

NSU Graphic Standards Guide

Approved By: Northeastern State University Executive Cabinet	History: Revised – September 19, 2017
Responsible Official: Communications & Marketing (918) 444-2885	Related Policies:
Forms: 5pm (CM Help Desk Support System)	Additional References: Graphic Standards Guide

POLICY

PURPOSE

The NSU Graphic Standards Guide is intended to preserve the brand integrity of Northeastern State University. Anything representing the university should be branded. This applies to any product or communication tool — i.e. brochure, webpage, billboard, media release, etc. — intended for public consumption, display or internal distribution. If its purpose is to represent the university, then it must bear the NSU brand. Not only does this support the brand and message of NSU, but is the most efficient use of the university’s branding dollar.

The guide benefits all University faculty, staff and students by establishing fundamental rules to follow when promoting the university and directs employees on how to submit support requests to the communications and marketing department.

SPECIAL WORDING

Brand - A “name, term, sign, symbol or design, or a combination of these intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers (competition)

Communication Products or Tools: — i.e. brochure, webpage, billboard, media release, etc. — intended for public consumption, display or internal distribution.

5pm = CM Help Desk Ticket form