

Communication Standards for the NIU College of Engineering and Engineering Technology



Northern Illinois
University

Table of Contents

Introduction	3
Brand Basics	
Value proposition	5
Brand personality	6
Brand Voice	
How to put the NIU brand voice into practice.....	8
How to combine brand personality with brand narrative	9
Visual Elements	
Core visual elements	11
The College of Engineering and Engineering Technology logo.....	12
Photography.....	13
Unique visual elements	15
Example applications	18

Introduction

The importance of brand consistency

Maintaining a strong and recognizable brand is a key component to NIU College of Engineering and Engineering Technology's success in student enrollment. We created this guide to make it easier for you to correctly and consistently represent the CEET when you develop new communications.

At the same time, it is important to be mindful of the relationship between the CEET brand and NIU's overall brand. This guide focuses on strategy and expression through our CEET lens but is built upon, and should secondarily align with, the Institutional brand. So, while this is your primary reference tool, you should be aware of and, when in doubt, use the NIU institutional guidelines as a supporting resource. Those guidelines can be found at niu.edu/marcomm/standards.

How to use this guide

Brand Basics — This section highlights the basic components of our brand, including value proposition and brand personality.

Brand Voice — This section covers what the NIU College of Engineering and Engineering Technology brand voice is, plus guidelines and examples to help you put the brand voice into practice.

Visual Elements — This section provides concrete direction on how to use specific elements, such as logos, photography and typography.

Clearinghouse Review

Please submit all print and digital communications to the Clearinghouse Review at go.niu.edu/clearinghouse at least three days before the communication is due.

Brand Basics

Value Proposition

The NIU College of Engineering and Engineering Technology value proposition is a brief aspirational statement that clearly describes the value we offer students and why they should choose us over other engineering schools. This statement is not intended to be used literally in communications. Instead, it is the prevailing thought behind every communication.

Value proposition:

Education engineered to be customizable, experiential, expectation-surpassing and transformative, so that all those we interact with can better impact the world.

Brand Personality

Our brand personality shines through in everything we do.

A brand's personality represents the characteristics or traits people associate with a brand. For designers and writers, it helps determine "the look and feel," or how the brand comes across at a personal and emotional level.

Being a college within NIU, the institution's personality is a natural part of the NIU College of Engineering and Engineering Technology's brand personality. However, we build off that with two key traits that make our character as a college unique.

curious

**Observe. Wonder. Tinker.
Improve. Repeat.**

grounded

Know how, show how.

IN ADDITION TO THE UNIVERSITY'S PERSONALITY

personalized

**Be who you are. Discover who
you want to become.**

inviting

Open up. Try new things.

charged

**Come to take on the world.
Leave ready to change it.**

Brand Voice

Brand Voice

How to put the NIU College of Engineering and Engineering Technology brand voice into practice

The College of Engineering and Engineering Technology's brand voice reinforces our brand personality through the careful use of language. Below are the brand personality words along with how-tos. See [page 9](#) for examples.

Curious

- Ask questions in content, be it in a headline to pique interest, pose a challenge or present a new perspective
- Highlight the urge to tinker and figure out how things work
- Be clever and unconventional

Grounded

- Celebrate the fundamentals as much as the virtual
- Don't get swept up in cutting edge; highlight engineering in the real world

- Be honest about what companies are looking for so students can make smart choices
- Write in a way that sounds part peer, part professor and part professional

Personalized

- Personalize with the student's name whenever possible
- When applicable, include a real person's quote or signature to convey personal, one-on-one communication
- Think of what the student wants or needs—what is the end benefit for them?

Inviting

- Look for opportunities to convey inclusiveness
- Use encouraging, aspirational ideas and phrases
- Write from a place of warmth and empathy
- Talk to the student, not at them

Charged

- Choose words that are encouraging and energetic
- When appropriate, use short bursts of encouraging phrases (e.g., let's do this, we're going places, no-limit learning)
- Write content that is bold and action-oriented
- Portray and speak to NIU Business students as being ready for what's to come, not just challenges that exist today

How to combine brand personality with brand narrative

Below are examples that demonstrate the flexibility of the brand personality through voice.

Pursue your passion. Surpass your potential.

You solve problems. Build. Innovate. You take things apart to see how they work and think about how to make them better—it's why you're drawn to engineering. And maybe you can already see a better way forward with cleaner energy, more efficient travel or new technologies that will change the world. We can help you get there.

Keep hands-on state of the art.

How do you get 1,265 miles out of one gallon of gas? Functional engineering.

"I've found what I want to do with the rest of my life... I want to design and build objects that make life better for others." Sarah O., CEET student. That's what we mean when we say our programs are transformative.

Make your mark. Make a difference.

Consider. Tinker. Improve. Repeat.

Visual Elements

Core visual elements

As a sub-brand of NIU, the College of Engineering and Engineering Technology derives its core brand assets from the Institutional identity, including color, imagery, pattern and type. All CEET communications should feel as if they are part of the larger institutional identity system.

The following pages outline visual elements specific to NIU CEET. For more details on the use of NIU institutional brand assets, please review the **communication standards for institutional identity** at niu.edu/marcomm/standards.



The College of Engineering and Engineering Technology logo

The NIU College of Engineering and Engineering Technology logo is central to its branding. It serves to identify communications with a “signature” of the college. Consistent and correct use of this logo significantly contributes to maintaining and strengthening the identity and reputation of the college and NIU. Generally, the logo appears at or near the bottom of the page and, occasionally, elsewhere. The logo should not be used as, nor incorporated into, a heading within a message.

The NIU College of Engineering and Engineering Technology logo is composed of two parts: the **NIU landmark** and the **sub-branded wordmark**. These parts combine to make a logo that identifies the college of Engineering and Engineering Technology to the world. **Never use the landmark alone to represent the university except in specific cases, which must be approved in advance by University Marketing.**



Logo with tagline

The NIU College of Engineering and Engineering Technology logo is also available with the university tagline. It's an opportunity to say something bold about ourselves that differentiates us from other universities.



Photography

Imagery is one of our strongest opportunities for creating an emotional connection. It provides a platform to engage with our audience and is a joint reflection of the University and College of Engineering and Engineering Technology's personality traits:

- **Curious**
- **Personalized**
- **Grounded**
- **Inviting**
- **Charged**

Image library

From buildings and landscapes to students and faculty, you can access a variety of photos from the Image Library at images.media.niu.edu. If you cannot locate a suitable image in the library, you can request assistance in locating an image or schedule a photographer. For help with the Image Library, contact socialmedia@niu.edu.

Original photography

When original photography is needed, we recommend using the professional photographers in Institutional Communications. Their expertise in lighting and composition is essential for creating dynamic and engaging photos. Discussing the project ahead of time with the creative team can help focus the direction of the photography. For photo assignments, contact socialmedia@niu.edu.



Selecting imagery

Always select photos that reinforce NIU College of Engineering and Engineering Technology's brand personality. Imagery should convey student engagement that is authentic and creates an emotional connection with our audience. Look for photos that are warm and full of spirit and energy. **Only select photos that have adequate image resolution.**



Interesting perspective with bright, natural lighting



Energetic with good use of selective focus



Genuine, authentic emotions



Personal and engaging



Rich, saturated color



Inviting, warm personality

Unique visual elements

In addition to the University level brand elements, the College of Engineering and Engineering Technology also has its own proprietary set of visual elements. These elements have been designed to reflect the value proposition and personality of the college and **should only be used in communications expressly designed for the College of Engineering and Engineering Technology.**

The NIU logo is the inspiration and source of our unique visual elements, which we refer to as "future connectors." These visual elements represent a link between the core NIU brand and the NIU CEET brand. Visually, they serve to show the connection between the classroom and the real world. These elements can be depicted in a number of different ways, which are illustrated on the following pages.

When using these devices, the connectors can be scaled and staggered but must always remain proportional to their original construction.



The strongest application of the connectors is to use them as markers that help guide the reader through a piece. They can be used both vertically and horizontally to accomplish this. When using the connector, consider the following:

1. Keep a minimum of 0.25" of clear space along the outside edge. This provides a visual break and prevents type from being too close to a color block or image container.
2. The connectors can scale in size but must always remain proportional to their original construction.
3. When more than one connector is being used, they must share a common relation or border to preserve the link between content and imagery. **Connectors must never overlap each other.**



In addition to providing a visual guide, the connectors can be used in a variety of other visually supportive ways:

Example A

To create a container to house color, patterns or engaging imagery that complements the content.

Example B

As a callout that highlights key messaging or facts you want to draw attention to within a larger piece.

Example C

Adding a repeating pattern to bring more texture to a content area. **It's important to consider legibility and background when using these across a larger area.**

A

Make the smart, accessible choice

We can help you navigate scholarships and financial aid. In addition to grants and loans, there are a number of scholarship programs, state and university waiver programs, and educational assistance programs for eligible students. Our Scholarship Office exists to help you uncover scholarship opportunities and manage the application process. You can apply for all NIU scholarships with a single form through our AcademicWorks online scholarship application system.

Waivers are similar to scholarships and are awarded by the university and various state agencies. Information on waiver programs is available through the Scholarship Office or Financial Aid Office.

Uncover customizable yet affordable education

Scholarships
NIU awards more than \$13 million in scholarships every year based on merit, talent, service, involvement and financial need. Priority application deadline is Nov. 15 for the following school year. Early application is recommended. Your first step in being considered for all NIU scholarships is to fill out a form in AcademicWorks, our campuswide scholarship application system.

Financial aid
In the 2018–2019 academic year, 84 percent of NIU students received some form of financial aid. Students receive aid based on need as determined by the Free Application for Federal Student Aid (FAFSA). You should complete your FAFSA as soon as possible beginning Oct. 1.

SISM
It's customizable every year based on merit, talent, service, involvement and financial need.

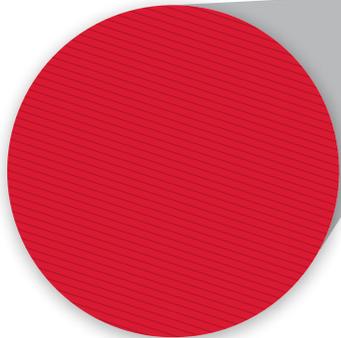
No out of state extras
U.S. students from outside of Illinois pay the same tuition rate as in-state students.

Flexible Installment Plan
The Flexible Installment Plan allows you to spread your tuition payments over the semester rather than paying a lump sum.

Truth in tuition
Once you enroll at NIU as a degree-seeking undergraduate, your tuition rate is locked in for the next four years—no surprise tuition hikes like other universities.

B

C



Step into a new world

You solve problems. Build. Innovate. You take things apart to see how they work and think about how to make them better—it's why you're drawn to engineering. And maybe you can already see a better way forward with cleaner energy, more efficient travel or new technologies that will change the world. We can help you get there.

Committed to your success from day one
We offer you the resources of a big university with the caring and personal attention of a small college. We believe the cornerstone of your education should be hands-on experience, which is why you'll take what you learn in the classroom and apply it to the real world from day one.

Experience speaks volumes to employers
When you graduate from NIU, you'll be a functional, experienced engineer ready to contribute to your industry from the day you're hired—much to why many of our students have jobs lined up well in advance of graduation.

Discover a higher standard in education

Practicing what we profess
Our faculty are all accomplished in the field as they are in the classroom. And with an open-door policy and regular office hours, they're dedicated to guiding and mentoring you.

Building personal connections
Smaller classes mean you get individual attention. With average class sizes under 50 students, you'll get to know your professors.

Programs customized to your pursuit
Get the support you need in your studies. Our programs, internships, co-op experiences or passions in different avenues of engineering.

Cutting-edge, career-ready curriculum
A state-of-the-art curriculum grounded in experiential learning, plus strong industry partnerships, mean our classes teach the skills employers want. Our faculty are always looking ahead, designing new classes that keep us at the forefront of innovation.

Example applications

The pictured pieces demonstrate some of the ways that NIU CEET's voice and visuals can be combined to create compelling brand communications.



Seek a higher standard.

LOREM IPSUM LEAD IN TEXT. quassim into dersiipiini gnim. Itqui fiae remio blaob. Et tus, volio ptasid unt, sirm estio ilo molit iptam, omnis dolup tati, as non cultor aborib usapit utt as assuntor si distrum dit est maxim pos sitam, temas est endae dolor asi quasim into dersiipiini gnim etoril velio rovidi ditatur adilio exera tiae volupta. Temas est endae dolor asi quasim into dersiipiini gnim etora.

87%

ELES EX EST A OSTRA EATEM EUM VENISTRAS.

Gent voluptia voluptureium que voluptatque vellum fugit.



NORTHERN ILLINOIS UNIVERSITY
College of Engineering and Engineering Technology



“Gent voluptia vo ium que vellum fugit lorem.”
— FIRST NAME LONGER LAST NAME

HANDS ON.
All in.

Experience. Experiment. *Explore.*

ALIIQUAM A LIBERO FACIL.
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87%
ELES EX EST A OSTRA EUM VENISTRAS.

College of Engineering and Engineering Technology



HANDS ON.
All in.

College of Engineering and Engineering Technology



Northern Illinois University

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