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.
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.

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

**CAMD**

**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**
  - CMYK: C0 M100 Y90 K5
  - RGB: #000000

- **Pantone Warm Gray 11 U**
  - CMYK: C0 M13 Y30 K76
  - RGB: #615445

- **Pantone 379 U**
  - CMYK: C9 M0 Y61 K0
  - RGB: #E1EC71

- **Pantone 7702 U**
  - CMYK: C66 M0 Y6 K10
  - RGB: #48A9C5

- **Pantone 5415 U**
  - CMYK: C51 M21 Y10 K34
  - RGB: #677C8C

- **Black**
  - CMYK: C0 M0 Y0 K100
  - RGB: #000000

- **Pantone Cool Gray 1 U**
  - CMYK: C4 M3 Y7 K7
  - RGB: #E2E1DC

- **Pantone 9060 U**
  - CMYK: C0 M0 Y10 K0
  - RGB: #FFFDE9

- **Pantone 9040 U**
  - CMYK: C10 M0 Y4 K0
  - RGB: #E3F3F3

- **Pantone 649 U**
  - CMYK: C12 M4 Y2 K0
  - RGB: #D3DDE8

**ACCENTS**

- **Pantone 571 U**
  - CMYK: C41 M0 Y24 K0
  - RGB: #86CFC1

- **Pantone 7411 U**
  - CMYK: C2 M34 Y62 K2
  - RGB: #E5A371

- **Pantone 699 U**
  - CMYK: C0 M25 Y8 K0
  - RGB: #F3BFCA

- **Pantone 578 U**
  - CMYK: C26 M2 Y45 K0
  - RGB: #A9C58C

- **Pantone 5165 U**
  - CMYK: 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

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<tr>
<td>Apercu Bold</td>
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<tr>
<td>Apercu Bold Italic</td>
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<table>
<thead>
<tr>
<th>SERIF secondary</th>
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<tbody>
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<tr>
<td>ITC New Baskerville</td>
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</tbody>
</table>
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 Ditkowsky a.ditkowsky@neu.edu
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