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# UNIVERSITY

P U B L I C A T I O N S

Graphic Identity Standards



Publication Guidelines

**Northern Michigan University**

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# *Introduction*

Communications and Marketing is pleased to introduce the official graphic identity standards and publication guidelines for Northern Michigan University.

As a part of a comprehensive graphic identity program, a consistently used identifying mark helps to establish, convey, and reinforce desired, memorable images; generates internal pride and support; and eliminates confusion in the minds of target audiences.

The visual image reflected by the Northern Michigan University signature plays an integral role in communicating the mission of our institution. The free-flowing lines reflect the open and friendly nature of the university and its people. The use of the green and gold colors represent warmth, growth and the surrounding environment. The lines pass through the symbol to illustrate openness and an invitation to new ideas and unrestricted thought. The traditional type style used for the words "Northern Michigan University" reflects our academic heritage and traditional values. Overall, our signature proclaims our pride in academic excellence, our commitment to established traditions, and our willingness to grow.

The identity system outlined in this manual and the guidelines for its applications will help ensure that the university's many diverse parts have visual consistency. All of those responsible for the production of visual communications produced by or for Northern Michigan University departments, offices or organizations are expected to follow the guidelines set forth in this manual.

We realize that no graphic identity standards manual can cover all situations. Should you have a question, please do not improvise solutions without consulting Communications and Marketing.

Every user of this system is a guardian of Northern Michigan University's public image. Following the guidelines in this manual will ensure that the image of this institution is maintained and the mission of the university is reflected in all of its communications. Inconsistent or incorrect use of these standards could jeopardize our efforts to protect Northern Michigan University's name and official symbols.

The information in this manual is to help those who plan and produce university publications by providing a set of clear standards on the use of the NMU signature and a clear set of guidelines for generating consistent and professional print and electronic publications.

This manual replaces any and all guidelines pertaining to Northern Michigan University's graphic identity and publication standards.

Thank you for your cooperation in projecting a positive and professional image for Northern Michigan University.

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# *Graphic Identity Standards*

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# Graphic Identity

## University Signature

The official university signature consists of a symbol and the logotype (words) “Northern Michigan University.”

No additional embellishments or ornamentation are permitted in its use. It must be reproduced from authorized reproduction sheets and cannot be redrawn, repositioned or modified in any way.<sup>†</sup>

## Protected Area

It is important that the area surrounding the signature remain free of type or imagery so that nothing competes for the viewer’s attention.

## Acceptable Configurations

Figure 2 illustrates the two acceptable symbol-to-logotype arrangements.

The three line version is the preferred format and should be selected for most applications. It is designed to place equal emphasis on the symbol and the logotype.

An alternate accepted version of the signature consists of the symbol and the logotype on one line. It may be used when vertical space is restricted.

<sup>†</sup> Signature reproduction sheets are available Communications and Marketing, 607 Cohodas, phone 2720, or from Printing Services, 102 Cohodas, phone 2454.

figure 1 University Signature and Protected Area



figure 2 Acceptable Configurations



## Modified Northern Michigan University Signature

Some offices have a need to utilize an immediate identifier that is specific to their area. To accommodate this need, Communications and Marketing has developed a modified signature that can be used on marketing and promotional materials. Figure 3 shows the two accepted versions of the modified signature.

The use of version one is approved for Northern Michigan University outreach offices only. Other offices that wish to have a signature similar to version two developed for their office must first obtain authorization from the director of Communications and Marketing or the university editor.

Development of a modified signature is decided on a case by case basis and must be approved by the director of Communications and Marketing or the university editor before it can be used.

**Note:** Use of the modified university signature is not permitted for Northern Michigan University colleges and academic departments.

Use of the modified university signature is not permitted on university stationery.

## The Northern Michigan University Centennial Signature

The complete signature, including the ribbon symbol with “1899-1999” subscript and the Northern Michigan University logotype, must be used in its entirety. The components may not be realigned or modified in any way.

The use of the Centennial Signature is consistent with rules for the NMU Signature except that it *may not* be used on business cards, permanent signs or displays, or university vehicles (except as a window decal or license plate).

It *must* be used on printed materials circulating off-campus from April 28, 1998, (the 99th anniversary of the charter founding NMU) through December 31, 1999. After December 31, 1999, the use of the three line version must resume on all printed and electronic materials.

figure 3 Modified University Signature



**Version 1:** Approved modified university signature for Northern Michigan University outreach offices.



**Version 2:** Modified university signature for use for other offices as authorized by Communications and Marketing.



**Version 2a:** Approved three-color version of modified signature.

figure 4 Centennial Signature



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## Appropriate Use

The Signature should appear on all university printed materials, signage, and other forms of communications, regardless of audience. Exceptions include items produced by student organizations with funds generated by student fees.

The symbol must always be used with the NMU logotype unless specifically approved as a design element by Communications and Marketing. In publications, for example, the symbol may be used as a separate design element *if* the complete signature is *also* prominently displayed in the publication.

## Signature Location

The signature must be displayed in an appropriate location on a primary identification surface.

It is often placed at the top of printed material, on the top or bottom of the front panel of a brochure, or on the bottom of the back panel of a brochure. It is also often used as a part of the return address on the mail area.

It does not have to be placed on the front of a publication. However, if the signature is not used, the words "Northern Michigan University" should appear on the front for proper identification of the program or sponsor.

## Angle of Reproduction

In all applications, the signature must always be printed on a horizontal plane. It may not be printed at any other angle or vertically.

## Reproduction and Minimum Size

When reproducing the signature, it is best to select the exact size needed from the signature reproduction sheets rather than trying to enlarge or reduce it to fit on your own. The signature must never be reproduced in a size smaller than one half inch (1/2 inch) high, as shown in figure 5.

If you use the signature in its electronic format, be sure to enlarge or reduce its size *proportionally*. Do not stretch or condense the signature to meet the space available in your publication.



## Tinted backgrounds

When using a tinted background, the background must be light enough to allow for sufficient contrast. Tinted backgrounds with signature overprint should be *40 percent value or less*.

## Reverse Signatures

The signature may be reversed from a background color. When reversing the signature, the background must be dark enough to provide sufficient contrast.

Tinted backgrounds with the signature in reverse should be *50 percent value or more*.

## Inappropriate Use

Figure 7 gives examples of unacceptable signature use.

**figure 6** Tinted Backgrounds and Reverse Signatures



Tinted backgrounds with signature overprint should be 40 percent value or less.



The signature may be reversed from a background color when the background color provides sufficient contrast.



Tinted backgrounds with the signature in reverse should be 50 percent value or more.

**figure 7** Inappropriate Use



Do not place the signature on a background that provides insufficient contrast.



Do not reverse the signature out of a background that provides insufficient contrast.



Do not overprint the signature on a patterned background or any background that would diminish the signature's legibility.



Do not reproduce the logo using a screen. (However, the symbol may be screened when it is being used as a design element.)



Do not reproduce the color signature in black and white.



Do not repropotion the logotype to the symbol or otherwise modify the signature in any manner.



Do not enclose the signature in a color shape or rule which could be interpreted as part of the signature.

Do not download or copy the NMU signature from a page on the NMU Web site for use in print publications.

## Colors for Reproduction

The official NMU colors are PMS 335 green and PMS 116 gold. (PMS stands for **Pantone Matching System**, a printing industry standard for classifying ink colors.)

**Note:** PMS 116 on coated or enamel paper will appear too light; use PMS 123 gold in this instance.

Whenever possible, the signature should appear in the university colors plus black. When the university colors are produced in publications using four-color process, the words, “Northern Michigan University” (logotype) must always be printed in black. When the university green and gold are available, but black is not, then the logotype may be printed in green.

The symbol may not be reproduced in any other two colors except university green and gold. If two colors, other than university green and gold, are available for a printing project, the darker of the two may be used for a solid color for the entire signature. The signature may be reproduced in the lighter of the two colors if it is dark enough to provide good contrast with the background.

When only one color is used, use good taste and judgement to assure that the signature color provides adequate contrast with the background.

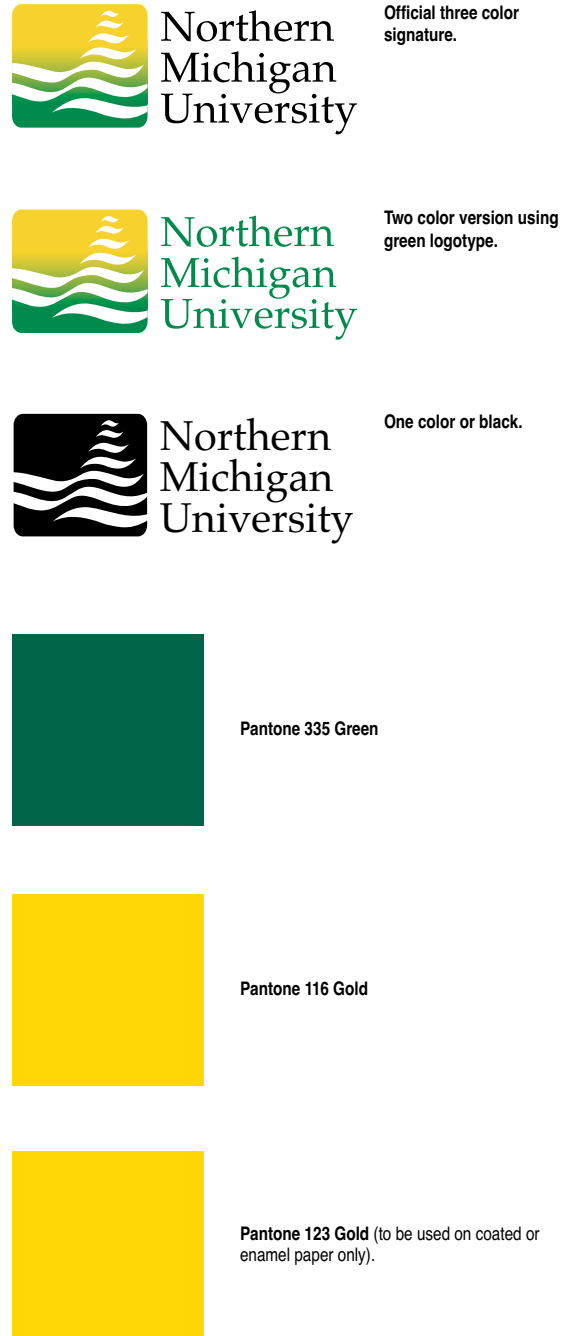
**Note:** The colors in the symbol are blended in the middle. A straight line cutoff is unacceptable. Off-campus printers should be alerted to university color requirements. They may purchase color separations from Printing Services to ensure compliance.

Figure 8 illustrates preferred signature color combinations.

## Other Uses of Signature

Do not place the signature on the same page or surface with any other logo or symbol without consulting Communications and Marketing. The use of the Signature in collaborative projects that involve Northern Michigan University and other organizations will be decided on a case by case basis with final determinations made by the director of Communications and Marketing.

**figure 8** Preferred Color Combinations





## The Northern Michigan University Seal

The University obtained its own official seal in 1963 when it gained university status. The seal consists of the letter “N” printed on a torch of knowledge, with an outline of the Upper Peninsula in the background. The four stars linked by a double circle represent instruction, research, service, and advanced study.

### Restricted Use of the NMU Seal

The NMU seal is reserved for use in official university documents, degrees, diplomas, legal documents, proposals to the Board of Control, and in publications for which its use has been specifically approved, such as the commencement program and formal invitations to events sponsored by the office of the university’s president and vice presidents.

The NMU seal also has been specifically approved for use as a watermark on university three-color letterhead, on some NMU Bookstore items and on Public Safety officer’s uniforms.

The seal should not be used in advertising, intra-university proposals, stationery (other than as a watermark on the official three-color letterhead), or publications and printed materials that publicize university facilities, events, programs or services.

Use of the seal in a manner other than described above must be approved in advance by the university editor or the director of Communications and Marketing.

figure 9 Preferred Color Combinations



A special version of the seal is available for reverse applications.



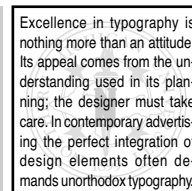
Do not reportion or modify the seal in any way.



Patterned, colored or tinted fields should be knocked out behind the seal.



Colored or tinted backgrounds should allow sufficient contrast.



Do not use the seal as tinted art behind typography or other art.

Excellence in typography is nothing more than an attitude. Its appeal comes from the understanding used in its planning; the designer must take care. In contemporary advertising the perfect integration of design elements often demands unorthodox typography.

figure 10 Wildcat Logo



Wildcat logo with circular lettering.

Wildcat paw.



Wildcat logo without circular lettering.

**NMU WILDCATS**

Wildcat logo with script lettering.



## Athletic Identifiers

The NMU Wildcat symbol is the official symbol for the mascot of the NMU athletic teams. No other wildcat drawing is acceptable. The wildcat may be used with or without the circular lettering. "Wildcats" also is acceptable for use with the wildcat image.

The logo may be printed black on white or on any colored stock that provides adequate contrast. It may be printed in reverse from black or any dark color, and it may be screened back as much as 50 percent when printing with black or any dark color.

The only acceptable two-color version is PMS 116 gold (use PMS 123 on enamel stock) for the wildcat head and PMS 335 green for the lettering.

These are the only official symbols of the university and should be used consistently to bring public awareness of NMU. They must be of high quality and correctly positioned to present a positive image of the university.

No additional embellishment or ornamentation are permitted in their use. They must be reproduced from authorized reproduction sheets and cannot be redrawn, re-proportioned or modified in any way.

Black and white reproduction sheets are available from Communications and Marketing or Printing Services. Color reproduction sheets are available from Printing Services.

## Typography

Using only a few compatible typefaces results in consistency and visual unity in printed documents produced throughout the university. For this reason, Communications and Marketing recommends the use of a limited number of typefaces.

### University Typeface

The **Palatino** type family, used in the NMU signature, is the *preferred* typeface for university publications. It is used on all Northern Michigan University stationery and should be used as the dominant body text typeface whenever possible.

### Contrast Typeface

While use of a secondary typeface is not required, the **Franklin Gothic** type family is preferred to provide contrast or accent in typography. Franklin Gothic may be used for headlines, subheads, pull quotes and captions.

### Alternate Typefaces

When producing publications on workstations where **Palatino** and/or **Franklin Gothic** are not available, or when brochures, catalogs, newsletters and other similar publications require the use of other typefaces to enhance their readability, **Times Roman** or **Goudy** may be substituted for Palatino and **Helvetica**, or **Arial** may be substituted for Franklin Gothic.

If none of these typefaces are available at your workstation, select an appropriate font similar in classic style to the typefaces shown. Assistance is available from Communications and Marketing or Printing Services.

figure 11 Approved Typefaces

**Palatino**  
ABCDEFGHIJKL  
MNOPQRSTUVWXYZ  
abcdefghijkl  
mnopqrstuvwxyz  
123456789

*ABCDEFGHIJKL  
MNOPQRSTUVWXYZ  
abcdefghijkl  
mnopqrstuvwxyz  
123456789*

**ABCDEFGHIJKL  
MNOPQRSTUVWXYZ  
abcdefghijkl  
mnopqrstuvwxyz  
123456789**

**Times Roman**  
ABCDEFGHIJKL  
MNOPQRSTUVWXYZ  
abcdefghijkl  
mnopqrstuvwxyz  
123456789

*ABCDEFGHIJKL  
MNOPQRSTUVWXYZ  
abcdefghijkl  
mnopqrstuvwxyz  
123456789*

**ABCDEFGHIJKL  
MNOPQRSTUVWXYZ  
abcdefghijkl  
mnopqrstuvwxyz  
123456789**

**Franklin Gothic**  
ABCDEFGHIJKL  
MNOPQRSTUVWXYZ  
abcdefghijkl  
mnopqrstuvwxyz  
123456789

*ABCDEFGHIJKL  
MNOPQRSTUVWXYZ  
abcdefghijkl  
mnopqrstuvwxyz  
123456789*

**ABCDEFGHIJKL  
MNOPQRSTUVWXYZ  
abcdefghijkl  
mnopqrstuvwxyz  
123456789**

**Helvetica**  
ABCDEFGHIJKL  
MNOPQRSTUVWXYZ  
abcdefghijkl  
mnopqrstuvwxyz  
123456789

*ABCDEFGHIJKL  
MNOPQRSTUVWXYZ  
abcdefghijkl  
mnopqrstuvwxyz  
123456789*

**ABCDEFGHIJKL  
MNOPQRSTUVWXYZ  
abcdefghijkl  
mnopqrstuvwxyz  
123456789**

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# Applying Identity Standards

## University Stationery

NMU's stationery includes its letterhead, envelopes, memoranda forms, mailing labels and business cards. These items are the primary means of establishing the university image at the personal level. Functional and contemporary in appearance, Northern Michigan University stationery has been carefully created to be consistent with other applications of the Northern Michigan University graphic identity program.

Use of the university's stationery is permitted only for official business conducted by persons under contract in officially recognized divisions, schools, departments, centers or other units. University letterhead and envelopes must never be used for personal correspondence.

## Letterhead

The Northern Michigan University signature appears in the upper-left-hand corner of the letterhead.

Official university letterhead and envelopes must be ordered from Printing Services as follows:

1. Three-color (black, gold, and green), 25 percent rag bond.
2. Black only, 25 percent rag bond.

Letterhead and envelopes featuring the three-color signature is the preferred stationery for all off-campus university correspondence. However, it is appropriate for letters to be laser printer generated in black only and for black-only stationery to be printed for mass mailings.

Photocopies of the three-color letterhead should not be distributed on campus due to poor reproduction quality of the signature and green and gold colors.

Depending on the quantity purchased, the cost differential between three-color and one-color stationery can be minimal.

The inside address should appear in the upper right-hand corner as follows:

- Line 1:** Office, Department, or College
- Line 2:** 1401 Presque Isle Avenue
- Line 3:** Marquette, MI 49855-5309 (use of nine digit zip code is optional)
- Line 4:** Telephone number 906-227-xxxx

**Line 5:** FAX number 906-227-xxxx

**Line 6:** Web site: [www.nmu.edu](http://www.nmu.edu)

**Note:** Inclusion of the main university Web site address on letterhead is required. Substituting your office's or department's individual Web site address is not permitted.

This is the only contact information permitted in the upper right-hand corner of university letterhead. Contact information in this area may not exceed six lines.

For those who wish to include additional contact information such as intra-campus office address and e-mail, an alternate version of the letterhead is available. If used, the intra-campus office address should appear on line two, after the office, department or college and before the university's address. (See figure 12.) The telephone, fax, Web, and e-mail information is set in the bottom center of the letterhead as follows:

**Line 1:** Telephone numbers (no more than three — e.g. telephone, fax and toll-free — separated by square bullets).

**Line 2:** E-mail (optional) and Web site addresses (required).

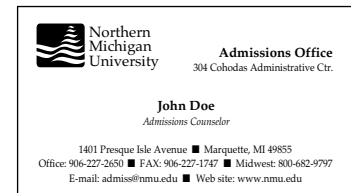
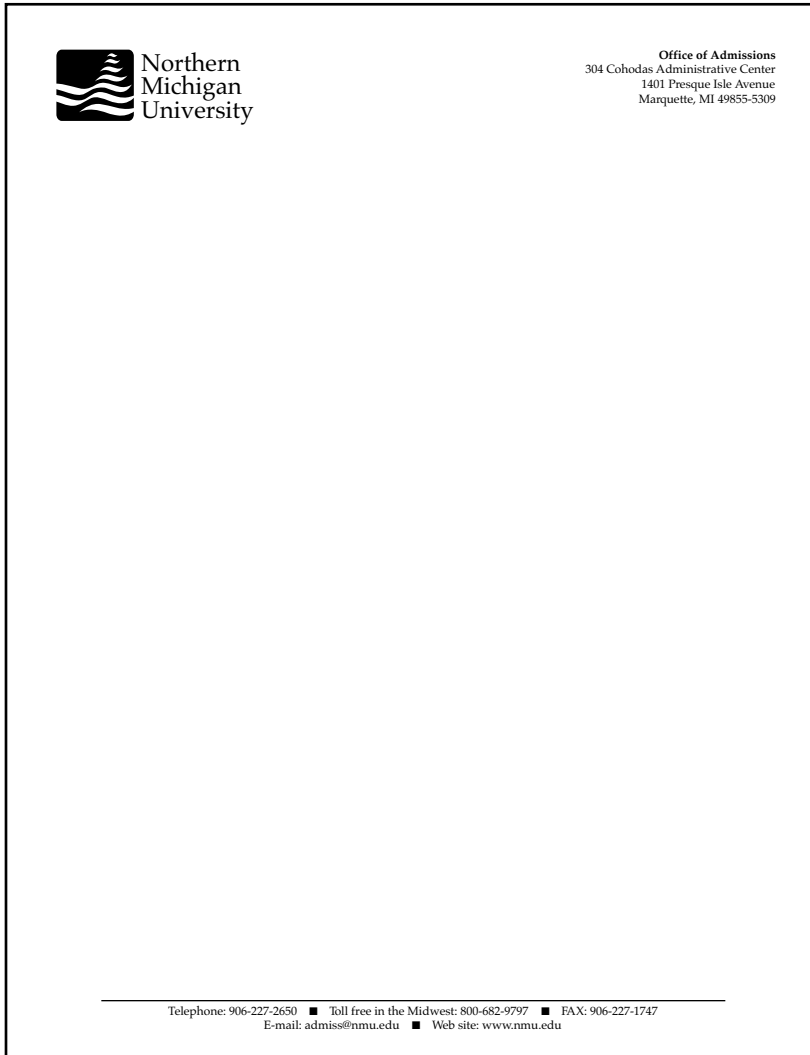
Note that in the alternate version, the telephone, fax number and Web site address are moved from the upper right-hand corner, inside address location to the bottom center. For those who prefer to use the alternate version, no more than four lines of contact information are allowed in the upper-right hand corner, and no more than two lines of contact information are allowed in the bottom center.

No other symbols or information may appear on letterheads without authorization from the director of Communications and Marketing or the university editor.

## Interoffice Memoranda

Printing Services can supply pre-printed memorandum stock, printed in black on 20 pound white bond. Your office address may be added if desired.

**figure 12** University Stationery



**University Stationery Items**

- A.** Standard letterhead
- B.** Memoranda form
- C.** Business card
- D.** #10 Envelope
- E.** Mailing label

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## Business Cards

Business cards are available in a standard format, consistent with university stationery. University business cards must be ordered from Printing Services. They have been pre-printed with the three-color signature. All other information is printed in black on one side only.

The following format is required for all university employees unless specifically approved by Communications and Marketing:

*Upper right (optional)*

Line 1: College/Department/Office

Line 2: Campus mailing address

*Center*

Line 1: Name (optional degree or professional affiliation initials — e.g. Ph.D.)

**Note:** The prefix Dr. is not used.

Line 2: Title

*Bottom Center*

Line 1: NMU mailing address

Line 2: Office phone, FAX (optional), home phone (optional), toll free phone (optional)

**Note:** No more than three phone numbers may be listed.

Line 3: E-mail address (optional), NMU main Web site address (required)

**Note:** Because office, departmental, and college Web site link locations are subject to revision, only the main NMU Web site address may be listed on NMU stationery.

No other symbols or information may appear on business cards without authorization from Communications and Marketing.

**figure 13** Business Card

