Publication Guidelines & Design Options
• NIU logo, our brand identity

• Departmental nameplates, an effective use of sub-branding elements

• Marketing & design, the ways to enhance the value of your publications
You instantly recognize these graphics without brand/company name attached...
That is the power of **Brand Identity** and exactly what University Relations is trying to do - to build a stronger visual recognition for the University.
Why is Apple Computer so popular and everybody thinks it’s “cool”?

One of the reasons is they successfully established the “Brand Value” by always staying precise and consistent with their look and what they do...
that is why it is important to have a strong brand identity and stay consistent with it.
NIU has three different versions of the logo.
NIU logo sub-branded with the Division (Divisional logo) is what we use officially for all of the marketing materials.
Required minimum size for the logo

3/8” (0.375”) for print

1/2” (0.5”) for print

38 pixels at 72 dpi electronic

50 pixels at 72 dpi electronic
Same amount of space as the width of shield logo is required around the logo. No text, images, graphics cannot be in this area.
Do not use pixelated and/or deformed logo
When the background of your document is dark, use the “reversed” logo with white text instead of regular logo with white background. Both NIU and Division need to be in white.
Beginning August 15, 2012
University will require all units to use the new logo exclusively.
External Marketing

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Internal Marketing
External Marketing

- Target Audience is not familiar with NIU
- Not only marketing or representing a department, but the entire institution
- Using the NIU color and logo prominently
Internal Marketing

- Target Audience is already familiar with NIU

- Using a departmental nameplate to effectively market your department and the services and programs you provide

- Try something “unique” and different from overly-used NIU colors and styles so your publication will stand out in a crowd
Promotional Materials
Use “all in one” version of the NIU logo for promotional materials if there is no space to place both NIU logo and departmental nameplate.
Main brand identity should never be modified to fit the sub-brand component.
Marketing without design is lifeless, design without marketing is mute.

– Von R. Glitschka, illustrative designer
Even when you have a great marketing plan, it will be buried forever if there is no effective “tool” to expose it to the public.

Even when you have a great design you can utilize, it will just be a “fine art piece” to look at if there is no striking messages to communicate through it.
You’re not just giving out the information and be done. That is not the purpose of your publication. Its purpose is to encourage the audience to take an action that would benefit you and them.

You need to attract and convince them it is worth it...

Your publication = Advertisement

It’s about the audience.

It is not about what YOU want to tell or show them, it is about what THEY want to see and hear.
Before you start developing the marketing plan...

Know your purposes and goals of your publication.

Learn about the audience as much as possible, who they are, what they want.

Ask questions to yourself and find the answers before you move forward...