



# Brand Identity Guide

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# Introduction

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- 1.1 Visual Identity Policy
- 1.2 Using This Guide

A strong university is reflected in a strong identity. The guide you are about to read is our effort to ensure that our university brand identity has a commanding presence and sends a clear message that Northern Arizona University is a solid institution built for the future. Consistency across departments and media is key. In this guide, you will find the rules governing the usage of the identity as well as fonts and colors. This guide is thorough, but there may be uses that aren't clearly defined in these pages. As always, if you have any unanswered questions regarding the NAU identity, please contact University Marketing.

## Visual Identity Policy

The **Brand Identity Guide** 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, national, and international markets.

This guide addresses requirements and guidelines for the use of logo, color, and fonts in print and digital formats. In addition, the university provides the **Writing Style Guide** to assist with creating communications that are professional, clear, and consistent. Both guides can be viewed and downloaded at [nau.edu/marketing](http://nau.edu/marketing).

Questions regarding logo use or the style guides can be directed to University Marketing at 928-523-1741 or by email at [marketing@nau.edu](mailto:marketing@nau.edu).

Printing orders for all university units must be placed through Printing Services; contact Printing Services at 928-523-1941 or by email at [printing.services@nau.edu](mailto:printing.services@nau.edu) for more information.

### Use of University Marks on Commercial Goods

The Northern Arizona University name and logos are legally protected marks owned by the university. These marks may not be used in any communications unless the usage is university approved. University departments, registered student organizations, and other recognized university units wishing to use the university's marks on merchandise or promotional items (t-shirts, mugs, pens, etc.) also must secure such approval. Submit all requests for use of these marks to University Trademark Licensing. All manufacturers who produce goods bearing any of the university's trademarks must either be licensed or receive special permission to produce such products if there is no formal license agreement.

For questions regarding the use of the university's name or logo on commercial goods, contact University Trademark Licensing at 928-523-5404 or by email at [licensing@nau.edu](mailto:licensing@nau.edu).

## Using This Guide

The **Brand Identity Guide** contains approved standard graphic elements of the university's visual identity system. This Adobe Acrobat PDF file can be viewed on Windows and Macintosh platforms. In addition, the complete file or its individual pages can be printed on 8.5" x 11" paper, preferably with a color printer.

Please note that the elements contained herein are copyrighted and are for official university use only.

### Fonts

Installed fonts are NOT required to import, display, or print the Northern Arizona University logo. The font family required for identity applications in this guide is Univers (see page 4.1).

Fonts are licensed. The font listed above is available for both Windows and Macintosh platforms and can be purchased from [myfonts.com](http://myfonts.com) and [fonts.com](http://fonts.com), or a substitute font can be used (see page 4.1).

### Measurements

Throughout this guide, sizes are given in points, inches, and/or pixels.

- 2.1 Institutional Logo Overview
- 2.2 Primary Institutional Logo
- 2.3 Secondary Institutional Logos
- 2.4 Alternate Institutional Logos
- 2.5 Wordmarks
- 2.6 Ancillary Institutional Logo
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- 2.9 Institutional Logo Color Variations
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- 2.16 Cross-Branding
- 2.17 Social Media Identity
- 2.18 Unacceptable Logo Treatments
- 2.19 Unacceptable Logo Color Treatments

## Institutional Logo Overview

Northern Arizona University's logo combines the bold strength of the ligature/acronym\* with the sophistication of the wordmark to identify our institution in a clear and emphatic way.

\*the precise term is "initialism"

**Institutional Logos** – Shown on this page with the preferred coloration. See available color variations on pages 2.9 and 2.10.

Primary



Secondary Two-Line Horizontal



Secondary One-Line Horizontal



Secondary Centered – for limited use when available space will not accommodate the other logos



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### Logo Anatomy

Ligature



Wordmark – Stacked



Wordmark – Horizontal



## Primary Institutional Logo

The primary version of the Northern Arizona University institutional logo consists of the university name stacked under the NAU ligature. To ensure optimal visual impact when using an institutional logo, consider the preferred version as your first choice.

### Preferred – Two-Color with True Blue Type

The preferred coloration of the logo consists of “Northern Arizona University” in NAU True Blue (Pantone® 281) and only the mountain graphic in NAU Gold (Pantone® 3514).

For size and spacing requirements, see pages 2.13 and 2.14. For coloration and usage guidelines, see pages 2.9, 2.10, 2.18, and 2.19.



## Secondary Institutional Logos

The goal is to reproduce the institutional logo in ways that deliver the most impact. In cases where available space prohibits use of the primary logo (shown on page 2.2), use the appropriate horizontal version of the institutional logo.

### Coloration

In the preferred coloration of the logo, the mountain element is NAU Gold (Pantone® 3514) and the rest of the logo is NAU True Blue (Pantone® 281).

Note: There is a minimum size requirement when reproducing the logos. For more details on usage and available color variations, see pages 2.2–2.4, 2.9, 2.10, 2.13, and 2.14.

### Two-Line Horizontal

Use when there is not ample vertical space for the primary institutional logo (see page 2.2).

#### Preferred – Two-Color with True Blue Type



### One-Line Horizontal

Use when available space is even more horizontal.

#### Preferred – Two-Color with True Blue Type



### Centered

Use only in rare cases where available space does not allow for any of the other logos.

#### Preferred – Two-Color with True Blue Type



## Alternate Institutional Logos

While the coloration shown on pages 2.2 and 2.3 is the preferred, this is an alternate coloration for brand-level use only. It consists of "Northern Arizona" in NAU Gold (Pantone® 3514) and "University" in NAU True Blue (Pantone® 281). In cases where available space prohibits use of the primary configuration (shown below), use the appropriate horizontal version of the alternate institutional logo (also shown below). For clarity on when to use the alternate institutional logo, contact University Marketing.

### Coloration Note

To ensure legibility of the gold type, there is a minimum size requirement when reproducing the alternate institutional logo on a white background, and it cannot be used on the web due to accessibility standards.

For more details on usage and available color variations, see pages 2.9, 2.10, 2.13, 2.14, 2.18, and 2.19.

### Primary Configuration

This is the preferred configuration of the alternate institutional (brand-level) logo.



### Two-Line Horizontal

Use when there is not ample vertical space for the primary institutional logo (see configuration above).

### Two-Color with Gold Type



### One-Line Horizontal

Use when available space is even more horizontal.

### Two-Color with Gold Type



### Centered

Use only in rare cases where available space does not allow for any of the other logos.

### Two-Color with Gold Type



## Wordmarks

See available color variations of these two wordmarks on page 2.11.

### Stacked

This version of the Northern Arizona University wordmark is useful in the following situations:

1. Imprint area is smaller than 1" wide or 1" in diameter.
2. Digital web footer, where the institutional logo is presented at the top of the page.
3. Part of the return address on a postcard (see page 5.8 for guidelines).

#### Preferred – True Blue



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### Horizontal

The horizontal version of the Northern Arizona University wordmark is useful in the following situations:

1. Height of the imprint area is less than 0.25".
2. Digital web footer, where the institutional logo is presented at the top of the page.

#### Preferred – True Blue



## Ancillary Institutional Logo

### Institutional Heritage Logo

The institutional heritage logo should be used exclusively for formal communications that are designed to convey institutional prestige.

#### Size

To ensure the legibility of this logo, the minimum acceptable size is 1.5" wide (as shown).

### Preferred – Two-Color with True Blue Type



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### Color Variations

Color options for this logo are the same as those shown on pages 2.9 and 2.10 for institutional logos. The color of the "FOUNDED 1899" should always be blue (except in the black version).

#### Two-Color with Gold Type



#### True Blue



#### Black



## Unit Logos

## Primary



---

College/Campus/  
Division/  
Department

All unit (college, campus, division, and non-academic department) logos should be created using the official logo templates, considering the following criteria:

1. The line breaks should appear visually balanced and the unit name should read in a logical way.
2. The width of the unit name should not extend beyond the width of the logo and the rule.
3. The type size, leading, and position of the unit name should not be altered.

For coloration guidelines see page 2.12.

## Secondary Horizontal



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College/Campus/Division/Department

The horizontal version should only be used when the primary logo doesn't fit in the available space.

## Official University Seal

The university seal should never be substituted for the Northern Arizona University logo.

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

Contact University Marketing to inquire if your proposed use of the seal is acceptable.

Full Color – NAU True Blue and Metallic Gold



NAU True Blue

Black



## Specifications

Maximum size: 3.5" in diameter

Minimum size: 1.75" in diameter

## Institutional Logo Color Variations

### Positive Color Variations

These are the only acceptable color variations to be used over light backgrounds. See page 2.10 for guidance on using logos over dark backgrounds. These guidelines also apply to the horizontal and centered versions of the logo. The fields of color behind the logos represent a background and are not part of the logo.

#### Preferred – Two-Color with True Blue Type

When feasible, use the preferred coloration of the logo, where the mountain element is NAU Gold (Pantone® 3514) and the rest of the logo is NAU True Blue (Pantone® 281). This is the recommended coloration for use on the web, on



stationery, when the logo is used small, and for most other applications. Use it over a background color or photo only when there is sufficient contrast to ensure legibility of the logo.



#### Two-Color with Gold Type

As mentioned on page 2.4, this coloration of the logo is reserved solely for brand-level usage and may not be applied to unit logos or address blocks. Use it over a background color or photo only when there is sufficient contrast to ensure legibility of the logo. It may not be used when the logo is small (see size guidelines on page 2.14). It may not be used on the web due to web accessibility standards (gold type on a white background does not have enough contrast).



#### True Blue

For limited use, such as on certain merchandise items, and when the logo is used on an NAU Gold background.



#### Black

For documents that will be printed in black and white on an office copier.



## Institutional Logo Color Variations – Reversed

### Reversed Color Variations

These are the only acceptable color variations to be used over dark backgrounds. These guidelines apply to both the horizontal and centered versions of the logo. (See page 2.11 for guidance on using wordmarks over dark backgrounds.) These may be used both on the web and in print.

#### Reversed Gold

For use over an NAU True Blue background or other dark colors that provide enough contrast for all elements of the logo to be legible and where the colors do not vibrate against each other. Also for use over a very simple, dark portion of a photo that meets the aforementioned criteria.



#### Reversed with Gold Mountain

For use over dark colors or photo backgrounds when the type is more legible in white than in gold. The background must provide enough contrast for the logo to be legible.



#### Reversed White

For limited use on one-color print jobs such as merchandise or on backgrounds that do not provide enough contrast with, or vibrate against, the gold mountain.



The fields of color behind the logos represent a background and are not part of the logo.

## Wordmark Color Variations

### Positive Color Variations

These are the only acceptable color variations to be used over light backgrounds. These guidelines apply to both the horizontal and centered versions of the wordmark. The fields of color behind the wordmarks represent a background and are not part of the wordmark. (Guidelines for using wordmarks are on page 2.15.)

#### Preferred – One-Color True Blue

The one-color NAU True Blue version of the wordmark is for use on a light background.



NORTHERN ARIZONA UNIVERSITY

#### Two-Color with Gold

Solely for university-level brand use. For use in print on a white or very light background.



NORTHERN ARIZONA UNIVERSITY

#### One-Color Black

For documents that will be printed in black and white on an office copier.



NORTHERN ARIZONA UNIVERSITY

### Reversed Color Variations

These are the only acceptable color variations to be used over dark backgrounds.

#### Preferred – Reversed Gold

For use over an NAU True Blue background or other dark colors that provide enough contrast for all elements of the wordmark to be legible and where the colors do not vibrate against each other.



NORTHERN ARIZONA UNIVERSITY

#### Reversed White

For use over dark colors that do not provide legibility with, or that vibrate against, the reversed gold version of the wordmark. The background must provide enough contrast for the wordmark to be legible.



NORTHERN ARIZONA UNIVERSITY

The fields of color behind the wordmarks represent a background and are not part of the logo.

## Unit Logo Color Variations

These are the only acceptable color variations for the unit logos. These guidelines apply to both the horizontal and centered versions of the logo as well.

### Positive Color Variations

These are the only acceptable color variations to be used over light backgrounds.

(Guidelines for using unit logos are on page 2.7.)



College/Campus/  
Division/  
Department



College/Campus/  
Division/  
Department



College/Campus/  
Division/  
Department

### Preferred — Two-Color with True Blue Type

This is the primary coloration for unit logos.

### True Blue

For use at a small size, where the background color lacks contrast with the gold mountain graphic, or where the colors vibrate against each other. Also for one-color logos used on gold merchandise.

### Black

For documents that will be printed in black and white on an office copier.

### Reversed Color Variations

For use over NAU True Blue or other dark colors as long as they provide enough contrast for all elements of the logo to be legible. On the web, consider using the institutional logo and treating the unit name as a headline.



College/Campus/  
Division/  
Department

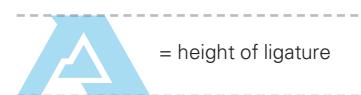


College/Campus/  
Division/  
Department

The logos on this page are shown smaller than their acceptable minimum size.

## Clear Space

A specific minimum amount of clear space should be maintained around the logo (as shown below) and between the logo and any other elements, including any text, graphic, or image, or the edge of a page. Large-format applications (such as pole banners and billboards) may require less space and should be addressed case by case. Contact University Marketing at [marketing@nau.edu](mailto:marketing@nau.edu) for guidance.



## Size Restrictions – Institutional Logos

### Institutional Logos

The Northern Arizona University logo should be reproduced at a reasonable size to maintain legibility and clarity. Below are the minimum sizes required for the institutional logos except when used as a social media profile image or an avatar.

#### Preferred and All Other Colorations

(Except Two-Color with Gold Type)



width of  
NORTHERN  
minimum .75"  
minimum 185 px

#### Two-Color with Gold Type



width of  
NORTHERN  
minimum 1"  
minimum 246 px

## Size Restrictions – Unit Logos and Wordmarks

### Unit Logos and Wordmarks

The Northern Arizona University wordmarks and unit logos should be reproduced at a reasonable size to maintain legibility and clarity. Below are the minimum sizes required.

#### Unit Logos – Primary



College/Campus/  
Division/  
Department

width of  
NORTHERN  
minimum 1.375"  
minimum 325 px

#### Wordmarks

Preferred – One-Color True Blue  
(and any coloration except Two-Color  
with Gold Type)



NORTHERN ARIZONA UNIVERSITY

width of  
NORTHERN  
minimum .75"  
minimum 185 px

Two-Color with Gold Type



NORTHERN ARIZONA UNIVERSITY

width of  
NORTHERN  
minimum 1"  
minimum 246 px

#### Unit Logos – Secondary Horizontal



College/Campus/Division/Department

width of  
NAU ligature  
minimum 1.125"  
minimum 276 px

## Cross-Branding

The NAU logo can only appear with the logo of another entity when there is an official partnership between the entities. The NAU logo should always be placed on the left or in the most dominant position of the layout in relation to the partner logo, following the specifications illustrated below.

### Logo Color, Position, and Size Requirements

1. Use the primary configuration of the NAU logo, two-color with NAU True Blue type.
2. Follow the NAU clear space guidelines shown here to place a partner's logo next to NAU's.
3. The university partner's logo should not dominate the overall look and feel of the NAU logo.
4. The text in the partner's logo should not be larger than the NAU wordmark.

### Cross-Branding on NAU Stationery

1. Business card: an NAU partner's logo may be placed on the back of the university business card. A request for this layout exception needs to be submitted through Printing Services' online ordering system ([nau.edu/order](http://nau.edu/order)), in order to be reviewed and approved by University Marketing.
2. Letterhead: a partner's logo may be placed in the bottom right corner of the NAU letterhead, following the same size requirements indicated at left.
3. Envelope: a partner's logo may not be placed on an NAU envelope.

#### Horizontal Layout



#### Vertical Layout



## Social Media Identity

Depending on the university unit a social media account represents and its main audience, choose from the following options for social media avatars and display icons sparingly.

1. To communicate with prospective audiences, always use the institutional logo to reinforce the university's visual identity.

The stacked primary logo **is required** for any prospective audience-facing accounts.



The gold type stacked logo may be used only for *NAU Social* accounts and all the university-level accounts.



2. Use the stand-alone ligature graphic only when "Northern Arizona University" is spelled out as the account name and is displayed nearby.



3. For an NAU department communicating with internal audiences, such as current students, faculty, and staff, the following options may be used:



## Unacceptable Logo Treatments

The Northern Arizona University logos may not be altered. The following examples demonstrate logos that are NOT in compliance with the university's *Brand Identity Guide*. These unacceptable logos should not be used in any applications.



**Do not**  
distort the logo.



**Do not**  
use the version of the logo with gold type less than 1" wide  
for print or at any size on the web.



**Do not**  
crop logo elements. Elements should stay in live area.



**Do not**  
delete any element of the logo.



**Do not**  
rearrange elements of the logo (even in correct proportion).



**Do not**  
vignette the logo.



**Do not**  
tint or screen back the logo.



**Do not**  
rotate the logo.

## Unacceptable Logo Color Treatments

The color treatments of the Northern Arizona University logos may not be altered. Only the official color treatments can be used. Always choose the color that ensures the maximum legibility against the background.



**Do not** use a two-color positive logo over a background where there is not enough contrast for all elements of the logo to be legible and where the colors vibrate against each other.



College/Campus/Division/Department



College/Campus/Division/Department

**Do not** reproduce unit logos in any colors other than those shown on pages 2.12. Gold type is not acceptable for unit logos.



**Do not** reproduce in any colors or color combinations other than those shown on pages 2.9–2.12.



**Do not** use a logo with a gold component over a gold background.



**Do not** use the gold reversed logo over a background where there is not enough contrast for all elements of the logo to be legible or where the colors vibrate against each other.



**Do not** use a logo over a busy portion of a photo. The part of the photo behind the logo must contrast with the logo. (For positive logos it must be light, and for reversed logos it must be dark.)

## Color

3

- 3.1 Institutional Palette
- 3.2 Secondary Palette

## Institutional Palette

The official colors for Northern Arizona University are Pantone® 281 NAU True Blue and Pantone® 3514 NAU Gold. True Blue is our signature color and should appear as the dominant color in all university communications.

Formulas for 4-color process, RGB, and hex colors are provided here. Use only these approved formulas for all print and digital applications.



Pantone® 281 C  
C100 M72 Y0 K32  
R0 G51 B102  
HEX 003466



Pantone® 3514 C  
C0 M27 Y100 K0  
R241 G179 B0  
HEX F1B300

## Secondary Palette

The secondary palette consists of accent colors used to support NAU Gold and True Blue. These colors should never dominate the primary institutional colors, instead they should be used sparingly to add vibrancy or visual interest. Where the NAU Gold and True Blue are well established, it's permissible to introduce colors from the secondary palette. Consider an 80/20 balance favoring the primary institutional colors.



Pantone® 436 C  
C24 M24 Y26 K0  
R195 G184 B178  
HEX C3B8B2



Pantone® 116 C  
C0 M16 Y100 K0  
R255 G210 B0  
HEX FFD200



Pantone® 158 C  
C0 M66 Y99 K0  
R244 G119 B34  
HEX F47722



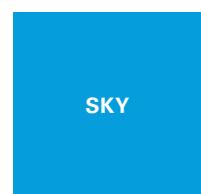
Pantone® 356 C  
C95 M0 Y100 K27  
R0 G133 B63  
HEX 00853F



Pantone® 173 C  
C11 M87 Y100 K2  
R213 G68 B28  
HEX E86D1F



Pantone® 7467 C  
C95 M0 Y35 K0  
R0 G172 B165  
HEX 00ADB5



\*Pantone® 299 C  
C85 M19 Y0 K0  
R0 G157 B220  
HEX 009DDC



Pantone® 300 C  
C100 M60 Y0 K0  
R0 G102 B179  
HEX 0066B2

**Please be sure** to use the specific color conversion numbers for these Pantone selections.

\*Sky blue should be used sparingly to ensure the visual impression of the NAU brand remains dark blue—NAU True Blue.

# Typography

4

- 4.1 Primary Institutional Fonts
- 4.2 Supplementary Fonts
  - General Communication
- 4.3 Web Font

## Primary Institutional Fonts

### Univers

Univers (regular, not condensed) is the university-wide institutional sans serif font. It should be used as the primary font for all university-wide marketing and communications when available. It may be used in a broad range of applications, including word processing and as body copy in printed materials. One exception to this is on the website, where Acumin should be used (see page 4.3).

#### Univers 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
vwxyz 0123456789

#### Univers 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
vwxyz 0123456789

#### Univers 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
vwxyz 0123456789

#### Univers 75 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
vwxyz 0123456789

### Arial

Arial should be used for all internal and external applications when Univers is not available.

#### Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

#### Arial Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

#### Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 0123456789**

## Supplementary Fonts

### General Communication Fonts

#### Adobe Caslon Pro

This serif font should be used sparingly—for formal documents and communications with sophisticated audiences.

Adobe Caslon Pro Regular

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u  
v w x y z 0 1 2 3 4 5 6 7 8 9

Adobe Caslon Pro Semibold

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u  
v w x y z 0 1 2 3 4 5 6 7 8 9

*Adobe Caslon Pro Regular Italic*

*A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u  
v w x y z 0 1 2 3 4 5 6 7 8 9*

*Adobe Caslon Pro Semibold Italic*

*A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u  
v w x y z 0 1 2 3 4 5 6 7 8 9*

#### Calibri

Calibri should be used for correspondence where Univers is not available. It is an acceptable replacement primarily used for email communications, and in composing and addressing letters and envelopes.

Calibri Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9

Calibri Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9

Calibri Bold

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9**

## Web Font

### Acumin

Acumin should always be used as the font for NAU web pages. While Acumin has a variety of weights, we are limiting usage to the three listed below. Using different weights helps create separation between headlines and body copy while making the hierarchy of information clear for the reader.

#### Acumin Pro

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9

#### Acumin Pro Condensed

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9

#### Acumin Pro Extra Condensed

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9

All stationery items must adhere to the identity guidelines and must be ordered through NAU Printing Services at [nau.edu/order](http://nau.edu/order).

- 5.1 Paper Specifications
- 5.2 Standard Business Card
- 5.3 Standard Letterhead
- 5.4 Letterhead – Column Format
- 5.5 Letterhead Formatting Guidelines
- 5.6 Letterhead – Impact Option
- 5.7 Address Block Layout – Preferred
- 5.8 Address Block Layout – Alternate
- 5.9 Standard #10 Envelope
- 5.10 Large Envelope
- 5.11 Business Reply Envelope
- 5.12 Envelope – Flap Options
- 5.13 Mailing Label
- 5.14 Fax Cover Sheet
- 5.15 News Release Form
- 5.16 Email Signature

## Paper Specifications

The following are the three paper grade choices for the Northern Arizona University stationery system.

*Premium Grade*—premium-grade paper stock is used for all major business paper items.

*Secondary Grade*—secondary-grade paper stock is to be used as a lower-priced alternative to the premium grade.

*Bulk Grade*—the third paper choice is used throughout the university for frequently printed items such as fax cover sheets, memo/note pads, routing slips, and business reply envelopes.

### Premium-Grade Paper

**Letterhead and envelopes:**

Strathmore Writing 24# Text  
Ultimate White 25% Cotton

**Business cards:**

16pt Dull Cover

**Note cards:**

Strathmore Premium  
100# Cover

---

### Secondary-Grade Paper

**Letterhead:**

70# Uncoated Text

**Envelopes:**

24# White Wove  
#10 Window (9.5" x 4.125")  
#10 Regular (9.5" x 4.125")  
#9 Business Reply (8.875" x 3.875")

**Business cards:**

110# Dull Cover

**Note cards:**

100# Uncoated Cover

80# Classic Crest Avon

Brilliant White

A2 (5.75" x 4.375")

A6 (6.5" x 4.75")

A7 (7.25" x 5.25")

---

### Bulk-Grade Paper

**Fax cover sheets, memo/note pads, and routing slips:**

Bond 20#  
**available only in 8.5" x 11" and 11" x 17"**

**All mailing labels:**

Template is provided for  
labels to print 4-up on Standard  
Matte White.

## Standard Business Card

### Size

2" x 3.5"

Only the primary institutional logo may be used on the NAU business card. No other logo may be displayed on the front of the business card.



### Typography

Name:

Pantone® 281

Univers 65 Bold, 7 pt, 11 pt leading

Title:

Pantone® 281

Univers 45 Light, 7 pt, 11 pt leading

Contact information:

Pantone® 281

Univers 45 Light, 7 pt, 11 pt leading

### Recommended order of contact information

- Email address
- Office phone number
- Cellular phone number
- Fax number
- Mailing address
- Departmental URL

Departmental social media handles may be included on the back of the business card.

Note: Business card is shown at 100%.

## Standard Letterhead

**Size**  
8.5" x 11"

The position and size of the logo must not be adjusted in any way. Use the unit logo rather than custom typesetting the unit name. The primary institutional logo may be used in place of the unit logo when appropriate.

In the address blocks, unit name and contact info may be customized in two- or three-column format. Always present departmental URL and email address following unit name.

**Address Block Typography**

Unit name:  
Pantone® 281  
Univers 65 Bold, 7.5 pt, 11 pt leading

Contact information:  
Pantone® 281  
Univers 45 Light, 7.5 pt, 11 pt leading

1" from left

3.25" from right

.325" from right

1.75" from right

.5833" from top



College/Campus/Division/Department

**Unit name line 1**  
**Unit name line 2**  
nau.edu/url  
department\_email@nau.edu  
928-523-XXXX  
928-523-XXXX fax

Address line 1  
Address line 2  
PO Box XXXX  
Flagstaff, AZ 86011

1.5833" from top

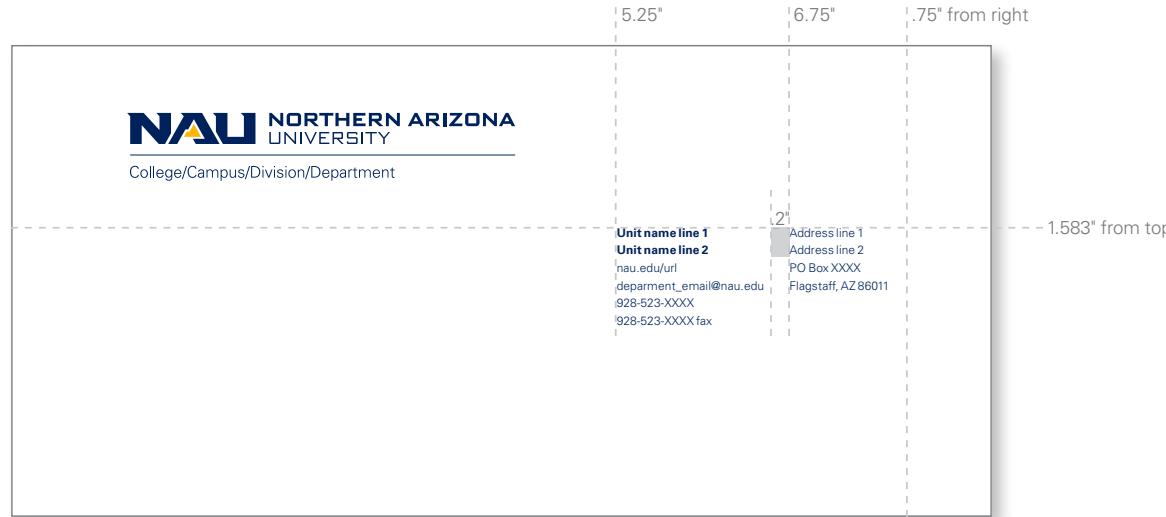
.75" from bottom



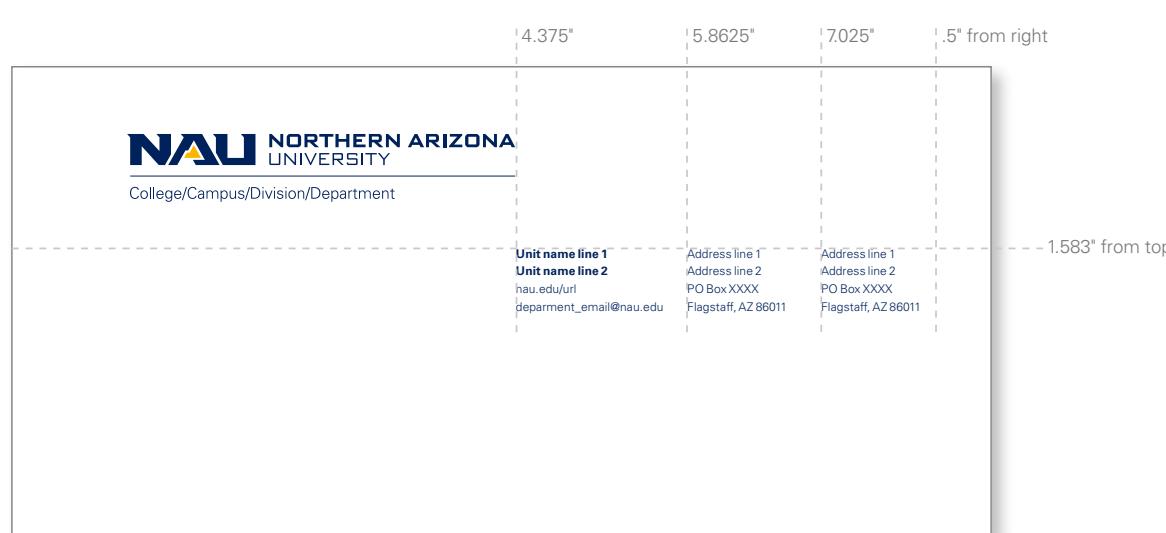
Note: Letterhead is shown at 60%.

## Letterhead – Column Format

## 2-column format



## 3-column format



Note: Letterhead is shown at 60%.

## Letterhead Formatting Guidelines

Follow margin guides shown, and use these word-processing format guidelines for all letters written on Northern Arizona University letterhead.

### Specs for Typing Letters

Body copy:

Calibri Light, 10 pt, black

1" left and right margin

The typographic specifications also apply to addressing standard business envelopes and mailing labels.



Note: Letterhead is shown at 60%.

## Letterhead – Impact Option

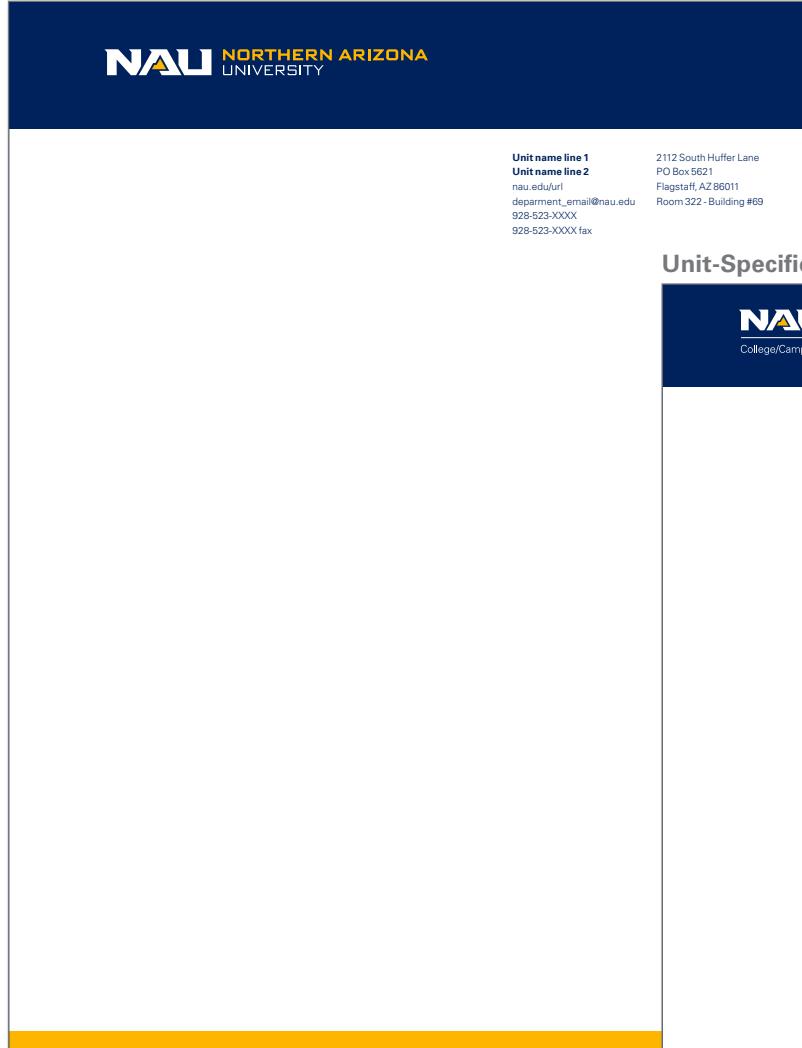
This version of the letterhead is used for high-impact applications.

Please anticipate the following production challenges when this version of the letterhead is chosen:

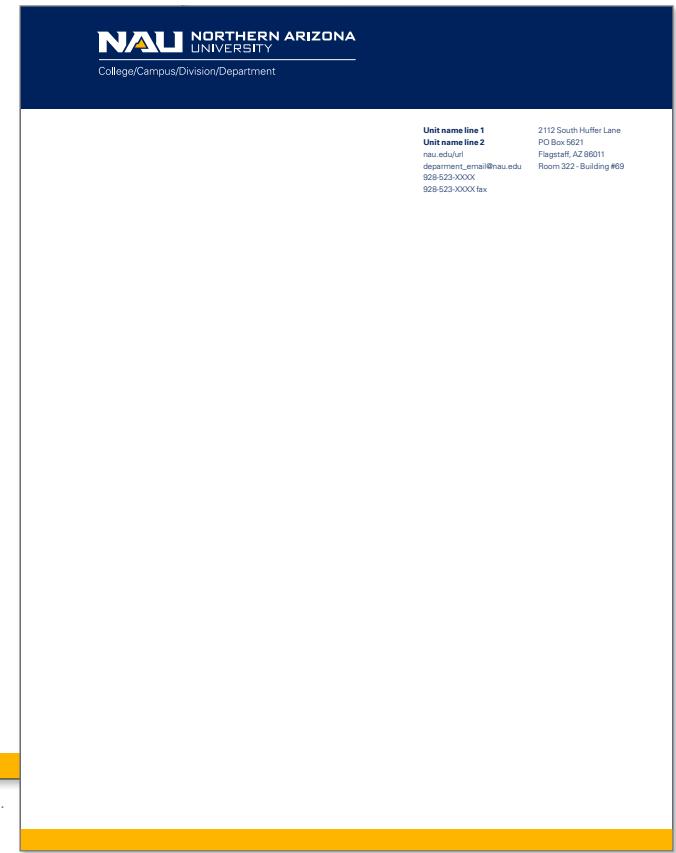
- Higher printing costs than for standard letterhead.
- Longer print and production turnaround times due to longer drying times and trimming.
- Required use of a clear aqueous sealant (third color) or dull varnish to seal the top and bottom.
- Potential rub-off, haloing, and ink-jet tracking of the NAU True Blue.
- Heavier stationery stock (28#, 80#, or 100# text weight) is recommended due to the potential curling of the trimmed sheets.

Consult with Printing Services for more information regarding your letterhead order.

### Institutional Letterhead



### Unit-Specific Letterhead



## Address Block Layout – Preferred

This is the preferred address block layout and uses the primary institutional logo. If available space is too tight to accommodate this layout, see page 5.8 for alternatives.

### Address Block Typography

Unit name:

Pantone® 281

Univers 65 Bold

Address block:

Pantone® 281

Univers 45 Light

### Coloration

A positive white or light-color ground is preferred for the address blocks. If reversing, use only the reversed logo with white text.

### Bar Codes

Bar codes for each department are for billing purposes. They should be used on all publications. Consult with NAU Printing Services to obtain the correct bar code graphic.

### Preferred



#### College/Campus/Division/Department

PO Box xxxx  
Flagstaff, AZ 86011



1234567890



#### College/Campus/Division/Department

Text Line 1  
Text Line 2  
Text Line 3



1234567890



maximum width of address block  
2x logo width

- ← apply
- ← same
- ← leading
- ← minimum space is equal to the baseline to cap-height of the type in the address block

Base align the bar code with the logo while maintaining at least the required minimum space above.

## Address Block Layout – Alternate

When available space is too small to accommodate the primary institutional logo in an address block, (see page 5.7), these alternate address block layouts may be used.

For postcards or for A2 (5.75"x 4.375") or smaller envelopes, the address block layout may be adjusted as shown to ensure readability and that postal requirements are met.

### Address Block Typography

Unit name:  
Pantone® 281  
Univers 65 Bold

Address block:  
Pantone® 281  
Univers 45 Light

### Coloration

A positive white or light-color ground is preferred for the address blocks. If reversing, use only the reversed logo with white text.

### Bar Codes

Bar codes for each department are for billing purposes. They should be used on all publications. Consult with NAU Printing Services to obtain the correct bar code graphic.

### Wordmark

When both vertical and horizontal space is limited, the wordmark may be used instead of the institutional logo—for instance on a postcard. This solution can only be used if the full version of the institutional or unit logo appears on the front.



#### College/Campus/Division/Department

PO Box xxxx  
Flagstaff, AZ 86011



1234567890



#### College/Campus/Division/Department

PO Box xxxx  
Flagstaff, AZ 86011

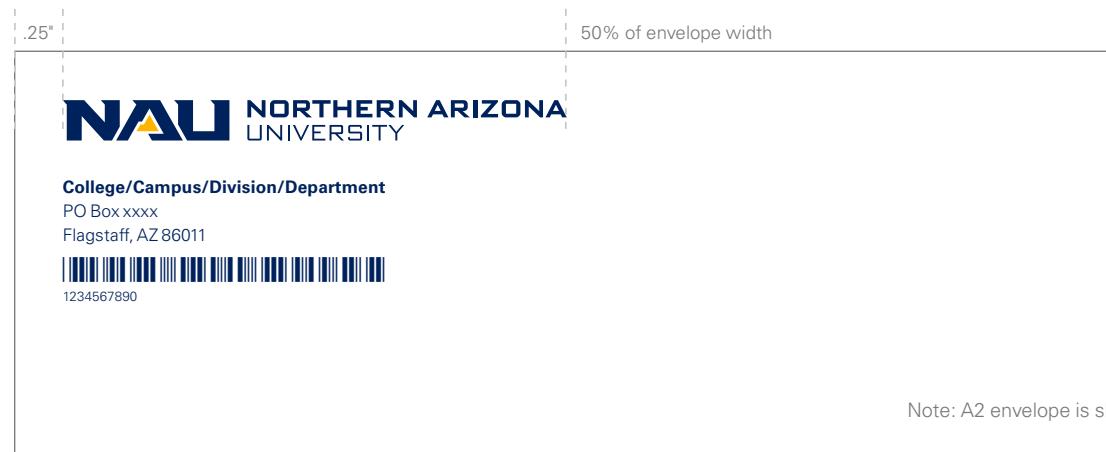


1234567890

This space is equal to the baseline to x-height of the type in the address block

### Two-line Horizontal

When vertical space is limited, the two-line horizontal logo may be used instead of the primary institutional logo—for instance on an A2 or smaller envelope.



## Standard #10 Envelope

Only the primary institutional logo may be used on an envelope. The position and size of the logo and address block must not be adjusted.

**Return Address Block Typography**

Unit name:  
Pantone® 281  
Univers 65 Bold, 8 pt, 11 pt leading

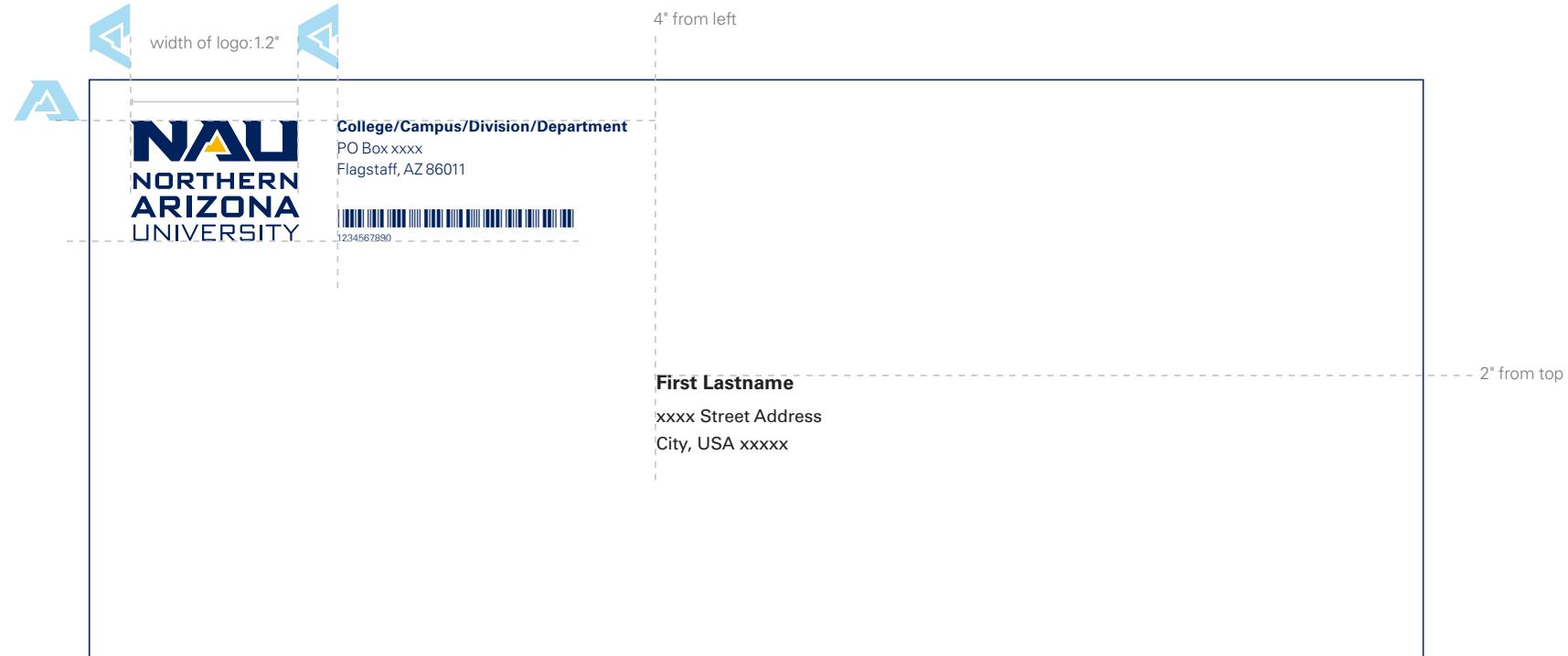
Address block:  
Pantone® 281  
Univers 45 Light, 8 pt, 11 pt leading

Bar code number:  
Pantone® 281  
Univers 45 Light, 5 pt

**Recommended Addressing Typography**

Name line:  
Black  
Univers 65 Bold, 10 pt  
or Calibri Bold, 11 pt

Address lines:  
Black  
Univers 55 Roman, 10 pt  
or Calibri Regular, 11 pt



Note: #10 envelope is shown at 80%.

## Large Envelope

Size: 12" x 9"

Only the primary institutional logo may be used. The position and size of the logo and address block must not be adjusted.

### Return Address Block Typography

Unit name:

Pantone® 281

Univers 65 Bold, 9 pt, 12.5 pt leading

Address block:

Pantone® 281

Univers 45 Light, 9 pt,  
12.5 pt leading

Bar code number:

Pantone® 281

Univers 45 Light, 6 pt

### Recommended Addressing Typography

Name line:

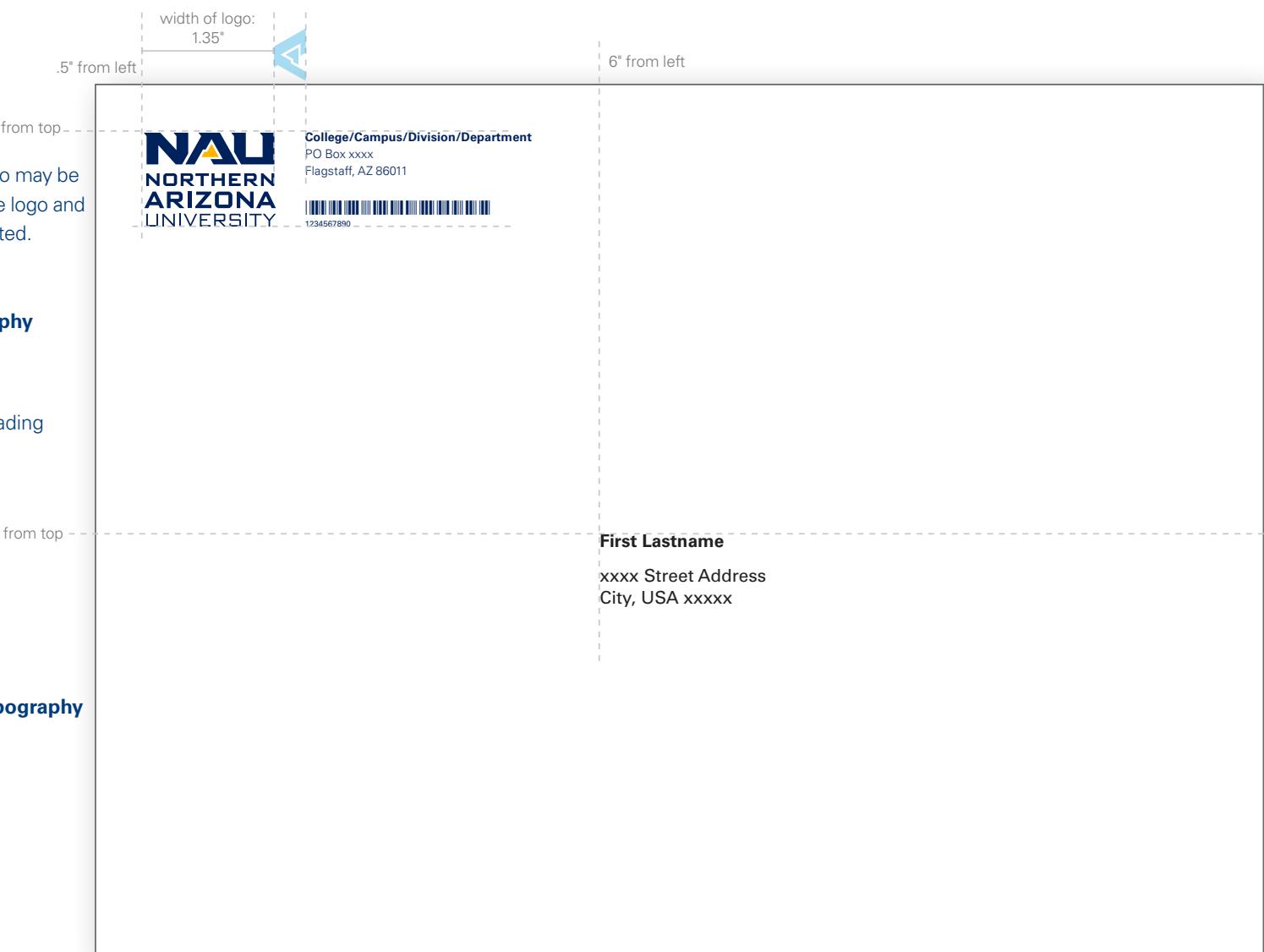
Black

Univers 65 Bold, 13 pt

Address lines:

Black

Univers 55 Roman, 13 pt



Note: This envelope is shown at 60%.

## Business Reply Envelope

**Preconverted Envelope Size**

9" x 3.875"

**Color**

NAU True Blue



Note: This envelope is shown at 100%.

## Envelope – Flap Options

It is optional to have a branded envelope flap.  
Approved design options are shown below.

Contact University Marketing for approval of  
proposed alternative flap designs.

Please note that additional printing cost and longer  
turnaround time may be required for a branded  
envelope flap. Consult with Printing Services for  
more information.

**Option A** is recommended for routine mailings.



**Option B** is recommended for university-wide high-impact mailings.



**Option C** is an intermediate option.



## Mailing Label

### Size

5" x 3.5"

### Return Address Block Typography

Unit name:

Pantone® 281

Univers 65 Bold, 8 pt, 11 pt leading

Address block:

Pantone® 281

Univers 45 Light, 8 pt, 11 pt leading

Bar code number:

Pantone® 281

Univers 45 Light, 5 pt

### Recommended Addressing Typography

Name line:

Black

Univers 65 Bold, 10 pt

or Calibri Bold, 11 pt

Address lines:

Black

Univers 55 Roman, 10 pt

or Calibri Regular, 11 pt



Note: Mailing label is shown at 100%.

## Fax Cover Sheet

Size:  
8.5" x 11"

The official fax cover sheet layout seen here is based on the standard NAU letterhead. Use unit letterhead to print this cover sheet in either NAU True Blue as shown, or in black ink. The Microsoft Word template file is available for download at [nau.edu/templates](http://nau.edu/templates).

**NAU NORTHERN ARIZONA UNIVERSITY**  
College/Campus/Division/Department

**Unit name line 1** \_\_\_\_\_ **Address line 1**  
**Unit name line 2** \_\_\_\_\_ **Address line 2**  
nau.edu/url  
department\_email@nau.edu  
928-523-XXXX  
928-523-XXXX fax  
PO Box XXXX  
Flagstaff, AZ 86011

**Fax Transmittal**

From \_\_\_\_\_  
To \_\_\_\_\_  
Department \_\_\_\_\_  
Date \_\_\_\_\_  
Pages \_\_\_\_\_

For your information  
 Return with comments  
 Confirm receiving  
 Route in order listed

Message  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Action required

Note: Fax cover sheet is shown at 57%.

## News Release Form

### Size

8.5" x 11"

The news release form is available in two formats:

1. institutional brand-level format (including presidential use) and
2. unit format for use by both academic and non-academic departments.

Contact NAU Communications for more information or any questions regarding news releases.

### Unit-Specific Format

**NAU NORTHERN ARIZONA UNIVERSITY**  
College/Campus/Division/Department

**News Release**

**Contact Information**  
contact@nau.edu

928-523-xxxx  
PO Box xxxx  
Flagstaff, AZ 86011

Note: News release form is shown at 57%.

## Email Signature

Use consistent email signatures for nau.edu email accounts. Signatures present an opportunity to create brand alignment while relaying relevant contact information.

### Approved Logos

Faculty and staff must use the primary or the secondary two-line horizontal institutional logo in their email signature (as shown in Example 1 and Example 2).

To ensure the legibility and clarity of the logo used in the signature, adhere to the general logo clear space and size requirements specified on pages 2.13–2.15.

Unit logo can only be used for departmental account.

### Guidelines

- Typography specs:
  1. Name and title: Calibri Bold or Calibri, 10 pt, NAU True Blue (R0 G51 B102) or black
  2. Body copy: Calibri, 10 pt, NAU True Blue (R0 G51 B102) or black
- Email signature should be in as few lines as possible. Use vertical rules (|) to separate components with two spaces between content and the rule.
- Adhere to the university's *Writing Style Guide* and URL Policy: list phone number as xxx-xxx-xxxx and URL as nau.edu/xxxxx; preferably, make the URL a hyperlink to provide users direct clickthrough to your unit's web page or the university's homepage.
- Refrain from using quotes or epigraphs that are not connected to the university or do not support the institutional values. Reference the email signatures policy at [nau.edu/marketing-policies](http://nau.edu/marketing-policies).

### Institutional Logos



#### Example 1

**First Last Name**

**Title**

first.last@nau.edu | xxx-xxx-xxxx  
PO Box xxxx, City, State Zip  
nau.edu/xxxxx



#### Example 2

**First Last Name**

**Title**

first.last@nau.edu | xxx-xxx-xxxx  
PO Box xxxx, City, State Zip  
nau.edu/xxxxx



Access the word document template at [nau.edu/marketing/brand-center/toolkit/](http://nau.edu/marketing/brand-center/toolkit/).

### Unit Logo — For Departmental Account Use

Unit logo is for departmental account use only. Individuals may not use it in the email signature.



College/Campus/Division/Department

# Applications

**6**

- 6.1 PowerPoint Slides
- 6.2 Name Tags – Standard
- 6.3 Name Tags – Event Use
- 6.4 Signage – Exterior
- 6.5 Signage – Interior
- 6.6 Merchandising
- 6.7 Merchandising – Unit Level

### PowerPoint Slides

Use the following Microsoft PowerPoint templates for all institution and unit communications. Templates are available at 4:3 and 16:9 ratios for download at [nau.edu/marketing](http://nau.edu/marketing).

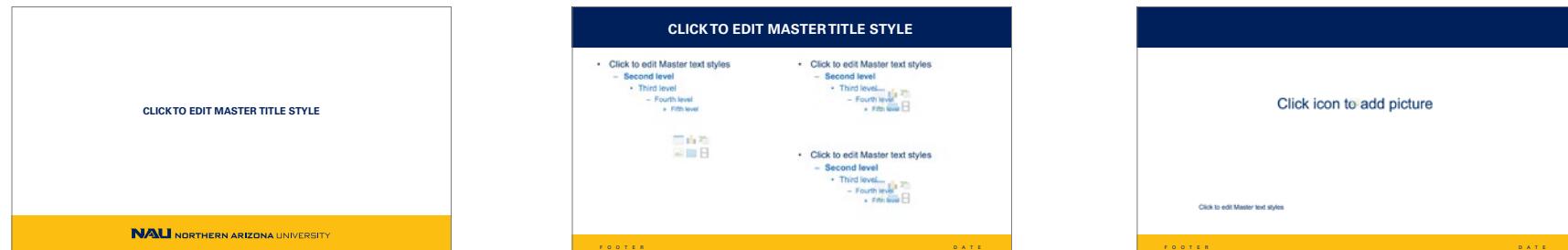
#### Standard Opening Slide



#### Standard Interior Format



#### Auxiliary Color Interior Format



## Name Tags – Standard

### Standard Engraved Name Tags

Size:  
3.5" x 1.75"

Typography:

Name:  
Pantone® 281  
Univers 55 Roman, 18 pt

Title:  
Pantone® 281  
Univers 55 Roman, 12 pt

Unit Name:  
Pantone® 281  
Univers 55 Roman, 10 pt



Note: Engraved name tag is shown at 70%.

### Micro-Perforated Name Tags

For temporary or event-based use.

Size:  
4" x 3"

Typography:

Name:  
Pantone® 281  
Univers 65 Bold, 21 pt

Title and Unit Name:  
Pantone® 281  
Univers 45 Light, 15 pt



Note: Micro-perforated name tag is shown at 70%.

## Name Tags – Event Use

The following pre-printed, adhesive paper name tags (4"x 2.5") are available for event use. Pre-formatted forms allow for the imprinting of names on an as-needed basis. Event title may be added at the bottom of the name tags.

To order, go to Printing Services' storefront at [nau.edu/order](http://nau.edu/order).

Version A



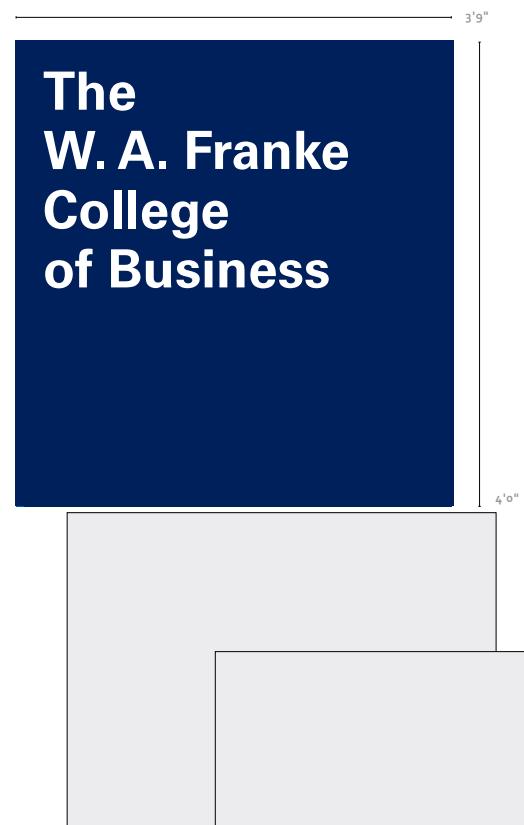
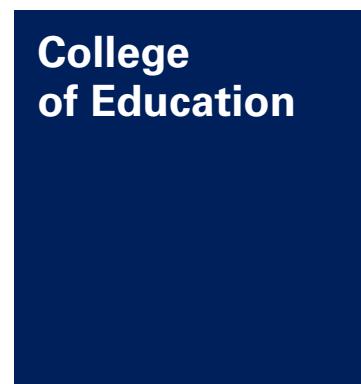
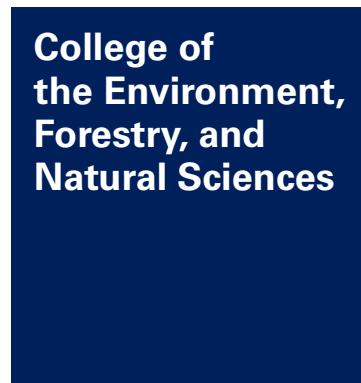
Version B



Note: These samples are not shown at 100%.

## Signage – Exterior

The following exterior building and wayfinding signs follow a layout system that maximizes the existing signage superstructure. The layout provides excellent legibility for both the identity and the text. Univers 65 Bold is used for all typography on the signs. Building signage does not follow the standard unit logo guidelines in order to maintain the visual priority of the school, college, or building.



The ponderosa pine lines are used as a background device tying the identity to the entity named.

### Signage Typography

Univers 65, 0 tracking

Leading for large building sign: 1/1.55 ratio of physical cap height to next baseline

Leading for pedestrian navigation sign: 1/1.75 ratio of physical cap height to next baseline

### Signage Color

Pantone® 281

Pantone® 300



## Signage – Interior

1. For on-campus interior signage, the primary unit logo (shown below) should be used whenever space allows.

### Primary Unit Logo



In cases where only a single color is available, the True Blue versions may be used.

College/Campus/  
Division/  
Department

2. For limited vertical signage space, the horizontal unit logo may be used.

### Horizontal Unit Logo



College/Campus/Division/Department

3. For extremely limited signage space, a unit may choose to use only the unit name text instead of a logo. Univers 65 Bold (Pantone® 281) should be applied to the text. This text layout should only be created by the NAU Sign Shop.

### Sample Text Layout

**Unit Name/Office of XXX**

## Merchandising

### University Trademark Licensing

The university's Trademark Licensing Program protects and promotes the indicia (name, logos, graphics, marks, etc.) owned by Northern Arizona University. Individuals, groups, campus units, and organizations, both on and off campus, seeking to use Northern Arizona University indicia **must**:

- use a licensed vendor;
- have prior permission from NAU's chief marketing officer for using the university's purchasing card for any merchandise order—visit [nau.edu/marketing](http://nau.edu/marketing) for more information about this process;
- receive artwork approval from the university trademark licensing manager, which will be coordinated by the licensed vendor before any order moves into production.

For additional merchandising guidelines, please visit University Trademark Licensing at [nau.edu/licensing](http://nau.edu/licensing).

**1. For branded merchandise**, adhere to all logo guidelines and requirements specified in Section 2 (University Marks) of this guide. In general, use the primary institutional colors whenever possible to present a vivid image of the NAU brand.



**2. For clothing items**, in select instances, the university ligature may be used alone when the wordmark is presented elsewhere on the same clothing item, as seen in the sample hat designs at right. Restrictions apply. Permission must be attained from the university trademark licensing manager.



**3. For guidelines on unit-specific (college, campus, division, and non-academic department) merchandise**, see page 6.7.



When imprinting a clear item use the single-color NAU True Blue version of the primary institutional logo (as shown above).



## Merchandising – Unit Level

### University Trademark Licensing

The same university trademark licensing requirements that apply to institutional merchandising apply to unit-level merchandising. The university's Trademark Licensing Program protects and promotes the indicia (name, logos, graphics, marks, etc.) owned by Northern Arizona University. Individuals, groups, campus units, and organizations, both on and off campus, seeking to use Northern Arizona University indicia **must**:

- use a licensed vendor;
- have prior permission from NAU's chief marketing officer for using the university's purchasing card for any merchandise order—visit [nau.edu/marketing](http://nau.edu/marketing) for more information about this process;
- receive artwork approval from the University Trademark Licensing Manager, which will be coordinated by the licensed vendor before any order moves into production.

For additional merchandising guidelines, please visit University Trademark Licensing at [nau.edu/licensing](http://nau.edu/licensing).

**1. For unit-level branded merchandise, adhere to all unit-logo guidelines and requirements specified on pages 2.7, 2.12, 2.13, and 2.15.**

**2. For a unit-specific merchandise item**, the unit's official logo is required. When imprint space is extremely limited, an alternative logo layout may be used. Consult with University Marketing to develop an acceptable alternative layout.

**3. For clothing items**, the institutional logo may be used alone when the unit name is presented elsewhere on the same clothing item, as seen in the sample t-shirt at right.



When imprinting a clear item use the single-color NAU True Blue version of the unit logo (as shown above).

When printing a single color over a dark background, use the all-white reversed version of the logo.

# Policies

7

- 7.1 Logo Policy and Secondary Logo Policy
- 7.2 URL Policy
- 7.3 Accessibility Requirements and Equal Opportunity Statement
- 7.4 Building Banner Policy

## Logo Policy

To maintain a strong, single graphic identity for the university, academic and non-academic departments that meet at least one the following criteria must use **only** the approved Northern Arizona University logos:

- have an NAU/state-paid address
- represent the whole university
- have cross-department functions
- are an NAU business or auxiliary

## Secondary Logo Policy

### Criteria for Usage

#### Category A – Northern Arizona University departments

University departments that meet at least one of the following criteria must use only the Northern Arizona University logos:

- have an NAU/state-paid address
- represent the whole university
- have cross-department functions
- are an NAU business or auxiliary

#### Category B – secondary logo used with the Northern Arizona University logo

Secondary logo refers to the logo of an organization that is associated with the university or an NAU department. To use a secondary logo, permission must be granted by University Marketing.

Secondary logo may not be used on university stationery, envelopes, or mailing labels.

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 University Marketing 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

#### Category C – placement of the Northern Arizona University logo with other logos

Organizations that work in partnership with Northern Arizona University may, with the approval of University Marketing, display their logos in

the cross-branding format specified on page 2.16 of this guide.

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.

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 may 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 University Marketing.

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 University Marketing.

## URL Policy

To maintain the 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

College/Department	URL	
College of Arts and Letters	<b>nau.edu/cal</b>	The implementation of this policy does not require changing existing URLs or web addresses.
School of Music	<b>nau.edu/music</b>	
The W. A. Franke College of Business	<b>nau.edu/franke</b>	
Merriam-Powell Center for Environmental Research	<b>nau.edu/mpcer</b>	To submit a friendly URL request, visit <a href="#">nau.edu/friendlyurl</a> .
School of Forestry	<b>nau.edu/forestry</b>	
Cline Library	<b>nau.edu/library</b>	This policy does not apply to faculty, staff, or student personal web pages.

## Accessibility Requirements

All materials that are digitally shared by any NAU unit to any audience (students, faculty, staff, alumni, the public, etc.) must be made to be accessible to assistive technology in accordance with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act. This includes web content, newsletters, posters, flyers, and other PDF documents.

## Support

There are many ways to create accessible documents. The Usable Materials Center (UMC) at [nau.edu/umc](http://nau.edu/umc) offers both in-person and online tutorial training to colleges, departments, and units on creating accessible documents. This includes training on preparing Word documents for conversion to accessible PDFs and using accessibility tools in software such as Adobe InDesign and Adobe Acrobat (depending on the department's ability to purchase and use this software). The UMC also provides remediation work for existing documents, including complicated forms and informational materials. If the UMC conversion services are required, please plan to submit the document at least two weeks (10 business days) before the due date. For complicated documents, please contact the UMC for assistance in determining the level of remediation necessary. Please keep in mind that documents not created with accessibility in mind may incur a fee if the document must be outsourced for remediation.

## Equal Opportunity Statement

### Publications

The university's nondiscrimination statement must be included in all departmental publications, such as postcards, flyers, brochures, manuals, and guidebooks, describing or inviting participation in programs at Northern Arizona University. The inclusion of the nondiscrimination statement is required by federal regulation and is designed to make clear to prospective applicants or participants the university's commitment to equal opportunity in employment and equal access to its programs and activities.

For any publication that is distributed to the general population that does not outline specific university policies and procedures, the following statements may be used:

### Job Postings and Advertising

In employment publications such as advertising, job postings, and other employee recruitment items, it is required that the university state that it is an equal opportunity and affirmative action employer.

The required statement is:

**Northern Arizona University is an equal opportunity/affirmative action employer. Women, minorities, individuals with disabilities, and protected veterans are encouraged to apply.**

General statement:

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

Complete nondiscrimination statement:

**Northern Arizona University does not discriminate in access to programs and activities or employment on the basis of sex, race, age, color, national origin, religion, sexual orientation, gender identity, disability, or protected veteran status.**

Where space is limited such as in pay-per-word job advertisements, the statement may be abbreviated to:

**EO/AA/women/minorities/disabled/protected veterans**

Employment postings may also include the general nondiscrimination statement.

For questions or more information, contact the Equity and Access Office at [equityandaccess@nau.edu](mailto:equityandaccess@nau.edu).

## 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 University Marketing 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.

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

### Procedure

Requests must be submitted to University Marketing 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 Facility Services), and the proposed time period for display.

Submit request to University Marketing at [marketing@nau.edu](mailto: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 the du Bois Center, University Union, Rolle Activity Center, Ardrey Memorial Auditorium, Lumberjack Stadium (campus entrance), and The W. A. Franke College of Business (campus entrance).
3. Installation shall be made in a fashion approved by Facility Services 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 University Marketing 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 week after any date-sensitive event listed on the banner or six 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, e.g., banners on opposite sides of a large enough building so there is no visual conflict.

## Appendix

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- 8.1 Additional Fonts – Brand-Level Fonts
- 8.2 Additional Fonts – Audience-Specific Fonts
- 8.3 Logo File Naming System
- 8.4 Frequently Asked Questions and Contact Information

## Additional Fonts – Brand-Level Fonts

### Logo Fonts

#### BANK GOTHIC

The Northern Arizona University logo was constructed using Bank Gothic, which has been altered in small ways in order to customize the overall look and feel.

#### BANK GOTHIC LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

#### BANK GOTHIC BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

### Brand Campaign Fonts

#### Industry

Industry is the primary font for university-wide brand marketing—Bold Italic for headlines and Book for body copy. This font captures the momentum of NAU and works nicely with the institutional font Bank Gothic.

#### Industry Book

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

#### *Industry Bold Italic*

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**0 1 2 3 4 5 6 7 8 9**

## Additional Fonts – Audience-Specific Fonts

### Undergraduate Recruitment Fonts

#### Stenciletta Solid Bold

Stenciletta Solid Bold is the title font for recruitment materials, capturing a nice balance between bold and welcoming. It is used in print and on the web.

Stenciletta Solid Bold

**A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u  
v w x y z 0 1 2 3 4 5 6 7 8 9**

#### Roboto

Roboto Regular and Roboto Bold are supplementary fonts used to pair with Stenciletta Solid Bold for recruitment materials.

Roboto Regular

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9**

Roboto Bold

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9**

## Logo File Naming System

## NAU\_Description\_Configuration\_Coloration.eps

NORTHERN ARIZONA UNIVERSITY	DESCRIPTION <i>(abbreviation)</i>	CONFIGURATION	COLORATION	FILE EXTENSION
	Ligature	primary – Primary	281_3514 – Primary coloration, Blue type and gold mountain graphic	.eps
	Campus	horiz_2line – Horizontal, 2-line		.png
	Heritage	horiz_1line – Horizontal, 1-line	3514_281 – Gold type and gold mountain graphic	.jpg
	Unit name	ctr – Centered		.wmf
		wordmark – Wordmark only	281 – All-blue	
			K – All-black	
			Rev-3514 – Reversed. Primary coloration, gold and white type with gold mountain graphic	
			Rev-3514-wht – Reversed. White type with gold mountain graphic	
			Rev-wht – Reversed. All-white	

## Frequently Asked Questions

### **Have questions about the visual standards of the university brand?**

We are happy to share some insights with you. Connect with us through email at [marketing@nau.edu](mailto:marketing@nau.edu). Let us know all about your project and the questions you have so we can help.

### **Need a logo file?**

We have prepared logos in various formats for downloading at [nau.edu/logos](http://nau.edu/logos).

### **Don't find the logo you are looking for?**

Let us know at [nau.edu/logorequest](http://nau.edu/logorequest), and we will get it to you.

### **Need marketing support?**

University Marketing is here to strengthen NAU's image and develop marketing strategies and deliverables that support growth and retention objectives.

Please visit [nau.edu/marketing](http://nau.edu/marketing) to request our assistance.

### **Licensing consultation?**

For more information on utilizing the university brand for merchandise needs and for a full list of licensed vendors, please contact the trademark and licensing manager at [licensing@nau.edu](mailto:licensing@nau.edu).

### **Accessibility questions and support?**

For questions about ensuring your documents and publications meet accessibility requirements, please contact [accessibility@nau.edu](mailto:accessibility@nau.edu).

## Contact Information

### **University Marketing**

Phone: 928-523-1741

Email: [marketing@nau.edu](mailto:marketing@nau.edu)

[nau.edu/marketing](http://nau.edu/marketing)

### **University Trademark Licensing**

Phone: 928-523-5404

Email: [licensing@nau.edu](mailto:licensing@nau.edu)

[nau.edu/licensing](http://nau.edu/licensing)

### **Printing Services**

Phone: 928-523-1941

Email: [printing.services@nau.edu](mailto:printing.services@nau.edu)

[nau.edu/printing-services](http://nau.edu/printing-services)

### **Disability Resources**

Phone: 928-523-6042

Email: [accessibility@nau.edu](mailto:accessibility@nau.edu)

[nau.edu/dr](http://nau.edu/dr)