

# Graphic Identity Guidelines

NATIONAL  
LOUIS  
UNIVERSITY



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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, staff members in the department of Marketing and Communications can help.

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



Sincerely,

**Nivine Megahed, Ph.D.**

President

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 University's founding date remains prominent. **The Symbol, always used in combination with other elements as described in these guidelines, 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 Department of Marketing and Communications.



**1890's**  
The original Chicago Kindergarten class pin



**1917**  
The National Kindergarten and Elementary College pin.



**1930**  
The National College of Education pin.



1886

**2011**  
National Louis University **Symbol**

**NOT TO BE USED ALONE  
(ONLY IN LOGO)**



**1990**  
National Louis University **Seal**

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 standard signature are show below.

Digital art files for the complete set of signature is available in all of the common document formats for use by communication professionals.

**Please contact the office of Marketing and Communications for assistance**

**Standard NLU signature**  
The Standard logo always appears at the **TOP** and it is **flush LEFT**



Colleges



Special Purpose Variations



The NLU signature is typically reproduced in 'NLU Blue' and 'NLU Grey.' Specific production limitations may require the use of a single-color version. Color specifications are built in to the supplied reproduction art to assure consistent results. Do not alter or edit color designations in individual art files.

1-color



1886

NATIONAL  
LOUIS  
UNIVERSITY

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



1886

NATIONAL  
LOUIS  
UNIVERSITY

Reverse



1886

NATIONAL  
LOUIS  
UNIVERSITY

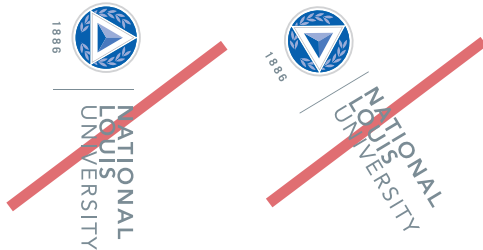
DO NOT distort the signature in any manner



DO NOT alter the relative proportions or positions of any of the elements



DO NOT display the entire signature vertically or angled



DO NOT alter or recreate the logotype



DO NOT add or substitute anything within the supplied signature



DO NOT create patterns with the symbol



DO NOT display the symbol alone



DO NOT apply a flat screen or 'ghost' to the symbol



DO NOT reproduce any elements in colors other than specified in these guidelines.



With the goal of creating more visually distinctive communications, a new palette of typographic options has been developed for communications designers. This complementary set of faces consists of a primary font family, a secondary family, and a default family.

The default set of typefaces has been selected 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.**

Default (Windows/Mac)

**Arial**

Arial Regular

*Arial Italic*

**Arial Bold**

***Arial Bold Italic***

**Georgia**

Georgia Regular

*Georgia Italic*

**Georgia Bold**

***Georgia Bold Italic***



NLU Standard or School Signature



Chicago campus  
122 South Michigan Avenue  
Chicago, Illinois 60603-6162  
P 888.NLU.TODAY (658.8632)  
www.nlu.edu

Standardized production templates for all print stationery items are only available through Facilities Services.\* Minor variations are available for NLU colleges, campuses and special executive units. Typical production specifications and design notes are shown below.

\* For electronically distributed files please use Electronic Headers available at [www.nlu.edu/idnetiy](http://www.nlu.edu/idnetiy)

NLU Address Signature for envelopes and mail labels only



**#10 Commercial Envelope**

Stock: 80# text, White  
Ink: 2 PMS

**Standard Business Card**

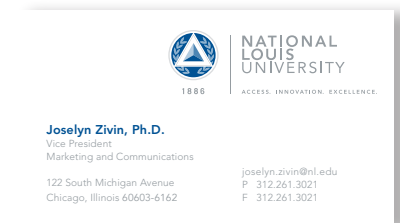
Trim: 2" x 3.5"  
Stock: 80# cover, White  
Ink: 2 PMS

**Standard Letterhead**

Trim: 8.5" x 11"  
Stock: 28#, White  
Ink: 2 PMS + Black

Standard format for campus designation footer.

CHICAGO ELGIN LISLE SKOKIE WHEELING MILWAUKEE TAMPA NOWY SACZ, POLAND ONLINE



**National Louis University follows Associated Press (AP) style in all print and Web communications.**

### Academic Degrees

Always refer to an NLU degree with its full official title, putting it in caps.

- Bachelor of Science in Management or B.S. in Management  
**NOT** Bachelor's in Management

When referring to a non-NLU degree more casually, make it lowercase.

- bachelor's in management  
**NOT** bachelor's in Management

### Acronyms

For all colleges, offices, etc. that take an acronym in regular use, please put that acronym in parentheses after the first reference. Use the acronym in subsequent references.

- the National College of Education (NCE)

**Note** that in cases where the college/organization is mentioned only once in a Web page or article, there's no need to put the acronym after the first and only reference.

Normally, acronyms of two letters take periods: *U.S.*, *U.N.*, *U.K.*, etc.

**Exceptions:** GI Bill, VA

Acronyms with more than two letters don't require periods: *FBI*, *CIA*, *NBC*, etc.

**Exceptions:** three-letter degrees like M.B.A., M.A.T., C.A.S.

### Addresses

Follow these guidelines: abbreviate directional info before a street name; abbreviate *Ave.*, *Bld.* and *St.* but spell out all other types of street/road names; lowercase *suite*, *floor* or other address specifics; and abbreviate the state name in postal code style:

- NLU Marketing  
122 S. Michigan Ave., suite 5044  
Chicago, IL 60603

Spell out and capitalize all parts of a formal street name when not using an address number.

- NLU moved into its flagship building on Michigan Avenue.

### Ampersands

Don't use ampersands (&) in college or department names. Avoid them in general.

### Bulleted lists

Introduce a bulleted list with a complete sentence ending in a colon. Generally punctuate with a period if each item in the list is a complete sentence. Do not if the items are just phrases, though *do* capitalize the first word of each item.

Get the information you need at NLU:

- You can explore our Web site to find out more about colleges, courses, and instructors.
- The Academic Advising Center has additional info about tutoring.

### OR

Here's what NLU can do for you:

- Offer a wide selection of challenging courses
- Put you in touch with experienced instructors

If each item in a list begins with a hyperlink or bolded callout word, follow it with an n-dash (medium dash) and the appropriate copy.

- **National College of Education** – One of the largest educators of teachers in Illinois

### OR

- **Flexibility** – NLU specializes in teaching busy, working adults.

For bulleted lists that just contain hyperlinks, put the text in caps and use no punctuation.

### Credentials

Degree credentials are not used after the names of individuals on first reference except for people with doctoral degrees. Please note, the term *Dr.* is not used unless the doctor is a medical doctor.

- Nivine Megahed, Ph.D.  
**NOT** Dr. Nivine Megahed

## Hyperlinks

In general, lowercase hyperlink text when it's used in copy, unless it refers to a specific department, college or degree name, then use caps.

For 125 years, National Louis University has helped people just like you earn a [bachelor's degree](#) or [graduate degree](#). Just contact [Admissions](#) to learn more about the [College of Management](#) and [Business application](#).

For free-standing hyperlinks on Web pages, either as part of bulleted lists or alone by themselves, capitalize.

Learn more about:

- [Undergraduate Degrees](#)
- [Master's Degrees](#)

## Phone Numbers

Use periods to separate the digits of a phone number.

- 888.nlu.today or 800.443.5522  
**NOT** 888-nlu-today or (800)443-5522

## Punctuation

### commas

Do not put a comma before the concluding conjunction in simple series. But do put a comma before the concluding conjunction if one element in the series requires another conjunction.

- I like to eat scrambled eggs, toast and bacon for breakfast.  
**NOT** I like to eat scrambled eggs, toast, and bacon for breakfast.
- We had a big meal that included shrimp, baked potatoes, and surf and turf.  
**NOT** We had a big meal that included shrimp, baked potatoes and surf and turf.

## periods

Always put just one space after a period before beginning the next sentence.

### dashes

Always use a space before and after an m-dash (big dash) in a sentence.

- If you want my opinion — no matter what time of day — just ask.  
**NOT** If you want my opinion—no matter what time of day—just ask.

## School Name

Use the full name, *National Louis University*, on first reference. Subsequent references can be either *NLU* or *National Louis*. Please note that the university's name no longer contains the dash between *National* and *Louis*.

## State Names

Spell out state names when referring to them individually. But abbreviate using the two-letter postal style when following a town or city name and set off with commas.

## Teaching Certifications

Some degrees from the National College of Education have certification numbers associated with them per Illinois standards. Capitalize (and use no periods) if the certification is an acronym. If the certification begins with *type*, capitalize it. However, do not capitalize *certification* in any instance. If the teaching degree is non-certification, lowercase that information.

- B.A. in Early Childhood Education (Type 04 certification)
- B.A. in Early Childhood Practice (non-certification)

## Time and Date

Use the day of the week and date when listing an event. Capitalize the day of the week and the month. Set off month/date and the year with commas. For times, use lowercase *am* or *pm* without a space after the time numeral. Only one *am* or *pm* should appear unless an event begins in the morning and ends in the afternoon.

- Tuesday, March 20, 2012, from 1-3pm or Thursday, March 29, 2012, from 11am-2pm  
**NOT** Tuesday, March 20th from 1:00 p.m.-3:00 p.m.

## Unique Usages

- Use *associate degree*  
**NOT** *associate's degree*
- Use *Chicago campus*  
**NOT** *Chicago Campus*
- Use *email*  
**NOT** *e-mail* or *E-mail*
- Use *Web site*  
**NOT** *website* or *web site*

## Veterans

Use *veterans*, no possessive, when describing financial aid and other benefits at NLU for servicemen and women.

**Department of Marketing  
and Communications**

122 S. Michigan Ave., suite 5044  
Chicago, IL 60603

[marketing@nl.edu](mailto:marketing@nl.edu)  
[www.nl.edu/identity](http://www.nl.edu/identity)  
312.261.3125