

Brand Standards Guide

2011



NORTHCENTRAL
UNIVERSITY

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For any questions, please contact Erin Walsh from Marketing.
1-888-327-2877 · Ext.8141 · ewalsh@ncu.edu

NORTHCENTRAL LOGO

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 that education produces. The combination of the conceptual mark with traditional and modern typefaces produces a melding of the progressive and established.

Horizontal Color Logo



Vertical Color Logo



Horizontal Gray Logo



Vertical Gray Logo



You may download these logos at <http://www2.ncu.edu/northcentral-global/consumer-information/logo>

CLEAR SPACE SPECIFICATIONS

The height of the logomark (icon), referred to as “x”, serves as a unit of measurement for the minimum clear space required around the entire logo. This “x” is obtained by taking the square measurement from the “small cap height” of the Northcentral text to the “cap height” on the university text (refer to fig. 1). Do not let any graphic element such as typography, illustrations, etc., intrude upon the clear space.



INCORRECT LOGO USAGE

The examples shown below indicate incorrect usage of the Northcentral University logo. The logo is not to be altered from its approved design in any way.



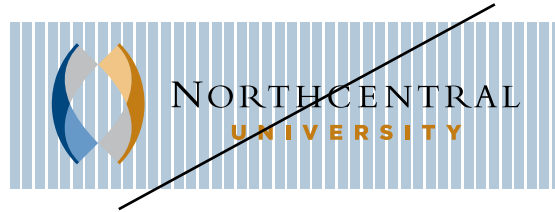
Never resize just part of the logo or adjust the spacing between the logo and the symbol



Only use the approved colors for the logo



Never place the full-color version of the logo on a colored background.



Never place the full-color version of the logo on a background with a pattern.

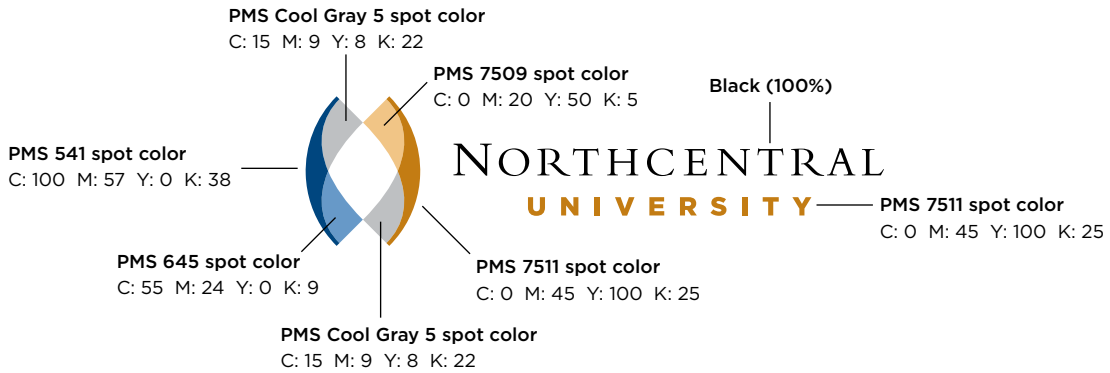
EXCEPTIONS

From time to time, it may become necessary to alter the Northcentral University logo to accommodate a unique use (for example: signage, clothing, etc.). However, this may only be done with written approval from the CMO.

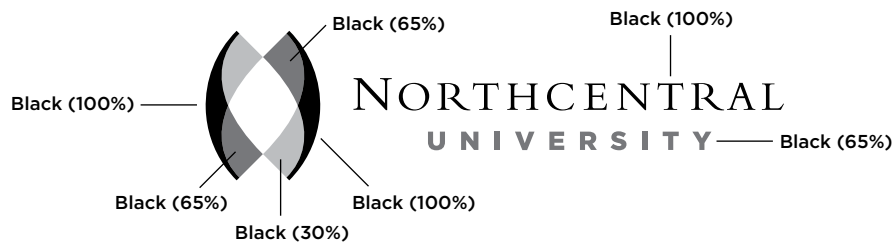
LOGO COLOR USAGE

The full color logo may be reproduced using either spot colors or a 4-color process depending on the print applications.

The logo should be used in the full color option where ever possible (within the standards set forth).



The logo can be used in the grayscale option only when spot color or 4-color process printing is not available.



LOGO DIRECTORY USAGE

The example below shows the Northcentral University logo application for usage in a directory. This logo should be used for directory applications only.



ROADRUNNER LOGO

Northcentral University's Roadrunner Logo has its own unique font and mark designed expressly for the Web portal and various secondary marketing materials.



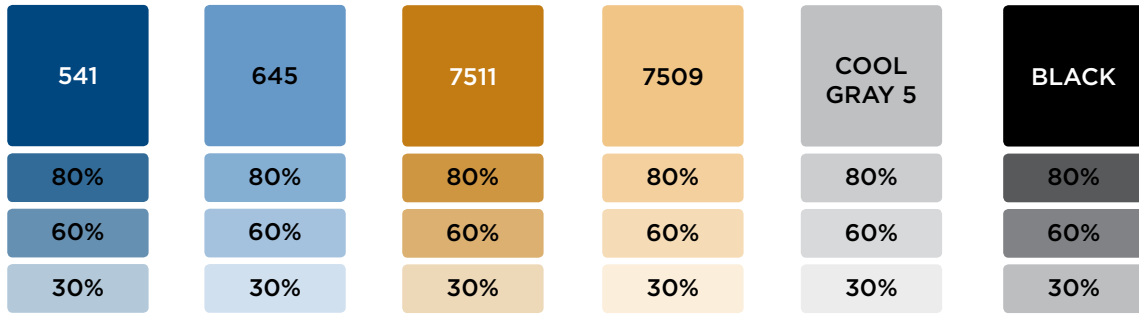
Neither the font nor the logo should be used for any other Northcentral communications unless approved by the Marketing Department (contact Erin Walsh, 1-888-327-2877).

COLOR PALETTE

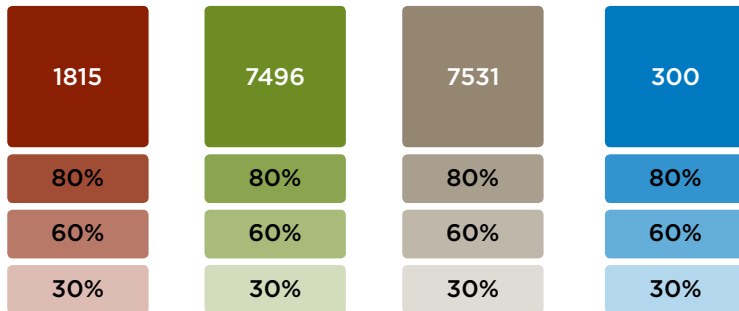
GENERAL COLOR PALETTE

The swatches below show the primary and secondary color palettes with various tint applications.

PRIMARY COLOR PALETTE



SECONDARY COLOR PALETTE



COLOR PALETTE

PRIMARY COLOR PALETTE

SOLID COLORS — PRIMARY PALETTE

CMYK Process	Spot Color	RGB	Web Hexadecimal
C 100 M 58 Y 9 K 42	Pantone® 541	R 0 G 70 B 127	Hex 00467F
C 55 M 24 Y 2 K 8	Pantone® 645	R 103 G 153 B 200	Hex 6799C8
C 5 M 48 Y 93 K 23	Pantone® 7511	R 194 G 123 B 19	Hex C27B13
C 2 M 25 Y 50 K 5	Pantone® 7509	R 241 G 197 B 133	Hex F1C585
C 0 M 0 Y 0 K 100	Pantone® Process Black	R 0 G 0 B 0	Hex 000000
C 15 M 9 Y 8 K 22	Pantone® Cool Gray 5	R 190 G 192 B 194	Hex BEC0C2

COLOR PALETTE

SECONDARY COLOR PALETTE

SOLID COLORS – SECONDARY PALETTE

CMYK Process	Spot Color	RGB	Web Hexadecimal
C 44 M 4 Y 98 K 40	Pantone® 7496	R 109 G 141 B 36	Hex 6D8D24
C 16 M 28 Y 36 K 49	Pantone® 7531	R 148 G 134 B 113	Hex 948671
C 13 M 96 Y 81 K 54	Pantone® 1815	R 138 G 32 B 3	Hex 8A2003
C 100 M 46 Y 5 K 18	Pantone® 301	R 0 G 101 B 164	Hex 0065A4

FONTS – PRINT

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

GOTHAM BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

GOTHAM LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

GOTHAM BOOK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

GOTHAM MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

FONTS — PRINT

GOTHAM NARROW LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

GOTHAM NARROW BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

GOTHAM NARROW MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

GOTHAM NARROW BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

GOTHAM NARROW BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

GOTHAM NARROW LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

GOTHAM NARROW BOOK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

GOTHAM NARROW MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

FONTS – PRINT

SABON ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

SABON *ITALIC*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

SABON **BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

SABON ***BOLD ITALIC***

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

SABON ROMAN SMALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&

FONTS – WEB

CALIBRI REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

CALIBRI ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

CALIBRI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

CALIBRI BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

GEORGIA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

GEORGIA ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

GEORGIA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

GEORGIA BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

FONTS – WEB

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

ARIAL ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

ARIAL BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

The Northcentral arc is a cropped portion of the symbol in the Northcentral logo. This is used to reinforce and emphasize the Northcentral mark and brand throughout various marketing materials.

ARC USAGE – PRINT

The examples below show the applications of the Northcentral arc for print materials.

Brochure

It's time for a unique online education experience. And it's proven.

The Northcentral difference
Our unique one-on-one faculty mentored approach to online learning is based on a personal educational model that allows you to achieve your goals using your own learning style.

Many online students enjoy the traditional classroom with one faculty member teaching more students at the same time. We've defined our own model that cares for your needs and influences your learning.

Of course, our individually tailored program is challenging, and Northcentral is its exception. Our advisors and mentoring help you meet those challenges while accommodating your work and personal schedule.

And over 15 years of experience and thousands of successful graduates through the ranks of our high-quality undergraduate and graduate programs.

What can come next for you?
Our advisors and graduate degree team, CEOs and business owners, parents, teachers, and members of the military and aviation may be what comes next for you. Let a degree from Northcentral help you reach ahead in your career and advance your dreams.

**Northcentral University
School of Education**

Visit www.ncu.edu for complete program information and online admission application.

Northcentral University
Admissions Department
848 East I-80, 776-1111
Kankakee, Illinois

Northcentral University
1940 E. University Drive
Provo, Utah, 84701

Northcentral University is regionally accredited by The Higher Learning Commission and a member of the North Central Association of Colleges and Schools (NCA CASI), www.nca.edu.

100% online degree programs designed with your success in mind.
Doctorate · Master's · Bachelor's

ed.ncu.edu · 1-866-776-0331

Magazine Ad

Your FULL POTENTIAL is within reach.

Northcentral University offers the advanced degree you want, and the support you won't get anywhere else.

Learn more about our unique Faculty Mentored Approach to online education. Call Today! **866-776-0331** or visit ed.ncu.edu.

- > One-On-One Mentoring
- > Undergraduate and Graduate Programs
- > Reasonable Costs
- > No Residency Requirements

Independent learning. Individual attention.

NORTHCENTRAL UNIVERSITY

ARC USAGE – WEB

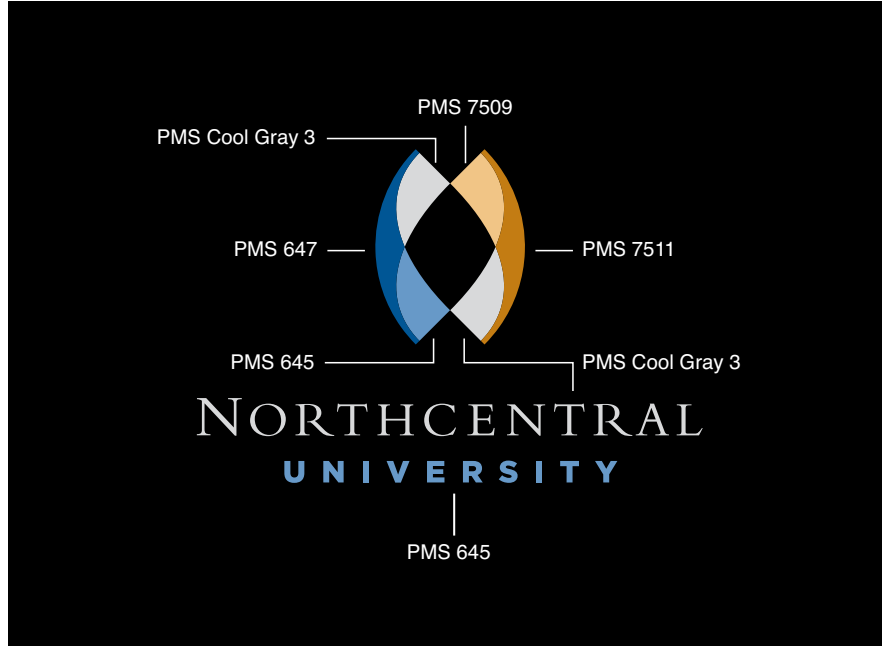
The examples below show the applications of the Northcentral arc for web use.

Web site



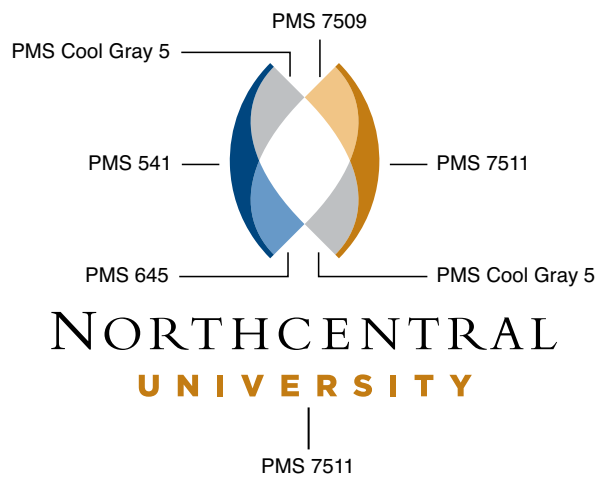
LOGO EMBROIDERY AND SILK-SCREEN – BLACK BACKGROUND

The examples below show the color call outs for the Northcentral logo when embroidered or silk-screened on a black background.



LOGO EMBROIDERY AND SILK-SCREEN – WHITE BACKGROUND


The examples below show the color call outs for the Northcentral logo when embroidered or silk-screened on a white background.



TEMPLATE

Northcentral University's master PowerPoint template is designed to allow presentations to be easily combined and edited across all departments of the school. For this reason, it is important that you adhere to the basic styles, layouts and guidelines built into the master template.

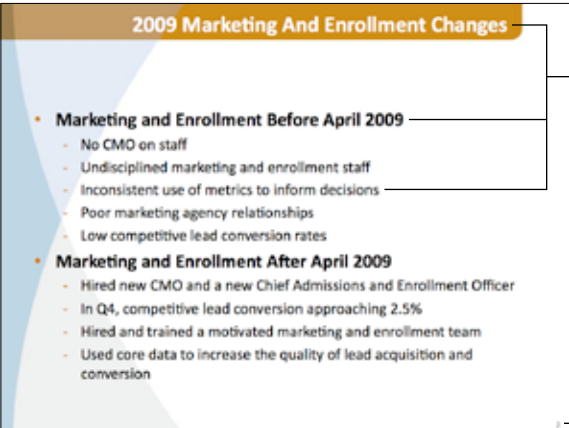
Title Page



Do not alter the background template

Logo must stay here on title page


Content Page (Text)



The master font is Calibri. This is a universal screen font that assures high readability on screen and in print. You may use all styles of this font (i.e. bold, italic, etc.)

Page number must stay in bottom right hand

Content Page (Charts and Graphs)



Headline must stay on one line

When creating charts and graphs, try to use colors from the Northcentral color pallet (see page 8 of style guide).

EMAIL SIGNATURE

SIGNATURE

The example below shows the specifications for the email signature. Email signatures must follow this format. You may add your personal office hours. Do not add in a quote of the day or an additional image.



NORTHCENTRAL
UNIVERSITY

First and Last Name
Title/Position

Font: Arial
Size: 10 pt
Color: 50% Black

e: staff@ncu.edu

p: phone number ext: xxxx

Toll-free or local number

c: cell phone number

f: fax number

a: address

Optional

You may download the email logo at <http://www2.ncu.edu/northcentral-global/consumer-information/logo>

NORTHCENTRAL UNIVERSITY STYLE

The Northcentral marketing team has compiled this brief guide to help ensure that all of our materials maintain a distinctive, consistent tone and style.

These guidelines, drawn primarily from the Associated Press (AP) Style Guide for journalists, are also meant to help writing assignments and approvals move more quickly and smoothly.

When necessary, these guidelines can be modified for better communication. We welcome your input as we continue to establish and refine our unique and recognizable presence in the marketplace.

BASIC RECOMMENDATIONS

Be clear, simple, and direct.

Use a helpful, beneficial tone.

Use visual, descriptive adjectives.

Keep sentence structure simple.

Keep paragraphs short.

Use a feature/benefit format when highlighting or listing our offerings.

Active voice is preferred to tighten up language.

Avoid using superlatives that are too broad and can't be proven.

Example: Amazing, Beautiful, Outstanding, Awesome.

LANGUAGE SPECIFICS

Use Northcentral University at first mention.

Use Northcentral after first mention.

Do not use the abbreviations NCU, NC, or Northcentral U.

Exception: ncu.edu

Use second person (you) for customer.

Use first person (we) (our) for Northcentral.

Example: Northcentral's unique approach to online learning is designed to ensure your success. We offer the degree you're looking for and the individual attention you won't find anywhere else.

"Faculty mentored approach" is the preferred phrase for describing the Northcentral education method.

Do not use "one on one"

List degree offerings in this order:

Doctoral, Master's, Bachelor's

Use "learner" primarily; use "student" when necessary for language variety.

Use "education experience," not "educational experience."

Use "online" learning, not "distance" learning.

Use "online degree program." not "online degree."

LANGUAGE SPECIFICS CONTINUED

When using “regionally accredited,” include brief definition at first mention.

Example: Northcentral University is regionally accredited, the most respected and recognized level of accreditation for any school, whether online or campus based.

OR

Northcentral University is regionally accredited by the Higher Learning Commission of The North Central Association of Colleges and Schools. Regional accreditation is the most respected and recognized, whether a school is online or campus based.*

(*This is an example of necessary use of passive voice.)

TAGLINES

Primary Tagline (use majority of the time):

Independent learning. Individual attention.

Secondary Taglines (use when it fits better with the messaging):

We teach individuals, not just classes.

Personal attention makes all the difference.

ADDITIONAL PREFERENCES

a.m. and p.m., not A.M. and P.M.

ET for Eastern time zone

CT for Central

MT for Mountain

U.S., not US

United States as a noun, U.S. as an adjective

Example: “I live in the United States,” and “I am a U.S. citizen.”

For headlines, use “U.S.”

Spell out acronyms the first time you use them, followed by the acronym in parentheses.

Example: Association of Collegiate Business Schools and Programs (ACBSP)

Avoid abbreviations

Don’t use e.g. or i.e.; use “for example” and “that is”

Don’t use “etc.”

HEADLINES

Lowercase “a,” “an,” “the,” “of” and other prepositions and conjunctions of three or fewer letters.

Exception: to show emphasis.

Example: Master’s of Business Administration

Only capitalize the first word of the sentence.

Example: Many program options, one school to serve them all.

Exception: for emphasis, as in taglines.

Example: Independent Learning. Individual Attention.

In subheads and bulleted lists: capitalize the first word.

In charts: capitalize major words in headers and the first word in non-header copy.

PUNCTUATION

Use commas to separate words or phrases in a series, but not before the conjunction.

Example: “with affordability, predictability and peace of mind.”

Exception: for emphasis or clarity

No comma before parentheses.

Example: If you’re beginning your degree program (or wish to continue your education), Northcentral can meet your needs.

Periods and commas go inside quotation marks.

Example: “I began my Bachelor’s degree program at Northcentral University while I was living in Seattle,” says Erin Algire. “Then I was re-located in my job,” he says, “but I continued my classes.”

Use periods at the end of bullets if bullet is a complete sentence.

Avoid mixing complete sentences with fragments in a bullet list.

Keep bullets short.

Make bullets parallel when possible; if one starts with an active verb, they should all start with an active verb.

NUMBERS

Spell out the numbers one through nine.

Use numerals for 10 and up.

For ages and percentages, always use numerals, even for numbers less than 10.

Spell out numbers that start a sentence.

Exception: if the result is awkward

Example: Twenty-seven Northcentral students recently participated in an online chat.

Yesterday, 999 learners began their new degree programs.

Exception: a sentence that begins with a calendar year

Example: 2010 is the first year that this program will be offered.

January 1, not January 1st

Example: A new class begins Jan. 1

SPELLING LIST

BA
Bachelor's
Bachelor's program
co-branding
Doctoral degrees (lower case)
Doctorate (upper case)
e-commerce
email rather than e-mail
e-zine
faculty mentored (no hyphen)
health care
home page
long-term (adj.)
longtime
MA
Master's
Master's program
MBA
online (one word)
PhD
postgraduate (one word)
regionally accredited
toll-free (adj. or adv.)
Web site (rather than website or web site)
ZIP Code (noun) (not "zip code" or "zipcode")
12-week (hyphen)
100% (% sign)

TERMS

Baseline: The line upon which most letters “sit” and below which descenders extend.

Cap height: The height of a capital letter above the baseline for a particular typeface.

Clear space: The defined space around a graphic (logo) that is to remain free of any text or graphics.

CMYK (Cyan, Magenta, Yellow and Black): The subtractive process colors used in color printing. Black is added to enhance color and contrast.

Font: A complete assortment of letters, numbers, punctuations, etc., of a given size and design.

Four-color process: The printing from a series of 4 halftone plates (cyan, magenta, yellow and black), to produce intermediate colors and shades

Pantone (PMS—Pantone matching system): Color charts that have over 700 preprinted color swatches of inks, used to identify or define special colors.

Primary color palette: A set of colors that have been chosen to be the core group of colors used in order to build and emphasize a company’s brand identity.

RGB (Red, Green and Blue): The primary additive colors used in display devices and scanners. Commonly used to refer to the color space or monitor in color computer graphics.

Secondary colors: A set of colors that have been chosen to be used as a secondary group of colors. These are used to help compliment and support the primary color palette. Secondary colors are useful in defining various groups or sub-brand categories.

Spot color printing: Any color generated by an ink (pure or mixed) that is printed using a single run.

Web Hexadecimal: A notation for the combination of Red, Green, and Blue color values (RGB). HTML colors are defined using a hexadecimal (hex)