Nomenclature

Northwestern Information Technology has several names used to represent the organization. This section aims to clear up any confusion.

NAME

The full name of our organization is “Northwestern Information Technology.” Use the full name on first mention in publications and in any situation where it’s not immediately obvious that you’re referring to a university.

The shorthand “Northwestern IT” is acceptable in all content where it’s apparent that the communication is coming from the University, and anywhere the official full name has already preceded it. Using it lends a more conversational tone. “NUIT” is acceptable informally, but not preferred.

SOCIAL MEDIA ABBREVIATION

For social media handles, use the briefest and clearest explanation of your entity, and be sure to include “Northwestern” in the account description whenever possible.

WHAT TO AVOID

The abbreviation “NIT” is not approved for use within our brand. Avoid this term, as it’s too generic to identify us, and too casual to represent the organization.
Voice is much more than what we say—it’s how we say it. It’s the combination of the tone we use, the language we choose, and the way we put sentences together. It’s one of the primary ways our audiences connect with and identify with our brand.

**STYLE GUIDELINES**

The following style guidelines have been developed to promote consistency in text presentation for publications, press releases, advertisements, and other print or online material produced by Northwestern Information Technology.

The same style guidelines should be followed for Northwestern Information Technology web pages. This guide supplements the University Relations Style Guide, available online at [www.northwestern.edu/univ-relations/publications/resources/styleguide](http://www.northwestern.edu/univ-relations/publications/resources/styleguide).

**Abbreviations**
- Acceptable if part of formal name (Morgan Stanley & Co.).
- Avoid in running text (Professor Smith, not Prof. Smith).

**Acronyms**
- Acceptable on second and subsequent references if given in parentheses after a first spelled-out use.
  - Ex. “The Enterprise Reporting & Analytics (ERA) group provides consultation and services in support of ERA systems.”
- Acceptable without first spelling out if initials are widely recognized (e.g., CEO, SAT, NCAA, AIDS, HMO, NASA, FBI).
- Do not put in parentheses after a first spelled-out use if the organization is never mentioned again.
- See also *University System Names and Northwestern IT Departments and Units* beginning on page 5.

**Ampersand**
- Use only when it is part of a company or organization’s formal name.
  - Ex. Information Technology Services & Support, ITS&S
- Do not use in text to replace *and*.
Capitulation
- As a rule, official names are capitalized (Department of Chemistry) and unofficial names are not (chemistry department).
- See also Titles (people) on page 7.

Comma (serial)
- Use a comma before “and” or “or” in a series (red, white, and blue—not red, white and blue).

Constituents
- When referring to groups within the Northwestern community, use “students, faculty, and staff,” in that order.

Contact information
- To avoid dating a publication, use a job title rather than a name in contact information (PAS department assistant, not John Doe) unless there’s a compelling reason for using a name.

Email
- Do not hyphenate email; lowercase it except at the start of a sentence.
- Use the phrase junk email or junk mail to refer to unwanted email. Do not use “spam,” which is a registered trademark of Hormel Foods Corporation.

IT Support Center Contact (1-HELP)
- In print and online, always bold the final five digits of the phone number for the IT Support Center phone number:
  - 847-491-4357 (1-HELP)

Links
- In online content, avoid putting linked text in the middle of a sentence or paragraph. Instead, recast the sentence to refer to the link at the end.
- In online content or email, when linking to a web page or other online resource, the link text should mirror the title of the page or resource being linked to (do not use “Click here” or “More Information”).

Login versus log in
- Login is a noun referring to a web page or part of a web page where a user would go to enter information to access a system.
- Log in or log in to refers to the act of entering information to access a system or account.
- Log-in is not a preferred usage.
- Ex. “Go to the login page to log in to the system.”

NU Network
- NU Network is a proper noun referring to the University wired or wireless network connection used by the University community and its guests.
Northwestern Information Technology

Northwestern Information Technology (IT) is an organization with several departments; these departments are composed of units.

For print materials, including posters, fliers, Daily Northwestern advertisements, etc., always include Northwestern IT branding. Spell out Northwestern Information Technology and include the web address: it.northwestern.edu.

When referring to the Northwestern Information Technology organization in articles for publication outside the organization or the University, use Northwestern Information Technology (IT). Northwestern IT may be used in subsequent mentions.

When referring to the organization in articles for publication within or published by Northwestern Information Technology, use Northwestern Information Technology (IT). Northwestern IT may be used in subsequent mentions.

Do not identify the organization as NIT.

When in doubt, contact IT Communications: it-communications@northwestern.edu

NORTHWESTERN INFORMATION TECHNOLOGY

DEPARTMENTS AND UNITS

For articles and publications intended for University audiences, always refer to Northwestern Information Technology first, then the individual department. Ex. Northwestern Information Technology Technology Support Services, not Technology Support Services.

Departments and their approved acronyms or abbreviations include:

Administration and Finance

- May be shortened to Admin & Finance to be used in internal communications in some instances.
- A&F is not a preferred acronym

Cyberinfrastructure (CI)

- The Cyberinfrastructure department contains additional departments.
- Sub-departments should always be noted with a (CI) following their name.

iCAIR

- When writing about iCAIR, use “Northwestern University’s International Center for Advanced Internet Research (iCAIR).” Follow up with “iCAIR is a division of Northwestern University Information Technology (Northwestern IT).”
Information Security Office (ISO)

- The former name of this office led to the acronym ISS/C. Do not use.
- The Senior Director of Information Security and Chief Information Security Officer (CISO) leads the ISO.

IT Services & Support (ITS&S)

- The ampersand is part of the department's title whether it is spelled out (Information Technology Services & Support) or when the acronym is used (ITS&S).
- The department name should not be shortened to “ITSS.”

IT Communications

- For the sake of simplicity, write Northwestern IT Communications.

IT Support Center

- References to Technology Support Center is used when referencing the IT Support Center in the University Library.

Office of the Vice President for Information Technology and Chief Information Officer (OVP)

- Informally, the Vice President may be referred to as the VP or the CIO.
- Do not use VP/CIO or VP-CIO to reference the office or the individual.

Numbers

- One through nine spelled out; 10 and above in numerals, except that numbers of the same category should be treated alike within the same context.
- Numbers beginning a sentence are always spelled out.
- First through ninth spelled out; thereafter, 10th, 11th, etc.
- Use two letters with 22nd, 23rd, etc.
- Use numerals with percent (7 percent), dollar sign ($3), temperature (8 degrees), scores (7-3), page (page 2), room (room 9), and chapter (chapter 6).
- For figures greater than 999,999, use million or billion (2.3 million, 4 billion).
- Use a comma in a figure greater than 1,000, unless it’s a date.
- For inclusive numbers, the second number should be represented by only its final two digits if its beginning digit(s) are the same as the first number’s (pages 343–47).
- A dash should not be used as a substitute for “to” in a range (from 1967 to 1983, not from 1967–83).

Offices

- Capitalize when formal name (Office of the Provost); otherwise, lowercase (provost’s office).
University System Names

- University systems should be referenced by their service and/or University-branded names as applicable (NUFinancials, not PeopleSoft).
- If the vendor of a system must be identified, use some variation of system name. Example: “Lecture Capture Services, powered by Panopto, will be undergoing maintenance.” or “Turning Technologies, the University’s Student Response System vendor, will be offering training on campus.”
- Some examples of system names at Northwestern include:
  - Lecture Capture Services (Panopto)
  - Northwestern Box
  - Learning Management System (Canvas)
  - Northwestern High Performance Computing Cluster (Quest)
  - IT Service Manager (Footprints)

Times

- Use :00 with a time in formal publications or invitations.
- Lowercase a.m. and p.m.
- It is sometimes permissible to remove the periods in a.m. and p.m. in tables and lists if space is tight, but use the periods in text.
- Noon, not 12 p.m. or 12 noon.
- Use “to” in place of a dash to introduce a range of time (from 5 to 7 p.m. not from 5-7 p.m.).
- Do not use o’clock unless it’s in quoted material or formal contexts such as invitations.

Titles (people)

- Generally uppercase preceding a name if it’s a title by which the individual is called (Professor Smith, Dean Smith, Provost Smith).
- Lowercase for functional titles (program director Jane Smith). Example: Dean Ann Smith of the School of Communication, not School of Communication dean Ann Smith.
- Plurals are lowercased (music professors John Smith and Ann Smith).
- Some title capitalization is at the discretion of the individual and IT Communications—when in doubt, capitalize.
- Capitalize endowed professorships whether before or after a name. Do not use “the” before endowed professorships, because in some cases there is more than one person with the same title.

University (referring to Northwestern)

- Capitalize the University in reference to Northwestern. Do not capitalize the school or the college in second references to the individual schools.
URLs
- http:// and https:// are not needed at the start of a web address unless the address doesn’t start with www or there might be some confusion about whether it is a web address.
- www. is not required in contexts where it is clear that it is a web address, but be consistent in using it or not within a publication.
- <> is not needed around a web address.
- If an address does not fit on one line, do not introduce hyphenation when breaking it. Instead, where possible, put the URL on its own line, do not hyphenate northwestern in a web or an email address; readers might think the hyphen is part of the address. An unavoidable line break should come before a punctuation mark within a URL.
- Do not use index.html at the end of a web address in print publications; instead retain the trailing slash for the directory.

Videoconference
- Use videoconference (or videoconferencing) as one word.

Voicemail
- Use voicemail as one word unless talking about a voice mailbox.

Web
- Do not hyphenate online.
- World Wide Web is not needed; web is sufficient.
- Capitalize Internet and Intranet but lowercase web.
- Use home page and web page as two words but website as one word.
- Use database as one word.
- Italicize the titles of online publications (HotWired) and blogs.
- Close up webcast, webcasting, webconferencing, webmail, and webcam, but leave a space in web camera.

Wordmark/Lockup
- Do not use the Northwestern logo for Northwestern Information Technology print publications (e.g. Annual Report, Strategic Plan) without accompanying Northwestern IT branding.
- For guidelines regarding use of the Northwestern IT logo, see: it.northwestern.edu/about/branding.html
- When in doubt, contact IT Communications: it-communications@northwestern.edu
OUR IDENTITY

Lockup
Our identity lockup clearly communicates the identity of the organization while maintaining the integrity of the master Northwestern wordmark. All departments are represented under the Northwestern Information Technology lockup.

Color
Lockups can appear in three colors. In most cases, use Northwestern Purple/Cool Gray 10 or white; black should be reserved for when color is not an option.

HORIZONTAL BASIC

Northwestern | INFORMATION TECHNOLOGY
Northwestern | INFORMATION TECHNOLOGY
Northwestern | INFORMATION TECHNOLOGY

VERTICAL BASIC

Northwestern | INFORMATION TECHNOLOGY
Northwestern | INFORMATION TECHNOLOGY
Northwestern | INFORMATION TECHNOLOGY

HORIZONTAL SHORTHAND

Northwestern | IT
Northwestern | IT
Northwestern | IT

Northwestern | INFORMATION TECHNOLOGY
COLOR

Overview

Our color, based on Global Marketing brand standards, relies almost exclusively on a proprietary Northwestern Purple (Purple 100) and its tints and shades. By using a range of tones, we add flexibility without sacrificing the recognition and equity of our heritage color. The range of tones runs from Northwestern Purple 160 (darkest) to Northwestern Purple 10 (lightest). Anything darker or lighter loses its connection to Northwestern Purple.
COLOR

Our Palette

The strength of our palette is its consistency. Adhering to these color guidelines will result in clean, comprehensive communications that are instantly recognizable as Northwestern's.

Although our color palette is based on Northwestern Purple, the predominant color in most layouts should be white. By incorporating plenty of white space, we ensure that our communications feel clean and modern. This guideline also helps us to be mindful of content length. Rather than viewing white space as a blank area, see it as a pause. Don’t rush to fill up a page—white space helps to focus attention on what is there.

NOTE: Rich black and its tints should be used in place of process black in all instances except body text. When setting text at sizes smaller than 12 points, process black and its tints should be used.

For detailed guidelines on University branding, please review the Brand Tools resources at www.northwestern.edu/brand/index.html.
OUR IDENTITY

Wordmark Color

Our wordmark can appear in three colors: Northwestern Purple*, white, and black. In most cases, use Northwestern Purple or white; black should be reserved for when color is not an option.

In some cases, our wordmark can be reproduced using special printing techniques. Be sure to have any alternative print techniques approved by Global Marketing.

Purple
Use in most cases.

Black
Black is reserved for when color is not an option (newspaper ads, for example).

White
Use white when the wordmark appears on a dark background or over an image.
Our Personality

Every communication from Northwestern not only conveys information, but also leaves an impression. To ensure that our communications carry a strong and consistent voice, use these personality traits as a guide. These are not words that should necessarily appear in our writing, but rather the emotive qualities our work should have, and the characteristics of the people with whom the piece should resonate.

At Northwestern, we are intellectual thrill-seekers.

At Information Technology, we are:

Collaborative: delivering client-facing IT support for faculty, students and staff

Effective: balancing projects and processes with innovation and operational maturity

Third: what could this be?

These descriptions were pulled from Peggy’s PPT (Northwestern ITSS_121417 and IT Comm PPT)
INTRODUCTION

Strategic Pillars

We all have distinct and valuable things to say in our communications. But throughout all the diverse stories Northwestern needs to tell, some common themes arise. Keeping these top of mind as you decide how to convey your information will ensure a consistent positioning of Northwestern.

MULTIDIMENSIONAL
A university that develops the multidimensional and adaptive thinkers who will succeed in an increasingly complex and connected world.

POWERFUL COLLABORATIONS
A university that fuels powerful collaborations, across diverse fields of study, that produce new discoveries.

PIONEERING INNOVATION
A university that pioneers innovation in every school and across all disciplines, from the hard sciences to the creative arts, and produces inventive leaders who create breakthroughs in their respective fields.

Impact
OUR IDENTITY

The new Northwestern wordmarks and our department lockup are the core of the visual brand identity. Our brand identity is the sum total of all communication that our audiences see, making it imperative that our collateral is consistent among all Northwestern Information Technology units and departments.
OUR IDENTITY

Northwestern Wordmark

Our wordmark is the primary identifier for the University, relating all entities within our institution. It’s a symbol of what we stand for, and should be treated with respect.

By freeing the wordmark from the University seal, we have more flexibility in using our name. Although there are three versions of our wordmark, in most cases, our heritage and reputation allow the Northwestern name to stand on its own.
OUR IDENTITY

The Northwestern wordmarks, along with the Northwestern Information Technology lockup, are the core of the visual brand identity. Our brand identity is the sum total of all communication that our audiences see, making it imperative that our collateral is consistent among all Northwestern IT tech leaders and units.

NORTHWESTERN
This is the preferred version of our wordmark. In most cases, our reputation precedes us and the word “University” is not needed.

NORTHWESTERN UNIVERSITY
Sometimes we need to be more specific. Use these wordmarks when our audience may not be familiar with Northwestern as an institution, such as in international advertising or admissions materials.

This lockup can be used in either a stacked or horizontal configuration. Use the version that is most appropriate.
Northwestern Wordmark

The wordmark has been custom designed, taking inspiration from our original Goudy font. The N has been modified with a strong directional crossbar¹, creating both a visual anchor and an ownable design element. The mark is modern enough to be contemporary, but classic enough to feel timeless. These ideas are most evident in the combination of modern angled serifs² with smooth curves³ and calligraphic details⁴. Together, these elements form a solid, confident signature that has elegance at small sizes and personality at larger sizes.
Beyond our logo, Northwestern Purple has the most brand equity of any of our visual elements. The hue is unique among our competitors and a significant identifier of our University as whole. As such, Northwestern Purple is our color palette — including tints and shades thereof.

This monochromatic system is bold, strong, and iconic, yielding singular communications that could come from nowhere but Northwestern.

Additionally, by limiting our use of color, we create a cohesive, identifiable family of communications that rely on subtle shifts for differentiation.
OUR IDENTITY

Formal Lockup

In the formal lockup, the wordmark is paired with the official University seal. By reserving the seal for formal, high-profile, and sophisticated communications, we can elevate it to a place of honor and importance. The seal is best reserved for instances such as diplomas, commencement and convocation, formal events, and engravings and architectural etchings.

The formal lockup can be used in either a stacked or horizontal configuration. Use the version most appropriate for the format at hand. The seal must always be used in conjunction with the wordmark in one of these lockups. The spacing between the wordmark and seal is fixed. Please note that the spacing for the vertical and horizontal configurations are slightly different.

The formal lockup is only available upon request. Please contact Erin Phipps with any inquiries.

Horizontal Configuration

Northwestern University

Vertical Configuration

Northwestern University
OUR IDENTITY

Formal Wordmark Color

The formal wordmark can appear in three colors: Northwestern Purple, white, and black. In most cases, use Northwestern Purple or white; black should be reserved for when color is not an option.

Special care should be taken to ensure that the university seal reproduces accurately and legibly.

Purple
Use in most cases.

Black
Black is reserved for when color is not an option (newspaper ads, for example).

White
Use white when the wordmark appears on a dark background or over an image.