



NACURH

ONE NACURH

CORPORATE BRANDING GUIDE



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Should you have any questions on the contents of this document, please feel free to email us at:
marketing@nacurh.org.



INTRODUCTION

Dear Board Members, Member Institutions, Students and Alumni:

NACURH remains committed to empowering, motivating, and equipping residence hall leaders by providing them with skills and resources in order for them to excel and positively impact their campus communities. As a largest student run organization in the world, we remain dedicated to our vision of a network of engaged citizens sharing common experiences through residential leadership opportunities.

Over the last year, we have overseen an effort to strengthen our corporate position and develop a strategic plan to ensure NACURH's future. We have been tasked to develop tools and resources designed to assist us all in conveying a clean and consistent message about NACURH's mission and impact. Not only have we be tasked with conveying our message but bringing together NACURH's many different entities to present One NACURH.

This effort included many different components, some of which are now part of a set of materials available for your use. Within the Corporate Branding Guide we outline logo usage for NACURH as whole and how we want to be presented to our stakeholders. You will find many resources ranging from typography, color charts, alternate lock ups and templates to aid in communicating with stakeholders. This set of resources and guidelines are designed to promote visual consistency in communications across NACURH, while allowing for broad flexibility.

We are pleased to have completed this project that brings new focus and energy to our organizations marketing and communication, and look forward to invigorating our collective efforts to continue to build a network of engage residential leaders.

On behalf of NACURH, Inc.,



Nathan Tack
NACURH Chairperson, 2015-2016



STATEMENTS OF PURPOSE

■ NACURH VISION STATEMENT

The National Association of College and University Residence Halls, NACURH, Incorporated, seeks to create a network of engaged citizens sharing common experiences through residential leadership opportunities.

■ NACURH MISSION STATEMENT

As an organization, NACURH empowers, motivates, and equips residence hall leaders by providing them with skills and resources in order for them to excel and positively impact their campus communities.

■ UNIFICATION STATEMENT

NACURH is comprised of individuals from a variety of backgrounds and experiences, in recognition therein, NACURH strives to be inclusive of all of its members. As such, NACURH represents a truly diverse population in which individual differences are accepted and celebrated. Ultimately, we strive for an appreciation, understanding, and acceptance of the diversity in all of our members.



STATEMENTS OF PURPOSE

NRHH VISION STATEMENT

The National Residence Hall Honorary, NRHH, strives to unite a community of distinguished members who embody the values through a lifelong commitment to the honorary.

NRHH MISSION STATEMENT

As an honorary, NRHH provides a dynamic leadership experience by promoting recognition and service. Through this, NRHH chapters offer our members diverse avenues to grow and succeed in the residence halls, and as engaged members in their communities.

NRHH VALUES

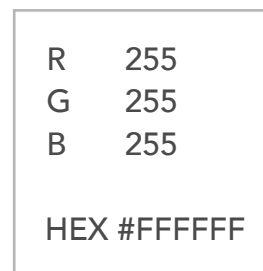
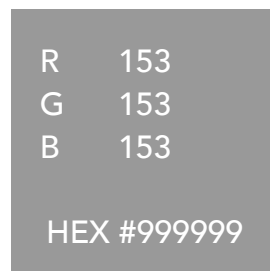
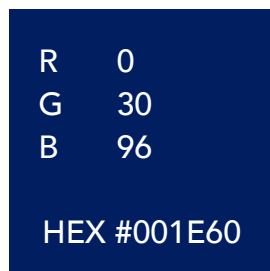
NRHH is a leadership-based honorary comprised of exemplary residential students who value recognition and service.



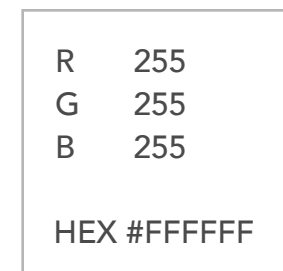
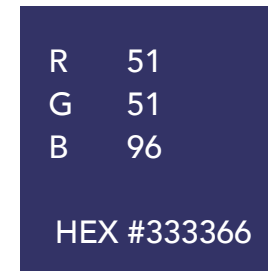
VISUAL IDENTITY

OFFICIAL COLORS

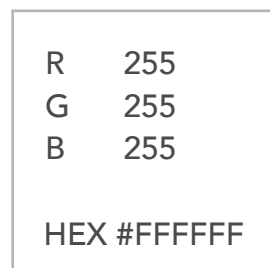
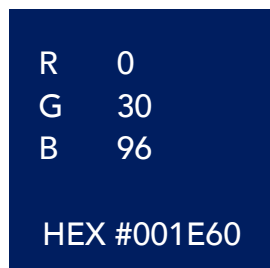
NACURH



NRHH



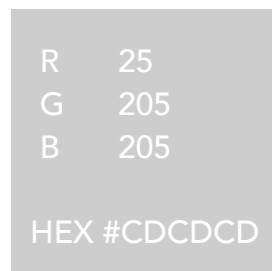
NACURH CORPORATE OFFICE



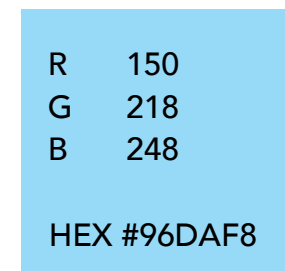
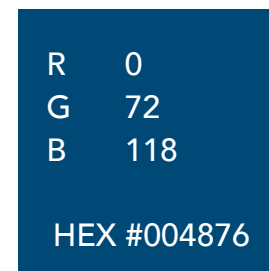
VISUAL IDENTITY

OFFICIAL COLORS

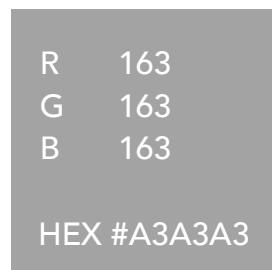
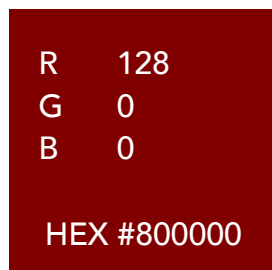
CENTRAL ATLANTIC



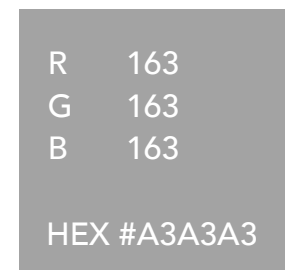
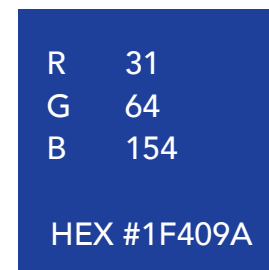
GREAT LAKES



INTERMOUNTAIN



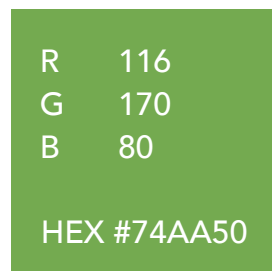
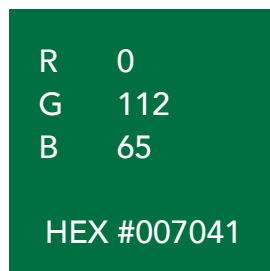
MIDWEST



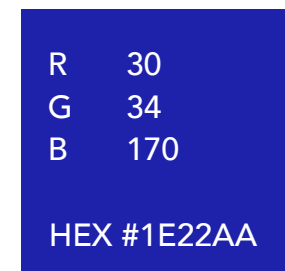
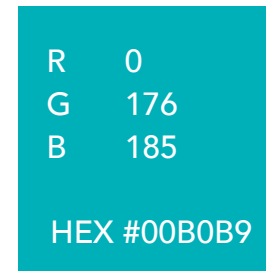
VISUAL IDENTITY

OFFICIAL COLORS

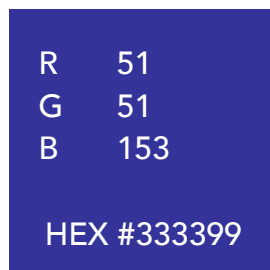
NORTH EAST



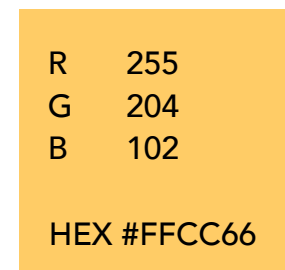
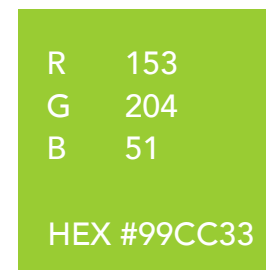
PACIFIC



SOUTH ATLANTIC



SOUTHWEST



VISUAL IDENTITY

IMAGERY

Photography is a key tool for showing our diverse and dynamic network. It captures the energy and experiences of NACURH and connects with people in ways words cannot. What we say describes what we do and provide to our members. Our photography is evidence of that and should be kept in mind when selecting what imagery to use.

Additionally, images should not be pixelated when used in publications or posted through social media.



VISUAL IDENTITY

TYPOGRAPHY

Avenir is the official font of NACURH, Inc.

Avenir Light

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Avenir Book

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Avenir Medium

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Avenir Heavy

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Other approved fonts include **Helvetica** and **Open Sans**.

Helvetica

Helvetica Light
Helvetica Regular
Helvetica Oblique
Helvetica Bold

Open Sans

Open Sans Light
Open Sans Regular
Open Sans Italic
Open Sans Bold



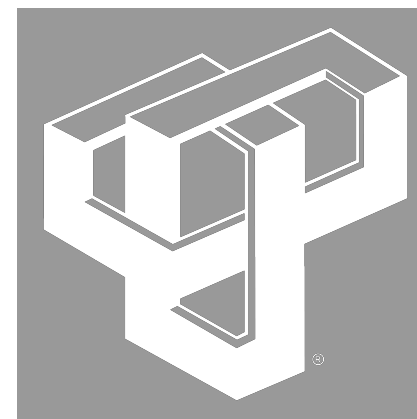
LOGOS

STANDARD LINKS

The links are the official logo of NACURH, Inc. and are trademarked through the US Patent Office. The links are available in four colors:

- NACURH Blue
- White
- NACURH Gray
- Black

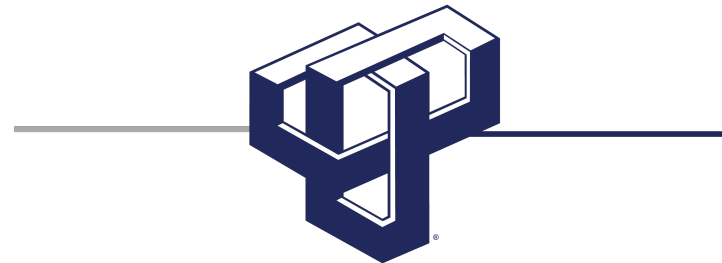
The NACURH links should be used by NACURH and regional entities, as well as NACURH affiliated institutions. The links may not be altered in any way and should always retain the registered trademark symbol in the bottom right hand corner.



LOGOS

LINE LOGO

The NACURH line logo is an alternative to the standard links logo. The line logo shall be used as a design element on documents, forms, and within NACURH, Inc.'s web and social media presence.



SEAL

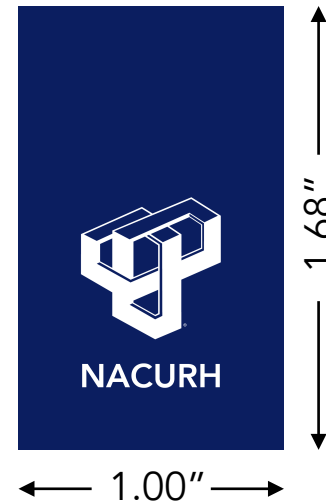
The NACURH seal is reserved for use on official documents only.



LOGOS

BLUE TAG

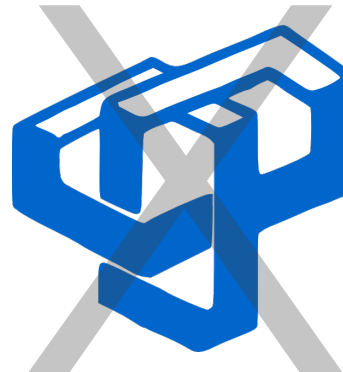
The blue tag is a design element that must be present on every NACURH-affiliated website. The blue tag may also be added to the top left corner of the cover page or introduction slide of any NACURH document or presentation.



The dimensions of the blue tag should be 1.00" by 1.68".

INCORRECT USE

The following logos are incorrect and should not be used in designs and publications within NACURH, Inc.



LOGOS

NATIONAL RESIDENCE HALL HONORARY

The diamond is the official logo of NRHH.

The diamond is available in four colors:

- NACURH Blue
- White
- NACURH Gray
- Black

The NRHH Diamond logo should only be used by NACURH and regional entities, as well as NACURH affiliated institutions. The diamond may not be altered in any way and should always retain the registered trademark symbol in the bottom right hand corner.

The diamond line logo is an alternative to the standard diamond logo. The line logo shall be used as a design element on documents, forms, and within NRHH's web and social media presence.



LOGOS

NACURH CORPORATE OFFICE

The NACURH Corporate Office logo included below is the official logo of each the NACURH Corporate Office. Use of this logo is restricted to the Office.



NACURH
CORPORATE OFFICE



NACURH
CORPORATE OFFICE



LOGOS

ENTITY & SERVICE LOGOS

NACURH, Inc. provides several services to our membership. The Advancement Society, NACURH U, and Of the Month Awards (OTMs) have established logos to help with the brand recognition of such services. These logos are seen below:

Advancement Society



NACURH U



Of the Month Awards



ENTITY LOGOS

REGIONAL AFFILIATES

The logos of NACURH's regional affiliates are depicted below. Please reach out to regional leadership for information on use of these logos.

CENTRAL ATLANTIC



GREAT LAKES



INTERMOUNTAIN



MIDWEST



NORTH EAST



PACIFIC



SOUTH ATLANTIC



SOUTHWEST



ENTITY LOGOS

LOCKUPS

Lockups may be used as an alternative to any entity logo. The lockups provide a consistent design across all entities of NACURH, Inc.



NACURH

NATIONAL ASSOCIATION OF COLLEGE
& UNIVERSITY RESIDENCE HALLS, INC.



NRHH

NATIONAL RESIDENCE HALL HONORARY
NATIONAL ASSOCIATION OF COLLEGE
& UNIVERSITY RESIDENCE HALLS, INC.



NACURH

BOARD OF DIRECTORS
NATIONAL ASSOCIATION OF COLLEGE
& UNIVERSITY RESIDENCE HALLS, INC.



NRHH

NATIONAL BOARD
NATIONAL ASSOCIATION OF COLLEGE
& UNIVERSITY RESIDENCE HALLS, INC.



ENTITY LOGOS

LOCKUPS



NACURH

CORPORATE OFFICE

NATIONAL ASSOCIATION OF COLLEGE
& UNIVERSITY RESIDENCE HALLS, INC.



NACURH

COORDINATING OFFICERS

NATIONAL ASSOCIATION OF COLLEGE
& UNIVERSITY RESIDENCE HALLS, INC.



NACURH

ANNUAL CONFERENCE

NATIONAL ASSOCIATION OF COLLEGE
& UNIVERSITY RESIDENCE HALLS, INC.



ART

ADVISOR RESOURCE TRAINING

NATIONAL ASSOCIATION OF COLLEGE
& UNIVERSITY RESIDENCE HALLS, INC.



CAACURH

CENTRAL ATLANTIC AFFILIATE

NATIONAL ASSOCIATION OF COLLEGE
& UNIVERSITY RESIDENCE HALLS, INC.



GLACURH

GREAT LAKES AFFILIATE

NATIONAL ASSOCIATION OF COLLEGE
& UNIVERSITY RESIDENCE HALLS, INC.



ENTITY LOGOS

LOCKUPS



IACURH

INTERMOUNTAIN AFFILIATE

NATIONAL ASSOCIATION OF COLLEGE
& UNIVERSITY RESIDENCE HALLS, INC.



MACURH

MIDWEST AFFILIATE

NATIONAL ASSOCIATION OF COLLEGE
& UNIVERSITY RESIDENCE HALLS, INC.



NEACURH

NORTH EAST AFFILIATE

NATIONAL ASSOCIATION OF COLLEGE
& UNIVERSITY RESIDENCE HALLS, INC.



PACURH

PACIFIC AFFILIATE

NATIONAL ASSOCIATION OF COLLEGE
& UNIVERSITY RESIDENCE HALLS, INC.



SAACURH

SOUTH ATLANTIC AFFILIATE

NATIONAL ASSOCIATION OF COLLEGE
& UNIVERSITY RESIDENCE HALLS, INC.



SWACURH

SOUTHWEST AFFILIATE

NATIONAL ASSOCIATION OF COLLEGE
& UNIVERSITY RESIDENCE HALLS, INC.



TRADEMARKS

REGISTERED TRADEMARKS

Along with our trademarked logos, certain words and phrases are also trademarks of NACURH, Inc. 'NACURH' is trademarked with the US Patent Office along with the links logo. 'NRHH' is also trademarked with the US Patent Office along with the NRHH logo. These four trademarks are depicted below.

NACURH®



NRHH®



SOCIAL MEDIA

SOCIAL MEDIA ACCOUNTS

NACURH, Inc. uses three primary forms of social media to communicate with members. All of our official accounts are listed and hyperlinked below.



[NACURH INC.](#)

[NACURH ANNUAL
CONFERENCE](#)

[NATIONAL
RESIDENCE HALL
HONORARY: NRHH](#)



[@NACURH](#)

[@NACURH_CONF](#)



[NACURH](#)

[NACURH_CONF](#)



SOCIAL MEDIA

PRACTICES

'Social media' is the term commonly given to web-based tools which allow users to interact with each other in some way – by sharing information, opinions, knowledge and interests online. As the name implies, social media involves the building of online communities or networks to encourage participation and engagement. To avoid major mistakes which could result in reputational, legal and ethical issues, and misuse/abuse of a well functioning social media relationship, it is important that we manage any potential risks through a common-sense approach. This framework, along with proactively managing the development of social media practices and applications will result in a more well-connected corporation.

NACURH Officers must be aware at all times that, while contributing to the organization's social media activities, they are representing the organization and any and all respective entities. Officers who use social media as part of their position must adhere to the following practices:

- Ensure the message has a **purpose** and a **benefit** for the organization and our membership
- **Obtain permission** from respective entities before embarking on a campaign using social media (i.e. NACURH for organization-wide campaigns, etc.)
- Have a colleague or advisor **review content** before it is published to ensure it is correct

Page administrators, account users, etc. are expected to maintain a professional and personable tone when using social media. Our accounts should share timely, relevant and appropriate information. Use of proper grammar is expected and the use of obscene or derogatory language is prohibited.



TEMPLATES

DOCUMENTS

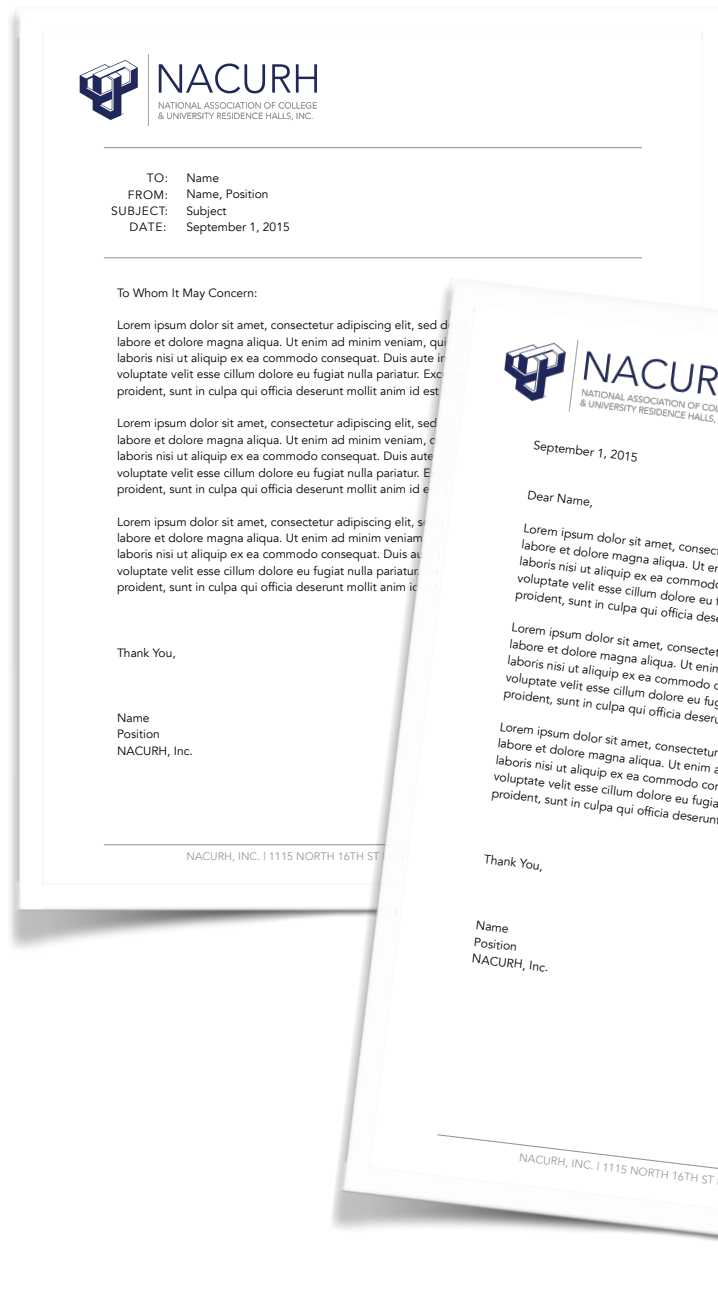
NACURH, Inc. has developed stationery templates to be used as needed.

Documents include:

- Letterhead
- Memo

Formats include:

- Microsoft Word
- Pages for Mac
- Google Word Document



TEMPLATES

PRESENTATIONS

NACURH, Inc. has developed standardized presentation templates for use by leadership.

Formats include:

- Microsoft PowerPoint
- Keynote for Mac
- Google Slides



TEMPLATES

EMAIL SIGNATURES

Positional emails were standardized to ensure all accounts reflected the same message. An example of the email signatures used by each entity are below.

Nathan Tack
NACURH Chairperson



National Association of College
and University Residence Halls, Inc.

chair@nacurh.org | www.nacurh.org | [@NACURH](https://twitter.com/NACURH) | FB: [NACURH](https://www.facebook.com/NACURH)

MISSION STATEMENT | As an organization, NACURH empowers, motivates, and equips residence hall leaders by providing them with skills and resources in order for them to excel and positively impact their campus communities.

Aaron Ringsby
NACURH Associate for NRHH



National Association of College
and University Residence Halls, Inc

nan@nacurh.org | nrhh.nacurh.org | Twitter: [@NACURHNRHH](https://twitter.com/NACURHNRHH) | Facebook: [NRHH](https://www.facebook.com/NRHH)

MISSION STATEMENT | As an honorary, NRHH provides a dynamic leadership experience by promoting recognition and service. Through this, NRHH chapters offer our members diverse avenues to grow and succeed in the residence halls and as engaged members of their communities

Alex Adams
She/Her/Hers
Director of NACURH Corporate Office



NACURH Corporate Office
National Association of College
and University Residence Halls, Inc.

nco_director@nacurh.org | [NACURH Store](https://www.nacurh.org/store) | [@NACURH](https://twitter.com/NACURH) | FB: [NACURH](https://www.facebook.com/NACURH)

MISSION STATEMENT | As an organization, NACURH empowers, motivates, and equips residence hall leaders by providing them with skills and resources in order for them to excel and positively impact their campus communities.



TEMPLATES

EMAIL SIGNATURES

ANNUAL CONFERENCE

Rachel Zolotarsky
Annual Conference Chair



NACURH 2016 - University of Delaware
National Association of College
and University Residence Halls, Inc.

conf_chair@nacurh.org | www.nacurh.org | @NACURH | FB: NACURH

MISSION STATEMENT | As an organization, NACURH empowers, motivates, and equips residence hall leaders by providing them with skills and resources in order for them to excel and positively impact their campus communities.

CENTRAL ATLANTIC

Shane Guinan
Regional Director



Central Atlantic Affiliate
National Association of College
and University Residence Halls, Inc.

ca_director@nacurh.org | caacurh.nacurh.org | @CAACURH | FB: CAACURH

MISSION STATEMENT | As an organization, NACURH empowers, motivates, and equips residence hall leaders by providing them with skills and resources in order for them to excel and positively impact their campus communities.

GREAT LAKES

Elliott Hendrick
Regional Director



Great Lakes Affiliate
National Association of College
and University Residence Halls, Inc.

gl_director@nacurh.org | glacurh.net | @GLACURH | FB: GLACURH

MISSION STATEMENT | As an organization, NACURH empowers, motivates, and equips residence hall leaders by providing them with skills and resources in order for them to excel and positively impact their campus communities.

INTERMOUNTAIN

Shannon Mulqueen
Regional Director



Intermountain Affiliate
National Association of College
and University Residence Halls, Inc.

ia_director@nacurh.org | iacurh.nacurh.org | @IACURH | FB: IACURH

MISSION STATEMENT | As an organization, NACURH empowers, motivates, and equips residence hall leaders by providing them with skills and resources in order for them to excel and positively impact their campus communities.

MIDWEST

Gracie Smith
Regional Director
[She/Her/Hers]



Midwest Affiliate
National Association of College
and University Residence Halls, Inc.

ma_director@nacurh.org | MACURH Website | @MACURH | FB: MACURH

MISSION STATEMENT | As an organization, NACURH empowers, motivates, and equips residence hall leaders by providing them with skills and resources in order for them to excel and positively impact their campus communities.

NORTH EAST

Cassandra Balzarini
Regional Director



North East Affiliate
National Association of College
and University Residence Halls, Inc.

ne_director@nacurh.org | neacurh.nacurh.org | @NEACURH | FB: NEACURH

NACURH MISSION STATEMENT | As an organization, NACURH empowers, motivates, and equips residence hall leaders by providing them with skills and resources in order for them to excel and positively impact their campus communities.

PACIFIC

Mason Margotta
Regional Director



Pacific Affiliate
National Association of College
and University Residence Halls, Inc.

pa_director@nacurh.org | PACURH Website | @PACURH | FB: PACURH

MISSION STATEMENT | As an organization, NACURH empowers, motivates, and equips residence hall leaders by providing them with skills and resources in order for them to excel and positively impact their campus communities.

SOUTH ATLANTIC

Meg Freeman
Regional Director



South Atlantic Affiliate
National Association of College
and University Residence Halls, Inc.

sa_director@nacurh.org | SAACURH Website | @SAACURH | FB: SAACURH

MISSION STATEMENT | As an organization, NACURH empowers, motivates, and equips residence hall leaders by providing them with skills and resources in order for them to excel and positively impact their campus communities.

SOUTHWEST

Kyesha Isadore
Regional Director



Southwest Affiliate
National Association of College
and University Residence Halls, Inc.

sw_director@nacurh.org | nacurh.org | @SWACURH | FB: SWACURH

MISSION STATEMENT | As an organization, NACURH empowers, motivates, and equips residence hall leaders by providing them with skills and resources in order for them to excel and positively impact their campus communities.



