

University Logo Usage Guidelines

ACCEPTABLE LOGOS TO USE		
	preferred choice	NSU logo (horizontal version)—please refer to page 2 of this document for further reference details. Logo can only be used in blue, black, or white.
	✓	Customized logo for individual school, college, and center
	✓	NSU Sharks logo (5 gills)—please refer to page 3 of this document for further reference details

The Student Poster Prining Services Office **WILL NOT** process your request if your design file cantains any of the following logos:

Graphic	PRINTING	Description
	NO	The University Seal is reserved exclusively for materials from the Offices of the President and Chancellor and official documents such as diplomas, certificates, and awards. The seal should never be used in place of the logo.
	NO	NSU Shark logo with 4 gills. The correct version of official Sharks logo has 5 gills.
	NO	This version has been retired.
	UPON REVIEW AND APPROVAL	Use of the Shark full body graphic in integration with any text or artworks is not allowed . A stand alone Shark full body graphic might be allowed upon review by Office of Student Media and Information, Please contact stumedia@nova.edu .

For any question, please contact Office of Student Media and Information at stumedia@nova.edu.

BASIC STANDARDS

2.3 Unacceptable Uses of the NSU Logo

For maximum impact and recognition, the NSU logo must always be used consistently and correctly. It must never be changed or modified. An appropriate margin should surround the logo in all uses (see section 2.2). This page shows a variety of instances where the logo is used in an unacceptable manner.



Do not use more than one color for the logo.



Do not add text to the logo.



Do not remove or rearrange elements of the logo.



Do not re-create the logo.



Do not use logo with rule without text under it.



Do not stretch, compress, or angle the logo.



Do not outline the logo.



Do not enclose the logo within a box or shape.

NSU ATHLETICS

6.2 Unacceptable Uses of the Sharks Logo

For maximum impact and recognition, the Sharks logo must always be used consistently and correctly and never be modified in any way. This page shows unacceptable uses of the Sharks logos.



Do not use the 4 gill Sharks logo.



Do not render the White Single-Color Sharks logo in colors other than white.



Do not use low quality copies of the logo.



Do not add text to the logo.
Do not remove or rearrange elements of the logo.



Do not change the colors of the logo.



Do not stretch, compress, or angle the logo.