

Communication Standards for Institutional Brand Identity



**Northern Illinois
University**

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Introduction and Contacts

The importance of brand consistency

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

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. For more information, see [Page 64](#).

How to use this guide

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

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

Visual Elements and **Marketing Examples** — These sections provide concrete direction on how to use specific elements, such as logos, photography and typography.

Resources — This section includes Clearinghouse Review information and a list of resources to help you.

Any questions regarding these communication standards can be directed to the following areas:

Communication standards and institutional branding

University Marketing
marketing@niu.edu

Logos and sub-branding

University Marketing
marketing@niu.edu

Website design

Web and Internal Communications
webcommunications@niu.edu

University letterhead and business cards

Integrated Media Technologies
documentservices@niu.edu

Athletic identity

Athletics Marketing
sportsmarketing@niu.edu

Brand Basics

Value Proposition

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

Value proposition:

A university experience tailored to who I am today and what I will be tomorrow.

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 define "the look and feel," or how the brand comes across at a personal and emotional level.

NIU's updated brand personality is made up of three simple words. Supporting phrases and second-tier descriptors help deepen understanding of their meaning.

personalized

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

Emotional
Journey
Choice
Individual attention
Experiential learning
Real-world ready

inviting

Open up. Try new things.

More backgrounds, more futures
Magnetic
Community
Fresh perspectives
Sense of challenge
Warm
Welcoming

charged

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

Motivated
Inspired
Purposeful
Spirited
Invested
Life-changing

Brand Narrative

Our narrative is the story we want to share.

How do we prove we're committed to delivering on our value proposition? By expressing the tangible key strengths and benefits that make up our narrative. In other words, our narrative is the story we want to tell about ourselves at every opportunity through our voice and visuals.

NIU KEY STRENGTHS

Personal attention/mentoring
Professors who care
Knowledgeable advisors
Welcoming of all cultures
Accessible
(affordable and close to home)

Variety of majors/programs
High academic rankings
Distinguished faculty
Athletic team spirit
Robust social programs/activities

Prominent research
Experiential learning
Academic excellence
Strong internship/job placement programs
Chicago-connected/widely respected
Engaged alumni networks

NIU BENEFITS

Individual-centered/
small-college culture

Big-university
advantages

Career success

Tagline

The NIU tagline helps unify us all.

Another component of the NIU brand is our tagline. It distills our value proposition and brand narrative into a memorable phrase that's meaningful across all departments and colleges.

Your Future. Our Focus.

Please note the punctuation. The use of periods gives our tagline more emphasis and an attitude of greater commitment. The tagline may be used as a headline, a sign-off, in copy or in conjunction with the university logo (see [Pages 17–25](#) for specific logo usage guidelines).

Do not modify, create or use other taglines for the university or any college or department.

Brand Voice

Brand Voice

How we sound

The NIU **VOICE** is how we want to sound. Use language carefully and craft your writing to express our brand personality, taking into consideration content and tone.

Our **BRAND PERSONALITY** is personalized, inviting and charged. For more about brand personality, see [Page 6](#). For how-tos and examples, see [Pages 11-14](#).

CONTENT is the message — the points you want to make within a communication to inform and inspire your reader to take action. Content can be anything from informing students of test requirements to information about housing. When appropriate, include one or more NIU key strengths and benefits (see [Page 7](#)) as part of your content.

TOPE is the variation of voice you might use depending on the audience and medium. For example, an email explaining the steps to apply for financial aid will sound different than a Facebook post announcing a Huskie pep rally.

voice = how we sound

personality = what we're like

content = the message

tone = variation in
voice based on
audience and
medium

Follow Associated Press and NIU styles.

The official style manuals for all Northern Illinois University communications are The Associated Press Stylebook (in print or online at apstylebook.com) and the NIU Editorial Style Guide online at go.niu.edu/style-guide. All university units are expected to follow AP and NIU style. Webster's New World College Dictionary online at m-w.com is used for spelling and usage issues not covered in The AP Stylebook or NIU Editorial Style Guide.

How to put our NIU brand voice into practice

Our brand voice reinforces our brand personality through the careful use of language. Below are the three brand personality words along with how-tos. See the [next page](#) for examples.

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.

How to combine brand personality with brand narrative

Below are examples of writing that combine brand personality with brand narrative.

Personalized

- *You'll get to know your instructors and work closely with them as they share their expertise and passion with you.*
- *Suraiya, we're excited you're joining us for our open house this spring.*
- *"We're committed to giving students from all over the world, from all types of backgrounds what they need to become their best selves. Whether they're returning to their communities or moving on and up in the world, NIU is behind them."*
— Vernese Edghill-Walden
Chief Diversity Officer
- *Be who you are. Discover who you want to be.*
- *Our faculty will help cultivate problem-solving and leadership skills that you'll find useful far beyond the classroom. You're already a thinker, dreamer and doer. We'll just help you find your way.*

Inviting

- *Our faculty cares about the person you are and the dreams you have. We're here to help you achieve success in all areas of your life.*
- *We encourage students, instructors and corporate leaders to look beyond the classroom and apply skills and ideas through innovative internships.*
- *We treat all students as the individuals they are, with unique talents and challenges, from a range of cultures and backgrounds, together on a journey to build a future.*
- *Making friends isn't always easy for everybody. But with Huskie Link, you can quickly find lots of opportunities to meet up with people who are into the same things you're into.*
- *NIU students have the best of both worlds. They can live and learn at a place that has the advantages of a big, top-tier university and, at the same time, feel at home with people who support and nurture them.*

Charged

- *Tomorrow is within reach. Chase it.*
- *See it. Seek it. Be it.*
- *Learn lessons you'll use. For life.*
- *Do you. Do more. Do it for real.*
- *Ready. Set. Graduate.*
- *At NIU, our people and resources are organized around you. What are your strengths? What energizes you? What do you want to be? Our purpose is to help students like you get what you need to lead the life you want today and after college.*

Additional guidelines for building our brand voice

Below are some writing best practices that can help build a brand voice that is personalized, inviting and charged.

Craft

- *Write in a way that's friendly and conversational.*
- *Use active voice rather than passive.*
- *Use personal-sounding words such as "we," "us" and "you" rather than "one" or "students."*
- *Use contractions when appropriate for a more casual, friendly tone ("you'll" versus "you will," "we're" versus "we are").*
- *Avoid formal, stiff or academic-sounding language.*

Organize

- *Organize your communication with a clear hierarchy so the reader can scan for key information.*
- *In long communications, use headlines and subheads.*
- *Carefully edit to eliminate unnecessary words, sentences or ideas (and remember that your communication is one of many the student will receive from NIU).*
- *Use quotes from faculty, staff and students, but make sure the quotes are compelling and authentic.*
- *Use examples to clarify or add empathy.*

Edit

- *Make any next steps or what students can expect next very clear.*
- *Read your writing aloud — if it sounds unnatural, it probably needs to be revised.*

Be clear and aligned on objective.

Before writing a communication, be clear about your objective and the points you need to convey. It's helpful to have the objective and key message points agreed-upon and in writing, ready to be shared with stakeholders at every stage of review.

Examples

Below are some examples of writing best practices.

Write in a way that's friendly and conversational.

~~It's your responsibility to do the following...~~

Come join us! All you need to do now is...

Use active voice.

~~Courses in accounting may be found...~~

You can find our accounting courses...

Use personal-sounding pronouns.

~~One may reach our campus from the east...~~

You can reach our campus from the east...

Avoid formal, stiff or academic-sounding language.

~~Environmental education courses prepare formal and nonformal educators to use community and out-of-classroom resources to enhance school curricula and nonformal education programs in diverse settings.~~

Using the area waters and woods as our classroom, you'll learn how to plan courses that teach students and others how to be better stewards of the earth.

Make sure quotes are compelling and authentic.

~~"It's a good starting point for a freshman in college. It's a good way to get to know students and professors."~~

"The TLC class gave me more confidence in presenting my work to a roomful of people. Plus, I got to know people I wouldn't have met in my regular classes."

Remember the value proposition and narrative.

Voice and visuals work together to reflect a university experience with the professional and academic excellence needed to succeed as a student and in the world.

Visual Elements

The NIU Institutional Identity

Northern Illinois University's visual identity is established through the appropriate use of the following marks: the university logo, the Huskie athletics logo and the university seal. These elements should be used only in the circumstances and according to the specifications described in this guide. **Never recreate or typeset NIU logos. Use only official logo files in communications.**

University logo

The university logo represents NIU as a whole. It's used in all communications (internal and external) and acts as an umbrella identity under which all other NIU identities fall. Download logo files at go.niu.edu/logos. For assistance, please contact University Marketing at marketing@niu.edu.



Huskie athletics logo

The Huskie logo is intended for use on materials related to NIU Athletics programs. For usage permission, contact the NIU Athletics Marketing office at sportsmarketing@niu.edu. Access logo standards at niuhuskies.com/sports/2016/6/13/ot-licensing-information-html.aspx.



University seal

The university seal is reserved for use on materials related to the Office of the President, Board of Trustees or university documents of a formal and official nature (e.g., diplomas, certificates, transcripts). Please contact marketing@niu.edu for information on the appropriate use of the university seal.



The University Logo

The NIU logo is central to institutional branding. Consistent and correct use of this logo significantly contributes to maintaining and strengthening the identity and reputation of NIU.

The university logo is composed of two parts: the **NIU landmark** and the **NIU wordmark**. These parts combine to make a logo that identifies the university 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.**



The Role of a Logo.

A university logo serves to identify messaging with a “signature” of that institution. Generally, the logo appears at or near the bottom of the page and, occasionally, elsewhere. The logo should not be used as or incorporated into a heading within a message.

Logo with tagline

Our logo with the tagline is an opportunity to say something bold about ourselves that differentiates us from other universities. Through consistent use, we build up the strength and equity of our tagline.



When to use the NIU logo with tagline

Recruitment (prospective student) communications

A general rule of thumb is to use the logo with tagline whenever possible, especially in communications that target an audience outside of the university. For example, use the NIU logo with tagline in advertising, on our website, in the view book or in other recruiting materials that can benefit from the tagline.

Retention (current student) communications

The general rule of thumb is to use the logo with tagline whenever possible to reinforce the benefit of remaining a student at NIU. For example, campus posters, flyers, course information, financial aid or student housing communications, letterheads and more can benefit from the logo with tagline.

Exceptions to the Rule.

Do not use the logo with tagline in signage, non-student-focused communications or when the size of the tagline becomes too small to be easily legible, such as on small premium items. When in doubt, please consult with University Marketing at marketing@niu.edu.

Logo configurations

To give designers flexibility, the university logo is available with and without the tagline and in three configurations: vertical, horizontal and extreme horizontal.

Vertical version



Horizontal version



Extreme horizontal version



4-color positive logos

Use the 4-color positive logo on white or light-colored backgrounds.



4-color positive version



4-color positive version with tagline

4-color reversed logos

Use the 4-color reversed logo only on dark backgrounds.



4-color reversed version



4-color reversed version with tagline

2-color logos

A 2-color logo is also available. Use this black and white logo on light, non-white backgrounds for print communications and apparel where a limited number of colors are available. **Do not use 2-color logos in digital communications.**



2-color version



2-color version with tagline

1-color logos

Single-color logos are available for print communications and merchandise when color production is limited. **Do not use single-color logos in digital communications.** Black (positive) versions are for use on white and light-colored backgrounds. White (reversed) versions are for use on dark backgrounds. Do not use 1-color logos in any color other than black or white. The tagline should always appear the same color as the logo.



1-color positive version



1-color positive version with tagline



1-color reversed version



1-color reversed version with tagline



The logo may only appear as black or white.



The castle should never be darker than the area around it.

Sub-branded logos

Sub-branded logos are an extension of the university's brand identity. Use them to identify entities under the university umbrella that need their own branding. See The Role of a Logo on [Page 17](#).

Two options for sub-branding are available: Use **college-focused** logos when promoting the college in its entirety. Use **department-/school-focused** logos when the communication is coming from or promoting a specific department or school within the college. Do not use taglines with department-/school-focused logos.

For custom sub-branded logos, please contact University Marketing at marketing@niu.edu.



Do not use college names as sub-branding components under the university name.

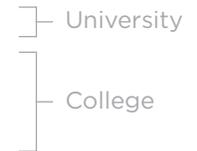


Do not use department/school names as sub-branding components.



NORTHERN ILLINOIS UNIVERSITY

College of Visual and Performing Arts



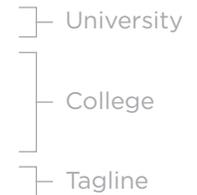
College-focused sub-brand



NORTHERN ILLINOIS UNIVERSITY

College of Visual and Performing Arts

Your Future. Our Focus.



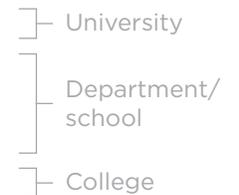
College-focused sub-brand with tagline



NORTHERN ILLINOIS UNIVERSITY

School of Theatre and Dance

College of Visual and Performing Arts



Department-/school-focused sub-brand

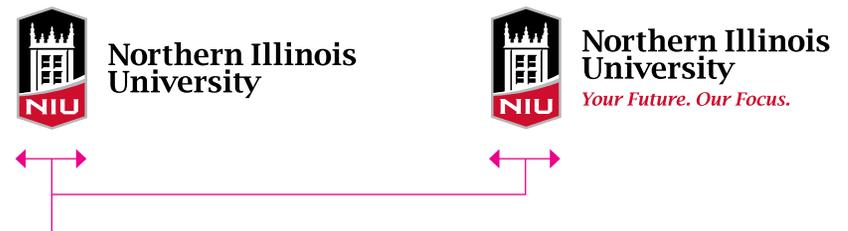
Clear space buffer

A minimum amount of space is required around all edges of the NIU logo to buffer it from other graphics and type. The space between the logo and all typography (with the exception of the tagline and sub-branding of colleges), other logos, graphics and photos should be equivalent to or greater than the width of the brandmark (illustrated at right).



Minimum size

Use the NIU brandmark and wordmark on all materials. To maximize legibility, the brandmark may not appear smaller than shown in the examples here.



Minimum size:

Print: 3/8" (.375") width of brandmark

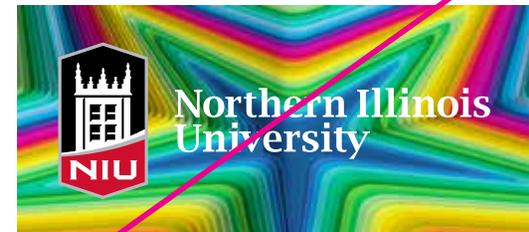
Digital: 38 pixels at 72 dpi width of brandmark

Legibility

In order to ensure the legibility of the university logo, place it on background images with simple, uniform fields of color. Avoid placing it on visually complex photography or patterns. If needed, place the logo within a solid, single-colored box over the background.



Do not place the logo on high-contrasting backgrounds.



Do not place the logo on busy, complex backgrounds.

Improper usage

Below are examples of logo modifications that are **not acceptable** for use.



Do not alter the proportions or distort.



Do not change the size or proportion of the tagline or sub-branding component.



Do not alter the tagline.



Do not alter the colors.



Do not add graphic elements.



Do not use different taglines.

Your Future. Our Focus.

The NIU tagline should not function as an independent logo; do not separate the tagline graphic from the logo lockup. When displaying the tagline copy outside of the logo, it should be typeset in either Gotham or Chronicle — never in Lucida Bright.

Creating decorative/typographical elements for internal use

For the purpose of any external-facing marketing materials, we recommend using either the NIU institutional identity or an appropriate sub-brand. The university logo should appear at or near the bottom of a page and should not be used as or incorporated into a heading within a message. The name of the area, initiative or program should be the heading on any promotional materials.

There may be times when an additional visual element is necessary to appropriately and effectively promote an event or program to an internal audience. We encourage you to work with our staff designers to develop your visual and submit the elements to the Clearinghouse for review.

Do not use the words "Northern Illinois University." Using "NIU" is permitted.

Do not incorporate NIU branding as a design element.



Do not use to replace our standard branding. Accompany with the appropriate NIU logo whenever possible. The sample above is approved for use.

We cannot develop a new version of a Huskie or Victor E. Branding elements featuring a Huskie dog require permission from Intercollegiate Athletics.

Color usage should lend itself to branding, but must also be legible.



The approved logo to the right demonstrates an acceptable visual and legible copy.



Brand Colors

Our **primary** brand colors are NIU Red and black. Gray (or silver metallic when applicable) is used as an accent color within both the NIU and Huskie Athletics logos. The formulas for NIU Red, black and gray are shown at right in their various forms for print and web display, as well as for embroidery in soft goods.

In addition to the brand colors of NIU Red, black and gray, a **secondary** color palette introduces a bright, fresh set of options that are helpful in extending the primary palette. Use these colors to separate information within charts and diagrams.

Primary colors

NIU Red Pantone 186 CMYK: 2/100/85/6 sRGB: 200/16/46 HTML: #C8102E RA Thread: 5563	Black CMYK: 0/0/0/100 sRGB: 0/0/0 HTML: #000000 RA Thread: 5596	Pantone 422 CMYK: 0/0/0/33 sRGB: 165/167/168 HTML: #A5A7A8 RA Thread: 5783 [or] Pantone 877 Metallic CMYK: 0/0/0/33 sRGB: 165/167/168 HTML: #A5A7A8 RA Thread: 5783	White CMYK: 0/0/0/0 sRGB: 255/255/255 HTML: #FFFFFF RA Thread: 5597
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Secondary colors

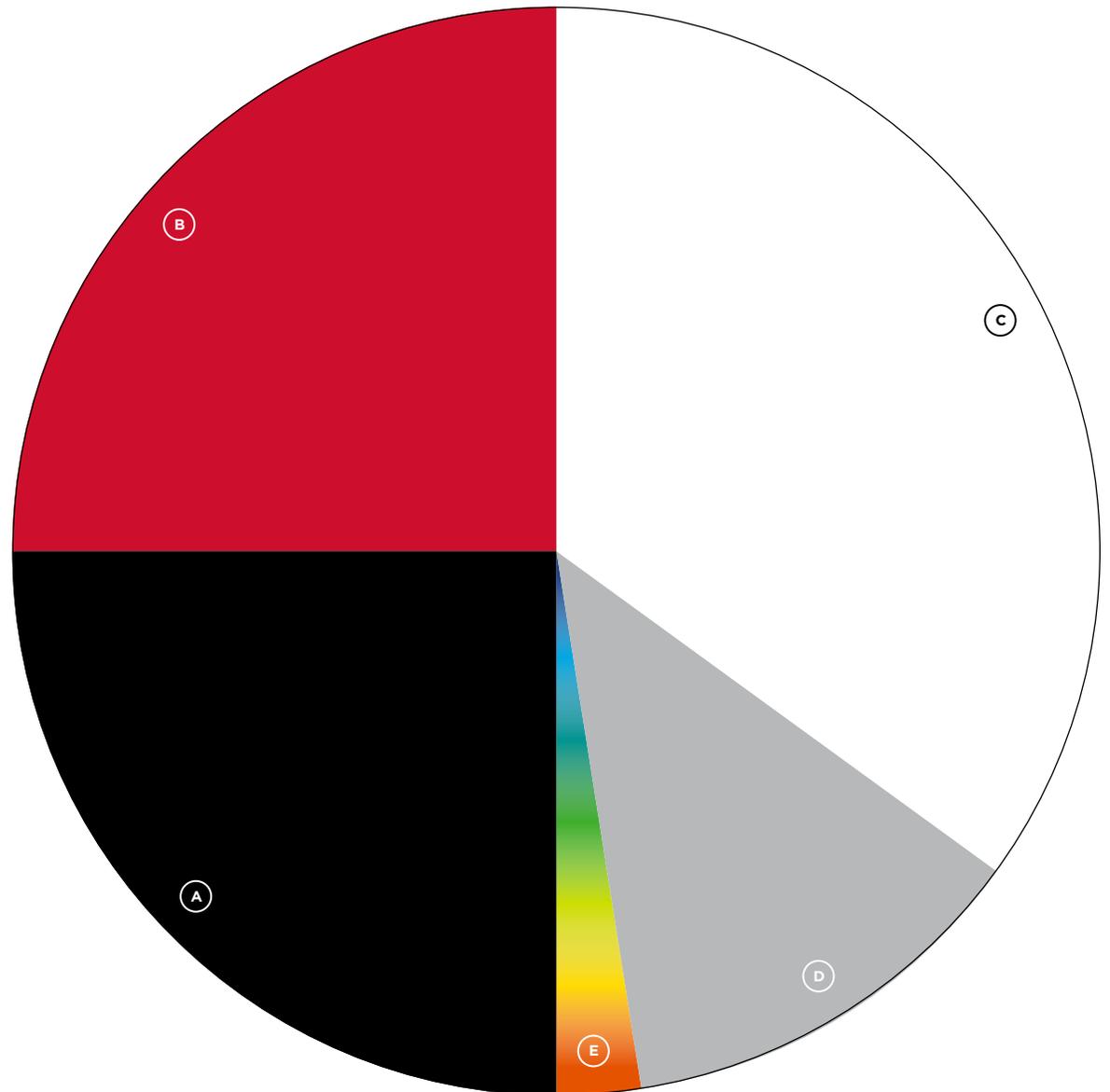
Pantone 166 CMYK: 0/76/100/0 sRGB: 227/82/5 HTML: #E35205	Pantone 108 CMYK: 0/5/98/0 sRGB: 254/219/0 HTML: #FEDB00	Pantone 389 CMYK: 21/0/85/0 sRGB: 208/223/0 HTML: #D0DF00	Pantone 361 CMYK: 77/0/100/0 sRGB: 67/176/42 HTML: #43B02A
Pantone 7716 CMYK: 83/0/40/11 sRGB: 0/150/143 HTML: #00968F	Pantone 2995 CMYK: 83/1/0/0 sRGB: 0/169/224 HTML: #00A9E0	Pantone 7687 CMYK: 100/78/0/18 sRGB: 29/66/138 HTML: #1D428A	

Color usage

The following graph depicts the relative ratio of color usage within the NIU color palette.

- NIU Red, black and white are the foundation of our palette and should be used prominently throughout all communications.
- Gray (silver) is an accent color and can be used to highlight key information.
- Secondary colors should only be used sparingly; they can act as pops of color to help create hierarchy and emphasis, and can be used within graphics and diagrams.
- Always use color purposefully, keeping in mind the proportions shown in the chart to the right.

A	Black
B	NIU Red
C	White
D	Gray (silver)
E	Secondary colors



Typography

Typography is an essential element of the NIU brand identity. When used consistently, it unifies messaging and creates familiarity.

While Lucida Bright is used within the NIU logo, it may **not** be used in text. Use body copy and headline fonts to complement the brandmark — do not attempt to match it.

Use **Gotham** and **Chronicle** as the primary typefaces of the NIU brand. In situations where these are not available, use Arial and Times New Roman.

Gotham and Chronicle are licensed, OpenType fonts available from Hoefler & Co. at typography.com. Arial and Times New Roman come standard with Windows- and Macintosh-based computers.

Aa

Gotham

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ # \$ %

Aa

Chronicle

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ # \$ %

Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ # \$ %

Times New Roman

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ # \$ %

Primary typeface

Gotham is the primary typeface of the NIU brand. Modern, flexible, easy to read, open and inviting, Gotham is suitable for most communications. A wide range of weights and stresses allow for multiple levels of typographic hierarchy, impact and clarity.

Gotham XNarrow is a condensed version of Gotham that is available for use in content-heavy communications.

Alternative typeface

Due to typeface limitations in some digital applications, **Arial** is the primary typeface for email, PowerPoint and web communications.

Aa

Gotham

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ # \$ %

Gotham Thin *Italic*

Gotham Extra Light *Italic*

Gotham Light *Italic*

Gotham Book *Italic*

Gotham Medium *Italic*

Gotham Bold *Italic*

Gotham Black *Italic*

Gotham Ultra *Italic*

Gotham XNarrow Thin *Italic*

Gotham XNarrow Extra Light *Italic*

Gotham XNarrow Light *Italic*

Gotham XNarrow Book *Italic*

Gotham XNarrow Medium *Italic*

Gotham XNarrow Bold *Italic*

Gotham XNarrow Black *Italic*

Gotham XNarrow Ultra *Italic*

Secondary typeface

Use Chronicle as the support typeface of the NIU brand. Refined, intelligent and attention-grabbing, Chronicle balances Gotham to add sophistication and to position NIU as institutional and engaging. Use Chronicle in communications that focus on educational topics.

Use **Chronicle Display** in headlines and large display-sized type (18-plus point). In standard body copy-sized applications, **Chronicle Text G2** has been selected for its legibility and versatility in a wide range of printing methods and paper grades.

Aa

Chronicle

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ # \$ %

Chronicle Display Extra Light	<i>Italic</i>
Chronicle Display Light	<i>Italic</i>
Chronicle Display Roman	<i>Italic</i>
Chronicle Display Bold	<i>Italic</i>
Chronicle Display Black	<i>Italic</i>
Chronicle Text G2 Roman	<i>Italic</i>
Chronicle Text G2 Semibold	<i>Italic</i>
Chronicle Text G2 Bold	<i>Italic</i>

Default typefaces

If the primary typefaces are not available, such as in Microsoft Office documents, use Arial and Times New Roman instead.

Aa

Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ # \$ %

Arial Regular

Arial Bold

Italic

Italic

Aa

Times New Roman

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ # \$ %

Times New Roman

Times New Roman Bold

Italic

Italic

Graphic Elements

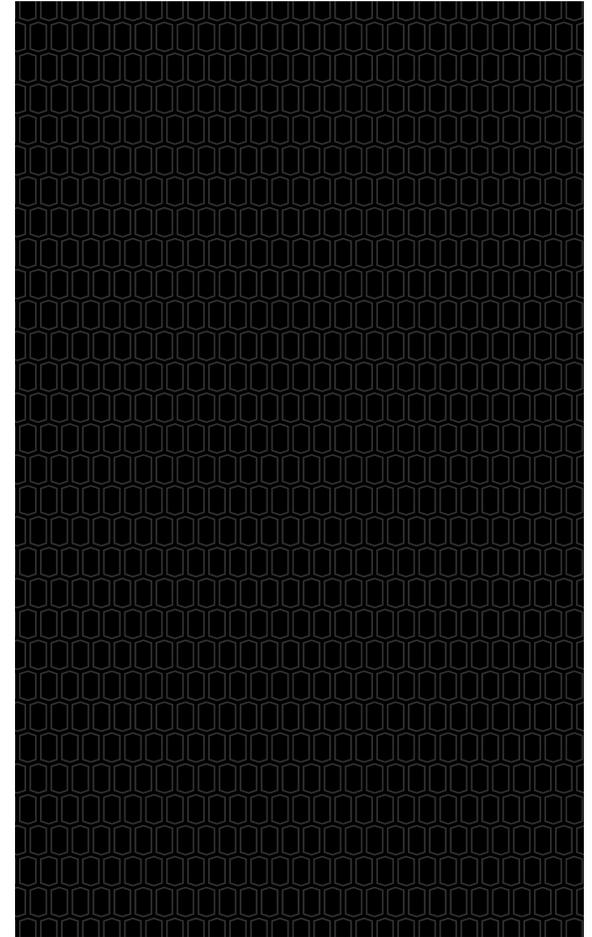
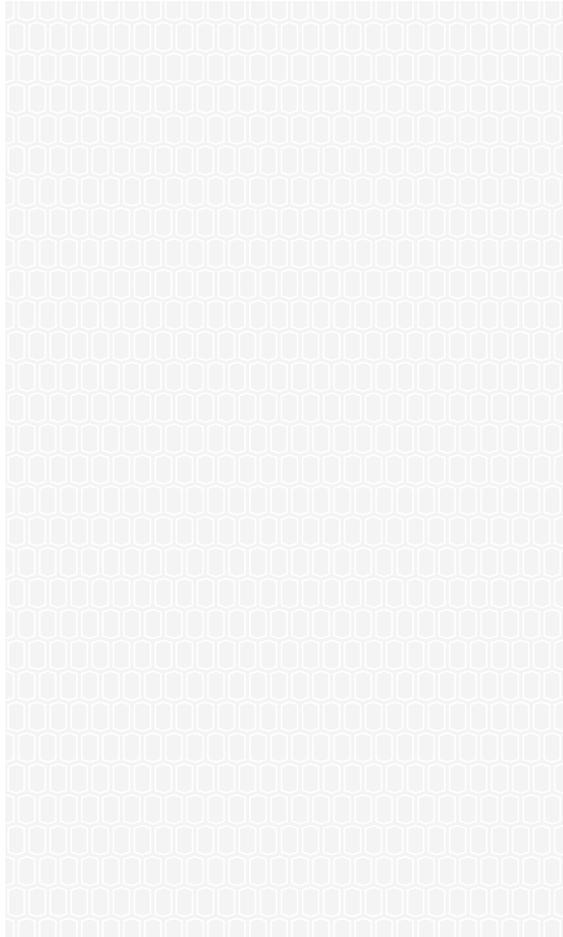
Shield pattern

A brand pattern composed of the shield shape of our logo is available for use as a background texture and to add visual interest to large areas of negative space.

How to use

Always use the pattern in low contrast on backgrounds of no more than 15% black. Alternatively, on black backgrounds the pattern may be used as a minimum 80% tint of black.

Always maintain the scale of the pattern so that the individual shapes are small and blend together to create an even color and texture. Maintaining this scale and low level of contrast is critical to avoid the pattern appearing busy or overbearing.



Containment devices

Two styles of graphic containment devices are available to help segment and highlight content within communications.

Highlight frame

The highlight frame is a black background surrounded by a thick NIU Red rule. Use it to call attention to a self-contained idea or story.

Shield frame

The hexagon-shaped shield frame uses our gray (Pantone 422) around a white background. Use it to create a strong focal point and draw attention to a message. The shield frame should always maintain the same proportions as the university logo shield. **Do not distort the shield frame in any way.**



Photography

Imagery is one of our strongest opportunities for creating an emotional connection. It provides a platform to engage with our audience and reflects NIU's personality traits:

- **Personalized**
- **Inviting**
- **Charged**

See [Page 6](#) for more information on our brand personality.

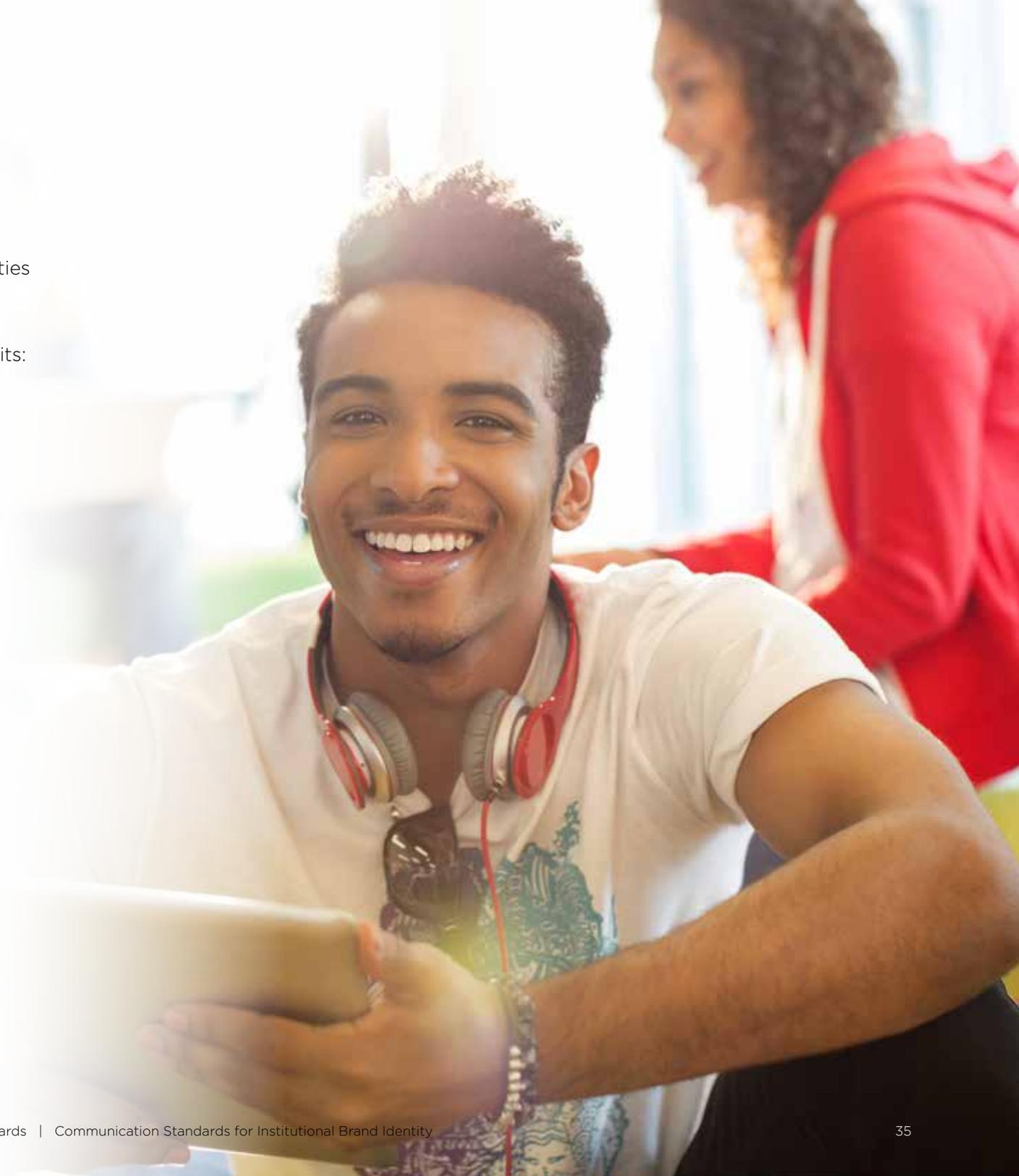


Image library

Buildings, landscapes, 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's brand personality and narrative. 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.



Inviting, warm personality



Genuine, authentic emotions



Rich, saturated color



Personal and engaging



Energetic with good use of selective focus



Interesting perspective with bright, natural lighting



Replace with engaging scenarios with good lighting.



Replace with unexpected angles and compositions.



Replace with exciting and energetic students.

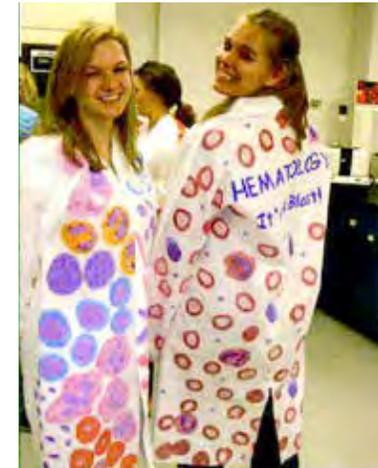
Color correction

Lighting is a critical component in the quality of photography. When available images are overly dark or dull in color, it may be necessary to make some file adjustments. Three simple steps can increase the vibrancy of images:

- Lighten the highlights.
- Increase the contrast.
- Boost the color saturation.



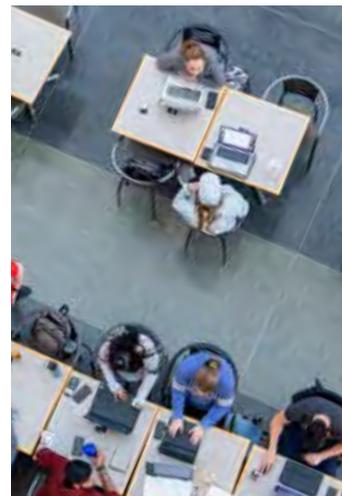
Original



Adjusted

Cropping

When selecting and cropping imagery, look for ways to add interest and eye movement. Tighter cropping allows the viewer to focus on the subject matter more quickly and eliminates unnecessary, distracting elements within the photo.



Original



Cropped

Marketing Examples

Postcards

This is a small sampling of postcard examples designed to fit varying communication needs.

Instructions:

- Replace headlines, body copy and imagery with content.
- Margins and postal requirement areas have been included to aid in the design of your file.
- Postal indicia should be added by the mailing house prior to printing.
- Avoid placing content within postal marking and address areas.

Specifications:

- 7 inches by 5 inches plus bleed.
- CMYK color space.

Option A



Option C



Option B



Postal marking area

Mailing address area

Front options A and B



NOTE

- Do not move or make adjustments to the logo in any way.

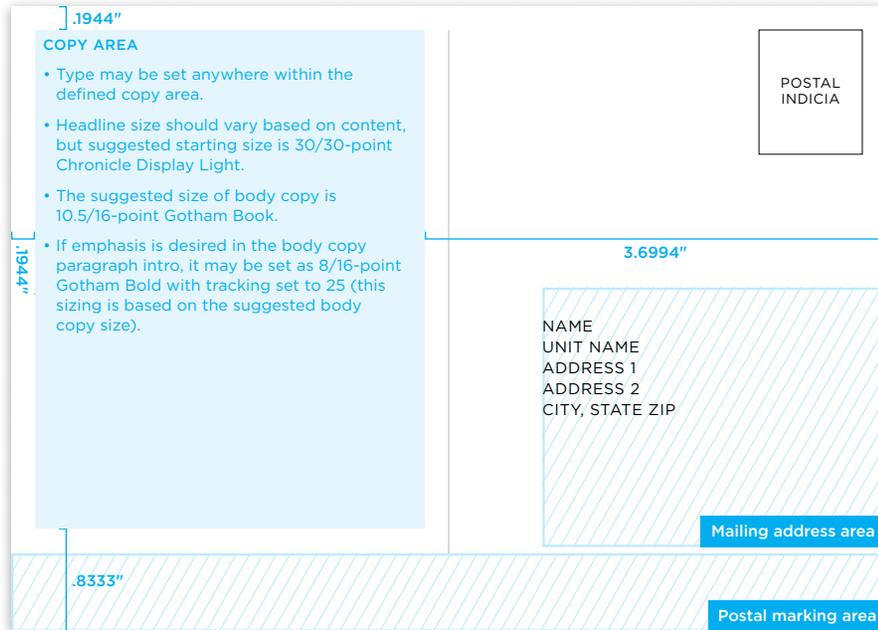
Front option C



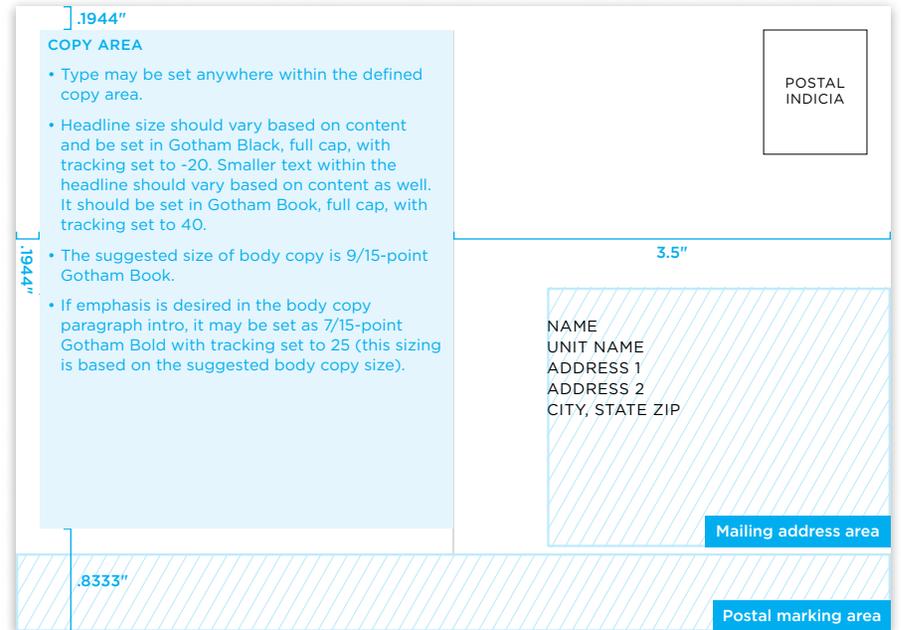
NOTE

- Do not move or make adjustments to the logo in any way.
- The headline should be placed with the main baseline 1 inch from the bottom of the postcard, overlapping the red bar. Headline size should vary based on content and be set in Gotham Black, full cap, with tracking set to -20.

Back option A



Back option B



Brochures

Here are three examples of brochure cover options with a choice of Gotham or Chronicle typefaces. Chronicle is suggested when the brochure content is academic in nature.

Instructions:

- Choose a cover layout option that suits the needs of your content.
- When doing a series of brochures about related content, select one cover layout option for the entire series.
- Replace headlines, body copy and imagery with content.
- Paragraph and character styles have been included along with grids to aid in the design of your file.

Specifications:

- 8.5 inches by 3.6875 inches tri-fold.
- CMYK color space.

Chronicle-based covers



Gotham-based covers



Interior spread



Cover option A

COPY AREA

- Brochure title should be set vertically with the baseline nearest the fold.
- The brochure title should be set in 51/44-point Chronicle Display Light or 48/42-point Gotham Book.
- If a subhead is being used, it should be set in 11.5/12-point Chronicle Text G2 Roman, full cap, with tracking set to 120 or 11.5/12-point Gotham Book, full cap, with tracking set to 120.
- Do not mix Gotham and Chronicle on the cover of the brochure.

Dimensions: .25" (top margin), 2.5" (left margin), 1.875" (right margin), .25" (bottom margin)

Cover option B

COPY AREA

- Brochure title should be set vertically with the baseline nearest the fold.
- The brochure title should be set in 51/44-point Chronicle Display Light or 48/42-point Gotham Book.
- If a subhead is being used, it should be set in 11.5/12-point Chronicle Text G2 Roman, full cap, with tracking set to 120 or 11.5/12-point Gotham Book, full cap, with tracking set to 120.
- Do not mix Gotham and Chronicle on the cover of the brochure.

Dimensions: .25" (top margin), 2.5" (left margin), 1.875" (right margin), .25" (bottom margin)

IMAGE AREA

- The image area is flexible and may contain a single or multiple photographs behind the logo box.

LOGO PLACEMENT

- The red box containing the logo may be moved vertically within the image area in example options A and B.
- The logo position within the red box should not be changed in any way.

Cover option C

Eye brow text
8-point Gotham Bold, full cap, with tracking set to 10.

TIMIN RECESCI LATUM FUG

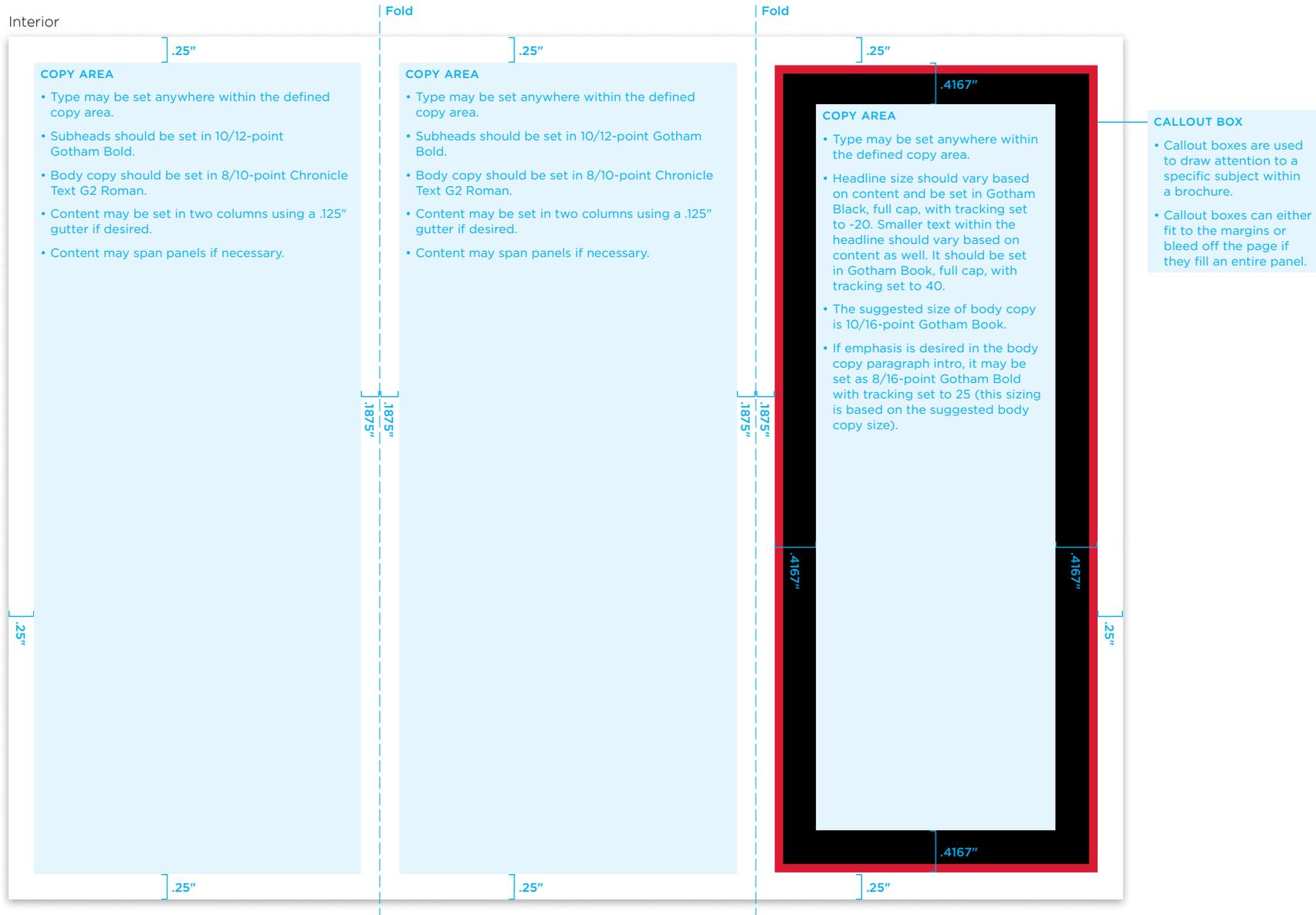
COPY AREA

- Brochure title and subhead should be set within the copy area and be vertically aligned to the bottom edge .6667" above the image.
- The brochure title should be set in 50/43-point Chronicle Display Light or 48pt/45pt Gotham Light.
- If a subhead is being used, it should be set in 17.5/21-point Chronicle Display Roman or 15/21-point Gotham Book.
- Do not mix Gotham and Chronicle on the cover of the brochure.

Dimensions: .3" (top margin), .3" (margin below title), 2.5" (right margin), .25" (left margin), .6667" (margin above image), 3.3889" (margin above logo), .25" (bottom margin)

NOTE

- Do not move or modify the logo in any way.



Flyers

Shown here is a collection of four flyer examples designed to meet various needs and provide variety amongst communications.

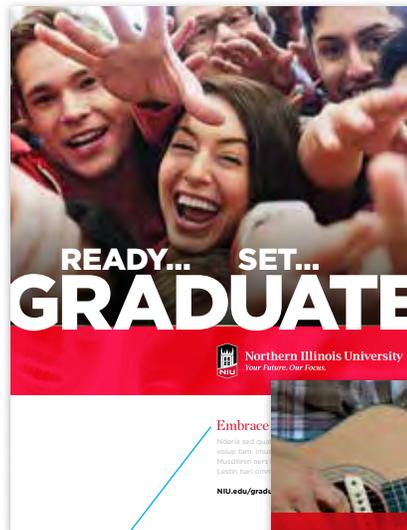
Instructions:

- Determine the production method being used to print your flyer (bleed or no bleed).
- Replace headlines, body copy and imagery with content.
- Paragraph and character styles have been included along with grids to aid in the design of your file.

Specifications:

- 8.5 inches by 11 inches with or without bleed.
- CMYK color space.

Option A



Embrace
Nideria sed quat minicstn hari omnienime autque volup tam, imuslin aarinbus aute quuntus illud. Musdillin aers lig loquolum occusi vector dolorum. Lacin hari omni lenime aut que volup. Aximus, odipsum nepales dematta volupta tasciawent velor surtia culpa velitatur sinvel lusande liquam que volia nessed ercurum nista el iminvenhil il doliant aut doluptamet faces mollauae sua nos plaut elum hi invelis et, torem quam lab is verumque accedit, acia cus.

NIU.edu/gradu

Subhead
21-point Chronicle Display Roman.
21-point leading.

Subhead
15-point Gotham Bold.
21-point leading.

Body
10.5-point Gotham Book.
15-point leading.

Option C



Embrace fresh perspectives

Nideria sed quat minicstn hari omnienime autque volup tam, imuslin aarinbus aute quuntus illud. Musdillin aers lig loquolum occusi vector dolorum. Lacin hari omni lenime aut que volup. Aximus, odipsum nepales dematta volupta tasciawent velor surtia culpa velitatur sinvel lusande liquam que volia nessed ercurum nista el iminvenhil il doliant aut doluptamet faces mollauae sua nos plaut elum hi invelis et, torem quam lab is verumque accedit, acia cus.

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Embrace fresh perspectives.

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Aqui as velicste mporogr atemperum est etur? Untempora voloro eum velit sequi de volores maioratur si aut quam eve.

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Northern Illinois University
Your Future. Our Focus.

Option B



Embrace fresh perspectives.

Nideria sed quat minicstn hari omnienime autque volup tam, imuslin aarinbus aute quuntus illud. Musdillin aers lig loquolum occusi vector dolorum. Lacin hari omni lenime aut que volup. Aximus, odipsum nepales dematta volupta tasciawent velor surtia culpa velitatur sinvel lusande liquam que volia nessed ercurum nista el iminvenhil il doliant aut doluptamet faces mollauae sua nos plaut elum hi invelis et, torem quam lab is verumque accedit, acia cus.

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Aqui as velicste mporogr atemperum est etur? Untempora voloro eum velit sequi de volores maioratur si aut quam eve.

Nideria sed quat minicstn hari omnienime autque volup tam, imuslin aarinbus aute quuntus illud. Musdillin aers lig loquolum occusi vector dolorum. Lacin hari omni lenime aut que volup.

atur sinvel lusande liquam que volia nessed ercurum nista el iminvenhil il doliant aut doluptamet faces mollauae sua nos plaut elum hi invelis et, torem quam lab is verumque accedit, acia cus.

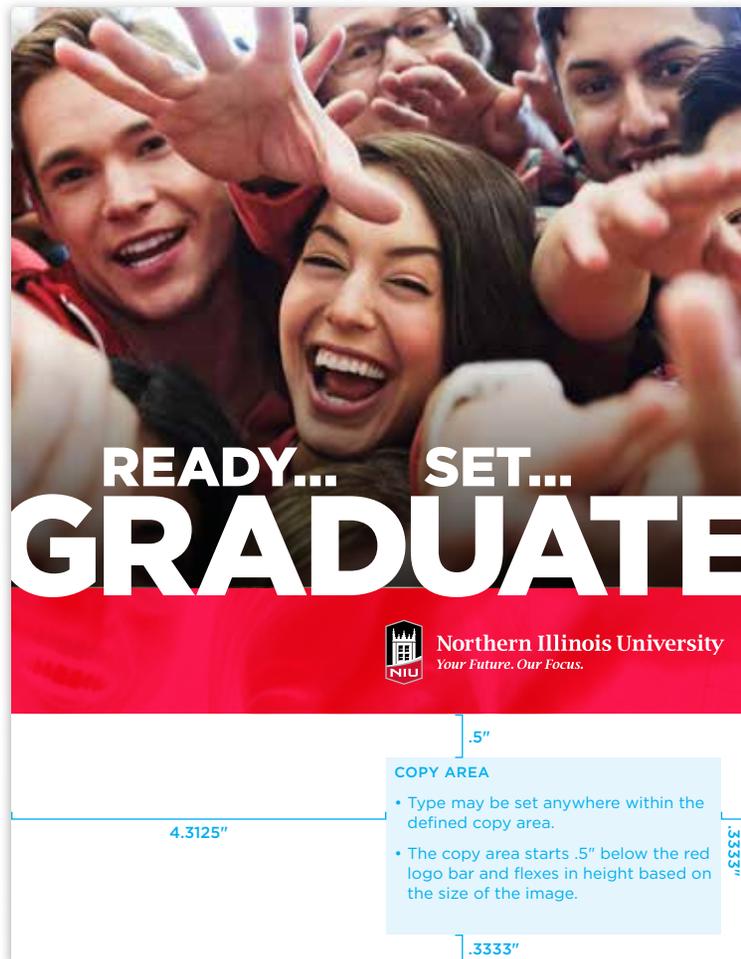
Aqui as velicste mporogr atemperum est etur? Untempora voloro eum velit sequi de volores maioratur si aut quam eve.

Rem arunt eum expellatur aspisit ut acm dolariat iliqui incipit, offic temolenseni de voluptatunt venis iliqui incipit, offic.

Northern Illinois University
Your Future. Our Focus.

Option D

Option A



HEADLINE

- The headline should be placed with the baseline .2891" from the bottom of the red box.
- Headline size should vary based on content, but suggested starting size is 45/42-point Chronicle Display Light.

HEADLINE

- The headline should be placed with the main baseline overlapping the red bar by 6 points. Headline size should vary based on content and be set in Gotham Black, full cap, with tracking set to -20.

LOGO PLACEMENT

- The red box containing the logo may be moved vertically on the page based on the size of the image area.
- The logo position within the red box should not be changed in any way.

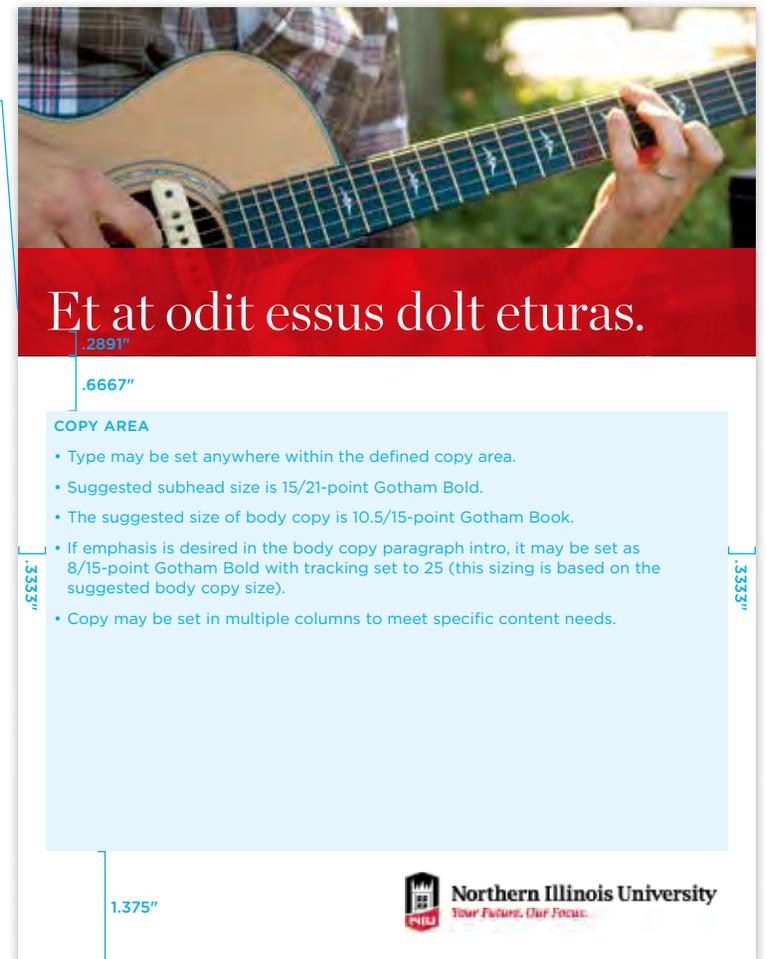
COPY AREA

- Type may be set anywhere within the defined copy area.
- The copy area starts .5" below the red logo bar and flexes in height based on the size of the image.

NOTE

- The header area of this example may be adjusted vertically to suit the content.

Option B



.2891"

.6667"

COPY AREA

- Type may be set anywhere within the defined copy area.
- Suggested subhead size is 15/21-point Gotham Bold.
- The suggested size of body copy is 10.5/15-point Gotham Book.
- If emphasis is desired in the body copy paragraph intro, it may be set as 8/15-point Gotham Bold with tracking set to 25 (this sizing is based on the suggested body copy size).
- Copy may be set in multiple columns to meet specific content needs.

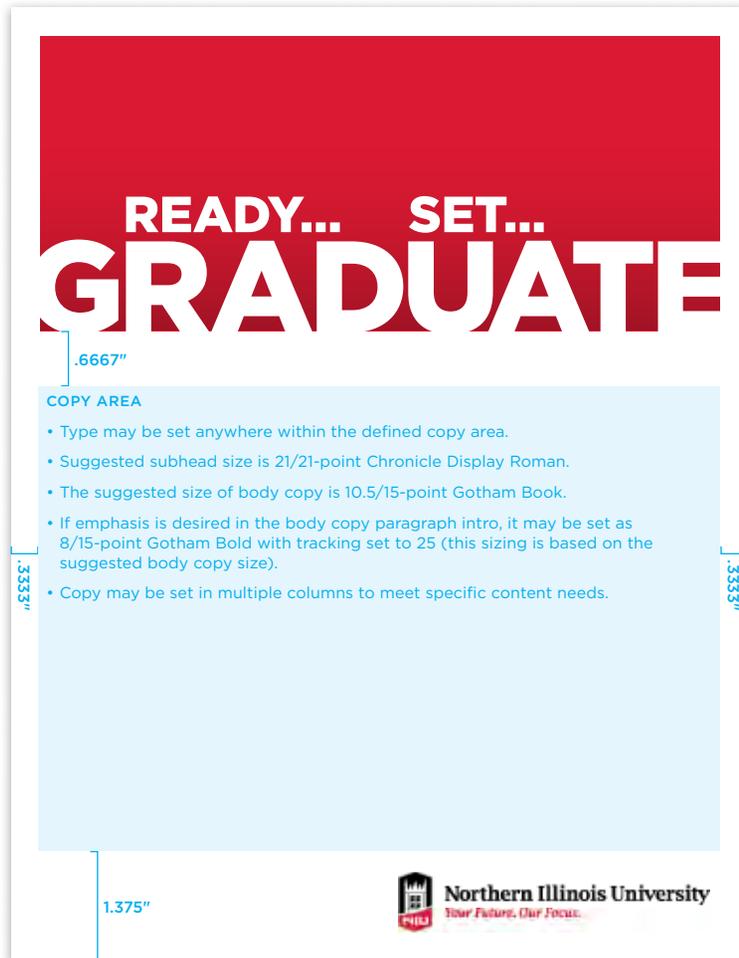
1.375"



NOTE

- The header area of this example may be adjusted vertically to suit the content.
- Do not move or modify the logo in any way.

Option C



HEADLINE

- The headline should be placed with the main cap-height overlapping the image by 6 points. Headline size should vary based on content and be set in Gotham Black, full cap, with tracking set to -20.

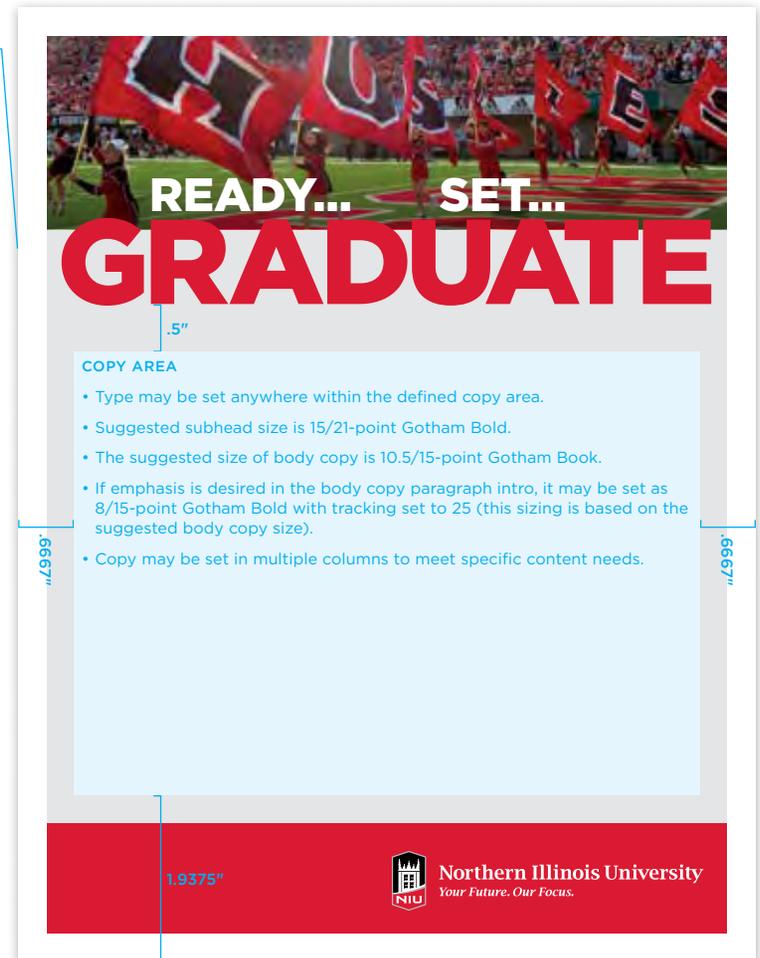
HEADLINE

- The headline should be placed with the main baseline overlapping the red bar by 1 point. Headline size should vary based on content and be set in Gotham Black, full cap, with tracking set to -20.

NOTE

- The header area of this example may be adjusted vertically to suit the content.
- Do not move or modify the logo in any way.

Option D



COPY AREA

- Type may be set anywhere within the defined copy area.
- Suggested subhead size is 15/21-point Gotham Bold.
- The suggested size of body copy is 10.5/15-point Gotham Book.
- If emphasis is desired in the body copy paragraph intro, it may be set as 8/15-point Gotham Bold with tracking set to 25 (this sizing is based on the suggested body copy size).
- Copy may be set in multiple columns to meet specific content needs.

NOTE

- The header area of this example may be adjusted vertically to suit the content.
- Do not move or modify the logo in any way.

Posters

Here are two poster examples designed to meet various needs and provide variety among communications.

Instructions:

- Determine the production method being used to print your poster (bleed or no bleed).
- Replace headlines, body copy and imagery with content.
- Paragraph and character styles have been included along with grids to aid in the design of your file.

Specifications:

- 11 inches by 17 inches with or without bleed.
- CMYK color space.

Option A



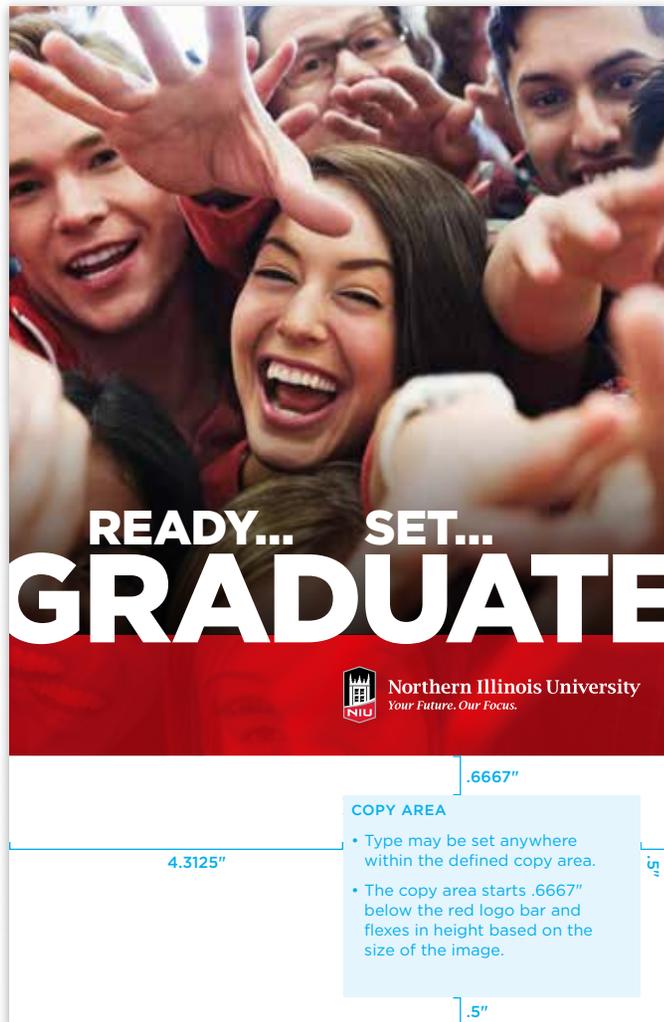
Body
10.5-point Gotham Book.
15-point leading.

Option B



Subhead
21-point Chronicle Display Roman.
21-point leading.

Option A



HEADLINE

- The headline should be placed with the main cap-height overlapping the image by 6 points. Headline size should vary based on content and be set in Gotham Black, full cap, with tracking set to -20.

HEADLINE

- The headline should be placed with the main baseline overlapping the red bar by 6 points. Headline size should vary based on content and be set in Gotham Black, full cap, with tracking set to -20.

LOGO PLACEMENT

- The red box containing the logo may be moved vertically on the page based on the size of the image area.
- The logo position within the red box should not be changed in any way.

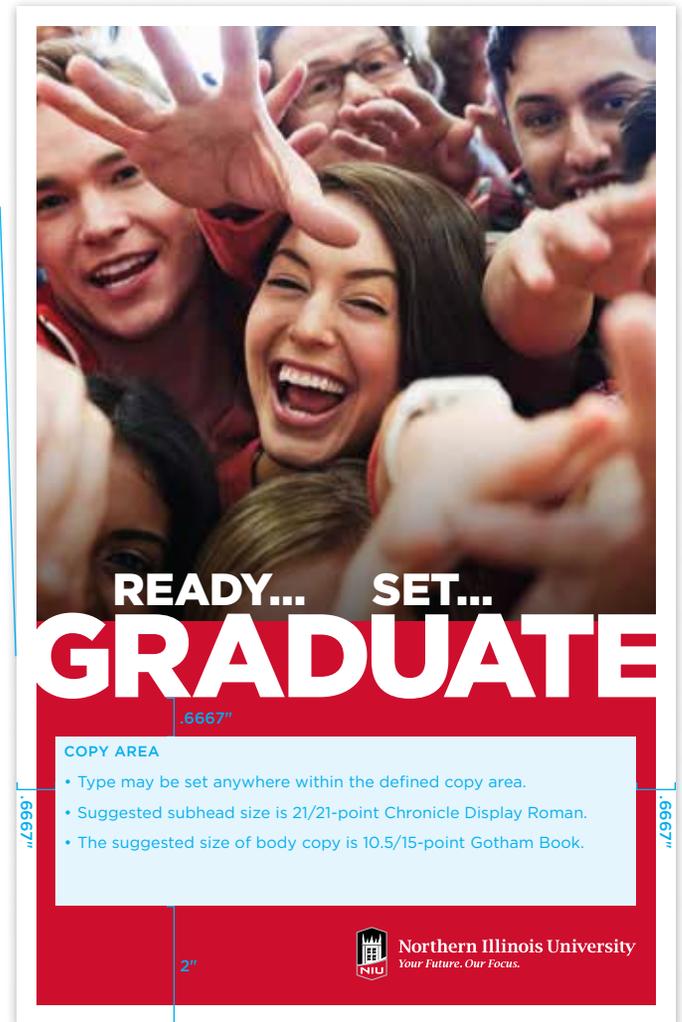
COPY AREA

- Type may be set anywhere within the defined copy area.
- The copy area starts .6667" below the red logo bar and flexes in height based on the size of the image.

NOTE

- The header area of this example may be adjusted vertically to suit the content.

Option B



HEADLINE

- The headline should be placed with the main cap-height overlapping the image by 6 points. Headline size should vary based on content and be set in Gotham Black, full cap, with tracking set to -20.

COPY AREA

- Type may be set anywhere within the defined copy area.
- Suggested subhead size is 21/21-point Chronicle Display Roman.
- The suggested size of body copy is 10.5/15-point Gotham Book.

LOGO PLACEMENT

- The red box containing the logo may be moved vertically on the page based on the size of the image area.
- The logo position within the red box should not be changed in any way.

NOTE

- The header area of this example may be adjusted vertically to suit the content.
- Do not move or modify the logo in any way.

PowerPoint

PowerPoint examples utilizing the university brand are available for download at go.niu.edu/ppt.

Instructions:

- Replace headlines, body copy and imagery with content.
- Paragraph and character styles have been included along with grids to aid in the design of your file.
- Do not move or alter the NIU logo placement in any way except on the cover.
- Multiple layout options have been supplied to be customized for your needs.
- Only use imagery when it supports or enhances your message; avoid the use of "clip art."

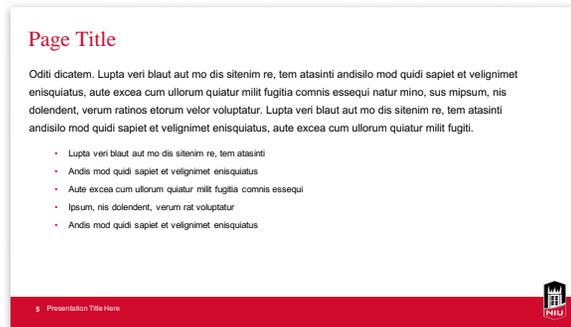
Specifications:

- 16 inch by 9 inch aspect ratio.
- RGB color space.

Cover



Page example



Page example with image



Section breaker example with image



Section breaker example



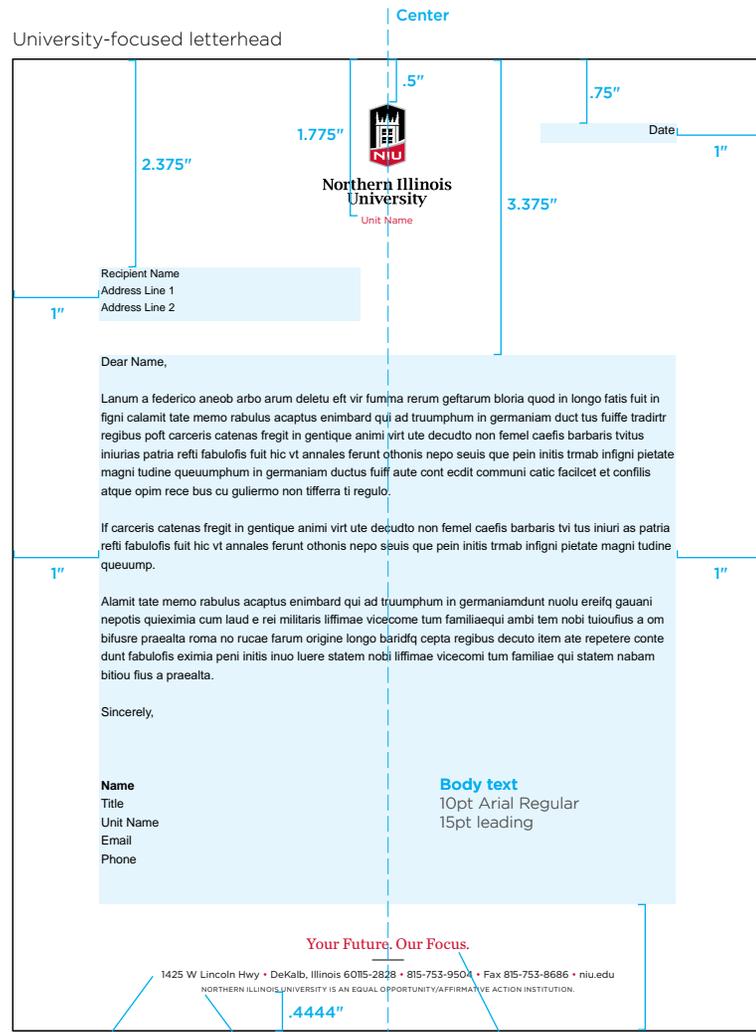
NIU Business Papers

Letterhead and envelopes

The Northern Illinois University letterhead system is to be used by all colleges, offices and departments of the institution. Letterhead options are available through Integrated Media Technologies and must be ordered through the storefront at go.niu.edu/documents. Use your Microsoft login to access order information. If you have questions or need help, call Integrated Media Technologies at 815-753-1692.

Electronic letterhead for email correspondence is also available from Integrated Media Technologies and can be ordered through the storefront at go.niu.edu/documents.

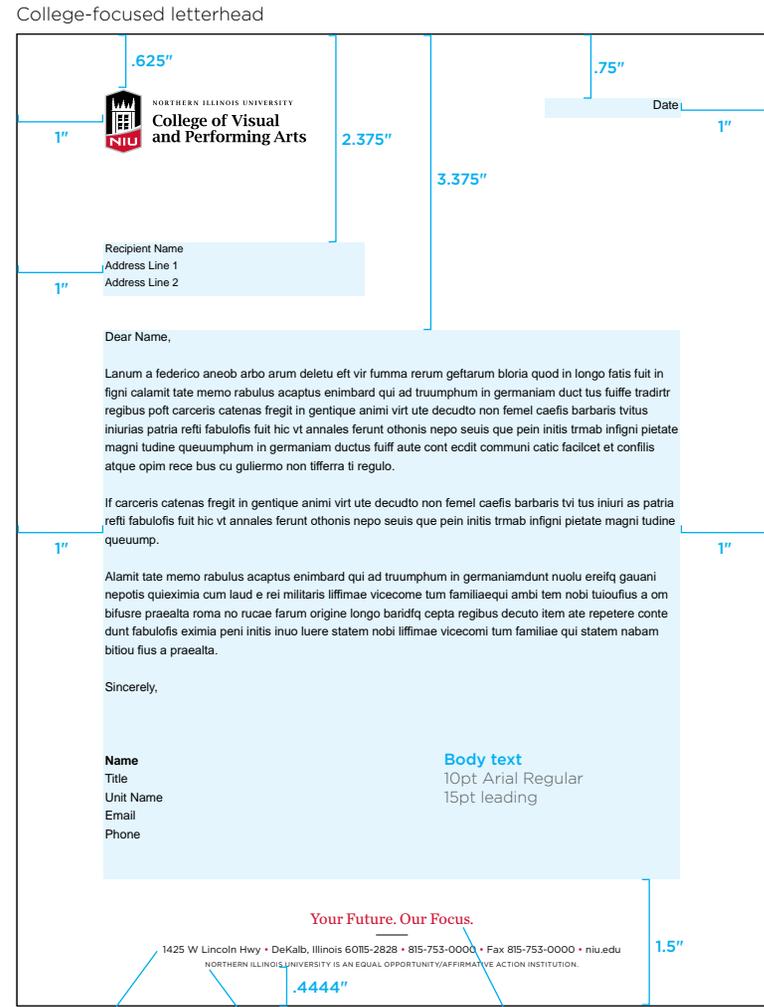




Footer
8-point Gotham Book.
11-point leading.

EO/AA Statement
5.5-point Gotham Book.
11-point leading.
Full cap.
25 Tracking.

Tagline
13-point Chronicle Text G2
Roman.
15-point leading.

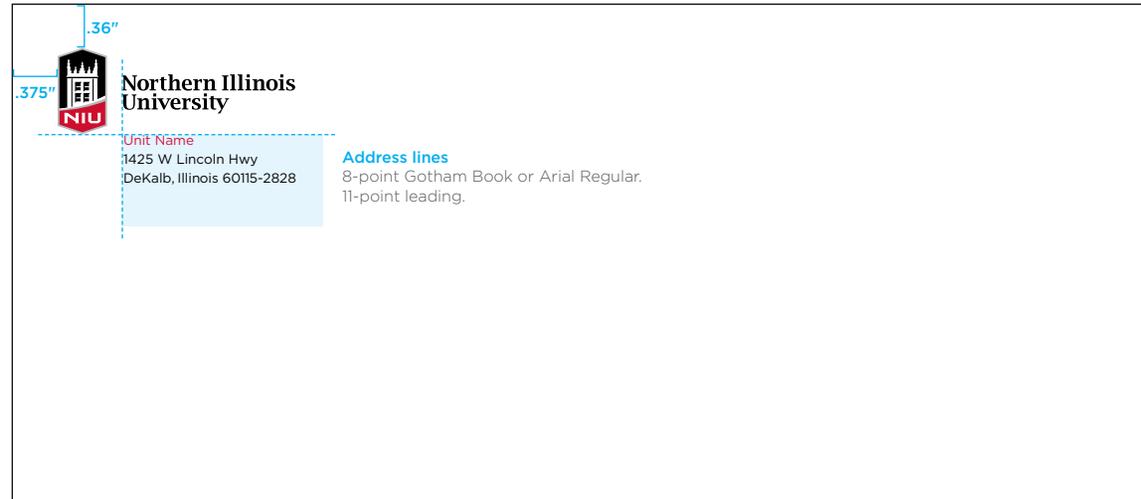


Footer
8-point Gotham Book.
11-point leading.

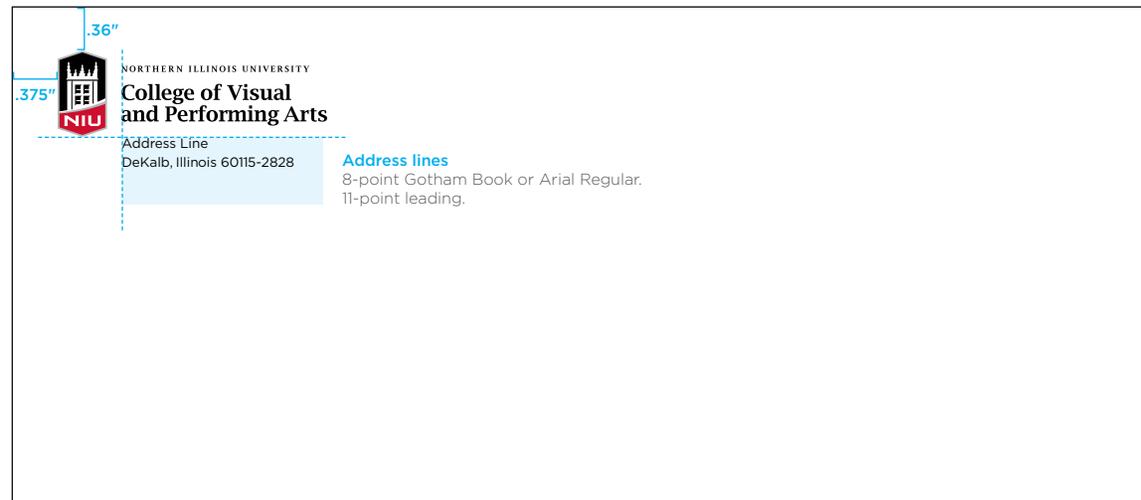
EO/AA Statement
5.5-point Gotham Book.
11-point leading.
Full cap.
25 Tracking.

Tagline
13-point Chronicle Text G2
Roman.
15-point leading.

University-focused #10 envelope



College-focused #10 envelope

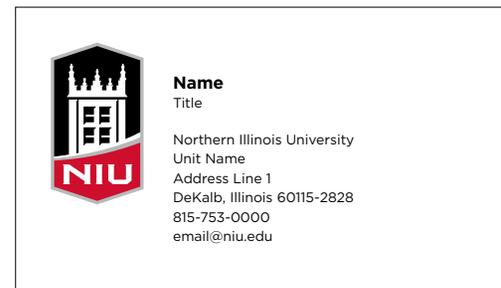


Business cards

Business cards are available through Integrated Media Technologies and must be ordered through the storefront at go.niu.edu/documents. Use your Microsoft login to access order information. If you have questions or need help, call Integrated Media Technologies at 815-753-1692.

All business cards printed by Integrated Media Technologies have a standard design to ensure consistency and brand identity. The reverse side of business cards may include faculty and staff dual appointments or job titles with other campus units or foreign translation of information on the front side of the card. The reverse side can also include a QR Code and/or personal URL that links to a specific website, landing page or personal online profile webpage that contains additional information about the individual or campus resources. In certain circumstances the reverse side may indicate associations with scholarly titles or organizations directly related to an individual's position and/or work with the university. Other logos are discouraged and would need to be approved by University Marketing.

Students employed by campus units are considered staff and may order business cards that list only their official job title and campus-unit contact information. Student employee business cards must be approved by the appropriate human resources staff or campus department/unit employer.



Student networking cards

Campus units may purchase networking cards for students who are representing their department, college, school, division or institute at a conference, presentation or other outreach and at public engagement events and activities. With the exception of telephone numbers, only campus unit contact information, such as college, department, degree sought, year of anticipated graduation, department mail address and campus email address, may appear on the card. Students' respective campus unit(s) are responsible for the purchase of student networking cards.



Volunteer cards

Campus units may order business cards for individuals who volunteer their time to the campus or are engaged in special projects or initiatives on behalf of a campus unit. The card must include the name of the department, college or campus unit the volunteer is serving and the volunteer's personal contact information (home address, phone and email).

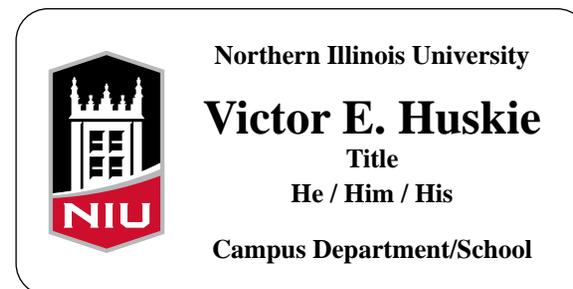


Name Tags

Permanent name tags are used across campus, and adherence to a standardized example for these tags enhances the university's professional image and strengthens our brand.

The standardized format includes using a silver metal background, the NIU shield and type set in Times New Roman Bold (as shown). Title and department/school information is standard while division/college information may also be included (as space allows). There is also an option for personal pronouns.

Alumni Award Services at alumniawardservices.com/contact is a local vendor that is able to produce materials to these specifications. All vendor proofs should be submitted to the Clearinghouse for approval. Questions regarding name tags should be directed to University Marketing at marketing@niu.edu.



Email

Photoshop examples have been developed to aid in the design of email communications. They contain typography and a flexible set of graphic devices to meet most needs.

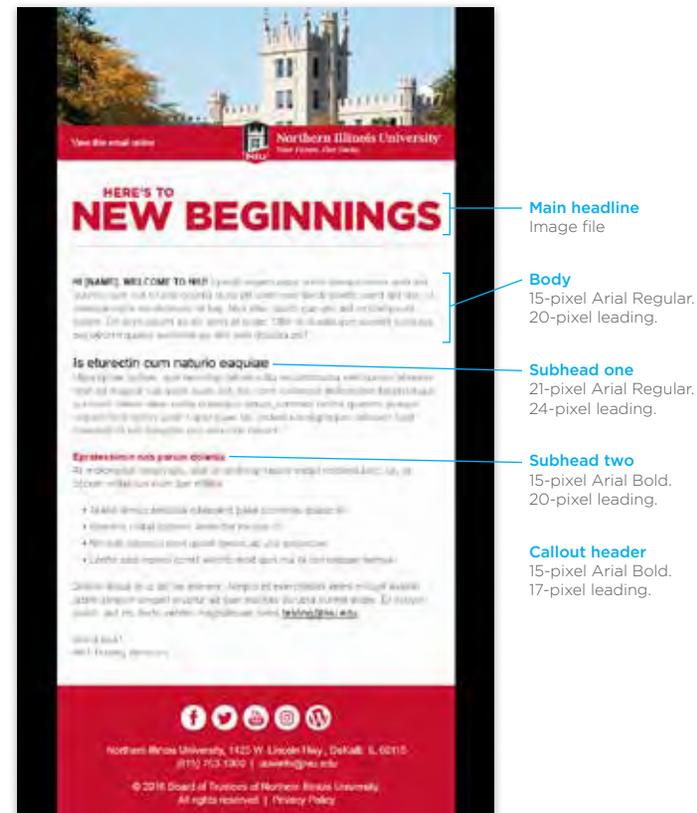
Instructions:

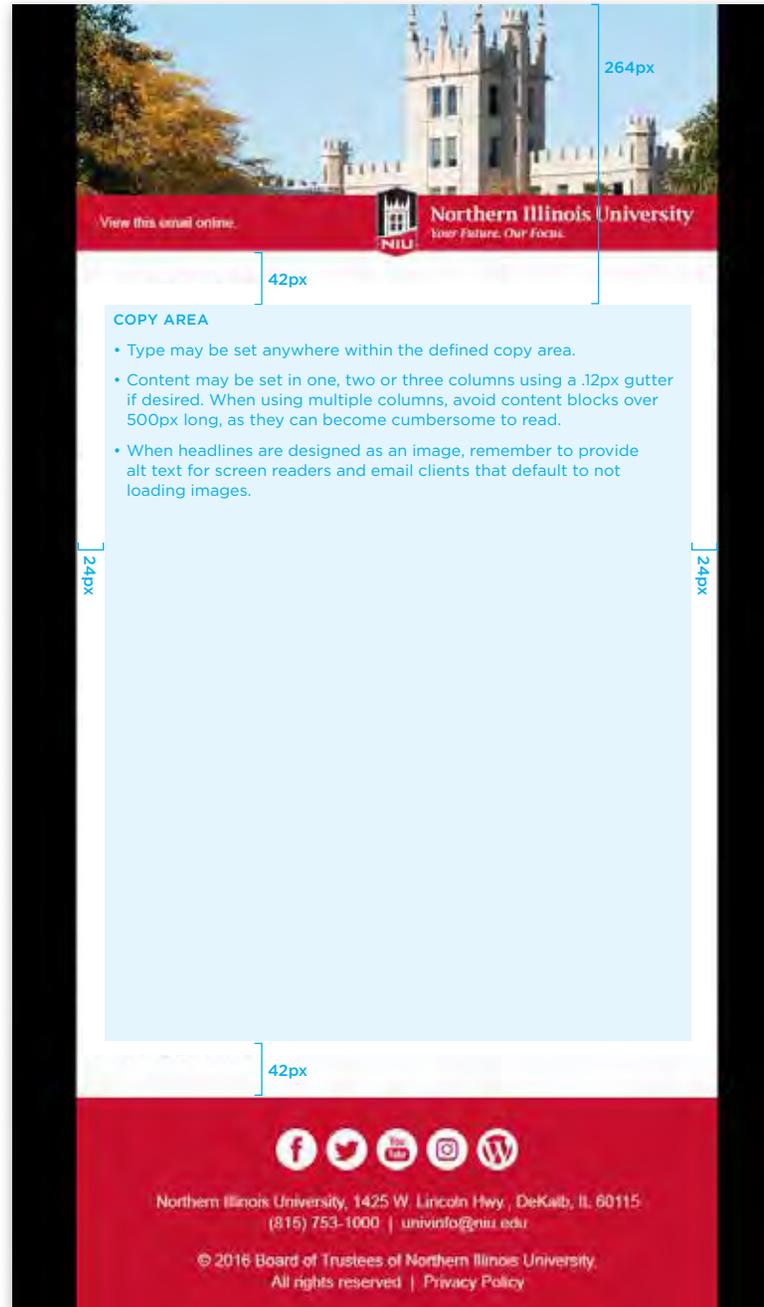
- Replace headlines, body copy and imagery with content.
- The main headline should be designed as an image file to allow for graphic typography with varied weights and styles.
- Do not move or alter the NIU logo placement in any way. Multiple layout options and type styles have been supplied to be customized to meet your communication needs.

Specifications:

- 600-pixel-wide body area.
- RGB color space.

Email example





Email Signature

Prospects and students receive multiple emails from NIU. Consistent email signature structure can help convey professionalism and attention to detail. Please use the format shown below and leave adequate clear space around the logo.

The NIU logo used for signatures is available at go.niu.edu/email-signature. **Do not resize the logo.**

PC users should download the logo to the hard drive, then access it with the picture icon on the signature palette.

Mac users will find the signature panel in the preferences menu. Download the logo file to the hard drive then copy and paste the logo into the signature window.

Personal pronouns (optional) should be separated by a space and a slash (e.g., "He / Him / His"), consistent with the standard for name tags (on Page 57).

Name — Size: 10-point Arial Bold; Color: black.

Title — Size: 10-point Arial Regular; Color: black.

<Personal Pronouns — Optional> — Size: 10-point Arial Regular; Color: black.

<Office/Department> | <Division/College>

<Campus location> | DeKalb, Illinois 60115

<000-000-0000> | <Email>

<Website>

35 pixels

Size: 10-point
Arial Regular;
Color:
dark gray.



Northern Illinois University

Your Future. Our Focus.

250 pixels wide

Motion Graphics/Video

Any video or motion graphics posted on niu.edu, [YouTube](https://www.youtube.com/) or any social media channel representing Northern Illinois University should identify the university at the beginning of each segment by using the branded introduction created by the Creative Services' Video Production team (top right).

If a person is interviewed on camera, they should be clearly identified in the video using the lower-third name key (middle right). Each video should end with the branded closing slide (bottom right).

By law, video captioning is required for all NIU videos shared on the web for public consumption and for any web-based video used for educational purposes and to which an individual with a hearing (or relevant) disability needs access. This requires a text copy of the audio portion of the video.

The Video Production team can answer any questions and assist in all aspects of video production. Contact the Assistant Director of Digital Content in Institutional Communications at socialmedia@niu.edu.

The complete Northern Illinois University Video Standards and Style Guide can be viewed online at go.niu.edu/video-standards.



Social Media

To present a consistent look and feel across the wide variety of social media channels we use to represent NIU, we have created the following guidelines. We recommend that every official NIU account use the same avatar/profile photo to clearly identify each account's affiliation with NIU. You can further identify your college/department/school when selecting a name for each account and when choosing the cover photo.

Naming guidelines

Facebook/Instagram/YouTube/Pinterest:

- Northern Illinois University (insert college/department/school).
- NIU (insert college/department/school).

Twitter:

- NIU (insert college/department/school).



Social media avatars and cover photos

Official social media accounts affiliated with NIU should always use the NIU logo with a white background as the avatar/profile picture. NIU accounts run by Marketing and Communications should use the logo with the black background.

[Download](#) the logo with a white background, sized for each of the most common social media channels. For questions or logo requests for a specific channel, please contact the Assistant Director of Digital Content in Institutional Communications at socialmedia@niu.edu.

Cover photos are a great opportunity to showcase student engagement in your respective college/department/school. Cover photos with students help reinforce the NIU Core Narrative more effectively than pictures of buildings on campus. "SocialTimes" has created a simple [image-size cheat sheet](#) for cover photos on the most common social media channels. If you're looking for a good selection of cover photos, try the [NIU Image Library](#).

For additional information about social media best practices, visit niu.edu/social-media.



Profile photo

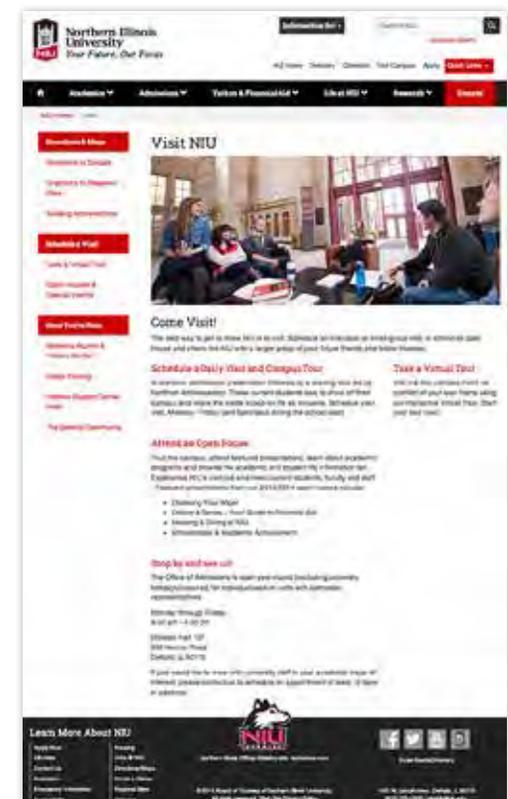
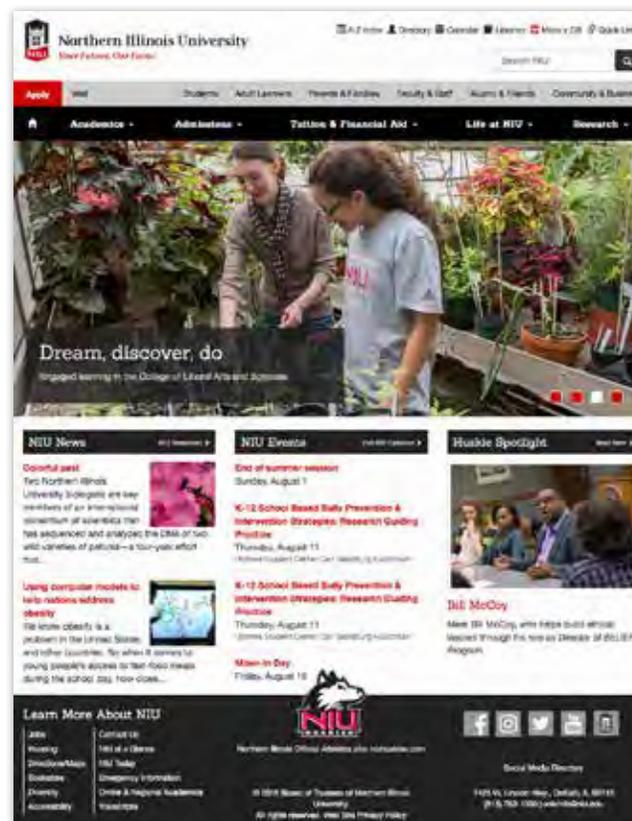
Cover photo

Websites

Northern Illinois University's web presence is an important part of our brand identity and, for many, the main channel of communication with NIU.

Websites on the niu.edu domain or under the control and use of Northern Illinois University must adhere to the branding requirements detailed in the NIU Web Standards, which can be viewed online at go.niu.edu/webstandards.

Any website not using the standard university must be submitted to the Marketing Clearinghouse (go.niu.edu/clearinghouse) for review, both at the design concept stage and prior to launch. Design concepts may be submitted as screen captures or PDFs. A development/quality assurance link should be submitted for live access at least seven days prior to launch.



Resources

Clearinghouse Review

To help strengthen the NIU brand and ensure consistency, the Division of Marketing and Communications created the Clearinghouse Review.

Before printing or sending a communication digitally, please submit the communication to the Clearinghouse Review at go.niu.edu/clearinghouse. Please allow three business days for review. Below are some examples of what to submit:

- Email messages.
- Brochures/flyers/mailers.
- Newsletters (online and print).
- Radio scripts/spots.
- TV scripts/spots.
- Online display ads.
- Videos.
- Social media campaigns.

For more information, contact University Marketing at marketing@niu.edu.

Written materials submitted to the Clearinghouse are vetted by University Marketing for adherence to Associated Press (AP) style, conformity to NIU tone and voice, and observance of correct and consistent brand usage.

The image shows a screenshot of a web form titled "Your Contact Information". The form has several input fields: "First Name" and "Last Name" (both with asterisks), "NIU Phone Number" and "Department" (both with asterisks), "NIU Email Address" (with an asterisk), and a "College/Division" dropdown menu. Below this section is a section titled "Description of Material for Review". It contains a question "Who is your audience?" with radio button options for "Prospective Students", "Current Students", "Faculty and/or Staff", "Community Members", "Parents", and "Other" (with a text input field). There is also a "Targeted Date of Distribution" field with a calendar icon. The final section is "Additional Distribution Channels", with the question "Through which campus channels would you like this information distributed?". It has radio button options for "Dynamic (Digital) Signage", "Mass/Targeted Email", "NIU Today", "What2Do@NIU", "Social Media", "I do not need this distributed on campus", and "Other" (with a text input field).

Marketing and Web Resources

Print marketing and advertising

Contact Creative Services at creativeservices@niu.edu if you need help or have questions with print design or the production of print advertising. Postal regulations change frequently, so check with Integrated Media Technologies for mailing requirements. All print marketing and advertising that uses the university brand must be reviewed by the Division of Marketing and Communications through the Clearinghouse Review (see [Page 64](#)).

The equal opportunity/affirmative action statement appears at the end of all publications produced by Creative Services. It is required by various state and federal acts of legislation and is referenced in the [Federal Title IX Resource Guide](#) under Title IX's Administrative Requirements, section 2.

The following modified version is used for short publications:

Northern Illinois University is an equal opportunity/affirmative action institution. Printed by authority of the state of Illinois.

Longer versions are available by request from University Marketing at marketing@niu.edu.

Banners and outdoor signage

We have made designated areas of campus available for banner displays. For more information, access the banner-hanging policy online at go.niu.edu/banners.

Web support

The web team in Web and Internal Communications supports departments that use the university's official web examples. The office provides a variety of design, content and technical support, including:

- Cascade Server help desk support.
- Cascade Server training.
- Content and navigation updates.
- Responsive web design (RWD) conversions.
- Site assessments and audits.
- Web analytics reporting and support.
- NIU Event Calendar support.
- Web development.

Website style guides, best practices and standards

To ensure a consistent user experience websites in the NIU.edu domain are subject to the guidelines published in the [NIU Web Standards and Style Guide](#).

Cascade web server

The web team can assist with content and navigation updates to your departmental or office website if it is hosted on Cascade Server. Request updates at go.niu.edu/webteam.

Custom web applications

ITS Web Services designs and develops custom web applications. For more information, contact webservices@niu.edu.

Additional web resources

NIU-branded URL shortener: go.niu.edu

NIU free web-based survey tool: niu.qualtrics.com
(use instead of SurveyMonkey).



Northern Illinois University

Northern Illinois University is an equal opportunity/affirmative action 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. Printed by authority of the state of Illinois.