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Introduction

About NAUgo

NAUgo promotes campus engagement through our embodiment of “Your Campus | Your Way” and strives to enhance student success. The NAUgo mobile app is built on the Modo platform and is designed to positively assist peoples’ experience with the University by providing a useful, relevant tool to assist them with tasks. The Modo platform allows us to create multiple “experiences,” each of which can be tailored for a specific audience.

How to Use This Guide

- This style guide provides a look into design techniques, examples of work, and a closer inspection into the way the look is built.
- Utilize the table of contents to easily navigate the guide by clicking on the item you’d like to find.
- Find a visual breakdown of all components in the Assets page. This is perfect for those who are familiar with the brand design and need quick access to it.
- Navigate the portfolio by the different types of materials used. You can find the colors used, slogans, specifications, and where you can find the document in Dropbox or Google Drive.
- Use the resources section for contacting the team and finding valuable links. If you need access to native files, logos, etc. you can reach out to the designated resource.

Assets

Fonts

These fonts have been approved for marketing materials for the app and can be interchanged as fits the materials produced.

Acumin Pro	Regular, Bold, Oblique
Acumin Pro Condensed	Regular, Bold, Oblique
Univers	Light, Normal, Bold, Oblique
Univers Condensed	Regular, Oblique

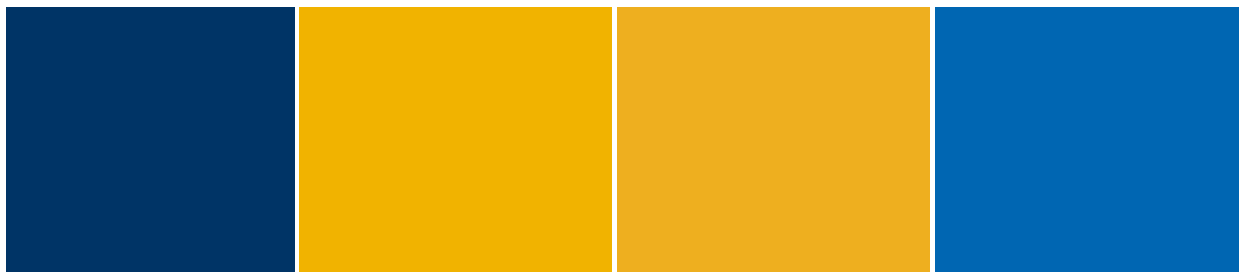
Slogan

- Your Campus | Your Way

Taglines

- Your new favorite mobile app
- Find it in the app
- There's so much more to explore
- Kick app
- Be in the know

Colors



True Blue
 #003466
 C: 100% M: 49%
 Y: 0% K: 60%
 RGB (0, 52, 100)

NAU Gold
 #F1B300
 C: 0% M: 26%
 Y: 100% K: 5%
 RGB (241, 179, 0)

NAU Gold Dark
 #EEAF1F
 C: 6% M: 33%
 Y: 100% K: 0%
 RGB (238, 175, 31)

Twilight
 #0066B2
 C: 100% M: 60%
 Y: 0% K: 0%
 RGB (0, 102, 178)



Sky
 #009DDC
 C: 85% M: 19%
 Y: 0% K: 0%
 RGB (0, 157, 220)

True Blue Light
 #294D97
 C: 95% M: 80%
 Y: 8% K: 1%
 RGB (41, 77, 151)

True Blue Lightest
 #3c67b1
 C: 83% M: 62%
 Y: 0% K: 0%
 RGB (60, 103, 177)

Find more at: <https://nau.edu/visual-identity-guide/color/>

NAUgo Logos

Horizontal Logos:



Monochrome Horizontal

Used for print materials that don't have multiple color options
For use on white or gold background



Two Tone Blue with Gold Fill

For use on light backgrounds



Two Tone Gold (on dark background)

For use on dark backgrounds



Two Tone Blue with Gold Outline

For use on light gold or light blue backgrounds

Square Logos:



Monochrome Square

Used for print materials that do not have multiple color options



Gold Background and Dark Gold Outline

Alternative to our two-tone app logo



Two Tone Blue with Gold Outline

For use on light gold or light blue backgrounds



Two tone gold background

Official app logo

Louiego Logos



Classic Horizontal
For all uses



Classic Square
For all uses

Mobile Screenshots

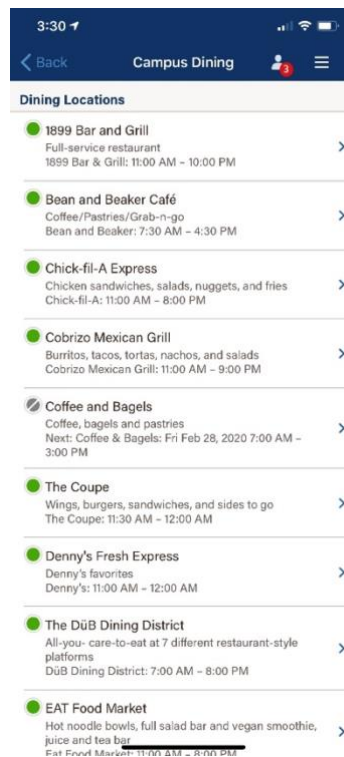
Home Screen:



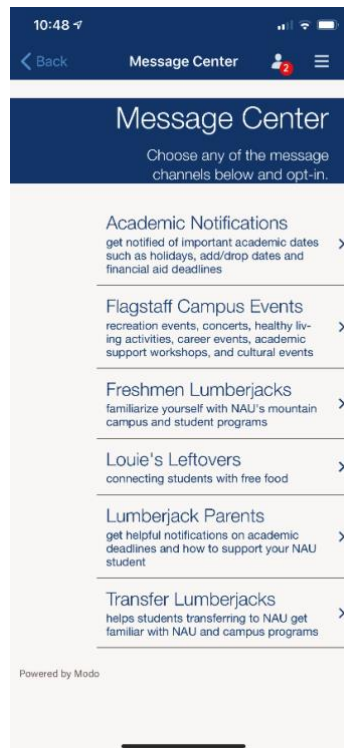
Mondrian Screen:



Dining Module:



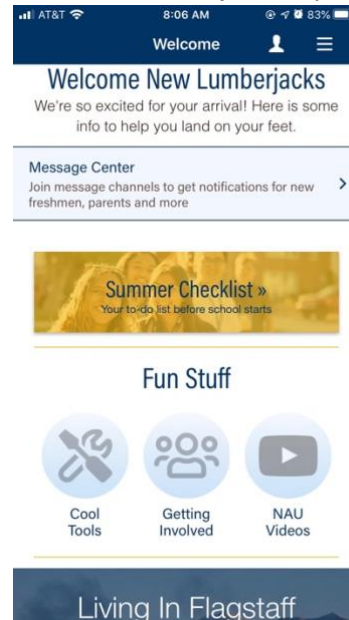
Opt-In Message Center:



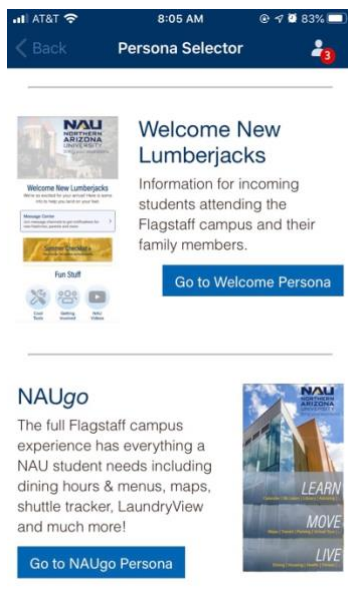
Persona Selector:



Welcome New Lumberjacks Experience:



New Personas:



App Images

This section provides guidelines for different images that can be displayed in the app. It includes home screen featured item banners, notification images, and images for the various screen types.

Featured Items

The Featured Item is presented as a tile at the top of the Home page for a limited time. The Featured Item tile links to a screen or event. It is intended to highlight a current event at NAU. This might include:

- Specific events (Commencement) or event series (Welcome Week, Homecoming Week)
- The kickoff of a longer event season (Native American Heritage month)

The Featured Item will come and go, depending on whether it's needed at the time.

Request to have your featured item: <https://in.nau.edu/experience-design/naugo-content-request-form/>

Guest Persona Full Tile Example:



Full Banners must be

- in jpeg format
- 1200px x 390px
- less than 1MB
- image must have 75px of clear space on right for arrow button (i.e. no faces being covered)
- template file is available, make request via dina.barnese@nau.edu

Guest Persona 2/3 Tiles Example:



2/3 Banners must be:

- be two images, each 396px x 396px
- each less than 1MB
- right image must have 75px of clear space for arrow button (i.e. no faces being covered)
- template file is available, make request via dina.barnese@nau.edu

Student/Statewide/Faculty Persona Large Tile Example:



Full Banners must be

- in jpeg format
- 1200px x 1200px
- less than 1MB
- image must have 388px of clear space on the bottom for clear tile (i.e. no faces being covered)
- template file is available, make request via dina.barnese@nau.edu

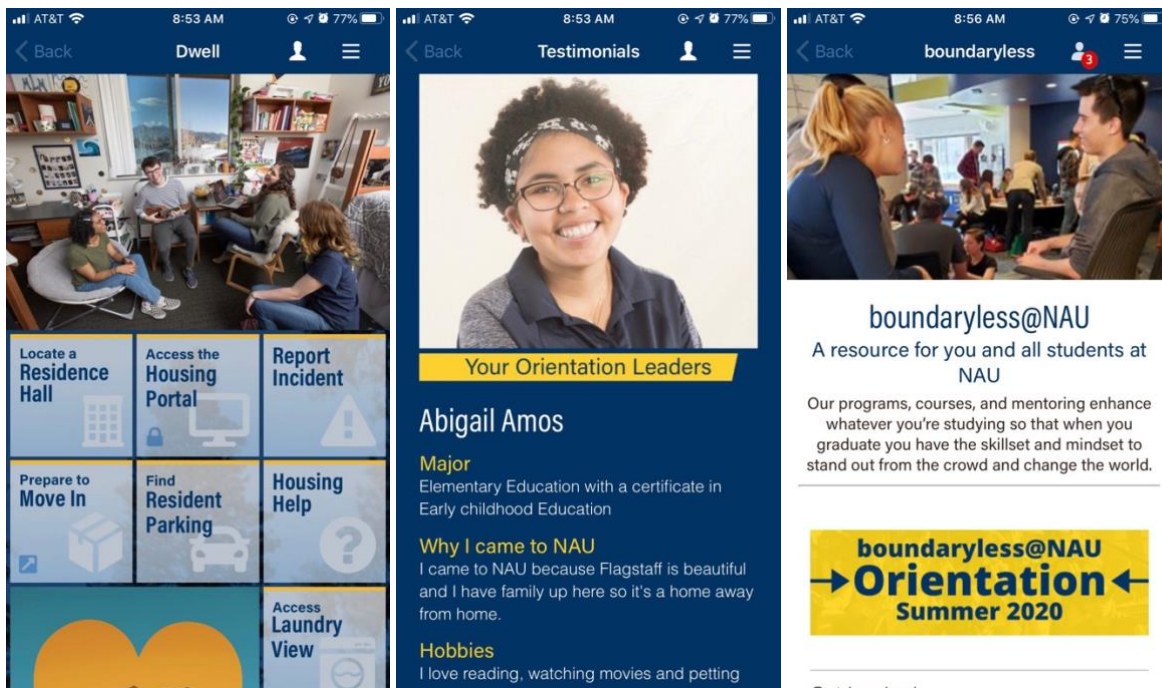
Screen Images

A screen is a “page” within the app that presents information and offers actionable items. A collection of screens are related and offer additional information or functionality. Screen images can include hero sections, collage feature boxes, Mondrian backgrounds, and more.

Images must be:

- JPG or PNG
- Landscape or Square
- 4:3 or 4:4 ratio
- 1200px width

Examples:



You can request a screen here: <https://in.nau.edu/experience-design/naugo-content-request-form/>

Push Notifications/Banner Images

Find communication guidelines under the Push Notifications (Message Center) and Banner Notifications headers on the Content Request Page: <https://in.nau.edu/experience-design/naugo-content-request-form/>

Push Notifications

Everyone Channel messages are delivered to all NAUgo users who have enabled push notifications from the app.

Opt-in channel messages are delivered to all NAUgo users who have opted in to receive push notifications from the specific opt-in channel(s) and have enabled push notifications from the app.

Requests for opt-in channels are reviewed and approved by the NAUgo Steering Committee.

Most push notifications are approved by the Student Affairs Campus Life Communications team. Other requests are via an online form and reviewed by the same team. You can send out personalized push notifications by submitting your information to our application: <https://in.nau.edu/experience-design/naugo-content-request-form/>

If your request is approved, a team member will reach out to you if you would like to have an image included.

Your image must be:

- in jpeg format
- 800px x 800px
- less than 2MB

Banner Notifications

A banner notification appears at the top of a screen or set of screens when the user opens the app. Clicking the banner takes them to the full message. The banner will continue to appear at the top of the user's screen until dismissed or until it expires.

Banners are used to provide information within the app. A banner notification can be presented on any page within the app. They are informational and invite the user to take action. The presence of a banner in the app should be the exception, not the rule. Content for banners is considered non time-sensitive and non-urgent.

Print Materials

This section includes previous print materials in reverse chronological order. There are flyers, brochures, and promotional items that can draw inspiration for upcoming projects.

Bus Shelter Poster 2020



Fonts:

- Univers Bold Oblique
- Univers
- Acumin Pro Condensed





Slogans/Taglines:

- "Your Campus, Your Way"
- "Your new favorite mobile app"

Logos:

- Square Logo Transparent
- NAU Acronym Primary can be found in the University Marketing Widen Collection
- App Store Logos located in Dropbox

Colors:

-  NAU Gold
-  NAU Gold Dark
-  #FECA54 / C: 1% M: 21% Y: 78% K: 0%
-  True Blue

Specs:

Created in Photoshop

Released AY Fall 2020

Dropbox:

NAUgo > Marketing Materials > Bus Shelter Poster 2020 > Bus Shelter Poster.pdf

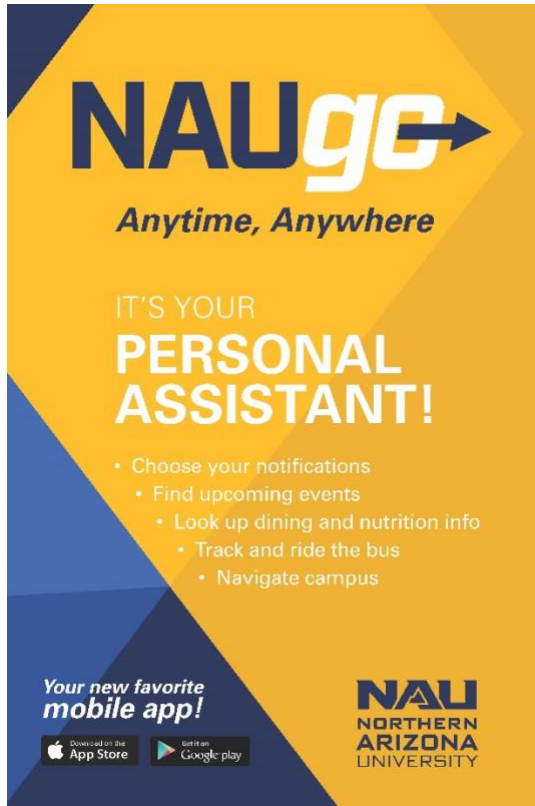
Print Dimensions: 24in x 36in

Color: CMYK

PPI: 300

Pixel Dimensions: 7200 x 10800

Bus Shelter Poster 2019



Specs:

Created in Adobe InDesign

Released AY Fall 2019

Dropbox:

NAUgo > Marketing Materials > Bus Shelter Poster 2019 > 346970 NAUgo Bus Shelter.pdf

Print Dimensions: 24in x 36in

Color: CMYK

PPI: 72

Pixel Dimensions: 2592 px x 1728 px

Fonts:

- Univers
- Univers Bold
- Univers Bold Oblique
- Univers Light

Slogans/Taglines:

- "Anytime, Anywhere"
- "Your new favorite mobile app"

Logos:

- NAUgo Horizontal Logo Blue
- NAU Acronym Primary can be found in the University Marketing Widen Collection
- App Store Logos located in Dropbox

Colors:

-  NAU Gold
-  NAU Gold Dark
-  True Blue Lightest
-  True Blue Light
-  True Blue






LaundryView Flyer 2019



Logos:

- NAUgo Horizontal Blue/Gold
- NAU Acronym Horizontal 2 Line can be found in the University Marketing Widen Collection
- App Store Logos located in Dropbox

Colors:

-  NAU Gold
-  #bdbbca / C: 20% M: 18% Y: 7% K: 6
-  #caca6 / C: 19% M: 17% Y: 0% K: 0
-  #f8f9fc / C: 2% M: 1% Y: 0% K: 0%
-  True Blue

Specs:

Created in Adobe Illustrator

Released AY Fall 2019

Dropbox

NAUgo > Marketing Materials > LaundryView Flyer 2019 > Laundry Room Flyer-3.pdf

Print Dimensions: 8.5 in x 11 in

Color: CMYK

PPI: 72

Pixel Dimensions: 612 px x 792 px

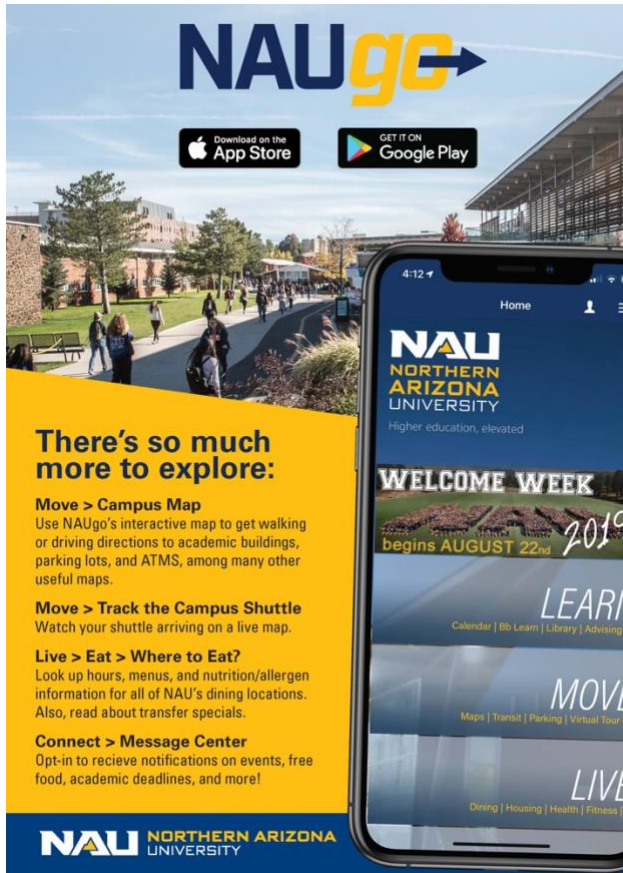
Fonts:

- Univers Bold Oblique
- Univers Condensed
- Univers Bold

Tagline:

- “Helping you get your laundry done faster”

Full Page Flyer 2018



Tagline:

- "There's so much more to explore"

Logos:

- Horizontal Blue/Gold
- NAU Acronym Horizontal 2 Line can be found in the University Marketing Widen Collection
- App Store Logos located in Dropbox

Colors:

-  NAU Gold
-  True Blue

Specs:

Released AY 2018

PDF:

NAUgo > Marketing Materials > LaundryView
Flyer 2019 > NAUgo-poster copy
.pdf

Print Dimensions: 8.5in x 11in

Color: CMYK

PPI: 72

Pixel Dimensions: 612 x 305

Fonts:

- Univers
- Univers Light
- Univers Bold

Faculty Folding Brochure Spring 2019



PPI: 300

Pixel Dimensions: 621 x 405

Fonts:

- Univers
- Univers Oblique
- Univers Light
- Univers Bold

Taglines:

- "Anytime, Anywhere"
- "There's so much more to explore"

Logos:

- NAUgo Horizontal Logo
- NAU Acronym Horizontal 2 Line can be found in the University Marketing Widen Collection
- App Store Logos located in Dropbox

Colors:

-  NAU Gold
-  NAU Gold Dark
-  True Blue Lightest
-  True Blue Light
-  True Blue

Specs:

Created in InDesign

Released AY Spring 2019

Dropbox:

NAUgo > Marketing Materials > Folding Brochure 2019 > Full Bleed Flyer > NAUgo Flyer v4b (fell-bleed half-letter faculty).pdf

Print Dimensions: 8.5in x 5.5in

Color: CMYK

Folding Brochure 2019



Color: CMYK

PPI: 300

Pixel Dimensions: 612 x 305

Fonts:

- Univers
- Univers Oblique
- Univers Light
- Univers Bold

Taglines:

- "Anytime, Anywhere"
- "There's so much more to explore"

Logos:

- NAUgo Horizontal Logo
- NAU Acronym Horizontal 2 Line can be found in the University Marketing Widen Collection
- App Store Logos located in Dropbox

Colors:

-  NAU Gold
-  NAU Gold Dark
-  True Blue Lightest
-  True Blue Light
-  True Blue

Specs:

Created in InDesign

Released AY Spring 2019

Dropbox:

NAUgo > Marketing Materials > Folding Brochure 2019 > Full Bleed Flyer > NAUgo Flyer v5 (fell-bleed letter).pdf

Print Dimensions: 11in x 8.5in

Promotional Stickers 2020



Specs:

Created in Photoshop

Released AY Fall 2020

Dropbox:

NAUgo > Marketing Materials > Stickers 2020

Print Dimensions:

- 3.25in x 3.25in
- 4.25in x 2.25in

Color: CMYK

PPI: 300

Pixel Dimensions:

- 975 x 975
- 1275 x 675

Fonts:

- Univers Oblique

Slogans/Taglines:

- "Your Campus, Your Way"
- "Kick App"
- "Be in the know"

Logos:

- Square Two Tone
- Horizontal Two-Tone Blue with Gold Outline
- App Store Logos located in Dropbox

Colors:

-  NAU Gold
-  NAU Gold Dark
-  True Blue Light
-  True Blue

Table Tent 2019



Print Dimensions: 6.25in x 5.88in

Color: CMYK

PPI: 300

Pixel Dimensions: 468 x 414

Fonts:

- Univers Condensed
- Univers Condensed Oblique
- Univers Bold
- Univers Black Oblique

Tagline:

- "Find it in the app"

Logos:

- Horizontal Two-Tone Blue with Gold Outline
- App Store Logos located in Dropbox

Colors:

-  NAU Gold
-  NAU Gold Dark
-  True Blue Lightest
-  True Blue Light
-  True Blue

Specs:

Created in InDesign

Released AY Spring 2019

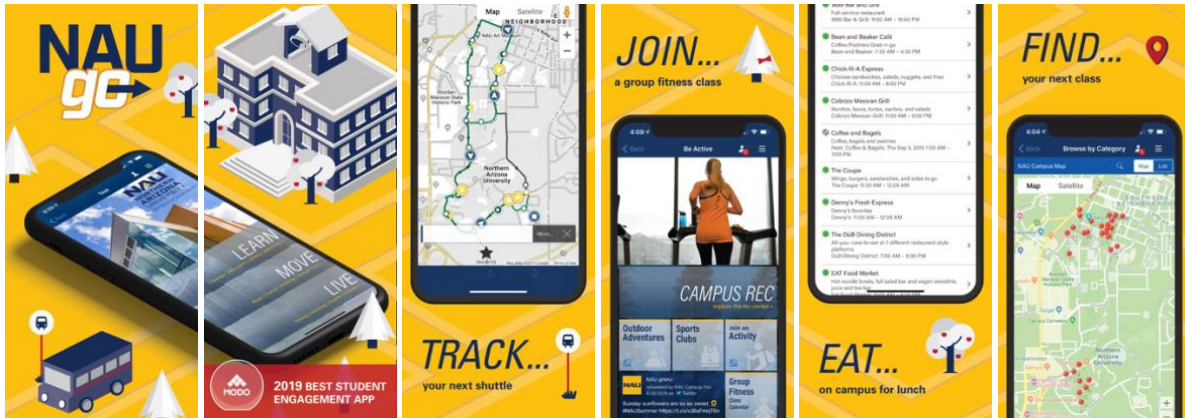
Dropbox:

Naugo > Marketing Materials > Table Tents
2019 > Table Tent.pdf

Digital Materials

This section includes previous digital materials in reverse chronological order. There are screen ads and app store materials that can draw inspiration for upcoming projects.

Apple App Store Panels



Specs:

Created in Photoshop – Release AY 2019 – Pixel Dimensions: 1124 x 2436 (panel) 2436 x 7230 (template) – RGB Color – 300 PPI

Dropbox:

NAUgo > App Store Stuff > Apple > Apple Panels 6”

Find the Template in App Store Stuff Folder





Fonts:

Acumin Pro Condensed / Univers

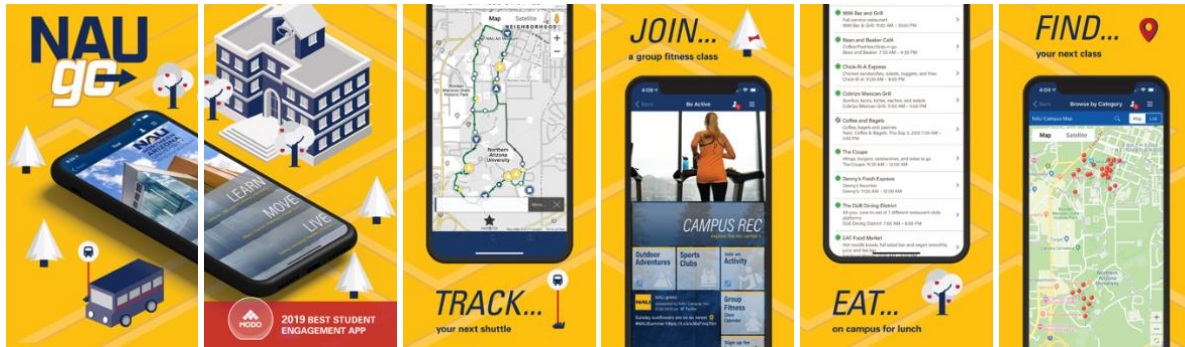
Logo:

Square Logo Transparent

Colors:

-  NAU Gold
-  NAU Gold Dark
-  #FECA54 / C: 1% M: 21% Y: 78% K: 0%
-  True Blue

Google App Store Panels



Created in Photoshop – Release AY 2019 – Pixel Dimensions: 1440 x 2560 (panel) 2560 x 9070 (template) – RGB Color – 300 PPI

Dropbox:

NAUgo > App Store Stuff > Google > Google Panels

Find the Template in App Store Stuff Folder





Fonts:

Acumin Pro Condensed / Univers

Logo:

Square Logo Transparent

Colors:

-  NAU Gold
-  NAU Gold Dark
-  #FECA54 / **C: 1% M: 21% Y: 78% K: 0%**
-  True Blue

Monitor Ad 2018



Specs:

Created in InDesign – Released AY Fall 2018 – Pixel Dimensions: 900 x 1575 – 300 PPI

Dropbox:

NAUgo > Marketing Materials > TV Screen Ad 2018 > NAUgo_tv_ad v2.jpg

Fonts:

Univers / Univers Bold

Colors:

-  NAU Gold
-  True Blue

Movie Screen



Specs:

Created in InDesign – Released AY Fall 2019 – Pixel Dimensions: 915 x 1626 – 300 PPI

Dropbox:

NAUgo > Marketing Materials > Movie Screen 2019 > Movie Theater Bright Screen.jpg


Fonts:

Univers Condensed - Univers Bold

Logo:

Horizontal Two-tone Blue with Gold Outline - NAU Acronym Horizontal 2 Line (find the in the University Marketing Widen Collection)

Colors:

-  NAU Gold
-  NAU Gold Dark
-  True Blue Lightest
-  True Blue Light
-  True Blue

Resources

For questions regarding our style guide, brand, or other inquiries, please email us at: naugo@nau.edu

Helpful Links:

ZeroHeight Design System: <https://zeroheight.com/968a3f2d9/p/32dc49-introduction>

NAUgo Content Request Form: <https://in.nau.edu/experience-design/naugo-content-request-form/>

NAU Brand Identity Sheet:

<https://nau.edu/visual-identity-guide/visual-identity-policy/>