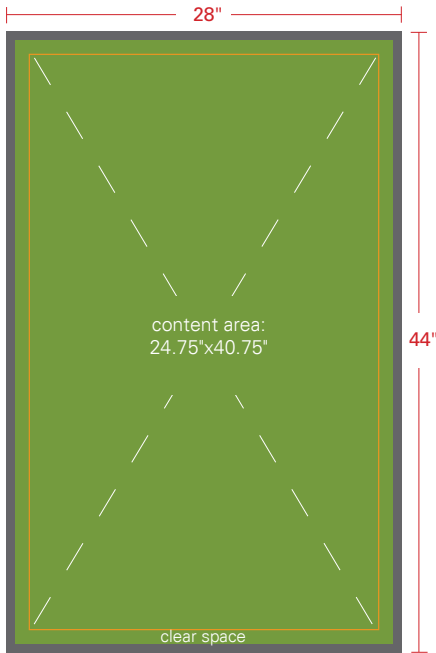


SIGN WITH OVERLAY TEMPLATE FOR WINDMASTER FRAMES



InDesign and PowerPoint templates available on Widen.



WINDMASTER SIGN DIMENSIONS

- printed size: 28"x44"
- frame width of holder: 0.625"
- visible graphic size: 26.75"x42.75"
- content/graphic border (clear space) from edge of frame: minimum 1"

TYPOGRAPHY

Univers

Univers Bold is to be used as the primary font.

Arial

Arial Bold (not black) should be used when Univers is not available.

COLORS

Use the NAU primary colors from the Marketing Visual Identity Guide <https://nau.edu/visual-identity-guide/color/#InstitutionalPalette>

NAU LOGO

These signs use the NAU ligature, which can be found at nau.edu/marketing/resources/logos/

WINDMASTER SIGN AND OVERLAY LAYOUT

When creating Windmaster signs with interchangeable overlays, follow the guidelines below along with the standard NAU brand guidelines found at nau.edu/marketing/brand-center

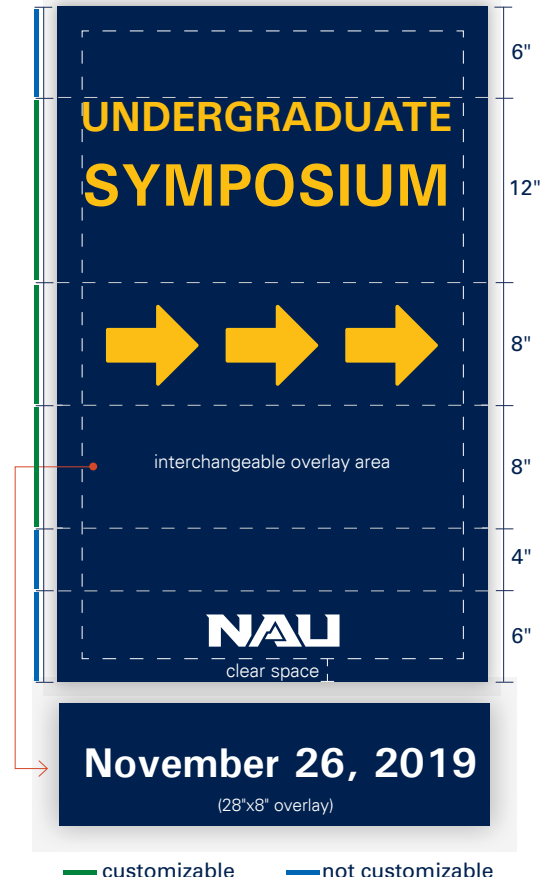
white background option: *do not use NAU Gold with the white background*

specs (applicable to both options)

NAU True Blue background option



1. 6" blank space – no text or graphics
2. 12" space for main info/header. Text to be top aligned and all caps
3. this style of arrow, in sets of 3 (as pictured), is to be used when using arrows
4. 8" space for other info: sub headings, arrows, or dates that do not need to be interchangeable. Text to be sentence case and centered within section
5. 8" space that will be the overlay: used for interchangeable information, such as dates, locations, arrows. Text to be sentence case and centered within section
6. 4" blank space – no text or graphics
7. 6" space with NAU ligature only. This area not to be edited in templates
8. 1.625" of clear space – no text or graphics
» frame width: 0.625"
» content border: minimum 1"



— customizable — not customizable

— customizable — not customizable

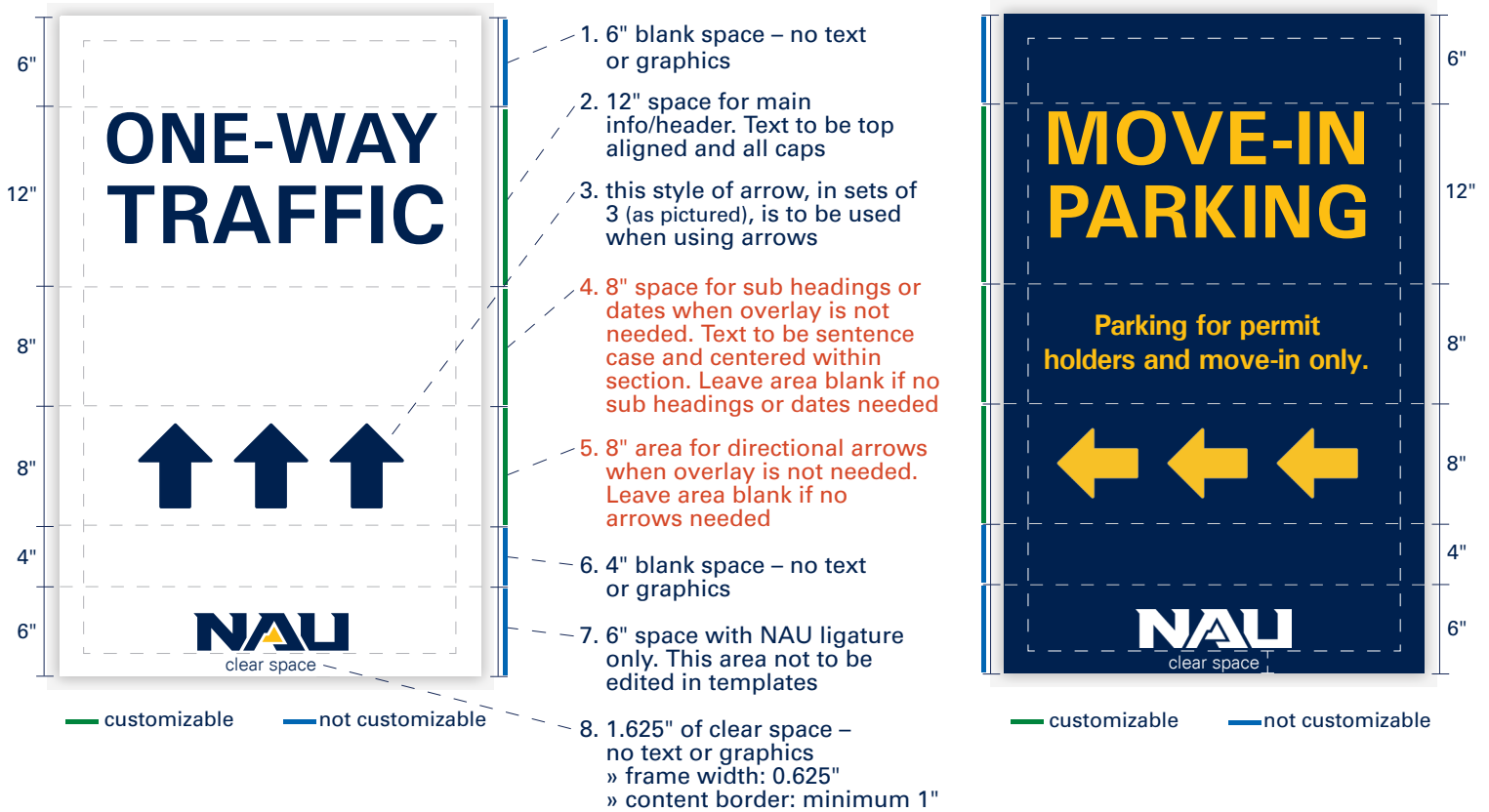
SIGN WITH OVERLAY TEMPLATE

FOR WINDMASTER FRAMES



InDesign and PowerPoint templates available on Widen.

When sign does not need an overlay, put the directional arrows in the overlay space.



More samples:

