

LOGO AND DESIGN APPROVAL PROCESS—STUDENT ORGANIZATIONS

If your organization is to order any promotional items* (e.g., t-shirt, mugs, pens, backpack, etc.) and the funding for the order of these items is to be paid from your student activity accounts budget (a.k.a. student organization budget), all artwork and design including the use of any logo (organization's or university's) **MUST BE REVIEWED** and **APPROVED** by the Student Affairs' office of administrative services and marketing.

How to send your artwork/design for review and approval:

1. Send email of the mock up proof with your design and artwork shown on the product you plan to order to ***stumedia@nova.edu***.
2. If your design is approved, you will receive an email approval in writing via email within 24–48 business hours. Please then forward the approval email along with your copy of the request for funds and any applicable invoices or receipts to ***studente@nova.edu***. Without the email approval attached, the student activity fee accounts office will not process your request for funds.
3. If your design is not approved, an instruction will be given on how to make correction.
4. After correction is made, please ask your vendor or designer to provide you with new proof and resubmit the new proof to ***stumedia@nova.edu***.
5. Any modification to the artwork or design after the approval was given, needs to be sent back to ***stumedia@nova.edu*** for new approval again.
6. It is **IMPORTANT** to note that each approval is only applied to the proof for which it was sent. Even though the same design/artwork is to be used again on different item(s), different order, or on any future order, **a new approval needs to be given every time**. This is to ensure the correct usage (i.g. placement) of the art, especially that of the logo.







Please refer to logo usage guidelines on pages 2–9 for additional and related information.

* Promotional items are things that remind customer of your products and services. They help stimulate demand for the products/services (i.e., pens, mugs, t-shirt, loyalty cards, etc.)

** Marketing materials are things that are informative in nature such as posters, flyers, brochures, postcards, business cards, etc.




University Logo Usage Guidelines

This document provides basic guidelines for the use of the NSU logo, in adherence with the university's Graphic Identity Standards.

ACCEPTABLE LOGOS TO USE		
	<p>Preferred choice</p>	<p>Primary NSU logo. Prints in two colors: blue (Pantone PMS 287) and gray (PMS 431). Alternative colors: all blue, all black, or all white. Please refer to page 3 of this document for further reference details.</p>
	<p>✓</p>	<p>NSU logo (horizontal version). Prints in two colors: blue and gray. Alternative colors: all blue, all black or all white. Please refer to page 3 of this document for further reference details.</p>
	<p>preferred choice</p>	<p>Customized primary NSU logo for individual schools, colleges, and centers. Please refer to page 3 of this document for further reference details.</p>
	<p>✓</p>	<p>Customized horizontal NSU logo, for individual schools, colleges, and centers. Please refer to page 3 of this document for further reference details.</p>
	<p>✓</p>	<p>NSU initials logo.</p>
	<p>✓</p>	<p>The Sharks Logo (5 gills)—please refer to page 4 of this document for further reference details</p>

Please see the following pages for information regarding **unacceptable** logo usage.

UNACCEPTABLE GRAPHICS

	<p>NO</p>	<p>The University Seal is reserved exclusively for materials from the Office of the President, the Office of the Chancellor, and official documents such as diplomas, certificates, and awards. The seal should never be used in place of the logo.</p>
	<p>NO</p>	<p>The Sharks Logo with 4 gills cannot be used. The correct version of the official Sharks Logo has 5 gills. Please refer to page 4 of this document for further reference details</p>
	<p>UPON REVIEW AND APPROVAL ONLY</p>	<p>Use of the Shark full body graphic in integration with any text or artworks is not allowed. A stand alone Shark full body graphic might be allowed upon review by the Office of Student Media and Information, Please contact stumedia@nova.edu.</p>

RETIRED LOGOS AND SHOULD **NO LONGER BE USED**.



SOME SAMPLES OF **NOT TO DO** WITH LOGOS



NSU LOGO

Unacceptable Uses of the NSU Logo

For maximum impact and recognition, the NSU logo must always be used consistently and correctly. **It must never be changed or modified.** An appropriate margin should surround the logo in all uses (see section 2.2). This page shows a variety of instances where the logo is used in an unacceptable manner.



NOVA SOUTHEASTERN
UNIVERSITY

Do not change the colors of the logo.



NOVA SOUTHEASTERN
UNIVERSITY

Do not add text to the logo.



Do not use the old logo.



NOVA SOUTHEASTERN
UNIVERSITY

Do not re-create the logo.



NOVA SOUTHEASTERN
UNIVERSITY

Do not use the logo with rule without text under it.



NOVA SOUTHEASTERN
UNIVERSITY

Do not stretch, compress, or angle the logo.



Do not outline the logo.



Do not enclose the logo within a box or shape.

SOME SAMPLES OF **NOT TO DO** WITH LOGOS

NSU NOVA SOUTHEASTERN
UNIVERSITY

 NOVA SOUTHEASTERN UNIVERSITY

 NSU NOVA SOUTHEASTERN UNIVERSITY

NSU


Organization
Name

NOVA SOUTHEASTERN UNIVERSITY

ORGANIZATION NAME


MY ORGANIZATION
NAME

NSU
organization name


NSU
organization name

DO NOT try to mimic the official logo

NSU ATHLETICS

Unacceptable Uses of the Sharks Logo

For maximum impact and recognition, the Sharks logo must always be used consistently and correctly and never be modified in any way. This page shows unacceptable uses of the Sharks logos.



Do not use the 4 gill Sharks logo.



Do not render the White Single-Color Sharks logo in colors other than white.



Do not use a low quality copy of the logo.



Do not add text to the logo.
Do not remove or rearrange elements of the logo.



Do not change the colors of the logo.



Do not stretch, compress, or angle the logo.

NSU ATHLETICS

6.1 Sharks Mascot Logo

The NSU Sharks mascot logo represents the Athletics Department of Nova Southeastern University. **This logo should never be used in place of the NSU logo.**

The Sharks logo is made up of five colors, Pantone® color PMS 285 (blue), PMS 287 (blue), PMS 428 (gray), PMS 429 (gray), and black. To maintain correct reproduction of the logo, white must also be used if the background color is not white.

There are two single-color versions of the Sharks logo. One is white for use on dark-color backgrounds. The other is blue for use on light color backgrounds. Black is the alternative color for the blue version.

The Sharks logo is a registered mark of Nova Southeastern University and must include the registered trademark symbol ® whenever the logo is used in the following circumstances:

1. on all athletics media guides and official publications of the athletics department
2. on the second appearance in promotional materials and school spirit gear (e.g., the back of a notebook with the same logo on the cover)
3. on the athletics Web site
4. on university vehicle graphics
5. on NSU parking decals
6. on legal documents
7. on informational materials (e.g., *NSU Fact Book*, catalogs, and handbooks)
8. on signage in specified areas
9. in advertisements



Sharks Logo
PMS 285 (blue), PMS 287 (blue), PMS 428 (gray), PMS 429 (gray), and black



**Sharks Logo
White, Single-Color Version**
Prints white on dark-colored backgrounds.



**Sharks Logo
Black, Single-Color Version**
Prints PMS 287 (blue) or black on light-colored backgrounds.



**Sharks Logo
Outlined Version**
For use on dark-colored backgrounds

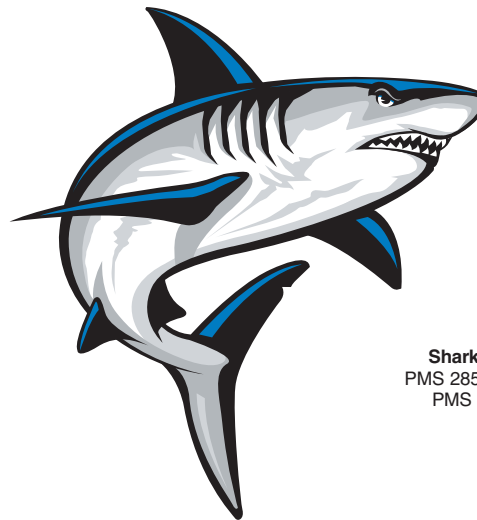
NSU ATHLETICS

6.4 Sharks Full-Body Graphic

The Sharks full-body graphic is a secondary graphic of the Athletics Department of Nova Southeastern University. **It is not to be used in place of the NSU Sun logo, Sharks logo, or wordmark.**

The Sharks full-body graphic is made up of four colors, Pantone® color PMS 285 (blue), PMS 428 (gray), PMS 429 (gray), and black. To maintain correct reproduction of the graphic, white must also be used if the background color is not white.

There are two single-color versions of the Sharks full-body graphic. One is white for use on dark color backgrounds. The other is blue for use on light-colored backgrounds. Black is the alternative color for the blue version.



Sharks Full-Body Graphic
PMS 285 (blue), PMS 428 (gray),
PMS 429 (gray), and black



**Sharks Full-Body Graphic
White, Single-Color Version**
Prints white on dark-colored backgrounds.



**Sharks Full-Body Graphic
Black, Single-Color Version**
Prints PMS 287 (blue) or black
on light-colored backgrounds.

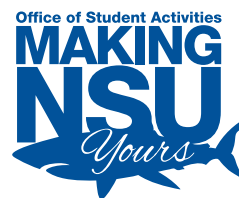


**Sharks Full-Body Graphic
Outlined Version**
For use on dark-colored backgrounds

PROGRAM OR ORGANIZATION LOGOS AND NSU LOGOS

Your program or organization logo is not to be used in place of the NSU Sun logo. When placed on any marketing and/or communication material, your program/organization logo must not be presented alone. The official NSU Sun logo is to be present on the piece as well, especially if that marketing piece is for public audience. However, for promotional items, your program or organization logo can be used by itself.

Below are samples of program/organization logos that should not be used alone on marketing materials.



If you have any questions, please contact stumedia@nova.edu.

Updated: July 2014