



SCORPION STYLEBOOK

BRAND STANDARDS + COMMUNICATIONS GUIDE



NEVADA STATE
COLLEGE

Be bold. Be great. Be State.

SCORPION STYLEBOOK

BRAND STANDARDS + COMMUNICATIONS GUIDE

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HAVE IDEAS ON HOW TO IMPROVE THIS GUIDE? THE MARKETING TEAM WELCOMES YOUR SUGGESTIONS! EMAIL US AT **MARKETING@NSC.EDU**.

FEBRUARY 2018 UPDATES

*As our college grows, our brand expands to meet new demands, constraints, and goals as they arise. This year, accessibility concerns continued to be a dominant driver of changes in how we represent ourselves visually and verbally. We also found applications needing more flexibility and diversity. Below are the key updates to our standards and guidelines and reasoning behind them. Please familiarize yourself with the changes, stay saavy, and **BE A BRAND CHAMPION** when requesting, producing, and distributing documents and other materials! You can find more details on each edit following, with page numbers listed to the left.*

BRAND STANDARDS

| COLOR PALETTE

07 | COLLEGE GOLD: Just a reminder, we can't use gold text on a white background (or reverse).

08 | SCHOOL COLORS

Our previous edition listed these colors as WCAG 2.0 AA web compliant. This is not 100% correct, as they only have enough contrast as text on white background (or reverse) at a minimum 14 point bold or 18 point regular. In short, go big or go home with school-colored text (or use a darker color).

| SCHOOL ACCENT BLUE

When designing school-specific materials, we saw a need for more color pop. Now we've got it in this deep ultramarine blue, a direct color wheel compliment to our gold, that pairs with any and all school colors! It is fully contrast ratio compliant for text on white at any size.

09 | SPECIALTY COLOR

Sometimes swag needs a little bling! We added a metallic gold to the mix for future specialty gift items and formal materials.

| LOGOS

10 | GENERAL USE: STATE OUTLINE + STAND-ALONE LOGO

As we began to fully embrace the no-gold-on-white text contrast requirements for accessibility, we realized our tagline needed a refresh to comply. This led to the new outline you now see in the everyday logo, and the opportunity to forward our position as THE state college in Nevada with the new State stand-alone logo!

11 | SPECIALTY USE: THE HORIZONTAL LOGO

We want to continue to inspire everyone to **BE BOLD. BE GREAT. BE STATE!** But sometimes there isn't room for a tagline. We've added back the old horizontal logo for these smaller, narrower applications, like the side of pens.

UPDATES (CONTINUED)

13 | **STAGING REQUIREMENTS:** We added a few more minimums so logos are always readable!

16 | **RETIRED LOGOS + "STATE" OUTLINE:** Our museum of past logos is growing.

17 | **INFOGRAPHICS:** Now with 2017 data ...

| **TYPOGRAPHY**

20 | **EMAIL SIGNATURES**

We updated this page to reflect recent signature adjustments that will go into effect when we conclude our 15th anniversary graphic use after commencement.

COMMUNICATIONS GUIDE | IT'S HERE!

| **COPYWRITING + EDITING**

22 | **VOICE + STYLE:** How we write.

23 | **CAMPUS + PUBLIC MEDIA**

Find quick overviews of our various communication channels and how we use them.

PLANNED FUTURE UPDATES

| **MORE INFOGRAPHICS!**

| **OFFICIAL DEPARTMENT LIST + BUILDING NAMES**

We're awaiting reconciliation of NSHE policies, historical references, and practical associations to provide a definitive list that formally identifies all our campus units and spaces.

| **A TO Z: COMMON WORDS + PHRASES**

This will be your go-to index of relevant terms and local exceptions to AP style.

| **PRESS RELEASES :** How to pitch media ideas to our public relations team.

| **WEBSITE CONTENT:** How to plan, prepare, and submit content or edits for the new website

| **YOUR SUGGESTIONS! What do you want to see more (or less) of in the stylebook?**

OUR BRAND OVERVIEW

Our brand is more than our logo—it is the persona of our institution! Our vibrant smile and dynamic heartbeat leave a legacy of success with the people we meet and serve.

Nevada State College is more than an inclusive, student-centered organization that educates and graduates highly diverse first-time, first-generation, and non-traditional scholars. We are a family. Every Scorpion, be you staff, faculty, or student, is a marketer. How you represent yourself and your connection to the college reflects on the institution as a whole. We will achieve maximum impact and let the world known our unique strengths by following these simple guidelines.

BE CONSISTENT.

By unifying our brand, we support and project the mission and character of Nevada State College in our daily interactions with one another and the world at large. Whether you are sending an email, preparing course materials, advertising an event, or promoting your program, **the Scorpion Stylebook is your go-to guide.** We update this living document as we discover new applications. Find the current version the portal at <https://tinyurl.com/gqwmq50>.

BRAND REVIEW BEFORE YOU ...

- *Use photos, colors, graphics, and logos*
- *Write or edit text*
- *Send email or post to social media*



BE VIBRANT!

We derive our institutional strength and success directly from the diversity, passion, and enthusiasm of our students, faculty, and staff. **You, the people of Nevada State College, are the core of our brand.** Emphasize this through prominent and thoughtful use of vibrant campus photography in your materials wherever practical. Our bold color palettes, defined in this document, provide additional visual messaging support. Every time you write or speak, use a direct, personable, and engaging voice that respects and celebrates the audience.

BE BOLD. BE GREAT. BE STATE.

Our tagline invites prospective students to bravely pursue their potential by becoming a Scorpion, and inspires the existing campus community to continue to seek opportunities to succeed.

BE THE DIFFERENCE.

Our service-oriented culture not only equips our students to graduate successfully, but to **BE THE DIFFERENCE** in the world—today and tomorrow. Make it your daily mantra in all you do, on campus and off!

PHOTOGRAPHY



"Use a picture. It's worth a thousand words."

This 1911 quote attributed to newspaper editor Tess Flanders never rang truer than in today's image-centric communication world. Showcase the reality and significance of Nevada State College's progressive programs in your materials with current photos of our students engaging in hands-on learning and utilizing our beautiful campus facilities. Photos can comprise up to 80% of your graphic layouts.

Contact our in-house photographer at marketing@nsc.edu to schedule a shoot or request images from our extensive photo archive.

When using photos of individuals, please ensure the appropriate signed photo release forms are on file. Contact marketing for more details and confirmation.



Per the FERPA, student names cannot be listed with a photo in general use. Only include names of featured individuals who have specifically given permission to be identified.

CAMPUS ART COLLECTION: Please do not photograph, videotape, or use existing or derivative images of campus artwork without prior review and approval from the Office of Arts & Culture.

COLOR PALETTE

BLACK

hex : # 000000
rgb (0 0 0)
cmyk (0 0 0 100)
PANTONE Black 6 C / U

GOLD

hex : # D29F13
rgb (210 159 19)
cmyk (18 37 100 1)
PANTONE 7555 C / U

COLLEGE

BLACK + GOLD

Our gold color is associated with higher learning, ideals, knowledge, inspiration, compassion, and success. Black conveys confidence, security, independence, sophistication, maturity, and self-control. **These colors are foundational to our brand and should make up 10% of the total design of all full-color materials.**

SUPPORTING GRAY

hex : # 757575
rgb (117, 117, 117)

cmyk (0 0 0 55)
PANTONE Cool Gray 9 C / U

WHITE SPACE + SUPPORTING GRAY

We achieve message clarity and consistency when the focal elements have room to breathe and engage the audience. **Use the white of the page and supporting gray to offset photos and text, comprising 10-90% of the design.**

ACCENT COLORS

When you need to add more vibrancy and pop to general college collateral, such as backgrounds for infographics or other elements in otherwise text-only documents, this palette of accent colors can be used. They complement our campus paint scheme and meet the WCAG 2.0 AA web accessibility contrast standards required by NSHE. Use only for text on white backgrounds or behind white text. **Use each accent color sparingly to make up no more than 10% of the design.**

Please do not combine these accent colors with school-specific palettes. See the following page for more guidance.

ACCENT PURPLE

hex : # 8C4799
rgb (140 71 153)
cmyk (81 100 12 2)
PANTONE 268 C / U

ACCENT RED

hex : # CB2C30
rgb (203 44 48)
cmyk (11 98 92 2)
PANTONE 711 C / U

ACCENT BLUE

hex : # 00778B
rgb (0 119 139)
cmyk (100 34 38 7)
PANTONE 3145 C / U

COLOR PALETTE

BLACK

hex : # 000000
 rgb (0 0 0)
 cmyk (0 0 0 100)
 PANTONE Black 6 C / U

GOLD

hex : # D29F13
 rgb (210 159 19)
 cmyk (18 37 100 1)
 PANTONE 7555 C / U

SUPPORTING GRAY

hex : # 757575
 rgb (117, 117, 117)
 cmyk (0 0 0 55)
 PANTONE
 Cool Gray 9 C / U

SCHOOL ACCENT BLUE

hex : # 171C8F
 rgb (23 28 143)
 cmyk (100 98 0 0)
 PANTONE 2746 C / U

SCHOOLS

Nevada State College’s three academic schools all uphold the overarching goals of the college, while maintaining unique identities. These colors were selected specific to each school to distinguish their personalities and materials, while complementing the college’s black, gold, and supporting gray.

SCHOOL OF LIBERAL ARTS & SCIENCES (LAS)
 Orange elicits **action and creativity**. With this color to represent them, the dynamic fields of study within LAS are brought to life.

SCHOOL OF EDUCATION (SoE)
 Green signifies **wealth and growth**. Education provides the means for individuals to achieve both.

SCHOOL OF NURSING (SoN)
 Blue has positive connotations across all cultures, and has a **calm, soothing effect**. It is commonly associated with medical entities.

When designing a school specific document, maintain a 10% presence of black and gold; 70-90% of gray, white, and photos; and up to 10% each of the school color and accent school blue as needed for visual interest.

Our school colors meet WCAG 2.0 AA web accessibility contrast standards for 14 point bold or 18 point regular or larger type on a white background.

SoE Green

hex : # 009D77
 rgb (0 156 122)
 cmyk (100 12 85 2)
 PANTONE 340 C / U

LAS Orange

hex : # D86018
 rgb (216 96 24)
 cmyk (10 76 100 1)
 PANTONE 1595 C / U

SoN Blue

hex : # 009CDE
 rgb (0 156 222)
 cmyk (76 25 0 0)
 PANTONE 306 C / U

COLOR PALETTE

BACKGROUNDS

Use one of the following gray backgrounds with black text overlay to break up or give graphic interest to a page layout. You need contrast to maintain readability, so do not use with white/reversed text.

BACKGROUND 33% GRAY

hex : # ABABAB
rgb (171, 171, 171)
cmyk (0 0 0 33)
pms : Cool Gray 6 C / U

BACKGROUND 20% GRAY

hex : # CCCCCC
rgb (204, 204, 204)
cmyk (0 0 0 20)
pms : Cool Gray 3 C / U

BACKGROUND 10% GRAY

hex : # E6E6E6
rgb (230 230 230)
cmyk (0 0 0 10)
pms : Cool Gray 1 C / U

SPECIALTY COLOR

FORMAL USE | **APPROVAL REQUIRED**

Our metallic gold adds an extra pop to exclusive materials, such as swag and formal event collateral. Please contact marketing@nsc.edu before using in any project or design.

METALLIC GOLD

hex : # 84754E
rgb (132 117 78)
cmyk (0 17 55 50)
PANTONE 871C



LOGOS

MONOGRAM



WORDMARK

NEVADA STATE
COLLEGE

Be bold. Be great. Be State.

TAGLINE

Root filename: NSC_(date)_EVERYDAY LOGO_COLOR

STATE STAND-ALONE MARK

You can use the **state stand-alone mark**, for more casual, graphic uses. Please ensure “Nevada State College” is spelled out elsewhere, or otherwise obvious in the context.



Root filename: NSC_(date)_STATE_COLOR

THE TAGLINE

In body text, **please use all caps and periods**, as shown: BE BOLD. BE GREAT. BE STATE. Format your own creative, active BE statements in the same fashion. Please only use the tagline as a standalone graphic element with written approval from marketing.

Be bold. Be great. Be State.

Root filename: NSC_(date)_TAGLINE_COLOR | **APPROVAL REQUIRED**

Our logos have evolved through careful refinement of the glyphs, text placement, and outline of the elements shown above. We have created an array of approved files for all your specific output needs. Please use these resources and do not recreate this or other college, school, or office logos independently. **See improper use examples on pages 13 and 14.**

FOR GENERAL USE

THE EVERYDAY LOGO

The Nevada State College **everyday logo** is our primary mark and serves as the main college identifier. It is composed of three elements: the **NS monogram**, the **supporting wordmark**, and the **tagline**.

You can use this versatile option for the majority of applications, from digital media (email, websites, videos, PowerPoint, etc.) to printed publications and advertising materials.

LOGO FORMATS

Scalable PDF
(CMYK for print)

Pre-sized PNG
(RGB for on-screen)

Download official files from the portal at <https://tinyurl.com/gqwmq5o>

LOGOS



NEVADA STATE
COLLEGE

FOR FORMAL USE

THE FORMAL STACKED LOGO | **APPROVAL REQUIRED**

The Nevada State formal stacked “vertical” logo is composed of two elements: the NS monogram and the supporting wordmark. This version of the logo has been included in the approved assets, but is reserved for special circumstances and should only be used when available horizontal space prevents the legible use of the everyday logo option. Please contact marketing to request written approval of any use of the formal stacked logo



THE COLLEGE SEAL | **APPROVAL REQUIRED**

The college seal draws its central design element from the Seal of Nevada, which references the state’s mineral resources and natural beauty, as well as the transportation, communication, and agricultural industries. It is reserved for official school communications and formal documents from the Office of the President. Do not use it as an art element for design purposes. Please contact marketing to request written approval of any use of the college seal.



FOR SPECIALTY USE

THE NS MONOGRAM | **APPROVAL REQUIRED**

On rare occasions, the NS monogram can be used without the supporting wordmark in special situations such as signage, merchandising, and promotional materials. The monogram should never be used in place of the everyday logo. Please contact marketing to request written approval of any use of the monogram.



THE HORIZONTAL LOGO | **APPROVAL REQUIRED**

Whenever possible, we want to encourage viewers of our materials to **BE BOLD. BE GREAT. BE STATE.** On rare occasions, the horizontal logo can be used without the tagline in lieu of the everyday logo in narrow applications or small-print situations such as promotional materials with limited imprint space. Please contact marketing to request written approval of any use of the horizontal logo.

LOGOS



One line of text for shorter department names



Two lines of text for longer department names



NSC_(date)_SoE LOGO_COLOR



NSC_(date)_LAS LOGO_COLOR



NSC_(date)_SoN LOGO_COLOR

FOR INTERNAL USE

SCHOOL + OFFICE LOGOS

The everyday logo is our overarching institutional mark. However, Nevada State College is made up of a collaborative team of schools and offices. At times we need to distinguish our area of focus among our colleagues. Unit logos reflect the design principles and typeface of the everyday logo wordmark, and are created by the marketing office. Contact us if you need one!

Please use your school and office logo only on internal materials such as on-campus flyers or tablecloths at events where multiple Nevada State organizations are represented. Your unit logo will not be featured on the website, in email signatures or on the same page as the everyday logo. We may add it to contact sections on marketing-designed external collateral.

BE THE DIFFERENCE

Our commitment to excellence and service of our students and community is what drives Nevada State College to succeed. Use this graphic to recognize a faculty, staff member, or student worker for their effort to BE THE DIFFERENCE at Nevada State.

Be the difference.

NSC_(date)_BEtheDIFFERENCE_COLOR

LOGOS

STAGING REQUIREMENTS



CLEAR SPACE

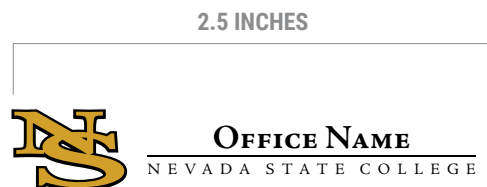
In order to achieve maximum impact and legibility, a minimum clear space must be maintained around logos at all times.

As demonstrated, the clear space is equal to the height of the monogram “N” on all sides (or “B” in Be the difference and tagline logos, “S” in State stand-alone logo.) Please do not violate this clear space with other graphic elements, typography, or images.

SIZE REQUIREMENTS

In order to ensure that the logo is clearly visible on all communications, please use the below minimum size requirements unless the medium requires it smaller and marketing approves.

- **Everyday logo:** Minimum two inches wide.
- **Formal stacked logo:** Minimum one inch wide.
- **Be the difference and tagline logos:** Minimum two inches wide.
- **School and office logos:** Minimum two and a half inches wide.
- **State stand-alone logo:** Minimum one half inch wide.
- **Horizontal logo:** Minimum one and a half inches wide.



LOGOS



Be bold. Be great. Be State.

NSC_(date)_EVERYDAY LOGO_COLOR



Be bold. Be great. Be State.

NSC_(date)_EVERYDAY LOGO_BLACK



Be bold. Be great. Be State.

NSC_(date)_EVERYDAY LOGO_REVERSE



Be bold. Be great. Be State.

NSC_(date)_EVERYDAY LOGO_WHITE

ACCEPTABLE BACKGROUNDS

ON A WHITE BACKGROUND

Our brand image is transparent and vibrant, just like our campus community. Our logos should be presented on a clean, white background whenever possible. Use the full color everyday logo for the majority of applications. Full color consists of the NS monogram with a gold fill, black border, and white trim. The supporting wordmark is black.

For black and white-only print applications, such as a fax cover sheet or in-house draft document, please use the black everyday logo.

ON A BLACK BACKGROUND

When necessary due to the medium (apparel, etc.), the full color logo can be printed in “reverse” on a black background. For ink use economy and to avoid a heavy/dark design aesthetic in our printed materials, please limit these applications.

If you need to place the logo on a black background in black and white-only print applications, a white version is also available.

For better color and contrast consistency, please do not place the logo on a gold background.

LOGOS

EXAMPLES OF INCORRECT USAGE

If you create (or have a current) design using any Nevada State logo, infographic or image, that does not meet brand standards, marketing will request that the design be changed to follow the guidance in this Scorpion Stylebook.

PLEASE DO NOT ...

- 1 Alter logo color assignments or add color fills.



- 2 Distort, rearrange, change proportions, or redraw logo elements.



- 3 Combine logo with other elements.



- 4 Add drop shadows, bevels, or special effects.



- 5 Use logo over a busy pattern, image, or text.



- 6 Place logo within body text.

Bis volore se et hitatur sitati vel ipsus. Yadsngn
Catem quae rate pedipis as velloremquos et res



eatendisto ommolunt unt dolor alitium voluptatus,
sumquatem eatur? Ipsamus et erferch illattem.

- 7 Use logo as a decorative element, such as tiling (step-n-repeat banners excluded).



- 8 Angle or vertically rotate the logo.



- 9 Replace or substitute a logo component with a photo, clipart, or any other unauthorized image.



- 10 Scan from previously printed materials. Always use approved output-specific digital files.



LOGOS

RETIRED LOGOS

Nevada State College has been built on the backs of creative, innovative, and resourceful team players. Rather than give up when there wasn't an existing option, individuals and units have created an impressive array of unique logos imbued with their passion to engage audiences and share information. Since the publishing of this stylebook and the transition to unified brand standards, these labors of love are retired to the halls of Nevada State College history.

Please help us celebrate and commemorate our evolution! If you see an outdated or non-institutional logo in use, please forward it marketing@nsc.edu so we can display and pay homage to your efforts on this page of glorious past logos, and provide updated files to users.



"STATE" OUTLINE


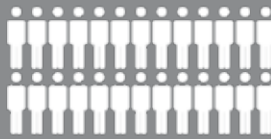







You may have noticed that our everyday logo and tagline have recently evolved to include an outline around the word "State," mimicking the outline on our NS monogram. The reason for doing this is that our gold doesn't have enough contrast against a white background to meet WGAC 2.0 AA web accessibility compliance for text. In other words, the old tagline is hard to read, especially for those with visual impairments! Please make sure to update to this new version in all your materials, web or print, going forward.

RETIRED EVERYDAY LOGO AND TAGLINE



INFOGRAPHICS

We have developed a suite of infographics that highlight select statistics and college achievements, derived annually from the IPEDS consensus date, for use in materials and presentations. Email marketing@nsc.edu with the number and name of the graphic(s) you need and how you plan to display them. The below numbers are current for fall 2017 data.

 <p>4,200+ STUDENTS</p> <p>1. Number of students</p>	<p>26 AVERAGE CLASS SIZE</p>  <p>2. Average class size</p>	<p>16:1 STUDENT TO FACULTY RATIO</p>  <p>3. Student to faculty ratio</p>
 <p>3,400+ ALUMNI</p> <p>4. Alumni</p>	 <p>45+ MAJORS & MINORS TO CHOOSE FROM</p> <p>5. Majors and minors</p>	 <p>30+ BACCALAUREATE DEGREES</p> <p>6. Baccalaureate degrees</p>
<p>\$57 Million IN NEW CAMPUS FACILITIES IN 2015</p>  <p>7. Campus growth</p>	 <p>62% OF STUDENTS RECEIVE FINANCIAL ASSISTANCE</p> <p>8. Financial assistance</p>	 <p>\$20 Million IN FINANCIAL AID AND SCHOLARSHIPS AWARDED BY NSC IN 2015</p> <p>9. Financial aid and scholarships</p>

INFOGRAPHICS



TYPOGRAPHY

PRINT + WEB TYPEFACES

Your message will only make an impact if people can read it! We have selected versatile, legible fonts to give you the flexibility to communicate consistently and effectively with any audience.

If you are using professional design software to create print materials, you can use the following typefaces. You will also find them used on our website. We recommend using the basic style sheets defined below to keep your text looking clean and consistent. (If you want to learn how to use style sheets, contact marketing.)

SANS-SERIF: ROBOTO

Roboto is a contemporary open-source font family. Sync it with your Adobe software through Typekit. You can also embed it for web use from Google Fonts. **Suggested/common style sheets:**

- **Page Header:** Condensed-bold (40 pt., supporting gray)
- **Header:** Black or bold (14 pt., black)
- **Sub-header:** Condensed-regular (11 pt., supporting gray)

SERIF: GEORGIA

Georgia is a universally available system serif font. For consistency and convenience, this is our core text font for use across all mediums.

- **Body text:** Regular (11 pt., black or supporting gray)
- **Bold** for emphasis within body text



EXAMPLES

HI, I AM A PAGE HEADER

HI, I AM A HEADER

| CAPS OPTIONAL, CONTENT DEPENDENT

HI, I AM A SUBHEADER

Hi, I am body text

TYPOGRAPHY

EMAIL + PROGRAM-SPECIFIC TYPEFACES

SANS-SERIF: ARIAL

For applications where the Roboto typefaces are not available, such as Microsoft Office and Hobsons, please substitute Arial.

SERIF: GEORGIA

See previous section.


EMAIL SIGNATURES

Please format your nsc.edu email signature according to the following template:

Name Here

Title will go here

OFFICE OR SCHOOL

BE CONNECTED OFFICE 702.992.xxxx | MOBILE xxx.xxx.xxxx | **firstname.lastname@nsc.edu**
BE HERE 1300 Nevada State Drive | **BLD ###** | Henderson, NV 89002
BE INFORMED Visit **nsc.edu** for campus news and program information
BE SOCIAL   



Be bold. Be great. Be State.

FORMAT DETAILS

(Name) Arial Bold 12 pt supporting gray (RGB 117 117 117)

(Title) Arial Regular 11 pt black

(OFFICE/SCHOOL) ARIAL REGULAR ALL CAPS 10 PT SUPPORTING GRAY (RGB 117 117 117)

(HEADERS) ARIAL BOLD ALL CAPS 10 PT BLACK

(Text) Georgia Regular 10 pt black / (TITLES) ALL CAPS, 8 PT SUPPORTING GRAY (117 117 177)

Contact info: Georgia Bold 10 pt black (BLD = ALL CAPS, 8 PT BOLD. ### 10 pt)

| Dividing line is supporting gray (RGB 117 117 117) with two spaces on either side

Logo file: NSC_(date)_EVERYDAY LOGO-COLOR_for SCREEN 2-inch.png

Mobile # is optional. Email addresses should be all lowercase

BLD ### = your building + personal office # (Use DAW, RSC, LAS, NSE)

Social media icons hyperlink. Contact marketing to receive digital template or assistance!

COMMUNICATIONS GUIDE

COPYWRITING + EDITING

Clear, concise, consistent, and grammatically correct writing are the keys to effective communication. At Nevada State College, we want to have an educated, engaging conversation with you. Whether you are a social media-savvy student, a traditional academic, or a member of the community, we communicate with one another in a unified, consistent, and universally accessible style and tone.

VOICE + STYLE

A few key characteristics we incorporate in our writing are:

- **FIRST PERSON:** We are talking to **you!**
- **AP STYLE:** When writing for the general public, we use Associated Press style to govern our language and punctuation usage. Subscribe to the guide at <https://www.apstylebook.com>. Academic writing style differs based on the standards within each discipline.
- **OXFORD COMMA:** We break from AP style by using an Oxford (serial) comma.
- **DICTIONARIES:** We adhere to the following dictionaries, in order of preference: Webster's New World College Dictionary (subscribe at <https://www.apstylebook.com> or <http://websters.yourdictionary.com/>), The American Heritage Dictionary (<https://www.ahdictionary.com>), and Merriam-Webster (<https://www.merriam-webster.com>).
- **FRIENDLY TONE:** We write with approachable, inviting, and inclusive language.
- **BROAD VOCABULARY:** Mix it up! We use diverse, creative, and thought-provoking word selections: The thesaurus (<http://www.thesaurus.com> or <https://www.merriam-webster.com>) is our best friend!
- **CONFIDENCE:** We use definite verbs (will versus may, do versus should).
- **CONCISE AND DIRECT STATEMENTS:** We eliminate redundant, passive, repetitive phrasing, and static constructions. (See **active voice** in A to Z.)
- **NO NSC:** We spell out Nevada State College on first reference and shorten to Nevada State, State, or the college on subsequent uses. We only use NSC when required for technical brevity (URLs, file names, Twitter/hashtags, etc.).
- **BE STATEMENTS:** Whenever appropriate, create your own engaging phrase: *BE BOLD. BE GREAT. BE THE VOICE of State!*

More specific guidelines follow in A THROUGH Z: COMMON WORDS + PHRASES.

OFFICIAL DEPARTMENT + BUILDING NAMES | **COMING SOON**

A TO Z: COMMON WORDS + PHRASES | **COMING SOON**

COMMUNICATIONS GUIDE

Are you planning an event or want to share info with campus? Optimize your message to EACH channel! Keep the text simple, use brand standards, and develop individually-sized graphics that are legible!

Marketing reserves the right to request or make edits to any submissions that do not meet the standards detailed in this stylebook.

CAMPUS + PUBLIC MEDIA

INFO SCREENS

We post relevant updates on a rotating basis on the TV screens throughout campus buildings to promote greetings, events, campus resources, course offerings, and more to the campus community. Faculty and staff members can submit flyers in 16:9 PPT format, using the Kbox request form located in the portal. Please submit requests at least one month in advance.

PORTAL ANNOUNCEMENTS

Information can also be shared with a primarily faculty and staff audience on the portal. Submit your graphics through KBox at least one month in advance.

SOCIAL MEDIA POSTS

Nevada State College is currently active with official profiles on the following major social media platforms.

- **Facebook** @NevadaStateCollege
- **Twitter** @NevadaState
- **Instagram** @NevadaStateCollege

We curate posts about signature campus events, Scorpion successes, inspiring community partners, and cultural relevant topics and invite you to engage alongside us!

Whether you manage an institutional subpage, or are just an active social media user, here's a quick list of best practices:

- **BE PROFESSIONAL:** What you post may last forever. Your personal, and our associated institutional, reputation hangs in the balance with every single online engagement you make. Be authentic, positive, and respectful, and show your intelligence with proper grammar use (this is higher education!). Keep your profile up to date to make a great first, and continuing impression. If you are managing a page, do so actively.
- **BE SAFE:** Your social profiles contain a great deal of information about you. Keep your privacy settings are up to date and your personal location turned off. Use an institutional account for live posting or event tagging.

#HappyHashtagging!

USE:

#ScorpionSpirit
#NevadaState
#ScorpionPride
#ScorpionLife
#ScorpionExcellence
#NSCCommunity
#NevadaState15Years
#GoNevadaState

DON'T USE:

#Scorpion, #Scorpions #NSC

Try CamelCasing (capitalizing the first letter of each word) for better readability of long tags.

COMMUNICATIONS GUIDE

SOCIAL MEDIA CONTINUED

- **BE CHANNEL-SPECIFIC:** Your digital footprint IS your brand (and ours!), so be sure the voice you use is relevant and engages the audience. Tailor your words and tone specifically to each network for posts AND replies.
- **BE RESPONSIBLE:** Avoid many legal pitfalls on social media by following intellectual property laws (don't post "found" images without a license), HIPAA privacy laws (don't share others' medical information), and the FERPA (don't share student's names without permission).

PRESS RELEASES | **COMING SOON**

WEBSITE CONTENT | **COMING SOON**



The end of the Stylebook ...



... the beginning of brand unity!

CAMPUS ARTWORK ON COVER

Ramon Sanchez. Scorpion. Steel. 2015

Nevada State College Permanent Art Collection

Commissioned by the Nevada State Student Alliance, and generously funded through contributions by Nevada State College students, alumni, faculty, staff, and friends