



# Visual Branding Guidelines

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III | NORTHWESTERN STATE





## UNIVERSITY NAME

 **NORTHWESTERN STATE**  
UNIVERSITY OF LOUISIANA

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The official name of the institution is “Northwestern State University of Louisiana,” which historically predates the creation of the current University of Louisiana System. The enabling legislation from the early 20th century which first changed the name to Northwestern State College of Louisiana was replaced on June 18, 1970, with the naming of Northwestern State University of Louisiana. On all formal documents, the full name of the institution should be employed.

For general publicity and official documents, use the following guidelines when referencing the university:

1. First reference: Northwestern State University
2. Second reference: Northwestern State
3. Third reference: Northwestern
4. Short abbreviation: NSU





**UNIVERSITY LOGO (PRIMARY)**



The university’s primary logo, often recognized as the “Northwestern Pitchfork,” functions as the main emblem for both Northwestern State University and Northwestern State University Athletics. The color scheme of the logo represents the traditional colors of Northwestern State University: purple and white, accentuated with a trim of orange. For specific design requirements, the logo can be adapted into a monochromatic scheme while retaining its essence.





UNIVERSITY LOGO (SECONDARY)



The secondary logos of the university serve as an alternative option for both Northwestern State University and Northwestern State University Athletics. These marks embody the traditional colors of Northwestern State University: purple and white, complemented by a trim of orange.





UNIVERSITY NAMEPLATE

 | NORTHWESTERN STATE

 | NORTHWESTERN STATE

The words “Northwestern State” represent the institution in short form, and will be set in the university’s identity font, Rawlinson 2.0. All characters are set as all caps with a formula variation for the lead capitals, not as small caps. For most headline range point sizes (24 through 60), the offset from lead cap to copy is 4 points. For example, to achieve a base 36-point rendering, use 40-point for the “N” and “S”. Letter spacing and letter width is default in all Adobe products.





## NAMEPLATE IDENTIFIERS



Office of the  
**President**



Gallaspy Family  
**College of Education  
and Human Development**

To effectively showcase representation, Northwestern State University employs a Nameplate Identifier system that provides distinct recognition for colleges, departments, and offices. This recognition is achieved without compromising the established brand identity within the primary system.





## UNIVERSITY SEAL



The seal encapsulates Northwestern State’s brand identity with three essential components: the complete university name, the iconic white columns, and the distinctive colors. This seal holds prominence, specifically gracing The Office of the President, official documents, formal event decor, and national representation of the institution. The seal should not accompany the university logo or nameplate.

Modifying the seal by removing any element or introducing transparency at its core is prohibited. The university’s official colors, purple and white, must remain unaltered. The seal is intellectual property designed for and copyrighted by Northwestern State University of Louisiana.





UNIVERSITY TAGLINE

**Northwestern Now**

**Northwestern Now**

The university’s tagline, “Northwestern Now” establishes a memorable and distinct brand identity for Northwestern State University, instantly distinguishing it among prospective students, alumni, and the broader community. This tagline embodies five distinct attributes that encapsulate its primary purpose: brand recognition, communication, emotional engagement, differentiation, and a utility for marketing.





## OFFICIAL COLORS

Demon Purple

White

Inferno Orange

Using the precise brand colors may not seem significant, but it’s a vital component of any marketing campaign or specific project. Employing the colors recommended in the brand-approved palette enhances university-wide communication initiatives and maintains a uniform visual identity. These colors are versatile and suitable for various applications in both print and digital communication.

	Demon Purple	White	Inferno Orange
PANTONE (Spot Printing):	PMS 267 C	No Ink	PMS 165 C
C/M/Y/K:	81/99/0/0	0/0/0/0	0/68/96/0
R/G/B:	95/37/159	255/255/255	255/103/31
HEX:	5F249F	FFFFFF	FF6720





## IDENTITY FONTS

Rawlinson 2.0 Bold

Lato  
Regular | Light | Black

Dharma Gothic

Freight Display

The official font for Northwestern State University is Rawlinson 2.0 Bold, reserved exclusively for the official university name, nameplate, and approved individual applications. It is not intended for widespread use in general headlines or body text. We suggest using Lato Regular, Lato Light, and Lato Black as complementary sans-serif fonts when utilizing Rawlinson 2.0.

Dharma Gothic and Freight Display are carefully selected to enhance the university’s digital presence, ensuring a cohesive and professional aesthetic across all platforms. Dharma Gothic brings a bold, contemporary edge that is perfect for impactful headlines and engaging titles. Freight Display, with its refined and elegant serif style, is ideal for supporting body text, creating a balanced and polished look.





## WE ARE HERE TO HELP

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All logos and nameplates are available upon request (EPS, AI, PDF, PSD, JPG, PNG). For questions or design approvals, please contact the Director of Marketing and Branding:

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