



Nelson University Brand Guidelines





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Introduction

The Nelson University Brand

If you have questions about any details this guide covers, contact the Office of Marketing and Public Relations.

Brand is about perceiving; it is a person's core feeling about an institution. Simply put, brand is reputation.

Reputation is built on human experiences and interactions. People want to connect with other people. It's in our nature. This is why a brand must come alive, expressing a clear story and discernible personality, just like a human being.

The Nelson University brand carries with it the promises of who we are and the experiences we provide. By following these standards, we build consistency in our story. We share our commitment to the values and principles embedded in our rich history. And we add color to our Spirit-filled vision:

“The whole Gospel, for the whole world.”

Institutional Identity

When a symbol holds so much meaning, we have a responsibility to ensure its use is consistent and aligned with Nelson's values.

Primary Logo

The Nelson University primary logo arranges its “Judah the Lion” icon next to its wordmark.

ICON

The Lion mascot is central to the logo, symbolizing strength, courage, and pride. “Judah the Lion” was created by the university’s marketing department in 2013 as an athletic logo and became an official brand mark in 2015. It represents both academic and athletic areas and will continue to be a key symbol for Nelson University.

The shield behind the Lion’s head pays tribute to the Shield of Faith Bible School, founded by Reverend Guy Shields in 1931. This school was one of three that merged to form Southwestern Bible Institute, which evolved into Southwestern Assemblies of God College (1963), Southwestern Assemblies of God University (1994), and now Nelson University (2024). This element honors the past and symbolizes the resilience and fortitude defining Nelson University.

WORDMARK

The Nelson University wordmark features a specialized serif font, selected for its regal and academic associations, and customized with diagonal junctures between letters to evoke the dynamic movement of the charging Lion.



Icon

Wordmark

Logo Variations

Nelson University's logo is available in various formats providing flexibility in usage. Use logos according to their intended purposes only.

STACKED HORIZONTAL (PRIMARY)

The Stacked Horizontal logo is Nelson University's primary logo and should be used whenever possible.

STACKED VERTICAL

The Stacked Vertical logo serves an alternative to the primary logo and should be used when horizontal space is limited.

ONE LINE HORIZONTAL

The One Line Horizontal logo serves as an alternative to the primary logo and should be used when vertical space is limited.



Stacked Horizontal (Primary)



Stacked Vertical



One Line Horizontal

Alternate Logos

Alternate logos are available for special use cases and should not replace the primary Nelson University logo.

ICON

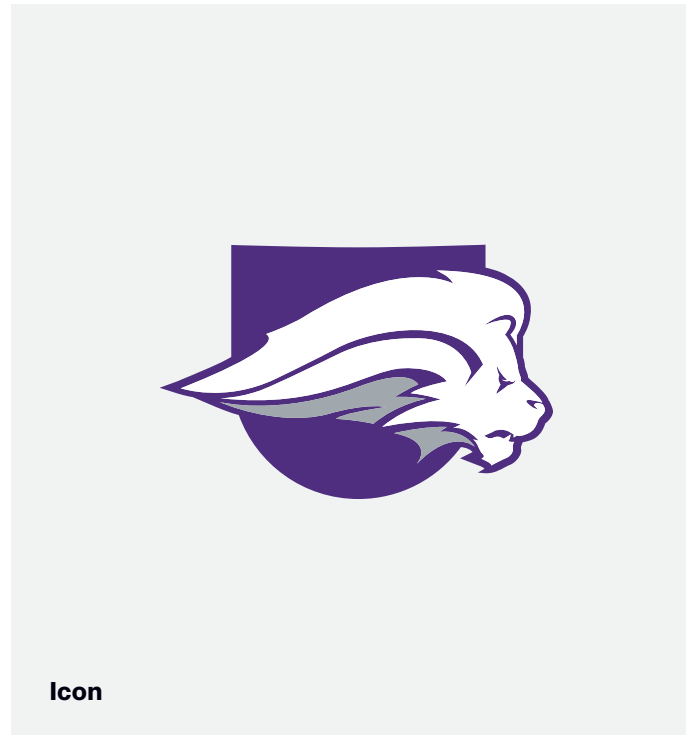
The icon is useful for use as a favicon or profile icon for applications such as social media websites or apps.

ICON WITH NELSON

The icon paired with Nelson can also be used for social media, websites, or apps where the space is limited, but the association with Nelson University is still important.

WORDMARKS

Wordmarks are a distinct text-only typographic treatment of a university name. Wordmarks usage is available when size, spacing, or other limitations require a simplified expression of the Nelson University identity.



Clear Zone

Clear zone is defined as the area around a logo that no other elements can enter.

This space should be kept free of any text or graphics. It is also meant to act as a buffer against the edges of a document. Here, find the clear zone by looking at “Nelson University” within the logo. The clear zone distance should be about the height of the letter “U” in “Nelson University.”



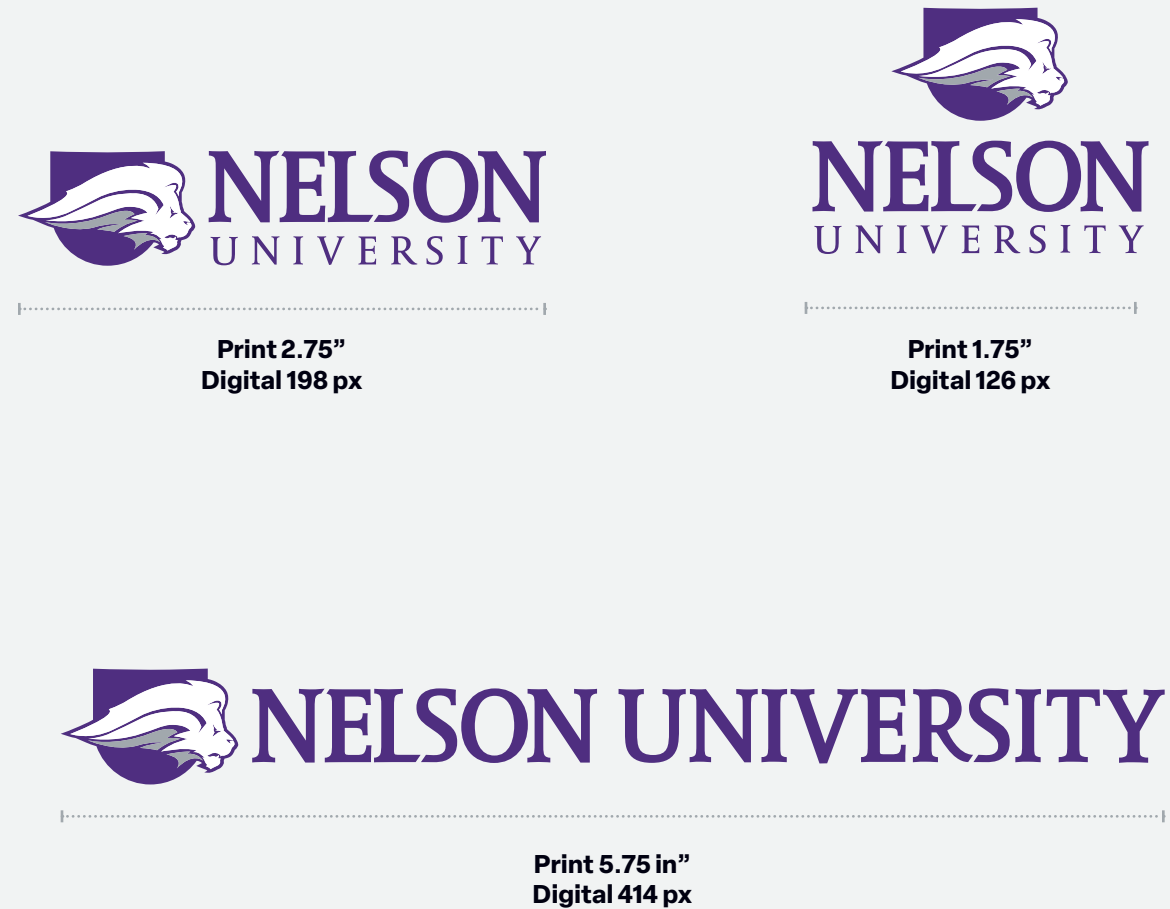
Minimum Sizing

A minimum size requirement ensures the official logo's print and digital applications are always clear and legible.

The minimum size requirement is based on the width of the design and applies to all logo variations aside from the stand-alone social media mark.

The Lion icon should always be legible. To ensure this, check that all usages of the logo are at least as wide as the widths identified to the right.

Always be mindful of both the logo size and the resolution of the surface or media where it is displayed. This ensures the logo can be read easily wherever it is used.



Unit Logo Lockups

Nelson University has a specific set of logos for a select number of units.

Maintaining consistency across Nelson University is important. Do not construct your own logos for units. If your unit needs its own unit logo lockup, please contact the Marketing and Public Relations office to request to have it made.

HORIZONTAL (LEFT-ALIGNED)

This lockup version allows the unit name to stand out next to the Lion icon. The unit title is prominent and must be paired with the Nelson University line of text directly below to reinforce the Nelson name.

VERTICAL (CENTERED)

This option balances the icon and the title, allowing for a more compact option.



Southwestern College of
Bible & Church Ministries
NELSON UNIVERSITY



Admissions
NELSON UNIVERSITY

Horizontal (Left-Aligned)



Southwestern College of
Bible & Church Ministries
NELSON UNIVERSITY



Admissions
NELSON UNIVERSITY

Vertical (Centered)

Color Variations

The Nelson University logo should remain clear and look consistent no matter how it is displayed.

These variations ensure the logo will remain readable when the color of the background or logo is changed. Please use only this approved set of color options on the backgrounds indicated.

LOGO FOR DARK BACKGROUNDS

When placed against a dark background, use the variations shown in the Nelson Purple or Rich Black blocks. The variations are crafted to display the full detail of the logo on dark backgrounds.



Full Color



Full Color Inverse



Full Color Inverse



One Color Purple



One Color White



One Color Black

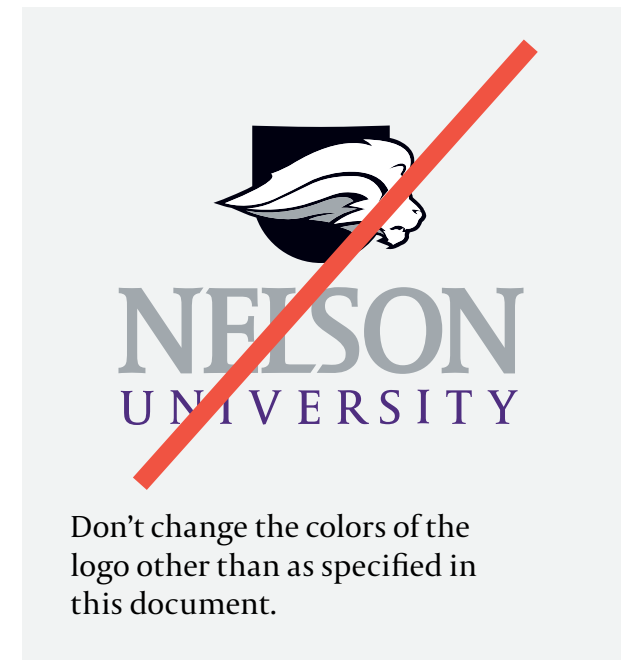
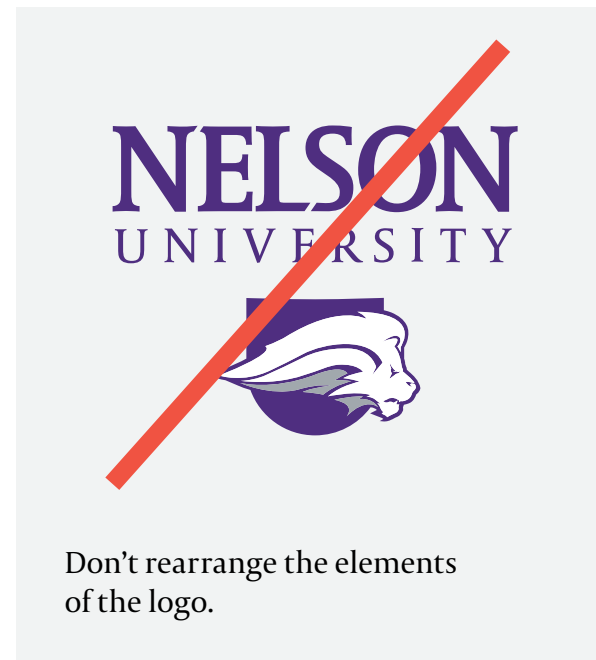
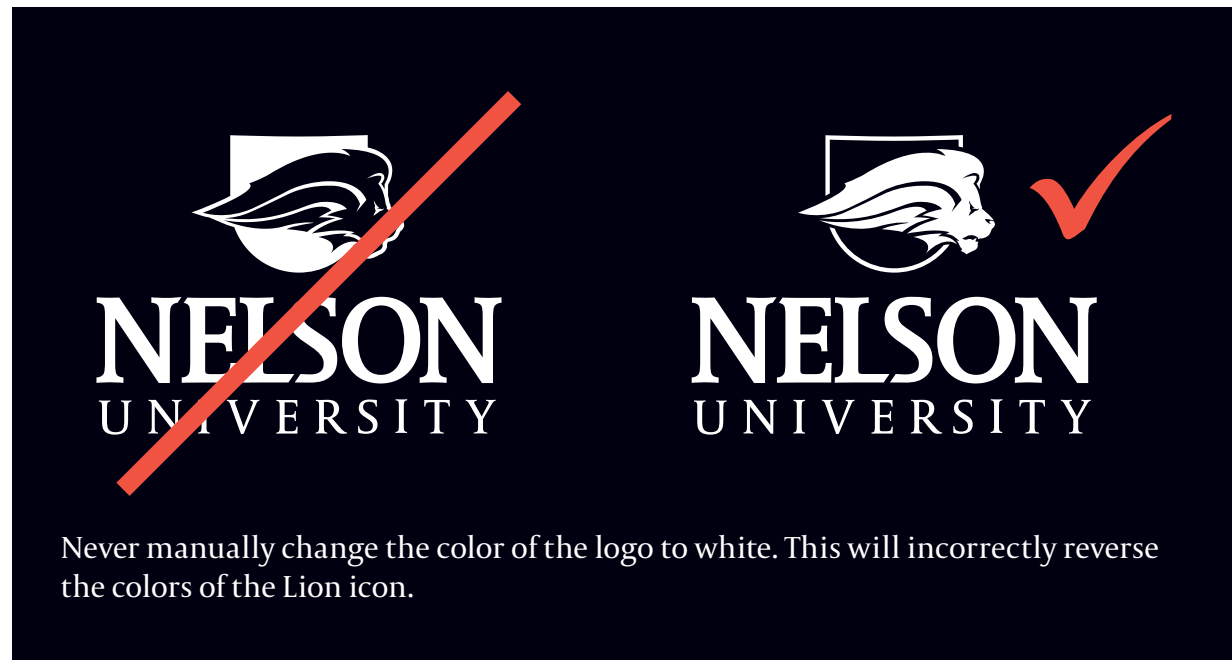
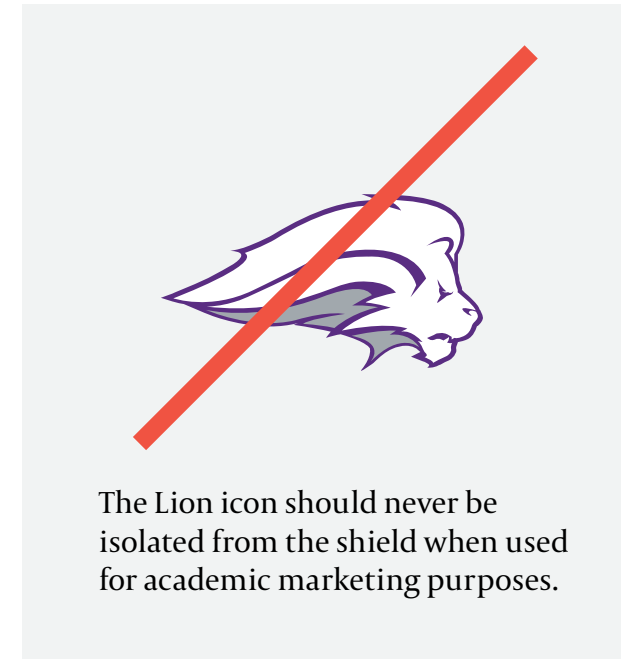
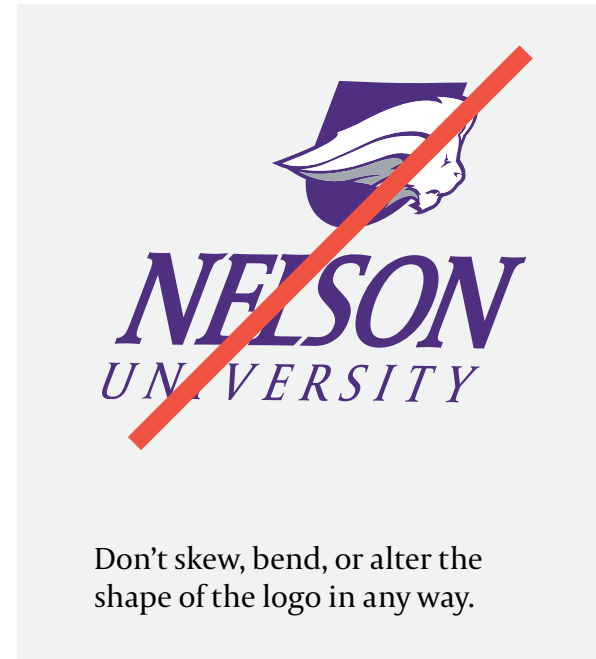
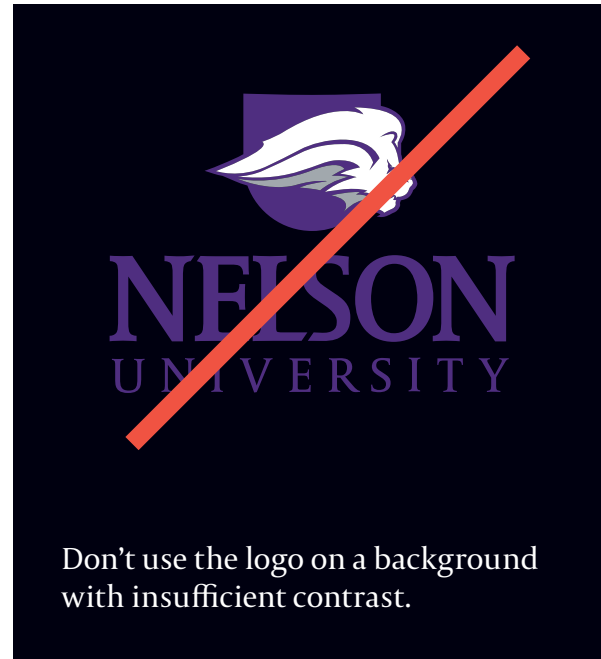


One Color Gray

Logo Usage

In order to preserve the logo's functionality and identity, do not alter in any manner.

Always use the provided logos in their original color format to ensure correct visual consistency.



Departmental Social Media Accounts

The social media mark can be either the icon or the icon paired with the word Nelson.

Departmental accounts should only use their sub-unit logo for their social media mark.

The social media mark should be centered and the space around the mark should be proportional to the spacing represented on the adjacent page.



University Seal

The seal is appropriate for formal use to signify Nelson University's history and academic prestige.

PRIMARY SEAL

Only use the seal on official Nelson University documents, such as diplomas, certificates, and transcripts. Do not create your own seals for departments. Doing so would diminish the seal's significance and gravity.

Any of Nelson University's official primary colors can be used for the seal.

SECONDARY SEAL

In most cases the primary seal should be used. However, the secondary seal is available for use on window signage, plaques or other official signage.

Primary Seal



Secondary Seal



Visual Language

|
Color and typography work together to create a
cohesive, memorable brand.

Typography

Consistent, personality-driven typography is the basis of effective brand standards.

PRIMARY FONT

Nelson University’s primary font is Capitulum 2 and should be used for headlines, subheads, and body copy. Only use Capitulum 2 in upper and lower case—never in all caps—to avoid any confusion with the University logo.

When Capitulum 2 is unavailable, use Noto Serif instead. It can be downloaded for free through Google fonts.

SECONDARY FONT

Nelson University’s secondary font, Elza, is designated for less formal contexts and as a contrast to the more formal primary font, Capitulum 2. Elza is a flexible type system with clear, legible letters.

When Elza is unavailable, use Nunito Sans. It can be downloaded for free through Google fonts.

Primary Font

Capitolium 2

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@#\$%^&*()

Uses	Styles	Brand Font	Alternate Font
Headlines	Light	Capitolium 2	Noto Serif
Body Copy	Regular	fonts.adobe.com/ fonts/capitolium-2	fonts.google.com/ noto/specimen/
Subheads	Bold		Noto+Serif

Secondary Font

Elza

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@#\$%^&*()

Uses	Styles	Brand Font	Alternate Font
Subheads	Regular	Elza	Nunito Sans
Call Outs	Medium	fonts.adobe.com/ fonts/elza	fonts.google. com/specimen/ Nunito+Sans
Captions	Semibold		
	Bold		

Publications Guide

Strategic planning, print alternatives, and adhering to design and print guidelines steward Nelson University's resources while promoting a strong brand.

Planning Publications

All publications created and distributed by university departments must be planned and carefully designed to promote an accurate, consistent message and brand identity.

Print materials should adhere to a consistent style and clearly belong to the Nelson University family of publications.

Always consider alternatives to traditional print publications. Generally, messages to fewer than 1,000 people should be sent electronically. Marketing and Public Relations can help produce electronic or web communications. To steward university resources, ask these questions before designing and printing a publication:

- Is this publication absolutely necessary?
- Is there an alternative to print?

Marketing and Public Relations also produces resources (e.g., pocket folders, brochures, videos, presentation templates, web pages, and publications) for the entire campus that can reduce the time and costs associated with promotion.

In the planning process, ask these key questions:

- Who is my target audience?
- How many people do I need to reach?
- What is my budget?
- Is there a better way to reach my audience?
- What is the most important thing I want our audience to know?
- What action do I want from the audience?

Consider department needs:

- Avoid producing too large a quantity
- Avoid having too many publications
- Combine materials when possible
- Adhere to a consistent standard of design
- Follow the minimum design standards to ensure smooth, efficient approval processes

When you work with Marketing and Public Relations, your process begins with completing the Strategic Brief and an initial meeting to determine the best way to meet your needs and goals. The Strategic Brief is available online at www.nelson.edu/marketing. Departments should answer the key questions before their initial meeting. Marketing and Public Relations can assist as needed.

Publications Procedures

This guide outlines the procedures for approval of all promotional and printed material.

All print jobs fall into one of these categories:

- Photocopying/ duplicating
- Collateral (stationery, business cards, etc.)
- External publications
- Internal publications

Photocopying is handled by the Copy Center. The Copy Center ensures compliance with Nelson’s Brand Standards and may refer your publication to Marketing for authorization before production. If your publication has not been previously approved, your print job may be delayed.

COLLATERAL

Contact Marketing and Public Relations to order letterhead, stationery, and business cards. Departments are required to order collateral through Marketing and Public Relations.

PROMOTIONAL PRINTING

Any promotional printing other than photocopying/ duplicating, regardless of job size or value, requires Marketing approval. Submit an electronic or hard copy to ensure correct use of university marks and standards. Expect approval or changes within three working days.

EXTERNAL PUBLICATIONS

Publications intended for external distribution must funnel through Marketing for commercial printing. This policy ensures suitable pricing and print quality. Marketing reserves the right to modify content and messaging for clarity and consistency. Marketing systematically reviews publications for accuracy, consistency, and adherence to good educational practices and design principles. Administrators, Deans, and Directors are responsible for ensuring adherence to this policy. Place printing requests two weeks before the needed date and allow additional time for design and editing.

INTERNAL PUBLICATIONS

Departments or student organizations can design publications intended for internal distribution. However, the Marketing department must still review all materials. Departments should submit designs to Marketing at least one week before their intended print date to allow time for necessary revisions. Late submissions may result in a denial of permission to publish. Internal publications may be printed through the Copy Center.

CANVA USAGE

Marketing provides a limited number of Canva licenses for designing internal materials. Canva should never be used to design print materials for external use. Canva is an RGB-only product and does not support CMYK color; printing RGB on a CMYK printer will cause colors to shift (e.g., Nelson purple will likely print as blue). Canva is only appropriate for digital artwork or print materials intended only for internal use.

COMPLIANCE

Marketing will address non-compliant materials with the Administrator, Dean, or Director in charge. Departments must discontinue the use of non-compliant materials immediately and arrange with Marketing for replacements. Marketing may collect and destroy repeated non-compliant materials.

Marketing and Public Relations must approve the use of logos and brand marks. Nelson-related print materials for sale (e.g., calendars and shirts) must comply with printing policies and trademark licensing.

Stationery

ENVELOPES & LETTERHEAD

Only officially recognized departments, campuses, and organizations can use Nelson stationery and envelopes. Marketing covers the cost for standard stationery and envelopes.

Some departments may desire collateral specific to their departments. Marketing handles the artwork and printing, but departments are responsible for printing costs.

STATIONERY REPRODUCTION

Desk printers may not reproduce Nelson brand colors accurately, so they should not be used to print full-color letterhead. Digital letterhead is only permitted when an electronic copy of a document is being sent electronically.

Envelope



Southwestern College of
Bible & Church Ministries
NELSON UNIVERSITY

1200 Sycamore St., Waxahachie, TX 75165

Letterhead



NELSON
UNIVERSITY

Business Cards

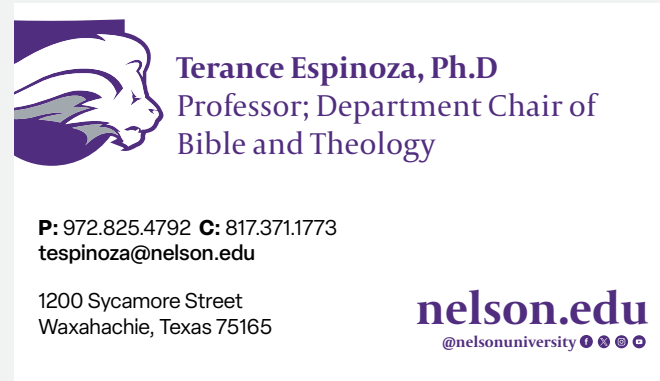
STANDARD BUSINESS CARDS


Business cards should be ordered through Marketing and Public Relations. Departments pay for business cards and should use discretion to order cards only for personnel who expect frequent business card needs.

PHOTO BUSINESS CARDS

Photo business cards are only permitted for admissions counselors, deans, and designated travel representatives for the university.

Standard Business Card (Front)



 **Terance Espinoza, Ph.D**
Professor; Department Chair of
Bible and Theology

P: 972.825.4792 **C:** 817.371.1773
tespinoza@nelson.edu

1200 Sycamore Street
Waxahachie, Texas 75165

nelson.edu
@nelsonuniversity



 **Admissions Office**

P: 888.937.7248
admissions@nelson.edu

1200 Sycamore Street
Waxahachie, Texas 75165

nelson.edu
@nelsonuniversity

Photo Business Card (Front)



Ashley Fernandez
Admissions Counselor

P: 972.825.4792 **C:** 817.371.1773
afernandez@nelson.edu

1200 Sycamore Street
Waxahachie, Texas 75165

nelson.edu
@nelsonuniversity



Business Card (Back)



 **NELSON**
UNIVERSITY

Digital Guide

Digital representations of Nelson University can create meaningful connections with people, fostering a sense of community and pride in our university.

Social Media Policy

Social media is a powerful tool that, when used correctly, can help people and create community. However, when it is used incorrectly, it can cause division and hurt.

At Nelson University, we want to use social media as an agent for good and create communities around the different facets of our school.

The guidelines below ensure that all Nelson-affiliated accounts promote and protect the Nelson brand while keeping our online community safe and helpful. They must be followed if any party wishes to create and/or administrate an official Nelson-affiliated account. The Nelson Marketing Department retains the right to remove permissions if these policies are not followed.

- Please remember that a Nelson University social media page is affiliated with Nelson University and its values. Anything said or posted directly represents Nelson University and should be taken very seriously. Actions that go against Nelson's values may result in the loss of account privileges.
- All accounts MUST use a socmed email created by the Marketing and IT departments (i.e., socmed-english@nelson.edu). This ensures no account is ever lost without a password and allows the Marketing Department to access any account if needed. Accounts that do not use socmed emails will be considered unofficial Nelson accounts. They will be asked to label themselves as unaffiliated or deleted in violation of Nelson University's copyright. [Click here to set up a social media account.](#)
- Please report any transfer of account access or ownership immediately to the Marketing Department so the relevant parties can be added or removed from the socmed email.
- Post regularly, preferably 2-5 times a week, at least once a week, to remain current and relevant. (Exceptions are made for athletic teams in the off-season and academics in summer and on breaks.)
- Accounts are not for personal use or to grow personal influence or business. Please keep content related to the account's topic.
- Refrain from posting, liking, commenting on, or following anyone or anything that does not align with Nelson University values.
- Refrain from making any political or divisive statements.
- Use the Nelson University style guide for branding.
- Please keep your account a safe and fun place that offers help and resources.
- Nothing is ever truly deleted. Social media is permanent and should not be taken lightly.

Social Media Resources

- Nelson has a Canva Pro account that you can be added to for easy content and graphic creation and access to Nelson branding. Create a Canva account using your socmed email, and then contact marketing@nelson.edu to be added to the pro plan.
- Facebook Business Suite is a free and easy tool for planning, scheduling content, and monitoring messages on Facebook and Instagram. It is built into your Facebook page experience, or you can use your Instagram login. There is also an easy-to-use phone app.
- Chat GPT is a free AI tool that will give you content ideas, captions, and information based on what you input. Create a free account, and ask it things like “Give me 10 content ideas for a Christian University Campus Organization’s Instagram account” or “I need 3 engaging and fun Instagram captions about Class Night, a night out organized by Nelson University students.” The possibilities are endless.
- If you need direction for your account, we have developed a social media strategy document, originally used by our D.Min. students. Adapt it to suit your needs.
- You can contact Marketing and Public Relations at any time with questions, concerns, or advice. That is what we are here for! If we all work together, Nelson University’s brand on social media can rise above the rest and be a safe and fun community for our students, staff, and alumni.

Nelson Web Content

Nelson provides web resources to departments and individuals for legitimate university business and for scholarly activity. Nelson faculty, staff, and students must review content pages for accuracy annually. Outdated pages are subject to removal.

All official pages should follow the brand and style guide to maintain consistency in punctuation, capitalization, titles, the university seal, and the logo. Address questions to Marketing and Public Relations.

All pages should abide by applicable laws and university policies.

Nelson recognizes the difference between official and personal pages. Official pages represent the university and its programs. Personal pages should not give the impression that they are representing, giving opinions, or otherwise making statements on behalf of the university. Personal pages or departmental pages linking to personal pages should carry the following disclaimer:

“The views and opinions expressed on this page are those of the page developer and may not reflect those of Nelson University. Any comments on the contents of this page should be directed to its administrator.”

Research

Any use of Nelson University’s website to collect personal information must follow informed consent protocols and be properly encrypted to ensure confidentiality.

Accessibility

Web page design should follow the standards established by Section 508 of the Rehabilitation Act to ensure accessibility for individuals with disabilities.

Web Colors

Pages for schools, colleges, departments, units, etc., should use official colors in headers, banners, or other major design elements to maintain consistency with the Nelson home page.

Appearance

Marketing and Public Relations oversees the website’s appearance and reserves the right to review pages linked to university pages for consistency.

Digital Signage

Campus announcements must be approved through Student Development. All slides must be sent to Student Services the Thursday before the week the slides should be in rotation. Any submitted after that time will not go into rotation. Marketing and Public Relations reserves the right to include special event signage and promotional items for general use.

Emails and Newsletters

Marketing and Public Relations creates email newsletter templates. Nelson templates must be CAN-SPAM compliant, in accordance with legal requirements.

Each email must include the following, at a minimum:

- Nelson branding, clearly visible
- Nelson’s physical address
- Accurate header information (e.g., “From,” “To,” “Reply-To,” routing information, originating domain name and email address)
- Unsubscription link

Whether automated or manual, the unsubscription method must be instantaneous.

Email Style and Signature

Employee email is a valuable marketing tool. In keeping with Nelson’s Information Technology guidelines, email is intended for official university business only.

This means that the contact information and elements in your signature should be limited to official Nelson contact information. In addition to the overall brand standards, follow the additional parameters:

- Do not use email backgrounds or templates.
- Do not add a quote of the day or additional images.
- Do not link to personal websites or social media profiles. Doing so may create a perceived endorsement by Nelson and introduce legal issues affecting the university’s nonprofit status.
- An optional area is provided to include your personal office hours.
- Up to two lines of promotional text may be used following the signature.

ALL NELSON EMAIL SIGNATURES SHOULD BE CONSISTENT

First and Last Name, Highest Degree Earned (optional)

Title/Position
Department

14pt sans-serif such as
Arial or Calibri

Hours:

Days, times (optional)

e: staff@nelson.edu

p: local phone number / toll free number ext, xxxx

m: mobile phone number (optional)

f: fax number (optional)

a: address

12 pt sans-serif such as
Arial or Calibri



Contact Us

Direct requests or inquiries related to marketing, including photography, videography, printing, and promotion to the Nelson University Director of Marketing.

PHONE:

972-825-4701

EMAIL:

marketing@nelson.edu

