



NORFOLK STATE
UNIVERSITY

BRAND AND VISUAL
IDENTITY

Quick Guide

nsu.edu/identity

BRAND MESSAGE AND PURPOSE

Norfolk State's new brand and visual identity enables the University to speak about our strengths and mission clearly and cohesively. It is our blueprint for ensuring that we communicate with one consistent voice—in person, in print, digitally and electronically. By doing so, we amplify our voices, and strengthen the image and reputation of Norfolk State University every time we communicate. This endeavor can make a vital contribution towards achieving the objectives of our strategic plan. Each of us can help by working within these guidelines.

BRAND MISSION STATEMENT

Norfolk State University has a history of providing life-changing opportunities for students without regard to their race, gender, socio-economic status or age.

Generations of students and alumni credit their success to the opportunities they began to see for themselves at Norfolk State and the faculty who recognized their potential and challenged and supported them.

TAGLINE

We See the Future in You.

KEY MESSAGE

The One Message We Want To Reinforce Consistently. Norfolk State University has transformed the lives of generations of students and alumni who have gone on to rewarding lives and careers, often exceeding their own expectations. They credit their success to the opportunities they began to see for themselves, and prepare for, at NSU.

VOICE AND TONE

**Uplifting, Inspiring, Confident
...Full of Hope and Promise**

BRAND LOGO



We see the future in you.



TAGLINE WORDMARK

WE SEE **THE**
FUTURE
IN YOU.

FONTS

Niveau Grotesk Font Family

Avenir Font Family Pack

BRAND COLORS

The official colors of Norfolk State University are: **NSU Green**, **NSU Gold** and **NSU Gray**.



NSU Green:

Print: **Pantone** 341C or **CMYK**: C95 M5 Y82 K24

Screen Media: **RGB**: R0 G122 B83 or **Hex#**: 007A53



NSU Gold:

Print: **Pantone** 129C or **CMYK**: C0 M11 Y78 K0

Screen Media: **RGB**: R243 G208 B62 or **Hex#**: F3D03E



NSU Gray:

Print: **Pantone** 425C or **CMYK**: C48 M29 Y26 K76

Screen Media: **RGB**: R84 G88 B90 or **Hex#**: 54585A

Please Visit **NSU Brand and Visual Identity** website for further details at nsu.edu/identity



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We see the future in you.

CONTACT US

Communications & Marketing
700 Park Avenue | Norfolk, VA 23504

(757) 823-8373

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