

**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 set ourselves apart. You are the key to this success, championing the Shark story to the world.

Who 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.

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.

Positioning

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

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.

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.

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

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

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

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 in headlines 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

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



**WE PUT THE EDGE
IN EDUCATION**

Prepare to dominate.

NOVA SOUTHEASTERN
UNIVERSITY

NSU
Florida

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.



Bus Stop





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Airport Advertising

Print Advertising



Billboard



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Brochures

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."

HICKEY 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 or 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

\$107M
IN EXTERNAL FUNDING FOR SPONSORED PROJECTS

NSU Florida

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

NSU
Florida

3 hrs.
TO DISNEY/ORLANDO OR KEY WEST

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!"

TORRESA K., MARINE BIOLOGY

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. For economic and industry trends, go to gforcealliance.org.

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 system.
nova.edu/admissions
- GET SOCIAL.**
Follow NSU's Undergraduate Admissions to stay up to date with the NSU Shark life and important admissions information.
@NSUUGA @NSUUGA @NSUUGA @NSUUGA
- APPLY FOR PREMIER PROGRAMS.**
Explore additional academic and research opportunities with premier programs, including Dual Admission, Razor's Edge Scholars, The Fischer Academy, and Huszaga Business Innovation Academy. To be considered, you must submit a supplemental Premier Program application and interview at a Shark Preview Weekend.
nova.edu/sharkpreview
- ATTEND SHARK PREVIEW WEEKEND.**
Shark Preview Weekends offer an opportunity for your student to experience life at NSU's campus. They'll tour our tropical campus in Fort Lauderdale, spend two nights in our modern residence hall, experience the Premier Programs, meet with our professors, and attend campus events with current NSU student leaders.

We want to help 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 Weekend, 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

Contact an admissions counselor today:
(954) 262-8000 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 packages 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**	\$22,000
Razor's Edge (3 tracks available)	\$22,000
The Fischer Academy	\$18,000
Huszaga Business Innovation Academy	\$18,000
Presidential Scholar (by invitation only)	Full tuition

Additional scholarships available at nova.edu/financialaid/scholarships. *Award amounts are subject to change. **Contingent on these scholarship programs require an interview with one of our Shark Select Reviewers. nova.edu/sharkpreview

More than \$41 million in scholarships

U.S. NEWS NATIONAL RESEARCH UNIVERSITY

80% OF NSU STUDENT EMPLOYMENT

72% of classes have fewer than 20 students

UP TO \$22,000 IN PREMIER SCHOLARSHIPS

THEY'LL EMERGE EXTRAORDINARY.

NSU's Premier Programs are designed for the next generation of leaders and change agents. Groundbreaking research, critical analysis, cultural entrepreneurship, and inspiring educators. These exclusive opportunities provide NSU students with unique ways for exploring their interests and reaching their goals more efficiently and intelligently.

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, business, nursing, education, or psychology—while earning their bachelor's degree.
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 major. In reality, your student is awarded a renewable \$22,000 scholarship throughout their four-year residential program.
nova.edu/razoredge

FISCHER ACADEMY AND BUSINESS INNOVATION ACADEMY
Students who aspire to become teacher-leaders or business executives, can start earning income and gaining professional credit 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 \$80,000 tuition scholarship.

NOT JUST NEW STUDENTS. NEW FAMILIES.

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 conveniences. All accommodations come with free 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.

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 aquarain sports to Ultimate Frisbee, our 30 Club sports bring fun, fitness, and friendships to competitors and fans alike. We know that learning and leadership also take place when students go to new things or express their interests in activities outside the classroom. That's why we make sure the 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 SHINING STATE OF MIND.

A world-class education deserves a world-class destination. NSU students enjoy a tropical campus setting and at that South Florida has to offer—from a diverse cultural arts scene to year-round sunny beaches. They can amplify their experience with leisure sports or take in some events and parking 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 unmatched 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 Three Oaks Office can help you plan your visit and provide vacation deals and discounts. Students qualify here for the student's receive free shuttle service on a first-come, first-served basis.

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 patrolled by the Town of Davie Police Department, which works with campus security to ensure a safer environment. We'll help you plan your visit and provide vacation deals and discounts. Students qualify here for the student's receive free shuttle service on a first-come, first-served basis.

NSU ALUMNI BY THE NUMBERS

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

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

TOP 5 CITIES OUTSIDE TRI-COUNTY AREA

- 1. Jacksonville 1,104
- 2. Miami 1,034
- 3. Orlando 843
- 4. Tampa 738
- 5. Fort Lauderdale 683

TOP 5 STATES WHERE SOLICITABLE ALUMNI RESIDE

- 1. NY 1,847
- 2. CA 1,647
- 3. FL 1,547
- 4. TX 1,447
- 5. IL 1,347

184,457 Total Living Alumni

TOP 5 SOLICITABLE ALUMNI CITIES IN THE TRI-COUNTY AREA

- 1. Davie 2,377
- 2. Plantation 1,377
- 3. Fort Lauderdale 1,848
- 4. Pembroke Pines 2,001
- 5. Miami 7,712

5,827 Huszaga College of Business and Entrepreneurship has the most undergrad alumni at NSU

\$55K AVERAGE STARTING SALARY

75.5% SECURED WITHIN 6 MONTHS OF GRADUATION

80% UTILIZED CAREER DEVELOPMENT RESOURCES

GET THE NSU EDGE
CLASS OF 2019 UNDERGRADUATE OUTCOMES

NSU graduates are employed all over the world. The top states with the highest number of graduates are:

- FLORIDA
- GEORGIA
- NEW YORK
- CALIFORNIA
- TEXAS

180+ EMPLOYERS VISITED THE NSU CAMPUS

54% STUDENTS PARTICIPATED IN EXPERIENTIAL LEARNING OPPORTUNITIES

INTERNSHIPS • TRAVEL ABROAD RESEARCH • CIVIC ENGAGEMENT

NOTABLE GRADUATE SCHOOLS

- Cornell University
- Harvard University
- Johns Hopkins University
- Northwestern University
- New York University
- Nova Southeastern University
- Rice 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

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.

Contact your marketing department if you have specific questions. Wordmarks are available for download at nova.edu/wordmarks.

Stacked



PMS 287



White



Black

Horizontal



PMS 287



White



Black

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



Horizontal



Allowed Color Variations



PMS 287



Black



White



PMS 287



White



Black

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.

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.



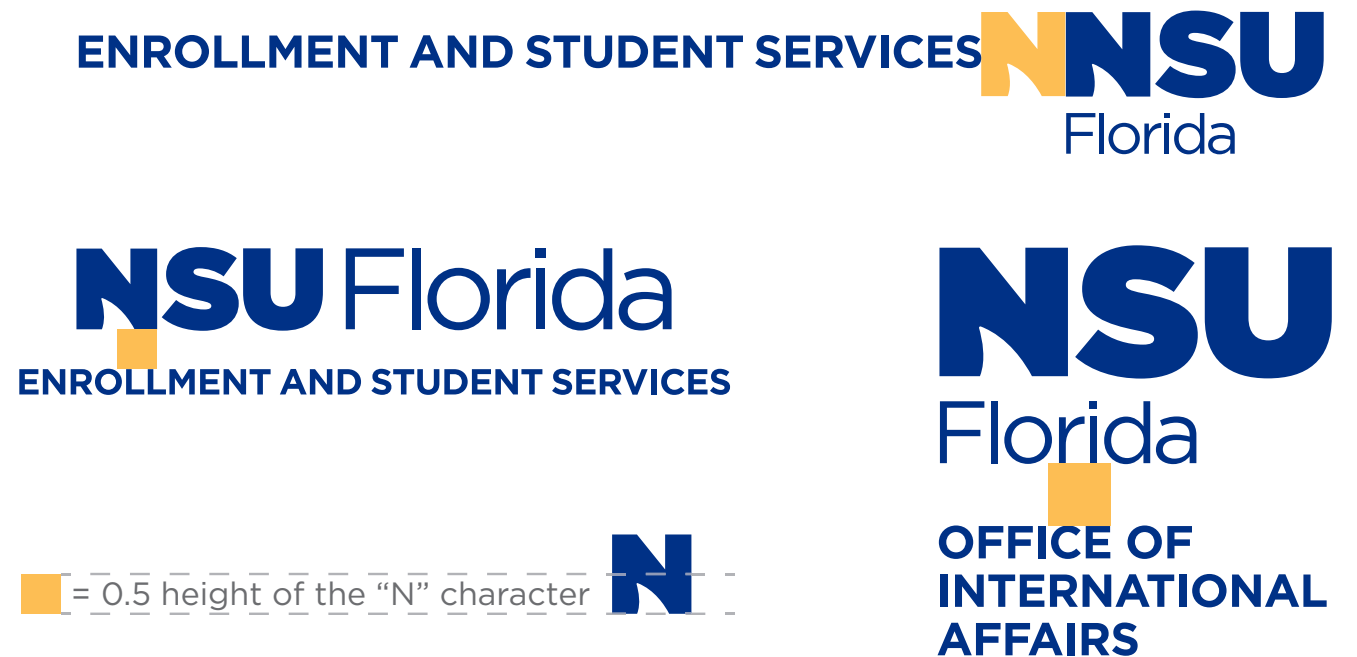
The Presidential Seal

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 in the horizontal version and 0.5 the height of the "N" character in the stacked versions. 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 use distracting special effects like drop shadows.



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



Do place the wordmark on distracting backgrounds.



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



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 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 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 the old mark with the sunburst in any of its forms.



OUR SHARKS



Confident Shark



30

Caring Shark

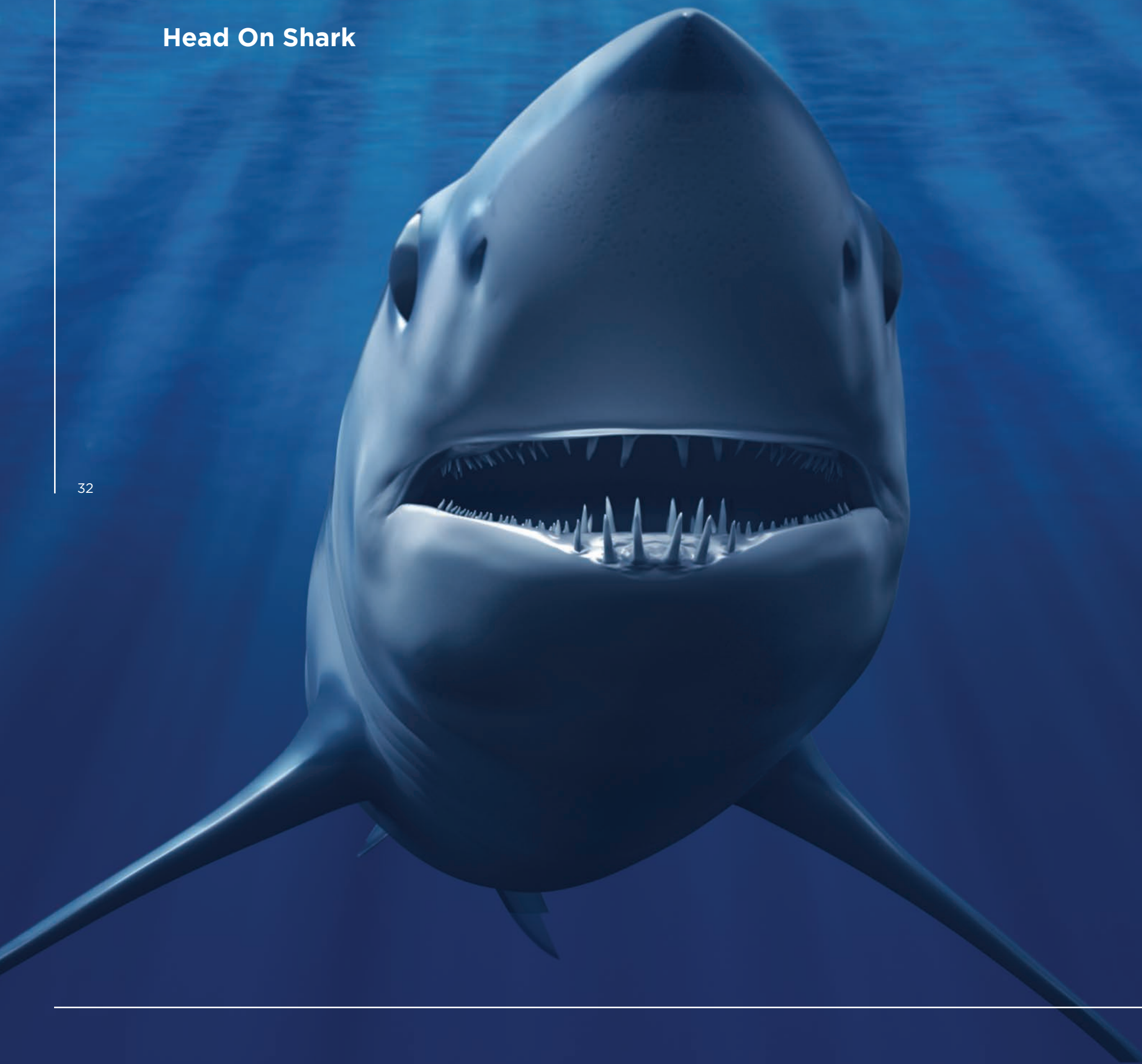


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The Sharks

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.

Head On Shark



Disruptor Shark



The Horizon Fin Line

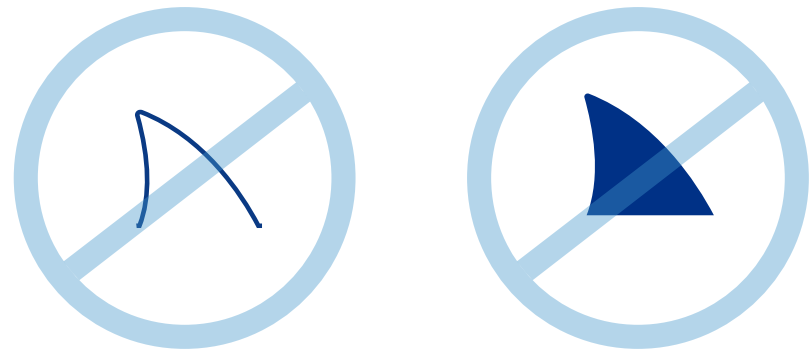
Sometimes, just a hint of shark is enough. The mako fin can be used when you don't have the room for the full shark or when you want a more elegant element. The fin can connect two sections of a page or can work as a visual way to lead the viewer's eye from a headline to a compelling payoff. It can also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

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.

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



PMS 287

PMS 430



BLACK

WHITE



PMS 287

PMS 430

BLACK

WHITE



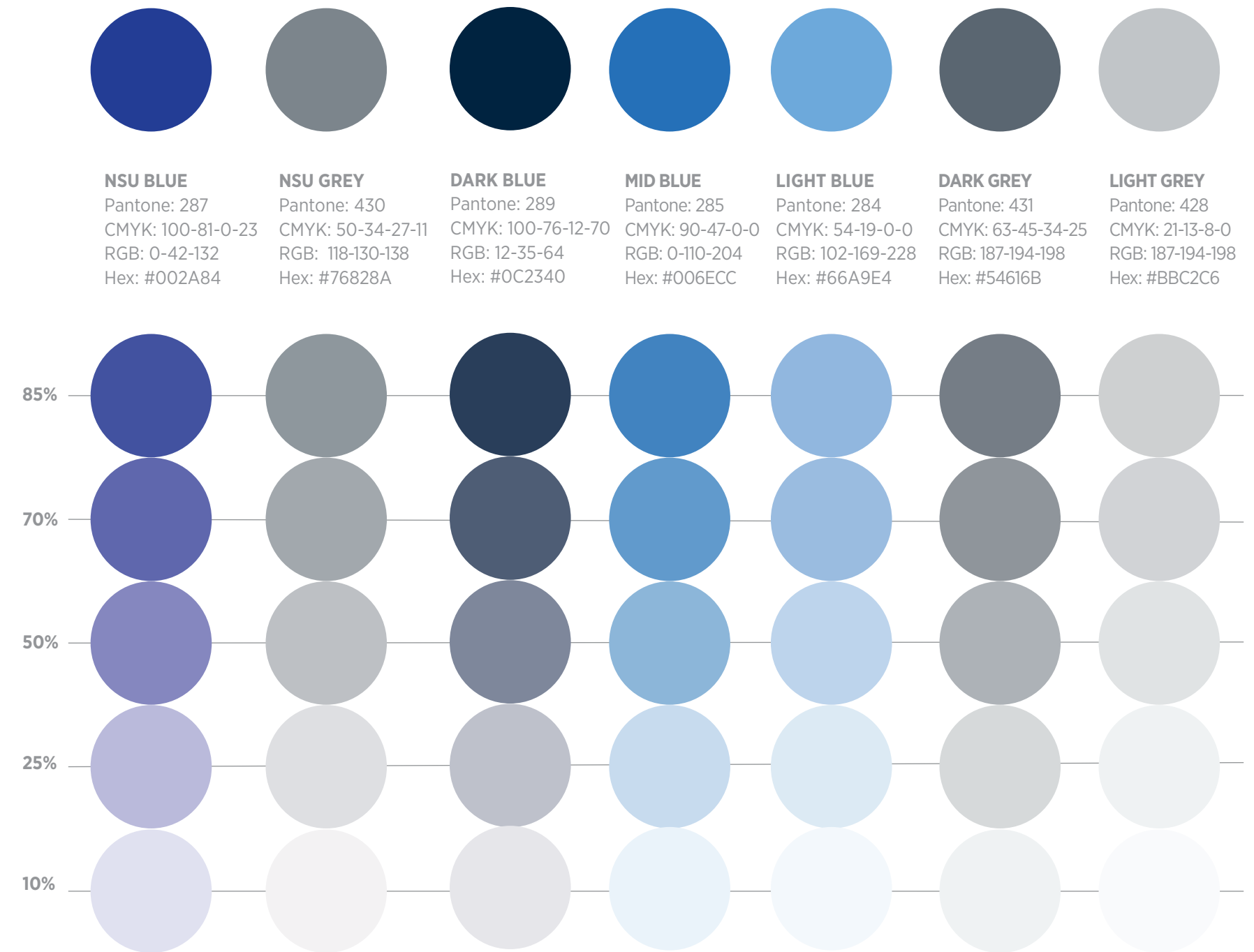
Mako Fin Examples



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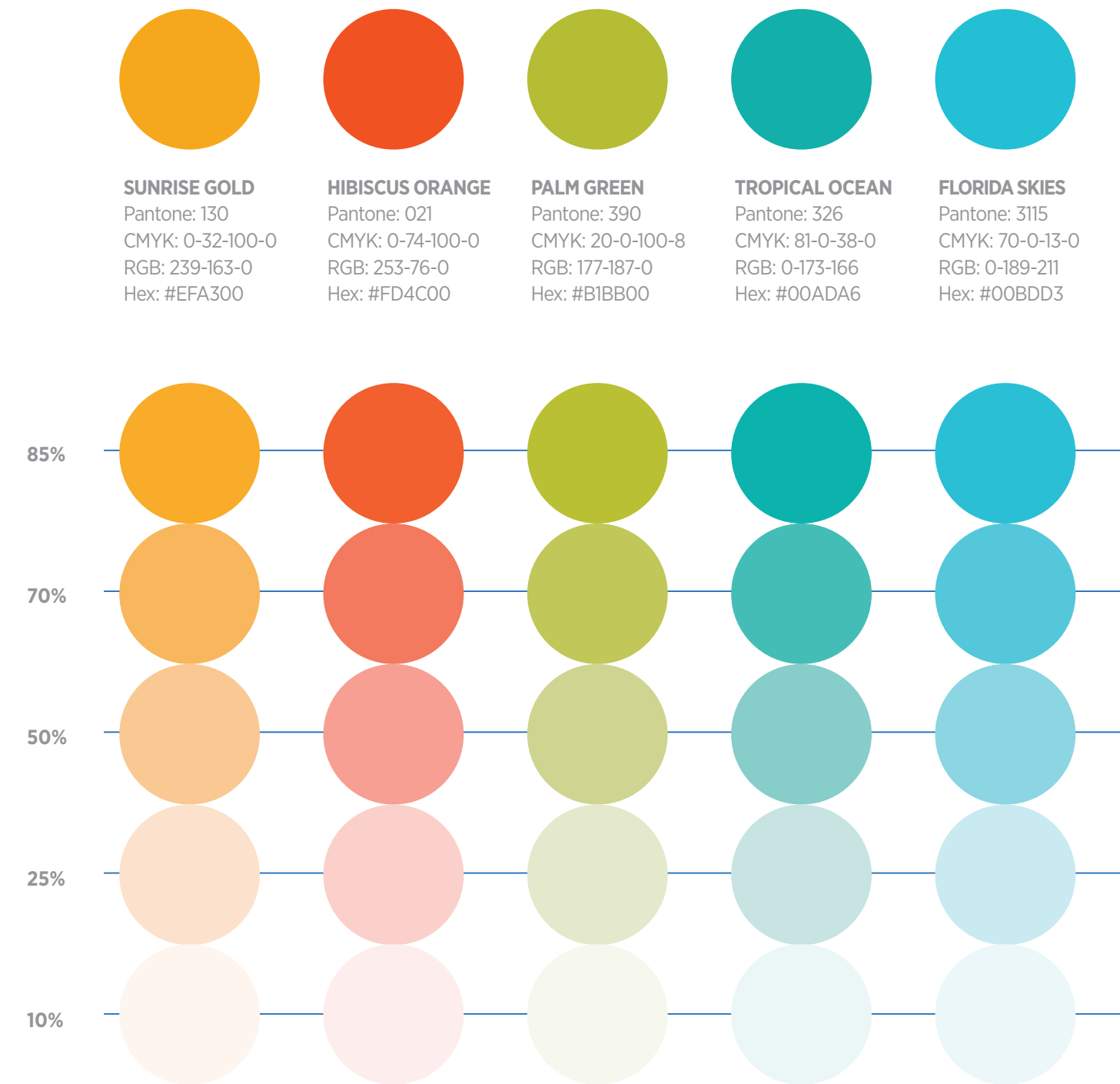
Primary Colors

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.



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.



Web - Primary Colors

The primary web palette consists of colors that are used specifically on NSU web pages. The university's most prominent primary color is NSU Blue. Use this color at 100 percent opacity whenever possible. NSU Blue should be present on all visual communication materials whenever possible.

Web - Secondary Colors

The secondary web palette is inspired by colors found on our campuses and the university's tropical setting: the sun, sand, blue skies, seas, sea life, coral reefs, and palm trees.

Note: H2 headlines located in the intro section or first paragraph at the top of a web page by default are NSU blue and shouldn't be changed to a secondary color.

Web Color Application Guidelines

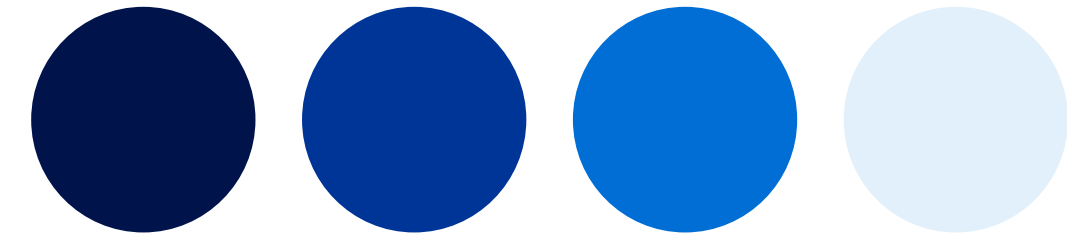
Apply: Use the web primary colors as a base of branded tones and apply secondary colors as accents to call out important information, such as fast facts, statistics or iconography. For iconography that uses the secondary web palette, please use the mid-tone colors.

Group: When using multiple versions of a secondary color, group them together on the page in subsequent sections so application looks cohesive. Secondary colors can be used for H2 and H3 headers, buttons, and as backgrounds. Dark-tone versions are mostly used for content contrast against another version of the same color (For example, the light palm green and the mid-tone palm green can be placed together to compare, contrast, and visually tell your story). Once a secondary color has been used on the page, try not to use it again. With a robust suite of web colors, you will never run out of inspiration.

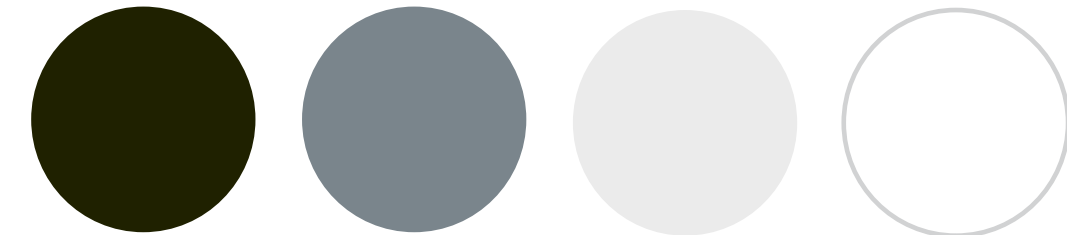
Review and Moderate: Secondary colors should be used in moderation to spice up your content. A lot of color can be overwhelming. When needed, edit down. Use white space and text in between your colored content sections to create a balanced look.

ADA-Compliant Web Color Palette

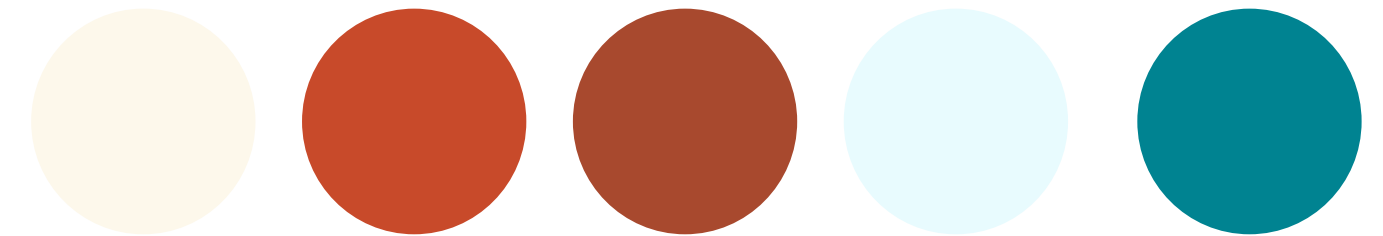
Primary Colors



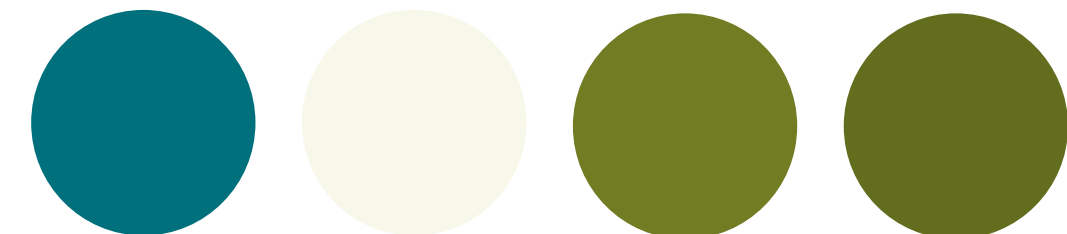
DARK BLUE CMYK: 100-68-0-71 RGB: 0-23-73 Hex: #001749	NSU BLUE CMYK: 100-70-0-15 RGB: 0-56-147 Hex: #003893	MID BLUE CMYK: 91-53-0-0 RGB: 0-112-205 Hex: #0070cd	LIGHT BLUE CMYK: 8-1-0-0 RGB: 229-241-250 Hex: #E5F1FA
---	---	--	--



TEXT GRAY CMYK: 3-0-0-87 RGB: 32-33-3 Hex: #202121	MAIN GRAY CMYK: 54-41-38-4 RGB: 125-134-140 Hex: #7c858c	LIGHT GRAY CMYK: 0-0-0-8 RGB: 235-235-235 Hex: #ebebcb	WHITE CMYK: 0-0-0-0 RGB: 255, 255, 255 Hex: #ffffff
--	--	--	---



HIBISCUS ORANGE - LIGHT CMYK: 1-2-6-0 RGB: 253-248-237 Hex: #fdf8ed	HIBISCUS ORANGE - MID CMYK: 20-79-88-8 RGB: 187-82-53 Hex: #bb5235	HIBISCUS ORANGE - DARK CMYK: 24-81-90-16 RGB: 24-81-90-16 Hex: #a7492f	FLORIDA SKIES - LIGHT CMYK: 6-0-1-0 RGB: 236-251-254 Hex: #ecfbfe	FLORIDA SKIES - MID CMYK: 86-34-39-5 RGB: 0-129-143 Hex: #00818f
---	--	--	---	--



FLORIDA SKIES - DARK CMYK: 89-41-45-13 RGB: 4-112-123 Hex: #04707b	PALM GREEN - LIGHT CMYK: 2-1-8-0 RGB: 247-248-235 Hex: #f7f8eb	PALM GREEN - MID CMYK: 56-36-100-16 RGB: 115-124-51 Hex: #737c33	PALM GREEN - DARK CMYK: 59-40-100-24 RGB: 101-109-44 Hex: #656d2c
--	--	--	---

Secondary Colors

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

Medium

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

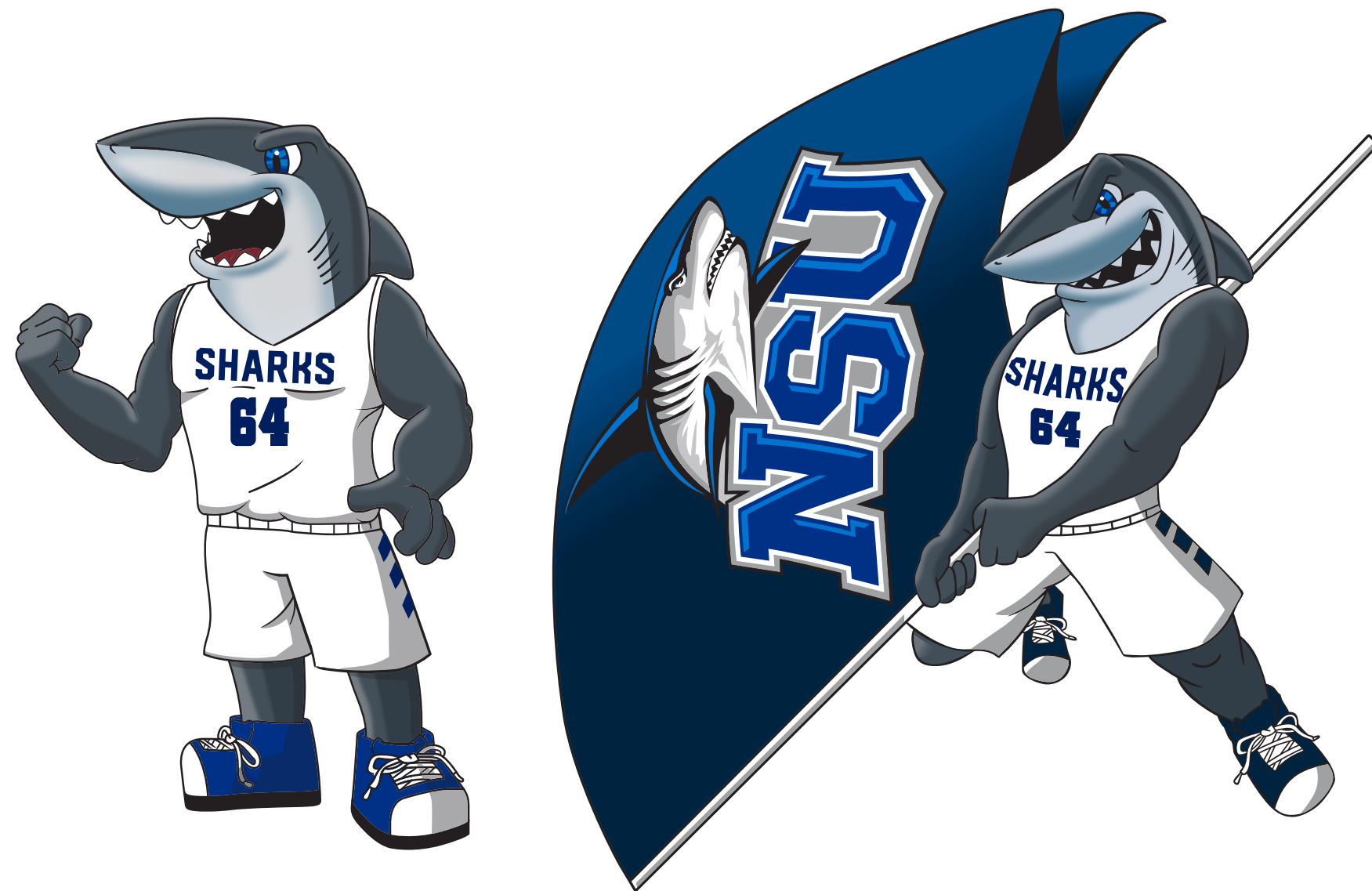
Bold

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.



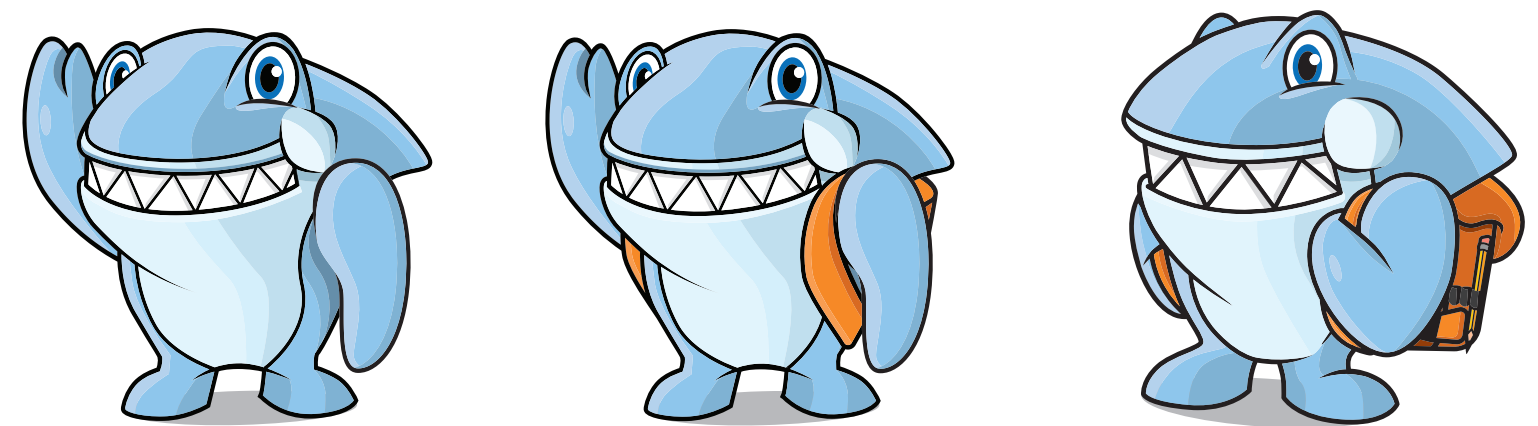
Standing pose

Flag pose

Sharkey Mascot Vectors

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

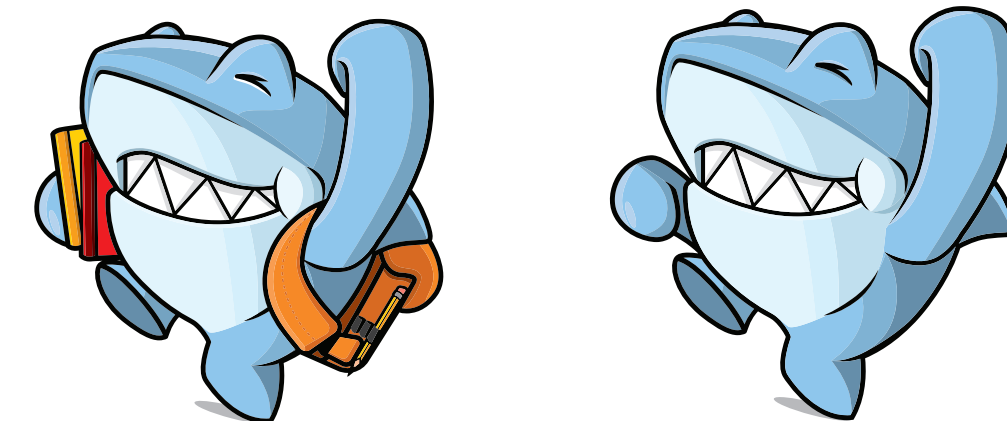
Vectors should not be rotated, skewed, or distorted in any way. Do not change the colors of any vectors.



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 can 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



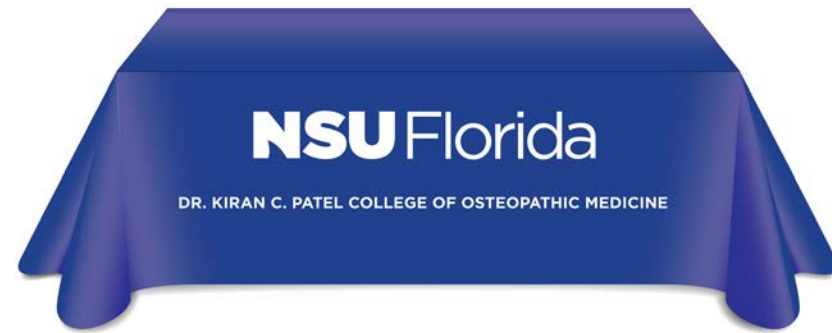
Pull-Up Banners

Pull-up banners are used to promote the NSU brand and create awareness at on- and off-campus events. These banners (pictured) can be ordered through Ariba.

For custom pull up banners, you will need to work with your marketing lead and submit a formal project request.



Table Cloths



PREFERRED APPLICATION

This is our preferred template with the NSU Florida logo and the college name only. This is especially important if the tablecloth is going to be used at external events such as recruitment fairs.

The entire college or department name should be on one line if space permits.



PREFERRED APPLICATION WITH COLLEGE NAME ON TWO LINES

The entire college or department name should be on one line if space permits. This example is to show how line breaks should work if the name will not fit on one line.

- Dr. Kiran C. Patel (on the first line - showing the donor's name together)
- College of Osteopathic Medicine (on the second line showing the college name as one entity)



APPLICATION WITH COLLEGE NAME + DEPARTMENT OR PROGRAM NAME

Please use this template sparingly. This option allows for the addition of a department or program name for internal purposes when there are multiple NSU Florida tables together.

Please Note: The space here is half the size of the "N" between the logo and the text. This is intentional to make the best use of space.

T-Shirts

T-shirts must be preferably as close as possible to our brand colors. The (left) front, back, or sleeve of the shirt must have the NSU Florida logo and/or unit name. The creative design must be separated from the NSU logo and must meet branding guidelines. The design may not contain offensive language or images or use trademarks from other entities or derivatives of those marks.

Manufacturers of any products and providers of any services using or in connection with any NSU Florida wordmarks must be an NSU approved vendor.

SINGLE-LOCATION IMPRINT



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TWO-LOCATION IMPRINT



TWO-LOCATION IMPRINT



Sleeve Option A

Sleeve Option B

71

THREE-LOCATION IMPRINT



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.

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
3300 S. University Drive
Fort Lauderdale, FL, 33328-2004
PHONE: (954) 262-0000
800-541-6682, ext. 0000
EMAIL: mjsmith@nova
WEB: nova.edu



Stationery



Mary Jane Smith
Graphic Production Assistant
OFFICE OF UNDERGRADUATE ADMISSIONS
3300 S. University Drive
Fort Lauderdale, FL, 33328-2004
PHONE: (954) 262-0000 | CELL: (954) 262-0000
EMAIL: mjsmith@nova | WEB: nova.edu

Email Template

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. 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 | nova.edu



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. Using blue organically within a photo connects the NSU brand. 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. 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.

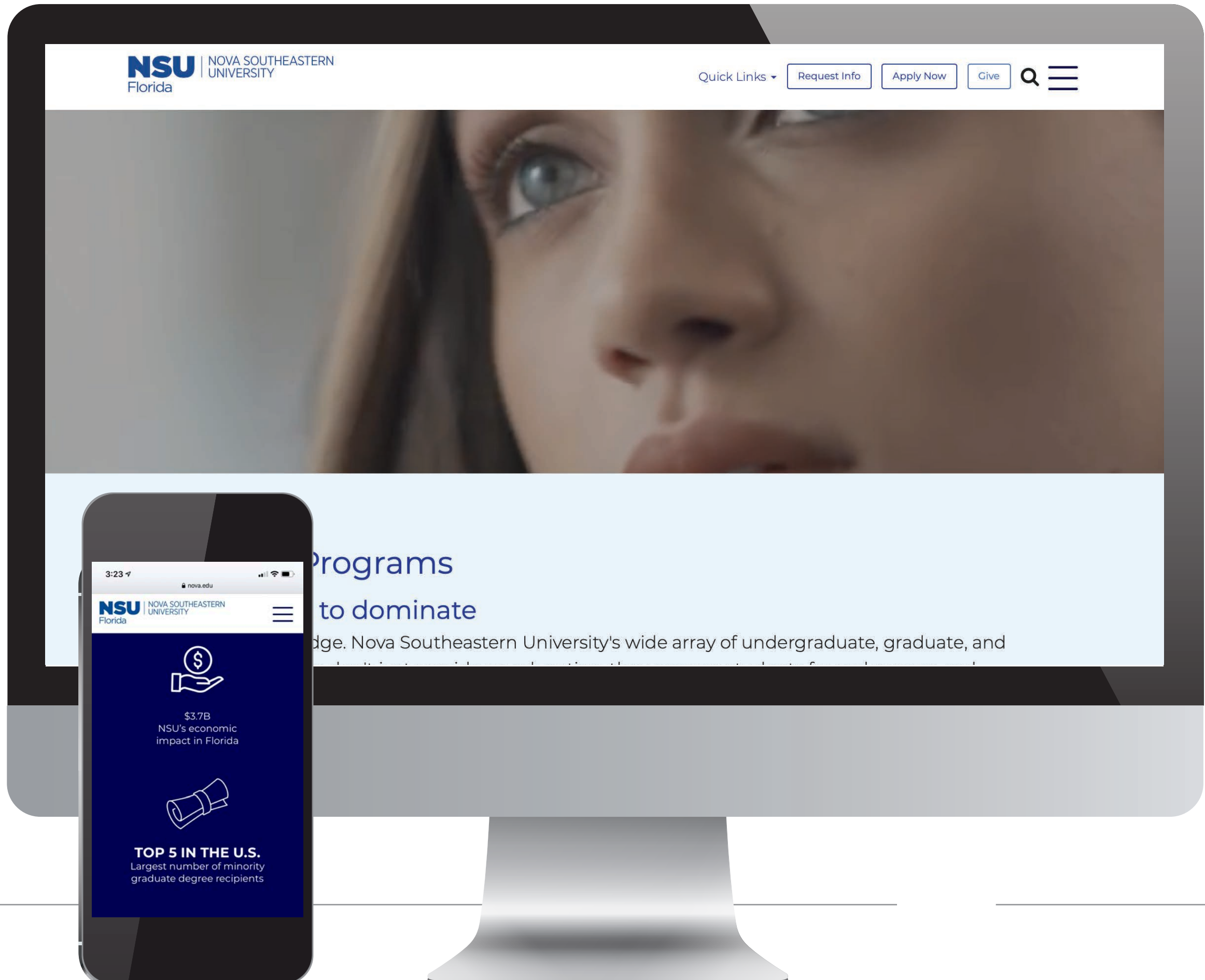
Resist the conventional. If it looks like an image that you would find in materials for any college, avoid it. Look for the more interesting composition, arresting angles, and unique backgrounds to create a signature NSU look.

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



WEB AND SOCIAL MEDIA





Web

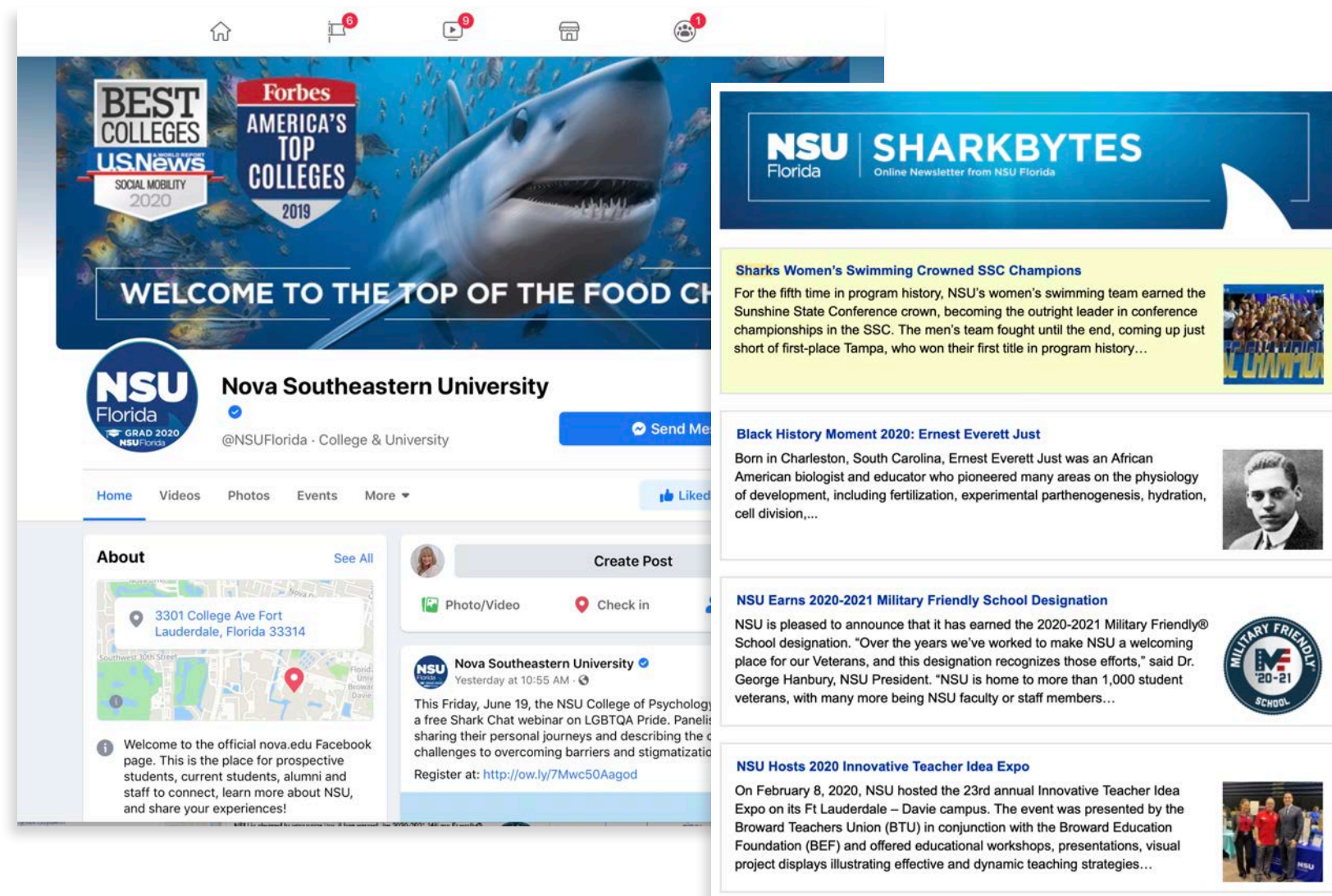
NSU’s websites offer a wide range of content, information, and resources. You may be charged with curating or maintaining NSU-branded websites for your college, department, or other administrative unit. All NSU websites should be accessible, compelling, and consistent with the university’s brand guidelines.

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.

Resources for post content include

- NSU's Newsroom: news.nova.edu
- *SharkFins* Student eNewsletter: sharkfins.nova.edu
- *SharkBytes* Faculty and Staff eNewsletter: sharkbytes.nova.edu
- *The Current*: nscurrent.nova.edu
- NSU's Alvin Sherman Library: nova.edu/community/libraries



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NSU Branded Constant Contact Templates

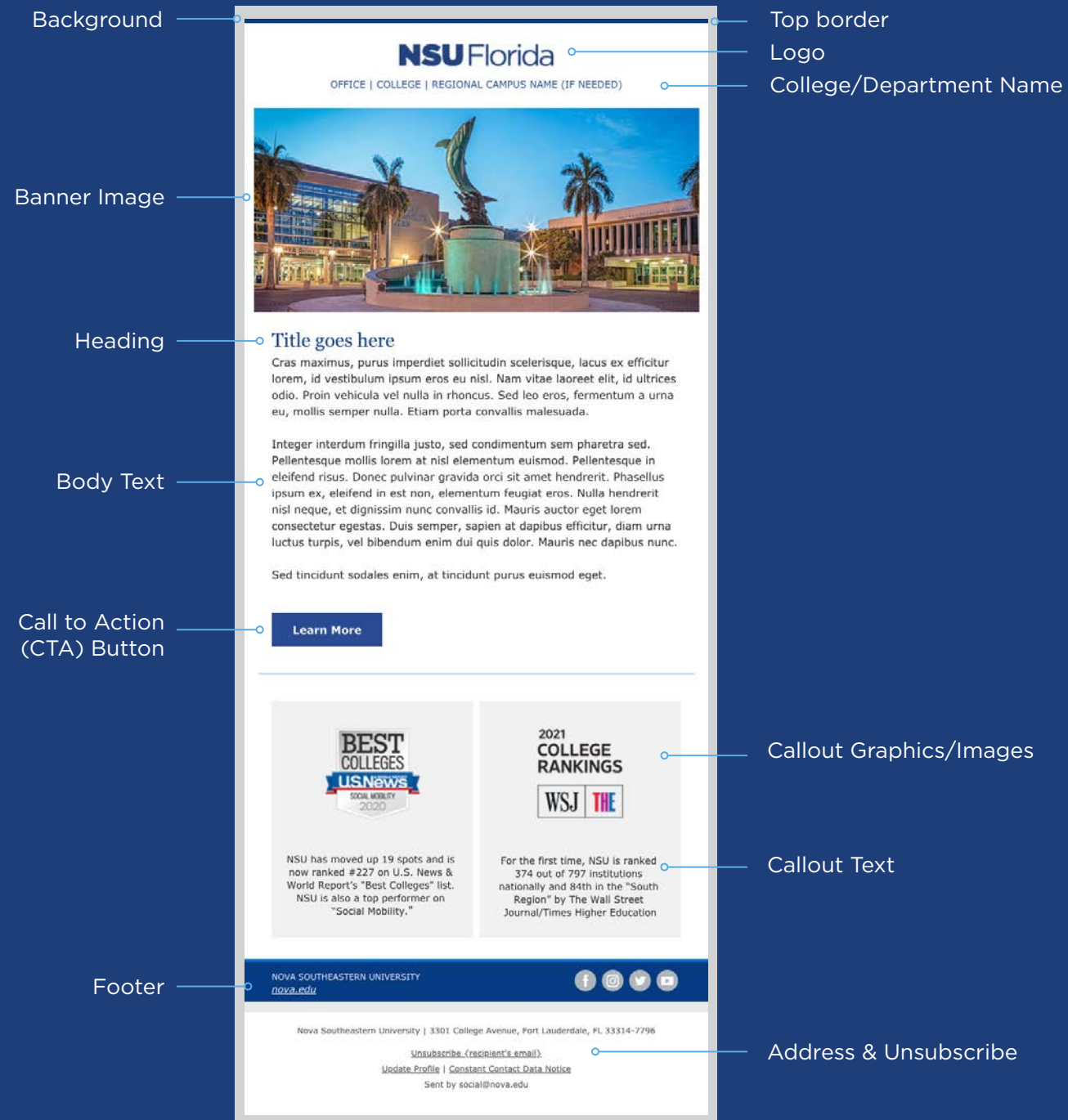
Most colleges and departments at NSU are using Constant Contact as an email platform to send ecomms to prospective students, alumni and external audiences. The marketing team offers a series of Constant Contact email templates as part of our branded marketing toolkit that are aesthetically pleasing and branded to complement our website. For internal communications being sent to NSU student, staff, department, and faculty communities, you should continue to use Blackboard, as those are connected to list-servs and do not have an associated cost.

If your division is using Constant Contact, here's how you can obtain our templates.

Submit a project request through RoboHead. In your project request, include the Constant Contact user's name(s) and NSU email address(es) that are associated with the account. A member from the marketing team will add you to the partner console and will share the NSU branded templates into your campaigns tab.

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Email Template Features



Tips and Key Takeaways

Keep in mind, most of the people that receive your email will be viewing it on their device (phone or tablet). Make sure the copy is brief and to the point with clear Calls To Action (CTAs) that link them to the website to register for an event, learn more, apply, request info. etc.

Do not use too many graphics in your email. They don't always automatically load on each person's device based on their application settings. Using Constant Contact's buttons as CTAs vs. images will ensure that they see the copy. The same rule applies to body text. Content should be typed within the text box so that they see the message upon opening the email. If the copy is an image, it may not load right away, resulting in an "empty" looking email.

Write Clear, Simple, and Effective Content

- Content should be written in an easy-to-read, conversational style.
- Always keep your target audience, content strategy and goals in mind.

Put the Most Important Content in the First Paragraph

- Readers quickly scan through webpage content. Prioritize your content by putting the most important information in the first paragraph so they don't miss it.

Be Concise

- Write short paragraphs and minimize unnecessary words.
- Sentence structure should be simple and varied so it doesn't sound abruptly cut short.

Chunk Your Content

- Cover only one topic per paragraph.

Use Active Voice Instead of Passive Voice


- Yes: Professors teach classes on-site and online.
- No: On-site and online classes are taught by professors.

Choose Lists over Long Paragraphs

- Use lists to make your content easier to scan (i.e. bullet points).
- Include an intro sentence or two to provide context for the list.

Letter with Banner

NSU Florida
OFFICE | COLLEGE | REGIONAL CAMPUS NAME (IF NEEDED)



Title goes here
Cras maximus, purus imperdiet sollicitudin scelerisque, lacus ex efficitur lorem, id vestibulum ipsum eros eu nisi. Nam vitae laoreet elit, id ultrices odio. Proin vehicula vel nulla in rhoncus. Sed leo eros, fermentum a urna eu, mollis semper nulla. Etiam porta convallis malesuada.

Integer interdum fringilla justo, sed condimentum sem pharetra sed. Pellentesque mollis lorem at nisi elementum euismod. Pellentesque in eleifend risus. Donec pulvinar gravida orci sit amet hendrerit. Phasellus ipsum ex, eleifend in est non, elementum feugiat eros. Nulla hendrerit nisi neque, et dignissim nunc convallis id. Mauris auctor eget lorem consectetur egestas. Duis semper, sapien at dapibus efficitur, diam urna luctus turpis, vel bibendum enim dui quis dolor. Mauris nec dapibus nunc.

Sed tincidunt sodales enim, at tincidunt purus euismod eget.


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Overview + Multiple Features

NSU Florida
OFFICE | COLLEGE | REGIONAL CAMPUS NAME (IF NEEDED)




Title goes here
Cras maximus, purus imperdiet sollicitudin scelerisque, lacus ex efficitur lorem, id vestibulum ipsum eros eu nisi. Nam vitae laoreet elit, id ultrices odio. Proin vehicula vel nulla in rhoncus. Sed leo eros, fermentum a urna eu, mollis semper nulla. Etiam porta convallis malesuada.


Integer interdum fringilla justo, sed condimentum sem pharetra sed. Pellentesque mollis lorem at nisi elementum euismod. Pellentesque in eleifend risus. Donec pulvinar gravida orci sit amet hendrerit. Phasellus ipsum ex, eleifend in est non, elementum feugiat eros. Nulla hendrerit nisi neque, et dignissim nunc convallis id. Mauris auctor eget lorem consectetur egestas. Duis semper, sapien at dapibus efficitur, diam urna luctus turpis, vel bibendum enim dui quis dolor. Mauris nec dapibus nunc.

Sed tincidunt sodales enim, at tincidunt purus euismod eget.


[Learn More](#)




NSU has moved up 19 spots and is now ranked #227 on U.S. News & World Report's "Best Colleges" list. NSU is also a top performer on "Social Mobility."




For the first time, NSU is ranked 374 out of 797 institutions nationally and 94th in the "South Region" by The Wall Street Journal/Times Higher Education



National Science Foundation, U.S. Department of Health, FBI and more support NSU research



\$41 Million+ In scholarships awarded




\$5B NSU's projected economic impact in Florida by 2025

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Overview + 3 Features

NSU Florida
OFFICE | COLLEGE | REGIONAL CAMPUS NAME (IF NEEDED)




Title goes here
Cras maximus, purus imperdiet sollicitudin scelerisque, lacus ex efficitur lorem, id vestibulum ipsum eros eu nisi. Nam vitae laoreet elit, id ultrices odio. Proin vehicula vel nulla in rhoncus. Sed leo eros, fermentum a urna eu, mollis semper nulla. Etiam porta convallis malesuada.


Integer interdum fringilla justo, sed condimentum sem pharetra sed. Pellentesque mollis lorem at nisi elementum euismod. Pellentesque in eleifend risus. Donec pulvinar gravida orci sit amet hendrerit. Phasellus ipsum ex, eleifend in est non, elementum feugiat eros. Nulla hendrerit nisi neque, et dignissim nunc convallis id. Mauris auctor eget lorem consectetur egestas. Duis semper, sapien at dapibus efficitur, diam urna luctus turpis, vel bibendum enim dui quis dolor. Mauris nec dapibus nunc.

Sed tincidunt sodales enim, at tincidunt purus euismod eget.


[Learn More](#)



Student Stories



Visit Campus



Attend an Event

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Sent by social@nova.edu

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Letter with Logo

NSU Florida
OFFICE | COLLEGE | REGIONAL CAMPUS NAME (IF NEEDED)

Title goes here
Cras maximus, purus imperdiet sollicitudin scelerisque, lacus ex efficitur lorem, id vestibulum ipsum eros eu nisi. Nam vitae laoreet elit, id ultrices odio. Proin vehicula vel nulla in rhoncus. Sed leo eros, fermentum a urna eu, mollis semper nulla. Etiam porta convallis malesuada.

Integer interdum fringilla justo, sed condimentum sem pharetra sed. Pellentesque mollis lorem at nisi elementum euismod. Pellentesque in eleifend risus. Donec pulvinar gravida orci sit amet hendrerit. Phasellus ipsum ex, eleifend in est non, elementum feugiat eros. Nulla hendrerit nisi neque, et dignissim nunc convallis id. Mauris auctor eget lorem consectetur egestas. Duis semper, sapien at dapibus efficitur, diam urna luctus turpis, vel bibendum enim dui quis dolor. Mauris nec dapibus nunc.

Sed tincidunt sodales enim, at tincidunt purus euismod eget.

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Letter with Logo Banner

NSU Florida
OFFICE | COLLEGE | REGIONAL CAMPUS NAME (IF NEEDED)

Title goes here
Cras maximus, purus imperdiet sollicitudin scelerisque, lacus ex efficitur lorem, id vestibulum ipsum eros eu nisi. Nam vitae laoreet elit, id ultrices odio. Proin vehicula vel nulla in rhoncus. Sed leo eros, fermentum a urna eu, mollis semper nulla. Etiam porta convallis malesuada.

Integer interdum fringilla justo, sed condimentum sem pharetra sed. Pellentesque mollis lorem at nisi elementum euismod. Pellentesque in eleifend risus. Donec pulvinar gravida orci sit amet hendrerit. Phasellus ipsum ex, eleifend in est non, elementum feugiat eros. Nulla hendrerit nisi neque, et dignissim nunc convallis id. Mauris auctor eget lorem consectetur egestas. Duis semper, sapien at dapibus efficitur, diam urna luctus turpis, vel bibendum enim dui quis dolor. Mauris nec dapibus nunc.

Sed tincidunt sodales enim, at tincidunt purus euismod eget.


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Letter with Banner Image

NSU Florida
OFFICE | COLLEGE | REGIONAL CAMPUS NAME (IF NEEDED)



Title goes here
Cras maximus, purus imperdiet sollicitudin scelerisque, lacus ex efficitur lorem, id vestibulum ipsum eros eu nisi. Nam vitae laoreet elit, id ultrices odio. Proin vehicula vel nulla in rhoncus. Sed leo eros, fermentum a urna eu, mollis semper nulla. Etiam porta convallis malesuada.

Integer interdum fringilla justo, sed condimentum sem pharetra sed. Pellentesque mollis lorem at nisi elementum euismod. Pellentesque in eleifend risus. Donec pulvinar gravida orci sit amet hendrerit. Phasellus ipsum ex, eleifend in est non, elementum feugiat eros. Nulla hendrerit nisi neque, et dignissim nunc convallis id. Mauris auctor eget lorem consectetur egestas. Duis semper, sapien at dapibus efficitur, diam urna luctus turpis, vel bibendum enim dui quis dolor. Mauris nec dapibus nunc.

Sed tincidunt sodales enim, at tincidunt purus euismod eget.

[Learn More](#)

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Constant Contact's user-friendly "help" center offers tutorials and support at community.constantcontact.com/help-center?ic=help_panel.

VIDEO

Videography

Video content created by and for the university should be consistent and reflect well on the NSU brand. NSU videos should be clean, modern, and vibrant. They should celebrate the NSU community and our scholarship. Know your audience and craft engaging stories that will capture their attention from the start. Videos should not be any longer than needed to get your message across. Videos must also be free of any copyrighted music, talent, or visual imagery unless permission is granted.

Technical Standards

- Recommended aspect ratio = 16:9
- Preferred formats for YouTube: Quicktime ProRes 422 HQ or Quicktime H.264/MP4
- 4K or High Definition (HD) resolution at either 3840 x 2160 or 1920 x 1080

Commercial-use videos should be pre-approved by NSU's Public Relations, Marketing, and Creative Services team.

Video Assets

To obtain NSU's collection of video assets which include intros, outros, captions, and music, please submit a request through RoboHead. You will receive a link to download the files.

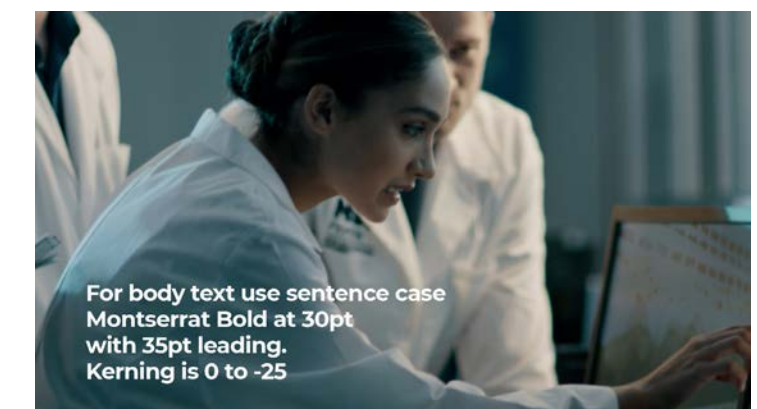
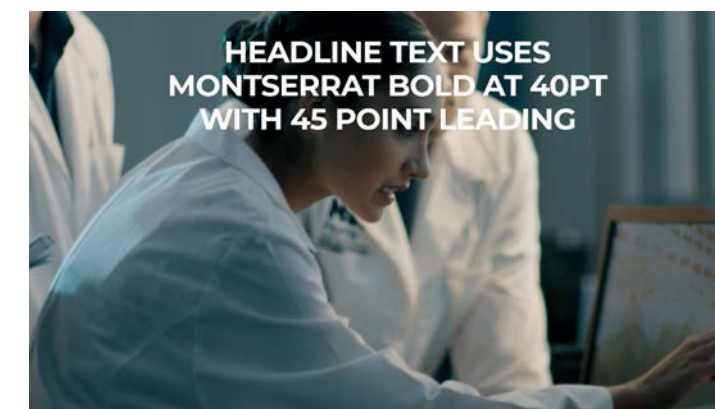
Text and Captions

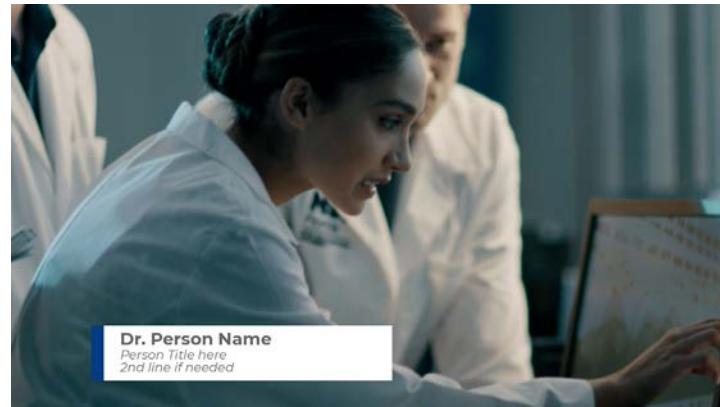
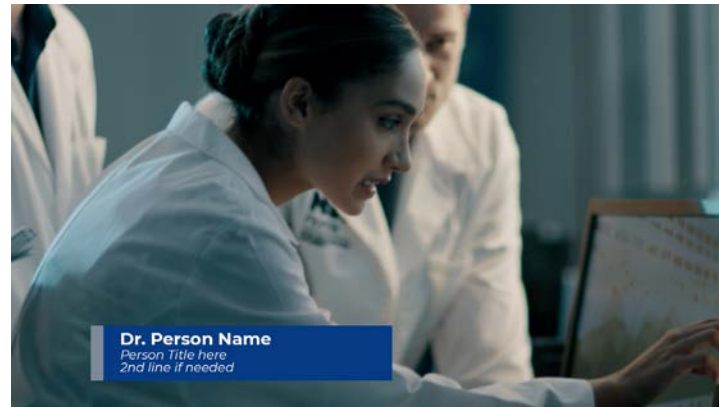
Adding text to a video can help tell your story. It can be used to identify subjects for context and credibility or to highlight key points you want your audience to remember. As a general rule, for every word on screen you should give one second of screen time, so that your audience has sufficient time to read and comprehend the text. For example, if your text reads "NSU students are leaders," you want the text on screen for at least 4 seconds. Text placement should be guided by the composition of the shot. Make sure there's enough contrast between the text and the background for your audience to read the text.

Text should always be set at a consistent weight and size. Please reference the typography section for NSU's approved typefaces.

Text Standards

- Set text in white (#FFFFFF) for a dark background.
- Set text in NSU Dark Grey (#76828A) for a light background.
- **Headline:** use all CAPS set at 40pt in Montserrat Bold with 45pt leading 0 to -25 kerning.





- Do not use periods at the end of headlines, unless other punctuation is present.
- Body: use sentence case set at 30pt in Montserrat Bold with 35pt leading and 0 to -25 kerning

Captions should be set using the Photoshop or After Effects files. Either the blue or white version is acceptable, but whichever one you choose should work against the background of the video (even as the onscreen images change).

Video Intros/Outros

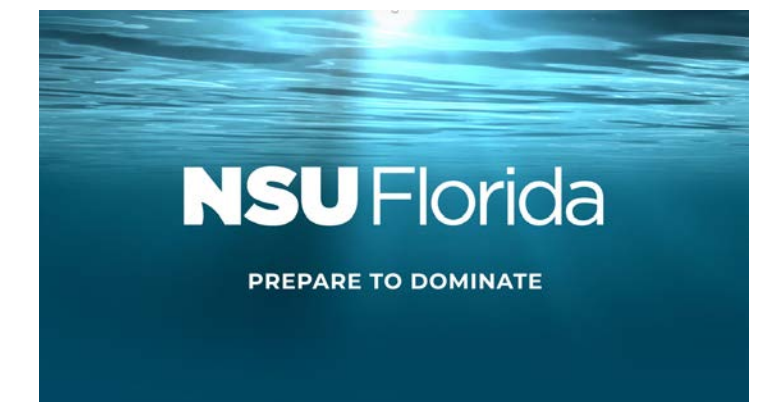
Video intros and outros catch people’s attention and reinforce the brand. There are two NSU branded options available for both the intro and outro.

The intro options include one version with the NSU Florida logo and another with “a production of” before the logo.

The outro options include one version with an animated shark fin, logo, and URL, and another with a shark shadow that swims over the NSU Florida logo. The animated shark fin should not be altered from the original file. It should not be spun, flown in, or warped.

If you need a specific URL (a call-to-action other than *nova.edu*), please add this to your RoboHead project request. A designer from the PR & Marketing team will adapt the artwork with your specified URL.

Any music added to your video can fade in 8 seconds into the intro, or if you prefer to introduce the music after the intro is complete, it can be faded into the opening of the main feature. All music should come to an end before the outro appears on screen.



Music

Music should be appropriate for the subject matter of the video. Avoid overpowering the message with music that is too strong, loud, or distracting. The video asset package contains several approved music selections.

2023

NSU Florida