NOTRE DAME
DE NAMUR UNIVERSITY

Brand Guidelines

About NDNU

Founded 170+ years ago, NDNU is a fully accredited, private, Catholic, co-educational master's university, located on the San Francisco Peninsula in Silicon Valley. NDNU broadens the perspective and outlook of its students by exposing them to peers with very different backgrounds, cultures and world views.

NOTRE DAME

DE NAMUR UNIVERSITY

Corporate Logo

Preferred logo for legal documentation.

Logo Usage

Acceptable logo usage examples

15-20% BLACK OVERLAY OVER IMAGE

Brand Colors

Primary brand colors are **Pantone 289 C** blue and **Pantone 125 C** Gold.

The primary colors are to be used in conjunction white space for the vast majority of any composition.

Accent colors are to be used sparingly to support the primary colors. Not to replace them. Use them much less than the primary colors in any composition.

Primary Colors

RGB: 0 50 99   Hex: 003263

PANTONE 289 C

RGB: 196 150 12   Hex: C4960C

PANTONE 125 C

Accent Colors

RGB: 39 170 225 Hex: 27AAE1	RGB: 0 0 0 Hex: 000000	RGB: 255 255 255 Hex: FFFFFF
PANTONE 298 C	BLACK	WHITE
RGB: 219 226 233 Hex: DBE2E9	RGB: 45 33 96 Hex: F5E1A4	
PANTONE 649 C	PANTONE 7401 C	

Gradients

Construction

Gradients give more texture and dynamic movement when using large areas of color.

When constructing a gradient, similar to color proportions elsewhere, the primary brand color should take the majority of the space within a gradient spectrum. Then the primary colors supporting accent color is used to add dynamism without overpowering the foundational primary color.
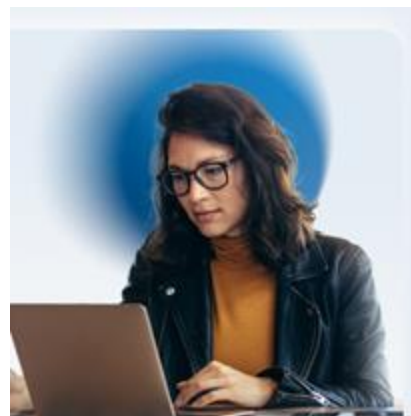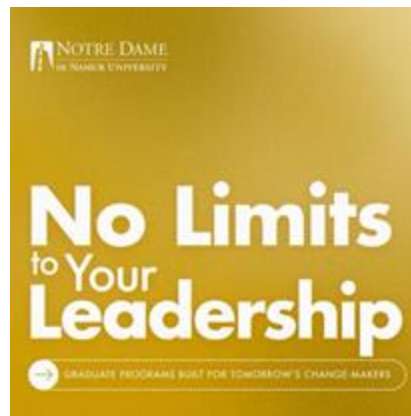
#003263   #27AAE1

#C4960C   #F5E1A4

Gradients

Textures

Gradient texture files serve as a more interesting backdrop than a linear gradient. These involve abstract movement and placement of the colors and may be used as a backdrop for text as seen on the previous slide. Contact the brand office in order to access the base images seen below.

#003263   #27AAE1

#C4960C   #F5E1A4

Typography

Fonts

Our primary typeface is **Roboto.** It is the main preferred typeface for headlines in both print and digital formats. Alternate fonts are available when the use of this primary typeface isn't feasible.

WEIGHTS

Roboto Light
Roboto Regular
Roboto Medium
Roboto Bold
Roboto Black

Roboto

Aa Bb Cc Dd Ee
Aa Bb Cc Dd Ee
Aa Bb Cc Dd Ee
Aa Bb Cc Dd Ee
Aa Bb Cc Dd Ee

Typography

Fonts

Our alternate headline typeface for web is **Futura Std**. This is to be used only in paid media assets and when it is impossible to conveniently use Futura Std as the main headline typeface. This will most often occur for editable web documents.

WEIGHTS

Futura Std Light
Futura Std Book
Futura Std Medium
Futura Std Heavy
Futura Std Bold

Futura Std

Aa Bb Cc Dd Ee
Aa Bb Cc Dd Ee
Aa Bb Cc Dd Ee
Aa Bb Cc Dd Ee
Aa Bb Cc Dd Ee

Typography

Fonts

Our body copy typeface is **Arial**. This pairs with both **Futura Std** and **Roboto** as our primary font for large body text. It is widely accessible and needs no substitute.

WEIGHTS

Arial Regular
Arial Italic
Arial Bold

Arial

Aa Bb Cc Dd Ee
Aa Bb Cc Dd Ee
Aa Bb Cc Dd Ee

Typography
Web Alternate

When the web alternate font is needed for creating design assets, presentations, and other documents with either short- or long-form content, use **Roboto Black** for headlines and large body text and **Roboto Regular** for subheads. Use **Arial Regular** for body text. Follow the suggested guidelines below to create a hierarchy for how information should be displayed within layouts.

H1 / Headline / Display text:

Roboto Black / Regular
Size: 58 pt

Roboto Black
Roboto Regular

H2 / Subhead:

Roboto Regular / Normal
Size: 34 pt

Paragraph / Large body text:

Arial Regular
Size: 18 pt

Arial Regular lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce quis aliquam libero. Nam a luctus augue. Maecenas interdum, leo ullamcorper congue auctor, ipsum elit facilisis eros, dapibus consectetur nunc felis quis magna. Curabitur posuere justo a quam tincidunt iaculis ut vel sapien.

Typography
Display Default

When creating design assets, including social or paid media content, use **Futura Std Bold** for headlines and large body text and **Futura Std Medium** for subheads. Use **Arial Regular** for body text. Follow the suggested guidelines below to create a hierarchy for how information should be displayed within layouts.

H1 / Headline / Display text:

Futura Std Bold / Medium
Size: 58 pt

Paragraph / Large body text:

Arial Regular
Size: 18 pt

Futura Std Bold
Futura Std Medium

Arial Regular lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce quis aliquam libero. Nam a luctus augue. Maecenas interdum, leo ullamcorper congue auctor, ipsum elit facilisis eros, dapibus consectetur nunc felis quis magna. Curabitur posuere justo a quam tincidunt iaculis ut vel sapien.

**H2 / Subhead:**

Futura STD Medium
Size: 34 pt

Icons

This custom icon set helps emphasize our connection to online learning. These abstract nods to UX elements establish that online connection and add visual interest to designs.

These are to be incorporated sparingly as accent elements where it makes sense. As with accent colors, a little goes a long way. See example designs for guidance.

If the creation of new icons is necessary, adhere to a thin line-art style that matches the line-weight in these examples.

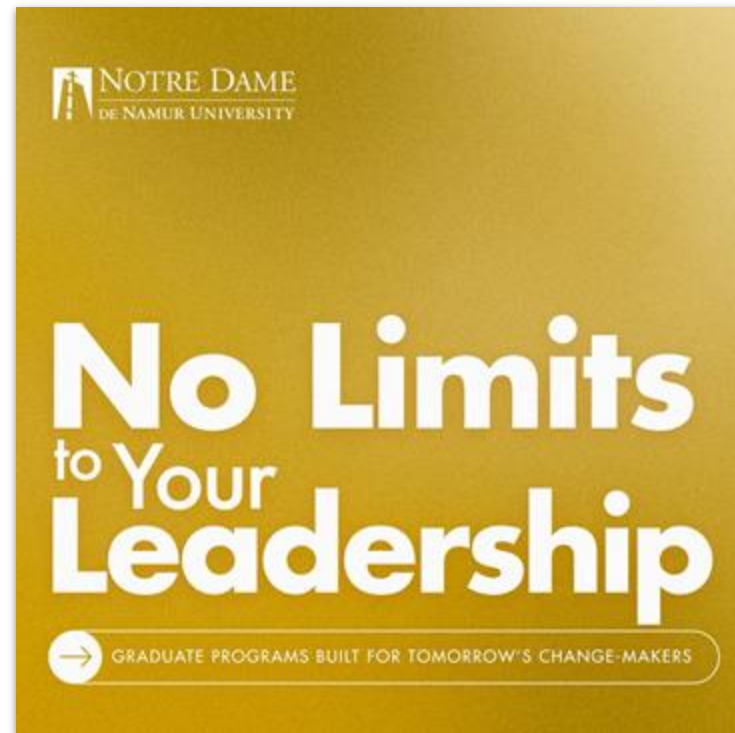Contact the brand office to access the set.
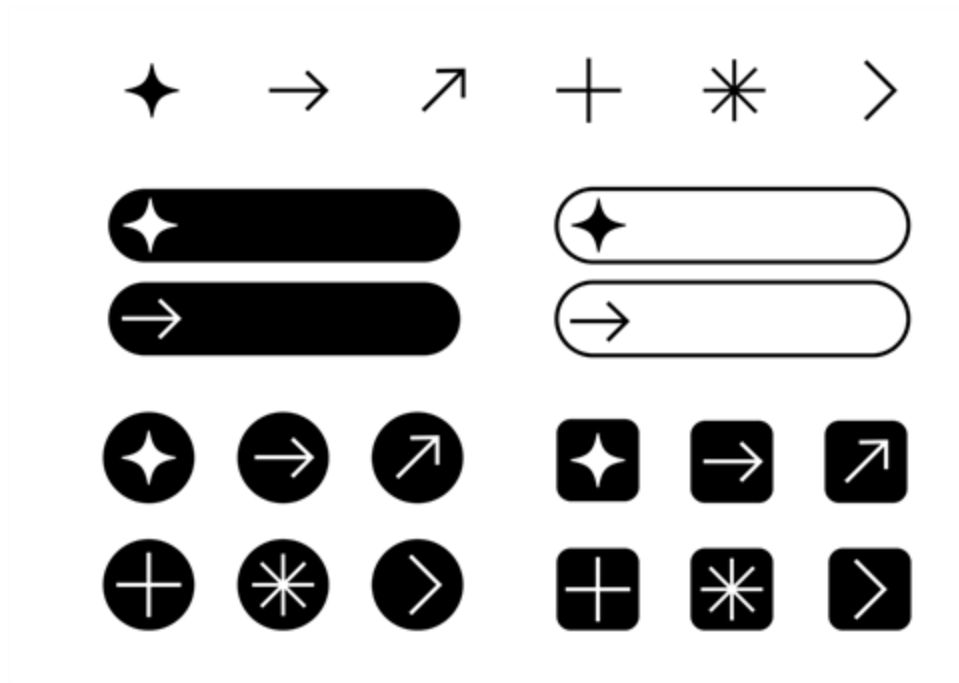
Example Activations

Example Activations

Social Ads

Example Activations

Social Ads

Example Activations

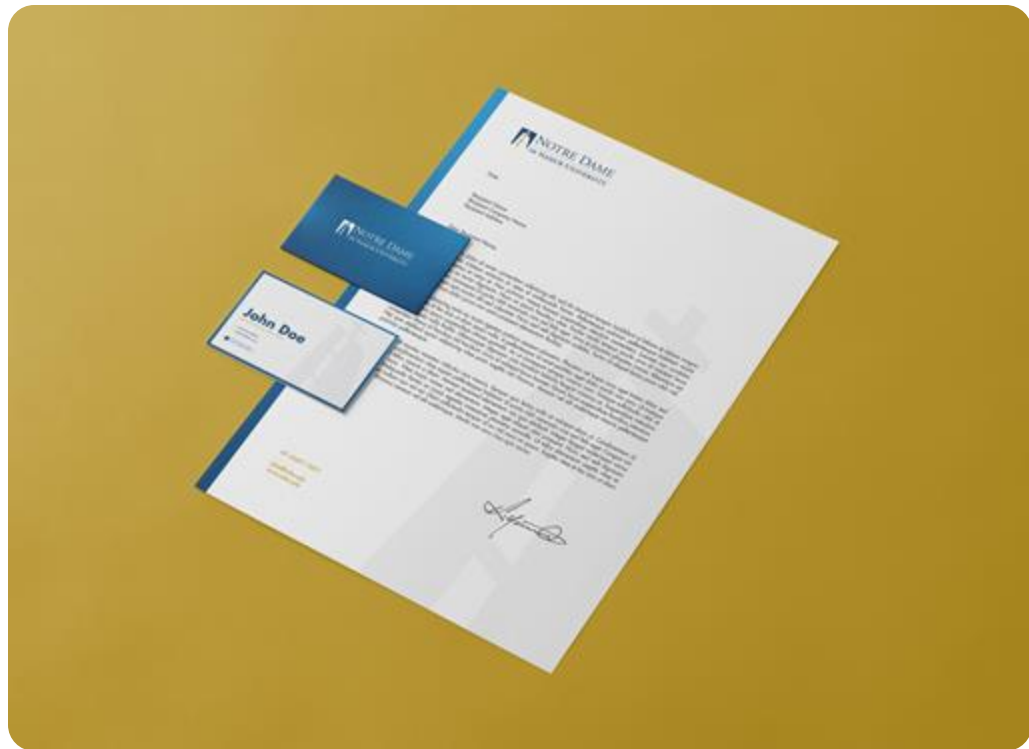Social Ad Templates

Example Activations

Social Ad Templates

Example Activations

Website

Example Activations

Stationery

Writing Style Guide

Writing

Style Guide

NDNU communications are guided by the most current edition of **The Associated Press Stylebook**, with some exceptions (see academic degrees and serial commas below). Refer to the stylebook for correct grammar, including punctuation, capitalization and other common questions. Refer to the chart below for specific items relative to NDNU.

	Guideline	Example
Academic degrees and areas of study	Use lowercase when referring to degrees or credentials in the generic form	associate's degree bachelor of arts bachelor of science teaching credentials master's degree honorary doctorate
	Use initial caps for the name of academic degrees and programs	Bachelor of Arts in Political Science Master of Business Administration Doctor of Philosophy in Art Therapy Preliminary Single Subject Credential
	In an exception to the AP Stylebook, NDNU uses initial caps for areas of study	NDNU offers online graduate programs in Business Administration, Public Administration, and TESOL.
	Do not use periods when abbreviating degrees	BA, MA, MS, MFT, PhD, EdD
	Always put an apostrophe after master's and bachelor's	master's degree, bachelor's degree

Writing

Style Guide

NDNU communications are guided by the most current edition of **The Associated Press Stylebook**, with some exceptions (see academic degrees and serial commas below). Refer to the stylebook for correct grammar, including punctuation, capitalization and other common questions. Refer to the chart below for specific items relative to NDNU.

	Guideline	Example
Academic departments	Use initial caps for names of departments and schools	School of Business and Management Department of History Art Department English Department
Capitalization	Do not capitalize seasons when they refer to semesters	He will graduate spring 2019
Not for profit designation	Use hyphens with the not-for-profit designation as a compound adjective before a noun	NDNU is a not-for-profit university
Phone numbers	All forms are acceptable. Be consistent within items such as business cards, email signatures or collateral	(650) 508-3500 650-508-3500 650.508.3500
Serial commas	In an exception to the AP Stylebook, NDNU uses the serial or Oxford comma for a series of three or more parallel items in a sentence	NDNU offers online graduate programs in Business Administration, Public Administration, and TESOL.

Writing

Style Guide

NDNU communications are guided by the most current edition of **The Associated Press Stylebook**, with some exceptions (see academic degrees and serial commas below). Refer to the stylebook for correct grammar, including punctuation, capitalization and other common questions. Refer to the chart below for specific items relative to NDNU.

	Guideline	Example
Time	Use lowercase and periods	11:00 a.m. to 2:30 p.m.
Titles: Academic degrees	Professors' titles: in general use "Professor" as the title for all tenure-track faculty members, and do not use a degree following her/his name. If a faculty member is a program coordinator and not in a tenure-track position, refer to the faculty member with Dr. as title if the faculty member has a doctoral degree. Do not use PhD or EdD after a faculty member's name when using the title Dr.	Professor Kim Tolley Prof. Kim Tolley Dr. Amy Backos
Titles: University president	Use the word "President" as the president's title with the president's full name on first mention. For subsequent mentions, use the title President with only the last name. In general, do not use a degree after the president's name	First mention: President Judith Maxwell Greig Subsequent mentions: President Greig
University name in possessive form	Do not use the university name with an apostrophe when indicating a possessive item	Correct: The NDNU website Incorrect: NDNU's website Correct: NDNU professors Incorrect: NDNU's professors