



NORTH GREENVILLE
UNIVERSITY

Christ Makes the Difference

IDENTITY BRAND GUIDE

Why Brand NGU?

WHAT IS A BRAND?

A brand is a statement of shared beliefs about who we are, how we're different and why we're unique. We use that statement of shared beliefs to form the basis for all our marketing and communications.

A STRONG BRAND HELPS US:

- Demonstrate our common purpose and identity
- Enhance North Greenville University's reputation, sets us apart from our competitors, creates awareness and establishes relevance with our audiences.
- Create a strong public image including clarity and consistency

When our communications are visually integrated, they present our diverse institution as a well-organized, singularly focused whole. And when our communications are of a high caliber, they convey that North Greenville University provides students an educational experience that also is high caliber.

It is not just what we say about the university, it is also what other people say, feel, and believe about the university. At its heart, our brand is our promise to constituents and stakeholders about the complete experience they will have when they engage with North Greenville University. Each of us is responsible for keeping and strengthening the promises we make to our current and prospective students, alumni, parents, community, donors, and our many other constituents.



Why Brand NGU?

WHY UNIFORMITY IS IMPORTANT

Branding is a process of using marketing and communications to influence attitudes toward and perceptions of our brand. Every day, thousands of people see communications and marketing materials from North Greenville University: business cards, correspondence, brochures, admissions materials, reports, magazines, websites, presentations, event invitations, posters, forms and applications, building and vehicle signs, apparel, and gift items.

HOW DOES THIS PROTECT THE NGU BRAND?

- A brand forms the basis of people's long-lasting attitudes and opinions about the university.
- A strong brand identifies our communications and helps them create positive attitudes and opinions.
- The consistent application of our brand, visual identity, and style differentiates North Greenville University from similar organizations and expresses the university's unique qualities in a way that creates a clear, positive, and memorable expression.



Why Brand NGU?

WHY NORTH GREENVILLE NEEDS AN IDENTITY BRAND GUIDE

- All of the marketing and communications materials the university generates provide particular information.
- Each piece projects an overall image of the university.
- Visual identity guidelines unify our communications and help make this image clear, consistent and intentional.
- These standards also increase the overall quality of printed pieces and make the production of marketing items easier, faster, and less costly.



THEN



NGCC



NOW



NORTH GREENVILLE UNIVERSITY

Christ Makes the Difference

The Circle: The world. Our mission field. Our scope.

The Burst: The light of the world. The truth. The fire of the presence of the Holy Spirit.

The Bible: The one true way to know the will of God. Inescapable in its proclamation, bottomless in its depths. From this book of books all other knowledge is grounded and tested.

The Cross: A foolish stumbling block to some, the very power of God to those who believe. The symbol of sacrifice, hope, and eternal life.

The Pulpit/Lectern/Torch: The strong traditions of chapel messages, the imagery of the instructing professor, and the torch of knowledge are all wrapped up in this image when viewed as a single element.

North Greenville: Whether as North Greenville Academy, North Greenville Junior College, or North Greenville College, this light in the dark corner of South Carolina has always been a mission effort. And in the vernacular, “North Greenville” is who we are. The slight slope to the letters speaks to moving to, and greetings from the school.

University: The recent growth of the higher educational college to our present university level.

The Slogan: Our hope is that Christ impacts everything we do as a university.



UNIVERSITY OFFICIAL LOGOS



NORTH GREENVILLE
UNIVERSITY

Christ Makes the Difference

HORIZONTAL LOGO - **Preferred version**

This version is used for outside audiences where the full name adds additional information. It is also used when the communications would benefit from a more formal approach.



UNIVERSITY OFFICIAL LOGOS



NORTH GREENVILLE
UNIVERSITY
Christ Makes the Difference

STACKED LOGO

This version is used in a few instances in which neither the horizontal & short version is not practical such as in one-column ads, podium signs, and stationary.



SHORT LOGO: This version is used as the primary NGU logo and for internal and external administration business communications. It is easily recognized at a variety of sizes for both print and digital communications.



UNIVERSITY ICON



ICON: The Icon cannot be altered in any manner. No other style of the icon is permitted. It must stay at an upright position and can not be tilted in any way, unless used in a moving element.



2-Color



Inversed



Black



Inversed

It may be shaded as a background element, but no type or other graphics can be placed on top of it.

The inversed version of the icon may change to a solid color outside of the official colors depending on graphic needs.



On colored backgrounds, it can be inversed where the bible, podium, and burst are visible. The icon can also be partially shaded



UNIVERSITY ICON

PRIMARY USE:

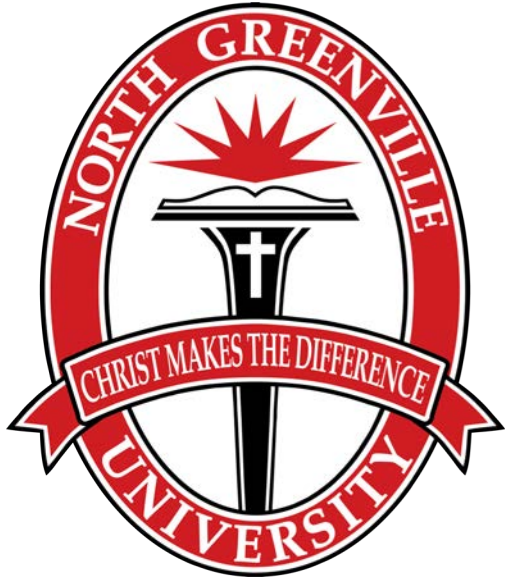
Ideally, the logo should be reproduced in red (PMS 206C) and black. It can also be reproduced in black or reversed out to white from a dark background.



It may be shaded as a background element, but no type or other graphics can be placed on top of it.



UNIVERSITY SEAL



The seal of North Greenville University was adopted in 1992. It features a light burst, representing NGU, resting upon the Bible. The Bible rests on a podium with the cross centered in it to symbolize that North Greenville University is to be a light in the darkness always pointing others to Christ, resting on the truths of the Bible, and centered in Christ. The community used to refer to the Tigerville area as the “Dark Corner.” Now it is a place where students can come to learn about God’s word and a place where they can be prepared to serve Christ in whatever vocation they are called.

The seal of North Greenville University may be used only with official correspondence, such as binding legal agreements; formal documents such as diplomas, transcripts, major institutional report and research covers, and programs for academic ceremonies; approved signage; and formal invitations and engraved notecards. It may appear on selected apparel and gift items upon proper licensing. For further information, or for approval to use the seal, contact the Office of Marketing and Communications.

The slogan “Christ Makes the Difference” can be used on various formats, but is required on external formal documentation such as letterhead, envelopes, business cards, and recruitment materials.



UNIVERSITY FONTS

Gotham Family (Use: All general uses; All variations)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 1234567890

Garamond Family (Use: All general uses; All variations)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 1234567890

Myriad Family (Use: When Gotham is unavailable)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 1234567890

Demonized (Athletic logo font only. No body text)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 1234567890

Bickham Script Pro

(Standard Cursive Font)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 1234567890

BICKHAM SCRIPT PRO

(Campaign Font (2019 - 2021))

ABCDEFGHIJKLMNOPQRSTUVWXYZ



UNIVERSITY COLORS

PRIMARY AND SECONDARY COLORS

PANTONE 199 C

CMYK: 10, 100, 78, 1
RGB: 214, 8, 59
HEX: d6083b

PANTONE 446 C

CMYK: 70, 59, 60, 56
RGB: 61, 66, 66
HEX: 3d4241

PANTONE 428 C

CMYK: 24, 16, 17, 0
RGB: 194, 199, 200
HEX: c1c6c7

PANTONE WHITE

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: FFFFFFFF

PANTONE BLACK

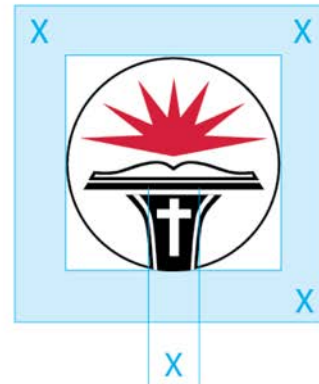
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: 000000



SPACE AND SIZING

NGU logo clear space guidelines

The minimum clear space is defined as X, measured by the width of the letter “n” in the NGU logo or the width of the pulpit/torch. Try to maximize clear space whenever possible. A good margin helps the logo stand out.



NGU logo minimum size

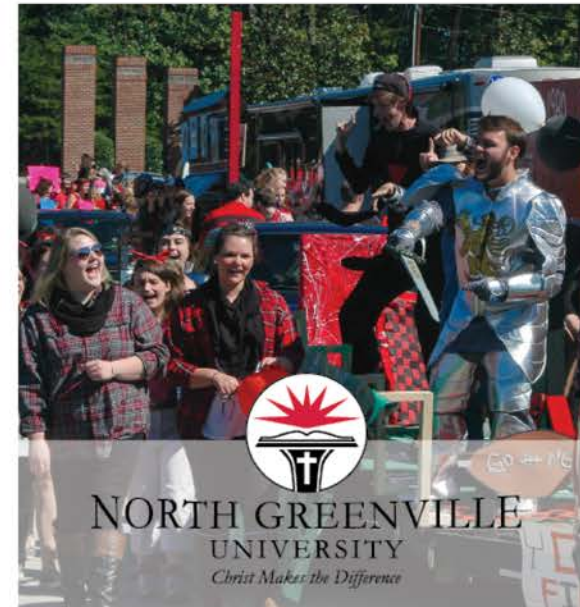
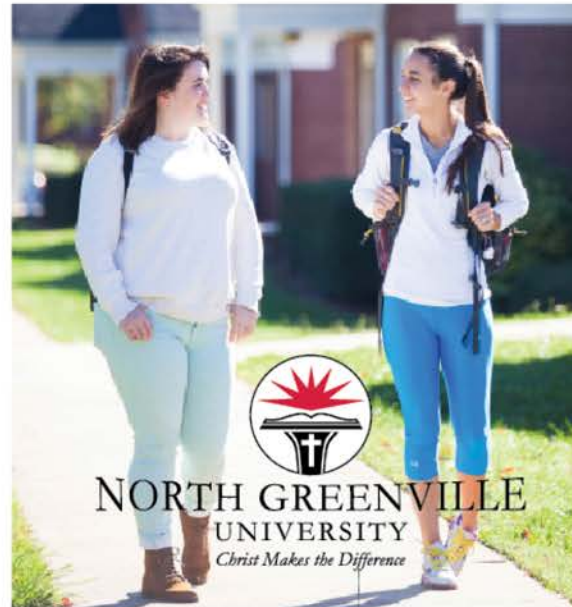
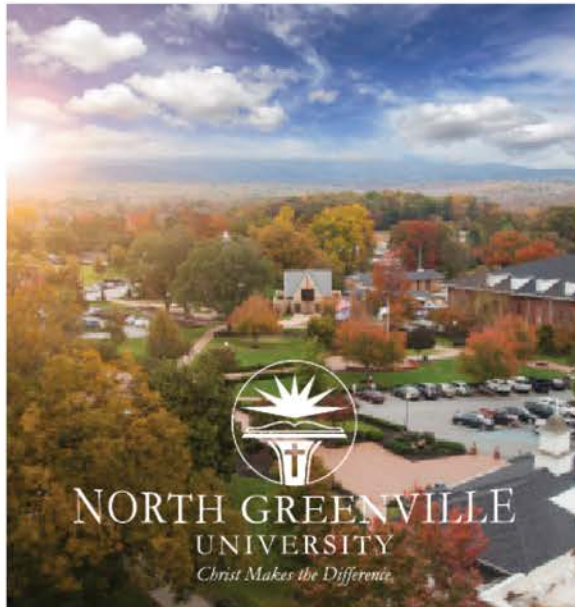
The minimum width of the NGU logo is 21px on screen, or 0.25in (6.35mm) in print. If the logo (“Stacked” or “Horizontal”) can’t be used and be legible, then default to the icon. If the icon becomes too small to be more legible than a blackish dot, then it might be better to just use “North Greenville” and “Christ Makes the Difference” in the body of your publication.



SPACE AND SIZING

NGU logo background colors and photos

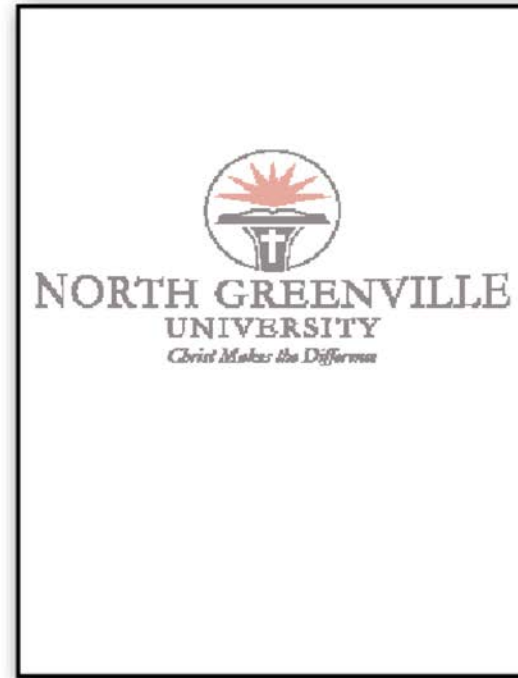
Ideally the logo is to be used on a white background for maximum impact and clarity. When this is not possible, be sure to choose background colors or photos that provide sufficient contrast with the logo. Contrast is the key. If you blur your eyes or view the layout from across the room, can you see the logo reasonably well? If not, then try another approach.



USAGE

Please follow these guidelines when working with the NGU logo.

Do not use any logo as a watermark.



USAGE

Please follow these guidelines when working with the NGU logo.

Do not place text over any part of the logo including the icon.



USAGE

Please follow these guidelines when working with the NGU logo.

Do not place a white box around the logo. Below is an example of how a white box is around the logo on a colored background.



USAGE

Please follow these guidelines when working with the NGU logo.

Do not change the colors of the logo.



USAGE

Please follow these guidelines when working with the NGU logo.

Do not distort the shape of any of the logos.



USAGE

Please follow these guidelines when working with the NGU logo.

Do not crop logo or add additional font type to the logo.



USAGE

Please follow these guidelines when working with the NGU logo.

Do not recreate the logo.



UNIVERSITY IDENTIFIER LOGO



The appropriate identifier logo must appear on all print materials produced by any department of the university. Offices and departments of the university may use the university identifier by itself; or with the individual college or school name, program, office, or department.

Individual schools, departments, or offices may not create their own logo or visual identity, nor may they alter the wording, configuration, or appearance of the North Greenville University identifier. Doing so diminishes the university's efforts to present a coordinated and professional appearance and creates confusion in the public mind about whether an entity is part of North Greenville University.

On all external printed materials, the horizontal or stacked official logos must accompany the identifier.



UNIVERSITY IDENTIFIER VARIATIONS



NGU

Christ Makes the Difference

COLLEGE OF BUSINESS
& SPORT PROFESSIONS

HORIZONTAL LOGO - **Preferred version**

This version is used for internal and external audiences where the full name adds additional information. It is also used when the communications would benefit from a more formal approach. The official stacked logo would accompany this logo.



COLLEGE OF BUSINESS
& SPORT PROFESSIONS

Christ Makes the Difference

HORIZONTAL SHORT LOGO

This version is used for instances where the horizontal logo is not practical such as apparel design.



UNIVERSITY IDENTIFIER VARIATIONS



NORTH GREENVILLE
UNIVERSITY
Christ Makes the Difference

COLLEGE OF BUSINESS AND SPORT PROFESSIONS

STACKED/ LOGO

This version is used in a few instances in which the horizontal is not practical, where the full name adds additional information. It is also used when the communications would benefit from a more formal approach.



COLLEGE

EXAMPLES



NGU
Christ Makes the Difference

COLLEGE OF
CHRISTIAN STUDIES



NGU
Christ Makes the Difference

COLLEGE OF
FINE ARTS



NGU
Christ Makes the Difference

COLLEGE OF
EDUCATION



MAJOR

EXAMPLES



NGU

Christ Makes the Difference

ACCOUNTING



NGU

Christ Makes the Difference

BUSINESS
ADMINISTRATION



NGU

Christ Makes the Difference

MEDIA
MINISTRY



DEPARTMENT

EXAMPLES



NGU
Christ Makes the Difference

BUSINESS
OFFICE



NGU
Christ Makes the Difference

CAMPUS
BOOKSTORE



NGU
Christ Makes the Difference

INFORMATION
TECHNOLOGY
SERVICES



CUSTOM LOGO

TO STRENGTHEN THE UNIVERSITY'S BRAND IDENTITY, CREATION OF CUSTOM LOGOS IS RESTRICTED.

The university logo is the official mark of North Greenville University. The university identifiers allow individual colleges, departments, majors and administrative offices a way to identify themselves and their affiliation with the university.

Academic colleges, departments, majors, and administrative offices are *not allowed* to use custom logos. Custom logos for other campus units are allowed only in rare instances.

Custom logo creation will only be considered under the following circumstances:

- An external grant or partnership requires a unique logo
- Formation of a unit (ie. Center or institute)
- A special university-wide initiative
- A special university-sponsored event

If you fall into the category above, you must contact the Office of Marketing and Communications to discuss your needs.

All custom logos must meet our basic design and brand standard and be either created or approved by the Office of Marketing and Communications.

All existing logos used for North Greenville University will be available on our website for download.



CENTERS & INSTITUTES

NGU Center and Institutes are different from most campus units because of the overlap between our education, mission, and institutional usage.



**INSTITUTE FOR
BUSINESS LEADERSHIP**
NORTH GREENVILLE UNIVERSITY



UNIQUE LOGOS

STUDENT ORGANIZATIONS AND DEPARTMENT CLUBS ARE WELCOME TO CREATE THEIR OWN LOGOS OR CONTINUE USE OF EXISTING LOGOS TO IDENTIFY THEIR ORGANIZATION

Student organization logos are subject to review and approval by the Office of Marketing and Communication.

Student organization and department club logos must meet the following standards:

- They may not include or incorporate the NGU icon without approval from the Office of Marketing and Communications
- They may not include any words, symbols, or images that might reflect the poorly on the university.
- They may not redesign, redraw, modify, distort, or alter the proportions of the icon or logo.
- They may not modify the size or position relationship of any element of the NGU icon or logo
- They may not add additional copy to the icon or logo
- They may not use any part of the icon as part of another word.

Student organization and department club logos may use their organization logo alongside the University logo only by approval of the Office of Marketing and Communication.



APPAREL

EXAMPLES



MAC TEAM
Christ Makes the Difference



ADMISSIONS
Christ Makes the Difference



COLLEGE OF COMMUNICATIONS
Christ Makes the Difference



CAMPUS MINISTRIES
Christ Makes the Difference



FINANCIAL AID
Christ Makes the Difference



ADULT & GRADUATE ADMMISSIONS
Christ Makes the Difference



NGU ATHLETICS

Preferred Primary Logo



The “NGU Sword” logo is the preferred logo of North Greenville athletics. The logo is primarily NGU Red (Hex D60036) or black but can be adjusted base on the design being presented (example: Pink NGU logo for Breast Cancer Awareness). Any alterations of the logo much be approved by the athletic department.



NGU ATHLETICS SPORTS

Preferred Logo Samples



NGU ATHLETICS

Secondary Logos



FOOTBALL

The “Interlocking NGU” is the secondary logos of North Greenville athletics. These logos can also be used on clothing, apparel, and other promotional material. The color guidelines are the same for the secondary logos as they are for the preferred “Sword Logo”.

The official tagline “Christ Makes The Difference” may be used but not required.



INTERNAL BRANDING

Email signatures must use the Garamond font at the preferred style size of 11 pt. The standard preferred background should be white. Please take the time to update your email signature to include all of the following information:

EMAIL SIGNATURE

Erin Wall

Director of Marketing

North Greenville University

P.O. Box 1892

Tigerville, S.C. 29688

O: 864-977-7051

erin.wall@ngu.edu

www.ngu.edu

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Name

Job Title

North Greenville University

P.O. Box 1892

Tigerville, S.C. 29688

Office Phone Number

Cell Phone Number (if necessary)

Email Address

www.ngu.edu

*Confidentiality Notice



INTERNAL BRANDING

Office 365 allows you to change your email photo image. We request that all photo be changed to the official icon. The Marketing and Communication department have the directions on how to make this change. Please email mac@ngu.edu.



Your Name

Tuesday, August 1, 2017 at 11:31 AM

To: Your Name

Action Items

Manage Add-ins...

Erin Wall

Director of Marketing

North Greenville University

P.O. Box 1892

Tigerville, SC 29688-7511

Erin.wall@ngu.edu

www.ngu.edu

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EXTERNAL BRANDING

WEB HEADSHOTS



Katie Lynn Marshall

Associate Director of Admissions / Event Coordinator

Katie Lynn graduated from NGU in 2009 with a Marketing degree. She works with our high school graduates from Anderson, Oconee, and Pickens counties and coordinates Admissions events. Katie Lynn loved her time as a student at NGU and enjoys sharing her experience with students as they make decisions about college. For a listing of [Katie Lynn's territories](#).

Email [Katie Lynn](#) or call her at (864) 663-0187 ext. 1187.



Cory Truax

Associate Director

Cory graduated from NGU in 2008 with an interdisciplinary degree in History and English. He now enjoys the opportunity in helping students make their decisions to attend NGU. You can hear Cory Truax on various radio talk shows in the Upstate. For a listing of [Cory's territories](#).

Email [Cory](#) or call him at (864) 977-7159.



Elizabeth Whitley

Senior Admissions Counselor

Elizabeth graduated from NGU in 2015 with a BS in Psychology. She sang in Joyful Sound during her four years here and served as the Women's Ministry liaison between NGU and the South Carolina Baptist Convention during her senior year. Elizabeth considers it a joy to work here and give back to the institution that invested so much into her and helped her to grow and flourish in her calling for ministry. For a listing of [Elizabeth's territories](#).

Email [Elizabeth](#) or call her at (864) 977-7054.

HEADSHOTS FOR FACULTY AND STAFF

As part of the branding for North Greenville University, all faculty and specific staff members are to have their headshots for the website.

Each headshot should be taken with our specific grey background in the studio of the Marketing and Communications Department.

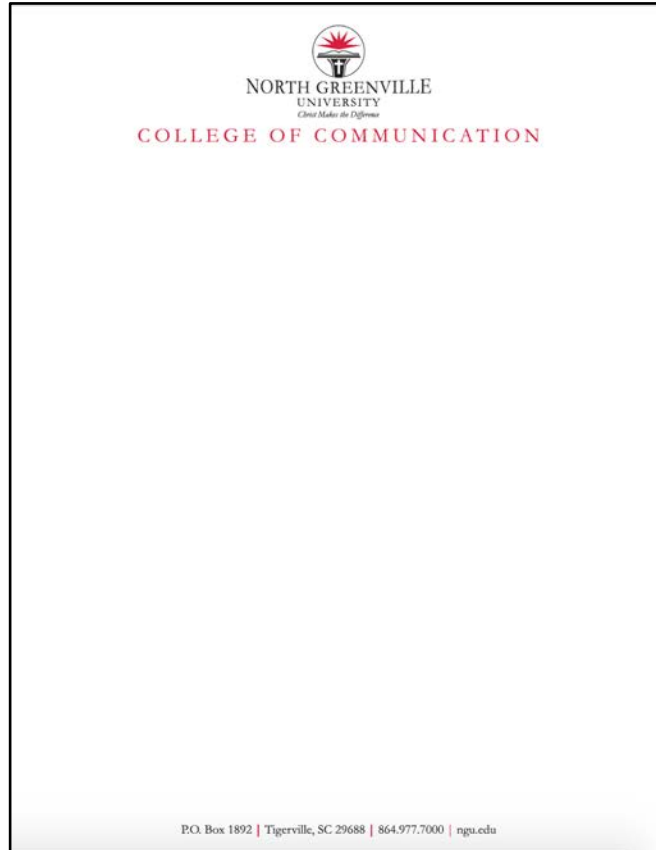
Headshots taken outdoors or by someone other than the University Photographer will not be used on the web.

To set up a time to have your headshot taken, please fill out the request form at ngu.edu/photography.



EXTERNAL BRANDING

LETTERHEAD, ENVELOPES, BUSINESS CARDS



LETTERHEAD AND ENVELOPES

North Greenville University official letterhead and envelopes can be obtained from the MAC department. Under no circumstances should any department or unit of the college design its own letterhead. Please fill out a request form at ngu.edu/resources.

BUSINESS CARDS

North Greenville University business cards are produced using a standard template and standard paper specifications. Under no circumstances should any employee of the university produce a North Greenville University business card without using the university's Media Center. Please fill out a request form at ngu.edu/resources.



Marketing and Communications

The Office of Marketing and Communications (MAC) supports North Greenville University by managing all branding, marketing, and communications for the university.

As a university, we value and desire consistency across all of our marketing and communications, whether online or in print. By using consistent brand and style, we ensure that our work is efficient, effective, and supportive of the university's mission.

Our team of qualified professionals provides expertise in the areas of copywriting, designing, managing marketing initiatives, web design, printing, photography, and videography.

[Learn more about Marketing and Communication](#)

Our Services

BRANDING

- Brand Guide
- Style Guide
- Letterhead Templates
- PowerPoint Templates
- Degree Webpage Template
- Media Kit
- Logo / Identifiers
- Photo / Video Library

COMMUNICATIONS

- 1892 Magazine
- Share Your News
- Survey Production
- News Stories
- Social Media
- Website Management
- Consultations
- Parent Connect
- Employee Connect
- The Insider

MARKETING

- New Creative
- Design Projects
- Quote and Print
- Photography
- Videography
- Headshots



PROJECTS

The Office of Marketing and Communications should always be contacted regarding the following:

- Media relations (before any information is released to media concerning internal or external matters that affect the university)
- Advertising review, prior to publication
- Signage review (interior and exterior)

This department provides the following services:

- Strategic marketing plans, communications plans, brand management, and review
- Marketing communications materials (newsletters, magazines, invitation packages, brochures, pamphlets, booklets, mailing envelopes, catalogs, and signs)
- Editorial assistance (writing, re-writing, and copyediting)
- Media relations (press releases, limited video production)
- Advertising plans and placement
- Event materials and consultation
- Direct-mail promotions and solicitations
- Electronic and Web-based marketing solutions, including social media
- Photography, Videography, printing, graphic and web design

To request services, please visit the Marketing and Communications webpage at ngu.edu/mac.



PROJECTS

Lead Times

Your project is our priority, and we will strive to process it as efficiently and effectively as possible. However, please keep in mind that the scope of your project, as well as the volume of other projects we have already received from faculty and staff, may affect the time needed to complete your project. Under normal circumstances, please allow up to two weeks for this process.

Printing and copying

The university maintains a central Print Hub, located on the lower level of the School of Theatre building adjacent to the Billingsley Theatre in the Academic Village in Tigerville, which can accommodate most small-and large-quantity copy needs. All copying requests must be sent through the website at ngu.edu/printhub. **All design requests must come through the Office of Marketing and Communications at ngu.edu/mac.**

North Greenville University operates the Print Hub, (864) 977-1271, for your printing needs. A department copying more than 200 copies should place a copy order using a Print Request Form located on our website at ngu.edu/printhub. It is recommended that you use a Print Request Form for each print request. A Print Request Form may be obtained from the Marketing and Communications web page. Departments requiring other print and services must also submit a Print Request Form.

For information on print procedures, please contact the Print Hub at (864) 977-1271.

Imagery/Photography

The Office of Marketing and Communications maintains a repository of campus photography, which is accessible to university offices for use in publications, websites and print materials. The office can also arrange for original photography for your event or publication.

To request photography services, please fill out the request form at the Office of Marketing and Communications web page or ngu.edu/blueprint.

To request videography services, please fill out the request form at ngu.edu/videography.



PROJECTS

Website

For questions regarding the website, please visit ngu.edu/website-management.

Apparel/Merchandise

All requests for producing apparel using the official university logo, must be reviewed by the Office of Marketing and Communications and follow the trademark and licensing guidelines. The Marketing and Communication department will assist in ordering apparel and merchandise. Please send your request to walker.broad@ngu.edu. Gifts and other official merchandise from licensed vendors can be purchased through the North Greenville University bookstore.

Co-Branding

Co-branding involves the use of both the North Greenville University wordmark and another organization's logo on the same materials. Care should be taken in these instances not to diminish the North Greenville University identity.

For questions about when and how to co-brand materials and for review of co-branded materials produced by other organizations, please e-mail your request to Office of Marketing and Communications at macteam@ngu.edu (with an electronic copy of the project, if appropriate).

Project Assistance

The Office of Marketing and Communications is composed of experienced staff members with expertise in marketing, media relations, publications, writing, design, advertising, website creation, and other communications. The staff is here to help North Greenville University and its departments and programs achieve their marketing and communications goals. The staff members can handle projects from start to finish, or they can provide advice, recommendations, and consultation.

In most cases, there is no charge for marketing and design services, but departments are responsible for photography, print, production, and possibly design service fees depending on project. Cost estimates will be provided before work begins.



PROJECTS

Although some projects have tighter deadlines, we request that all new projects are given a two-week lead time. If you have a design project that is needed within a quick turnaround of less than a week, design will be put into the layout templates provided by the MAC team. Under no circumstance should a *last minute* project be created without these templates.

All design projects should go through the Marketing and Communication webpage at ngu.edu/begin-project.

2019 NORTH GREENVILLE UNIVERSITY
Faith AT WORK
BUSINESS SYMPOSIUM

Experience Success, God's Way
FEB. 8, 2019 • 1 - 5 P.M. • TURNER CHAPEL
TIGERVILLE CAMPUS

What does it mean to be a Christian "on the job"? This half-day business symposium features Christian business leaders who will share how they integrate their biblical values into Christ-centered business practices.

Sign up today at ngu.edu/faithnetwork.

Featured Speakers

Robin Cassels
PRESIDENT
SOUTHEASTERN FREIGHT LINES

Lauren Green
FOX NEWS CHANNEL'S CHIEF
RELIGION CORRESPONDENT

Josh Himmell
CEO
EXODUS AIRCRAFT, LLC

NORTH GREENVILLE UNIVERSITY
Climb Higher. Do Differently.

FLYER

RACK CARD

CLINE SCHOOL OF MUSIC

BACHELOR OF ARTS IN MUSIC
The BA in Music program will prepare students to demonstrate a broad base of knowledge in the arts and humanities, the natural and physical sciences, and other social sciences. Students will also demonstrate musical performance and analytical skills, a proficiency in the language and grammar of music, and a personal commitment to the art of music.

BACHELOR OF ARTS IN MUSIC EDUCATION (CHORAL OR INSTRUMENTAL)
Dr. David Cude, Coordinator
The Music Education program will prepare students to integrate academic discipline, Christian lifestyle, and an enriched cultural experience by offering course work that will develop teachers who possess the knowledge, skills, and dispositions to foster learning in youth. Completion of either of these degrees will prepare one to be a Teacher of General Music, Band, Choral, or Strings for K-12, with certification from the South Carolina State Department of Education.

BACHELOR OF ARTS IN MUSIC PERFORMANCE
The Music Performance program will prepare the students to perform professionally and have the musical skills necessary to succeed in graduate school.

BACHELOR OF ARTS IN MUSIC WORSHIP STUDIES
Mark Eschenbaugh, Coordinator
The Music Worship Studies program will prepare students to serve effectively in worship in both leadership and supporting positions. They will also demonstrate musical skills, theological and ministry knowledge in the area of worship and professionalism, and the ability to lead worship ensembles.

NASM ACCREDITED

North Greenville University • Cline School of Music
P.O. Box 1892, Tigerville, SC 29688
(864) 977-7080 • ngu.edu/music • music@ngu.edu

BIOLOGY DEPARTMENT

NGU COLLEGE OF HUMANITIES & SCIENCES

DEPARTMENT BROCHURE

NORTH GREENVILLE UNIVERSITY
Climb Higher. Do Differently.

COLLEGE OF
HUMANITIES AND SCIENCES

SCHOOL OF HUMANITIES • SCHOOL OF SOCIAL & BEHAVIORAL SCIENCES
SCHOOL OF SCIENCES & MATHS • INTERDISCIPLINARY & GENERAL STUDIES

COLLEGE BROCHURES

THANK YOU!

THANK YOU CARDS

NORTH GREENVILLE UNIVERSITY
Climb Higher. Do Differently.

LEAD THE WAY IN YOUR CLASS

POSTCARDS

NGU Online

NORTH GREENVILLE UNIVERSITY
Climb Higher. Do Differently.

Marketing and Communications Media

The Office of Marketing and Communications is the primary contact and information source for print, online, and broadcast news media and media-related issues. The media relations staff welcomes the opportunity to work with faculty and staff to publicize the achievements, initiatives, and work of the university community. The Office of Marketing and Communications can provide advice and guidance to employees about best practices used to send and share news, as well as how to respond to media questions.

The Office of Marketing and Communications is responsible for developing communication strategies, disseminating news, responding to requests for expert commentary, and providing information to the media about North Greenville University people, programs, events, and activities. The office also advises faculty and administration on policy issues that affect public perception of the university.

The Office of Marketing and Communications should be contacted before any information is released to the media concerning internal or external matters that affect the university. The university president serves as North Greenville University's general media spokesperson.

[Learn more about Marketing and Communication Media](#)

Media Relations Services

The Office of Marketing and Communications serves the campus community by increasing public awareness of the university and enhancing the image of the institution. The office assists departments and offices in effectively communicating information about programs, awards, achievements, news, and events. The Office of Marketing and Communications provides the following services:

- Coordination of interviews and media visits for faculty, staff, and students
- Coordination of press conferences and other media events
- Preparation and dissemination of university press releases
- Assistance with opinion/editorial writing, talking points, and remarks
- Publicity for university events, speakers, activities, awards, honors, and achievements
- Management of crisis communications and media responses
- Publications of North Greenville University
- Campus distribution of current media summaries and maintenance of the news archives
- Print and broadcast media training for faculty and staff



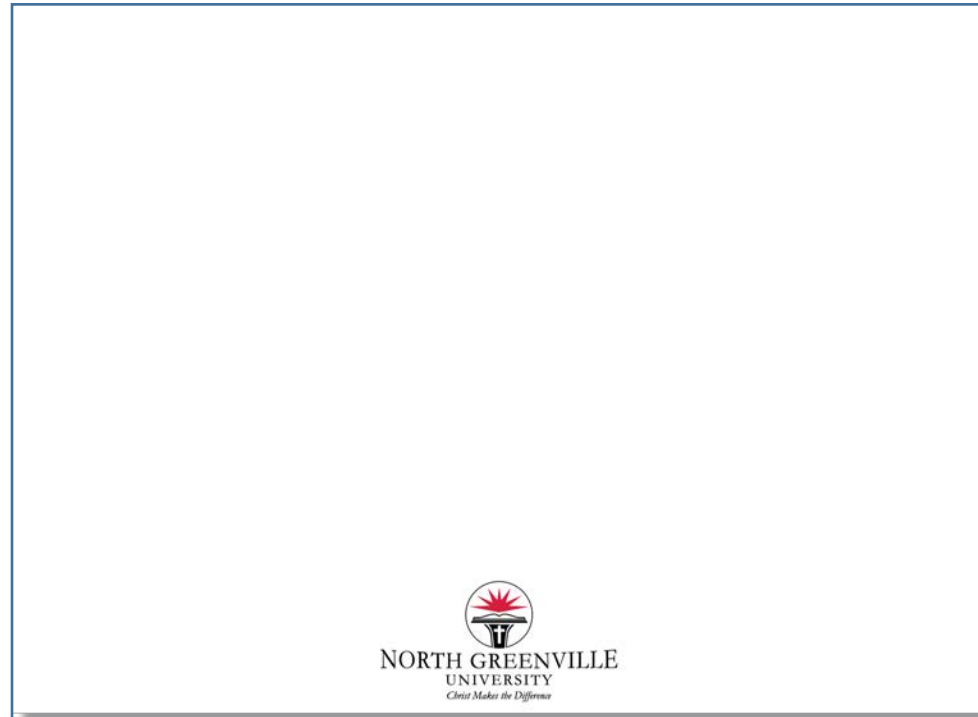
POWERPOINT

PowerPoint layout templates are suggested for internal and external use. Please email ngu.edu/resources to request the PowerPoint template.



NOTECARDS

Notecard layouts are available upon request. Please fill out the form on ngu.edu/resources.



Marketing and Communications

www.ngu.edu/mac

