

# Communication Standards for the NIU College of Health and Human Sciences



Northern Illinois  
University

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# Introduction

## The importance of brand consistency

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

At the same time, it is important to be mindful of the relationship between the College of Health and Human Sciences' brand and NIU's overall brand. This guide focuses on strategy and expression through our College of Health and Human Sciences 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](http://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 Health and Human Sciences brand voice is, plus guidelines, an anchor statement 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](http://go.niu.edu/clearinghouse) at least three days before the communication is due.

# Brand Basics

# Value Proposition

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

## **Value proposition:**

Undiscovered potential meets potential for discovery. We match our students' and faculty's diverse personal life experiences with a personal learning experience that feels like home; and deliver the highest value while valuing human impact.

# Value Proposition

These are the three concepts within our value proposition supported with messaging that further brings each to life. This support messaging is crafted to be modular and can be used as or to inform outgoing communications.

## **Undiscovered potential meets potential for discovery.**

What you'll find here is a community of pursuers. People that welcome one another, motivate each other to think beyond the next step, and understand the value of digging deeper. We believe stepping outside your comfort zone is the first step toward uncovering what you're made of. That's why we push you to try new things, take on challenges you typically might avoid, and lead with a purpose to achieve more than you've ever imagined.

## **Matching diverse personal life experiences with a personal learning experience.**

Our students come from all walks of life; and we help them find a path for getting where they want to go — from healthcare to hospitality to entrepreneurship. Individual experiences bring people here. And that's exactly what you'll get once you're here. Making sure each student's education is customizable, connective and community-driven will always be at the heart of everything we do.

## **Delivering the highest value while valuing human impact.**

An affordable education is what you want. A valuable education is what you need. Here at the College of Health and Human Sciences, we not only understand that, we take pride in delivering it. This is a place that knows the importance of being resourceful with the resources you have. Which translates into providing opportunities beyond the classroom, and ultimately helps students see beyond their career toward the impact they can have on their community.

# 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 Health and Human Sciences' brand personality. However, we build off that with two key traits that make our character as a college unique.

## collaborative

**Pulling together. Pulling for each other.**

## compassionate

**We measure our success by yours.**

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IN ADDITION TO THE UNIVERSITY'S PERSONALITY

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## 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 Health and Human Sciences' brand voice into practice

The College of Health and Human Sciences' brand voice reinforces our brand personality through the careful use of language. Below are the brand personality words along with how-tos. See [page 11](#) for examples.

### Collaborative

- Write content that's engaging, motivating and imaginative; help students find their path
- Use words that evoke community (e.g., we, together, one)
- When addressing students' studies, always highlight how our hands-on environments and dedicated faculty take those studies to the next level

### Compassionate

- Focus on what we help students become and the impact we empower them to make
- Write headlines that evolve; i.e., have the second half of your headline build from the first half (e.g., Impactful learning. Impacting lives., Turn your ambition into accomplishment.)
- Plan your content through students' POVs; What do they want to know? What does our unique offering bring to their unique journey?

### Personalized

- Personalize with 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 College of Health and Human Sciences students as being ready for what's to come, not just challenges that exist today

## Vision Statement

This is a description of what the College of Health and Human Sciences stands for and aspires to always be, and it's an example of our big picture voice. There will be additional examples on the pages that follow, which highlight more sides and shades of the voice. Think of this as an "About us" message.

Health and human sciences impact and improve the lives and livelihood of individuals and communities, in inclusive, supportive and caring ways. Our vision is a learning experience and environment that do the same. This is how we build a better education for our students. One that gives them the tools they need today to build a better world tomorrow.

### **To make this possible, we create a community of:**

- Pursuers who push one another to become experts in their fields
- Scholars working at the cutting-edge and appearing in publications of the highest reputation
- Teachers routinely given the highest commendation by learners and peers
- Staff that provides the highest level of service
- Students eagerly sought by industry, graduate schools and public institutions because they know, they make, they do, perform, speak and write with authority, clarity and purpose

## How to combine brand personality with brand narrative

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

One college. One community. Embracing  
opportunity.

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One-on-one environment. All-for-one community.

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In it together. In it for each other.

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Our success starts with yours.

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Find your path. Build your future.

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Your path starts here.

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Beyond the classroom. Across the college.

Turn your ambition into accomplishment.

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Impactful learning. Impacting lives.

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Learn by leading.

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Transform your life experience into a life of impact.

---

Experience the value of personalized learning.

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Major. Motivation.

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Health. Check.

# Visual Elements

# Core Visual Elements

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

The following pages outline visual elements specific to the College of Health and Human Sciences. For more details on the use of NIU institutional brand assets, please review the **communication standards for institutional identity** at [niu.edu/marcomm/standards](http://niu.edu/marcomm/standards).



# The College of Health and Human Sciences Logo

The NIU College of Health and Human Sciences 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 Health and Human Sciences 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 Health and Human Sciences 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 Health and Human Sciences 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 Health and Human Sciences' personality traits:

- **Collaborative**
- **Inviting**
- **Compassionate**
- **Charged**
- **Personalized**

## Image library

From buildings and landscapes to students and faculty, you can access a variety of photos from the Image Library at [niu.canto.com](http://niu.canto.com). 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](mailto: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](mailto:socialmedia@niu.edu).



### Selecting imagery

Always select photos that reinforce the NIU College of Health and Human Sciences' 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 good use of selective focus



Genuine, authentic emotions



Personal and engaging



Bright, natural lighting



Rich, saturated color



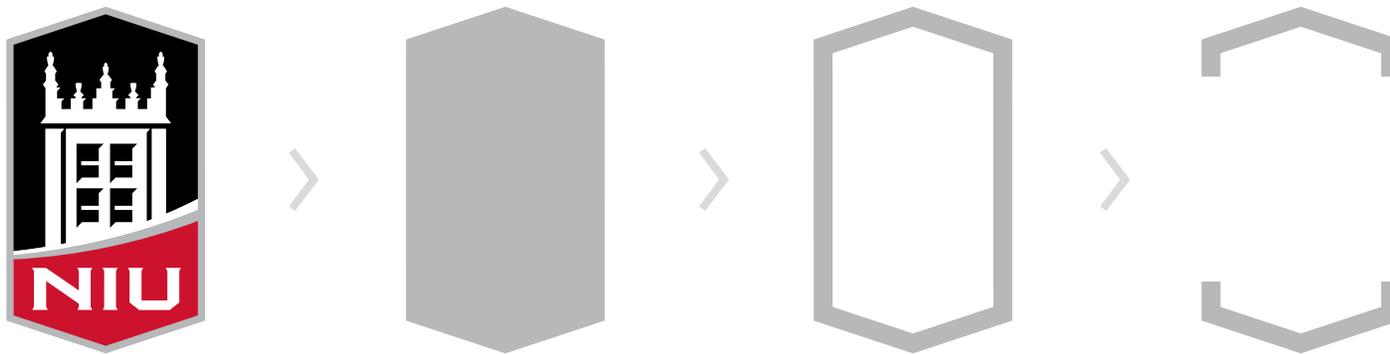
Inviting, warm personality

# Unique Visual Elements

In addition to the University-level brand elements, the College of Health and Human Sciences 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 Health and Human Sciences.**

The NIU logo is the inspiration and source of our unique visual elements, which we refer to as the “brackets.” These visual elements represent a link between the core NIU brand and the NIU College of Health and Human Sciences. Visually, they serve to depict the connection between the classroom and the real world.

The brackets may be scaled but must always remain in the same weight, orientation and proportion of its original construction.



The strongest use of the brackets is as a visual device to highlight key individuals or content. There are three important rules to follow while using brackets:

1. Brackets may only be used to feature a single person at a time, even in photos displaying multiple people.
2. Brackets can scale in size but must always remain proportional to their original construction and orientation.
3. Brackets may only appear in red or white.



Two additional visual treatments can also be used as supportive design elements:

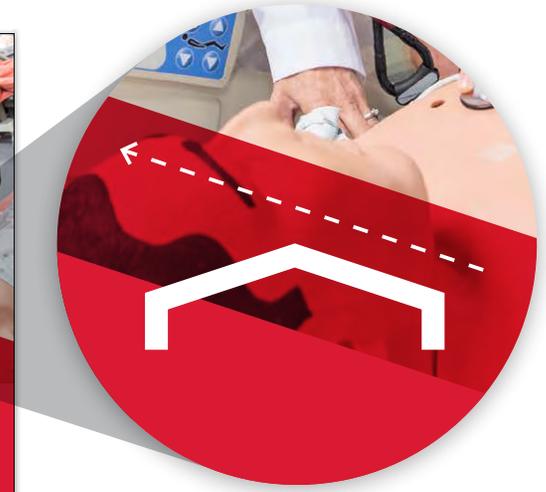
### A: Diagonal Screens

Incorporate this diagonal cropping and overlay treatment to photography to add visual interest in layouts. Be sure to always match the bracket angle for consistency.

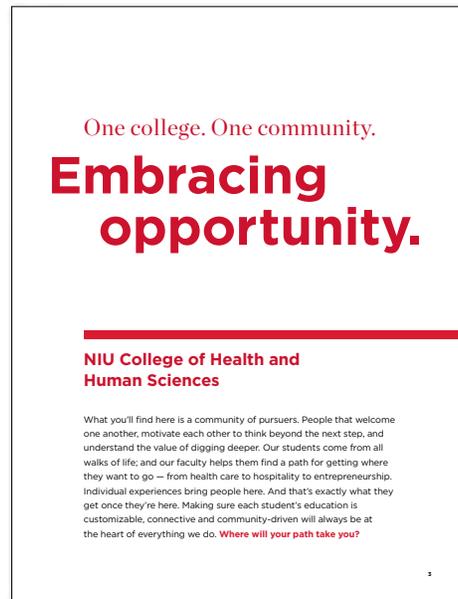
### B: Rules

Thick rules that represent bracket segments can be used as visual devices to connect ideas. Rules may only be displayed in red or white and must always be positioned horizontally.

A



B



# Example Applications

The pictured pieces demonstrate some of the ways that the NIU College of Health and Human Sciences' voice and visuals can be combined to create compelling brand communications.



## School of Interdisciplinary Health Professions

**The heart of health careers.**

Our undergraduate programs in Rehabilitation and Disability Services, Pre-Physical Therapy and Health Sciences are flexible so you can customize your education and excel in numerous health-related fields. This is where you'll study the connections between health occupations and outcomes, gain specialized knowledge in disabilities and counseling, and prepare yourself for graduate programs across the college.

You could be looking for a prerequisite foundation for heading into fields like medical laboratory science, physical therapy or nursing. Or you may be aiming to take your career to the next level to become a certified specialist or pursue a health-related leadership position. No matter where you're looking to go, the School of Interdisciplinary Health Professions (SIHP) will help you get there. More than 95 percent of our Rehabilitation Counseling graduates start working within six months of graduation — in careers ranging from job placement specialist to substance abuse counselor to life-care planner.

**UNDERGRADUATE PROGRAMS**  
 Health Sciences (B.S.)  
 Pre-Physical Therapy (B.S.)  
 Rehabilitation and Disability Services (B.S.)

**GRADUATE PROGRAMS**  
 Health Sciences (M.S.)  
 Health Sciences (Ph.D.)  
 Rehabilitation Counseling (M.S.)



## Food for thought.

Developed by Melani Duffrin, the FoodMASTER program uses food as a tool to teach mathematics and science to all ages. Now in its second decade of work, FoodMASTER is helping the SIHP elevate STEM education.



## School of Nursing

**Purposeful practice.**

As an undergraduate in the School of Nursing, you'll have the opportunity to apply the theory, research and knowledge you learn in class well beyond the classroom. Along with state-of-the-art labs, our Nursing program has more than 230 regional health care partners, giving you the hands-on experience that the real world requires. We also have special study groups and renowned organizations — such as the Student Nurses Organization — helping maximize your education at NIU. After graduation, your skill set will qualify you for careers in direct and indirect patient care, and you'll be eligible to sit for the NCLEX-RN, where our first-time pass rate exceeds the state and national average.

You can take your studies to the next level with our convenient online graduate programs. Both offer the chance for specializing in particular areas of nursing and the convenience of continuing your education at a full- or part-time pace. Students in our graduate programs have gone on to excel as nurse practitioners, educators and health care leaders at top hospitals and organizations across the country.



**SIMULATED LABS. REAL-LIFE LESSONS.**  
 Designed to help students apply their in-class learnings, the Human Patient Simulation Lab includes adult and pediatric mannequins to replicate real-life patient scenarios.

**UNDERGRADUATE PROGRAMS**  
 Nursing (B.S.)

**GRADUATE PROGRAMS**  
 Nursing (M.S.)  
 Doctor of Nursing Practice (D.N.P.)

**Learn to lead.**

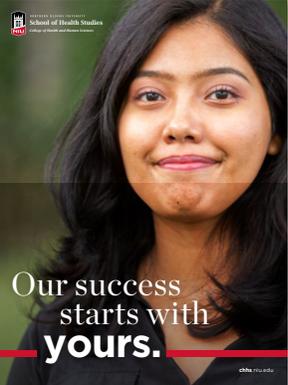
Nursing is hands-on, fast-paced and stretches across all types of environments. The School of Nursing is no different. Our accomplished faculty will not only teach you, they'll challenge your critical thinking skills and put you to the test in our three cutting-edge nursing labs. All to make you a leader in delivering the care patients need.

...you choose to take, ...sp you achieve and ...specialized ...helping others



College **beyond** the classroom.

College of Health and Human Sciences | Health and Communication Disorders | Family and Consumer Sciences | Health Studies | Interdisciplinary Health Professions | Health Sciences | Nursing



Our success starts with **yours.**

CHHS | NIU.EDU



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