



**NORTH GREENVILLE**  
**UNIVERSITY**  
*Christ Makes the Difference*

**BRAND GUIDELINES**

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# MISSION

North Greenville University exists to glorify God by cultivating graduates who are equipped to serve as transformational leaders for church and society.

Affiliated with and committed to the South Carolina Baptist Convention, North Greenville University is a co-educational liberal arts institution that provides opportunities for higher education in a Christian atmosphere.

The university strives to prepare students to become transformational leaders of society by educating the whole person through an integration of academic discipline, a Christian lifestyle, and an enriched cultural experience while offering students the best opportunities for spiritual growth, academic training, and Christian service.

Christ must be the center of the campus for the purpose of Christian education and Christian character-building. North Greenville University offers a quality education in a biblically sound, Christ-centered environment.

# IDENTITY

## We are change agents

Grounded in the South Carolina Baptist Convention and Southern Baptist life, we are faculty, students, staff, and alumni united by a common passion for creating real change in our own lives and the lives of others. Here, the best and brightest minds in Christian education are training a new generation of leaders and critical thinkers to connect personal faith with powerful, faith-driven change.

# PURPOSE

## Because growth requires perspective

It takes a better vantage point. North Greenville has tools that teach and theories that transform lives and careers for Christ – all set in one of the most desirable locations in the Southeastern United States. This is a place where you can see new ideas up close – and learn how to communicate them in a way that is rooted in faith.

# BRAND

## 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, set us apart from our competitors, create awareness and establish 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. 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 our promises to our current and prospective students, alumni, parents, community, donors, and our many other constituents.

# BRAND

## WHY UNIFORMITY MATTERS

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 NORTH GREENVILLE NEEDS AN IDENTITY BRAND GUIDE

- + All of the marketing and communications materials the university generates provide specific 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.

## NGU THEN

1967



1972-'Junior' was removed



Year?



1992



2006-University status was achieved



05/34

BRAND  
GUIDELINES

## NGU NOW

### LOGOS

These versions are used for external audiences where the full name adds additional information. It is also used when the communications would benefit from a more formal approach.



**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, and all other knowledge is grounded and tested.

**The Cross:** A foolish stumbling block to some, but 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 included in the vertical logo 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.

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BRAND  
GUIDELINES

# LOGOS AND GUIDELINES

**THESE GUIDELINES HAVE BEEN DEVELOPED TO ENSURE THE UNIFORMITY AND PRESERVATION OF NORTH GREENVILLE UNIVERSITY'S VISUAL IDENTITY. IF ADDITIONAL CLARIFICATION OR GUIDANCE IS REQUIRED ON THE PROPER USE OF THE NORTH GREENVILLE UNIVERSITY NAME OR BRAND ELEMENTS, PLEASE CONTACT THE UNIVERSITY MARKETING TEAM.**

## LOGO STANDARDIZATION

In alignment with our commitment to upholding the North Greenville University brand, it is important that all university units, including offices, departments, and programs, adhere to the established visual identity. This entails limited flexibility in creating new logos, which must harmoniously align with the overarching NGU brand. Requests for developing new logos or graphic elements must be submitted to University Marketing for review and approval.

## PRESERVING LOGO INTEGRITY

The North Greenville University logos must remain true to their original form and proportion. This adherence to logo integrity is fundamental to preserving the strength and recognition of the North Greenville University brand.

### UNIVERSITY ICON



### UNIVERSITY LOGO - HORIZONTAL

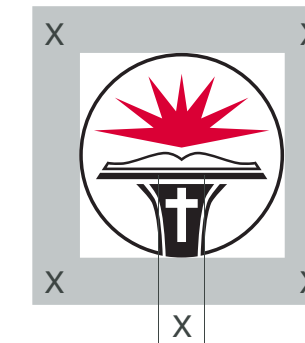


### UNIVERSITY LOGO - VERTICAL



# CLEARSPACE

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 ("Vertical" or "Horizontal") can't be used and be legible, then default to the icon. If the icon becomes too small to be more discernible than a blackish dot, then it might be better to only use "North Greenville" and "Christ Makes the Difference" in the body of your publication.



# LOGO VARIATIONS

## STANDARD VERTICAL



## STANDARD HORIZONTAL



## ICON



## IDENTIFIER

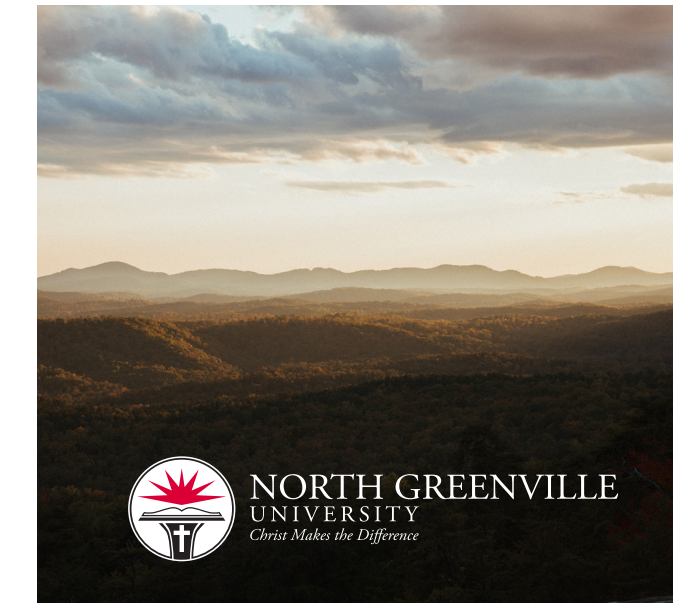
This variation is to be used in conjunction with department names, university colleges, and majors.



# LOGO USAGE

## THE NGU LOGO ON BACKGROUND COLORS AND PHOTOS

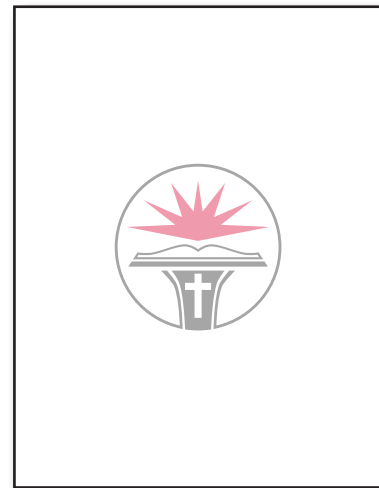
Ideally, the logo is to be used on a white background for maximum impact and clarity. When this is not possible, choose background colors or photos that provide sufficient contrast with the logo. Contrast is the key. If you blur your eyes or view the layout from across the room, can you see the logo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



# LOGO USAGE

**FOLLOW THESE GUIDELINES WHEN WORKING WITH THE NGU LOGO.**

*Do not* use any logo as a watermark.



*Do not* place a white box around the logo. Instead, use a proper white version of the logo on colored backgrounds. Below is an example of a white box around the logo on a colored background.



# LOGO USAGE

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



*Do not* change the colors of the logo.



**NORTH GREENVILLE  
UNIVERSITY**  
*Christ Makes the Difference*



## LOGO USAGE

**Do not** distort the shape of any of the logos.



**Do not** crop the logo, add additional font type, or recreate the logo.



**NORTH GREENVILLE UNIVERSITY**  
Christ makes the difference



**NGU**  
Christ Makes the Difference

## UNIVERSITY SEAL



### North Greenville University Seal

The North Greenville University seal, adopted in 1992, holds significant symbolism. At its core, it features a radiant burst of light, symbolizing NGU, resting upon the Bible. The Bible placed atop a podium with a centered cross embodies our mission: to be a beacon in the darkness, guiding others towards Christ, firmly rooted in the truths of the Bible, and centered on Christ Himself. The historical reference to the Tigerville area as the “Dark Corner” underscores our transformation into a place where students come to immerse themselves in God’s Word, preparing to serve Christ in their chosen vocations.

### Usage of the NGU Seal

The North Greenville University seal is reserved for official and formal use, including binding legal agreements, formal documents such as diplomas, transcripts, major institutional reports, research covers, and programs for academic ceremonies. Additionally, it may appear on approved signage, formal invitations, and engraved notecards. Selected apparel and gift items bearing the seal are available through proper licensing. For inquiries or permission to use the seal, contact the Office of University Marketing.

### Slogan: “Christ Makes the Difference”

The slogan “Christ Makes the Difference” is a central element of our identity. It can be employed in various formats but is mandatory on external formal documents like letterhead, envelopes, business cards, and recruitment materials.



## DEPARTMENT LOGOS

ALL ACADEMIC DEPARTMENTS AND ADMINISTRATIVE UNITS SHOULD USE A DEPARTMENT LOGO CREATED AND PROVIDED BY UNIVERSITY MARKETING.

To request a department logo, complete the University Marketing logo request form at [go.ngu.edu/umproject](http://go.ngu.edu/umproject).



## COLLEGE LOGOS

To request a university college logo, complete the University Marketing logo request form at [go.ngu.edu/umproject](http://go.ngu.edu/umproject).



## AREA OF STUDY LOGOS

To request a University logo with unit identifier, complete the University Marketing logo request form at [go.ngu.edu/umproject](http://go.ngu.edu/umproject).



## CENTERS AND INSTITUTES LOGOS

University centers and institutes are different from most campus units because of the overlap between our education, mission, and institutional usage.



## APPAREL LOGOS



**CAMPUS MINISTRIES AND  
STUDENT SERVICES**  
*Christ Makes the Difference*



**CAMPUS ENHANCEMENT SERVICES**  
*Christ Makes the Difference*

## ATHLETIC LOGOS

### Athletic Marks



### Wordmarks



### Spirit Marks



The NGU athletics marks were designed to create a consistent visual identity for the NGU athletics department. These marks should not be changed or altered in any way and their use must adhere to the standards in this guide. At the same time, there are many logo variations to choose from so there should be a design compatible to any desired application.

All of the NGU athletics marks are shown in full color.

These logos are intended for use only by the NGU athletics department. Permission is required for use by any other entity.

## CUSTOM LOGOS

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

The North Greenville University logo serves as the official mark of our institution. The university identifiers offer academic colleges, departments, programs, and administrative offices a means to establish their identity and affiliation with the University.

Academic colleges, departments, majors, and administrative offices are not authorized to utilize unique logos. Exceptions for custom logos within other campus units are only granted in rare instances.

Custom logo development will be considered exclusively under the following circumstances:

- + when an external grant or partnership necessitates a distinct logo
- + upon establishing a new unit (such as a center or institute)
- + in the case of a unique university-wide initiative
- + for special university-sponsored events

If your situation aligns with any of the categories mentioned above, please contact the Office of University Marketing to discuss your requirements. All custom logos must adhere to the University's fundamental design and brand standards and must either be created by or receive approval from the Office of University Marketing.

## UNIQUE LOGOS

### STUDENT ORGANIZATIONS AND DEPARTMENT CLUBS MAY CREATE THEIR OWN LOGOS OR CONTINUE USE OF EXISTING LOGOS TO IDENTIFY THEIR ORGANIZATION.

Logos designed by student organizations are subject to a review and approval by the Office of University Marketing.

Student organization and department club logos are expected to adhere to the following set of standards:

- + The logo should not include or incorporate the NGU icon unless explicit approval is granted by the Office of University Marketing.
- + The logo must avoid any words, symbols, or images that could potentially cast a negative light on the university.
- + Altering the proportions, redesigning, redrawing, distorting, or modifying the NGU icon or logo is strictly prohibited.
- + Changing the size or positional relationship of any element within the NGU icon or logo is not permitted.
- + Additional text or copy cannot be added to the icon or logo.
- + Utilizing any part of the icon as a component of another word is also prohibited.

The use of their organization's logo alongside the University logo is allowable for student organizations and department clubs only when authorized by the Office of University Marketing.



# FONTS

GEORGIA *ITALICS*  
**GEORGIA BOLD *ITALICS***  
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  
1 2 3 4 5 6 7 8 9 0

HELVETICA LIGHT *OBLIQUE*  
**HELVETICA BOLD *OBLIQUE***  
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  
1 2 3 4 5 6 7 8 9 0

***DEMONIZED*** (Athletic logos only)  
***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***  
***1 2 3 4 5 6 7 8 9 0***

*Bickham Script Pro* (Standard Cursive Font, diploma use)  
*Bickham Script Pro 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*  
*1 2 3 4 5 6 7 8 9 0*

**PlainBlack** (Diploma use only)  
**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**  
**1 2 3 4 5 6 7 8 9 0**

# COLOR PALETTE

## PRIMARY COLORS

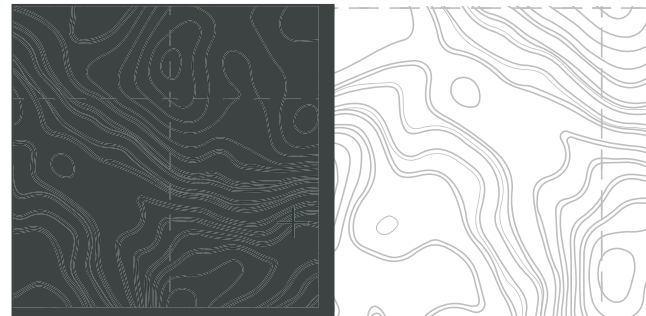
Our primary color palette, including black and white, is about unifying the colors of the brand to exemplify the North Greenville University experience.

|   |   |  |   |   |
|---|---|--|---|---|
|          |                |             |              |  |
| <b>NGU Red</b><br>Pantone® 186 Coated<br>RGB: 200 16 46<br>CMYK: 0 100 80 5<br>Hex: #C8102E | <b>NGU Dark Gray</b><br>Pantone® 446 Coated<br>RGB: 61 69 67<br>CMYK: 71 57 61 44<br>Hex: #3F4543 | <b>NGU Blue</b><br>Pantone® 7703 Coated<br>RGB: 18 154 191<br>CMYK: 86 37 29 2<br>Hex: #03819D | <b>NGU Green</b><br>Pantone® 7490 Coated<br>RGB: 113 152 74<br>CMYK: 61 23 91 5<br>Hex: #71984a | <b>NGU Black Coated</b><br>RGB: 0 0 0<br>CMYK: 0 0 0 100<br>Hex: #000000            |

# ASSETS

Additional assets can be used in marketing materials.

- + topography background
- + mountain scape
- + descriptor icons
- + Find Your True North tag



## Find Your True North



# INTERNAL BRANDING

Email signatures must use the Helvetica font at the preferred style size of 10 pt with the Confidentiality Notice in 8 pt. The standard preferred background should be white. Please take the time to update your email signature to include all of the following information:

### Name

*Job Title*

*Organizational Unit(college, office, department, etc.)*

### North Greenville University

P.O. Box 1892

Tigerville, S.C. 29688

Office Phone Number

Cell Phone Number (if necessary)

Email Address

www.ngu.edu

NGU LOGO

\*Confidentiality Notice

### John Doe

*Director*

### North Greenville University

P.O. Box 1892

Tigerville, S.C. 29688

john.doe@ngu.edu

www.ngu.edu



**NORTH GREENVILLE  
UNIVERSITY**  
*Christ Makes the Difference*

\*Confidentiality Notice

### Working Example

#### John Doe

*Director*

*University Marketing*

#### North Greenville University

P.O. Box 1892

Tigerville, S.C. 29688

864.977.7000

[john.doe@ngu.edu](mailto:john.doe@ngu.edu)

[www.ngu.edu](http://www.ngu.edu)



**NORTH GREENVILLE  
UNIVERSITY**  
*Christ Makes the Difference*

**CONFIDENTIALITY NOTICE:** This message may contain information that is privileged, confidential and exempt from disclosure under applicable law. If you are not the intended recipient (or authorized to act on behalf of the intended recipient) of this message, please do not disclose, forward, distribute, copy, or use this message or its contents. If you have received this communication in error, please notify us immediately by return e-mail and delete the original message from your email system. Thank you.

# EXTERNAL BRANDING

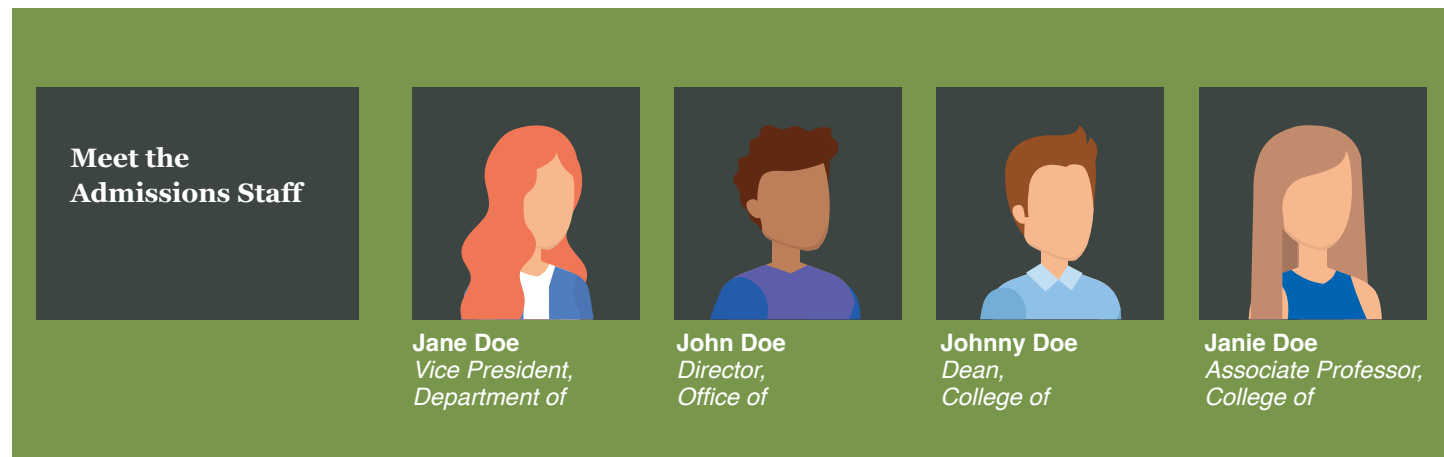
## WEB HEADSHOTS FOR FACULTY AND STAFF

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 the specific grey background in the studio of University Marketing.

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, complete the University Marketing request form at [go.ngu.edu/umproject](http://go.ngu.edu/umproject).



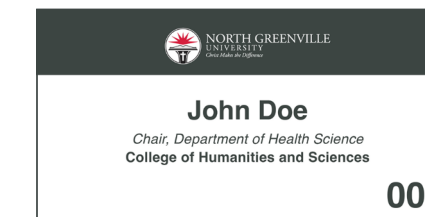
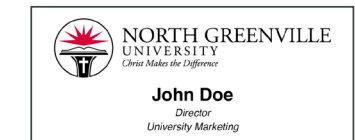
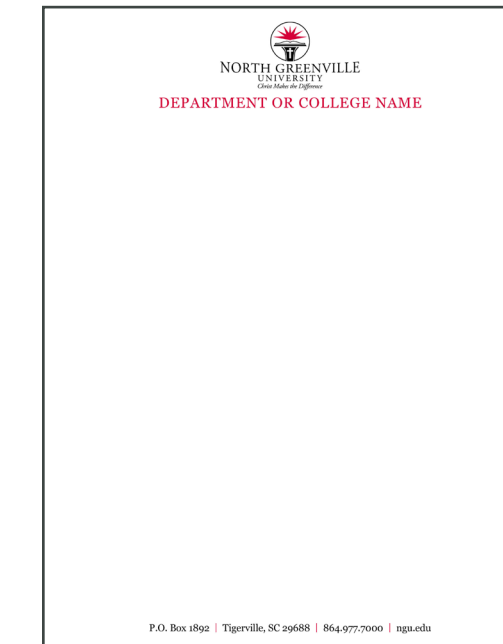
# BRANDING

## LETTERHEAD AND ENVELOPES

North Greenville University official letterhead and envelopes can be obtained from University Marketing. Under no circumstances should any department or unit of the college design its own letterhead. Complete the University Marketing request form at [go.ngu.edu/umproject](http://go.ngu.edu/umproject).

## BUSINESS CARDS, DOOR NAMEPLATES, AND NAMETAGS

North Greenville University business cards, door nameplates, and nametags are produced using a standard template and standard paper specifications. Under no circumstances should any university employee create a North Greenville University business card, door nameplate, or nametag without using University Marketing. Complete the University Marketing request form at [go.ngu.edu/umproject](http://go.ngu.edu/umproject).




# MICROSOFT POWERPOINT TEMPLATES

PowerPoint layout templates are suggested for internal and external use.



### Who Are We?

|   |   |                                      |
|---|---|--------------------------------------|
| <b>1,840</b><br>Student Population                          | <b>13</b><br>Average Class Size                 | <b>125+</b><br>Unique Areas of Study |
| <b>16</b><br>Fully Online Undergraduate & Graduate Programs | <b>27</b><br>Countries Represented              |                                      |
| <b>1,161</b><br>Students in Residence Halls                 | <b>31</b><br>Waterfalls within 1 hour of campus |                                      |



### Athletics

**20 Athletic Teams**  
NCAA I Division II

|                     |                       |
|---------------------|-----------------------|
| <b>Men's Sports</b> | <b>Women's Sports</b> |
| + Baseball          | + Basketball          |
| + Basketball        | + Cheerleading        |
| + Cheerleading      | + Cross Country       |
| + Cross Country     | + Golf                |
| + Football          | + Lacrosse            |
| + Golf              | + Soccer              |
| + Lacrosse          | + Softball            |
| + Soccer            | + Tennis              |
| + Tennis            | + Track & Field       |
| + Track & Field     | + Volleyball          |
| + Volleyball        |                       |



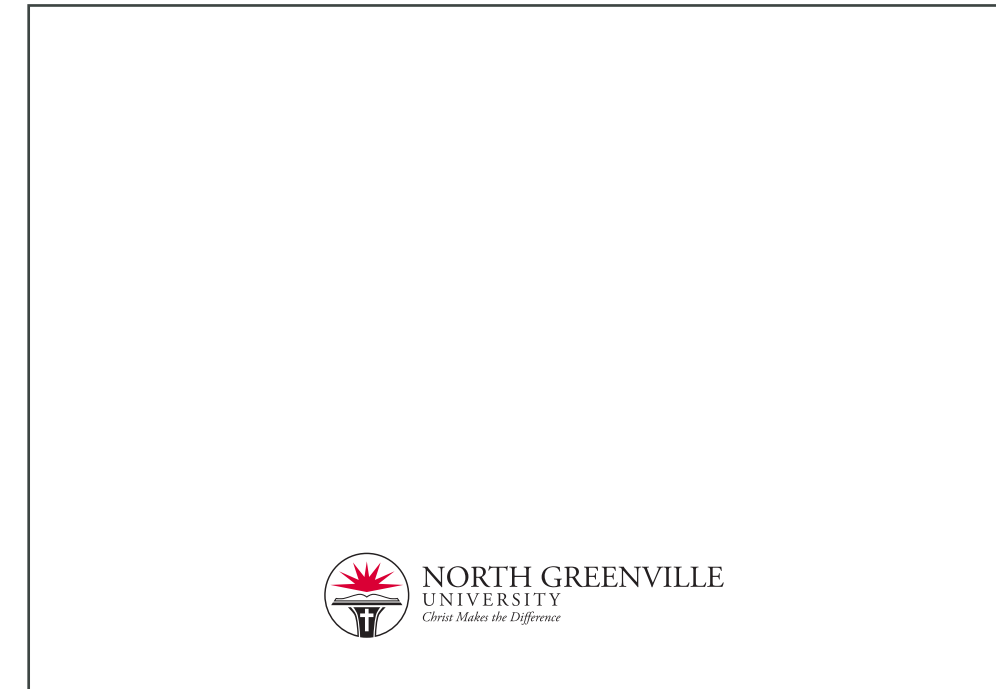
### Student Life



Campus Activities | Clubs & Organizations | Ministry | Missions

# NOTECARDS

Notecard layouts are available upon request. Complete the University Marketing request form at [go.ngu.edu/umproject](http://go.ngu.edu/umproject).





# MARKETING AND COMMUNICATIONS

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

We value and desire consistency across all of 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 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
- + News Stories
- + Social Media
- + Parent Connect
- + Employee Connect
- + The Insider

### MARKETING

- + New Creative
- + Design Projects
- + Quote and Print
- + Photography
- + Videography
- + Headshots
- + Website Management
- + Consultations

# PROJECTS

## LEAD TIMES

We strive to process all project requests efficiently and effectively. Under normal circumstances, most projects can be completed within two weeks. However, depending on the scope of your project and the volume of projects already in progress, your completion timeline may be extended.

## PRINTING AND COPYING

The university maintains a central print shop, which can accommodate most small and large-quantity copy needs.

All print and design requests must come through the Office of University Marketing at [go.ngu.edu/umproject](http://go.ngu.edu/umproject). Completed projects can be picked up at the Office of University Marketing in the Eddie Runion Creative Arts Center at 7800 N. Tigerville Rd.

For information on print procedures, contact the PrintHub at 864.977.7051.

## IMAGERY/PHOTOGRAPHY

The Office of University Marketing 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, complete the request form on the University Marketing web page or [go.ngu.edu/umproject](http://go.ngu.edu/umproject).

# PROJECTS

## WEBSITE

For questions regarding the website, visit [go.ngu.edu/umproject](http://go.ngu.edu/umproject).

## APPAREL/MERCHANDISE

All requests for producing apparel using the official university logo must be reviewed by the Office of University Marketing and follow the trademark and licensing guidelines. University Marketing will assist in ordering apparel and merchandise. Requests can be made through the online form at [go.ngu.edu/umproject](http://go.ngu.edu/umproject) or by email at [umacs@ngu.edu](mailto:umacs@ngu.edu). Gifts and other official merchandise from licensed vendors can be purchased through the North Greenville University bookstore at [go.ngu.edu/bookstore](http://go.ngu.edu/bookstore).

## CO-BRANDING

Co-branding involves using 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, e-mail your request to Office of University Marketing at [umacs@ngu.edu](mailto:umacs@ngu.edu) (with an electronic copy of the project, if appropriate).

## PROJECT ASSISTANCE

The Office of University Marketing 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 the project. Cost estimates can be provided before work begins.

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 UM team. Under no circumstance should a last minute project be created without these templates.

All design projects should go through the University Marketing web page at [go.ngu.edu/umproject](http://go.ngu.edu/umproject).

# OFFICE OF COMMUNICATIONS

The Office of Communications is the primary contact and information source for print, online, and broadcast news media and media-related issues. The staff is available to work with faculty and staff to publicize the university achievements, initiatives, and work. The Office of 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 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's people, programs, events, and activities. Additionally, the office advises faculty and administration on policy issues that impact public perception of the university.

The Office of 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.

## MEDIA RELATIONS SERVICES

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

# UNIVERSITY MARKETING

## HAVE QUESTIONS?

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