



College of Arts, Media and Design

Visual Identity Guidelines

This guide provides an outline of the visual identity system and graphic vocabulary for Northeastern University's College of Arts, Media and Design. The CAMD identity is meant to be extremely flexible, allowing each communication to have a look and feel of its own, while still reflecting a cohesive CAMD brand.

Through consistent use of the tools and practices described in this guide, communicators from across CAMD will be able to contribute to the cohesiveness and strength of the CAMD brand, while also expressing their unit's individuality.

The College of Arts, Media and Design is a diverse community that celebrates individual expression and creativity. Our materials should reflect that. While the success of our school depends, in part, on our maintaining a consistent overarching CAMD brand, we encourage individual CAMD units to use photography, copy, and design to express their uniqueness.

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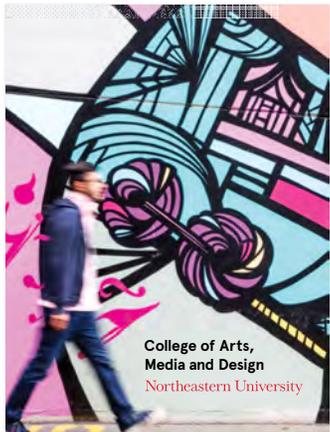
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Name and Logo Use

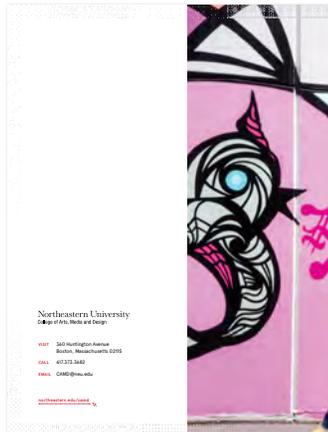
To foster name and brand recognition both on and off campus, use the full name of the college rather than just the acronym.

When the college's name is a headline, typeset the full name in Apercu bold. The university's logotype should appear in close proximity, with the scale of the two elements relative to each other. Using the black and red will strengthen the visual link between the college and the university. Avoid using the composite logo at large scales, reserving it for use on back covers instead.

EXAMPLE OF USE



On the front cover of the viewbook, the full name of the college is typeset in Apercu bold with the University logotype appearing on an equal level.



On the back cover of the viewbook, the composite logo is used.

TYPESET NAME WITH UNIVERSITY LOGOTYPE display level

**College of Arts,
Media and Design**
Northeastern University

COMPOSITE LOGO secondary use

Northeastern University
College of Arts, Media and Design

Northeastern University
College of Arts, Media and Design

Composite logos and word marks (also known as lockups) have been developed for each college and school at Northeastern, providing a distinctive identity system.

MORE INFO ABOUT LOGO USAGE
northeastern.edu/guidelines

Acronym Use

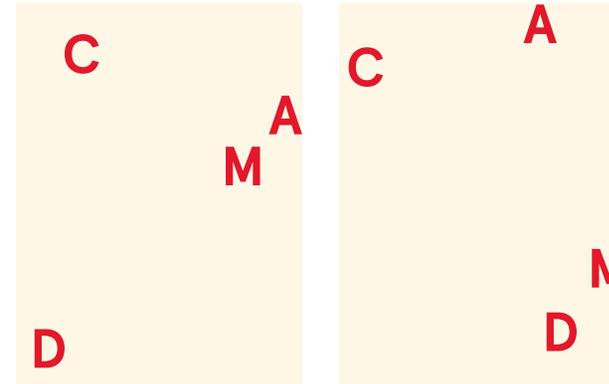
When communicating with internal or familiar audiences, use the acronym “CAMD” as a visual identifier. Set the letters in all-caps Apercu bold and arrange them in an artful way, emphasizing the creative freedom and energy of the college.

The arrangement of the letters is extremely flexible and can enhance the composition, but the letters must read in the correct order (C-A-M-D). When constrained by space (e.g. a favicon), use the acronym lock-up. Use the lock-up sparingly and never as a logo or at large scales.

LOCK-UP restricted for use in small spaces only

C A
M D

ARRANGEMENT example of variation



EXAMPLE OF USE

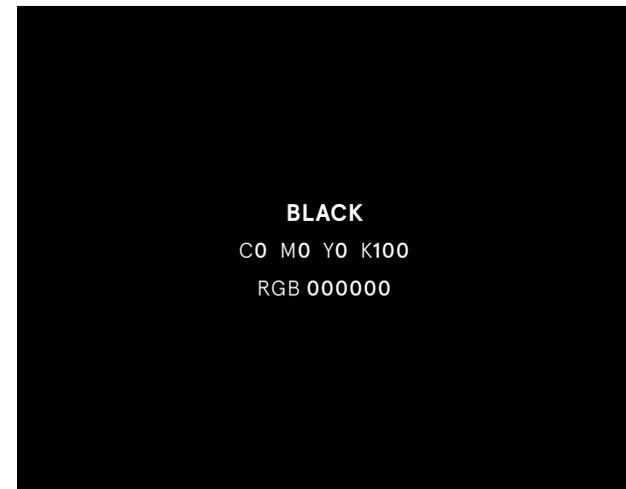


Use of Color

Color is a key element of the university's identity, the Northeastern red and black help to make communications identifiably Northeastern, especially for outside audiences.

However, CAMD communicators may also use a diverse color palette to express the unique aspects of CAMD and keep materials feeling fresh and up to date. When applied consistently, the color palette will help to reflect a cohesive CAMD brand. For legibility and visual contrast, pair vibrant accent colors with lighter pastels.

When communicating inside the CAMD community, use the Northeastern Red sparingly and allow the extended palette to add variety and freshness to our materials.



Color Palette

PRIMARY



Northeastern Red
C0 M100 Y90 K5
RGB CC0000



Pantone Warm Gray 11 U
C0 M13 Y30 K76
RGB 615445



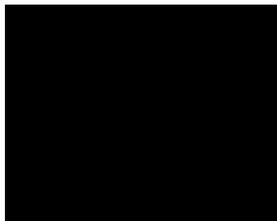
Pantone 379 U
C9 M0 Y61 K0
RGB E1EC71



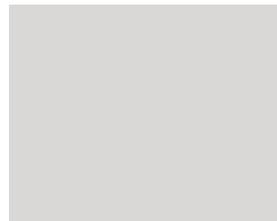
Pantone 7702 U
C66 M0 Y6 K10
RGB 48A9C5



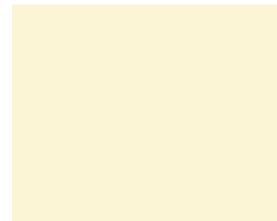
Pantone 5415 U
C51 M21 Y10 K34
RGB 677C8C



Black
C0 M0 Y0 K100
RGB 000000



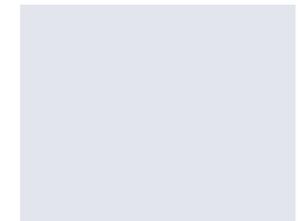
Pantone Cool Gray 1 U
C4 M3 Y7 K7
RGB E2E1DC



Pantone 9060 U
C0 M0 Y10 K0
RGB FFFDE9

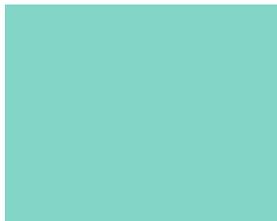


Pantone 9040 U
C10 M0 Y4 K0
RGB E3F3F3

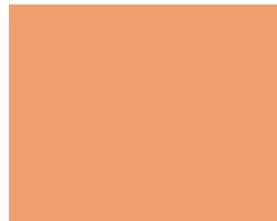


Pantone 649 U
C12 M4 Y2 K0
RGB D3DDE8

ACCENTS



Pantone 571 U
C41 M0 Y24 K0
RGB 86CFC1



Pantone 7411 U
C2 M34 Y62 K2
RGB E5A371



Pantone 699 U
C0 M25 Y8 K0
RGB F3BFCA



Pantone 578 U
C26 M2 Y45 K0
RGB A9C58C



Pantone 5165 U
C8 M19 Y3 K6
RGB CFB9C7

Typography

The primary typeface in the CAMD visual identity is Apercu (officially known as “Aperçu”), a grotesque sans-serif typeface released in 2010 by Colophon, an independent type foundry. With a subtle but distinctive and contemporary character, Apercu adds a touch of personality while maintaining legibility.

Use Apercu as the primary typeface across all materials, especially for headlines in core messaging.

The mono version of Apercu is ideal for large numbers and stats and helps to position the college at the cutting edge of art, media, and design.

Use Baskerville – a classic typeface central to the Northeastern identity – as a secondary typeface.

APERCU CAN BE PURCHASED DIRECTLY FROM THE FOUNDRY

colophon-foundry.org/fonts/apercu/about-font

SANS SERIF primary

| | |
|-----------------------------|---------------|
| Apercu Light | 012345 |
| <i>Apercu Light Italic</i> | <i>012345</i> |
| Apercu Regular | 012345 |
| <i>Apercu Italic</i> | <i>012345</i> |
| Apercu Medium | 012345 |
| <i>Apercu Medium Italic</i> | <i>012345</i> |
| Apercu Bold | 012345 |
| <i>Apercu Bold Italic</i> | <i>012345</i> |
| Apercu Mono | 012345 |

SERIF secondary

| | |
|----------------------------|---------------|
| ITC New Baskerville | 012345 |
| ITC New Baskerville | 012345 |

Typography Use Examples



FACT AND STATS

Apercu Mono is ideal for large numbers and stats.

HEADLINES

Apercu Bold all-caps works well in headlines for emphasis, but one can use the light or regular weight in upper and lowercase as well.

BODY COPY

To ensure legibility of large areas of body text, use Apercu Light or Regular.

SUBHEADS

Use Apercu Bold all-caps for subheads.

PULL QUOTES

Apercu Mono works well for pull quotes and small by-lines.

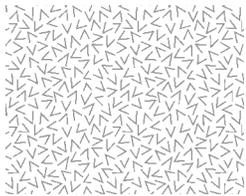
Patterns

A series of geometric patterns have been developed to help CAMD communicators evoke the interdisciplinary nature of the college. Use multiple patterns as background texture, which can subtly express CAMD's unique merging of arts, liberal arts, technology, and co-op.

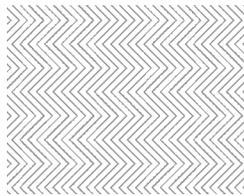
REQUEST PATTERN ASSETS

Source design files for the pattern system are available for use in CAMD materials. Contact CAMD Communications and Marketing:
Alexis Ditekowsky
a.ditekowsky@neu.edu

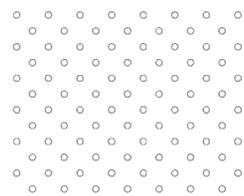
CARROTS



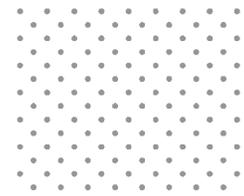
CHEVRON



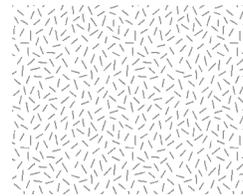
CIRCLE INVERSE



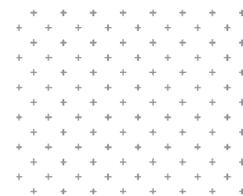
CIRCLE



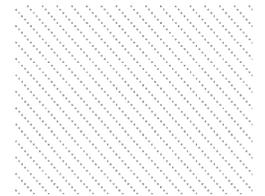
CONFETTI



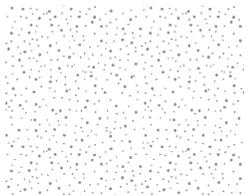
CROSS



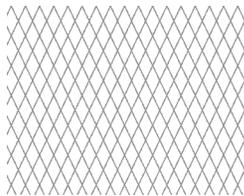
DOTS



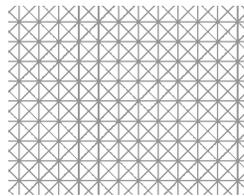
DUST



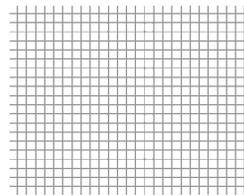
FENCE



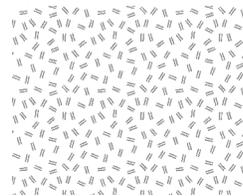
GEOMETRIC



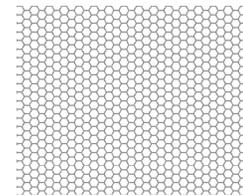
GRID



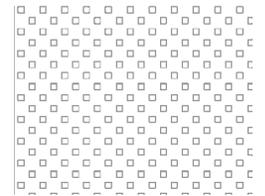
HASH



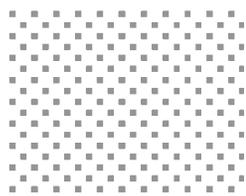
HONEYCOMB



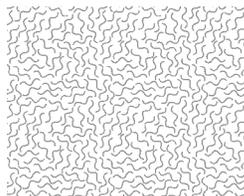
SQUARES INVERSE



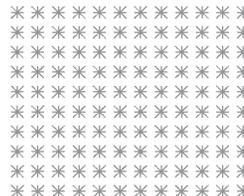
SQUARE



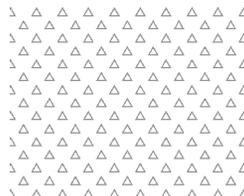
SQUIGGLE



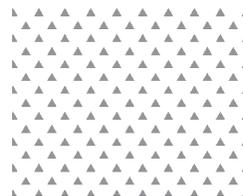
STARS



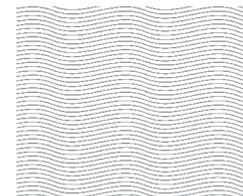
TRIANGLE INVERSE



TRIANGLE



WAVE



X



Photography

To convey the CAMD experience photographically, capture a broad range of locations, people, cultures, and experiences. The aspirational undertone of the CAMD culture is best conveyed through high-quality imagery that is light and bright.

SUGGESTED PHOTOGRAPHIC THEMES

ASPIRATIONAL Light and bright photography conveys the utopian CAMD culture.

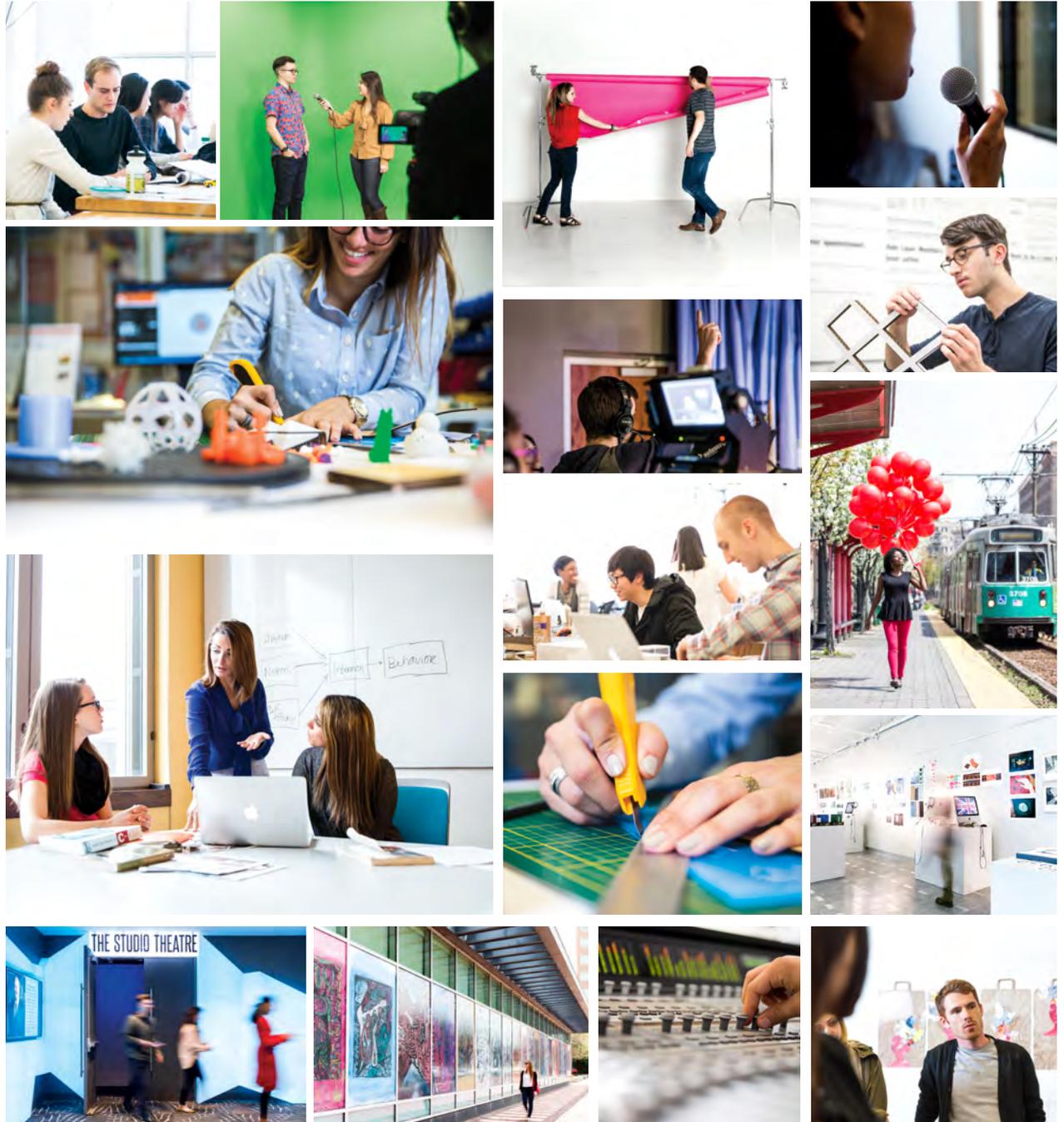
URBAN Use photography that highlights our prime location in the center of Boston, with world-class institutions just steps from campus.

COMMUNITY CAMD's size and structure allows students to form strong connections with peers and faculty and through co-op.

AUTHENTIC Provide an insider's view by capturing real students in real situations.

STUDENT-DRIVEN Use photography that shows students blazing their own unique paths.

DIVERSE Feature the breadth of experiences, opportunities, cultures and people that make up the CAMD community.





Contact

Thank you for helping to build and maintain a consistent and powerful CAMD brand. By using the visual identity system and practices described in this guide, you're strengthening our ability to communicate who we are and what we do—an ability that's vital to the health and well-being of our institution.

If you have questions about this guide or its content, please contact CAMD Communications and Marketing:

Alexis Ditkowsky
a.ditkowsky@neu.edu