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THE NORTHCENTRAL UNIVERSITY BRAND

A brand is more than a logo, color palette, or a color band. It is an idea and a perception. A brand promotes the values of Northcentral University. As a member of the Northcentral University team it is important to honor and promote the brand. Creating a strong brand sends a message to those we want to influence and affects how they will perceive NCU.

POSITIONING STATEMENT

Online Learning at a Higher Degree.

While not yet officially a tagline, this brand positioning was used to kick-off our new branding efforts and reflects our updated vision:

Northcentral University is a premier online graduate university and a global leader in providing unprecedented access to U.S. regionally accredited higher education.

VOICE AND CONTENT

Our messaging should be interesting and compelling for educated individuals seeking to obtain an advanced degree primarily in Education, Psychology, Marriage and Family Therapy, or Business.

Our target audience is normally 30 to 50-year-old men and women; educated professionals.

From a Geo-targeted perspective, our current student population tends to be in the Southeast U.S., Southwest U.S.; California and Texas.

EXECUTION

In order to promote a strong brand within Northcentral University and the world, adhering to the rules provided in this Style Guide is very important.

If you have additional questions in regard to Northcentral University’s brand or need assistance producing marketing, advertising and communications materials on behalf of the University, please contact Kevin Lustig, VP of Marketing at klustig@ncu.edu.
Establishing Northcentral University’s brand requires active and consistent use of the guidelines presented in this Style Guide. This guide is meant to be used as an aid in creating documents and other promotional items that will help to build a strong, recognizable brand.

THE GUIDELINES FOUND HERE SHOULD ALWAYS BE FOLLOWED.

Creating a strong brand is important to the University as it works to expand and become a force in the educational community. This guide will help NCU team members understand the correct ways to promote this brand.

It is much more than just how we use our logo and seal. We should establish a consistent look and feel for all elements created to be used for NCU, including color, logo, seal, headers, font and content usage.

To ensure continuity across Northcentral University, all communication documents designed should be reviewed by the Marketing Department.

If you have any questions, please contact:
Molly Migliaccio, Creative Services and Production Manager
Marketing at mmigliaccio@ncu.edu.
COLOR PALETTE

PRIMARY COLORS
These colors are found in the color band often used in conjunction with the Northcentral University logo. They represent the four schools found at NCU:

Red: School of Business and Technology Management
Blue: School of Behavioral and Health Sciences
Gold: School of Education
Black: Graduate School

These palette colors should be used as the dominant and reoccurring colors that help to define the brand.

COLORS FOUND IN NCU SEAL
These colors are found in the Northcentral University seal. The colors on the seal should remain these colors and should not be altered in any way.

SECONDARY COLORS
These colors are used to compliment the primary colors and should never stand alone in representing Northcentral University.
With its emphasis on multiple colors coming together and interacting, this mark calls to mind the multifaceted nature of higher education: teacher-student interaction, diversity, the pursuit of learning and more. These elements combine to make the university experience what it is: unique and memorable. The two overlapping shapes on either side of the flame represent the one-to-one mentoring relationship between student and teacher. The flame in the center of the logo symbolizes the fire of enlightenment produced by education. The combination of the conceptual mark with traditional and modern typefaces creates a melding of the progressive and established.
SPACING AND SIZE FOR SEAL/LOGO

NORTHCENTRAL UNIVERSITY SEAL

When placing the seal, adequate clear space should be executed. The seal should not be crowded. As shown in the example to the left, “x” equals the width of the seal. Leave at least 1/4 of the width as clear space on all four sides of the seal. More space around the seal is always encouraged.

The scale of the seal will vary from application to application, but proportions should not change.

NEVER STRETCH OR DISTORT THE SEAL IN ANY WAY.

NORTHCENTRAL UNIVERSITY LOGO

When placing the logo, adequate clear space should be executed. The logo should not be crowded. As shown in the example to the left, “x” equals the width of the seal. Leave at least 1/2 of the width as clear space on all four sides of the logo (Exception: Only when logo is paired with the colored band in headers/footers can space on left and right of logo be compromised). More space around the logo is always encouraged.

The scale of the logo will vary from application to application, but proportions should not change.

NEVER STRETCH OR DISTORT THE LOGO IN ANY WAY.

(Any other use of the logo or seal will be reviewed by the Marketing Department, upon submission for approval of created document.)
The Northcentral University logo and seal should be placed on a background that allows for legibility. The top group below shows the approved background colors for the NCU logo and seal. Depending on the color of the background, the copy in the logo is either black or white. Also below, in the bottom group are colors from the color palette that should not be used as a background for the NCU logo or seal.

**DO NOT** use any color outside the color palette as a background color for the seal or logo.

The seal and logo should **NEVER** be printed over an image.

**APPROVED BACKGROUND COLORS**

**UNAPPROVED BACKGROUND COLORS**
Below are examples of how **NOT** to use the logo or seal.

The Northcentral University logo and seal should **NOT** be altered in any way. Alternation on the logo or seal of any kind compromises our brand identity.

<table>
<thead>
<tr>
<th><strong>DO NOT</strong></th>
<th><strong>DO NOT</strong></th>
<th><strong>DO NOT</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>distort or stretch seal or logo</td>
<td>alter flame within the seal</td>
<td>alter the size of elements within seal</td>
</tr>
<tr>
<td>stack seal or move elements in logo in any manner</td>
<td>tilt logo</td>
<td>alter elements of the logo</td>
</tr>
<tr>
<td>add elements to the logo</td>
<td>change the color of copy in the logo. Only approved colors are black and white</td>
<td>change shape of logo</td>
</tr>
<tr>
<td>change the font of the copy in the logo</td>
<td>screen anything behind the logo</td>
<td>remove seal from logo</td>
</tr>
</tbody>
</table>
Below are examples of approved headers currently used at Northcentral University. The elements in these headers and footers should not be altered in any manner, especially the placement of the logo or seal within the color band. The distance between logo/seal and the color band should remain proportionate to that shown below.
Below are more examples of approved headers currently used at Northcentral University. The elements in these headers and footers should not be altered in any manner, especially the placement of the logo or seal within the color band. The distance between logo or seal and the color band should remain proportionate to that shown below.
**PREFERRED FONTS**

**Futura Book**  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

**Futura Book Oblique**  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

**Futura Bold**  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

**Futura Bold Oblique**  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Times New Roman  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Use of typography also helps to create a strong brand for Northcentral University.

The typefaces chosen to promote NCU’s brand are the Futura Family and Times New Roman. These typefaces should be used together in a document. Times New Roman should never stand alone in a document.

The chosen typeface for headline standard is Futura Bold using capitalization. Body copy should use Futura Book or Times New Roman as appropriate.

These fonts are available upon contacting the Marketing Department.

**ALTERNATE FONTS**

(Only use when preferred fonts are unavailable)

**Arial Regular**  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

**Arial Bold**  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

**Franklin Gothic Book**  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

**Franklin Gothic Medium**  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

(When the Futura Family of fonts is not available, Arial or Franklin Gothic should be used in place to promote a san-serif presentation.)
PHOTOGRAPHY USAGE

Please contact the Marketing Department to acquire approved photography.
GENERAL NORTHCENTRAL UNIVERSITY CONTENT

Northcentral University was founded with the goal of providing accessible, high-quality, online graduate degrees to working professionals. NCU currently serves students worldwide, focusing on Doctoral and Master’s degrees in the Schools of Business and Technology Management, Education, and Behavioral and Health Sciences. Providing unprecedented access to regionally accredited online graduate degree programs utilizing a One-to-One faculty-mentored approach to online learning with highly-credentialed faculty, Northcentral University is an excellent choice for adult students who share a passion for excellence in higher education.

MISSION

Northcentral University educates professionals throughout the world and provides an accessible opportunity to earn a U.S. regionally accredited degree. Northcentral mentors students One-to-One with highly credentialed faculty via advanced delivery modalities. Northcentral commits to helping students achieve academically and become valuable contributors to their communities and within their professions.

VISION

Northcentral University is a premier online graduate university and a global leader in providing unprecedented access to U.S. regionally accredited higher education.

VALUES: I.D.E.A.'s Founded on INTEGRITY

We hold all members of our community to the highest ethical standards of professional and academic conduct and the rules and regulations of U.S. higher education.

Innovation: We envision new and innovative education delivery systems, and support proven concepts of teaching and learning. We encourage our community to seek solutions to educational challenges that will improve the quality of our programs and services.

Diversity: We value diversity of thought and action as a strength that allows our community to transcend organizational and geographical boundaries. We expect members of our community to treat people with respect and dignity.

Excellence: Our community is committed to excellence in academics and service. We value leadership and strive for continuous improvement in everything we do. We define and measure outcomes and take action to ensure that our community’s passion for excellence is never compromised.

Accountability: We are deeply committed to holding each member of the University responsible for their scholarly and professional work. We expect financial responsibility in the actions of our students and University team.
WHY NORTHCENTRAL?

- One-to-One faculty mentored approach
- No physical residency requirements
- Highly credentialed faculty
- Applied experiential learning
- Weekly course starts
- Premier online University serving working professionals around the world
- Unprecedented access to U.S. regionally accredited online graduate degree programs

DEGREE PROGRAM AND SPECIALIZATION SPECIFIC CONTENT

See www.ncu.edu or contact the NCU Marketing Team for degree program and specialization specific content.

USE OF 100% ONLINE, COMPLETELY ONLINE AND/OR FULLY ONLINE

For the avoidance of doubt, use of the phrases 100% Online, Completely Online and/or Fully Online is approved only on content specific to degree programs and specializations in NCU’s School of Business and Technology Management. The phrase "online program offerings" can be used for all of our schools.

REQUIRED ON ALL NCU LANDING PAGES, FACTSHEETS AND/OR MICROsites

Northcentral University is regionally accredited by the Higher Learning Commission (HLC) and is a member of the North Central Association of Colleges and Schools (NCA) (230 South LaSalle Street, Suite 7-500, Chicago, IL 60604, 1.800.621.7440, www.ncahlc.org).

Northcentral University strives to enable students to make informed choices about their academic program selection by making disclosures to prospective students in a clear, timely, and meaningful way. Visit www.ncu.edu/GE for more information.

REQUIRED DISCLAIMERS

Based on the copy and creative content, the following disclaimers must be incorporated into the advertisement or promotional materials or NCU cannot participate in the offer:

1. Whenever program lengths are referenced, a disclaimer similar to the following must be visible to the consumer: “Program lengths vary by institution”

2. Whenever program outcomes or salaries are referenced, a disclaimer similar to the following must be visible to the consumer: “Program outcomes and/or salaries are not guaranteed and vary according to each institutions specific curriculum”

3. Whenever financial aid is referenced, a disclaimer similar to the following must be visible to the consumer: “Financial aid may be available to those who qualify”
BANNED KEYWORDS, TERMS AND PHRASES
If any of the following keywords, terms or phrases are used in the advertisement or promotional material, NCU cannot participate in the offer:

1. Contest
2. Ipod
3. Ipad
4. Giveaway
5. Sweepstakes
6. Win
7. Cash back
8. President Obama
9. Endorsed by
10. Section 8
11. Unemployment
12. Unemployment benefits
13. Welfare
14. Guaranteed employment
15. Guaranteed job
16. Guaranteed financial aid
17. Loans you do not have to repay
18. Guaranteed eligibility
19. Stimulus package
20. Space is limited
21. Filling up fast
22. Time is running out
23. Employees
24. Managers

For questions or comments, please contact Erin Walsh at ewalsh@ncu.edu or 888.628.6911, x8141