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Purpose Statement

The Brand Style Guide is an official, internal publication. Our goal is to facilitate external communication between the University and the public, identify prospective students, and deliver the information and identity of the University to them. Our commitment requires us to ensure that the quality of the University is retained through all communication. That being said, we drafted this document as a reference for all University departments.

Visual style is important to the cohesiveness of communication at Northwest University. A solid brand builds recognition and consistency, allowing all programs, departments, and subsidiaries to communicate effectively to the world outside of Northwest. Not only do we want to show care and diligence for what we say, but also in the manner that we say it. A visual style guide is an important resource to ensure that we communicate with clarity and consistency.

Oversight

Digital and print reproductions of all Northwest University logos may be obtained through the Marketing Department.

Please email marketing@northwestu.edu with exact specifications and use of the logo. All requests are subject to approval. Please allow at least two working days for all requests.

The Brand Style Guide is available on our Eagle page: eagle.northwestu.edu/departments/marketing

Approval Process

To certify that we are delivering the most consistent communication possible, we are requiring all publications, posters, postcards, and other media to be approved by the Marketing Department.

Contact the Marketing Department

Email: marketing@northwestu.edu
Phone: 425.889.4209
Web: eagle.northwestu.edu/departments/marketing
N You

As our creative partner, you are entrusted to build the brand of Northwest University.

A brand that’s been 80 years in the making is now in your hands. But you aren’t alone in this venture. The NU marketing team has created the following guidelines to help you deploy our brand with creativity and consistency. We ask that you spend time to understand our brand and then build it with the best that is in you.

NU Design Principles

Simple

In a world full of complication, people crave simplicity. Simple forces design and content decisions about what to include and—more importantly—what not to include. Simple is timeless and keeps a brand relevant regardless of trends. Above all, simple is good for customers. It creates experiences that are easy to navigate, that don’t overwhelm with too much clutter, and that maximize clarity. To achieve this, we use plenty of open space in our communications that allows them to breathe.
Modern

Much of the education space is dated in look and feel. One way to visually differentiate NU is to create design that is contemporary. Today, this means using fonts that are sans-serif (Proxima Nova). It means creating online experiences that don’t simply replicate the print world (scrolling fields of copy), but use greater degrees of interactivity and simple animation. Modern also means making occasional updates to the brand to keep it fresh. As a result, we’ve revised our color palette to include grays, black, and new shades of NU blue.
Human

In the end, what we do is all about people. Because of this we rely heavily on photography of our students in genuine and expressive moments. And we focus in more closely on people to capture a deeper sense of intimacy and human expression. Sometimes that expression is big. Other times it is small. But it is always real. Never forced. Human also helps to make sure that a modern approach to design is never cold and that simple is never stark.
NU Copy Principles

Make Friends

Some of our potential customers aren’t sure they have what it takes to earn a degree. Others may not be entirely comfortable with technology. The tone of our copy should let them know that they are among friends. Let’s separate ourselves from other academic institutions with a disposition that is informal, approachable, and reassuring.

Do not be afraid to use contractions. Speak directly to the reader using “you” instead of the third person “he, she, it, or they.” While friendly, our tone should not be too familiar. We want to avoid being stilted or overly formal, but should never risk sounding falsely jovial or patronizing. Remember that we are a respected academic institution and should always sound like one.

It’s time to

SILENCE THAT LITTLE VOICE INSIDE THAT SAYS “YOU CAN’T”

You’ve always wanted a degree, but there’s that pesky voice within that says it just isn’t possible for someone with a schedule like yours. At the College of Adult and Professional Studies, we’re here to tell you that you can. Our fully-credentialed programs are designed specifically for men and women with busy lives.

For people just like you.

Here, you’ll earn your degree by attending class just one night a week (from 6:00–10:00 p.m.) and on an occasional Saturday. We also have grants, loans, and scholarships to help you finance your dream. It’s an approach that has worked for hundreds of our graduates.

We hope that one day you’ll be one of them.

Our enrollment counselors will walk you through every step of the way and can be reached at 425.889.7799.
Build Trust

The goal of our marketing is to build trust. To accomplish this, our words need to ring true at all touch points and should never be seen as “marketing speak.” Words like “greatest, fantastic, amazing, or unbelievable” are not in our lexicon. And we steer clear from the overuse of exclamation points seeing this as false enthusiasm. Instead, our tone is realistic and convincing. Always credible. We use third party endorsement from students and lists (e.g., Best Colleges) allowing others speak about our excellence. When we do speak about ourselves, it is not overly effusive and we offer proof points to back up our claims with data whenever possible.

Steve Smith has recorded with the very best—from Stevie Wonder to Garth Brooks. And now you can learn from the best! As the Director of Northwest University’s Gleebo program, Steve will teach you the ins and outs of the music business that can only come from a 32-year recording career. If you’re interested in audio engineering, you’ll learn in a state-of-the-art recording studio from a man who has earned a wall full of hardware. There’s no need to go to L.A. to start your music career. It can all begin for you right here in Kirkland.

According to U.S. News and World Report, there’s a top ranked Christian university just off of 520 in Kirkland. At Northwest University, we’ve been educating leaders for over 80 years. All of our programs are fully accredited at the highest levels possible. And if you live on the Eastside, there is no 520 bridge to cross.

GRADUATE
For students seeking advanced degrees in Business (MBA), Psychology, Education, and Ministry. Most of our graduate programs are taught at night allowing greater flexibility for working professionals. Advance your career, conveniently.

UNDERGRADUATE
For students who desire a 4-year degree rooted in a rich, full campus life. Choose from over 75 majors and programs uniquely designed to prepare students for success. Last year, our average financial aid award was over $19,000.

ADULT EVENING
For students over 21 seeking a 4-year degree who need the flexibility of evening classes allowing them to work during the day. Classes meet just one night each week and we offer scholarships of up to $14,000.

northwestu.edu
Be Clear

We write to communicate an idea convincingly and clearly. To do so, we begin every communication with a clear understanding of our audience and our goal. What is it we want the reader to do? What barriers does this audience need our help in overcoming? What proof points or benefits do they need to better understand? With this knowledge, we create copy that is concise and direct so the reader can absorb our information quickly and easily. We do the hard work of creating an information hierarchy—identifying the most important content and displaying it prominently. We think like editors and reduce any words that are unnecessary. We remove phrasing that gets in the way of clarity, even if we like it stylistically. When readers finish our communication, it is clear to them what they should do next and why.

WHY CHOOSE NORTHWEST UNIVERSITY?

Learn Within a Cohort
Learn in a cohort of students who share your major and your goals. A supportive environment of peers will encourage you, challenge you, and become a fundamental part of your academic experience.

Designed for Busy Adults
Classes meet in the evening just one night each week and on the occasional Saturday. You can maintain your current lifestyle while achieving your degree.

Financial Aid for Everyone
School is an investment that will pay dividends for the rest of your life. We offer financial aid for every full-time student in the form of grants, loans, and scholarships.

Credits for Prior Learning
We’ll help you find possible credits for your professional and life experiences. This could include anything from CPR certification to military training—up to 30 credits. The result? You’ll spend less and graduate faster.

Highest Accreditation
Our accreditation is the highest available. The same as Harvard. You can be sure that a degree from NU will be widely recognized and deeply respected.

Proven Excellence
Northwest University has been providing students with an exceptional Christian education for over 78 years. U.S. News and World Report recently featured NU in their Best Colleges of 2013.

Concentrated Approach to Learning
Instead of taking several classes at once, you’ll complete one class every five weeks, then move on to the next subject. It’s an approach that makes learning more focused and manageable.

Convenient Kirkland Location
Is the 520 Bridge taking its toll? If you live on the Eastside, there’s no need to cross it. Our beautiful 56-acre campus is conveniently located just off of 520 and 405 in Kirkland.

Free Career Services
We offer individual career counseling, personality/interest assessments, resume and cover letter writing workshops, and interview coaching. It’s a free service for NU students to help you find your ideal career.
Be Creative

We find interesting ways to say things. There is a spark to our concepts and writing that captures attention and suggests a dynamic brand with personality. While committed to academics, we are not boring. Our body copy and headlines are inventive. We are not afraid to express with individuality. However, our creativity and expressiveness are rooted in intelligence and should not be seen as glib, reaching, or confusing. In the end, our inventiveness should never be forced nor should it get in the way of clarity. We use creativity to bring greater clarity and impact to our message. And always remember your audience. An idea, headline, or phrase that’s acceptable to a younger traditional undergrad may not be to those pursuing their graduate degree.
Messaging our Christian Beliefs

Starting in 1934 as a Bible college, Northwest University has deep Christian roots.

Over the years, we’ve changed—adding new majors, building new structures, even changing our name—but our commitment to Jesus Christ remains unmoved.

As we move into the online space, we look forward to reaching a much wider audience of learners and sharing our faith with thoughtfulness and sensitivity. We welcome the opportunity to serve those who may not yet share our Christian beliefs and have developed the following messaging principle to guide us as we create multiple expressions of our faith:

We will communicate our Christian viewpoint in a way that (1) believers can hear and (2) that will inform, engage, and encourage non-believers.

With this principle in place we are free to speak in the following terms:

• We are a Christian university.
• We have a rich Christian heritage.
• We help students integrate faith with learning and vocation.
• We honor a student’s faith commitment.
• We have a Christian worldview.

There are other ways to discuss our Christian heritage, but we always do so with this messaging principle in mind.
Copy Style Guide

Northwest University adheres to the AP Stylebook, and the majority of copy questions can be answered there. Below are exceptions to the AP Stylebook that should be followed in all Northwest University marketing communications.

Use of the Northwest University Name

When using the University’s name, always spell it out completely on first usage. Acceptable short forms of Northwest University are “NU” or “Northwest.”

Northwest University (NU) is proud to announce that it has entered an agreement with the Dream Center Leadership School (DCLS) in Los Angeles to become the center’s academic partner.

Unacceptable short forms of Northwest University are “NW,” “NWU,” and “NorthwestU.”

When referring to NU in the present, do not use the former name “Northwest College.”

Capitalize “university” when referring to Northwest University. Lowercase “university” when referring to any other university.

The University is operated under the Alaska, Montana, Nevada, North Pacific Latin American, Northern California, Northwest, Oregon, Southern Idaho, and Wyoming districts of the Assemblies of God.
Graduate and Doctoral Degrees

All degree names should be referenced from the Academic Catalog to ensure correct spelling, punctuation, and abbreviation. Below is a quick list of degrees. If there is a discrepancy between this list and the Academic Catalog, defer to the Academic Catalog.

- Master of Business Administration (MBA)
- Master of Education (M.Ed.)
- Master in Teaching (MIT)
- Master of Arts in Missional Leadership (MAML)
- Master of Arts in Theology and Culture (MATC)
- Master in Ministry (MIM)
- Master of Arts in Counseling Psychology (MACP)
- Master of Arts in International Community Development (MAICD)
- Master of Arts in Teaching English to Speakers of Other Languages (MATESOL)
- Doctorate of Psychology in Counseling Psychology (Psy.D.)

Do not capitalize general references to degrees (as opposed to the formal academic degree titles above).

NU is the only school in the Pacific Northwest to offer graduate degrees in ministry that have an evangelical, charismatic foundation.
Characters

Comma [ , ]
Use the serial comma [ , ].

Join Northwest University’s Crossing worship team for a night of faith, fellowship, and basketball.

Spacing
Use one space after a period.

Northwest University finds its crowning joy in thousands of alumni serving in nearly every profession around the world. They are people showing Christ’s love through hands of compassion.

Vertical Bar [ | ]
When used to separate ideas, there should be two spaces on either side of a bolded vertical bar [ | ]. When used to replace a colon, there should be one space on either side of a regular [ | ].

Located in the Barton Building | 425.889.5210
eagle.northwestu.edu/go/fa | finaid@northwestu.edu

Total Credits | 119

Numbers

0–10
Spell out numbers zero through ten in body copy.

Students who attend NU Unplugged qualify for a chance to earn one of the ten $1,000 scholarships.

11 +
Use numerals for numbers 11 and higher in body copy, unless the number begins a sentence.

...a new initiative that brings NU’s 80 years of educational experience and top accreditation to church internship programs throughout the Northwest and West Coast.

Eighty years ago, Northwest University...

Times
Indicate times using numerals, separating the hours and minutes with a colon, followed by a space and a.m. or p.m.

11:30 a.m., 7:00 p.m.
Word List

A
B
Bible
biblical
C
“Carry the Call”
carries the call
D
E
Eastside@email
Enrichment Journal
F
faculty (plural)
faculty member (singular)
financial aid
G
H
hands-on
I
J
K
L
life-changing
M
N
Northwest University
Northwest
NU
O
on-campus (when used as adjective)
off-campus (when used as adjective)
P
Q
R
real-world
S
T
toward (not towards)
U
U.S. News & World Report
V
W
website
worldview
X
Y
Z
When and How to Use the Logo

The Northwest University logo must appear on any printed material—brochures, viewbooks, invitations, posters, advertisements, etc. Correct use of the logo signifies professionalism and establishes our brand.

This is the official logo for all of Northwest University, and previous institutional logos, in whole or in part, may not be used in place of this logo, or in any sub-branding, on or off campus.

The term “logo” refers to the graphic element and set of words. The logo has two parts: the wordmark which is the name of the university, and graphic element, which is the sail on the right side of the logo. The logo is made available upon request by the Marketing Department.

Email: marketing@northwestu.edu
Approved Treatments

Full Color

Greyscale

One Color NU Light Blue

One Color NU Light Grey

One Color NU Blue

One Color NU Grey

Reversed on NU Blue

Reversed on Black
Minimum Size

Minimum size for the Northwest logo is 1-inch wide. There may be situations where the Northwest logo will need to appear smaller than the minimum size shown below (i.e. lapel pins, pens, pencils, CD spine labels, etc.) Please consult with the Marketing Department if you have questions.

Space Requirements

A specified clear space around the Northwest logo ensures the integrity and impact of the mark; see “X height,” below. No other graphic element or text should touch, overlap, or be combined with the Northwest logo.
NOT JUST CALLED. PREPARED.

Our Master in Ministry program equips you for ministry with a balanced education in Bible, theology, and practical ministry leadership skills. It has been designed for individuals who are interested in ministry, have an undergraduate degree, and would like the flexibility of an online program.

AT NORTHWEST UNIVERSITY, WE OFFER:

CONVENIENCE
Online, evenings, weekends—our programs are designed to accommodate those who have full time jobs as ministers or other working professionals.

ACADEMIC EXCELLENCE
All of our programs are fully accredited. We have a 78-year history of preparing Christian leaders.

DISTINGUISHED FACULTY
You’ll learn from exceptional scholars and teachers. Each one is committed to creating ministry leaders for the 21st century.

OTHER GRADUATE DEGREES FROM THE COLLEGE OF MINISTRY:

MA THEOLOGY AND CULTURE
We draw from the best of theology, philosophy, history, and biblical studies, enabling students to engage in theological and spiritual reflection within a vibrant, Christian community.

MA MISSIONAL LEADERSHIP
Ministry professionals are equipped with in-depth skills that will help them lead churches and other ministries to more effectively accomplish God’s mission.

MORE INFORMATION:
Visit us at northwestu.edu/ministry.
Or call us at 877.453.5327.

5520 108TH AVE NE KIRKLAND WA 98033
Improper Uses of the Logo

Please don’t use the logo from the Northwest University website.

Please don’t warp the logo vertically or horizontally.

Please don’t change the logo colors.

Please don’t use effects on the logo.

Please don’t add college/school or department names.

Please don’t use a logo containing a white background.
The University Seal

The institutional seal of Northwest University embodies the history, character, and purpose of the University. In addition to the legal name of the institution, the seal includes these elements:

- An open Bible, which underscores our commitment to God’s Word;
- The lamp of knowledge, which demonstrates our tradition of scholarship and integration of faith and learning;
- A dove, which represents our reliance on the Holy Spirit’s leading and power;
- A cross, which asserts the centrality of Christ in all we do;
- A braid, which illustrates the bonds of Christian fellowship;
- The year 1934, which is the year of Northwest University’s founding;
- And the Latin motto, vocationem dei gerite, translated “carry, carry out, and be characterized by God’s calling,” which reconfirms the University’s vision statement: Carry the Call with heart, head and hand.
Eagle Athletics Logo

The NU Eagle logo is reserved for representation of Northwest University Athletics and Student Development and it should only be reproduced accordingly.

Digital and print reproductions of the logo may be obtained through the Northwest University Marketing Department.
Primary Colors
These colors are the two primary identity colors for Northwest University.

**NU BLUE**
- **Print Use**
  - C-100 M-55 Y-0 K-55 (process color)
- **Digital Use**
  - R-0 G-56 B-102
  - #003866

**NU LIGHT BLUE**
- **Print Use**
  - C-100 M-43 Y-3 K-0 (process color)
- **Digital Use**
  - R-0 G-122 B-199
  - #007ac7

Secondary Colors

**NU DARK GREY**
- **Print Use**
  - C-67 M-64 Y-67 K-70 (process color)
- **Digital Use**
  - R-42 G-38 B-35
  - #2a2623

**NU LIGHT GREY**
- **Print Use**
  - C-65 M-55 Y-52 K-27 (process color)
- **Digital Use**
  - R-87 G-90 B-93
  - #575a5d

**NU SEAL BLUE**
- **Print Use**
  - C-72 M-43 Y-16 K-1 (process color)
- **Digital Use**
  - R-85 G-130 B-170
  - #5582aa

**NU SAIL RED**
- **Print Use**
  - C-25 M-100 Y-79 K-20 (process color)
- **Digital Use**
  - R-157 G-30 B-53
  - #9d1e35

**ATHLETICS YELLOW**
- **Print Use**
  - C-0 M-16 Y-80 K-0 (process color)
- **Digital Use**
  - R-254 G-211 B-92
  - #fed35c

*For Athletic use only.*
**Proxima Nova — Primary Brand Font**

Proxima Nova is the primary brand font of Northwest University and should be used in all recruitment/enrollment materials as well as all digital communications/websites.
Proxima Nova Usage Examples

**Headline Settings:**
Proxima Nova Extra Condensed Semi-Bold  
All Caps  
Line Height: Same as the font size  
Tracking: -25

**Body Copy Settings:**
Proxima Nova Regular  
Normal Caps  
Line Height: 1.5 x font size  
Tracking: Zero

THIS IS AN EXAMPLE OF A HEADLINE

This is an example of Body Copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ac fringilla est. Proin vitae mi velit. Donec blandit lobortis nulla, sed dapibus elit sollicitudin et. Aenean vulputate eleifend lorem vitae fermentum. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Donec interdum ipsum mauris, in vehicula nunc tincidunt nec. Quisque rutrum aliquam odio.

HE CAME FOR A CAREER.  
HE LEFT WITH A PURPOSE.

After 12 years in project management, Justin Monuteaux began to ask if there was more to life. That single question led him to the Master of Arts in Counseling Psychology program at Northwest University. Now, he has a growing counseling practice that helps struggling couples rebuild their marriages. “Today, my work has real meaning. I love what I do. It’s amazing to watch couples come in with little hope and leave with a stronger marriage than they’ve ever had before.”

M.A. in Counseling Psychology  
Psy.D. in Counseling Psychology

OTHER GRADUATE DEGREES AT OUR KIRKLAND CAMPUS:  
M.B.A (also online)  
M.A. of Education  
M.A. in Social Work  
M.A. in International Community Development (also online)  
M.A. in Ministry (also online)  
M.A. in Theology & Culture  
M.A. in Missional Leadership  
M.A. in Teaching English to Speakers of Other Languages (online only)
Adobe Caslon Pro — Secondary Font

Adobe Caslon Pro is only used for communications related to alumni, donors, boards, and the president’s office.
Adobe Caslon Pro Usage Examples

Headline Settings:
Adobe Caslon Pro Bold
Small Caps
Line Height: Same as the font size
Tracking: Zero

Body Copy Settings:
Adobe Caslon Pro Regular
First Letter: Dropped 2 or 3 lines
Line Height: 1.5 x font size
Tracking: Zero

This is an Example of a Headline


COME CELEBRATE WITH US

Northwest University is celebrating our new campus in Sacramento, California and we are truly excited to call Sacramento part of the Northwest University family. We invite you to join with us at the Campus Launch Event for a fun evening honoring those who have made NU Sacramento possible. Come mix and mingle with friends, colleagues and area business leaders. Admission is free but space is limited. Please register online by visiting sacramento.northwestu.edu.

Thursday, November 14, 2013
6:30pm – 8:30pm
Sheraton Grand
1230 J Street (13th and J)
Sacramento, CA

Semi-Formal Attire
RSVP by November 1, 2013

Sponsorship Opportunities:

Platinum Sponsor ($5,000)
Gold Sponsor ($2,500)
Silver Sponsor ($1,000)
Bronze Sponsor ($500)

For more information or to sponsor the event, please visit sacramento.northwestu.edu or email events@northwestu.edu.

Lincoln Brewster
Special Musical Guest
Top Christian artist and worship leader.

Jason Harper
Emcee