



Visual Identity Manual

August 2001

*A*CHIEVING WITH EXCELLENCE



NORFOLK STATE UNIVERSITY

Office of the President

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Dear Faculty and Staff:

An identity system is an important element in an organization. It represents the people, products and services of an organization, and also the reputation it has achieved. The Office of Marketing Services is presenting the Norfolk State University Visual Identity Guide. This manual serves to promote a consistent professional image of the University to our students, alumni, and the community. Implementing the policies and recommendations of the Visual Identity Guide will strengthen our University's goal of creating a unified visual identity as an academic institution.

This manual explains and illustrates the proper use of the logo for practical applications and layout in publications. The new identity system replaces previous graphics and symbols used by various departments and offices at the University. The Athletics division of the University has its own logo system, but is encouraged to use the University identity system when it is applicable.

Full compliance with the new visual identity system is expected. I appreciate your immediate and consistent use of these guidelines to promote the programs and goals of Norfolk State University.

Sincerely Yours,

A handwritten signature in black ink, appearing to read 'Marie V. McDemmond', written in a cursive style.

Marie V. McDemmond
President

GRAPHICS SPECIFICATIONS



Our new logo combines the typographic signature of a previous identity system with the modern illustration of the Spartan heads from the Athletics division. It serves to immediately identify the Norfolk State University Spartans.

PMS COLORS



PMS (Pantone Matching System) is a universal ink color matching system used by designers and printers to reference various colors.

TYPOGRAPHY

ABC

The typography that is used in the logo is Poster Bodoni and Bodoni condensed.

ONE COLOR DESIGN



The one color design should be used when the printed piece is executed in only one color...that color being PMS 341. Use this design when printing cost effectiveness is a factor.

GRAYSCALE DESIGN



The grayscale design is used when the printed piece is executed in black or any color other than PMS 341 and PMS 130. If this is the case, print the logo in the black/grayscale design.

Letterhead

Layout Size: 8 ½" X 11"

Margin: ½" (top and bottom) & 1" (left and right)

Typography: Department Name: 14 pt. Bodoni Bd. Bt.

Address: 10 pt. Bodoni Bk. Bt. Italic

Footer type: 11 pt. Bodoni Bk. Bt. Italic

Rule Line: 1 pt. Rule

Alignment: All header type is flush right

All footer type is aligned to the vertical and bottom horizontal margin

Stock: 20 lb. White Classic Laid (Laser safe)



Exhibit above is sized smaller for layout purposes. All dimensions are given in inches.

Memorandum

(for format purposes only)

Use letterhead to create memorandum.


 <p>NSU NORFOLK STATE UNIVERSITY</p>	<p>Department or Office Name 700 Park Avenue, Suite 000, Norfolk, Virginia 23504 Tel: (757) 823-0000, Fax: (757) 823-0000 Email: person@nsu.edu Web: http://www.nsu.edu</p>
<p>TO:</p> <p>CC:</p> <p>FROM:</p> <p>SUBJECT:</p> <p>DATE:</p>	
<p><i>Achieving With Excellence</i></p>	<p><i>An Equal Opportunity Employer</i></p>

Exhibit above is sized smaller for layout purposes. All dimensions are given in inches.

Envelope

Layout Size: 9 1/8" X 9 1/2"

Margin: 1/2" horizontal & vertical

Typography: Department Name: 10 pt. Bodoni Bd. Bt.

Address: 10 pt. Bodoni Bk. Bt.

Stock: 24 lb. White Classic Laid

All envelopes, regardless of size, follow the same specifications above.

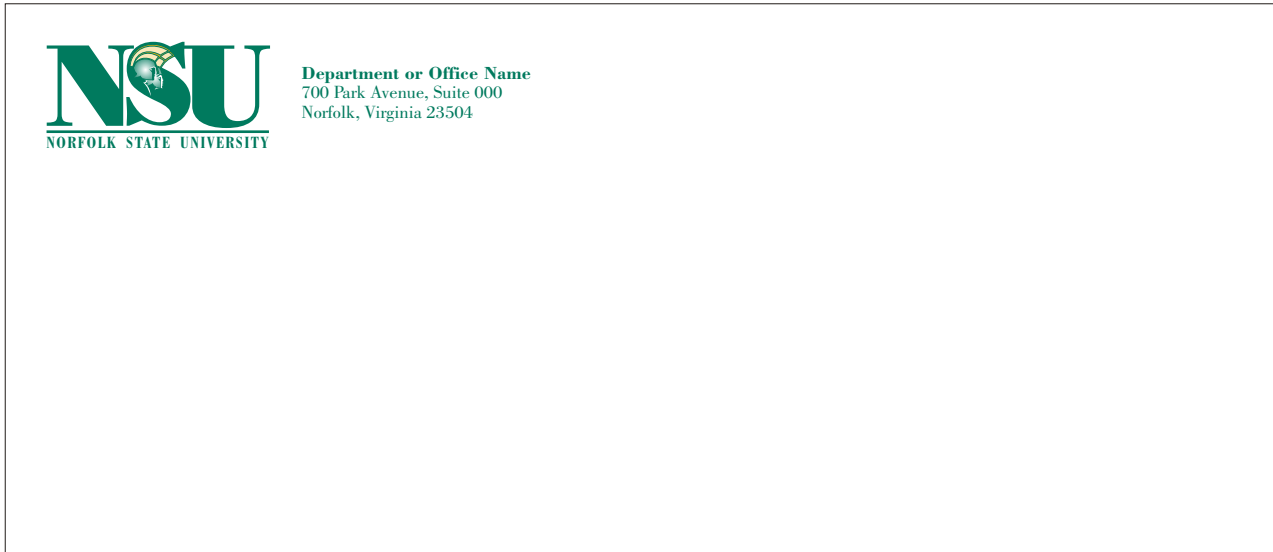


Exhibit above is sized smaller for layout purposes. All dimensions are given in inches.

Business Card

Layout Size: 3 1/2" X 2"

Margin: 3/4" horizontal & vertical

Typography: Name: 14 pt. Bodoni Bd. Bt.

Professional Title: 9 pt. Bodoni Bk. Bt., Italic
(No more than three lines are permitted)

Department Name: 8 pt. Bodoni Bd. Bt.

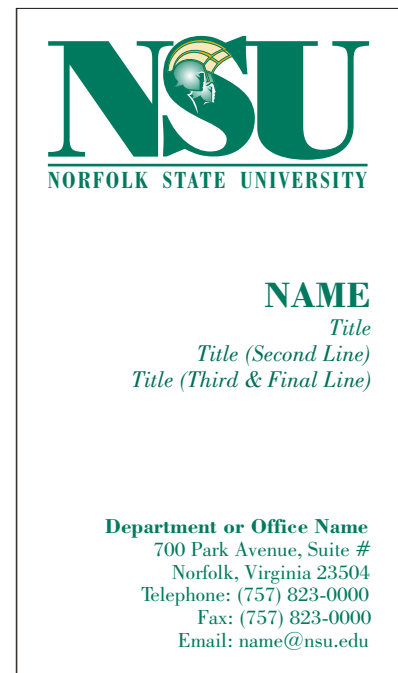
Address: 8 pt. Bodoni Bk. Bt.

(No more than two lines are permitted)

Telephone, Fax, and Email: 8 pt. Bodoni Bd. Bt.

Stock: 80 lb. White D Cover

There should be absolutely no printing on the reverse side of cards.



Fax Transmission Sheet

Layout Size: 8 ½" X 11"

Margin: ½" horizontal & vertical

Typography: Header Name: 24 pt. Bodoni Bd.

Body Type: 12 pt. Bodoni Bd. Bt.


"About the University" Type: 12 pt. Bodoni Bk. Bt.

Branding Statement: 12 pt. Bodoni Bd., Italic

Rule Line: 1 pt. Rule

Alignment: All header type is full justified

Stock: 20 lb. White Wove



NORFOLK STATE UNIVERSITY

700 Park Avenue, Norfolk, VA 23504

FAX TRANSMISSION

TO: _____

FROM: _____

DATE: _____

RE: _____

PHONE: _____

FAX: _____

1 OF: _____ **PAGES**

CC: _____

URGENT **FOR REVIEW** **PLEASE COMMENT/REPLY**

ADDITIONAL INFORMATION: _____

About the University...

Approximately seven thousand students take courses at Norfolk State University located in Norfolk, Virginia, the heart of Hampton Roads. Just 15 miles from the Atlantic Ocean and surrounded by cultural attractions, NSU is a strong part of what makes Norfolk great!

NSU's five schools include Liberal Arts, Education, Business, Science and Technology, and Social Work. NSU students can earn bachelors degrees in 39 disciplines, and 14 masters degrees in selected disciplines. Doctoral degrees are offered in social work and clinical psychology.

Achieving With Excellence

Exhibit above is sized smaller for layout purposes. All dimensions are given in inches.

Note Pad

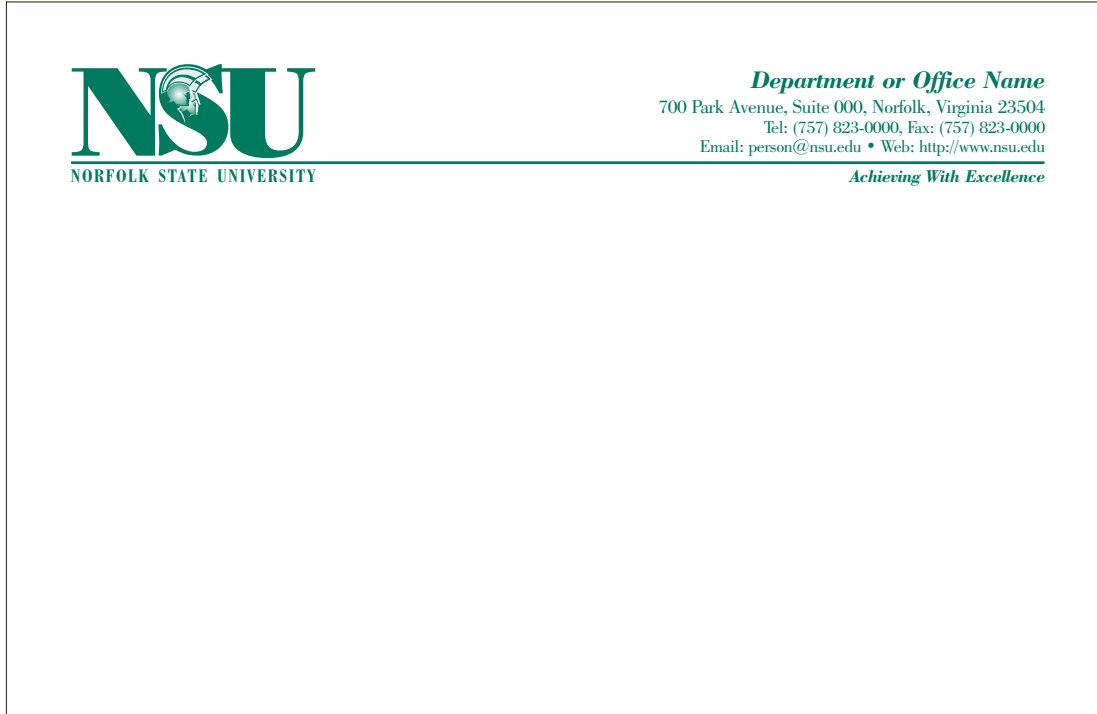
Layout Size: 5 ½" X 8 ½"

Margin: ½" horizontal & vertical

Typography: Follow same specifications as letterhead

Stock: 20 lb. White Wove

Note: *Logo may be printed with the one color design to lessen printing cost.*



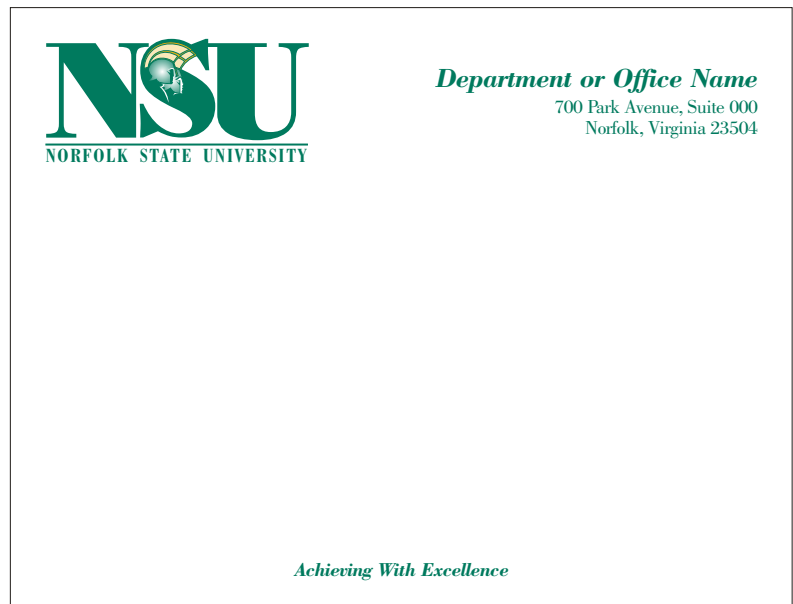
Mailing Label

Layout Size: 4 ¼" X 5 ½"

Margin: ¼" horizontal & vertical

Typography: Follow same specifications as letterhead

Stock: White Crack and Peel



Exhibits on this page are sized smaller for layout purposes. All dimensions are given in inches.

Information Request Card

Layout Size: 6" X 8"

Perforation: 1 ½" from top edge

Die Cut: Two cuts required to hold business card

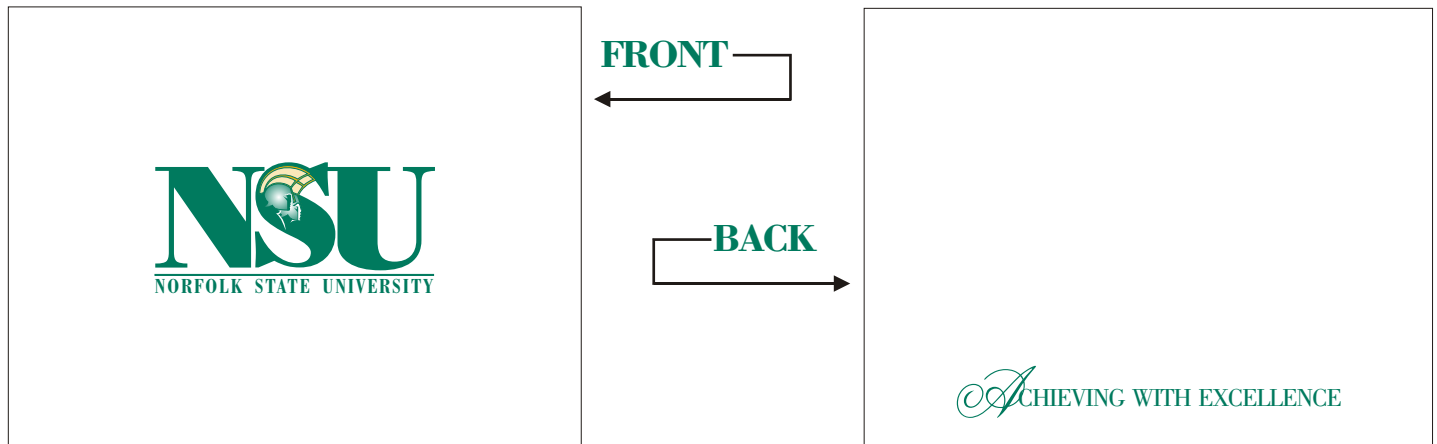
Stock: 110 lb. White Index



Inscription/Thank You Card

Layout Size: 5 ½" X 4 ¼"

Stock: 80 lb. White Eastern Cover



Exhibits on this page are sized smaller for layout purposes. All dimensions are given in inches.

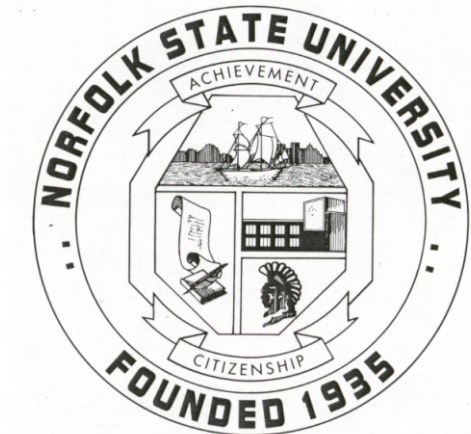
The University Seal

The seal is reserved for use in the following official university documents **ONLY**:

- **Degrees**
- **Legal Documents**
- **Proposals to Commonwealth**
- **Commencement Programs**
- **Official Resolutions**

The seal should not be used in any publications or marketing materials without prior approval from the Office of Marketing Services.

For more information, call (757) 823-2658.



The Athletic Logo

The logo is reserved for university athletics **ONLY**.

Final Notes:

- **Printing Services**

All forms referenced in this guide can be ordered from Printing Services. For more information, call (757) 823-8179.

- **Marketing Services**

If you have any questions regarding layout and/or color specifications referenced in this guide, call Marketing Services at (757) 823-2653. For instructions on the use of the logo, resizing, graphic files and fonts, please visit us at g:/marketing/nsulogos.