



**Northern Illinois
University**

*Division of Student Affairs
& Enrollment Management*

design & publications

■ Visual Identity & Terminology Standards



purpose

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 publication style, 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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Revised October 2011

contents

- 3** Services and Timelines
- 3** Planning Your Publication
- 4** Process for Requesting Design/Publication
- 5** Publication Standards
- 5** Web site Standards
- 6** Expectations for Departmental Publications
- 6** Revision and Modification of Publications
- 7** Logos, Seal, and Nameplates
- 8** Obtaining the Logo
- 8** NIU Logos and Seal
- 8** Division and Department Nameplates
- 9** Commonly Used Acronyms/Statements

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
- Facilitation of departmental designers; creative coaching for student designers

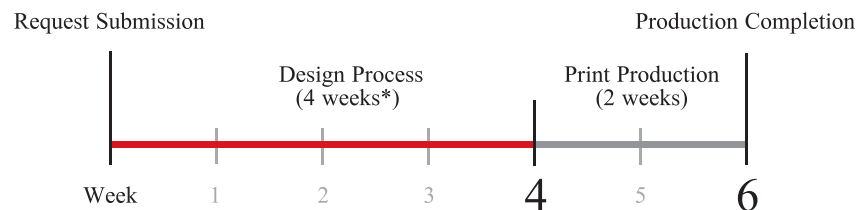
timeline

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 your target audience?
- 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?
- If you do not have photographs, is there a place and time to have them taken?
- What is your budget?



*Design process could take up to 6 weeks depending on workload and/or complexity of edits and revisions required.

process for requesting publication designs

- Only Student Affairs & Enrollment Management departments are eligible for graphic and publication design services.
- Submit each request online at <http://www.niu.edu/app/stuaff/>
- Submit all of (and only) the information requested via the online form. Design request cannot be processed without the text attachment(s) and will be considered incomplete submissions.
- Once a complete request is submitted, a confirmation e-mail (a copy of the request form) will be sent.
- 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 240 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 cost
- 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.
- Printing estimates will be provided upon request
- Publication file is sent to print services, and a press proof is provided for approval before print job is initiated. Use Document Services and/or Media Services unless other arrangements are made.
- 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
- Inclusion of Accessibility statement is strongly encouraged 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
✗ 815.753.1573 ✗ (815) 753-1573
- Office address should be presented in this format: Altgeld Hall 208
✗ 208 Altgeld Hall ✗ Altgeld Hall, Room 208
- For external (off-campus) use, you are encouraged to use official NIU color scheme (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 or editable PDF (upload via online request form)
- May not be sent via e-mail or as e-mail content
- Should be as brief as possible (use bullets, subheads, etc.)
- Use the *Publication Manual of the American Psychological Association* (APA), 6th (or current) edition, to format text, citations, references, tables, figures, and other areas of style.
- Must be thoroughly edited and considered final copy.

Photos:

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

Website:

- Use alternate text with 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.
- Do not retype or cut and paste information that is owned by another department; you may not know when that information changes. Instead, introduce the information and insert a link to the original site.

expectations for departmental publications

In order to obtain the highest quality possible, each department is required to go through Design & Publications for major publications and essential marketing materials such as:

- Departmental nameplate
- Brochures/pamphlets that advertise the services of the department (general information, Open House, Orientation, etc.)
- Any external marketing materials
- Any multi-event publications/posters
- Publications/posters for large-scale, campus-wide programs
- Banner signs and display boards
- Publications funded by the Office of the Vice President for Student Affairs & Enrollment Management.

Even when publication designs are done by departmental designers, all departments are encouraged to obtain the indirect supervision of Design & Publications on any publication to ensure that 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.

Facilitation of graphic and publication standards are available to departmental designers upon request. Contact Assistant Director of Design & Publications.

revision and modification of previous designs

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 ratios for an alternative use
- Using the same or similar design to make a series of publications (e.g., making fliers and Web graphics based on the poster design).

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

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. Refer to NIU's *Graphic Standards & Institutional Brand Identity Guide* for detailed guidelines for the logo usage.

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.



Presidential Seal



Northern Illinois University



Northern Illinois University



Northern Illinois University

NIU Logo



Huskie Athletic Logos



NIU Logos and Seal

All official NIU logos and athletic logos/graphics must be used without any modification. Do not change scale ratio or layout, or color combinations provided in authorized copy. Do not change solid colors, or tint; nor add patterns/graphics. Customization of the logos is not allowed in any case.

Presidential seal and Huskie athletic logos should not be used as the logo of the University, Division, or department on publications.

Division Nameplate

There are two versions of the Division nameplate. All departments should use the division nameplate instead of a regular NIU logo on publications.



Departmental Nameplate

Departmental nameplates must always be used in conjunction with the Division nameplate. Departments in the Division are required to use the approved format of NIU stationery available from Document Services. Customization of letterhead, envelopes, and business card with your departmental nameplate is not allowed.



Departmental nameplates designed and provided by Design & Publications may be modified, with limitations, and with approval. When such modifications are needed, departmental designers should contact the Assistant Director of Design & Publications for authorization.



commonly used acronyms/statements

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
SILD – Student Involvement & Leadership Development
SAEM – Student Affairs & Enrollment Management
WRC – Women’s Resource Center

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, status based on the Victims’ Economic Security and Safety Act (VESSA), or status as a disabled or Vietnam-era veteran. Further, the Constitution and Bylaws of Northern Illinois University provide for equal treatment regardless of political views or affiliation, and sexual orientation. Inquiries concerning application of Title IX, Section 504, and other statutes and regulations may be referred to the Affirmative Action and Diversity Resources Center, 1515 W. Lincoln Highway, DeKalb, IL 60115, telephone 815-753-1118.

Shortened Version

Northern Illinois University is an Equal Opportunity/Affirmative Action Institution.

Accessibility Statement

For Event Posters/Invitations:

“To request disability related accommodations, please contact NAME at NUMBER/E-MAIL. Advance notice is appreciated.”

For Other Publications:

“To request this publication in an alternate format please contact NAME at NUMBER/E-MAIL.”

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