



NORTHWESTERN STATE

Visual branding guidelines

UNIVERSITY NAME: NORTHWESTERN STATE UNIVERSITY OF LOUISIANA

The official name of the institution is “Northwestern State University of Louisiana,” which historically predates the creation of the current University of Louisiana System. The enabling legislation from the early 20th century which first changed the name to Northwestern State College of Louisiana was replaced on June 18, 1970, with the naming of Northwestern State University of Louisiana. On all formal documents, the full name of the institution should be employed, along with the formal official seal. In general publicity and documents, the first reference is Northwestern State University, with second reference as Northwestern State. The short abbreviation of NSU is permissible, but should not be used exclusively as the second reference. “Northwestern,” “Northwestern Louisiana,” and “NW State” should not be used in university publicity, printed materials or official documents as a second reference.



OFFICIAL SEAL

The seal incorporates the three key elements of Northwestern State’s brand identity: the full incorporated name, the iconic logo and the university colors. The seal is reserved for official documents, decoration at formal events, and to represent the institution as a whole on the national stage. As a rule, the seal should not be used in conjunction with either the logo or wordmark. Accent black may be used to create supporting graphic presentation, but no other color variation within the seal is acceptable. The seal shall not be altered to remove any element or made transparent through the middle. As the university official colors are purple and white, these should not be altered in any way. The seal is a copyright creation of Northwestern State University of Louisiana, 2011, and trademark to be applied for. All existing guidelines for usage through the university’s trademark and licensing program apply.



UNIVERSITY LOGO

The logo represents the iconic symbol of Northwestern State, The Columns, and is utilized as a stand alone image or paired with the word mark. As presented, the logo shall not be combined with any other logo. The strong preference is for the logo to not become incorporated in other artistic or logo-like elements. When needed, the logo and word mark will appear in combination. The preferred arrangement is logo followed by word mark with word mark level with top edge of column within the mark. The logo shall not be reversed under any circumstances. It may be presented with a larger than normal white stroke to offset from purple or dark backgrounds as an alternative to reversal. The seal is a copyright creation of Northwestern State University of Louisiana, 2011, and trademark to be applied for. All existing guidelines for usage through the university’s trademark and licensing program apply.

WORDMARK **NORTHWESTERN STATE**

The words “Northwestern State” represent the institution in short form, and will be set in the university’s identity font. The words “University of Louisiana” are added in the seal, and may with approval be used with “Northwestern State” in other presentations. When the two are presented together, the preference is for two lines. For all, characters are set as all caps with a formula variation for the lead capitals, not as small caps. Rawlinson does not support a small caps format, and the small caps resulting from creation with desktop publishing or design tools does not render the word mark in the way it was designed. For most headline range point sizes (24 through 60), the offset from lead cap to copy is 4 points. For example, to achieve a base 36 point rendering, use 40 point for the “N” and “S”. Letter spacing and letter width is default in Adobe products when creating wordmarks. A standard EPS version of the wordmark is available.

Official Seal, University Logo and Wordmark artwork files are available in several file formats: vector formats .ai, .esp. and .pdf; PC format .tif; and web formats .jpg and .png. **CONTACT:** Northwestern State University Press Publications at 318-357-4586 (mannb@nsula.edu) or Northwestern State Marketing and Branding at 318-357-4245 (smithb@nsula.edu).

LOCAL | GLOBAL **NORTHWESTERN STATE**

IDENTITY FONTS

The word mark for the institution is set in Rawlinson, and the font is reserved only for the official university name, the official university word mark and other approved individual use. It is not intended to become a widely disseminated font for use in general headlines or body copy. We recommend the use of Franklin Gothic Demi and Book as accent sans serif fonts to use with Rawlinson.

ATHLETIC DEPARTMENT LOGO AND WORDMARK

The official primary mark for Northwestern State University and the signature font and word mark for Northwestern State are reserved for athletic department use only.

TYPESETTING GUIDELINES

The preferred standard for copy is flush left, ragged right on all Northwestern State documents. Leading should be 2 points of space, and a line length of body copy in the 40 to 70 character range. Justified copy is highly discouraged in all Northwestern State documents. Paragraphs may be delineated by either two pica (1/8 inch) indentions or by separation with a line return; however, both should not be employed together. In longer form copy, the preference is for traditional intention and single return. For copy in advertising, short forms or factual notation, the preference is for no intention and "double spacing" between paragraphs.

HEADLINE GUIDELINE

Downstyle with capitalization which conforms to either Associated Press Stylebook or the approved Northwestern State Style Guide exceptions.

OFFICIAL COLORS

The official colors of Northwestern State University of Louisiana are purple and white. The athletic department may additionally employ orange as an accent color. The official colors are expressed in these ways:

CMYK FORMULA:

Northwestern State Purple 86-100-3-1 (Athletic Dept Orange 0-75-96-0)

RGB FORMULA:

Northwestern State Purple 81-38-152 (Athletic Dept Orange 255-100-24)

PANTONE MATCHING SYSTEM:

Northwestern State Purple PMS 267 (Athletic Dept Orange: PMS 165)

WEB SAFE HEXIDECIMAL:

Northwestern State Purple 663399 (Athletic Dept Orange: ff6600)

SUPPORTING MARKETING MARKS

The official university main website address should be included in all university publications, publicity and promotional materials. It is "nsula.edu" and should be expressed in that way, in lower case, and without any other text (that is, no "http://" or "www." preceding the address). When possible, the university's usage of social media should be promoted on all printed materials through the inclusion of appropriate service marks of approved platforms. At this time, Facebook and Twitter are the approved university-wide social media platforms to be promoted on all university materials. If marketing or promotional materials are targeted to a specific area, that area's website address may be used in place of the university main address.

Rawlinson 2.0 Medium

Franklin Gothic Demi

EXAMPLES OF DISCONTINUED LOGOS OR USAGE



NORTHWESTERN
State University



For questions or design approvals, contact the Northwestern State Director of Marketing and Branding
Bill Smith | 318-357-4245 o | 318-663-0068 c | smithb@nsula.edu

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