# Our Graphic Identity

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National Louis University has been a leader in professional education for 125 years, innovating to transform individuals and their communities since its illustrious beginning as Elizabeth Harrison’s Training School in 1886. Everywhere I go, I hear examples of how our faculty, our students, and our alumni are positively shaping their professions and communities. We want to do everything we can to reinforce that positive image and introduce NLU to those who have yet to learn about our outstanding institution. The National Louis University graphic identity system — the combination of symbols, colors, and typefaces that constitutes our “look” — plays an important role in reinforcing our messages of access, innovation, and excellence. Consistent and correct use of our name treatment and symbols will communicate that we are one unified university joined in these commitments.

These guidelines cover all approved variations of graphic identity elements, as well as editorial and design specifications, which may be used to represent National Louis University. Please consult the guidelines whenever you are creating any item that represents the university or one of its colleges, campuses, or units. If you have any questions or needs that go beyond these basic tools, NLU’s Marketing Department can help.

Thank you for your commitment to making National Louis University an extraordinary institution.

Sincerely,

Nivine Megahed, Ph.D.
President
Our Symbol and Seal

Our new graphic identity is anchored by the National Louis University Symbol, composed of elements in use at our University since its founding era. The triangle and wreath motifs have evolved from the 19th century when we adopted as a symbol of our mission the wooden play forms and words of the early childhood education pioneer Friedrich Froebel, who exhorted: “Come let us live with our children.” By the early 20th century, our teacher candidates proudly wore the triangle and wreath as graduation pins. And when we entered our contemporary era, these symbols were joined with our new name to maintain continuity with our treasured past.

Today’s NLU Symbol includes historic elements modified to reflect a cleaner, more contemporary image and to reproduce more effectively in today’s marketing and communications applications. The Symbol is the only mark approved for use by campus departments.

The 1990 Seal is reserved for limited use by the President’s Office, primarily on official university documents, such as contracts, deeds and academic diplomas. It can be used, with authorization, as a design element on certain ceremonial communications, such as formal invitations. All such uses require prior approval from the Marketing Department.
The NLU Signature

The NLU Symbol is joined with a distinctive typographic rendering of our name to form our standard signature. The relationships and proportions of all the elements in the signature have been carefully crafted for maximum visual impact and ‘readability’. **DO NOT** alter any of the components from the supplied reproduction art.

The only approved variations of the signature are shown here. **If you are using any other versions of the NLU Signature than shown here, they are incorrect.**

Digital art files for the complete set of signatures are available in all of the common document formats for use by communication professionals. Contact NLU’s Marketing Department to obtain these files.

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**Standard NLU signature**

The standard logo should be used on all university pieces such as flyers, social media graphics, email signatures, etc.

**Formal NLU signature**

The formal logo should only be used on official university documents such as letterheads.
The Standard NLU Signature

NATIONAL LOUIS UNIVERSITY

60% Grey (PMS430)
35% Grey (PMS430)
45% Blue (PMS653)
30% Blue (PMS653)
70% Blue (PMS653)
100% Blue (PMS653)
100% Grey (PMS430)
The Formal NLU Signature

- 100% Grey (PMS430)
- 35% Grey (PMS430)
- 60% Grey (PMS430)
- 45% Blue (PMS653)
- 30% Blue (PMS653)
- 70% Blue (PMS653)
- 100% Blue (PMS653)
- 100% Grey (PMS430)

NATIONAL LOUIS UNIVERSITY

1886
Color Reproduction Standards

The NLU signature is preferably reproduced in 'NLU Blue' and 'NLU Grey' whenever possible. Specific production limitations may require the use of a black and white version but usage should be minimized.

Color specifications are built into the various supplied reproduction art to assure consistent results. **DO NOT** alter or edit color designations in individual art files.

Color specifications for NLU Blue and NLU Grey as Pantone Matching System (PMS), 4-color Process and RGB/HEX color modes are provided on pages 11 and 12.

For more information on promotional items logo use and artwork, please contact NLU’s Marketing Department.

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2-color PMS
4-color (CMYK)
Full-color (RGB)

Logo files:
NLU_2Color_Pantone
NLU_2Color_CMYK
NLU_2Color_RGB

Reversed out,
Shown on NLU Blue background

Logo files:
NLU_Reversed_CMYK
NLU_Stacked_trans

Black and white

Logo file:
NLU_Stacked_K
NLU_Stacked_white
The NLU signature should always have a "clear space" around it with no other graphic elements, type or surface area edges encroaching or residing within this clear space. This ensures the maximum visibility and legibility of the signature.

The MINIMUM clear space is calculated by using the "CAP" height in NATIONAL as shown here.

MINIMUM CLEAR SPACE CALCULATION

\[
\begin{align*}
\text{TOP} &= 1.2 \times \text{CAP height} \\
\text{LEFT} &= 1.2 \times \text{CAP height} \\
\text{BOTTOM} &= 1.2 \times \text{CAP height} \\
\text{RIGHT} &= 1.5 \times \text{CAP height}
\end{align*}
\]

This same clear space should also apply to school voice signatures. See page 21.
Improper Use of the NLU Signature

The NLU Signature and all School Voice logos are to be used in only the manner presented in these guidelines. The relationships and proportions of all the elements in the signature have been carefully crafted for maximum visual impact and ‘readability’.

DO NOT alter any of the components from the supplied reproduction art.

DO NOT:

1. Alter the proportions or distort (scale, stretch, angle, etc.) any of the elements in the signature.
2. Alter the position of any of the elements in the signature.
3. Alter element colors or fonts.
4. Change the size, proportion or position of the tagline or sub-branding component.
5. Alter the tagline.
6. Enclose the logo, encroach on the safety area or add a drop shadow.

Proper use of NLU Signature, this is the only way the logo should ever be used.

Some improper uses of the NLU signature and School Voices

1. [Improper use 1]
2. [Improper use 2]
3. [Improper use 3]
4. [Improper use 4]
5. [Improper use 5]
6. [Improper use 6]
The NLU “color palette for print” usage is specified as Pantone and broken out into process colors (CMYK). Designed to take advantage of offset printing and digital printing, the colors should be strictly adhered to.

The palette consists of two Primary Voice colors in conjunction with our School Voice Palette and an added Accent yellow.

The NLU primary voice colors (NLU Blue and NLU Grey) are our distinctive identity colors. Applied generously in the context of NLU communications, these colors set us apart from our competitors. NLU Blue and NLU Grey are the primary colors of our symbol and signature set.

To allow for creative flexibility and expression, the NLU School Voice colors have been chosen to coordinate with the NLU primaries as well as to harmonize with other colors in the School Voice Palette.

A yellow accent color has been chosen as a brighter contrast to the rest of the NLU palette. Accent Yellow should be used sparingly in communications as overuse can overpower and distract from intended communications messages.

For use and application of the color palette, please contact NLU’s Marketing Department.
The NLU “color palette for online or digital transmission” usage is specified in RGB and HEX colors. The colors should be strictly adhered to and specified within appropriate software programs to render colors most accurately.

The use of “eydropper” tools should be avoided when calculating color information, as a wide variance in color values can occur when using any combination of the eyedropper with placed CMYK or Pantone-built graphics, RGB conversions and even RGB graphics.

As in the print palette, the NLU digital color palette consists of two Primary Voice colors in conjunction with our School Voice Palette and an added Accent yellow.

See the print palette on the preceding page for additional color notes.

For use and application of the color palette, please contact NLU’s Marketing Department.

<table>
<thead>
<tr>
<th>NLU PRIMARY VOICE PALETTE, DIGITAL</th>
<th>SCHOOL VOICE PALETTES, DIGITAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NLU BLUE</strong></td>
<td><strong>UNDERGRAD BLUE</strong></td>
</tr>
<tr>
<td>RGB     0  90  150</td>
<td>RGB                          0  154  218</td>
</tr>
<tr>
<td>HEX     #005A96</td>
<td>HEX                          #009ADA</td>
</tr>
<tr>
<td><strong>NLU GREY</strong></td>
<td><strong>NCE ORANGE</strong></td>
</tr>
<tr>
<td>RGB     114  128  138</td>
<td>RGB                          245  127  41</td>
</tr>
<tr>
<td>HEX     #72808A</td>
<td>HEX                          #F57F29</td>
</tr>
<tr>
<td><strong>NLU GREEN</strong></td>
<td><strong>NLU ACCENT</strong></td>
</tr>
<tr>
<td>RGB     85  186  70</td>
<td>RGB                          79  169  65</td>
</tr>
<tr>
<td>HEX     #55BA46</td>
<td>HEX                          #4FA941</td>
</tr>
<tr>
<td><strong>KENDALL RED</strong></td>
<td><strong>KENDALL ACCENT</strong></td>
</tr>
<tr>
<td>RGB     209  25  71</td>
<td>RGB                          190  20  64</td>
</tr>
<tr>
<td>HEX     #D11947</td>
<td>HEX                          #BE1440</td>
</tr>
<tr>
<td><strong>ACCENT YELLOW, ACROSS ALL VOICES, DIGITAL</strong></td>
<td></td>
</tr>
<tr>
<td>RGB     255  214  0</td>
<td></td>
</tr>
<tr>
<td>HEX     #FFD400</td>
<td></td>
</tr>
</tbody>
</table>
School Voice Palette:
National College of Education
Color logo, white background

The NCE NLU color logo is to be used on white or light colored backgrounds. Background color should be light enough to provide legible contrast with the logo and tagline type.

When space is limited, the NCE logo with NLU tagline is appropriate.

If using the non-NLU tagged logo lockup, it should always be accompanied by the NLU stacked logo. Although not a logo lockup, the placement of the NLU stacked logo should be tastefully placed on the creative, appearing planned and not arbitrary.

For use and application of the NCE color palette, please contact NLU’s Marketing Department.

When space is limited this version of the logo lockup can stand alone without the NLU standard logo.

Always use the NLU tagged logo if unaccompanied by the NLU standard logo.

The non-NLU tagged logo must always be accompanied by NLU standard logo which can be placed anywhere on the creative.

2-color PMS logo files:
- NCE-NLU_Pantone
- NCE-NLU_Stacked_Pantone
- NCE_Pantone
- NCE_Stacked_Pantone

4-color (CMYK) logo files:
- NCE-NLU_CMYK
- NCE-NLU_Stacked_CMYK
- NCE_CMYK
- NCE_Stacked_CMYK

Full-color (RGB) logo files:
- NCE-NLU_RGB
- NCE-NLU_Stacked_RGB
- NCE_RGB
- NCE_Stacked_RGB
The NCE NLU color logo is to be used on NCE Orange backgrounds.

When space is limited, the NCE logo with NLU tagline is appropriate.

If using the non-NLU tagged logo lockup, it should always be accompanied by the NLU stacked logo. Although not a logo lockup, the placement of the NLU stacked logo should be tastefully placed on the creative, appearing planned and not arbitrary.

For use and application of the NCE color palette, please contact NLU’s Marketing Department.
School Voice Palette:
National College of Education
Black logo, white background

The NCE NLU black logo is designed for limited usage. It should be used on white or very light backgrounds when printing techniques restrict usage of the preferred color logo.

When space is limited, the NCE logo with NLU tagline is appropriate.

If using the non-NLU tagged logo lockup, it should always be accompanied by the NLU stacked logo. Although not a logo lockup, the placement of the NLU stacked logo should be tastefully placed on the creative, appearing planned and not arbitrary.

For use and application of the NCE color palette, please contact NLU’s Marketing Department.

When space is limited this version of the logo lockup can stand alone without the NLU standard logo.

Always use the NLU tagged logo if unaccompanied by the NLU standard logo.

The non-NLU tagged logo must always be accompanied by NLU standard logo which can be placed anywhere on the creative.

1-color Black logo files:
NCE-NLU_K
NCE-NLU_Stacked_K
NCE_K
NCE_Stacked_K
The NCE NLU reverse logo is designed for limited usage. It should be used on dark or black backgrounds where printing techniques restrict usage of the preferred color logo.

When space is limited, the NCE logo with NLU tagline is appropriate.

If using the non-NLU tagged logo lockup, it should always be accompanied by the NLU stacked logo. Although not a logo lockup, the placement of the NLU stacked logo should be tastefully placed on the creative, appearing planned and not arbitrary.

For use and application of the NCE color palette, please contact NLU’s Marketing Department.

School Voice Palette:
National College of Education
Reverse logo, black background
The NLU Advance color logos are to be used on white or NLU green backgrounds.

When space is limited, the NCE logo with NLU tagline is appropriate.

If using the non-NLU tagged logo lockup, it should always be accompanied by the NLU stacked logo. Although not a logo lockup, the placement of the NLU stacked logo should be tastefully placed on the creative, appearing planned and not arbitrary.

For use and application of the NCE color palette, please contact NLU’s Marketing Department.

Always use the NLU tagged logo if unaccompanied by the NLU standard logo.

The non-NLU tagged logo must always be accompanied by NLU standard logo which can be placed anywhere on the creative.

2-color PMS logo files:
- Advance-CPS_Pantone
- Advance-NLU_Pantone
- Advance-CPS_Reversed_Pantone
- Advance-NLU_Reversed_Pantone

4-color (CMYK) logo files:
- Advance-CPS_CMYK
- Advance-NLU_CMYK
- Advance-CPS_Reversed_CMYK
- Advance-NLU_Reversed_CMYK

Full-color (RGB) logo files:
- Advance-CPS_Reversed_RGB
- Advance-CPS_RGB
- Advance-NLU_Reversed_RGB
- Advance-NLU_RGB
The NLU Advance logos in black, or in white, are designed for limited usage. They should be used on backgrounds where printing techniques restrict usage of the preferred color logo.

When space is limited, the NLU Advance logo with NLU tagline is appropriate.

If using the non-NLU tagged logo lockup, it should always be accompanied by the NLU stacked logo. Although not a logo lockup, the placement of the NLU stacked logo should be tastefully placed on the creative, appearing planned and not arbitrary.

For use and application of the NCE color palette, please contact NLU’s Marketing Department.

Always use the NLU tagged logo if unaccompanied by the NLU standard logo.

The non-NLU tagged logo must always be accompanied by NLU standard logo which can be placed anywhere on the creative.

1-color Black logo files:
- Advance-CPS_K
- Advance-NLU_K

Solid white logo files for 1-color reverse applications:
- Advance-CPS_K
- Advance-NLU_white
**School Voice Palette:**
Kendall College color logo on White or Kendall Red background

The Kendall color logos are to be used on white or Kendall Red backgrounds.

When space is limited, the Kendall logo with NLU tagline is appropriate.

If using the non-NLU tagged logo lockup, it should always be accompanied by the NLU stacked logo. Although not a logo lockup, the placement of the NLU stacked logo should be tastefully placed on the creative, appearing planned and not arbitrary.

For use and application of the NCE color palette, please contact NLU’s Marketing Department.

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Always use the NLU tagged logo if unaccompanied by the NLU standard logo.

The non-NLU tagged logo must always be accompanied by NLU standard logo which can be placed anywhere on the creative.

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2-color PMS logo files:
- Kendall-CAHM_Pantone
- Kendall-CAHM_Reversed_Pantone
- Kendall-NU_Reversed_Pantone

4-color (CMYK) logo files:
- Kendall-CAHM_CMYK
- Kendall-CAHM_Reversed_CMYK
- Kendall-NU_Reversed_CMYK

Full-color (RGB) logo files:
- Kendall-CAHM_RGB
- Kendall-CAHM_Reversed_RGB
- Kendall-NU_RGB
- Kendall-NU_Reversed_RGB
The Kendall logos in black, or in white, are designed for limited usage. They should be used on backgrounds where printing techniques restrict usage of the preferred color logo.

When space is limited, the Kendall logo with NLU tagline is appropriate.

If using the non-NLU tagged logo lockup, it should always be accompanied by the NLU stacked logo. Although not a logo lockup, the placement of the NLU stacked logo should be tastefully placed on the creative, appearing planned and not arbitrary.

For use and application of the NCE color palette, please contact NLU’s Marketing Department.

The non-NLU tagged logo must always be accompanied by NLU standard logo which can be placed anywhere on the creative.

1-color Black logo files:
Kendall-NLU_K
Kendall-CAHM_white

Solid white logo files for 1-color reverse applications:
Kendall-NLU_white
Kendall-CAHM_white
School Signatures Clear Space

The School signatures should always have a "clear space" around them with no other graphic elements, type or surface area edges encroaching or residing within this clear space. This ensures the maximum visibility and legibility of the signatures.

The MINIMUM clear space is calculated by using the "CAP" height in the School Signatures as shown here.

MINIMUM CLEAR SPACE CALCULATION
TOP = 1.2 x ... CAP height
LEFT = 1.2 x ... CAP height
BOTTOM = 1.2 x ... CAP height
RIGHT = 1.5 x ... CAP height

This same general clear space should also apply to the NLU signature.
School Voice Palette:
Undergraduate College

The Undergraduate College is ONLY branded under the National Louis University.

The NLU Standard Signature is to be used on all Undergraduate College collateral pieces.

The Signature’s Clear Space and color palette should remain consistent with guideline pages 9, 11 and 12 herein.

For use and application of the NLU Standard Signatures, please contact NLU’s Marketing Department.

2-color PMS
4-color (CMYK)
Full-color (RGB)

logo files:
NLU_2Color_Pantone
NLU_2Color_CMYK
NLU_2Color_RGB

Reversed out,
Shown on NLU Blue background

logo files:
NLU_Reversed_CMYK
NLU_Stacked_trans

black and white

logo file:
NLU_Stacked_K
NLU_Stacked_white
School Voice Imagery:
Colorized photographs and achieving suitable tones

School voice images should focus on the student: friendly, professional and leaning toward diversity in appearance as well as surroundings. Surroundings should present a professional arena or learning environment.

COLOR: In order to harmonize with our Color Voice, images should be colorized and tonally feel like part of the school family without extremes in the darks or the highlights.

The school voice images shown here were first given a gradient map effect in RGB color mode using Photoshop. The School Color Voice palette was used as a flexible reference point.

RETOUCHING: The images here were first retouched for cleaner overall appearances. Images may need adjustments to brightness and contrast depending on which color gradient map is being used.

INTENDED USES:
Files for use online should remain RGB.
Files for print should be converted to CMYK and adjusted if there is a large color shift.

See the NLU color voice palette on pages 11 and 12 for reference color values.
Beginning in the year 2020, NLU’s typographic font options will be minimized for communication design. A single type family, **DIN NEXT PRO LT**, has been chosen as the primary font family.

DIN NEXT LT PRO LT allows for flexibility and contrast in designing distinctive communications. This font family is appropriate for headline and display type, as well as for body text type, titling, quotes, etc.

The default font family, **ARIAL**, has been retained for common ‘desktop’ communications where Windows-Macintosh cross-platform compatibility is a priority.

All users should be aware that fonts are purchased as licenses for individual computers and that distributing fonts to other users is unlawful.

For more information on the availability, distribution and licensing of the NLU font sets, please contact the Department of Marketing and Communications.
What is a style guide, and why does style matter for National Louis University?

Style guides establish an organization’s standards and rules for writing (and sometimes cross over into design and presentation development). Style guides aren’t necessarily about specifying what is correct or incorrect grammar or style — but they can help organizations ensure consistency when multiple writers, designers and others are creating materials. Additionally, they eliminate the need to “reinvent the wheel” each time a new project is undertaken.

Our organization’s style is important because it is a reflection of NLU. Inconsistent style in communication is really no different than leaving misspellings in an article, using the wrong colors in the logo, or stumbling unprepared through a presentation. All of these things can dilute an audience’s opinion of NLU, or distract them to the point of missing our message entirely.

A uniform style also adds clarity. Inconsistencies frequently lead to confusion, and they interrupt a reader’s effort to understand our message. Consistent style is efficient, allowing us to spend less time laboring over questions of style, grammar and spelling, and rewriting content in the absence of clear guidelines.

Though there has been style guidance for NLU in the past (via the “Graphic Identity Guidelines” document), this is really NLU’s first attempt at creating a truly comprehensive style guide—and the process of maintaining it is, by definition, an evolving one. To that end, suggestions and comments regarding this guide are welcomed and needed. Please feel free to direct questions, concerns and feedback to SHAMIL CLAY in NLU’s Marketing Department at 312.261.3244 or sclay3@nl.edu.
Here is a quick reference list of commonly used punctuation, titles, phrases and more used by NLU. A more comprehensive list of style and grammar rules begins on page 8. Preferred style is shown in green text, undesired in red.

1. Our Name: The full name of our organization is National Louis University, and it should be referred to as such upon first appearance in any given context (a letter, a webpage, an MS Word document, a brochure, etc.). Thereafter, it can be referred to simply as NLU or National Louis. Never refer to the organization as NL or Louis University.

2. Spacing: There should be only one space (not two or three) after punctuation marks, including periods, ellipsis and colons.

3. Commas in Lists and Series: Do not use a comma before the last item in a simple list, unless leaving out the comma would result in a lack of clarity.

4. Punctuation and Quotation Marks: Periods and commas always go inside quotation marks. Place all semicolons, colons, dashes, question marks, exclamation marks, etc., outside of quotation marks unless part of the quoted material.

5. Commonly Used Words and Phrases: Below are some of the most frequently used (and misused) words at NLU. For a more comprehensive list, please see page 18.

6. Acronyms: On first reference to a group, team or organization in any given content, use the full name, followed by the acronym in parentheses. Subsequent references can then use just the acronym. The exception to this rule is for academic degrees, which can use the acronym on first reference.

7. Academic Degrees: Do not capitalize the names of programs, degrees, concentrations/majors, endorsements or areas of study (except for words which are proper nouns). For more on this, please see the academic degrees and titles of courses/classes entries in the style rules section (pages 8 and 16).

8. Titles of People: In running text, capitalize titles only if they immediately precede a person’s name; lowercase titles that follow a person’s name or appear elsewhere in the sentence. For more on this, please see the titles of people and professions entry in the style rules section (page 16).

9. Organizational Names: Generally lowercase the names of internal elements of an organization when they have names with widely used generic terms. For more on this, and other common NLU names, please see page 20.

10. Email Signatures: Messages sent through your NLU email account should not use any stationery or background images but should have a signature at the bottom (with your specific contact information), formatted like the example below.

- full name in Arial font, black, 11pt, bold
- full title in Arial font, 11pt
- department name in Arial font, 11pt
- [line space]
- (direct)” followed by your direct line phone number using dots (not hyphens) in Arial font, black, 10pt; then “(main)” followed by your location’s main phone number
- Email address in Arial font, 10pt; then the NLU website URL in Arial font, 10pt
- [line space]
- NATIONAL LOUIS in Arial font, NLU blue (RGB color: 50, 98, 149), bold, 10pt; then “UNIVERSITY” in Arial font, NLU gray (RGB color: 124, 135, 142), 10pt
- links to NLU social media in Arial font, black, 10pt
- Firstname Lastname
- Official title
- Department or team name
- direct: 312.261.XXX | main: 888.658.8632
- username@nl.edu | www.nl.edu

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NATIONAL LOUIS UNIVERSITY  • nl.edu/identity  27
What is “branding”?  

The concept has its roots in ranching: a “brand” was applied to cattle with a hot iron stamp as a way to tell one person’s livestock from another. A “brand” today expands on that idea of a distinctive identity and encompasses everything that an organization means to those people who interact with it.

Branding incorporates logos, images, colors and much more. But what it all comes down to is the idea that exists in people’s minds when they encounter a brand, in any of its forms. For us, it means, “What do people think when they speak with someone from NLU? Or see the NLU logo? Or read an NLU brochure?”

We want our brand to remind people of our commitment to access, innovation, and excellence. If we can consistently present the NLU brand to audiences that don’t know us (or know us well enough) yet, it will make the job of achieving our mission all the easier.

The NLU Graphic Identity Guidelines covers the use of logos, appropriate colors and fonts, specific types of photos, and the overall image of the university we wish to convey.

You are strongly encouraged to read the branding guidelines, and refer to them often for any questions you have about how NLU should be presented to the world.

On a brand-related note, you can go to the organizational names section (which begins on page 35) for a fairly comprehensive list of our publications, registered marks, trademarks, service marks, etc.
Academic Degrees

Always refer to an NLU degree with its full official title (or with an abbreviation for the degree type), using all lowercase letters unless the name contains a proper noun. In running text, also use all lowercase letters for the names of programs, concentrations, majors, and endorsements.

- B.S. in management
  or bachelor of science in management
  not Bachelor's in Management

When using an acronym for a type of degree, use a period after each abbreviated word.

- B.B.A. or M.A. or Ed.D. or Ph.D. or Psy.D.
  not BA or MA or EdD or PhD or PsyD

Contrary to AP style, NLU generally prefers to use abbreviations for degrees, as opposed to spelling out the name in a phrase.

Do not use degree credentials after a person’s name unless it’s a doctoral degree. For those with doctoral degrees, always use a person’s full name before the abbreviation, and set off the abbreviation with commas.

Do not use “Dr.” preceding a name unless the individual is a medical doctor. Do not precede a person’s name with a courtesy title for an academic degree and also follow it with the abbreviation for the degree in the same reference.

- ex. Pam Jones, Ph.D., spoke at our meeting
- ex. not Pam Jones, who has a doctorate in psychology, spoke at our meeting
- ex. not Dr. Emil Skoda, M.D., spoke at our meeting

Use an apostrophe when referring to a general type of degree, but there is no possessive in the proper forms of those degrees. Also: an associate degree (no possessive).

- ex. a bachelor’s degree and a master’s
  not a bachelors degree or a masters
- ex. bachelor of arts and master of science

Acronyms

Use the full name followed by the parenthetical acronym on first reference, followed by just the acronym on subsequent references. No periods are needed (except for academic degrees).

- ex. The College of Professional Studies and Advancement (CPSA) can help you achieve your professional goals. CPSA offers advanced degrees in business, health and human services, and social and behavioral sciences.
- ex. not CPSA can help you achieve your professional goals.

Addresses

It’s acceptable to abbreviate street names, directional information, units, and state names (though street and state names are spelled out in running text).

- ex. 122 S. Michigan Ave.
  Chicago, IL 60603
- ex. The NLU main offices are at 122 S.
  Michigan Avenue, Chicago, Illinois 60603.

Ampersands (&)

Use an ampersand if it is part of a proper noun (e.g., a company’s name), or for mediums where space is at a premium and minimal text is preferred (e.g., a headline on a PowerPoint presentation or webpage). Otherwise use “and” rather than “&.”

Bulleted Lists

The NLU style rules below generally try to strike a balance between consistency and grammatical integrity:

- Capitalize all first words in a bulleted or numbered list.

Use solid, round bullets—not open bullets, squares, etc.

A bulleted list is best introduced by a grammatical completion ending in a colon. A colon should also be used if the introductory clause ends in a noun or if the clause ends with “including,” “such as” or similar wording.

All list items should be styled the same way — either all sentence fragments or all complete sentences, not a mix of both.

- If the list items form complete sentences on their own, they should each end in a period. Otherwise, no periods are necessary at the ends of list items.

If a sublist is needed, the second and third levels of that list should be introduced by an open bullet (•) and then a closed bullet (+), respectively. This style is common online, but in print media, the best practice is to avoid such sublists in favor of clearly written paragraphs.

- ex. NLU looked to expand its undergraduate enrollment in the following ways:
  - Targeting key southern suburban school districts, which include:
    - Chicago Heights (170)
    - Calumet City (155)
    - Dolton (148 and 149)
    - Bremen (228), especially the high schools of
      - Tinley Park High School
      - Oak Forest High School
      - Hillcrest High School

Collective Nouns — Subject-Verb Agreement

If a collective noun acts as a unified entity, the verb should be singular. If the collective noun refers to individual entities acting independently, the verb should be plural. It’s preferred to clarify when members of a group are acting independently, rather than referring only to the group.

- ex. the couple travels frequently together, not the couple travel frequently together
- ex. the couple are working in different buildings, not the couple is working in different buildings
- ex. the faculty opposes the measure, not the faculty oppose the measure
- ex. the faculty members were divided about the measure, not the faculty was divided about the measure
Commas in Lists and Series

Do not use a comma to separate the penultimate and final items in a list. NLU does not use the serial (a.k.a. Oxford) comma unless leaving out the comma would result in a confusion of meaning.

ex. teachers, parents and children
not
teachers, parents, and children

ex. She took a photograph of her parents, the president, and the vice president.
not
She took a photograph of her parents, the president and the vice president.
(unless
her parents were the president and vice president)

Dashes

When joining two words together, or if it’s required with a prefix, use a hyphen (-); see more on this in the hyphens entry of this section. When referring to a span of time (or implying a sequential series), use an en dash (–). To set off a clause in the middle of a sentence, or to create a dramatic break or pause (as when a speaker is interrupted or abruptly cut off), use an em dash (—).

Take note that Microsoft Word’s auto-correct function does not insert proper em dashes, and double-hyphens are not interchangeable with em dashes. There are no spaces around any en dashes, but there are around em dashes in running text.

ex. NLU programs can be attended in a full-day, full-year format or in a part-time format.
ex. The school is open from 7am–6pm.
ex. The federal grants — which are only given out once a year — are highly sought after.

Emphasis

Use italics (sparingly) to emphasize key words or phrases in text. In some (i.e., limited) cases boldface is acceptable, especially with text intended for the screen, where italics can be harder to read. Do not use ALL CAPS, which can be difficult to read and may come across as shouting. And do not underline words for emphasis, because in an electronic context it may be mistaken for being a hyperlink.

Hyperlinks

When writing for the web, emails or other content accessed via the internet, don’t write “click here” to note a link. Readers will recognize an underlined word as a hyperlink. Just add a hyperlink to the relevant words in the sentence. For example:

ex. Access the tuition tool on our website.
ex. Click here to access the tuition tool on our website.

Also refrain from using copy like “check this out” as hyperlinked text in emails or webpages — especially when the phrase appears at the start of a sentence, where the reader has no idea what they’re “checking out” or why they should click on the link.

Text links should always be descriptive of the thing they’re linking to, both because it’s more intuitive for the reader, and because it helps make search engine results more accurate and relevant.

Hyphens

Generally, we try not to use hyphens excessively, but rather only to avoid ambiguity and confusion, or to join words that aren’t commonly used together into a single idea. Good examples of the latter are compound modifiers — words that precede a noun and collectively express a single concept related to that noun. Phrases operating as adjectives are frequently hyphenated. See the online AP Stylebook entry for hyphens and this style guide’s frequently used words section on page 18 for examples. Also see our entry for dashes.

ex. high-quality programs not high quality programs
ex. low-income households not low income households
ex. small-business men not small businessmen
ex. 16-year-old boy not 16 year old boy (but the boy is 16 years old)

Money

Spell out “cents” and use numerals for values less than one dollar.

ex. 75 cents

Use the dollar sign ($) and numerals for values of one dollar or more.

ex. She donated $50 to NLU.

Use decimals for cent values of zero (.00) only if other prices in the series have cent values of more than zero.

ex. He bought The Very Hungry Caterpillar for $9.50, The Cat in the Hat for $8.25 and Pat the Bunny for $10.00.
ex. She went to the store and got a hat for $5, mittens for $6 and a coat for $30.
Numbers
Generally, spell out numbers one through nine, and use numerals for numbers 10 and up. But use numerals for all numbers that show distances/dimensions, speeds, percentages, pages, ages, grades, or values of thousands, millions, etc. Superscript the “st,” “nd,” “rd,” and “th” when it appears after numbers. It’s acceptable to use a “#” in front of a number to denote placement within a series.

- ex. NLU classrooms have, on average, one teacher for 17 students.
- ex. 4 miles, 5 feet high
- ex. 25 mph
- ex. 5%
- ex. page 8
- ex. age 7
- ex. grade 3
- ex. 5 million people

Use decimals for values that are rounded or can be shown in one or two decimal places, but use numerals to show values that need to be specific, and use fractions when practical for common values.

- ex. 4.3 million, 7.51 million
- ex. 7,510,500
- ex. 2/3, 1/8, The boy is 1 ½ years old.

A note on ages: People are not “aged” like fine wine and cheese—so don’t write, for example, “Students aged 18 to 20 participated in the activity.” Instead, write, “Students ages 18 to 20 participated in the activity.” Also avoid using “0” or “zero” in reference to ages; use “birth” instead.

Page Numbers
Spell out “page” when referring to pages of text.

- ex. Read the article about the Pell grants on page 8
- ex. not Read the article about the Pell grants on p. 8
- ex. not Read the article about the Pell grants on pp. 8 and 9
- ex. not Read the article about the Pell grants on pg 8

Percentages
Contrary to the AP rule: Use the percent symbol (%) after the numeral, unless it starts a sentence.

- ex. 25% more likely, not 25 percent more likely
- ex. Seven percent of respondents agreed.

Phone Numbers
Use dots to separate numerals rather than hyphens.

- ex. 888.658.8632 not 888-658-8632

Places
Per AP style, the following U.S. cities do not need state names listed with them when they appear in text: Atlanta, Baltimore, Boston, Chicago, Cincinnati, Cleveland, Dallas, Denver, Honolulu, Houston, Indianapolis, Las Vegas, Los Angeles, Miami, Milwaukee, Minneapolis, New Orleans, New York, Oklahoma City, Philadelphia, Phoenix, Pittsburgh, St. Louis, Salt Lake City, San Antonio, San Diego, San Francisco, Seattle and Washington, DC.

Always include a comma and “DC” when referring to Washington as the nation’s capital (as opposed to the state). For all other cities: in running text that provides the city and state, use a comma before and after the state name (which should be spelled out, not abbreviated).
Generally, singular nouns ending in “s” sounds from such letters as “ce,” “x” and “z” take ‘s. There are some exceptions, however, when the next word begins with an “s.”

ex. the justice’s verdict and the fox’s den
ex. for appearance’ sake and for conscience’ sake
For singular proper names ending in “s” use only an apostrophe.

ex. Illinois’ policies and Jesus’ life
For relative pronouns (e.g., you, it, there, who), possessive forms do not use an apostrophe (though contractions do). Follow the rules listed above in forming the possessives of other pronouns.

ex. it’s a beautiful day (meaning “it is a beautiful day”)  
ex. the board voted yesterday; its decision is final not the board voted yesterday; it’s decision is final
ex. Whose idea was this? (asking for ownership) and Who’s going to attend that conference? (asking “who is”)
ex. another’s idea and others’ plans
For joint and individual possession, use a possessive form after only the last word if ownership is joint, and after both words if the objects are individually owned.

ex. Fred and Sylvia’s apartment
ex. Fred’s and Sylvia’s books

Pronouns
Avoid the “singular them.” In writing about children and children’s issues, use of phrases such as your child is frequent. This poses a special case for the use of pronouns. The temptation is to use a “singular them” as a pronoun replacement.

ex. not Your child benefits from early education, which provides them with numerous avenues to success.
While this is commonly accepted in speech and less formal writing, our style dictates that the pronoun phrases “he or she” or “him or her” be used.

ex. Your child benefits from higher education, which provides him or her with numerous avenues to success.

ex. Higher education can benefit your child. He or she will reap many rewards.
The forward slash variations (he/she, him/her) should never be used. Use of “he or she” and “him or her” can become cumbersome if overused, in which case the author or editor should write around the situation by using plural forms when possible.

ex. Students benefit from higher education, which provides them with numerous avenues to success.

States
Spell out state names in running text. Abbreviations are only occasionally acceptable, such as in certain tables or graphics and in full addresses; the complete name should be used whenever possible.

Suffixes
Suffixes that follow names should have their first letter capitalized, be preceded by a comma, and end with a period. Roman numerals and degrees/titles should also be preceded by a comma.

ex. John S. Gates, Jr. or John S. Gates, III or John S. Gates, Esq. not John S. Gates Jr

Time
Use numbers and lowercase letters with no spaces or periods. When referring to time spans, use an en dash, not a hyphen. Only one “am” or “pm” should appear, unless an event begins in the morning and ends in the afternoon/evening. Use “noon” instead of “12:00pm” and “midnight” instead of “12:00am.” Time zone names are capitalized, but “time zone” is not when in short form or unaccompanied by a clock reading.

ex. 9:00pm and 10:40am and 10:00–11:00am
ex. not 9 pm or 9pm or 9 a.m. or 9PM or 10:40 A.M. or 10-11am
ex. Let’s meet at 8:00am Central Standard Time and 8:00am CST and Central time and Chicago is in the Central time zone

Punctuation and Quotation Marks
See entry for titles of compositions.
Periods and commas always go inside quotation marks. Place all semicolons, colons, dashes, question marks, exclamation marks, etc., outside of quotation marks unless part of the quoted material.

Slashes
Acceptable in descriptive phrases such as 24/7 or 9/11, in website address and in fractions. Do not use a slash to replace the word “and” or use it in between words that should be joined with a hyphen to denote a single idea. When slashes are used, do not use spaces on either side of the slash.

ex. teacher-student interactions not teacher/student interactions
ex. Refer the student for further assessment/services. not Refer the student for further assessment/services.

Spacing After Punctuation
Do not double space between sentences. There should be only one space (not two or three) after punctuation marks, including periods, ellipsis and colons.
Titles of Compositions

Apply these guidelines to the titles of books, newspapers, magazines, computer games, movies, operas, plays, albums, radio and television programs, and works of art.

Capitalize the principal words, including prepositions and conjunctions of four or more letters.

Capitalize "a," "an," "or," "the," or any other word of fewer than four letters if it is the first or last word in a title.

Italicize the names of all such works except the Bible and books that are primarily catalogs of reference material (in addition to catalogs, this category includes almanacs, directories, dictionaries, encyclopedias, gazetteers, handbooks and similar publications). Also do not italicize periodical/newspaper titles (e.g., Newsweek or The New York Times) or software titles (e.g., WordPerfect or Windows).

Translate a foreign title into English, unless a work is generally known by its foreign name. Titles of videos, poems, songs, articles, reports, presentations, lectures and speeches follow the same rules but are surrounded by quotation marks instead of being italicized.

Titles of Courses (Class Names)

When referring to a specific course or class name, use capital case. The names of school subjects/areas of study are not capitalized, however.

ex. In your first quarter, KBPA 100 Foundations of Baking is a required class.

ex. The Nutritional Cooking course is only offered in the spring.

ex. Students are required to take algebra as part of the business degree program.

Titles of People and Professions

Per AP style, lowercase and spell out titles when they are not used with an individual’s name.

ex. The president issued a statement and the governor released his budget proposal

Lowercase and spell out titles in constructions that set them off from a name by commas.

ex. The NLU president, Nivine Megahed, attended the groundbreaking ceremony.

Uppercase titles when they immediately precede a name that is not set off by commas.

ex. Yesterday in the Oval Office, President Barack Obama signed the higher education bill.

After a name, it is NLU style to start an individual’s title with his or her position, followed by a comma, then the pertinent department or team.

ex. John Mazariegos, executive director of information security, computer information services

ex. Christine Smith, adjunct faculty, psychology

It is acceptable to abbreviate the title before a senator or representative’s name (even on first reference).

ex. Sen. Tammy Duckworth visited the NLU program in Wheeling yesterday.

NLU does use courtesy titles.

ex. Marty Mickey serves as the treasurer for the university. Mr. Mickey is also the vice president of finance.

ex. not Marty Mickey serves as the treasurer for the university. Mickey is also the vice president of finance.

Do not capitalize common professions or licenses in running text, even when followed by a (capitalized) acronym

ex. work as a licensed professional counselor (LPC) in a clinical mental health agency setting

ex. not pursue your Professional Educator License (PEL)

Websites

In running text (or with contact information), when you’re trying to point users to a website’s homepage, use only the second-level domain name, in all lowercase letters — unless using the full host name (i.e., with “www.”) or full URL (i.e., “http://www.”) is technically required to reach the site.

For example: only nl.edu is required to get a user to the NLU homepage. The exceptions to the capitalization rule are any time a domain name could cause confusion or an unfortunate misreading.

ex. ChildrensLaughter.com or ChildrensWear.com

ex. not childrenslaughter.com or childrenswear.com

Never hyphenate a URL or domain name because of a line break on the page.
Frequently Used Words

African-American
after-school, after school — hyphenate as an adjective before the noun it modifies, e.g., after-school programs; but no hyphen as an adverb or when it follows a noun, e.g., students are encouraged to read after school or they went home after school
community-based (adjective)
community-wide (adjective)
community service (noun) — not community-service
cost-effective
data (noun, plural in form but singular or plural in construction)
decision-maker, decision-making (noun and adjective)
dropout (noun, adjective), drop out (verb)
download (noun), log in (verb)
download
email — not e-mail or E-mail
e-learning
e-newsletter
evidence-based
health care (noun, adjective) — not healthcare, health-care
high-need (adjective)
high-quality (adjective)
high-risk (adjective)
Illinois’ — not Illinois’s (for the possessive)
the internet
IQ — not I.Q.
K-12, K-8, etc.
kindergarten — not Kindergarten or kindergarten
login (noun), log in (verb)
nonline
on-site
online
preschool
pre-kindergarten
pre-k
principal — a noun and adjective for someone/something first in rank or importance (e.g., the principal of a school)
principle — a noun meaning doctrine or ethic
sign-up (noun, adjective), sign up (verb)
startup (an AP exception to Merriam-Webster’s start-up)
statewide
system-wide
t-shirt
toward — not towards
U.S. — not US
veterans — (no possessive) when describing financial aid and other benefits for service-men and women.
Washington, DC — no periods; use a comma after DC in running text; do not use a comma to separate the quadrant in addresses (e.g., 2801 M Street NW Washington, DC 20007)
Washington state
website — not web site or Website
ZIP code
<table>
<thead>
<tr>
<th>Organizational Names and Terms</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A.A.S.</strong>: associate of applied science (degree)</td>
</tr>
<tr>
<td><strong>ADA</strong>: Americans with Disabilities Act</td>
</tr>
<tr>
<td><strong>ASC</strong>: academic success center</td>
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<tr>
<td><strong>B.A.</strong>: bachelor of arts (degree)</td>
</tr>
<tr>
<td><strong>B.S.</strong>: bachelor of science (degree)</td>
</tr>
<tr>
<td><strong>CAEP</strong>: Council for the Accreditation of Educator Preparation</td>
</tr>
<tr>
<td><strong>CACREP</strong>: Council for Accreditation of Counseling and Related Educational Programs</td>
</tr>
<tr>
<td><strong>CAS</strong>: college of arts and sciences, predecessor to CPSA</td>
</tr>
<tr>
<td><strong>CES</strong>: counselor education and supervision (degree)</td>
</tr>
<tr>
<td><strong>Chicago Kindergarten College</strong>: predecessor to NCE</td>
</tr>
<tr>
<td><strong>CMB</strong>: college of management and business, predecessor to CPSA</td>
</tr>
<tr>
<td><strong>CPSA</strong>: College of Professional Studies and Advancement</td>
</tr>
<tr>
<td><strong>CSIS</strong>: computer sciences and information systems (degree)</td>
</tr>
<tr>
<td><strong>D2L</strong>: Desire2Learn, the online campus platform for NLU (a.k.a. a learning management system)</td>
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</tr>
<tr>
<td><strong>LMS</strong>: learning management system</td>
</tr>
<tr>
<td><strong>LPC</strong>: licensed clinical professional counselor</td>
</tr>
<tr>
<td><strong>MS</strong>: master of science (degree)</td>
</tr>
<tr>
<td><strong>MSWC</strong>: master of science in written communications (degree)</td>
</tr>
<tr>
<td><strong>NCE</strong>: National College of Education</td>
</tr>
<tr>
<td><strong>P.A.C.E.</strong>: Path to Academics, Community and Employment</td>
</tr>
<tr>
<td><strong>PEL</strong>: professional educator license</td>
</tr>
<tr>
<td><strong>RMI</strong>: request more information form (i.e., on the website) —see also RFI</td>
</tr>
<tr>
<td><strong>SAR</strong>: student aid report</td>
</tr>
<tr>
<td><strong>STEM</strong>: science, technology, engineering, math (NLU) undergraduate college</td>
</tr>
</tbody>
</table>
Additional Style Resources

For any style issues not specifically addressed within this guide, please refer to the most recent edition of the AP Stylebook (http://www.apstylebook.com/), using the credentials below:

U: pdefiglio@nl.edu
P: NLUmarketing

The default reference for the spelling of any words not specifically cited in the NLU Style Guide is PICK A DICTIONARY (DICTIONARY’S URL).

INCLUDE LOGIN CREDENTIALS IF A SUBSCRIPTION IS NECESSARY, OR IF SETTING UP AN ACCOUNT ALLOWS NLU TO APPEND NOTES TO ASSORTED ENTRIES]

If neither this NLU Style Guide (which is maintained at LOCATION ON PORTAL) nor the most recent AP Stylebook has an answer to your question, please bring it to the attention of CONTACT INFORMATION FOR STYLE GUIDE OWNER.

Press releases should follow the AP Stylebook because that is the style reporters will ultimately use.
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