BRAND GUIDELINES

NORTH PARK
UNIVERSITY
CHICAGO

3.0

OUR LOGO

Primary Usage

The North Park logo is the cornerstone of our visual identity, and its consistent use helps us establish a strong, recognizable brand.

The horizontal version should be used almost exclusively; the stacked version is reserved for special instances with size constraints.

These logos should only be reproduced from authorized digital files. Do not attempt to typeset or recreate them yourself.

NOTE

Only use approved North Park logo and shield files. Never redraw, typeset, reproportion, or alter them. The Marketing Department will provide artwork as needed.

PRIMARY LOGO (HORIZONTAL)

PRIMARY LOGO (STACKED)

Color Variation

Use these secondary logos only when printing limitations prevent the use of the primary logo. The logos shown here are the only approved alternatives, and they should be used sparingly.

Use the reversed versions when the color of the background doesn't create enough contrast for the primary logo to be legible.

BLACK

TWO-COLOR REVERSED

NORTH PARK BLUE

ONE-COLOR REVERSED

Size

To maintain full legibility, never reproduce the logo at widths smaller than what is shown here—both in print and on screen. There is no maximum size limit, but use discretion when sizing the logo. It should never be the most dominant element on the page, but instead, the logo should live comfortably and clearly as an identifying mark.

MINIMUM SIZE

No smaller than
1.25 inches wide

No smaller than
1 inch wide

Using the proper vector files, the logo can be proportionately scaled as large as necessary.

Clear Space

To maintain maximum impact and legibility, clear space must be maintained around the logo. This area is measured using the height of the capital N in the logo, as shown.

No other graphic elements, typography, rules, or images should appear inside this clear space.

Sub-Brand Lockups

Follow these rules when creating lockups for schools and colleges. The text should appear in Freight Text Pro Medium, with the leading set to the same value as the text size. The x-height of the sub-brand, as well as the distance between the yellow rule line and the text above and below should be equal to half of the letter height of the "North Park University" text. The rule line should align with the right-most point of the "North Park University" text, or the sub-brand, whichever is longer.

RULE LINE ALIGNMENT

NORTH PARK UNIVERSITY
College of Arts
and Sciences

Right-most point

NORTH PARK UNIVERSITY
School of Business and
Nonprofit Management

Right-most point

Implementation

To ensure consistent use of the logo, here are some practices to avoid.

⊗ **DON'T** skew, stretch, or bend the logo in any way.

⊗ **DON'T** rotate the logo.

⊗ **DON'T** use drop shadows or other visual effects.

⊗ **DON'T** use any colors other than those specified in this document.

⊗ **DON'T** outline the logo, or its elements.

⊗ **DON'T** crop the logo.

The University Seal

The university seal is reserved for use on official occasions and should appear, with few exceptions, only on publications generated by the Office of the President, such as diplomas, commencement pieces, and other official documents. Preferred colors for the seal are North Park University Blue (PMS 281) and black. The seal should never be separated into multiple colors. For all uses of the seal, please request the advance written permission of the Office of External Relations and the Office of the President.

As with all North Park logos and marks, reproduce the seal from authorized, camera-ready art, and avoid redrawing, reproportioning, or altering it. The Office of External Relations will provide seal artwork as needed.

BLACK

NORTH PARK UNIVERSITY BLUE

OUR COLORS

Palettes

Our color palette has four layers: primary, secondary, accent, and neutral. Communications should lean heavily on our primary palette, but may use the supporting palettes to keep layouts from becoming too stale or one-dimensional.

When using color builds, always use the color values listed on the following pages. They have been adjusted for the best reproduction on screen and in print, and may not match Pantone Color Bridge breakdowns.

In general, the color codes originate from Pantone® Color Bridge Coated, 2016.

Note: A robust color palette provides options, but thoughtful consideration and restraint should be exercised to maintain our visual identity. The diagram below is a general guide for making effective choices. This isn't meant to imply a strict mathematical distribution of the colors; rather, these ratios should help your design pass a squint test.

PRIMARY
70%

SECONDARY
30%

Primary Palette

Our primary palette consists of North Park's yellow and blue. Layouts will lean heavily on this palette, but will also mix with the supporting palettes to build color schemes that are complementary and balanced.

Since the coated and uncoated versions of some colors vary greatly, be sure to select the appropriate version of North Park Yellow for the type of paper being used.

NORTH PARK YELLOW

Coated	Uncoated
PMS 116	**PMS 108**
CMYK 2/15/93/0	**CMYK** 0/4/95/0
RGB 251/211/41	
HEX #FBD329	

NORTH PARK BLUE

PMS 281

CMYK
100/68/0/54

RGB
0/45/98

HEX
#002D62

Secondary Palette

Our supporting palettes complement the primary colors and create flexibility so that communications can shift for various needs. Secondary colors should never be used exclusively or more prominently than the primary palette.

Use these colors for headlines, subheads, callouts, or color floods.

PMS 301

CMYK
94/54/14/4

RGB
0/105/159

HEX
#00699F

PMS 299

CMYK
85/18/2/0

RGB
0/163/224

HEX
#00A3E0

WHITE

CMYK
0/0/0/0

RGB
256/256/256

HEX
#FFFFFF

OUR TYPOGRAPHY

5.1 / OUR TYPOGRAPHY

North Park's display typeface is Tungsten. This is a strong, bold font that can be used for headlines, subheads, numerals, and callouts. Always set Tungsten in all-caps and use it for short lines of copy. Never use it for body copy.

To obtain font files, please contact Marketing.

When creating materials that will be displayed on computers that don't have these fonts, replace Tungsten with Impact.

TUNGSTEN

WEIGHTS

MEDIUM / SEMIBOLD / BOLD

CHARACTERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 !@#$%&

EXAMPLES

FICIDUCI VOLESTIURIA NOS

Ebit re cum estio molupti untius, into ma volorporum facernatur? Nem eatiis quam, occusan ihitae suntia estrum num, officipsunt

KETCHUP IS JUST WRONG

The Chicago Dog is a Windy City classic, and a big favorite with sports fans. The frank must be all-beef, the bun must be poppy seed, the ingredients must be piled onto the bun in the order specified. And whatever you do, don't spoil the splendor with ketchup.

North Park's serif typeface is Freight Text Pro. This is a classic, legible typeface with modern serifs and a variety of weights for effective communication. Use this typeface for body copy, captions, headlines, and subheads.

To obtain font files, please contact Marketing.

When creating materials that will be displayed on computers that don't have these fonts, replace Freight Text Pro with Palatino.

Freight Text Pro

WEIGHTS

Light / Book / Medium / Semibold / **Bold** / **Black**

CHARACTERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 !@#$%&

EXAMPLES

"

Ped quibus dolupti simo rerumquame pas rehenti.

"

NEIL CARLIN

### Chicago opens the door to a world of opportunities.

We're located in the North Park neighborhood in the vibrant city of Chicago. And we wouldn't have it any other way. Because Chicago is more than a city. It will be your classroom, your playground, and your home as you find your place in the world.

WORKING WITH NUMERALS

Freight Text Pro has both oldstyle and lining numerals. To change between them, Access the OpenType menu in the character palette.

Oldstyle
123456

Lining
123456
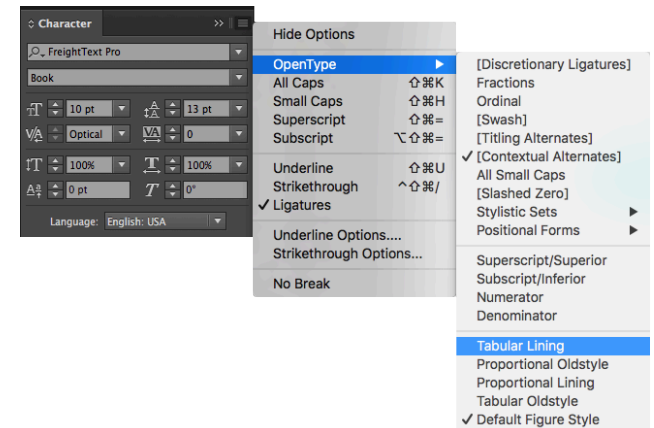
Usage

Using type thoughtfully is a crucial detail to making our designs look professional. Follow these tips to make sure our typography is consistent.

Leading that's too loose leaves too much pause between lines.

21 pt. type / 31 pt. leading

Leading that's too tight leaves too little pause between lines.

21 pt. type / 18 pt. leading

When leading is correct, the reader won't even notice.

21 pt. type / 23 pt. leading

LEADING

Line spacing, called leading, should be set tight, but not too tight. In most cases, try leading that's 2 points higher than the type point size.

Tracking that is too loose leaves too much space between letters.

+75 tracking

Tracking that's too tight leaves too little space between letters.

−75 tracking

When tracking is correct, the reader won't even notice.

−5 tracking

TRACKING

Correct letter spacing, called tracking, should always be set slightly tighter than the default setting, and optical kerning should be used when it's available.

OUR
DESIGN ELEMENTS

Outlined Shadow Text

Create extra emphasis by adding a shadow effect to certain high-impact headlines. This element should be used very sparingly.

SEEK TRUTH.

❌ **DON'T** use overly thick strokes for the shadow.

❌ **DON'T** place too much space between the text and the shadow.

GENEROSITY

GENEROSITY

Color Overlays

Use color overlays with photographs to create visual interest. This adds variety and texture to a design and works well for background images.

To achieve this effect in InDesign:

- Begin with a black-and-white photograph.
- Place a solid shape filled with an 85% tint of PMS 299 over the photo box.
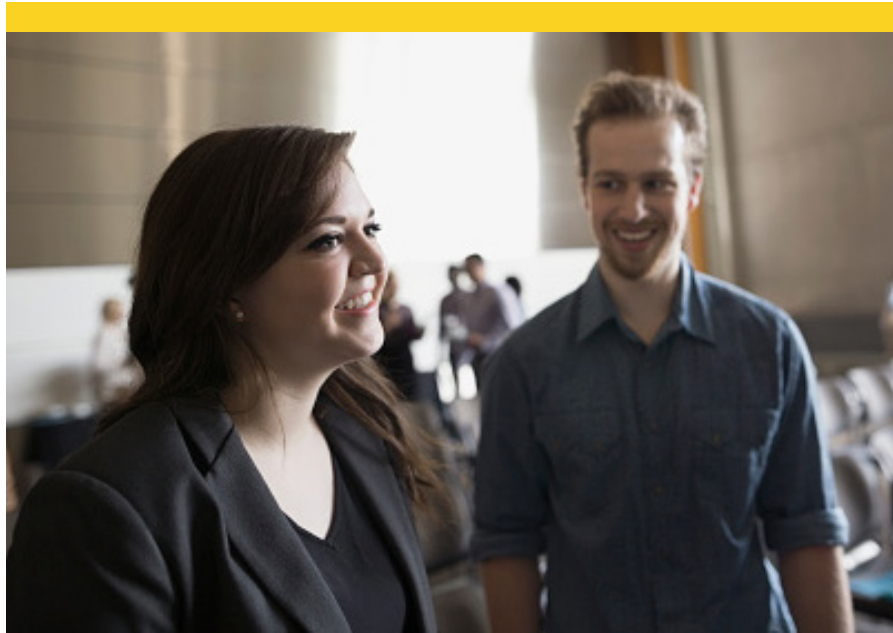- Set the effect to *Multiply*.

◀ Color overlays should only appear in an 85% tint of PMS 299.

Photo Bars

Create hierarchy by adding a rectangular border to one side of a photograph. Using this element sparingly can help lead the viewer's eye.

◀ Photo bars should only appear in North Park Yellow (PMS 116).

BRAND EXAMPLES

Brochure

Sample Cover

Brochure

EMBRACE YOUR CALLING.

At North Park University, we see it as our responsibility to help you find—and live—your truth.

Maybe you know exactly what you want to study, to do, to be. Or maybe you're still searching. Either way, our core liberal arts curriculum enables you to explore your interests and find your passions. And along the way, you'll gain the knowledge, skills, and opportunities to turn those passions into a living and a life.

DYLAN OWENS

Omni consed que et, nes rate destem sedi alit adi repere simossi conseque volupta aliqui non corera as. Solorem dolecatius auteni cus, omnit, sere dolorent ex eos ressunt. Luptio ma velicat dolupta eptur.

◄ **Agnat dania quis adit, ut am, nisquo volorae erchil ipsum animeni tiaerum ea essunt eat.** Nam fugia voluptatur aborror epudam, comni alique eium niatur. Seque iliti alitaque occum.

Sample spread

Brochure

> "Ped quibus dolupti simo distrum quaesti ium que rerumquame pas rehenti."
>
> NEIL CARLIN

FICIDUCI VOLESTIURIA NOS
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FICIDUCI VOLESTIURIA NOS
Ebit re cum estio molupti untius, into ma volorporum facernatur? Nem eatiis quam, occusan ihitae suntia estrum num, officipsunt.

A JOURNEY GUIDED BY FAITH.

Test everything.
Hold fast to what is good.

Our beliefs are rooted in the teachings of the Evangelical Covenant Church. We hold strong to these truths as we open our hearts and minds to the beliefs of others.

We want to open a dialogue, so we welcome you to express your faith however you see fit. Because we believe that we can learn more together than we can apart.

OUR FAITH MAKEUP

15%
EVANGELICAL COVENANT CHURCH

35%
PROTESTANT

24%
CATHOLIC

20%
NO FAITH TRADITION

3%
ORTHODOX

2%
MUSLIM

1%
JEWISH

Sample spread

Brochure

THERE'S NO BETTER PLACE TO EXPLORE.

Chicago opens the door to a world of opportunities.

We're located in the North Park neighborhood in the vibrant city of Chicago. And we wouldn't have it any other way. Because Chicago is more than a city. It will be your classroom, your playground, and your home as you find your place in the world.

Poreruptates volorepel illatur. Arum eume sum qui optate parum illestem nam hiciisque numqui dusantiani num volupta quid enimpos vent expelibus doluptatiam sint prae dolo coris aliquidem non ea quia dis ea nim que dolestium, sit adit omnia eumquis ad molenih illestiae nia sum que quatem.

FICIDUCI VOLESTIURIA NOS

Ebit re cum estio molupti untius, into ma volorporum facernatur? Nem eatiis quam, occusan ihitae suntia estrum num, officipsunt.

FICIDUCI VOLESTIURIA NOS

Ebit re cum estio molupti untius, into ma volorporum facernatur? Nem eatiis quam, occusan ihitae suntia estrum num, officipsunt.

Sample spread

Brochure

1 OF 77

North Park is one of Chicago's 77 neighborhoods. Hop on the CTA (bus or train, you choose) and see how many you can explore.

"Chinatown. Greektown. Little Italy. They're all just a few stops away on the 'L.'"

JOHN GALVIN
CLASS OF 2017

60625

It's one of the most diverse zip codes in the world. It's also our neighborhood.

So go ahead, take a stroll down Kedzie Avenue. You'll find the world at your feet. Nam, sincietur solenimpor accum restibeat omnis molut et, eatur renihit solenimpor accum restibeat occaeperum, nus. Untibus dolum quae estrum que sitatur at imus non re ducitium.

KETCHUP IS JUST WRONG

The Chicago Dog is a Windy City classic, and a big favorite with sports fans. The frank must be all-beef, the bun must be poppy seed, the ingredients must be piled onto the bun in the order specified. And whatever you do, don't spoil the splendor with ketchup.

Sample spread

Transit Posters

WE'RE ALL IN SEARCH OF SOMETHING.

OUR PASSION.   **OUR PURPOSE.**   **OUR PLACE.**

Let's find it together at North Park University.

#SEEKTRUTH

NORTH PARK UNIVERSITY CHICAGO

Transit Posters

NORTH PARK
UNIVERSITY
CHICAGO

YOU'RE ON THE RIGHT TRACK.

Find what you're looking for at North Park
University, just north of the Kimball stop.

#SEEKTRUTH

Light Pole Banners

Light Pole Banners

Light Pole Banners