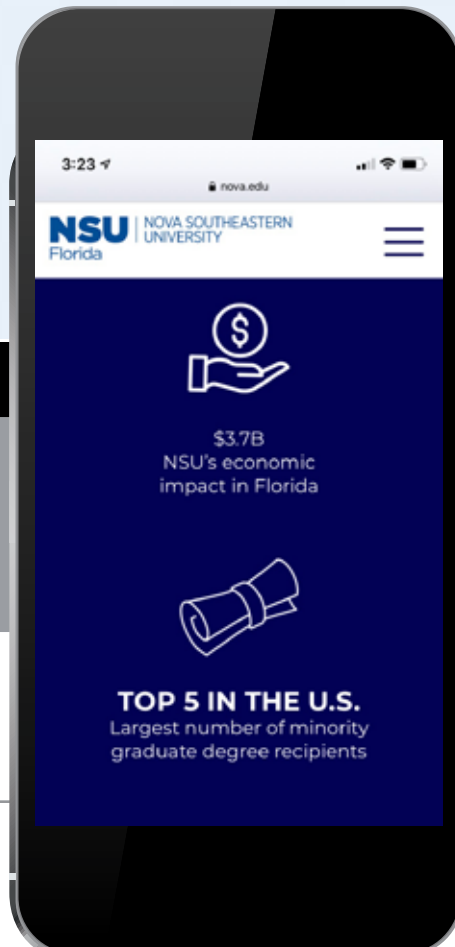
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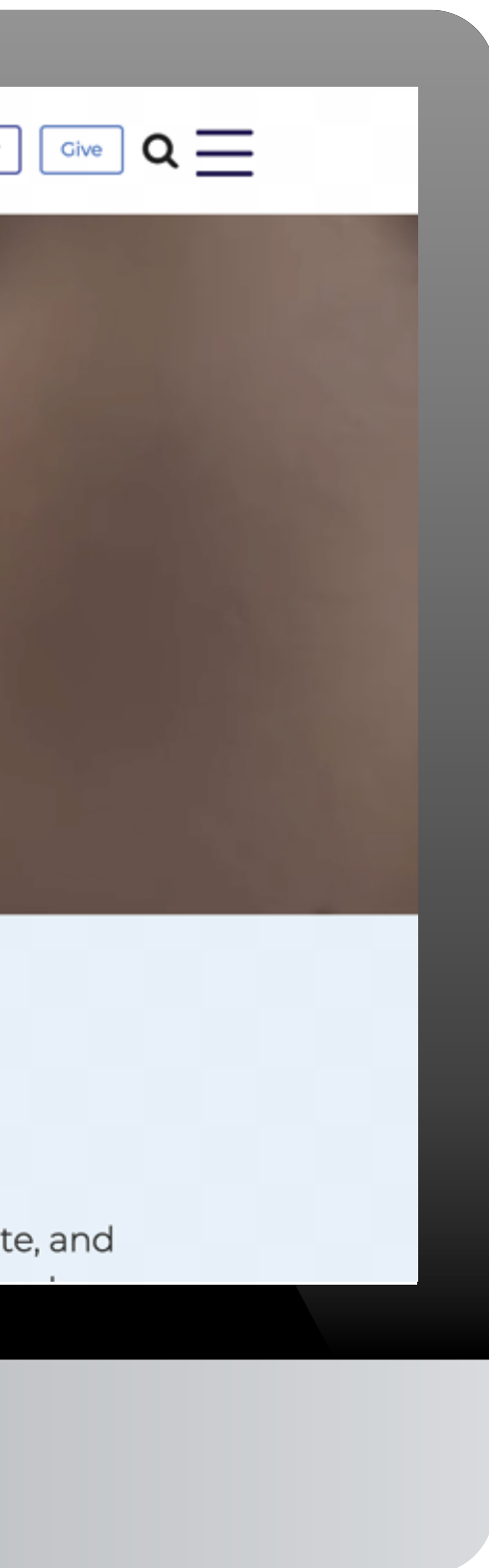
# WEB AND SOCIAL MEDIA



## Programs

to dominate

edge. Nova Southeastern University's wide array of undergraduate, graduate



## Web

NSU's websites offer a wide range of content, information, and resources. You may be charged with curating or maintaining NSU-branded websites for your college, department, or other administrative unit. All NSU websites should be accessible, compelling, and consistent with the university's brand guidelines.

When developing a website, you should:

- Identify your target audience and map out website goals.
- Create web page content with proper semantic structure (for example: formatting headlines in order of importance and using bulleted or numbered lists as appropriate).
- Use compelling images that depict the written copy (hands-on, engaging images work best) and short videos (one minute or less is recommended) to optimize storytelling.
- Consistently use alt text for images and caption videos whenever possible.
- Create content keeping search engine optimization (SEO) best practices in mind (this means knowing what keywords your audience is searching for on Google).
- Consider what metrics will be measured and analyzed.

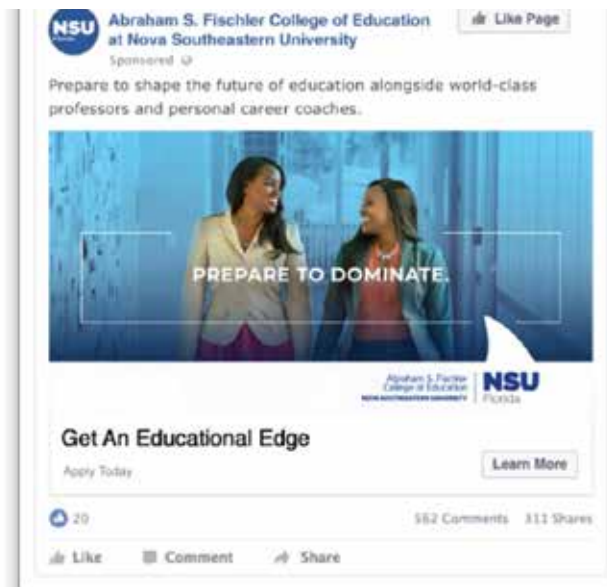
## Social Media

Social media provides endless opportunities to promote the NSU brand and to tell the NSU story through various channels in an immediate and powerful way.

Here are some things to remember when you are posting on one of NSU's social media accounts.

- Follow NSU guidelines for tone of voice and photography.
- Double check grammar, spelling, and punctuation.
- Don't comment on political or social issues, except in support of NSU's official stance.
- When in doubt, double check with a supervisor about post content.
- Don't share confidential information about NSU or members of the NSU community (students, faculty and staff members or alumni).
- Follow all social media guidelines and always consult with PRMC before creating a new account. Guidelines are posted at [nova.edu/social](https://nova.edu/social).

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Some great ideas for post content include

- events
- college achievements
- student/alumni achievements
- campus pride
- athletic achievements
- motivational quotes
- faculty spotlights
- hands-on coursework
- volunteering

Resources for post content include

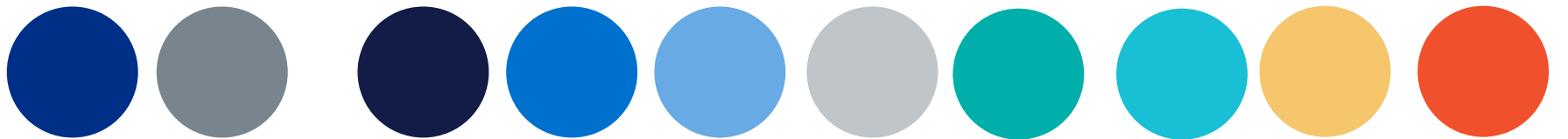
- NSU’s Newsroom: [news.nova.edu](https://news.nova.edu)
- SharkFins Student eNewsletter: [sharkfins.nova.edu](https://sharkfins.nova.edu)
- SharkBytes Faculty and Staff eNewsletter: [sharkbytes.nova.edu](https://sharkbytes.nova.edu)
- The Current: [nsucurrent.nova.edu](https://nsucurrent.nova.edu)
- NSU’s Alvin Sherman Library: [nova.edu/community/libraries](https://nova.edu/community/libraries)

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The image shows a screenshot of the NSU Florida Facebook page. The page header includes navigation icons and a blue banner with the NSU logo and 'SHARKBYTES Online Newsletter from NSU Florida'. Below the banner, there are four article teasers:

- Sharks Women's Swimming Crowned SSC Champions**: For the fifth time in program history, NSU's women's swimming team earned the Sunshine State Conference crown, becoming the outright leader in conference championships in the SSC. The men's team fought until the end, coming up just short of first-place Tampa, who won their first title in program history...
- Black History Moment 2020: Ernest Everett Just**: Born in Charleston, South Carolina, Ernest Everett Just was an African American biologist and educator who pioneered many areas on the physiology of development, including fertilization, experimental parthenogenesis, hydration, cell division,...
- NSU Earns 2020-2021 Military Friendly School Designation**: NSU is pleased to announce that it has earned the 2020-2021 Military Friendly® School designation. "Over the years we've worked to make NSU a welcoming place for our Veterans, and this designation recognizes those efforts," said Dr. George Hanbury, NSU President. "NSU is home to more than 1,000 student veterans, with many more being NSU faculty or staff members..."
- NSU Hosts 2020 Innovative Teacher Idea Expo**: On February 8, 2020, NSU hosted the 23rd annual Innovative Teacher Idea Expo on its Ft Lauderdale – Davie campus. The event was presented by the Broward Teachers Union (BTU) in conjunction with the Broward Education Foundation (BEF) and offered educational workshops, presentations, visual project displays illustrating effective and dynamic teaching strategies...

## Web Color Palette



MAIN NSU BLUE	MAIN NSU GREY	DARK BLUE	MID BLUE	LIGHT BLUE	LIGHT GREY	TROPICAL OCEAN	FLORIDA SKIES	SUNRISE GOLD	HIBISCUS ORANGE
Pantone: 287	Pantone: 430	Pantone: 2766	Pantone: 285	Pantone: 284	Pantone: 428	Pantone: 326	Pantone: 3115	Pantone: 130	Pantone: 021
CMYK: 100-81-0-23	CMYK: 50-34-27-11	CMYK: 100-87-0-58	CMYK: 90-47-0-0	CMYK: 54-19-0-0	CMYK: 21-13-8-0	CMYK: 81-0-38-0	CMYK: 70-0-13-0	CMYK: 0-32-100-0	CMYK: 0-74-100-0
RGB: 0-42-132	RGB: 118-130-138	RGB: 10-19-73	RGB: 0-110-204	RGB: 102-169-228	RGB: 187-194-198	RGB: 0-173-166	RGB: 0-189-211	RGB: 239-163-0	RGB: 253-76-0
Hex: #002A84	Hex: #76828A	Hex: #0A1349	Hex: #006ECC	Hex: #66A9E4	Hex: #BBC2C6	Hex: #00ADA6	Hex: #00BDD3	Hex: #EFA300	Hex: #FD4C00



**2020**