design
& publications
The Division of Student Affairs & Enrollment Management has worked diligently to create a culture that is representative of its mission, vision, and values. Our goal is to create a brand that works hand in hand with that culture.

The purpose of this document is to help promote consistent application of the NIU logo, various nameplates, visual standards, and textual information. These guidelines aim to create consistency among myriad pieces that make up the Student Affairs & Enrollment Management divisional identity.

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design/publication services

The Office of the Vice President for Student Affairs & Enrollment Management provides...

• Design and production of your publication, department nameplate, branded materials, and other marketing materials
• Standards for imaging and branding of the university and division
• Review of copy and edits for language, tone, and appearance of promotional materials
• Facilitation of all details of the design to production process
• Assistance with defining your audience, and suggested ideas to most effectively communicate to the intended audience

timelines

Most publications are on a fixed schedule, and there are usually several in process at any one time. It is important that staff and students are aware that timelines must be followed in the production of publications. Please allow at least four to six weeks for any design process. Additional time should be allocated for printing (approximately two weeks).

planning your publication

Before submitting your Graphic Design Request, you should consider:

• What is the purpose of this publication?
• Who is going to read it?
• What is the message that you want people to receive?
• Is this publication a companion to another piece?
• Who is responsible for researching, writing, and providing the textual content?
• Do you want to use photographs?
• Do you have the photographs?
• Are photographs print quality (300 dpi at reproduction size)?
• If you do not have photographs, is there a place and time to have them taken?
• What is your budget?
process for requesting print publications

• Only Student Affairs & Enrollment Management departments are eligible for graphic design and publication services.
• Submit each request online at www.stuaff.niu.edu/stuaff/division_employee_resources/graphic_design/index.shtml
• Submit all of (and only) the information requested via the online form.
• Once a request is submitted, a confirmation e-mail will be sent indicating one of two things:
  1.) An invitation to meet and discuss objectives, scope, and timeline of the project
  2.) An indication of when you can expect to receive design samples.
• The publications team develops a project schedule and obtains estimates of print costs and other applicable charges.
• Any necessary photos or graphics must be provided in a print-quality digital format (at least 300 dpi at reproduction size) or the actual photo. The project will require more time if photographs need to be taken.
• Thoroughly check all facts, names, and dates before submitting final copy. Inaccurate information may delay the design to print production time and often results in avoidable costs.
• Designed layout samples will be provided to the client to select from and approve.
• Edited copy will be provided to client for review and approval.
• Finished piece is shown to client for final approval. Client is ultimately responsible for final approval of design and copy. It is important for client to be aware that any changes after this point will delay delivery date.
• Publication is sent to print services, and a press proof is provided for approval before print job is initiated.
• Final publication will be delivered to client. A copy of each publication is received by the publications team to review and analyze quality. If the publication team is not satisfied with the print quality, the client will be notified, and the team will offer to advocate for a re-print or equitable compensation based on the perceived flaws.
publication standards

All Publications:
- “Northern Illinois University” and “Division of Student Affairs & Enrollment Management” must appear prominently
- Affirmative Action statement must appear on print media
- Official NIU logo and/or division nameplate must appear on print media
- An ampersand (&) should be used instead of “and” for all department names within the division
- Phone numbers must include area code, presented in this format: 815-753-1573
- For external (off-campus) use, you are encouraged to use official NIU colors (red and black) to reinforce the visual identity of the university
- For internal (on-campus) use, you may consider using non-NIU colors to make your publications unique.

Text:
- Must be provided in a Word document (via e-mail attachment or on a disk)
- May not be sent as e-mail content
- Should be as brief as possible (use bullets, subheads, etc.)
- Must be thoroughly edited and considered final copy.

Photos:
- 300 dpi or higher (1500 pixels H x W minimum)
- JPEG, PSD, or TIFF
- Photos from Web sites will not be accepted
- Need to reflect our core values – student-centered services, student learning, inclusive community, collaborative relationships
- Natural and creative photos are preferred, instead of portrait or event photos
- Departments are encouraged to work with Media Services regularly to build a departmental photo library.

Web Pages:
- Use alternate text with streaming text and photos so that it can be read by assistive technology
- Before promoting any additions to your Web site, send the development link to Office of the Vice President for Student Affairs & Enrollment Management. Upon approval, it will be returned to the department to be promoted
- Must be audited each semester for updates and revisions. Contact Office of the Vice President for Student Affairs & Enrollment Management for audit guidelines.
logos, seal, and nameplates

Any logo or nameplate should be used in a consistent manner. When reducing or enlarging the logo or nameplate, you must do so proportionally (the same percentage in both height and length).

Obtaining the Logo
To ensure quality, the logo should be obtained in electronic format from Design & Publications and not copied from existing media. The logo should not be copied from Web pages, as the relatively low resolution of Web graphics will cause the logo to look pixelated when reproduced in print publications.

NIU Logos and Seal
All official NIU logos and athletic logos/graphics must be used without any modification. Do not change color combinations provided in authorized copy. Do not change solid colors, or tint; nor add patterns/graphics.
Division Nameplate
Unless your departmental nameplate has “Division of Student Affairs & Enrollment Management” incorporated, all departments should use the division nameplate instead of a regular NIU logo.

Departmental Nameplate
Departmental nameplates designed and provided by Design & Publications may be modified, with limitations, and only with approval. When such modifications are needed, departmental designers must contact the Assistant Director of Design & Publications for authorization.
revision and modification of previous designs and publications

When necessary, the following modifications may be made by departmental designers to publications created by Design & Publications under the supervision of the Assistant Director of Design & Publications:

- Making revisions and updates to an existing publication
- Converting a design file to different formats, sizes, and ratio for an alternative use
- Using the same or similar design to make a series of publications (e.g., making fliers and Web page graphics based on the poster design).

Previous designs may not be reused for unrelated projects. Each project must be approved before being published.

supervision of major publications

Even when graphic design services are not provided by Design & Publications, all departments are encouraged to obtain indirect supervision of Design & Publications on any major publication and marketing material to ensure materials meet graphic standards of the university and division. Before production, send a publication copy (hard copy or electronic) to the Assistant Director of Design & Publications for the final review.

commonly used acronyms

AAC – Asian American Center
CAAR – Center for Access-Ability Resources
CCC – Campus Child Care
CSDC – Counseling & Student Development Center
FYE – First-Year Experience
LGBT – Lesbian, Gay, Bisexual, Transgender
LRC – Latino Resource Center
OSA – Office of Support & Advocacy
SILD – Student Involvement & Leadership Development
SAEM – Student Affairs & Enrollment Management
WRC – Women’s Resource Center
mission

In alliance with the educational mission of Northern Illinois University, the Division of Student Affairs & Enrollment Management creates student learning opportunities beyond the classroom that inspire intellectual, personal, and civic growth for leadership in a diverse and complex world.

vision

The Division of Student Affairs & Enrollment Management inspires students to engage and succeed in their individual pursuit of learning as they transform into dynamic leaders.

core values

• Student-centered service
• Partnerships focused on student learning
• Establishing an inclusive community
• Actively building collaborative relationships

affirmative action statement

Northern Illinois University is an equal opportunity institution and does not discriminate on the basis of race, color, religion, sex, age, marital status, national origin, disability, or status as a disabled or Vietnam-era veteran. The Constitution and Bylaws of Northern Illinois University afford equal treatment regardless of political views or affiliation, and sexual orientation.