We are Northeastern University, and this is our brand.

Our brand is our attitude, our voice, and the mark we make on the world. We’re developing a brand system that reinforces our core values, strengthens our community, and builds a cohesive Northeastern experience across our enterprise.

These standards will support our team and partners as we communicate across the world. The Marketing team in the Office of External Affairs sets and oversees the brand, partnering with stakeholders throughout the university to align around marketing goals and strategies, mapping digital experiences, and reviewing media plans, collateral, and creative concepts. Please contact us to schedule a meeting or to submit materials for review at brand@northeastern.edu.

Contents

04
Vision
• Who We Are
• Our Positioning
• Our Values

08
Editorial Content
• Boilerplate
• Experience
• Global
• Storytelling Tips
• Voice and Tone
• Policies and Resources
• Key Terms and Style

20
Brand Elements
• Core Elements
• Seal
• Logotype
• Monogram
• Ring
• Motto
• N Plus Lockup
• Sub-brands

38
Identity
• Lockup Guidelines
• Seal Guidelines
• Logotype Guidelines
• N Guidelines
• Ring Guidelines
• Sub-brand Lockups
• Naming Convention
• N Plus Sub-brands

54
Design Standards
• Print Typography
• Digital Typography
• Colors
• Photography
• Digital Guidelines
• Headers and Navigation
• Avatars and Icons

80
Applications
• Business Cards
• Signage
• Merchandise
• Digital
• Marketing
• Publications
01. Vision

Who we are.

Our positioning is how we want to be thought of in the minds of our most important audiences. It aligns with what we want others to think of Northeastern, fits with the university’s vision, and builds awareness of Northeastern in a powerful way.

Northeastern University occupies a truly distinct position in the crowded marketplace of universities. While institutions fabricate ideas or offers they can own, Northeastern’s education model stands out with a unique combination of strengths.

By enriching how we educate and create knowledge to meet the demands of industry, society, and humanity.
Our Values

Ambitious
We set big goals and meet them.

Daring
We take strategic risks and view failure as an opportunity to learn, reassess our options, and move forward.

Strategic
We’re thoughtful and deliberate in all that we do.

Distinctive
We do things differently from all other universities.

Visionary
Our culture is built on innovation.

Open
We encourage new ideas, embrace change, and are welcoming and accessible.
Our brand is experience, so it matters how the world experiences our brand.

For us, brand is more than colors, fonts, and logos. It projects our common vision as a premier global research university. No matter where we are around the globe, we must communicate that we are one Northeastern.

This Editorial Content guide helps us write clearly and consistently. Please use it as a reference whether writing for print, digital, or social channels. For more detailed guidelines visit our online brand standards at brand.northeastern.edu.

About Northeastern University
Founded in 1898, Northeastern is a global research university and the recognized leader in experience-driven lifelong learning. Our world-renowned experiential approach empowers our students, faculty, alumni, and partners to create impact far beyond the confines of discipline, degree, and campus.

Our locations—in Boston; Charlotte, North Carolina; the San Francisco Bay Area; Seattle; Toronto; and the Massachusetts communities of Burlington and Nahant—are nodes in our growing global university system. Through this network, we expand opportunities for flexible, student-centered learning and collaborative, solutions-focused research.

Northeastern’s comprehensive array of undergraduate and graduate programs—in on-campus, online, and hybrid formats—lead to degrees through the doctorate in nine colleges and schools. Among these, we offer more than 140 multidiscipline majors and degrees designed to prepare students for purposeful lives and careers.
Experience

Northeastern’s position as a world leader in experiential learning translates in different ways to different people. What follows here are examples of how we should talk about what makes us unique across our core audiences. Use this language as a guide, rather than verbatim, when writing your own content.

General audience
Northeastern is the experience-driven university. For more than a century, we’ve been inspired by a simple truth: Experience deepens learning and discovery like nothing else can. Today that truth has never been more relevant. Experience propels you beyond the confines of discipline, degree, and campus to a lifetime of learning, knowledge creation, and career and personal growth—anytime, anywhere.

Faculty and academic peers
Experience drives our solutions-focused research enterprise and infuses our approach to teaching. It keeps us in tune with a fast-changing world, generates novel ways of thinking, and fuels our many partnerships with industry, government, and academia. It shapes the questions we ask and the dynamics of our classroom discussions and research collaborations. And it brings great minds together to solve global challenges.

Undergraduate students
Northeastern builds experience into every student’s learning, in more than 130 countries on seven continents. Through co-op—our renowned experiential program—you’ll put ideas into action working in industry, government, and the nonprofit sector. You’ll gain experience that challenges and elevates you in ways that make classroom study uniquely richer and expands your comfort zone and your vision. Experience teaches you how to succeed and how to fail and try again, making you a more resilient, high-impact global citizen.

Graduate students/professional
In a time of rapid technological change, you need to keep learning to keep up. With a network of campuses in Boston, Charlotte, the San Francisco Bay Area, Seattle, and Toronto, Northeastern has a unique perspective on the fast-evolving talent and innovation needs of world-class cities. Our graduate programs, uniquely embedded with professional experience, prepare professionals to be flexible, adaptable, and in step with the world, at every stage of their lives and careers.

Research doctoral students
As a PhD student at Northeastern, you’ll have the opportunity to deepen your research and broaden its impact by working at leading companies, government agencies, university laboratories, and nonprofits. In addition to your faculty advisor, you’ll connect with mentors from industry, build skills, and widen your network. More important, you’ll gain unique insights that will shape your doctoral research. By the time of your dissertation, you’ll be on course for a challenging career, inside the academy or beyond it.

Alumni
No matter your next step—a new job or graduate school—Northeastern’s global alumni network can help you get there. You can earn an advanced degree or certificate, online or on site, in Boston or at one of four locations in Charlotte, Seattle, the San Francisco Bay Area, or Toronto. Or sign up for one of our career workshops. You’ll be able to tap into your network for learning and professional advancement anytime, anywhere.

Athletes and fans
Northeastern has always had a bold vision for excellence—driven by experience, discipline, and impact. And Northeastern Athletics has been as relentless in its pursuit of excellence as the university itself. The “Huskies” nickname, adopted in 1927 with the Husky as its mascot, captures that shared character—strong, able, energetic, proud. Huskies are bold, driven, and distinctly ahead of the pack. For more on the Northeastern Athletics brand, download the complete Athletics brand book.
What is Experiential Learning?

With more universities offering experiential opportunities, it’s important to understand and communicate exactly what experience and experiential learning mean at Northeastern.

Experiential learning is Northeastern’s distinctive approach to learning for undergraduate and graduate students alike. It’s the process of learning through experience, and is more specifically defined as learning through reflection on doing. At Northeastern, learning through experience is never isolated from classroom learning or reflection. For examples of Northeastern’s experiential programs and initiatives, visit our online brand standards.

Whenever possible—especially in headlines, ad copy, taglines, and display type—strive to use the more relatable word “experience” over “experiential,” which is less familiar to lay audiences. “Experiential” and “experiential learning” are still Northeastern’s key differentiator, but make every effort to find fresh ways to convey what that means to the world. Here are a few phrases to avoid.

- Hands-on learning and practice, which have a vocational connotation.
- Earn to learn, sometimes used to describe our paid co-op positions, but misses the academic substance entirely.
- Internship, when referring to a co-op placement. Internships are experiential, but co-ops are more structured and include the important reflection component. Internships are what all the other universities offer. Co-op is more.
- Co-op gets you a job. It can. But more important, it prepares you for a career.

Global

Over the past decade, Northeastern has expanded its reach beyond Boston by building a global university system. We now have locations in Charlotte, the San Francisco Bay Area, Seattle, and Toronto that serve as platforms for professional graduate programs, customized educational partnerships, and research opportunities. Our global system also includes a worldwide network of more than 3,000 co-op partners and 255,000-plus alumni.

Keep in mind that our global university system is a strategy for the university, a critical driver of our academic plan, Northeastern 2025. It’s not a proper noun or a sub-brand. We should use terms that speak about Northeastern broadly wherever we are in the world, rather than as a program or campus.

Northeastern in San Francisco partners with industry to provide ways for employees to learn new skills and move up in their careers.

In Charlotte, Northeastern students can customize their graduate program to meet their goals.

Northeastern faculty in Seattle collaborate with local institutions on issues important to the region.

Northeastern students in Toronto take classes online and in class.
As a global brand, we need to show, not tell, our audiences the measure of our impact around the world. Avoid relying on the word “global” alone to do that work. Focus on characteristics and facts about the university that demonstrate our global reach.

Be sure to showcase that global experience at Northeastern is by nature immersive. That’s what sets us apart from most universities with more traditional international programs. Our students don’t just study abroad, they live and work overseas—sometimes with full language immersion—making them participants in a culture rather than observers, or “academic tourists.” Spotlight stories and use language that reinforces that message.

Northeastern’s global reach is also multifaceted. We view global experience as being as much about a diverse community in Boston or Seattle as it is about sending students overseas and establishing research partnerships abroad. Use statistics and descriptive copy to emphasize our diverse community throughout our locations. And find ways to highlight the university’s many cross-disciplinary global initiatives, in the U.S. and abroad.

Storytelling Tips

Everything we create to tell Northeastern’s story is content—articles, videos, ad copy, web banners, program descriptions, letters, invitations. Here are a few tips for communicating in a way that says we’re one Northeastern.

- **Have a purpose.** Who’s your audience? What do you want them to think, feel, or do when they’ve read or viewed your content?

- **Create content that highlights Northeastern’s unique strengths**—global experience, use-inspired research, partnership, innovation, lifelong learning. Include details that emphasize those strengths—show, don’t tell.

- **Consider which channel(s) you’re using.** Web writing, for example, is less linear than print, so consider ways to embed related content throughout.

- **Let the personalities of our students, faculty, and alumni shine through.** People like to read about people.

- **Leverage existing content.** Managing content well is as important as creating good original content. Pull microcontent—data, photos, captions, quotes—from longer pieces to give a story additional legs.

- **Don’t bury your point.** Start with what’s going to resonate with your audience, and then provide the relevant backstory if needed.

- **Steer clear of jargon, “insider,” and academic language.** Smart content is accessible. People are busy, so we want to get straight to the point.

- **Leverage headlines.** Most content is accessed on the web and via mobile phones, so the more informative the headline, the better. Keep them short, and use formulas that work. For more specific tips, visit our online brand standards.
Voice and Tone

Northeastern’s voice is one of empowerment. As we describe our people, programs, and outcomes, emphasize those elements that make them, and Northeastern, unique and purpose-driven. Our content should capture our core values and differentiators—experience, a global perspective, partnership and collaboration across disciplinary and geographical boundaries, and use-inspired research.

Phrases that were once specific to Northeastern ("co-op," "experiential learning," "lifelong learning," "use-inspired research," "global network") are now used by many other universities and organizations, where they may have slightly different meanings. When writing for Northeastern, use these words with purpose, and provide context when possible.

Every editorial opportunity is different and should reflect a tone that’s appropriate for the intended audience. With that in mind, here are general guidelines for writing copy—from a short, snappy print ad to a feature-length news article.

Make it genuine and relatable. Copy shouldn’t sound slick or like marketing-speak. Read it aloud: Is the phrasing something you’d actually say to someone else, or does it sound stilted or artificial? Avoid clichés, jargon, business-speak, and long-winded explanations. Be clear and direct. When choosing between a simple word (for example, “start”) and a lofty word (“commence”), choose the simpler, conversational word.

A sentence like this:
Northeastern faculty are engaged in creating a yearlong innovation incubator for experiential education—a learning model based on the intentional integration of life experience and academic instruction.

Should be written more simply:
Northeastern professors launched a group to generate new ideas around experiential education, which blends classroom and real-world learning.

Make it specific and succinct. Avoid generalized statements that could apply to any college or university. Avoid verbose flourishes and filler copy. Back up statements with proof points. Include details that reinforce Northeastern’s core messages and underscore how we’re different.

Any university could say this:
Northeastern University educates students for a lifetime of success.

Only Northeastern can say this:
Northeastern’s renowned experience-driven approach to learning sets our graduates far ahead of those from other traditional universities.

Make it inspiring and motivational. Northeastern students, faculty, staff, alumni, and industry partners are creative, solutions-focused, and results-driven. Use active verbs to convey this confidence and energy. Avoid the passive voice. Motivate the audience to keep reading or to take action.

Innovative research sounds less innovative in the passive voice:
The model was tested against official influenza surveillance systems and has been shown to accurately forecast the disease’s evolution up to six weeks in advance—significantly earlier than other models.

Active voice aligns with our results-driven approach:
Researchers tested the model against official influenza surveillance systems and showed it forecasts the disease’s evolution up to six weeks in advance—significantly earlier than other models.

Make it personal and real. We’re an inclusive, mission-driven organization. Include authentic details conveying the passion for our mission and what we stand for. Be conversational (tip: using contractions helps with that). Use first-person plural and second-person pronouns ("we," "us," "you") whenever possible. This engages the reader in a direct, human way.

A sentence like this:
Students attending Northeastern get to do up to three six-month co-ops during their time as an undergraduate.

Feels more relatable when recast as second person:
As an undergraduate student at Northeastern, you’ll get to do up to three six-month co-ops.
Policies and Resources

POLICIES

The Marketing team in the Office of External Affairs sets and oversees the brand, partnering with stakeholders throughout the university to align around marketing goals and strategies, mapping digital experiences, and reviewing media plans, collateral, and creative concepts. Please contact us to schedule a meeting or to submit materials for review at brand@northeastern.edu.

Our online brand guide at brand.northeastern.edu provides detailed information on university policies for:

- Advertising and Promotion
- Endorsements
- Licensing
- Media Relations
- Photography
- Web
- Social Media

The university reserves the right to be the sole judge of appropriate advertising content produced by the university, media placement, and the integrity of the programs and platforms on which our advertising appears.

RESOURCES

Managing existing content is as important as creating new content. Here you’ll find just a few resources to help you creatively build content that’s on message and on brand. If you have questions or difficulty accessing anything below, contact brand@northeastern.edu.

Login at brand.northeastern.edu to download design files for our logos, wordmarks, and other brand elements.

You’ll find a variety of video content on the university’s official YouTube channel. We encourage you to feature and share anything published there.

News@Northeastern, the official news source for the university, is an excellent source for stories about Northeastern faculty, students, events, and initiatives. Please feel free to share and feature any content published at news.northeastern.edu.

Access the university’s official academic plan, Northeastern 2025, northeastern.edu/2025.

For the latest statistics about Northeastern’s growth since 2006, visit our Institutional Accomplishments site, accomplishments.northeastern.edu, which is updated each fall.

Find more resources at our online brand standards, brand.northeastern.edu.

Key Terms and Style

Northeastern’s editorial style for marketing and communications writing adheres to The Associated Press Stylebook.

We also have key words and style points that we return to again and again to tell our story. For a list of key terms and style points unique to our communications visit our online brand standards.
02. Brand Elements

Something old, something new.

We derived a set of unique brand elements from our historic seal, and we designed them to work together to apply to our wide spectrum of voices and settings.

The seal informs the logotype, the N monogram, the sub-brand logotype, the type ring, and the lux motto – the core components of our brand.
Seal

As the most formal element in our brand system, the seal may be used only by the following departments: the Office of the President, the Office of the Provost, University Advancement, and the offices of the college deans.
The logotype is our primary wordmark. When used by itself, it can brand less formal communications that don’t require the full weight of the seal. Use it in experimental or adventurous ways.
Seal Lockup

The seal lockup is our official wordmark. It combines the formal and the informal to present a recognizable and consistent identity across campus and across the world.
Monogram

An iconic mark that feels more casual and flexible than the seal. Use it on its own or as part of a large-scale lockup for high impact.
A flexible stamp that can be used as a graphic element in a variety of environments. It suggests the classic university seal without being overly dense or formal.
Motto

The Latin motto meaning “Light, Truth, and Courage” is a graphic, modern element when removed from its context in the seal.
The N can be used with other graphic elements or sub-brands to create a lockup.
Our sub-brand lockup uses FF Real to integrate with the logotype and the seal. It is used to identify the sub-brands, institutes, and departments across the university.
The rule book.

What to do, and what not to do: all the fun little details to keep in mind when working with our core brand elements. They may seem nit-picky, but following a few basic rules will go a long way to keep our brand strong and consistent. Colors, spacing, and other tips are included in this section, but as always, if you have any questions, just ask.

Lockup Spacing & Alignment Guidelines

**SPACING & SEAL SIZE**

The space between the seal and type is equal to the width of the lowercase "n" from the logotype. "Northeastern" is center aligned to the seal, and "University" should be bottom aligned to the bottom of the seal.

**SAFE ZONE**

The safe zone around the lockup is equal to half the icon height.

**ALIGNMENT**

It's best to keep the lockup left-aligned, and on the left side of a composition. Think of it as a graphic element rather than a headline. This gives everything a more balanced feeling.
Seal & Lockup Photo Interactions

NEGATIVE SPACE
Find an uncluttered area to place the seal, and size it so it doesn’t overwhelm the photo’s subject. Remember the safe zone for spacing.

COLOR
Stick to the core brand colors, and check out more detailed color guidelines on the next few pages.

IS IT A MATCH?
Consider the context. Does this image apply to all of Northeastern? Is the photo more suited to more casual branding, or is the seal appropriate?

Lockup: Do’s and Don’ts

DO
If you use the colored seal, just use red or gold. Use a colored seal on black or white only.

Northeastern University

Northeastern University

Northeastern University

Northeastern University

PLEASE DON’T
Don’t make the seal in any color outside the core colors. Don’t use the red or gold seal on a color-filled background.

Northeastern University

Northeastern University

Northeastern University

Northeastern University
Lockup: Don’ts

PLEASE DON’T

Don’t change the proportion, composition, or orientation of the seal and/or logotype.

Please DON’T

Don’t lock up the logotype with anything but the seal.

Seal Color Guidelines

IDENTITY

CORE COLORS

Across its many appearances with other elements in various lockups, the seal should only be set in the core colors: red, gold, black, and white.

PRINT

Use Case Scenarios: With the exception of high-end printed pieces such as Institutional Accomplishments booklets,* all blacks are printed on one plate at 100% Black. The new Process Red is: 0 100 90 8.

DIGITAL

Use Case Scenarios: These values are for all media viewed on digital devices – i.e., mobile, tablet, laptop, or desktop.

COLOR BACKGROUNDS

The seal should only be used in the core colors on black or white. When placed on a color background, the seal should only appear in black or white.

*HEX  #D41B2C
CMYK  0 0 100 0
RGB  212 27 44
PMS 186C

*HEX  #A4804A
CMYK  33 46 80 10
RGB  164 128 74
PMS 871 METALLIC C

*HEX  #000000
CMYK  0 0 0 100
RGB  0 0 0
CMYK  60 40 40 100
PMS BLACK

*HEX  #000000
CMYK  0 0 0 100
RGB  0 0 0
CMYK  60 40 40 100
PMS BLACK

*HEX  #000000
CMYK  0 0 0 100
RGB  0 0 0
CMYK  60 40 40 100
PMS BLACK

*HEX  #000000
CMYK  0 0 0 100
RGB  0 0 0
CMYK  60 40 40 100
PMS BLACK
Logotype Color Guidelines

CORE COLORS
Across its many appearances with other elements in various lockups, the seal should only be set in the core colors: red, gold, black, and white.

PRINT
Use Case Scenarios: With the exception of high-end printed pieces such as Institutional Accomplishments booklets,* all blacks are printed on one plate at 100% Black. The new Spot Red is PMS 186 C.

DIGITAL
Use Case Scenarios: These values are for all media viewed on digital devices—i.e., mobile, tablet, laptop, or desktop. Athletics gold has a different formula.**

COLOR BACKGROUNDS
On a color background, set the lockup in one solid core color: red, gold, black, or white. The same applies to the logotype.

---

N Monogram Guidelines

IDENTITY

N Monogram Guidelines

Northeastern University

CMYK 0 0 0 100
*CMYK 60 40 40 100
PMS BLACK C
HEX #000000
RGB 0 0 0

Northeastern University

CMYK 0 100 90 6
PMS 186 C
HEX #D41B2C
RGB 212 27 44

Northeastern University

CMYK 33 46 80 10
PMS 871 METALLIC C
HEX #A4804A
RGB 164 128 74

---

COLOR MOTIF
Use the N monogram in larger-than-life ways, interacting with it in playful and dynamic ways to use it as a design motif.

SKIP IT
Don't use the N monogram in tiny places or in small ways. Go big or go home.
**Lux Guidelines**

Keep the Lux motto one solid color.

The motto’s solid color should be in one of our core colors: red, gold, black, or white.

Use the motto in casual, high-impact environments. It’s a perfect shorthand for merchandise such as hats, totes, tees, and more.

**Ring Guidelines**

Resist the urge to fill the type ring with other graphics, especially another logo or mark.

The ring should be 1” x 1” at the smallest. Don’t skew it.

Use the ring in playful ways by clipping or layering. Just make sure the entire word “Northeastern” isn’t obscured.

Use the ring in casual, high-impact environments. It’s a perfect shorthand for merchandise such as hats, totes, tees, and more.
Bringing order and clarity to our brand.

Our brand needs to extend across the many areas of our community, from large centers and departments to offices and programs. Our brand architecture is designed to be flexible and clear, associating sub-brands with our larger master brand and showing clear hierarchy.

Looking for your department lockup?
brand@northeastern.edu

Sub-brand Lockups

Sub-brand Hierarchy

2. LOGOTYPE + SUB-BRAND
Starting with our core Northeastern lockup, swap in a college, department, or program in place of "University," and set it in FF Real bold. And remember, "Northeastern" should be set in our custom logotype mark, not typed out.

3. THREE TIERS
Get more specific. The first, umbrella sub-brand is set in Northeastern’s type, and the bottom terminal sub-brand is set in FF Real bold. The terminus of any lockup is expressed as the focal point; it’s the most important part of the message. Reflect that with the leading, keeping the terminus set a bit apart. Remember, "Northeastern" + 2 sub-brands is the maximum.

4. SIMPLIFY
You can simplify and neaten up the lockup by simplifying the context. Use this variation in situations where the context is clear (e.g., on signage).

5. N+
The N monogram lockup is a graphic, bold variation of the standard sub-brand lockup. The sub-brand should bottom-align to the N monogram. Please note: this is for print use only.
Sub-brand Lockup Architecture

**SCALE & EMPHASIS**
Keep the focus on the department with type weight and size. Unlike the standard lockup, the department copy may not line up with the bottom of the seal; that’s ok.

The "Northeastern" logotype and the seal should stay scaled in relation to each other.

Judge the sub-brand’s size by how it relates to the "Northeastern" logotype; it should never be smaller, but it can be a great deal bigger.

**ALIGNMENT**
The seal should always center-align with "Northeastern." For spacing, rely on the lowercase "n" from the logotype. One n-space of width between the seal and text, and one, one-and-one-half, or two "n"-spaces of height as a leading guide. Keep in mind that the terminal sub-brand should be set a bit apart, and that slight accommodations may need to be made for long ascenders and descenders.

Sub-brand Lockup Typography

**THE CONTEXT**

**THE FOCUS.** Scale this independently from the rest, and use leading to set it apart.

**LARGE LOCKUP**
Use the larger scale to increase the focus on the sub-brand.

**LARGE LOCKUP, STACKED**
Let longer names stack rather than extend too far horizontally.

**SMALL LOCKUP**
If names are long or space is precious, use the smaller focus type and make the lockup more horizontal.

**LOCKUP, NO SEAL**
In some contexts, the type lockups can stand alone, generally in a space where Northeastern logo elements are already being used.
Sub-brand Naming Convention

- Retain “SCHOOL/ COLLEGE OF”
- Omit “DEGREE IN” and “PROGRAMS”
- Omit “DEPARTMENT OF” unless it’s needed for clarity
- Retain “CENTER FOR/ INSTITUTE OF” unless it matches a title
- Omit “OFFICE OF” unless it matches a title

**College of Arts, Media and Design**

**College of Science**

**MS in Urban Informatics**

**Behavioral Neuroscience Program**

**Department of Physics**

**Department of English**

**Marine Science Center**

**Center for Microwave Magnetic Materials & Integrated Circuits**

**Office of Admissions**

**Global Experience Office**

**Office of the President**

SIMPLICITY

Our goal is to label complicated department names as clearly as possible. Keep it short. Cut anything redundant out of a name.
04. Design Standards

Pulling it all together.

Our brand elements are made to work in concert with each other, allowing for creativity and expression while remaining consistent and clear. These are the guidelines for typography, color, and photography, and how to use them together.
Northeastern’s primary typeface is FF Real. The family includes two versions: Head for large sizes and Text for smaller sizes. FF Real is an all-purpose typeface.
Northeastern’s primary digital display typeface is Lato.
Typography

Noe
Tungsten Rounded
Netto
Genath
Duplicate Sans
Morion

Alternate Display Faces
Use one of these optional display typefaces for large headings when you want to convey a specific feeling. These examples range from renaissance to science fiction and everything in between.

Color

Primary Colors
Black, white, red, and gold are our primary colors. In print, metallic gold foil can be used.
The use of gold for communications and marketing is limited to the following offices: the Office of the President, the Office of the Provost, University Advancement, and the offices of the college deans.

Print
Use Case Scenarios: With the exception of high-end printed pieces such as Institutional Accomplishments booklets,* all blacks are printed on one plate at 100% Black. The new Process Red is: 0 100 90 8.

Digital
Use Case Scenarios: These values are for all media viewed on digital devices — i.e., mobile, tablet, laptop, or desktop.

*Rich Black
CMYK 60 40 40 100
PMS N/A
HEX #000000 RGB 0 0 0
CMYK 0 100 90 8
PMS 186 C
HEX #D41B2C RGB 212 27 44
CMYK 33 46 80 10
PMS 871 Metallic C
HEX #A4804A RGB 164 128 74
CMYK 0 0 0
PMS N/A
HEX #FFFFFF RGB 255 255 255
SECONDARY COLORS

Secondary colors range from neutral to vibrant. Use them to create different moods.

VIBRANT

CMYK  57 0 10 0
PMS 310 U
HEX  #52CF65
RGB  82 207 229

CMYK  92 55 0 0
PMS 300 U
HEX  #006EB5
RGB  0 110 181

CMYK  85 65 34 16
PMS 2955 U
HEX  #385775
RGB  56 87 117

CMYK  39 35 38 1
PMS WARM GRAY 6C
HEX  #A19994
RGB  161 153 146

NEUTRAL

CMYK  10 14 36 0
PMS 7500 U
HEX  #E5D4AB
RGB  229 212 171

CMYK  42 30 24 0
PMS 7544 U
HEX  #99A3B0
RGB  153 163 176

CMYK  19 18 22 0
PMS WARM GRAY 2C
HEX  #CFC7BF
RGB  207 199 191

DESIGN STANDARDS

CORE COLORS + MOOD

Our core colors can work in any situation. The secondary palette is an additional tool to emphasize tone and target. Use classic, neutral colors for formal situations and groups. Prospective student materials, as shown above, make use of more vibrant secondary colors.

ABSTRACT TOOLS & CONTRAST

No other universities have incorporated black and white into their identities. We have the opportunity to lay claim to bold, graphic use of black and white through patterns and textures. Having a library of abstractions helps fill in gaps where there may not be sufficient photography.
Every image of our community is a discovery.

There’s an immersive quality to a Northeastern photograph, allowing the viewer to look into a distinct moment, conveying a real experience.

Our photography is bold, with exaggerated color and an eye for graphic compositions. It pulls you in with dynamic contrast, playing with unexpected extremes of scale. Photographs are taken with intent, creating built-in opportunities to interact with other brand elements.

We explore three themes in our photography: portraiture, immersion, and innovation.

Photography: Portraiture

Build a world: hint at the setting for a layered, complex scene that characterizes the subject. Color and lens flares add an environment of creativity even in a studio.
Photography: Immersion

Share our story with realism. Peer through framing objects in the foreground and focus on interaction. Show spaces in ways that represent the spirit of our campus, rather than simply document.
Photography: Innovation

Technology should be photographed in the same epic way our people and places are. If possible, inject a human element into the scene—it helps viewers engage. Create negative space for branding.
Our brand on screens.

Bringing the Northeastern brand to life online is a lot like using the brand anywhere else. There are just a few key differences to keep in mind. As always, when in doubt, just email us at brand@northeastern.edu.
**General Digital Guidelines**

Digital headlines should be set according to these sizing and spacing standards.

**Lato 14px Light**  **Lato 14px Regular**  **Lato 14px Bold**

*LEFT. LINE HEIGHT 20 PX. UPPERCASE ONLY. LETTERSPACING 1 PX*

**Lato 16px Light**  **Lato 16px Regular**  **Lato 16px Bold**

*CENTER/LEFT. LINE HEIGHT 28 PX. PROFILE TILES LINE HEIGHT 22 PX. UPPERCASE ONLY. LETTERSPACING 1 PX*

**Lato 20px Light**  **Lato 20px Regular**  **Lato 20px Bold**

*LEFT. LINE HEIGHT 32 PX*

**Lato 24px Light**  **Lato 24px Regular**  **Lato 24px Bold**

*CENTER. LINE HEIGHT 32 PX*

**Lato 34px Light**

*LEFT. LINE HEIGHT 48 PX*

**Lato 50px Light**

*LEFT. LINE HEIGHT 72 PX*

**Lato 72px Light**

*LEFT. LINE HEIGHT 96 PX*

---

**ICON AND BUTTON SPACING**

All icons and buttons should follow a consistent spacing and sizing practice. The global default is: 30 px margins, buttons 44 px tall, and 30 px spacing between text and icons.
On this screen, you can see the way different elements come together. The default digital logo is the responsive lockup in the upper left.
We set up some best practices to ensure that Northeastern can connect effectively and be represented in our best light across social media platforms. In general, we avoid using more formal, classic brand elements (such as the seal). The casual, striking marks are right at home on a wide range of social media platforms. The N monogram feels modern, displays better at small sizes, and is flexible enough to be layered over photos and graphics or to stand on its own.
Icons and Avatars

COVER PHOTOS

Use the brand photography guidelines to choose a relevant and striking cover image for Facebook or Twitter. Consider how it could complement your profile picture.

GRAPHIC COVER IMAGES

If your department or program is short on photography, choose a pattern from the library or a more general campus photo.

NAMING CONVENTION

All Northeastern Twitter accounts should create a username that follows the naming convention: "Northeastern University Department Name."
06. Applications

In the real world.

The components of the Northeastern brand can come together in many different ways. Here are some of our favorite ideas and examples. Use it as inspiration. We’re excited to see what you come up with.
Applications
Identity program stationery will be standardized in partnership with the campus printer.
Applications

Applications

90

91