



NORTH GREENVILLE UNIVERSITY

Christ Makes the Difference

BRAND GUIDELINES

A GUIDE TO UNDERSTANDING AND MANAGING THE NORTH GREENVILLE UNIVERSITY BRAND.

Last Updated: SEPT. 2026

TABLE OF CONTENTS

Telling Our Story	4
Brand Standards	10
Editorial Standards	50
Web Standards	52
Social Media Standards	56
Athletic Standards	58

WHY WE BRAND

A good brand reveals the identity of an organization. At North Greenville University, our logos, colors, fonts, and vocabulary tell a story about who we are, but those things are just the beginning. Our students, faculty, staff, alumni, trustees, donors, and friends each have their own part of the story to tell. Doing so in a unified, consistent way will help us broaden our reach and impact more lives.

Ultimately, the North Greenville brand is the story we tell about ourselves and the story that others tell about us.

These stories: create expectations, build connections, help NGU stand out, and empower the institution.

So why are those logos, colors, and fonts important to the story that is being told?

They're not just important, they are essential. We cannot grow as an institution or be recognizable if we are not consistent in these areas. The NGU brand must be unmistakable in the market in the same way your favorite cereal or coffee brand is unmistakable. Being able to identify NGU is step one. Communicating our mission is step two.

What is that mission? Simply put, it is to cultivate graduates who are equipped to serve as transformational leaders for church and society. But we use a little more language than that, don't we?

Our mission is upheld by pillars—descriptive identity markers about who we are. In our core values, we say that we are Christ-centered, academically excellent, biblically faithful, and mission-focused. In our tagline, we recognize that Christ Makes the Difference. These are not only foundational messages for our institutions, but they are a crucial blueprint for the Office of University Marketing as we carry out the task of representing North Greenville University in the marketplace.

In this guide, we will provide more insight into these messages. We will present new language and messaging that reinforces the core values and our mission, with the goal of positioning ourselves well for the future.

TELLING OUR STORY

The NGU story is unique. What began as an initiative to educate children in the foothills of the Blue Ridge Mountains in 1892 has grown into one of the top private schools in the state of South Carolina. Each part of this story is worth telling. Our past shapes us and makes up a critical part of our DNA. But North Greenville's mission has grown. We are no longer just a school for students in the Upstate of South Carolina, but an institution that is equipping transformational leaders for church and society. Maintaining a commitment to biblical truth while pursuing success and excellence in all facets of society is our story now. And our graduates are living it out every day.

CONTENTS

Our Mission	5
Messaging Hallmarks	6
Strategic Narrative	7
Our Brand Personality	8

THE NORTH GREENVILLE UNIVERSITY MISSION

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

CORE VALUES

Christ-Centered
Biblically Faithful
Academically Excellent
Mission-Focused

IDENTITY

North Greenville University is a ministry partner of the South Carolina Baptists and a comprehensive university rooted in the liberal arts tradition.



MESSAGING HALLMARKS

Messaging Hallmarks are the standout features of the North Greenville University experience that support the strategic narrative. For accuracy and consistency, external messaging will be filtered through the stated definition of the hallmark.

LEADING ASSET
Grounded in TRUTH

North Greenville University stands with courage on the unchanging truth of God’s Word.

This asset encompasses:

- Baptist identity
- Biblical fidelity
- Beauty of creation
- Solid scholarship

LEADING ASSET
TOGETHER in Calling

At North Greenville University, community is more than a buzzword. It’s a lived experience.

This asset encompasses:

- Common pursuit of athletic, artistic, and/or academic excellence
- Faculty-student mentorship
- Shared values
- Student organizations

LEADING ASSET
TRANSFORMED to Serve

NGU is built to bless others. The university cultivates compassionate leaders who embrace their calling and transform the world around them.

This asset encompasses:

- Chapel commitment
- First-Year Experience
- Industry partnerships
- Spiritual formation

Benefits-Focused Messaging

It is NGU’s distinct translation of these characters, from descriptive features to Benefits-Focused Messaging, that will enliven the brand’s identity.

MESSAGING EXAMPLES

Discover how Scripture applies to all of life.

Biblical Perspective

MESSAGING EXAMPLES

Here, there’s no such thing as unnoticed.

Together on the Trail

MESSAGING EXAMPLES

Become a compassionate leader who embraces Christ’s calling on your life.

Built to Bless

STRATEGIC NARRATIVE

Your strategic narrative summarizes what you want to be known for and the way that you want your brand to be consistently positioned. All marketing messages will shape or support this big idea. NGU's strategic narrative may be used in part or in whole to develop external messages.

WE ARE TRAILBLAZERS

Trailblazers transform workplaces and communities as leaders who work for the glory of God.

We are Trailblazers — and we always have been. Both a mascot and a mindset, the Trailblazer language names what NGU has been about from its founding: the mission of God. Our identity as Trailblazers honors our founding and history as a trailblazing organization, provides a framework for our current moment, and anticipates our exciting future. We have a forward-thinking, Christ-centered foundation as an institution, and we encourage each and every student as they discover how they can join our community in confidently saying, “We are Trailblazers.”

Strategic Narrative Examples

We are Trailblazers for church and society

We are learning together as Trailblazers

We are Trailblazers on the path of transformation

We are Trailblazers in [professional field]

We are built to bless as Trailblazers

To maintain the core meaning of the strategic narrative, any variations should be incorporated with these examples in mind and with “We are Trailblazers” as the primary emphasis in graphics and descriptive copy.

OUR BRAND PERSONALITY

North Greenville University isn't just an institution, we're a character with qualities, traits, and perspectives. These aspects of our personality influence how our story sounds and how it feels — not just sometimes or in some places, but all the time and everywhere.

Tone and Voice

- Christian
- Encouraging
- Grounded
- Hospitable
- Intentional
- Joyful
- Mission-focused
- Personal
- Respectful
- Warm

Look & Feel

The look and feel of NGU designed elements should be consistent, bold, and anchored in faith. “We are Trailblazers” should be at the forefront of everything we do, reflecting the confidence, purpose, and spirit that define North Greenville University.

Built around our powerful red, black, and white color palette, the NGU brand is designed to grab your attention, create excitement, and invite people to be part of something bigger. Strong typography, confident graphics, intentional imagery, and a clear visual hierarchy work together to create a look that feels modern, energetic, and unmistakably NGU while remaining rooted in our Christ Makes the Difference tagline.

Above all, our brand should communicate who we are: a Christ-centered university that equips students to become transformational leaders for church and society. From recruitment materials and social media to campus signage and merchandise, each piece should feel connected, recognizable, and authentically NGU.



Welcome WEEK

ROBERT W. PLASTER
RISE CENTER

ROBERT W. PLASTER
RISE CENTER
A COMMITMENT TO EXCELLENCE
IN EDUCATION AND RESEARCH
SINCE 1968

BRAND STANDARDS

CONTENTS

Logo	11
Typography	28
Color Palette	30
Patterns, Elements, and Styles	32
Photography	34
Our Brand Applied	36

LOGOS AND GUIDELINES

The North Greenville University logos are not only the primary representation of the university itself, but of our reputation, as well as our mission. It is crucial to maintain brand standards of the institution with consistent use and proper implementation of the logos.

The following section of the brand standards will explain the acceptable variations, proper usage, and how and when the University logo may be used.



PRIMARY HORIZONTAL LOGO

PRIMARY HORIZONTAL LOGO

This version of the logo with the icon to the left and the text to the right should be used whenever possible, as it is the primary university logo.



ROLE OF THE UNIVERSITY LOGO

The University logo is our institution's iconic emblem and should exist on all master brand materials. It should be displayed with pride but treated with respect.

ROLE OF THE UNIVERSITY TAGLINE

Christ Makes the Difference is the heart of the NGU brand and is used **exclusively** with the logo. It expresses what sets NGU apart and keeps our visual identity rooted in our mission.

RULES OF THE UNIVERSITY LOGO

"University" should extend to the front serif of the "E" and never beyond it.

The logo should **never** be stretched, warped, or distorted.

The Icon should **always** be placed on the left side of the University logo.

ACCEPTABLE COLOR VARIATIONS



One color black



White text (for dark backgrounds only)



White text (for dark backgrounds only)



One color white reversed (for dark backgrounds only)



One color white reversed (for dark backgrounds only)

PRIMARY VERTICAL LOGO

PRIMARY VERTICAL LOGO

The vertical version of the logo has the icon centered and placed above the text. This is an acceptable alternative of the logo.



NORTH GREENVILLE
UNIVERSITY

Christ Makes the Difference

RULES OF THE PRIMARY VERTICAL LOGO

"University" should extend proportionately to the middle of the "N" and the middle of "E" in never beyond it.

The logo should **never** be stretched, warped, or distorted.

The icon should **always** be placed centered above the vertical University logo.

ACCEPTABLE COLOR VARIATIONS



One color black



White text (for dark backgrounds only)



One color white reversed
(for dark backgrounds only)



White text (for dark backgrounds only)



One color white reversed
(for dark backgrounds only)

SECONDARY LOGO WORDMARK

SECONDARY LOGO WORDMARK

When necessary, it is acceptable to just use the text of the logo as a separate mark.

Secondary Horizontal - Workmark

NORTH GREENVILLE
UNIVERSITY
Christ Makes the Difference

NORTH GREENVILLE
UNIVERSITY
Christ Makes the Difference

NORTH GREENVILLE
UNIVERSITY
Christ Makes the Difference

Secondary Vertical - Workmark

NORTH GREENVILLE
UNIVERSITY
Christ Makes the Difference

NORTH GREENVILLE
UNIVERSITY
Christ Makes the Difference

NORTH GREENVILLE
UNIVERSITY
Christ Makes the Difference

TERTIARY LOGO WORDMARK

TERTIARY LOGO WORDMARK

When necessary, it is acceptable to just use the text of the logo without Christ Makes the Difference.

NORTH GREENVILLE
UNIVERSITY



NORTH GREENVILLE
UNIVERSITY

One color white reversed (for dark backgrounds only)



NORTH GREENVILLE
UNIVERSITY

One color white reversed (for dark backgrounds only)

NGU ACRONYM

ICON WITH ACRONYM

When necessary, it is acceptable to just use the text of the logo as a separate mark.



ACCEPTABLE COLOR VARIATIONS



One color red



White text (for dark backgrounds only)

NGU ICON

ICON

When necessary, it is acceptable to just use the icon from the logo as a separate mark.



ACCEPTABLE COLOR VARIATIONS



One color black



One color red



White outline
(for dark backgrounds only)



One color white reversed
(for dark backgrounds only)

ACADEMIC SEAL

The **North Greenville University Academic Seal** represents the academic tradition, heritage, and accomplishments of the university. Because of its formal nature, the seal is **reserved** for specific uses.

The Academic Seal is a formal institutional mark **reserved** for official University use. Its application should be limited to materials that represent the University in an official, academic, or ceremonial capacity. Appropriate uses include diplomas, certificates, transcripts, legal and formal institutional documents, major reports, research publications, and programs for academic ceremonies. The seal may also be used on approved formal signage, invitations, and engraved notecards.

For inquiries or permission to use the seal, contact the Office of University Marketing at umacs@ngu.edu



ACCEPTABLE COLOR VARIATIONS



Gray with NGU Dark Gray Background



Red with NGU Dark Gray background



Gray with NGU Red Background



Red with NGU Red background

COLLEGE LOGOS

The North Greenville University college logos are designed to create a clear connection between each college and the University as a whole. While each college represents its own academic community, all college identities should maintain a consistent visual relationship with the primary NGU brand. This consistency strengthens recognition, reinforces the University's unified identity, and ensures that individual colleges are clearly connected to the institution they represent.

College logos should be used as provided and should not be altered, stretched, recolored, rearranged, or combined with additional graphics or type.

The approved college logo should be used consistently across official print and digital communications, promotional materials, signage, and other University communications. When representing a college alongside the broader University, the primary NGU logo should remain the dominant institutional identifier.

PRIMARY COLLEGE LOGO



M.C. Donnan College of
**HUMANITIES
AND SCIENCES**
at NORTH GREENVILLE UNIVERSITY

SECONDARY COLLEGE LOGO

Donnan College of
**HUMANITIES
AND SCIENCES**
at NORTH GREENVILLE UNIVERSITY

NEED A COLLEGE LOGO?

The Office of University Marketing is responsible for maintaining adherence to the North Greenville University brand, including the proper use of all logos. **Request your college logo at go.ngu.edu/start-your-project**

SCHOOL LOGOS

North Greenville University's school logos provide a clear identity for each school while maintaining a strong connection to the overall University brand.

These logos should always be used as provided and should not be altered, stretched, recolored, or rearranged.

Consistent use of the approved logos helps create a unified NGU identity while allowing each school to be clearly recognized within the University.

PRIMARY COLLEGE LOGO



Nesbitt Q. and Martha M.

**CLINE SCHOOL
OF MUSIC**

at NORTH GREENVILLE UNIVERSITY

SECONDARY COLLEGE LOGO

Nesbitt Q. and Martha M.

CLINE SCHOOL OF MUSIC

at NORTH GREENVILLE UNIVERSITY

**NEED A
SCHOOL
LOGO?**

The Office of University Marketing is responsible for maintaining adherence to the North Greenville University brand, including the proper use of all logos. **Request your school logo at go.ngu.edu/start-your-project**

DEPARTMENT LOGOS

Department logos are designed to identify individual departments while maintaining a clear connection to North Greenville University. Each department is part of the larger NGU brand, so its identity should always feel consistent with and connected to the University as a whole.

Department logos should be used as provided and should not be altered, stretched, recolored, rearranged, or combined with additional graphics or type.

Approved department logos should be used consistently across official print and digital communications, promotional materials, signage, and other University communications.



**OFFICE OF
UNIVERSITY MARKETING**

at NORTH GREENVILLE UNIVERSITY



**OFFICE OF
UNIVERSITY MARKETING**

at NORTH GREENVILLE UNIVERSITY

**NEED A
DEPT.
LOGO?**

The Office of University Marketing is responsible for maintaining adherence to the North Greenville University brand, including the proper use of all logos. **Request your department logo at go.ngu.edu/start-your-project**

PROGRAM LOGOS

Program logos are designed to identify specific academic programs, initiatives, or areas of study while maintaining a clear connection to North Greenville University. These identities should support the University's overall brand and create a consistent, recognizable experience across all program communications.

Program logos should be used as provided and should not be altered, stretched, recolored, rearranged, or combined with additional graphics or type.

Approved program logos should be used consistently across official print and digital communications, promotional materials, signage, and other University communications.



Brashier College of Health Sciences

BIOMEDICAL SCIENCE

at NORTH GREENVILLE UNIVERSITY



Brashier College of Health Sciences

BIOMEDICAL SCIENCE

at NORTH GREENVILLE UNIVERSITY

**NEED A
PROGRAM
LOGO?**

The Office of University Marketing is responsible for maintaining adherence to the North Greenville University brand, including the proper use of all logos. **Request your program logo at go.ngu.edu/start-your-project**

LOGO MISUSE

The North Greenville University logos are designed for specific purposes and usage. The logo should never be altered or changed.

DO NOT DISTORT THE SHAPE OF ANY OF THE LOGOS.



DO NOT CROP THE LOGO, ADD ADDITIONAL FONT TYPES, OR RECREATE THE LOGO.



*NORTH GREENVILLE
UNIVERSITY*



**NORTH GREENVILLE
UNIVERSITY**
Christ makes the Difference

DO NOT PLACE TEXT OVER, ADD DROP SHADOWS, OR FADE OUT THE ICON.



DO NOT CHANGE OR ALTER THE COLOR OF ANY OFFICIAL LOGOS.



TYPOGRAPHY

BRAND TYPEFACE: HELVETICA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Light Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Bold Oblique

BRAND TYPEFACE: GEORGIA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Bold Italic

Reserved for Office of University Marketing.

ACCENT TYPEFACE: SWISS 721

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
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

Black

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

Bold Condensed

Should ONLY be used in all caps.

DIPLOMA USE ONLY TYPEFACE: PLAINBLACK

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
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

DIPLOMA/CERTIFICATE USE ONLY TYPEFACE: BICKHAM SCRIPT PRO 3

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
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

ACCENT TYPEFACE: LUMIOS BRUSH

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
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

COLOR PALETTE

PRIMARY COLOR PALETTE

NGU RED



PANTONE® - print
186 Coated



Process Color - print
C:12 M:100 Y:91 K:3



RGB - digital only
R:200 G:16 B:46



Hexadecimal (Hex)
#C8102E

In order to achieve visual consistency throughout the University's communications internally and externally, proper use of color should be exercised.

NGU's color palette should be applied accurately, as color is a primary driver of emotion. Depending on the process (screen printing, offset printing, digital printing, embroidery, etc.) colors will appear and print differently.

NGU DARK GRAY



PANTONE® - print
447 Coated



Process Color - print
C:72 M:61 Y:62 K:56

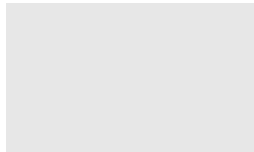


RGB - digital only
R:61 G:69 B:67

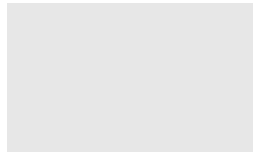


Hexadecimal (Hex)
#3D4543

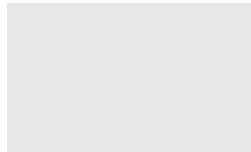
NGU LIGHT GRAY



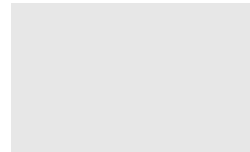
PANTONE® - print
427 Coated



Process Color - print
C:8 M:6 Y:6 K:0



RGB - digital only
R:231 G:231 B:231



Hexadecimal (Hex)
#E7E7E7

NGU BLUE



PANTONE® - print
7703 Coated



Process Color - print
C:86 M:37 Y:29 K:2



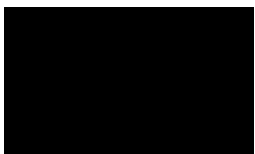
RGB - digital only
R:18 G:154 B:191



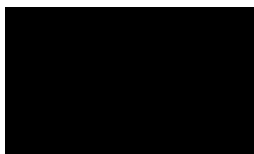
Hexadecimal (Hex)
#03819D

**NGU BLUE is reserved for the
Office of University Marketing.**

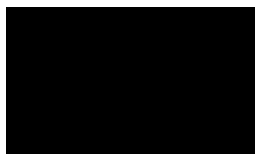
NGU BLACK



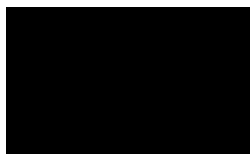
PANTONE® - print
BLACK Coated



Process Color - print
C:0 M:0 Y:0 K:100



RGB - digital only
R:0 G:0 B:0



Hexadecimal (Hex)
#000000

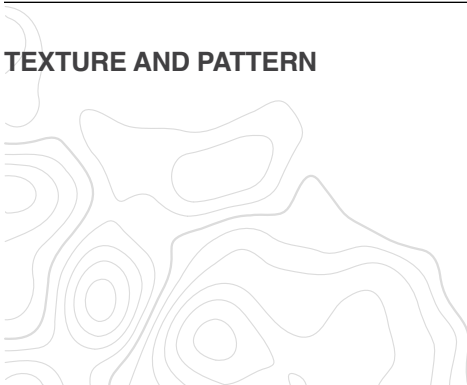
PATTERNS, ELEMENTS, AND STYLES

ICON SETS



Unique, non-conforming, and friendly, NGU's icons are hand-drawn to reflect our commitment to hands-on education. The sketch-style is approachable and accessible, directing the viewer to key points and information.

TEXTURE AND PATTERN



The topography pattern is used sparingly and primarily in corners. This element should break up visual space and convey the mountain setting.

SHAPES



Organic shapes serve as backgrounds for quotes and testimonials. Shapes must be in brand colors. They may, but do not have to, feature feather opacity on one edge.

FACT GROUPS

#36

BEST VALUE SCHOOLS
IN AMERICA

*U.S. News & World
Report, 2026*

120+

AREAS OF STUDY

12:1

FACULTY TO
STUDENT RATIO

HEADLINES

TOGETHER
on the **TRAIL**

CAPTION STYLE

From **Welcome Week** to **Homecoming** and more, there's always something fun happening on campus. Check out our signature events including **Friendsgiving**, **Late Night Breakfast**, and **Treat Yourself Thursday!**

QUOTE STYLE

“*At NGU, the professors have a deep passion for what they're teaching and also have a genuine care for the students.*”

ANGELINA HART-BAYNE '23

Cybersecurity

Quotes or testimonials should always be placed on a solid color background or an organic shape. The shape can be any of the brand colors. Text should not float on a photo without a shape behind it.

A large quotation mark in Georgia Bold font should be placed behind the first word and screened to ~80% of the background color so that it does not compete with the text.

The text of the quote or testimonial should be Georgia Bold Italic with 1–3 prominent words in the Lumios Brush accent font.

The attribution name should be all-caps and in Helvetica Bold. Use Helvetica Regular for the major and graduation year.

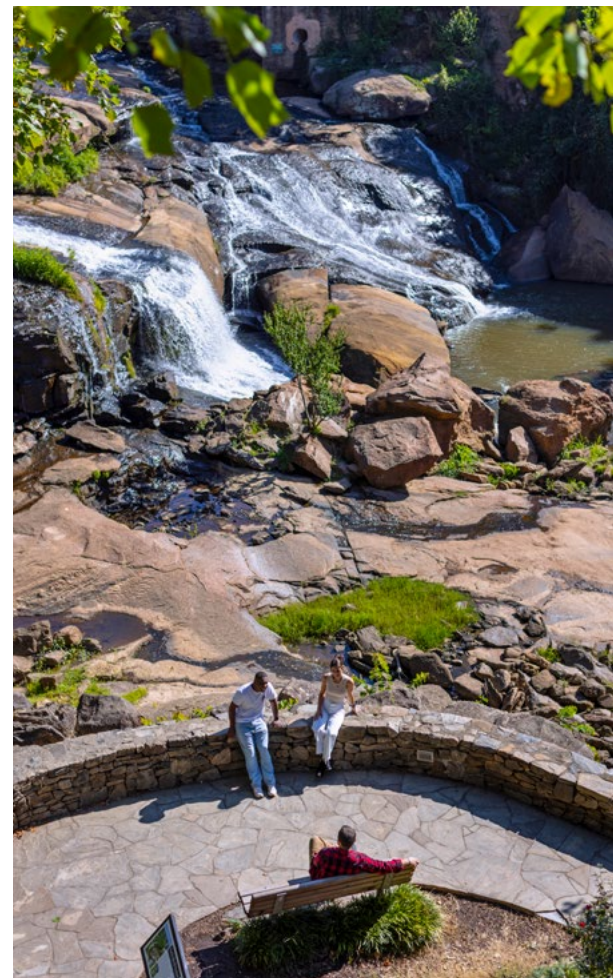
PHOTOGRAPHY

North Greenville University photography is executed with a warm and vibrant editing style, emphasizing candid photography, capturing daily life on campus, and showcasing our diverse community, joyful culture, and relational environment.

We want the faculty, staff, students, and alumni of NGU to see through our photos what the university is as a whole: full of life, joy, passion, and inspiration to be transformational leaders for church and society.

The NGU experience is full of opportunities for growing in faith through worship, chapel, prayer, and exploring God's goodness in His creation. We are known for our community, and each photo, whether academic, athletic, or recreational, should put this on display.





OUR BRAND APPLIED

The trailblazer brand represents the spirit, energy, and forward movement of North Greenville University. It reflects who we are as a community—bold, purposeful, faith-anchored, and committed to moving forward. When applied across University communications, the trailblazer identity should feel confident, energetic, and distinctly NGU.

The trailblazer brand should be used intentionally and consistently to strengthen the University's identity, not to create a separate or disconnected visual system. Graphics, typography, photography, messaging, and other visual elements should work together to communicate a unified trailblazer experience while remaining grounded in the primary NGU brand. We are Trailblazers is more than a visual theme; it is an expression of the people, purpose, and experiences that define North Greenville University.

2026 BILLBOARD



TRADITIONAL ADMISSIONS CONFIRMED POSTCARD



JOIN A LEGACY

As you become a part of the NGU family, you're joining a legacy of Trailblazers who have gone on to be transformational leaders for church and society. Our alumni are serving everywhere, making an impact both in their professional and personal lives. You too will be a part of this amazing legacy!



NORTH GREENVILLE UNIVERSITY
Christ Makes the Difference
Office of Admissions
P.O. Box 1892, Tigerville, SC 29688

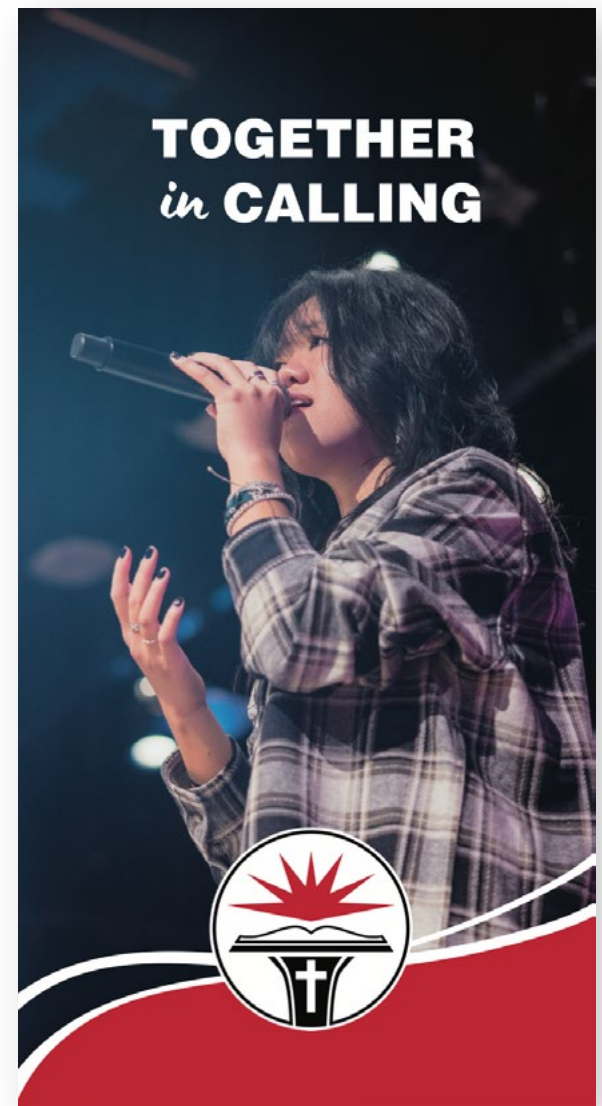
WHERE ARE NGU ALUMNI IMPACTING THE COMMUNITY?

Our alumni are making a difference in their communities, careers, and around the world. Explore 20+ inspiring stories to discover how they are Trailblazers in their fields, leading with purpose, integrity, and service. See how their experiences at North Greenville University helped shape their journeys, strengthen their faith, and prepare them to make a lasting impact wherever they are called.



Alumni Stories
go.ngu.edu/always-a-trailblazer

SBC DISPLAY BANNER



OUR BRAND APPLIED

The design style layers photos, sidebars, and content containers to keep attention and provide visual breaks.

TRAVEL BOOK SPREADS

BLAZE
Your
TRAIL

A North Greenville University, we are trailblazers in everything we do. Established in 1892, NGU has invited students into academically excellent, Christ-centered, biblically faithful, and mission-focused education for more than 130 years.

Our mission is to cultivate graduates who are equipped to serve as transformational leaders for church and society. During your time at NGU, you will be shaped for whatever calling God has for you. We are innovators and culture-shapers. We are trailblazers.

Are you ready to join us?

Explore NGU
We are excited to meet you!
go.ngu.edu/find-out-more

MOUNTAINS
minutes away

FAITH
front-and-center
of all we do

STUDENTS
from all over the world

#1
SAFEST COLLEGE
CAMPUSES IN
SOUTH CAROLINA
Niche, 2026

120+
AREAS OF STUDY

12:1
STUDENT TO
FACULTY RATIO

21
NCAA DIVISION II
ATHLETIC TEAMS

#36
BEST VALUE SCHOOLS
IN AMERICA
*U.S. News & World
Report, 2026*

QR codes lead to webpages or social media accounts featuring in-depth information.

Large photos and statistics improve readability.

Statistics, numbers (including costs), and rankings are organized into scannable tables or sidebars.

Provide plenty of open space around paragraphs.

Photos may layer over content containers to create depth.

EDUCATION *that puts* FAITH *to* WORK

INNOVATORS.

At NGU, we believe that calling, career, and character walk hand-in-hand. Through biblical perspective, top-notch academics, and meaningful mentorship, we will help you identify and prepare for the future God has for you.

Let's work together to chart a course that brings you joy and blesses others.



TRANSFORM YOUR WORLD

Our students are blazing industry trails throughout the NGU experience.

Sport Management students have worked as media assistants at the 2026 NCAA Men's Basketball First & Second Rounds, pitched a theme night to the Hub City Spartanburgers, and worked with the Savannah Bananas.

George E. Bomar School of Communication students created *Break*, a live sitcom — now available on YouTube!

College of Business and Entrepreneurship students participated in the European Innovation Academy — the top entrepreneurship education program in the world.

“At NGU, the professors have a deep passion for what they’re teaching and also have a genuine care for the students.”

ANGELINA HART-BAYNE
Cybersecurity, 2024

Quotes and testimonials feature a large opening quotation mark and are always placed on a solid background or organic shape.

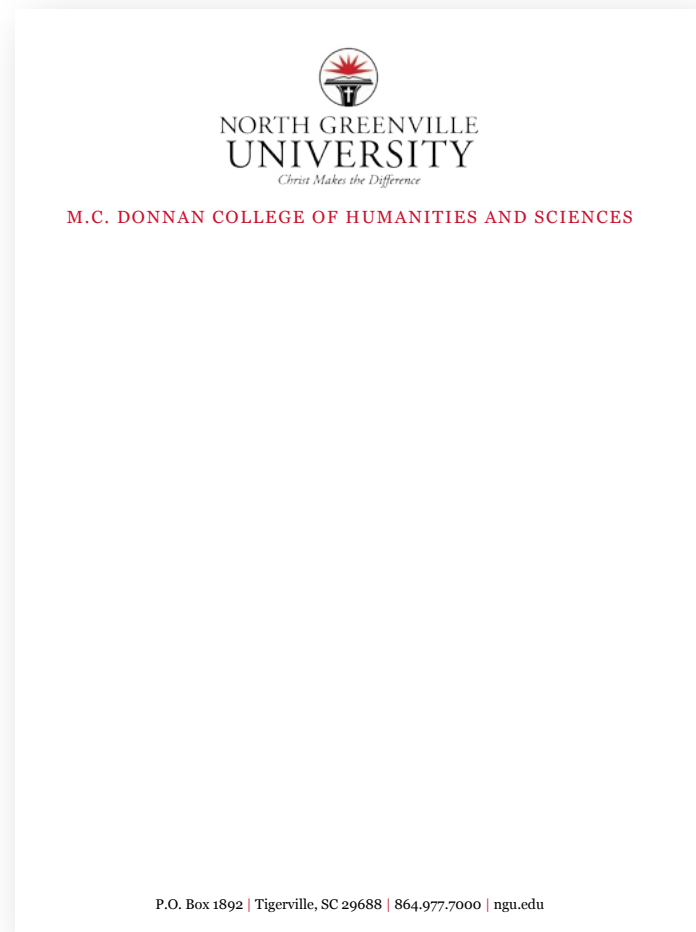
Large photos fade into solid colors to soften the spread and reduce rigidity.

STATIONERY SET

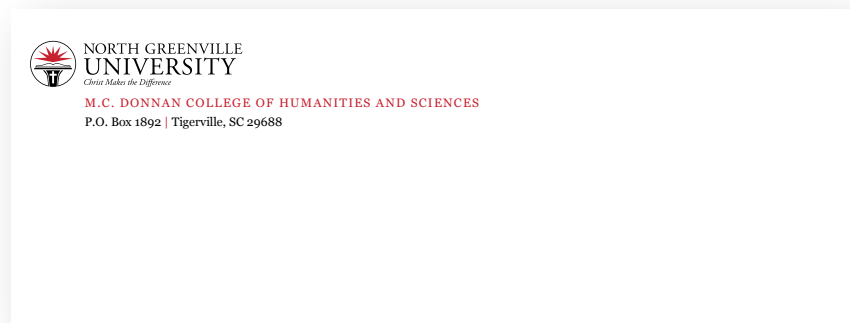
North Greenville University official letterhead and envelopes can be obtained from University Marketing. Under no circumstances should any department or unit of the college design its own letterhead.

Request for creation and printing of your letterhead at go.ngu.edu/start-your-project

LETTERHEAD



ENVELOPE



OFFICE MATERIALS

North Greenville University business cards, office plates, and name tags 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.

Request for creation and printing of your office materials at go.ngu.edu/start-your-project

BUSINESS CARD



NAME TAG



OFFICE PLATE



FACULTY/STAFF NOTECARD



EMAIL SIGNATURES

North Greenville University utilizes two approved email signature formats to maintain a consistent brand identity. Faculty and staff representing academic and university departments should use the primary North Greenville University logo, while staff representing athletics should use the approved athletics signature featuring the athletics branding. Each signature should be used according to the employee's role and area of representation. **If needed, please reach out to umacs@ngu.edu for formatting assistance.**

FORMATTING STANDARDS
MUST INCLUDE NGU LOGO AND CONFIDENTIALITY NOTICE

Jane Doe, PhD	Georgia Bold 10pt
<i>Director, Psychology Online</i>	<i>Italic 10pt</i>
<i>Professor, Psychology</i>	<i>Italic 10pt</i>
<i>Donnan College of Humanities and Sciences</i>	<i>Italic 10pt</i>
w: 864.000.000 m: 864.000.000	Georgia Regular 10pt
North Greenville University	Georgia Bold 10pt
P.O. Box 1892 Tigerville, SC 29688 ngu.edu	Georgia Regular 10pt



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FACULTY AND STAFF

Jane Doe, PhD

Associate Vice President, Student Ministries

Assistant Professor, Christian Studies

Campus Ministries and Student Engagement

w: 864.000.000 | m: 864.000.000

North Greenville University

P.O. Box 1892 | Tigerville, SC 29688 | ngu.edu



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STAFF

Jane Doe, PhD

Director

Office of University Marketing

w: 864.000.000 | m: 864.000.000

North Greenville University

P.O. Box 1892 | Tigerville, SC 29688 | ngu.edu



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ATHLETICS STATIONERY SET

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Request for creation and printing of your letterhead at go.ngu.edu/start-your-project

LETTERHEAD



OFFICE OF ATHLETICS

P.O. Box 1892 | Tigerville, SC 29688 | 864.977.7000 | nguathletics.com

ENVELOPE



OFFICE OF ATHLETICS
P.O. Box 1892 | Tigerville, SC 29688

ATHLETICS OFFICE MATERIALS

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Request for creation and printing of your office materials at go.ngu.edu/start-your-project

BUSINESS CARD BACK



BUSINESS CARD BACK



OFFICE PLATE



ATHLETICS EMAIL SIGNATURES

North Greenville University utilizes two approved email signature formats to maintain a consistent brand identity. Faculty and staff representing academic and university departments should use the primary North Greenville University logo, while staff representing athletics should use the approved athletics signature featuring the athletics branding. Each signature should be used according to the employee's role and area of representation. **If needed, please reach out to umacs@ngu.edu for formatting assistance.**

FORMATTING STANDARDS

MUST INCLUDE NGU LOGO AND CONFIDENTIALITY NOTICE

Jane Doe	Georgia Bold 10pt
<i>Assistant Athletic Director, Gameday Operations and Facilities</i>	<i>Italic 10pt</i>
<i>Department of Athletics</i>	<i>Italic 10pt</i>
w: 864.000.000 m: 864.000.000	Georgia Regular 10pt
North Greenville University	Georgia Bold 10pt
P.O. Box 1892 Tigerville, SC 29688 nguathletics.com	Georgia Regular 10pt



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SPORT SPECIFIC

Jane Doe

Assistant Coach

Women's Basketball

w: 864.000.000 | m: 864.000.000

North Greenville University

P.O. Box 1892 | Tigerville, SC 29688 | nguathletics.com



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USE OF ARTIFICIAL INTELLIGENCE (AI)

The use of generative artificial intelligence for creative content, photos, videos, and text should be avoided or highly supervised. Using official NGU marks to create content or media through generative AI or large language models is prohibited, as it will result in a distortion of the asset, damaging brand consistency and quality.

Generative AI is best used for research and idea development. In its current state, it is an unreliable producer of finished content that is acceptable for public consumption, particularly as it relates to legally protected brand marks.

In cases where artificial intelligence is used, a supervisor should establish a review process that safeguards protected marks and sensitive content.

When creating public-facing material, please utilize appropriate brand marks outlined in the brand standards or employ the services of the Office of University Marketing by submitting a project at go.ngu.edu/start-your-project

CAMPUS SIGNAGE

Campus signage is managed by the Office of University Marketing.

To request an official NGU building sign, submit a request at go.ngu.edu/start-your-project



OUTDOOR SIGNAGE



EDITORIAL STANDARDS

NGU's mission and core values are cohesive and clear. Communicating these foundational messages to different audiences is an essential component of brand consistency.

This is carried out through our editorial standards. Every brand has a unique editorial style, and NGU is no different. NGU follows basic principles of AP style, adding key elements that help us communicate in a consistent language.

Whether we are communicating to prospective students or reaching out to alumni, our editorial style must be the same each time. We desire for our communication to support the University's mission and vision, build brand trust, promote a unified message, and ensure our content reaches the intended audiences.

CONTENTS

Guidelines

51

EDITORIAL GUIDELINES

Our Editorial Guidelines can be found at go.ngu.edu/brand

It provides insight into the language we use and who our target audiences are. Consistency in communication is the responsibility of all NGU personnel, and should be prioritized when promoting university functions, events, and news.

WEB STANDARDS

The North Greenville University website (www.ngu.edu) is the primary communication tool for our university and a key marketing asset to promote the school to prospective students, their parents, families, donors, and alumni. This web standards manual exists to ensure that every page, regardless of who is editing or creating it, reflects a consistent look, feel, and visual identity and adheres to accessibility guidelines.

CONTENTS

Headings/Styles	53
Typography and Colors	54
Imagery	55
Button Styles	55

WEB HEADING STYLES/TYPOGRAPHY

The following are **digital heading standards** for ngu.edu to keep our visual hierarchy clear and consistent. Each heading example below is displayed in the typeface, size, and color in which it should be used. The details below provide the typeface, size, and color, along with fallback fonts for different operating systems. Note that fallback fonts are especially important for Swiss 721, an Adobe font that relies on Adobe's servers to be displayed.

Header 1

Helvetica Bold (font-weight: 700), 48px, 36pt, NGU Dark Gray

Fallback fonts: Roboto, Arial, sans-serif

HEADER 2

swiss-721-bt, 32px, 24pt, NGU Dark Gray

Fallback fonts: Helvetica, Roboto, Arial, sans-serif

HEADER 3

swiss-721-bt-condensed, 32px, 24pt, NGU Red

Fallback fonts: Helvetica, Roboto, Arial, sans-serif

Header 4

Helvetica, (font-weight: 800), 19px, 14.25pt, NGU Dark Gray

Fallback fonts: Roboto, Arial, sans-serif

Body

Helvetica Light (font-weight: 300), 18px, 13.25pt, NGU Dark Gray

Fallback fonts: Helvetica, Roboto, Arial, sans-serif

WEB TYPOGRAPHY AND COLORS

All of our **brand colors** are permissible to use on ngu.edu, aside from NGU Black. The NGU Blue (#03819D) is only to be used to style text hyperlinks. It is not to be used anywhere else on the website.

CONTRAST RATIOS

Text and background colors must contrast sufficiently for readability and accessibility. Below are acceptable combinations of text and background color to use on ngu.edu. Color contrast ratios are provided and exceed the required 4.5:1 for normal text and 3:1 for large text, meeting accessibility standards even without additional tools. (WCAG 2.1 Level AA)

North C
Univers
9.85:1

North C
Univers
5.88:1

North C
Univers
4.75:1

North C
Univers
9.85:1

North C
Univers
5.88:1

North C
Univers
7.97:1

WEB IMAGERY AND STYLES

To ensure consistency across our website and brand, follow these photo and style guidelines.

PHOTOS AND GRAPHICS USAGE

Photos for web use are all to be edited with the same preset so that the visual impact remains consistent and expected. Discrepancies are allowed only during the transition period when a new photo preset has been chosen to replace the old one. Gray and red overlays are permitted as long as the color contrast between elements and text remains accessible.

All photos should be saved in the .webp format if possible.

No photo file should exceed 250 KB.

Stock images are used only as a last resort.

Alt text should be added to every uploaded image, unless it is purely decorative. Alt text should describe what the image shows, such as “students walking down a sidewalk.”

PRIMARY BUTTON STYLE

Our primary button style is a 2px-wide outline paired with text in Helvetica (both bold and light weights).

HESTER MEMORIAL LIBRARY

With you every step of the way.

See What We Offer

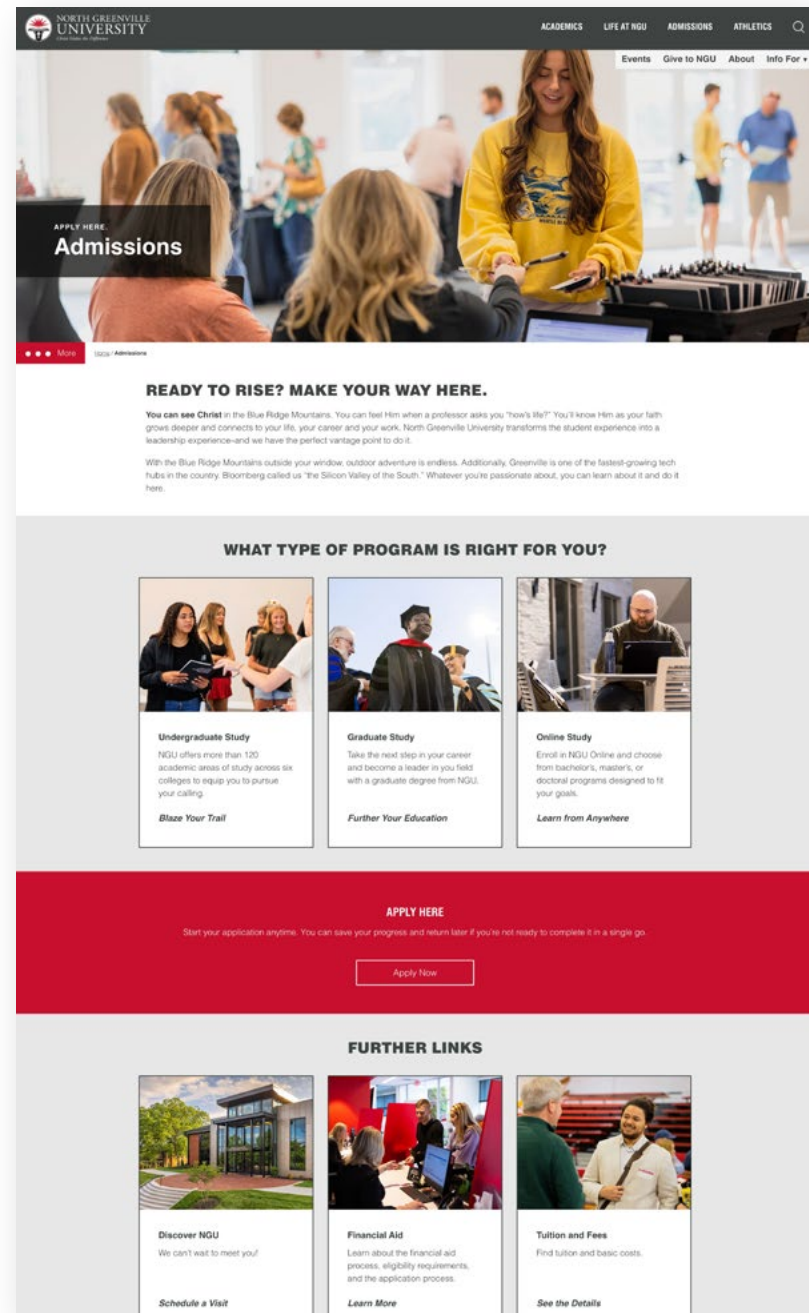
APPLY HERE

can save your progress and return later if you're not ready to complete it in a single go.

Apply Now

BORDER RADIUS

Our border radius on all digital design elements is 2px.



SOCIAL MEDIA STANDARDS

Social media is an extension of the North Greenville University brand. Every post, image, video, and interaction is an opportunity to communicate who we are and what makes NGU unique. Consistent, intentional use of our visual identity and voice helps create a recognizable presence across every platform.

These guidelines provide direction for using the NGU brand on social media while allowing each account to maintain its own personality and purpose. From graphics and photography to logos, colors, typography, and messaging, following these standards ensures that every channel feels distinctly NGU.

CONTENTS

Getting Started

57

GETTING STARTED

For social media inquiries, please submit
your request to go.ngu.edu/start-your-project.

ATHLETIC STANDARDS

The North Greenville University athletics logos, typography and color palette were designed to create a unique and bold identity for the athletic department and the university's 21 NCAA Division II sports.

The “Trailblazer” marks are intended to represent an athletic team or function but can be used to promote school spirit.

Use of these marks and fonts in an academic setting is prohibited. Merging or altering the athletic marks is also prohibited. University Marketing must design and approve any special use of the athletics logos and typography.

CONTENTS

Color Palette	47
Typography	47
Athletic Logos	48

COLOR PALETTE

NGU Red, NGU Gray and black are the official colors for NGU Athletics and are shown on the left. It is very important to match these colors faithfully when reproducing the NGU Athletics marks. It is greatly preferred that all NGU marks be used in full color whenever possible.

PRIMARY COLOR PALETTE



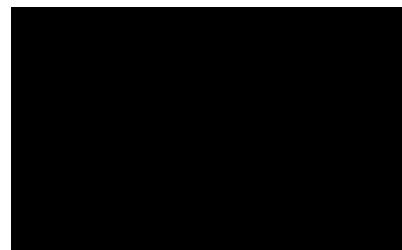
NGU RED

PANTONE®: 186 C
CMYK: 0 / 100 / 80 / 5
RGB: 200 / 16 / 46
HEX: #C8102E



NGU ATHLETICS GRAY

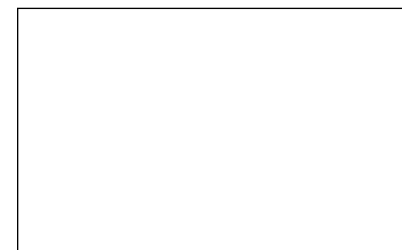
PANTONE®: 421 C
CMYK: 1 / 0 / 2 / 28
RGB: 181 / 183 / 180
HEX: #B2B4B2



BLACK

CMYK: 0 / 0 / 0 / 100
RGB: 0 / 0 / 0
HEX: #000000

SUPPORT COLOR



WHITE

TYPOGRAPHY

DEMONIZED

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz***

Should ONLY be used in all caps, with appropriate kerning to ensure even and consistent spacing between letters.

STEILE FUTURA BQ

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Bold

ATHLETIC LOGOS

The NGU athletic 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 below.

Use of these marks and fonts in an academic setting is prohibited. Merging or altering the athletic marks is also prohibited. University Marketing must design and approve any special use of the athletics logos and typography.

ATHLETIC MARKS



WORDMARKS



SPIRIT MARKS





NORTH GREENVILLE
UNIVERSITY

Christ Makes the Difference