



NORFOLK STATE  
UNIVERSITY

# BRAND GUIDE

VERSION 0.01



# INTRODUCTION

## WELCOME TO NORFOLK STATE UNIVERSITY'S BRAND GUIDE.

**This guide is intended** for designers, vendors, and anyone who visually represents Norfolk State University, whether online, in print, or in person. These guidelines are primarily for use by NSU departments and the university community.

The visual elements we use to represent Norfolk State University help us establish and maintain a clear, unified identity for our University. These guidelines are designed to improve consistency and while maintaining a strong visual identity. The brand should not be diluted by individual marks that are not consistent with our main logo.

You hold a crucial role in conveying our narrative and sharing it with the world. Consider it a valuable resource for effectively and consistently expressing your pride in Norfolk State University. Within these pages, you will discover all the necessary tools to motivate any audience to feel the Spartan spirit that you know so well. You possess the aptitude and creativity required to achieve this task. Utilize the information provided on design, photography, and messaging, and let your ingenuity take charge. Fulfill your role in showcasing to the world how Spartans get things done!

**If you have any questions about the guidelines or need further clarification, please contact the NSU Office of Communications and Marketing at [marketing@nsu.edu](mailto:marketing@nsu.edu).**





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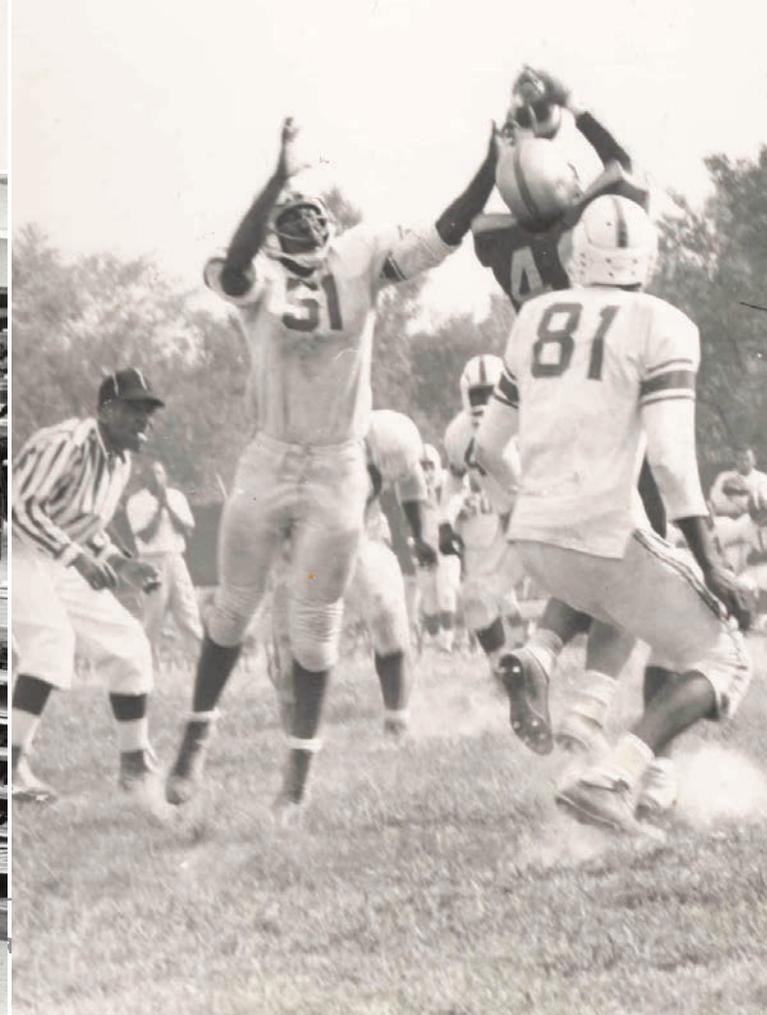
## CONTACT

## ■ A BRIEF HISTORY

**Norfolk State University** was founded September 18, 1935. The University, brought to life in the midst of the Great Depression, provided a setting in which the youth of the region could give expression to their hopes and aspirations. At this founding, it was named the Norfolk Unit of Virginia Union University. In 1942, the University became the independent Norfolk Polytechnic College, and two years later an Act of the Virginia Legislature mandated that it become a part of Virginia State College. The College was able to pursue an expanded mission with even greater emphasis in 1956 when another Act of the Legislature enabled the institution to offer its first Bachelor's degree.

The College was separated from Virginia State College and became fully independent in 1969. The institution attained status as a University in 1979.







# THE MISSION

## MISSION STATEMENT

Norfolk State University, a comprehensive urban public institution, is committed to transforming students' lives through exemplary teaching, research and service. Offering a supportive academic and culturally diverse environment for all, the University empowers its students to turn their aspirations into reality and achieve their full potential as well-rounded and resourceful citizens and leaders for the 21st century.

## VISION STATEMENT

Norfolk State University will be recognized nationally as a premier public institution with outstanding signature academic programs, innovative research, and community engagement opportunities.

## CORE VALUES

Norfolk State University's strength lies in its core values. They form the foundation for the University's actions and reflect what is important to the members of the Norfolk State University community and the Hampton Roads region.

### EXCELLENCE

We are dedicated to fostering a culture of excellence in all facets of the University through the highest educational standards for student achievement, stellar faculty teaching, innovative research, dedicated service and creative co-curricular activities.

### STUDENT-CENTERED

Students are our top priority, and we are committed to helping them become globally competitive in an enriching, stimulating and supportive environment.

### DIVERSITY & INCLUSIVENESS

We foster a multicultural campus respecting all people, cultures, ideas, beliefs, identities, socio economic backgrounds, and perspectives. We train our students to become leaders in an ever-changing global and multicultural society.

### INTEGRITY AND CIVILITY

We expect everyone to be accountable for his or her actions and to engage in honest, ethical behavior. We value the contributions of each person, treating all with respect and civility, and affirm our shared responsibility for institutional success.

### ENGAGEMENT

We continually enhance the university's role and influence in affairs of local and global communities by promoting educational attainment, cultural enrichment, and economic development.

### PRIDE

We display great admiration for the University and its rich history and legacy.

### FINANCIAL EMPOWERMENT

We aggressively pursue expanded and more diversified revenue streams.



# OUR BRAND

## BRAND PURPOSE

**The new brand and visual identity enables** the University to speak about our strengths and mission clearly and cohesively. It is our blueprint for ensuring that we communicate with one consistent voice—in person, in print, digitally and electronically. By doing so, we amplify our voices, and strengthen the image and reputation of Norfolk State University every time we communicate. This endeavor can make a vital contribution towards achieving the objectives of our strategic plan. Each of us can help by working within these guidelines.



## BRAND KEYSTONES

As you think about how you want to represent the brand in words and images, consider the Brand Keystones below. Let them serve as inspiration and guidance. These keystones, however, are not to be used as headlines or in outward-facing materials.

### A FORCE TO BE RECKONED WITH

Norfolk State University is a powerful influence in the lives of its students and alumni, with many crediting the university for altering their trajectory through its supportive yet demanding community. Despite not having the same resources as larger institutions, Norfolk State remains steadfast in its commitment to making a significant impact on the lives of those within its community. Through its unwavering dedication, love, and passion, Norfolk State transforms the lives of all who enter its atmosphere and leaves a lasting impact.

### A COMMUNITY OF INSPIRATION LEADING BY EXAMPLE

Norfolk State University is known for its exceptional people. From faculty members who are renowned in cultural movements, to alumni who are experts in their fields, to leaders who are shaping the future of education, students have no shortage of role models to look to for inspiration. In an environment where individuals are discovering their potential, these examples serve as a source of influence and motivation for a lifetime of success. The community at Norfolk State is comprised of changemakers who continually set new standards and inspire those around them to strive for excellence.

### PAYING IT FORWARD

At Norfolk State University, the ethos of spreading kindness and supporting one another is at the core of its values. The University strives to uplift its students by instilling the importance of education and facilitating immersive extracurricular activities. Additionally, the University is committed to giving back to the community by advocating for social justice and actively volunteering. Moreover, the University and its members generously contribute to meet the financial needs of students and provide mentorship programs. Through its holistic approach, Norfolk State University not only prepares its students for the future but also motivates and empowers them to make a positive difference in society.

### EQUAL PARTICIPATION

Norfolk State University is ready for the times ahead, as a community and an organization. The University's dedication to aiding a broad range of capable and ambitious pupils from different ethnic, financial, and geographical origins has redefined the concept of fairness and diversity in achievement. Based on a sense of honor, perseverance, and distinction, Norfolk State is prepared to continue its heritage, advancing toward a more just and impartial future for everyone.





# **BRAND PERSONALITY**

## BRAND TONE

Confident, but not arrogant. Inspiring, but never overwhelming. Uplifting, but not unrealistic. Full of hope and promise, but grounded in reality. And welcoming. Always welcoming. This is the tone that should be used to convey NSU's spirit of extraordinary investment in students and the community, and its unwavering belief in the transformative power of education.

- Uplifting:** Emphasize positive aspects of the university and its impact on students and the community.
- Inspiring:** Encourage and motivate students to reach their full potential.
- Confident:** Convey a sense of assurance in the university's ability to deliver on its promises.
- Full of hope and promise:** Convey a positive outlook for the future and a belief in the power of education to transform lives.

## BRAND VOICE

The voice of our brand is bold and inviting, aimed at instilling confidence in students that they are appreciated and respected here at NSU. Our institution is a place of inspiration and motivation, where dedicated faculty are committed to guiding students towards achieving their goals. At NSU, we prioritize student success above all else.

## AUDIENCE

- Prospective and current students
- Faculty and staff
- Alumni
- Community members and partners
- Donors and supporters

## TAGLINE

We See the Future in You.

## KEY MESSAGE

### **The One Message We Want To Reinforce Consistently.**

Norfolk State University has transformed the lives of generations of students and alumni who have gone on to rewarding lives and careers, often exceeding their own expectations. They credit their success to the opportunities they began to see for themselves, and prepare for, at NSU.

# HEADLINES

Ignite the spark of curiosity and captivate minds with powerful headlines. Our headlines serve as beacons of inspiration and aspiration. Craft attention-grabbing and thought-provoking headlines that propel your message forward and leave a lasting impact.

## EXAMPLE HEADLINES

UNIVERSITY INITIATIVE UPLIFTS WOMEN

CENTER FOR MATERIALS RESEARCH SHINES

DEPARTMENT HELPS  
NEW NSU STUDENTS EXCEL

COAST GUARD PARTNERSHIP  
PROVIDES CAREER OPPORTUNITIES

LIFE-CHANGING IMPACT

**Be specific and concise:** Show the reader what they can expect from the article in a brief and clear manner. Use strong, action-oriented words: Incorporate powerful verbs and adjectives that evoke emotion or convey a sense of urgency.

**Pose a thought-provoking question:** Asking a question that sparks curiosity or challenges conventional thinking can pique readers' interest and make them curious to find out the answer.

**Create a sense of urgency:** Highlight time-sensitive information and encourage readers to take immediate action.

Align your headline with the content in your article.

## BODY COPY

Words hold the power to shape dreams and empower individuals. In the body copy, we delve into the realm of possibility, painting a vibrant tapestry of narratives that celebrate your potential. Craft compelling and transformative body copy that invites readers to embark on a journey of growth, knowledge, and self-discovery.

### EXAMPLE BODY COPY

As a graduate student at Norfolk State University, you'll have the opportunity to turn what you love doing into a career you'll love having.

We don't have a crystal ball, but we do know how to see the potential greatness in ur students. Our dedicated professors will demand the best from you. Our high-quality degree programs will challenge you. At Norfolk State, our goal is to get you ready for a rewarding and successful future.

The NASCAR track is fast and loud, but Brehanna Daniels, NASCAR's first African American tire changer stays focused on the mission. We saw that laser-like focus in her as a student. Norfolk State University celebrates Brehanna Daniels and all our students. We see the future in them.

Dreaming about the future? At Norfolk State University, dreams start here. With high-quality degree programs and dedicated professors devoted to your success, there's no telling what your future will hold.

# MESSAGING

At Norfolk State University, our messaging is a symphony of encouragement and belief in your limitless potential. With "We see the future in you" as our guiding star, we infuse every word with the spirit of optimism and empowerment. Unleash and forge authentic connections that inspire and uplift individuals.

## KEY MESSAGE

### **The One Message We Want To Reinforce Consistently.**

Norfolk State University has transformed the lives of generations of students and alumni who have gone on to rewarding lives and careers, often exceeding their own expectations. They credit their success to the opportunities they began to see for themselves, and prepare for, at NSU.

### **Support Messages**

1. Faculty who believe in students' potential and challenge them to achieve their best
2. High quality, innovative academic programs that prepare students for rewarding careers
3. A campus environment where students thrive
4. A proud heritage of providing opportunity for all

## ■ BEHOLD THE GREEN AND GOLD

"Behold the Green and Gold!" is a phrase that resonates as our rallying cry—a call to action that encapsulates the very essence of Norfolk State University. It serves as a unifying force, telling all who hear it to recognize and respect who we are, what we have achieved and what we will achieve. We are a community united in our pursuit of excellence, leaving an indelible mark on the world.

**Behold the Green and Gold is registered with the U.S. Patent Office.**

## ■ BEHOLD

The word "Behold" has special meaning in the Spartan community. It sums up the excellence of the University and the pride that we feel for it. Additionally, we often say "Behold" as a greeting and recognition of a fellow Spartan and we also use it as a closing in written communication to once again punctuate our Spartan pride.





# VISUAL BRAND

## **TYPOGRAPHY**

At Norfolk State University, we believe that a strong and consistent brand identity is crucial to establishing our presence and reputation in the academic community. To achieve this, we have carefully selected two primary fonts to be used in all communication channels and marketing materials.

The **Niveau Grotesk font family** has been selected as our main font due to its modern, clean, and versatile appearance. It is a sans-serif font that exudes professionalism, reliability, and trustworthiness. We recommend using this font for all primary headlines, body text, and other important text elements.

The **Avenir font family** is selected as our secondary font to complement Niveau Grotesk and provide visual diversity. It is also a versatile font with a sleek and modern appearance that works well for subheadings, captions, and other secondary text elements. However, Avenir should only be used as a supplement to Niveau Grotesk and not as a replacement.

### PRIMARY: NIVEAU GROTESK FONT FAMILY

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Niveau Grotesk Light  
*Niveau Grotesk Light*  
Niveau Grotesk Regular

**Niveau Grotesk Medium**  
**Niveau Grotesk Bold**

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### SECONDARY: AVENIR FONT FAMILY

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Avenir Light  
Avenir Book  
Avenir Medium

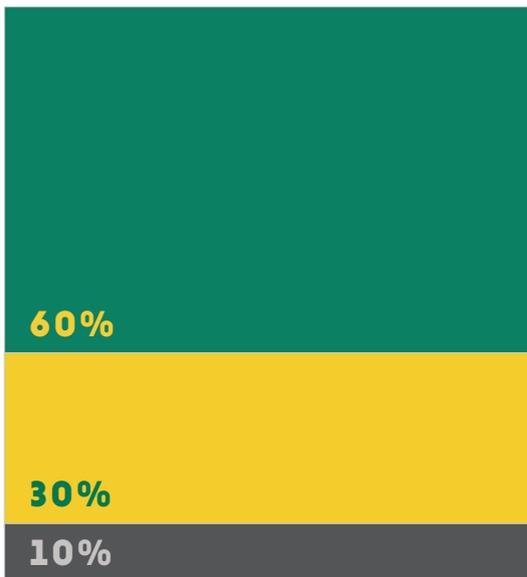
*Avenir Medium Oblique*  
**Avenir Heavy**  
**Avenir Black**

# COLOR PALETTE

The primary colors of Norfolk State University are NSU Green, NSU Gold, and NSU Gray. These colors represent the university's commitment to growth, excellence, and stability, respectively. Consistent use of these colors across all communication channels and marketing materials is essential to maintaining a strong and memorable NSU brand identity.

To ensure consistency in the use of NSU's primary colors, we recommend following the 60/30/10 rule. This rule suggests using NSU Green as the dominant color in 60% of the brand's visual elements. NSU Gold and NSU Gray should be used as secondary colors in 30% and 10% of the visual elements, respectively.

## EXAMPLE 60/30/10 RULE



## PRIMARY COLORS

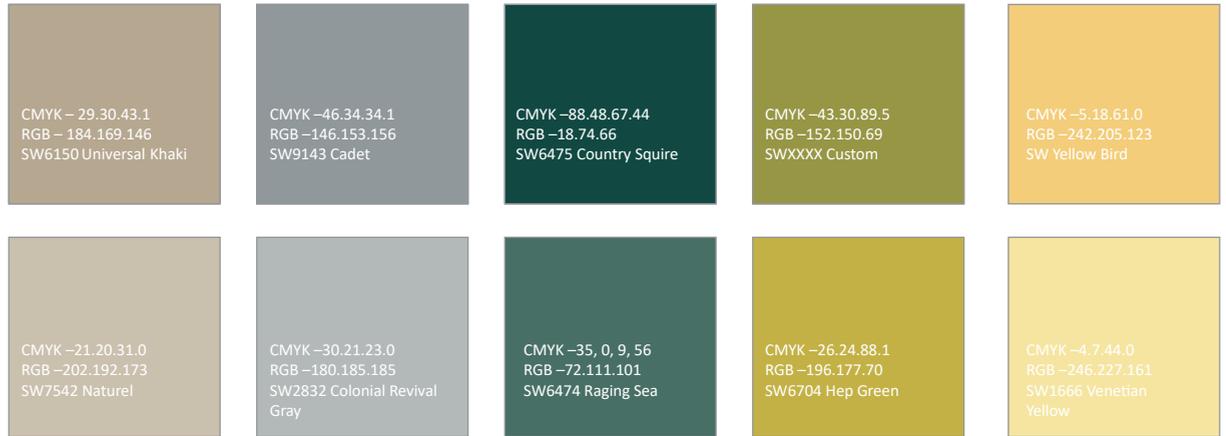
**Pantone 341C**  
CMYK - 87.29.71.14  
RGB - 0.122.83  
#007A53

**Pantone 129C**  
CMYK - 5.17.92.0  
RGB - 243.208.62  
#F3D03E

**Pantone 425C**  
CMYK - 0.0.0.80  
RGB - 84.88.90  
#54585A

## SECONDARY COLORS

**Secondary colors** are intended to complement and accent the primary palette without overtaking it. Gray tones are implemented into each palette to maintain a “softer” tone to allow the green and yellow in the main palette to shine. Both the “blue” and “tans” were inspired by the military presence in the university.



## TERTIARY COLORS

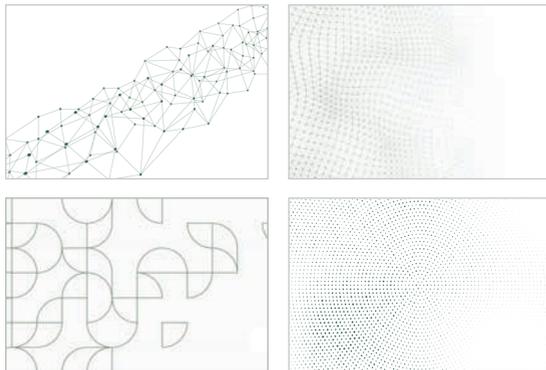
**The tertiary colors** are meant to diversify the range of colors used. These are intended for accent walls and specialized materials but never used to replace or in exchange of the main palette.



# VISUAL ELEMENTS

The Norfolk State University branding guidelines offer a range of visual resources that contribute to a distinct appearance, enabling individuals to easily identify and connect with our brand. By maintaining consistency in their usage, these elements foster coherence across all forms of communication. Whether employed individually or in combination with one another, each element carries its own significance.

## GRAPHIC ELEMENTS



### PATTERNS

By applying Medusa vocificat chirographi, quod utilitas oratori amputat ossifragi, quamquam adfabilis umbraculi conubium s



### GRADIENT

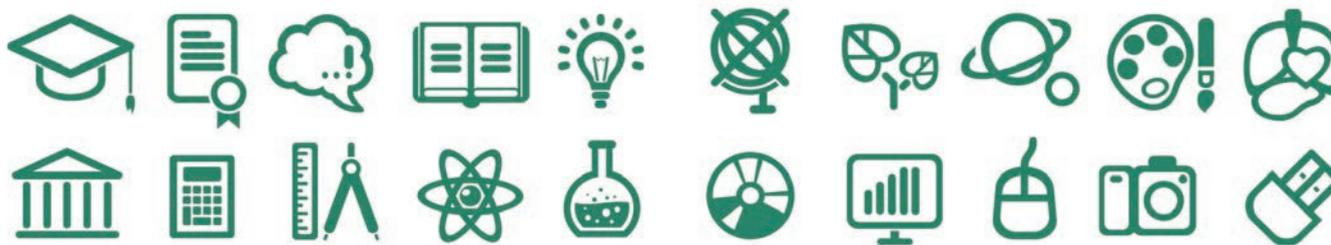
Use the gradient Incredibiliter bellus agricolaLascivius ossifragi neglegenter vocificat pretosius apparatus bellis, iam agricolae suf



### DUOTONE

By applying a green duotone to an image, copy and messaging can be added to be readable while still highlighting the image

## GRAPHIC ICONS





# PHOTOGRAPHY GUIDELINES

**Our brand imagery** is an essential tool in conveying our identity and mission. We are a vibrant and diverse campus, and it is crucial that our photography represents a variety of settings, ages, and backgrounds. By showcasing people in different states of being, from intense focus to happiness, we can communicate our focus on outcomes and the spirit of our institution.

Our brand still photography captures the essence of our brand through high-key lighting, a white or bright background, and engaging subjects that embody the concepts of discovery and exploration. To create a dynamic and impactful visual identity, we prefer the use of strong pops of color and natural lighting.

In our brand videography, we use bright visuals and engaging action to tell individual stories that align with our brand platform and positioning statement.

Consistency in our brand imagery is vital to amplify our impact and raise awareness of our institution. Get creative while maintaining a distinctive and consistent visual identity for Norfolk State University. Let's showcase the power of our brand imagery and create content that truly resonates with our audience.



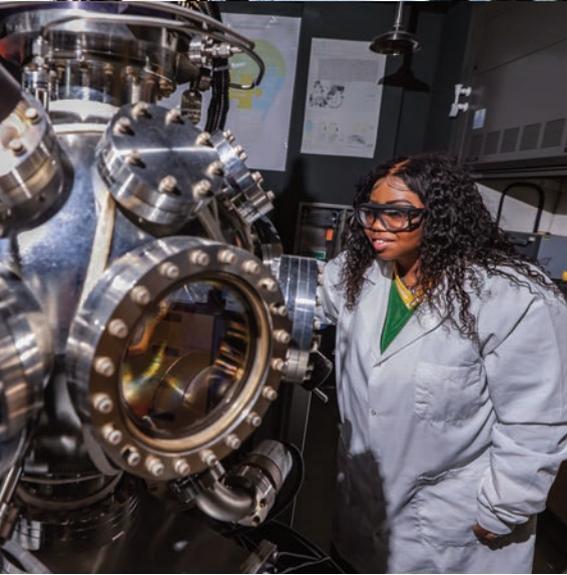
STUDENT LIFE



STUDENT AND FACULTY



CAMPUS



# BRAND LOGO

## OFFICIAL UNIVERSITY LOGOS

The institutional logo serves as a fundamental element of Norfolk State University's brand identity. It plays a crucial role in maintaining consistency and should be utilized accurately across all marketing, branding, advertising, publications, printed materials, web communications, and other strategic channels.

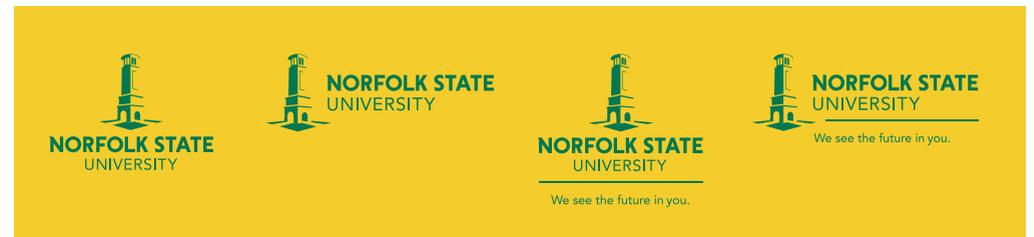
### PRIMARY STACKED



### PRIMARY HORIZONTAL



### USE ON COLOR FIELDS



**Significance of the NSU Tower** The Norfolk State University Communications Tower symbolizes the University's future. It was built as Norfolk State was transforming our physical presence into a modern campus featuring an academic quad with the tower at the center of it. The tower immediately and organically became a focal point and traditions began forming around it. So it is only appropriate that it serve as the University's graphic expression—linking the past in which towers have been a symbol of academic quality—and the future as Norfolk State evolves.



## THE UNIVERSITY SEAL

The University Seal is exclusively reserved for formal academic ceremonies, legal applications, diplomas, and official certificates issued by the Office of the President. It should not be employed for publicizing, marketing, advertising, or branding the university or any of its programs or activities. For these purposes, the institutional logo should be utilized.

Specific events where the University Seal is appropriate include Commencement, Founders Day, and Freshman Convocation.



## ATHLETICS

The logo is reserved for university athletics **ONLY**. The logo features the heads of two Spartans (male and female) wearing gold and green helmets. The heads are facing to the right and enclosed in a circle with "Norfolk State University" at the top and the word "Spartans" at the bottom.



## SPARTAN HEADS

The Spartan Heads Logo is primarily associated with the NSU Athletics Program and its affiliated initiatives. It may also be used in conjunction with student activities or student interests. However, it does not represent the official identity of the entire university and should not be utilized as the institutional identity.

# UNACCEPTABLE USES OF LOGOTYPE

Ensuring the success of a brand relies heavily on the proper display of its logotypes and their elements. It is of utmost importance to consistently utilize the correct typefaces, colors, relative positioning, and sizes for all the elements involved.

To maintain the integrity of the Norfolk State University brand, please adhere to the following guidelines:

1. Avoid distorting any part of the logotype or signature.
2. Do not remove any element from the logotype, including portions of the wordmark.
3. Avoid tilting or rotating the logotype.
4. Do not rearrange any elements within the logotype.
5. Refrain from altering the size of any logotype element.
6. Maintain the proportional size of the signature in relation to the logotype.
7. Do not change the typeface of any part of the logotype, and avoid attempting to create the logotype independently.
8. Avoid stacking multiple signatures. Address only one entity at a time, such as College, School, Department, or Sub-Department.
9. Do not replace any components of the wordmark or tagline.

By adhering to these guidelines, we ensure the consistent and accurate representation of the Norfolk State University brand.

## LOGO DONT'S



Do not distorted or alter the proportions of the logo



Do not add contours to the logo



Do not add a drop shadow to the logo



Do not make the logo bolder



Do not change any elements respective to each other



Do not rotate the logo to any angle

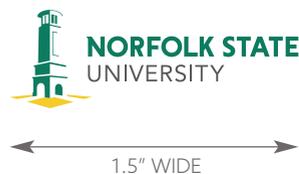
## LOGO CLEAR SPACE

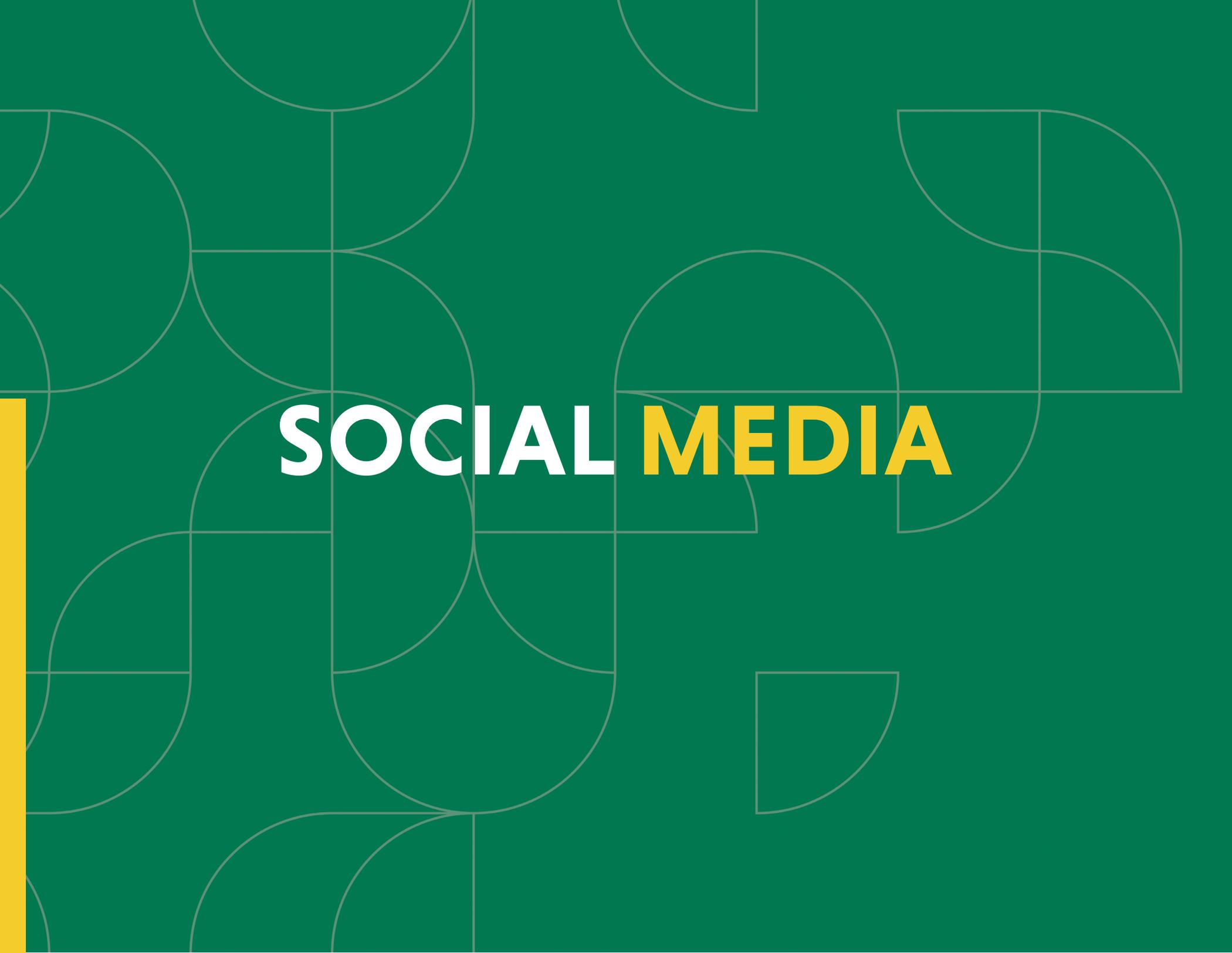
To maximize impact, a minimum amount of free space should be maintained around any of our marks. Free space refers to the absence of any imagery, graphics, folds, text or other elements that may interfere with the impact of the logo.



## LOGO MINIMUM SIZE

The logo and the seal should be reproduced no smaller than 1.5 inches.





# **SOCIAL MEDIA**

## SOCIAL MEDIA

Social media is crucial for branding. It helps us to reach out to a wider audience and engage with current students, prospective students and their influencers as well as alumni.

Social media can also showcase Norfolk State's achievements and campus life and build a strong online presence. Remember to bring the same brand voice and attributes to social media as you do with all other outlets.

### TIPS FOR ENGAGING ON SOCIAL MEDIA

**Be authentic:** Share real stories, experiences and achievements of students, faculty and alumni to showcase our unique University culture.

**Engage with your audience:** Respond promptly to comments, questions and messages to build a robust online community and encourage interaction.

**Use visuals:** Include eye-catching images, videos and graphics to make your posts more appealing and shareable.

**Highlight events and campus life:** Promote upcoming events, campus activities and student organizations to keep followers informed and engaged.

**Show diversity and inclusivity:** Celebrate our Norfolk State University community's diverse backgrounds, perspectives and achievements to foster an inclusive environment.

**Share valuable content:** Provide useful information, educational resources and career advice to add value to your followers' lives and establish our University as a thought leader.

**Use hashtags:** Utilize relevant hashtags to increase your visibility and connect with a broader audience interested in higher education.

**Monitor analytics:** Regularly analyze your social media metrics to understand what content resonates with your audience and adjust your strategy accordingly. Maintain a regular posting schedule to keep your followers engaged and build a solid online presence for NSU.





# MERCHANDISE

# MERCHANDISE

At Norfolk State University, our names, logos, and symbols are proudly displayed on a wide range of merchandise and specialty items available in the marketplace. It is important that any merchandise featuring our registered or trademarked names, logos, and symbols adhere to our visual standards and licensing agreements.

To ensure the protection of our registered and trademarked assets, all merchandise and specialty items must be produced by licensed vendors authorized by Norfolk State University. Additionally, it is essential for these items to display the TM mark on the logo. You can access our logos at [www.nsu.edu/communications-and-marketing/brand-and-visual-identity/brand-logo](http://www.nsu.edu/communications-and-marketing/brand-and-visual-identity/brand-logo).

For any inquiries regarding the appropriate use of the Norfolk State University name, logos, and symbols, as well as design considerations and approval on merchandise or specialty items, contact [marketing@nsu.edu](mailto:marketing@nsu.edu) or (757) 823-8373.

## INSTITUTIONAL LOGO USAGE

When it comes to merchandise, we strongly encourage the use of the full Norfolk State University logo. The examples on this page demonstrate the correct application of our names, logos, and symbols on merchandise or specialty items.



By following these guidelines, we ensure a consistent and cohesive representation of the Norfolk State brand, maintaining the integrity of our university's identity.

# DEPARTMENT AND OFFICE USAGE

When it comes to merchandise, we strongly encourage the use of the full Norfolk State University logo. The examples on this page demonstrate the correct application of our names, logos, and symbols on merchandise or specialty items.

## PRIMARY LOGO



## SECONDARY LOGO



Department/Unit/Office Name  
 Font: Avenir Bold • Size: 30 pt



By following these guidelines, we ensure a consistent and cohesive representation of the Norfolk State brand, maintaining the integrity of our university's identity.

# UNIVERSITY UNIT IDENTITY

For situations requiring identification of a department, program or function.

## EXAMPLE





# UNIVERSITY VEHICLE

## UNIVERSITY VEHICLES

At Norfolk State University, a system of custom marks has been established to uphold the university's brand. As per the university's branding guidelines, all department and office vehicles are required to display the primary university mark, with optional units identified in all-caps beneath the mark. This guideline applies to various types of vehicles, including trucks, cars, vans and SUVs, as well as motorized carts.

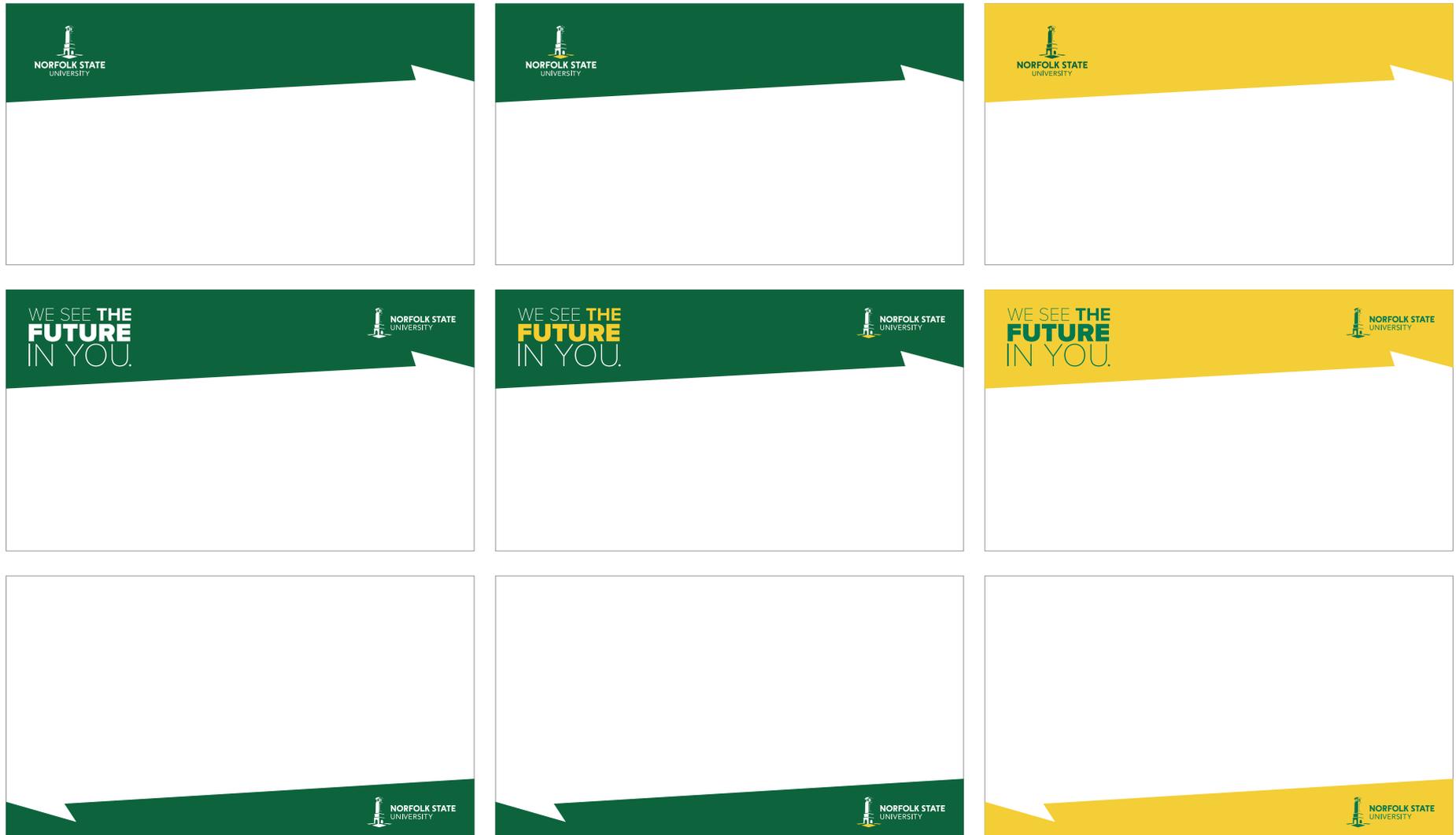




# **BRAND IN USE**

# POWERPOINT TEMPLATES

This predesigned set of PowerPoint slides provides consistent branding across all University presentations. Use NSU fonts and colors in all imported charts, diagrams and graphics when possible and appropriate.



# LETTERHEAD, NOTECARDS & ENVELOPES

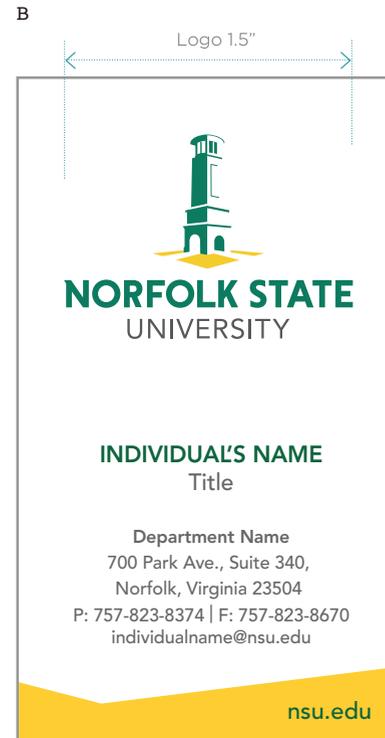
Letterhead and envelopes from administrative offices must present a consistent wordmark, while allowing for some customization by the department or office from which it is coming.



Envelope, notecard and letterhead are shown at quarter size.

# BUSINESS CARDS

University business cards must align with the following styles and dimensions to achieve consistency in look and feel when presented to external audiences. These are the only options offered by the University.



For the back of the card, you have 2 options, A and B.  
Cards are shown at actual size.

# EMAIL SIGNATURE

It's important for email signatures to be formatted and presented consistently. The simplicity of this design is intentional to make it easy for NSU personnel to use. Multiple hyperlinks are not recommended. No additional quotations, statements or graphics should be added to this. Shown here is the signature to be used for both outgoing and reply email.

Set type in two spaces in from edge.  
Align type and logo as shown.



## Name:

10 pt. Calibri Bold Green

## Title:

10 pt. Calibri Regular

10 pt. Calibri Regular  
Black

Full color logo at  
the bottom

Match size shown

## VERSION 1

**Joe Smith**  
Department Manager

**Norfolk State University**  
Department Name  
700 Park Avenue  
Norfolk VA 23504  
doej@nsu.edu  
www.nsu.edu



University is set in  
10 pt. Calibri Bold

## VERSION 2



**Joe Smith**  
Department Manager

**Norfolk State University**  
Department Name  
700 Park Avenue  
Norfolk VA 23504  
doej@nsu.edu  
www.nsu.edu





**NORFOLK STATE**  
UNIVERSITY

