



Northwestern IT Brand Guidelines

2018

INTRODUCTION

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.

Tone and Language

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.

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*.

VOICE

Capitalization

- 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.
Ex. “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). **Ex.** 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.

VOICE

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

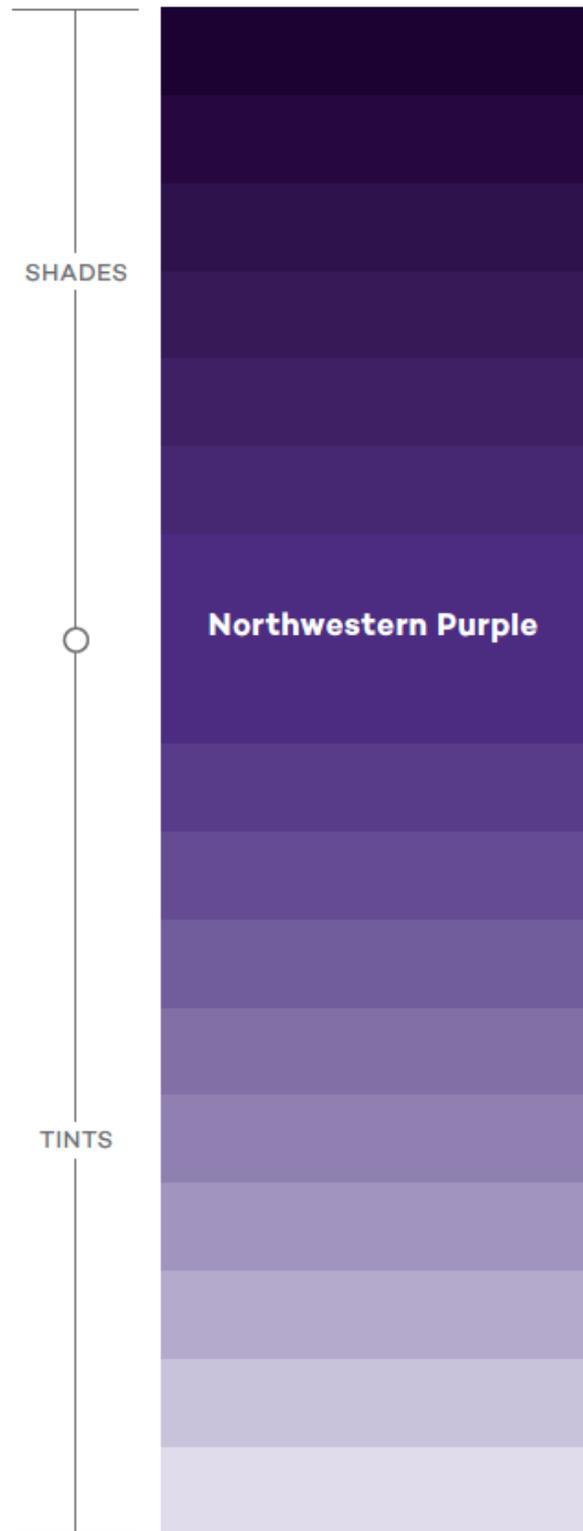
Northwestern | IT

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.

| | | | |
|----------------------------------------------------------------|-------------------|-------------------|----|
| Northwestern Purple (100) | | | |
| Purple 90 | Purple 80 | Purple 70 | |
| Purple 60 | Purple 50 | Purple 40 | |
| Purple 30 | Purple 20 | Purple 10 | |
| Purple 160 | Purple 150 | Purple 140 | |
| Purple 130* | Purple 120 | Purple 110 | |
| Rich Black C 50 R 0 M 50 G 0 Y 50 B 0 K 100 | 90 | 80 | 70 |
| | 60 | 50 | 40 |
| | 30 | 20 | 10 |

Northwestern | INFORMATION TECHNOLOGY

it.northwestern.edu