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Introduction

The *Graphic Identity System* was created to ensure the success of Northern Arizona University’s visual identity. A consistent and proper presentation of the university mark is essential for establishing identity awareness in local, regional, and national markets. This manual provides faculty, staff, and students the tools needed to adhere to the university’s guidelines for using the official seal, shield, and signature.

We have revised the manual to address design questions regarding use, color, and placement in print, web, and video formats. The new format allows for easier access to logo specifications and guidelines. We have included the official university logo policy, as well as policies about secondary design elements, banner displays, and web design.

We encourage you to use the manual as a reference guide. In addition to providing logo requirements and guidelines, the manual also contains design suggestions and a helpful glossary of terms.

In addition to the NAU *Graphic Identity System*, the university also provides the *Writing Style Guide* to assist with creating a professional, uniform presentation.

Both guides are downloadable from the Marketing website: nau.edu/marketing.

Questions regarding logo use or style guides can be directed to the Marketing Department at 928-523-1741.
1. OFFICIAL UNIVERSITY MARKS
Official University Seal

Use of the Northern Arizona University seal is limited to official administrative offices:
  • Office of the President
  • Arizona Board of Regents-sponsored applications

Use of the seal is limited to official university documents:
  • diplomas
  • certificates
  • documents at the discretion of the university president

The seal is also currently available as blind embossing art. Questions regarding the use of the university seal should be directed to the Marketing Department.

Specifications
Maximum size: 3 1/2” in diameter.
Minimum size: 1 3/4” in diameter.

IMPORTANT NOTE
The university seal should never be substituted for the Northern Arizona University mark or symbol.

QUESTIONS
Marketing Department 928-523-1741
Official University Shield and Signature

The university logo has been designed to function as part of a flexible and cohesive visual system, consisting of a shield and signature. A designated horizontal and vertical version of the shield and signature allows for different uses, giving the designer optimal flexibility within the university’s necessary communication guidelines.
Shield and Signature Guidelines

Shield Guidelines

• The shield must always be accompanied by the signature.
• The shield may not be cropped or reconstructed in any way.
• The shield must be reproduced from high-resolution digital files provided by the Marketing Department only.

Signature Guidelines

• Never crop any part of the signature.
• Do not reconstruct or alter letter spacing or word spacing.
• Do not use font substitutions.
• The signature must be reproduced from high-resolution digital files.

For proper logo treatment, please refer to chapter 2, page 17.

File Location

• College logos for print or web can be downloaded from the Marketing website: nau.edu/logos.
• Department and institute logos can be obtained through the Marketing Department.
Primary Vertical Logo

The vertical logo is the most formal configuration and is useful in tighter and more symmetrical spaces. It is also more suited for larger displays where the weight of the symbol can afford to be bigger.

Logo Taglines

The vertical logo has two optional taglines.

A.  **FOUNDED 1899**  
   Use in applications that highlight historic reference.

B.  **FLAGSTAFF**  
   Use in marketing applications that highlight the Flagstaff campus.
Primary Horizontal Logo

The horizontal logo is useful for applications where wider space allows for some degree of asymmetry. College and department versions of the horizontal logo are used for all stationery items.

Alternative Horizontal Logos
Trademark and University Merchandise

Colleges and departments that produce merchandise for sale using either the university’s primary horizontal or vertical logo must include the registered or regular trademarks on the merchandise.

The university’s vertical logo requires a registered trademark.

The university’s horizontal logo requires a regular trademark.

File Location

- Logos with the trademark can be obtained from the Marketing Department.

QUESTIONS

Marketing Department 928-523-1741
2. COLLEGE, DEPARTMENT, AND INSTITUTE LOGOS
College Designation

When shown with a college designation, the university signature is formatted to two lines, allowing the college name to fit on the third line. The college designation appears in Adobe Caslon Semi-bold Italic using the same baseline as “University” in the primary horizontal logo (see below).

A vertical college logo is sometimes used on premium products (e.g., mugs, shirt pockets) that present space limitation issues.

File Location

- College logos for print or web can be downloaded from the Marketing website: nau.edu/logos.

IMPORTANT NOTE

Any future logo design for colleges and departments, or changes to existing design, should only be constructed by the Marketing Department.

QUESTIONS

Marketing Department 928-523-1741
Institutes and Centers

Institutes or centers that fall under the auspices of a university college are designated in the same manner as an academic department. The institute or center name should follow the university signature and college affiliation.

NORTHERN ARIZONA UNIVERSITY
College of Engineering, Forestry & Natural Sciences

Merriam-Powell Center for Environmental Research

File Location
- Institute and department logos for print or web can be downloaded from the Marketing website: nau.edu/logos.

IMPORTANT NOTE
Any future logo design for institutes and departments, or changes to existing design, should only be constructed by the Marketing Department.

QUESTIONS
Marketing Department 928-523-1741
Department Designation

**Academic Departments**
Academic departments use the primary horizontal logo with the university signature on the first two lines, followed by the college affiliation and department name.

![Northern Arizona University College of Arts & Letters](image)

**School of Music**

**Non-academic Departments**
Non-academic departments list the university signature and the department name. These departments have the option of having their name added to either the university horizontal logo or the university vertical logo.

![Northern Arizona University](image)

**University Marketing**

**File Location**
- Department level logos can be obtained through the Marketing Department.

**IMPORTANT NOTE**
Any future logo design for colleges and departments, or changes to existing design, should only be constructed by the Marketing Department.

**QUESTIONS**
Marketing Department 928-523-1741
Extended Campuses

The Extended Campuses designation is treated the same as a college designation; the university signature is used as two lines and Extended Campuses is on the third line in Adobe Caslon Semi-bold Italic.

Community campus logos use the department level designations.

Horizontal Logos

File Location

- Extended Campuses logos for print or web can be downloaded from the Marketing website: nau.edu/logos
- All eps or large-format logo files will be supplied by the Extended Campuses marketing team. If an outside vendor is applying the logo to any items (e.g., promotional items, banners, signs, etc.) the Extended Campuses marketing department should be contacted at 928-523-7462.

IMPORTANT NOTE

Requests for new Extended Campuses logos (or modifications) should be directed to the Extended Campuses marketing department.

QUESTIONS

Extended Campuses marketing department 928-523-7462
Use in Running/Written Text
Whenever possible, primary usage should be “Northern Arizona University.” When there is a need to specify the NAU – Extended Campuses division, the correct usage is as follows:

1) The Extended Campuses of Northern Arizona University (formal use)
   • Use as first reference in formal communications, such as press releases. For subsequent usage in the same document, use NAU – Extended Campuses (see item 2 below).

   Note: Always spell out Northern Arizona University in the first reference in text. For example:
   The Extended Campuses of Northern Arizona University (NAU) assists students in pursuing higher education through alternative learning environments that meet the demands of today’s busy student.
   NAU – Extended Campuses students are typically professionals seeking career advancement through higher education...

2) NAU – Extended Campuses
   • Appropriate for the second appearance in a text document (for first usage, see item 1 above).
   • Appropriate in first use for internal communications only.
   • “Extended Campuses” can be abbreviated, but only for internal communications

   Note: Use an “en dash” after NAU (in MS Word, type a space after NAU, followed by two hyphens and another space; MS Word will automatically convert the two hyphens to an “en dash”).

3) Northern Arizona University – Paradise Valley Campus
   (or NAU – Paradise Valley Campus)
   • Appropriate for any of NAU’s community campuses, as well as the online campus.
   • Follow the name of the location with the word, “Campus.”

   Note: Always spell out Northern Arizona University in the first reference in text.

Use in Spoken Word (phone, discussion)
Whenever possible, primary usage should be “Northern Arizona University” or “NAU.” When there is a need to specify the Extended Campuses division, use “NAU Extended Campuses,” “NAU Paradise Valley Campus,” “NAU Online Campus,” etc. The abbreviation, “EC,” is acceptable only for internal usage.

QUESTIONS
Contact Extended Campuses Marketing at 928-523-7462.
Use in E-mail Signature, Business Card, Mailing Labels, Letterhead

Name
Title
Northern Arizona University
Extended Campuses (or Community Campus Name)
Unit (if applicable)
Box #
City, State, Zip code

Unacceptable Usages

Running Text
• NAU’s Extended Campuses
  (use option 2 on previous page: NAU – Extended Campuses)
• NAU – Extended Campus
  (always use plural form: NAU – Extended Campuses)
• NAU – EC
  (“EC” should never be used for external communications)
• NAU – Paradise Valley
  (always include “Campus”: NAU – Paradise Valley Campus)

Logo Treatment
Do not alter the logo in any way:

Do not place any text or graphic element within the logo margins (See page 27).

Do not surround or enclose the logo with a competing shape.

Do not distort the logo, making it stretched or too thin.

See pages 17-18 for additional details.

QUESTIONS
Contact Extended Campuses Marketing at 928-523-7462.
Acceptable Presentations

The Graphic Identity System provides horizontal and vertical versions of the logo with several added variations that allow for greater design flexibility. In addition to the primary two-color logo, the university also provides single color and single color with halftone variations, as well as reversed color versions of each.
Examples of Unacceptable Logo Treatment

Although we encourage creative initiative with brochures and documents, it is imperative that the university maintains a quality brand that is presented in a consistent and professional manner. It is also important that when incorporating the logo into your document, you should adhere to fundamental principles of design to successfully promote the university brand.

The following examples demonstrate logos that are NOT in compliance with the university’s Graphic Identity System. This applies to all applications, including but not limited to video production, printed materials, web pages, and merchandise.

Do not alter the logo in any way:

- Do not give the logo a drop shadow or try to make it “pop.”
- Do not distort the logo, making it stretched or too thin.
- Do not tilt the logo in any direction.
- Do not present the Shield without the Signature.
- Do not crop any part of the logo.
- Do not retype or use a substitute font for the signature.
Do not change the colors of the shield.
Do not screen the colors of the shield.
Do not surround or enclose the logo with a competing shape.
Do not place logo over a heavily patterned background.

Do not print the single color logos (blue or black) over a dark background.
Do not print the reversed-out mark on a light or white background.
Do not use web version or low-resolution version for print applications.
Do not reconfigure the elements of the logo into a different composition.

**Merchandise**

Do not use single shield or signature on merchandise.
3. OFFICIAL UNIVERSITY POLICY
Logo Policy

• To maintain a strong, single graphic identity for the university, academic and administrative departments that meet at least one the following criteria must use only the approved Northern Arizona University primary logo and variations:
  o have an NAU/state-paid address
  o represent the whole university
  o have cross-department functions
  o are an NAU business or auxiliary

Secondary Logo Policy
Approved by Strategic Marketing Committee, July 2007

Criteria for Usage of Secondary Logo with the University Mark

Category A – Northern Arizona University departments

• University departments that meet at least one of the following criteria may use only the Northern Arizona University logo and variations, shown in chapter 2 of the Northern Arizona University Graphic Identity System:
  o have an NAU/state-paid address
  o represent the whole university
  o have cross-department functions
  o are an NAU business or auxiliary

Category B – Secondary Logos used with the Northern Arizona University mark

• Secondary logos for organizations associated with campus departments will be allowed only with the permission of the Marketing Committee. All existing and future secondary logos must be submitted to the Marketing Committee for evaluation.

• Secondary logos may not be used on university stationery, envelopes, business cards, and mailing labels.

• Select organizations and programs housed at the university may display their affiliated organizations’ logos secondary to the Northern Arizona University logo on university documents if they have approval of the Marketing Committee and meet one or more of the following criteria:
have 501 (c)(3) status

501 (c)(3) tax exemptions apply to corporations, and any community chest, fund, or foundation, organized and operated exclusively for religious, charitable, scientific, testing for public safety . . .

stage discrete events with distinct start and end dates

operate and distribute material exclusively on campus, i.e., “After Hours”

**Category C – Placement of the Northern Arizona University mark with other marks/logos:** Select organizations that work in partnership with Northern Arizona University may, with the approval of the Marketing Committee, display identification logos in addition to the Northern Arizona University logo.

- The university logo may appear with other logos on publications for cooperative programs involving one or more departments associated with Northern Arizona University and one or more outside institutions, organizations, or agencies—when they contribute as much as or more than Northern Arizona University does to the event. Examples include the Sustainability Expo, Home and Garden Show, Cardinals training camp. However, the following conditions apply:

  - Northern Arizona University has the right to approve placement of the university logo.
  - No organization may alter the university logo.

- The Northern Arizona University logo should not be combined with another logo or design element to create a single image.

- Organizations or businesses that support or provide services to Northern Arizona University may not use the university logo to promote their organization without receiving prior approval from the Marketing Department.

- Events, programs, or organizations that use Northern Arizona University facilities for programs, services, or events may not use the Northern Arizona University logo without the written approval of the Marketing Committee.

**IMPORTANT NOTE**

Submit all requests, along with art and justification for use, to the Marketing Department at [marketing@nau.edu](mailto:marketing@nau.edu).

Use of unauthorized logos and graphical elements are prohibited. If you have secondary graphical elements that have not been approved by the Marketing Committee, or are using older versions of the university logo, immediately stop distribution or display of those materials.
4. LOGO SIZE, SPACING, AND RESOLUTION REQUIREMENTS
Minimum Size Specifications

To ensure legibility of the logo, the logo should not be resized smaller than the following specifications.

**Minimum Size**

- Vertical 5/8” tall
- Horizontal 3/8” tall

**Business Card**

7/16” tall

**Letterhead Size**

5/8” tall
Logo Margins and Spacing

The logo requires a certain amount of breathing room from the edge of a page/document, as well as from other text and design elements on the page.

Margins
As a rule, the logo (shield and signature)—in any of its variations—should not be placed within one-half the width or one-half the height of the shield from the side edges or the top or bottom edge of a page.

Logo Spacing with other Text
The same margin rule applies to other text and design elements. The logo (shield and signature)—in any of its variations—should not be placed within one-half the width or one half the height of the shield to any other text or design element on the page.

Preferred logo spacing

PLEASE NOTE
There is no guide for maximum space between the logo and other text. Use your best judgement with regard to overall space and visual design.
File Resolution Requirements

The resolution for logos on a web page is usually 72dpi (dots per inch). Printed documents need a much higher resolution with a minimum of 300dpi. Because the resolution for the computer screen is different from printed documents, never copy or use a logo from the web for printed documents. The university has created college and department logos for both the web and printed format. They can be downloaded from the Marketing Department website: nau.edu/logos.

Larger files needed for banner size applications can be obtained through the Marketing Department.

QUESTIONS

Marketing Department 928-523-1741
5. UNIVERSITY COLOR PALETTE
Official University Colors

The university's *Graphic Identity System* has designated a color palette of two hues.

NAU Blue: **PMS 281**
NAU Sage Green: **PMS 5555**

The matrix below shows reproduction options for the university’s standard blue and green colors. Please use only these color formulas for ink and digital environments. Questions regarding color configurations should be directed to the Marketing Department. For color matching and color swatch questions, contact the Printing Services department.

<table>
<thead>
<tr>
<th>Solid</th>
<th>Process (CMYK)</th>
<th>RGB</th>
<th>Hexadecimal</th>
</tr>
</thead>
<tbody>
<tr>
<td>NAU Blue PMS 281C</td>
<td>C 100 M 72 Y 0 K 32</td>
<td>R 0 G 51 B 102</td>
<td>00 34 66</td>
</tr>
<tr>
<td>NAU Sage Green PMS 5555C</td>
<td>C 43 M 0 Y 34 K 38</td>
<td>R 85 G 117 B 101</td>
<td>55 76 65</td>
</tr>
</tbody>
</table>

NAU Blue is one of the university’s primary colors. We recommend use of clear varnish or aqueous protective overcoat when printing large areas of solid ink coverage. Color intensity will change slightly with overcoat.

NAU Sage Green is also treated as a primary color. It is versatile and can be used in a variety of settings: as print type, reversed out, or overprinted with blue.

Please refer to the Color Palette on page 31 to review more options for using accent colors, including the traditional gold **PMS 116**.

**PLEASE NOTE**

Working with different media and materials can produce different color results (i.e., vinyl, wood, plastic, fabric). Please provide print and merchandise vendors with color swatches or ask for color samples to match materials with the university’s designated colors.

**QUESTIONS**

Marketing Department 928-523-1741
NAU Printing Services 928-523-1941
Color Backgrounds Used with the Logo

The logo may be reproduced in limited color configurations over simple color backgrounds. The logo may also be reproduced over photographs in positive or reversed formats (white lettered text). A sampling of color background options can be found in the “Color Palette” section on page 33.

Full color

Full color reverse

Full color with photographic background

PLEASE NOTE

The university has a specific reverse logo file that has been modified for visual spacing. Do not attempt to re-create a reverse logo or change the logo’s colors. Contact the Marketing Department if you need assistance selecting the proper logo file.

QUESTIONS

Marketing Department 928-523-1741
Single Color Variations for the University Logo

The university logo can be used as a single color in either True Blue (PMS 281) or black.

There are two versions of the single color logo: a solid version and a halftone version (the shield’s mountain shape in the halftone version is screened back to 50 percent of the color).

Both the solid and halftone versions are offered in a reverse format.

Solid

Solid reverse

Halftone

Halftone reverse

PLEASE NOTE

The shield in all of the logo variations is always filled with color: True Blue and Sage for the full color version; True Blue for solid or halftone blue versions; black for solid or halftone black versions. (In other words, the background color should not be seen through space within the sheild.)
**Color Palette**

Use this palette of colors to develop a cohesive and unified color theme throughout university publication streams. Use discretion in placing NAU Blue (PMS 281) and NAU Sage Green (PMS 5555) in close proximity to some colors shown on this page, especially colors with similar values or intensities.

### Primary Colors

**NAU Blue**
- C: 100
- M: 72
- Y: 0
- K: 32
- Hexadecimal: 00 34 66
- R: 0
- G: 51
- B: 102
- Screen=26% of PMS 281

**PMS® 7458**
- C: 40
- M: 0
- Y: 5
- K: 6
- Hexadecimal: 99 CC CC
- R: 163
- G: 204
- B: 204

**PMS® 542**
- C: 62
- M: 22
- Y: 0
- K: 3
- Hexadecimal: 66 99 CC
- R: 102
- G: 153
- B: 204

**PMS® 355**
- C: 94
- M: 0
- Y: 100
- K: 0
- Hexadecimal: 0A 4D 4F
- R: 0
- G: 169
- B: 79

**NAU Sage Green**
- C: 43
- M: 0
- Y: 34
- K: 17
- Hexadecimal: 55 76 65
- R: 85
- G: 117
- B: 101

**PMS® 7492**
- C: 12
- M: 0
- Y: 80
- K: 7
- Hexadecimal: CC CC 66
- R: 204
- G: 204
- B: 102

**PMS® 7503**
- C: 0
- M: 12
- Y: 35
- K: 26
- Hexadecimal: BB A9 77
- R: 187
- G: 170
- B: 119

**PMS® 5145**
- C: 30
- M: 44
- Y: 13
- K: 0
- Hexadecimal: 9D 93 B1
- R: 180
- G: 147
- B: 177

**PMS® 7500**
- C: 0
- M: 2
- Y: 15
- K: 3
- Hexadecimal: FF FF CC
- R: 255
- G: 255
- B: 204

**PMS® 458**
- C: 10
- M: 10
- Y: 73
- K: 0
- Hexadecimal: D6 66 66
- R: 233
- G: 214
- B: 102

**PMS® 7407**
- C: 0
- M: 22
- Y: 88
- K: 11
- Hexadecimal: B5 A9 3A
- R: 229
- G: 181
- B: 58

**PMS® 5205**
- C: 50
- M: 58
- Y: 50
- K: 0
- Hexadecimal: 88 55 55
- R: 136
- G: 85
- B: 85

**PMS® 116**
- C: 0
- M: 16
- Y: 100
- K: 0
- Hexadecimal: FF CC 00
- R: 255
- G: 254
- B: 0

**PMS® 723**
- C: 0
- M: 43
- Y: 97
- K: 17
- Hexadecimal: CC 66 00
- R: 204
- G: 102
- B: 0

**PMS® 7418**
- C: 0
- M: 70
- Y: 60
- K: 5
- Hexadecimal: F6 68 5B
- R: 230
- G: 107
- B: 91

### QUESTIONS

Marketing Department 928-523-1741
6. UNIVERSITY FONTS
University Fonts

The following font families are selected for use throughout Northern Arizona University. Using these typefaces will help the university maintain a consistent brand for its diverse publications and promotions. Use of substitute fonts is acceptable only if the standard fonts are not available.

Primary Fonts

Serif Font
Northern Arizona University uses the Adobe Caslon Pro font in its primary logos, and Adobe Caslon Pro italic for the university colleges. The Adobe Caslon Pro family is a versatile font that can be used for large, single-word banner headlines, taglines, and mastheads. It is also an excellent font for heavy body text such as manuscripts, type-heavy newsletters, and large documents.

Adobe Caslon Pro

REGULAR

abcdefgijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITALIC

abcdefgijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SEMIBOLD

abcdefgijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SEMIBOLD ITALIC

abcdefgijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BOLD

abcdefgijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BOLD ITALIC

abcdefgijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Substitute: Times New Roman
**San Serif Font**
As one of the primary university fonts, the Univers family was selected for all of the small text applications for official university documents (university, college, and department level). Univers was chosen for its visual contrast to Adobe Caslon Pro. In general, use the Univers Extended fonts for briefer text applications, such as call-outs and headlines; use Univers 55 Roman for body text.

### Univers 53 Extended
- **53 EXTENDED**
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 1234567890
- **53 EXTENDED OBLIQUE**
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 1234567890
- **63 BOLD EXTENDED**
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 1234567890
- **63 BOLD EXTENDED OBLIQUE**
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 1234567890
- **73 BLACK EXTENDED**
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 1234567890
- **73 BLACK EXTENDED OBLIQUE**
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 1234567890

### Univers 55 Roman
- **55 ROMAN**
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 1234567890
- **55 OBLIQUE**
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 1234567890
- **65 BOLD**
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 1234567890
- **65 BOLD OBLIQUE**
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 1234567890

**Substitute:** Arial
Purchasing University Fonts

University fonts can be purchased through the following websites:

- Fonts.com
- Linotype.com
- Adobe.com/type
7. UNIVERSITY DOCUMENTS
University Letterhead, Envelopes, and Labels

All departments that represent academic or public service functions of the university should use the standard stationery items (letterhead sheets, envelopes, mailing labels, and business cards) for their business and professional correspondence. Only the athletic departments are authorized by the Board of Regents to use their own marks on standard stationery items. Place orders for standard stationery items with Printing Services. Order forms are available on the website nau.edu/printing, or call Printing Services at 928-523-1941.

Letterhead Samples

Academic Department Letterhead

Samples do not reflect actual size.
Non-academic Department Letterhead
Envelope Samples

Academic Department Envelope

Samples do not reflect actual size.
Mailing Label Samples

NORTHERN ARIZONA UNIVERSITY

Enrollment Management and Student Affairs
PO Box 4119
Flagstaff, AZ 86011-4119

NORTHERN ARIZONA UNIVERSITY

Undergraduate Admissions
PO Box 4084
Flagstaff, AZ 86001-4084

NORTHERN ARIZONA UNIVERSITY
College of Arts & Letters

Modern Languages
PO Box 6004
Flagstaff, AZ 86001-6004

Samples do not reflect actual size.
Internal University Documents

Memos, Agendas, Fax Covers, PowerPoint Templates
Microsoft Word templates are available on the “Logos and Templates” section of the Marketing website: nau.edu/marketing.

Memo Samples

University standard

College level

Non-academic department

QUESTIONS
Marketing Department 928-523-1741

Samples do not reflect actual size.
Agenda Samples
Microsoft Word templates are available on the “Logos and Templates” section of the Marketing website: nau.edu/marketing.

Academic department

Agenda

For:
Location:
Time:
Date:

Non-academic department

Agenda

For:
Location:
Time:
Date:

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Fax Cover Samples
Microsoft Word templates are available on the “Logos and Templates” section of the Marketing website: nau.edu/marketing.

Academic department

Non-academic department

Fax

To:
Fax:
Department:

From:
Fax:
Phone:

Pages:
Date:

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Samples do not reflect actual size.
**PowerPoint Templates**
Microsoft PowerPoint templates are available on the “Logos and Templates” section of the Marketing website: nau.edu/marketing.

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**PLEASE NOTE**
If presenting a PowerPoint demonstration to audiences in a large theater or meeting space, use white text against a dark color background. It is easier to read on large screens.

**QUESTIONS**
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*Samples do not reflect actual size.*
8. DESIGN TREATMENT AND PRINTING GUIDELINES
Video Production

Logo Treatment
Videos produced by the university or off-campus vendors must present the logo according to the guidelines outlined in this manual. Special effects that deconstruct the logo by omitting the signature, or present the shield and signature in different colors, are not permitted.

Fonts and Colors
With the exception of logo treatment, the Graphic Identity System does not restrict creative license in regard to fonts and colors. In presenting text and color backgrounds, video materials can utilize fonts other than the official university fonts, and colors other than the designated color palette on page 31.

Examples of presentations that use other fonts and styles.

College of Education promotional video

School of Forestry 50th anniversary video
Design Tips

You should be aware of graphic design principles and have knowledge in the usage of computer graphic design software.

Logo Resolution
Your end result must be determined before selecting a file. Most graphic elements will be 300dpi (dots per inch) and are ready for high resolution printing.

Resizing
Once a file has been imported to your layout program, keep the proportion the same as you imported. If you need larger or smaller graphic files, contact the Marketing Department for the correct size and file format.

File Formatting
Consult your vendor for the correct file format needed for printing. Not all printers accept computer programs, such as Microsoft Word. Most will require files created in a graphic program such as Adobe Photoshop, Illustrator, InDesign, or Quark Xpress. You should contact the vendor regarding the version they accept.

Preparing Files for Print

The logo files you download or request will depend upon the colors you are using in your document: process (four-color) or spot color.

Four-color printing requires layering four color plates—Cyan, Magenta, Yellow, and Black—in a rosette pattern in various degrees to create a continuous color tone. When preparing files for four-color printing, all artwork including images should be saved in CMYK mode.

Two-color printing uses defined inks (spot color). You can vary the intensity of the ink by using percentage screens of the ink color. You will have solid ink coverage in your darkest areas and lighter screened ink coverage in your lighter areas.
Pre-press Checklist

This checklist will assist you in preparing your design files for print. Please review before you submit digital artwork for print.

☐ Applications
All output files are saved in the following versions (or lower): Photoshop CS3, Illustrator CS3, InDesign CS3, Quark 6, or PDF 7. PDF files should be distilled with "Press" job options settings (with 1/8" bleed on all 4 sides where applicable).

Platform: ☐ Mac  ☐ Windows
Application/Version:
☐ Quark Xpress _____.
☐ InDesign _____.
☐ Illustrator _____.
☐ Photoshop _____.
☐ PDF _____.

☐ Include all Fonts
* Provide all fonts, including those used in EPS graphics.
* All Mac supported PostScript Type 1 printing and screen fonts must be supplied with your files.
* If you’re using PC fonts, please supply a list of all fonts used in your files.

☐ Include Supporting Artwork
* Provide all linking art (TIFF, EPS, etc.).
* Make sure the linking art is made with an appropriate resolution, 300 dpi for continuous-tone images and 1200 dpi for line-art images.
* Make sure filenames of linking art match those called for in your layout files.
* Make sure no support files are embedded in the output file (where applicable, we realize this cannot be avoided with Corel and PDF files).
* Remove any artwork outside of page (not being used).

☐ Check Bleeds
* Make sure any element that is intended to bleed extends beyond the document crop marks.
* The standard bleed for NAU Printing Services is 1/8 inch.

☐ Remove Unused Items/Colors
* Eliminate unused elements from the pasteboard or from hidden layers in your files.
* Eliminate files from your disk that you do not intend to be part of your project.
* Do not define any rules as "hairline." If you want a very fine rule, set it to 1/2 point.

☐ Check Colors
* Eliminate unused and duplicate colors from each file. Files should not contain duplicate colors (i.e., PMS 185 CV and PMS 185 CVC).
* Colors used in support files are named exactly the same as colors named in output files.
* CMYK files must not include spot colors.

☐ B/W  ☐ 4 Color  ☐ Spot  ☐ Other _____________.
Spot colors used:____________________________________.

☐ Photoshop files
* DPI equals twice the desired linescreen (example: 150 line screen = 300 dpi).
* 4 Color Process artwork is saved in CMYK mode as a TIFF or EPS file.
* Spot Color artwork is saved in Multichannel mode as a DCS 2.0 EPS file.
* Black and white (grayscale) artwork is saved in Grayscale mode as a TIFF or EPS file.
* Monotones should be saved as grayscale and colorized in the page layout application.
* All extra channels are deleted.

☐ Check Traps
* No items in documents (Quark, InDesign, Illustrator) are set to overprint.

☐ Check Transparencies
* Transparency effects should be created in Photoshop only. Programs such as Illustrator and InDesign will allow you to apply transparency filters to unflattened Photoshop files which will print correctly to most office printers, however it will not print correctly with high and pre-press rips required for professional printing. It is understood that transparency options used in any other program than Photoshop will produce unexpected results and are done at the client’s own risk.
This glossary provides a list of standard design terms and definitions. This list can assist you when creating your own project or working with designers, printers, and merchandise vendors. For additional assistance, please contact the Marketing Department.

Baseline  The imaginary straight line that a line of type rests upon.

Bleed  An element that extends to the edge of the page. To print a bleed, the publication is printed on oversized paper which is trimmed.

Clear Space  The amount of spacing required around a logo or other graphic element for correct placement.

Condensed font  A font in which the set-widths of the characters is narrower than in the standard typeface. (Note: not the inter-character space that is accomplished through tracking.)

Column  Vertical division of text (typically, pages are divided into one, two, or three columns).

Cropping  Cutting out the extraneous parts of an image, usually a photograph.

Deboss  To create a sunken image on paper during the printing process.

DPI  Dots Per Inch (DPI) refers to the physical size of an image when it is reproduced as a real physical entity, for example printed onto paper, or displayed on a monitor. A bitmap image may measure 1000×1000 pixels, a resolution of one megapixel. If it is labeled as 250dpi, that is an instruction to the printer to print it at a size of 4×4 inches.

Duotone  A halftone image printed with two colors, one dark and the other light.

Emboss  To create a raised image on paper during the printing process. Blind embossing refers to embossing in an area where there is no printed ink.
**Extended font**  A font in which the set-widths of the characters is wider than in the standard font.

**Halftone**  A photograph or other graphic reproduced as an evenly spaced dot pattern that simulates varying tones, as in newspaper reproduction and black-and-white laser printing.

**Kerning**  The horizontal spacing used between letters.

**Leading**  The vertical spacing used between lines of text.

**Letter Size**  A standard paper size 8.5” x 11”.

**Negative space/White space**  In a publication, the parts of the page not occupied by text or graphics.

**Orphan**  In a page layout, the first line of a paragraph separated from the rest of the paragraph by a column or page break. Headings without enough type under them may be considered as orphans; there should be as much type below the heading as the height of the heading itself, including white space.

**Primary**  Designates the preferred option of mark, color palette, or font to be used in most situations. For example, the primary logo should be the first choice when applying the identity, with alternative options used in communications with more specific space requirements.

**Resolution**  Image resolution describes the detail an image holds. The term applies equally to digital images, film images, and other types of images. Higher resolution means more image detail.

**Reverse**  Designates type or graphic elements appearing in white (no ink printed) on a dark background.

**Rivers**  Spaces between words that create irregular lines of white space in body text, particularly occurs when the lines of type have been set with excessive word spacing (usually in justified type).

**Sans Serif**  Designates a font that does not include serifs (see Serif).

**Screen Tint**  A halftone using a uniform pattern of dots to render a shade of a solid color, expressed as a percentage.
Serif  The small decorative features on the ends of a letter’s strokes. The term “serif” designates a font that includes serifs.

Signature  A font treatment of the university’s name, used as an element in the university logo.

Solid  Designates a graphic element reproduced with solid ink coverage rather than halftones.

Shield  The heraldic design element used in the Northern Arizona University logo.

Tabloid Size  A standard paper size 11” x 17”.

Tagline  An optional type element such as the City Tag (“FLAGSTAFF”) or Founded Tag (“FOUNDED 1899”) included as an element in the university’s primary vertical logo.

Tracking  The horizontal spacing used between groups of letters.

Widow  In a page layout, short last lines of paragraphs; usually unacceptable when separated from the rest of the paragraph by a column break, and always unacceptable when separated by a page break.
10. APPENDIX B
- POLICIES AND PROCEDURES
Building Banner Policy

The university balances the need to draw attention to key messages and special events with the need to preserve the beauty of its campus. The hanging of banners on university buildings is not encouraged, but will be considered on a case-by-case basis.

Reviews and Approvals
All banner locations, designs, graphics, and methods of building attachment shall be presented to the Marketing Committee by the banner sponsor/requestor at least one month prior to the production and hanging of any banner. Additional information may be requested to ensure that the banner meets policy guidelines and safety requirements. The decision of the Marketing Committee is final.

In some situations, it may be deemed more appropriate to locate the requested banner on a light pole or a building interior. In these cases, banners will be coordinated by the Marketing Department in order to maximize impact and reduce excessive signage on campus.

Procedure
- Requests must be submitted to the Marketing Committee at least one month prior to the desired hanging date.
- Each request must include a dimensioned sketch of the proposed banner design, the location on the building where the banner is to be mounted, the proposed method of fastening the banner (information obtained from Capital Assets), and the proposed time period for display.
- Submit request to the Marketing Department at marketing@nau.edu

Standards
1. Location and installation shall be aesthetically pleasing in its context.
2. Attachment to exterior of buildings may be made for buildings with the highest student/community traffic and visibility. Approved buildings include du Bois, the University Union, North Union, Rolle Activity Center, Ardrey Auditorium, Lumberjack Stadium (campus entrance), The W. A. Franke College of Business (campus entrance).
3. Installation shall be made in a fashion approved by Capital Assets so that it will not damage the building or building components. Installation on stone and Historic District buildings, e.g., Old Main, is not permitted.
4. Attachment shall not compromise building safety and/or security requirements.

5. Banners with a commercial message are prohibited.

6. Construction and design of the banner must be top quality, acquired through approved vendors, and coordinated through the Marketing Department in order to ensure compliance with design standards.

7. Banner size shall be appropriate for the intended location.

8. Duration of display shall not exceed more than one (1) week after any date-sensitive event listed on the banner or six (6) months without additional review and approval.

9. All costs associated with banner production, mounting, and maintenance shall be borne by the sponsoring/requesting department.

10. Only one banner per building is permitted except under special circumstances such as banners on opposite sides of a large enough building so there is no visual conflict.
Web Policy

NAU Web Policy
Departmental and college home pages on the web must follow certain guidelines to ensure accuracy, consistency, and quality in the portrayal of the university image. This does not refer to personal (faculty, staff or student) home pages, (except Policy 1).

Policy 1
Abide by the Family Educational Rights and Privacy Act, the U.S. copyright laws, and all local, state, and federal laws.

Policy 2
College and departmental top level home pages require the approval of the deans, chairpersons, or other university administrators responsible for the content of the programs they represent. ITS staff who link in a new top level page must obtain approval from the appropriate dean, chair, or university administrator before the page can become part of the official NAU website.

Policy 3
Periodically examine data on your web page(s) to check for problems in content or appearance.

Policy 4
Keep data current and remove it when it becomes obsolete.

Policy 5
Use only high quality photos.

Policy 6
Keep up with the current recommended NAU web guidelines. These guidelines provide recommendations for developing official web pages including discussions on bandwidth, text alternatives, image use, and design suggestions.

Policy 7
The following elements are required on the top page of an official department or college home page:
• the NAU logo from official online sources
• the name of the college, school, or department
• the name and electronic mail address of the data provider(s)
• the date the page was last updated
• a link to return to the NAU home page
• brief and concise content, especially on the top page
URL Policy

For consistency and strength of the university brand, URLs used in all marketing and promotional materials that direct the public to web pages residing on the university’s network must begin with the university domain name nau.edu. When the university’s identity hierarchy is not used, brand dilution will result.

Marketing applications include, but are not limited to: business cards, letterhead, advertisements, calendars, promotional items, brochures, direct mail, newsletters, invitations, gifts, and clothing.

When creating new materials that require web addresses, please follow the format listed below. The new web addresses will only act as an alias to your current site and do not require reprogramming existing pages or links.

Examples

<table>
<thead>
<tr>
<th>College/Department</th>
<th>URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>College of Arts and Letters</td>
<td>nau.edu/cal</td>
</tr>
<tr>
<td>Music Department</td>
<td>nau.edu/music</td>
</tr>
<tr>
<td>The W. A. Franke College of Business</td>
<td>nau.edu/franke</td>
</tr>
<tr>
<td>Merriam-Powell Center for Environmental Research</td>
<td>nau.edu/mpcer</td>
</tr>
<tr>
<td>School of Forestry</td>
<td>nau.edu/forestry</td>
</tr>
<tr>
<td>Cline Library</td>
<td>nau.edu/library</td>
</tr>
</tbody>
</table>

IMPORTANT NOTE

• The implementation of this policy does not require changing existing URLs or web addresses. To submit a Friendly URL Request, visit nau.edu/friendlyurl.

• This policy does not apply to faculty, staff, and student personal web pages.

QUESTIONS

Marketing Department 928-523-1741
Equal Opportunity Statement

NAU publications distributed to an off-campus audience must include an Equal Opportunity/Affirmative Action statement. The statement varies depending on the type of publication.

For any publication that is distributed to the general population that does not outline specific university policies and procedures, use the following statement:

**NAU is an Equal Opportunity/Affirmative Action Institution.**

For any publication that involves soliciting applications for employment, training, or development, use this statement:

**Northern Arizona University is an Equal Opportunity/Affirmative Action Employer.** Minorities, women, persons with disabilities, and veterans are encouraged to apply. Northern Arizona University does not discriminate on the basis of race, color, age, religion, gender, national origin, physical or mental disability, status as a Vietnam era or special disabled veteran, or sexual orientation in its admissions, employment, or education programs and activities. This is in accordance with Arizona Board of Regents and NAU policy and state and federal laws, including Title IX of the Education Amendments of 1972; Title VI and Title VII of the Civil Rights Act of 1964, as amended; Sections 503 and 504 of the Rehabilitation Act of 1973, as amended; the Americans with Disabilities Act of 1990; the Vietnam Era Veteran’s Readjustment Assistance Act; the Civil Rights Act of 1991; and the Age Discrimination in Employment Act of 1967. The Northern Arizona University policy on nondiscrimination is further augmented by compliance with the affirmative action regulations of Executive Order 11246, Section 503 of the Rehabilitation Act, and Section 402 of the Vietnam Era Veterans Readjustment Assistance Act of 1973, as amended.