

NEIU

NORTHEASTERN ILLINOIS
UNIVERSITY

MARKETING & COMMUNICATIONS

NEIU Brand Style Guide

UPDATED SEPTEMBER 1, 2026

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The Northeastern Illinois University Brand

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Introduction

NEIU

**NORTHEASTERN ILLINOIS
UNIVERSITY**

Northeastern Illinois University is Chicago's public university focused on accessibility, equity and student success. We provide a high-quality, affordable education designed for today's learners: students who balance ambition with real-life responsibilities and bring purpose and determination to everything they do. NEIU prepares graduates for meaningful careers, upward mobility and lifelong success. Our Mission is You!



Our Story



At Northeastern Illinois University, we empower a diverse community of students to succeed in scholarship, career, and life. We meet their resilient drive with our academic strength, care community, and support network. We focus on affordability and robust scholarship opportunities to ensure that everyone has access to a transformative NEIU experience. We graduate creative problem solvers and community builders. We work hard because our students do. We persist against the odds because our students do. And every day, we bulldoze obstacles because our students can't hurdle them all on their own.

Our community reflects the city we call home. Our students come from a broad range of backgrounds and experiences, and they have equally varied career and life plans. But, whether they're first-generation students, "traditional" freshmen, undocumented students, older undergraduates, or graduate students, they share common strengths and goals—they're practical and driven, ready to dream and then to roll up their sleeves, never shy

of doing the work. For this community to thrive, we deliver excellent academic tools and career opportunities, but we also provide students with the space and support to be themselves fully and freely, to craft and pursue their own vision of success, and to leave every business, project, and community better than they found it.

We are a university of, and for, the people of Chicago. We know this city, know its past, know its challenges, know its strengths. We know all this, and use it to shape our own vision for our future—a better life for our students, a better Chicago, a better Illinois, a better world. And that future begins in lecture halls and labs, around dining tables and desks, in classrooms and conference rooms. It begins with every interaction our students have. It begins here.

Northeastern Illinois University

Our Mission Is You

What Defines Northeastern Illinois University?

NEIU stands out in the areas most valued by students, families, alumni, employers and community partners. These attributes shape the core of our institutional identity and guide all University marketing and communications.

Affordability and Value

NEIU delivers one of the best values in higher education: a high-quality degree at an accessible cost, with one of the lowest tuition rates in the region. This combination of academic quality, affordability, and low student debt makes an NEIU education a practical investment in career advancement and long-term economic mobility.

Academic Quality

Faculty excellence, rigorous programs and a commitment to student-centered teaching ensure that NEIU students receive a strong academic foundation aligned with today's workforce and post baccalaureate opportunities.

Degree Pathways and Majors

With a wide range of undergraduate and graduate programs, NEIU offers flexible, relevant pathways that meet the diverse goals of traditional, transfer, adult and continuing learners.

Hands-On Learning in Small Classes

Students benefit from personalized instruction, direct faculty engagement and experiential learning opportunities made possible through small class sizes and dedicated academic support.

Accessibility and Opportunity

NEIU is committed to access to ensure that students of all backgrounds can fully participate, persist and succeed through equitable opportunities, inclusive practices and comprehensive support services.

A Proud MSI, HSI, and ANAPISSI

As a Minority Serving Institution, Asian American and Native American Pacific Islander-Serving Institution (ANAPISSI) and the Oldest Hispanic Serving Institution (HSI) in the Midwest, NEIU advances educational equity and serves as a national model for supporting diverse learners and communities.

Strong Graduate Outcomes

NEIU prepares students for meaningful careers and lifelong achievement, with graduates who contribute to the region's workforce, civic leadership and economic vitality.

NEIU Brand Personality Traits

Drive

Our students *are* Chicago. They're resilient and proud. The NEIU experience is built for them. It's about sharing practical education, building competitive careers, and creating thriving communities.

Support & Empowerment

Every student needs support and access. They need for their individual goals to be championed. It's our goal to empower each student to fulfill their personal vision of success.

Self Expression

The freedom to be yourself is one of the most important building blocks of confidence, success, and fulfillment. Every NEIU student brings a unique perspective and goal, and we amplify their voices.



University Identity

Brand Purpose

Northeastern Illinois University exists to expand access to higher education and advance equity by empowering students to achieve upward mobility, meaningful careers, and lifelong success.

Brand Promise

We provide a high-quality, affordable education designed for today's learners: students who balance ambition with real-life responsibilities and bring purpose and determination to everything they do. Through personalized teaching, flexible pathways, and career-aligned programs, NEIU prepares students for strong outcomes that benefit families, communities, and the Chicago region.

Brand Position

Northeastern Illinois University is Chicago's public university focused on access, equity, and student success. Rooted in a more than 150-year legacy of opportunity, NEIU is intentionally designed for students balancing ambition with real-life responsibilities and seeking practical, career-aligned education that leads to upward mobility.



Our Logo

The Northeastern Illinois University logo is available in two formats to provide flexibility. Use logos according to their intended purposes only.

HORIZONTAL (PRIMARY)

The Stacked Horizontal logo is Northeastern Illinois University's primary logo and should be used whenever possible.

STACKED VERTICAL

The Stacked Vertical logo serves as an alternative to the primary logo and should be used when horizontal space is limited.

To download the NEIU logo click [here](#).

HORIZONTAL (PRIMARY)



STACKED VERTICAL



Logo Variations

The Northeastern Illinois University logo should remain clear and look consistent no matter how it is displayed. These variations ensure the logo will remain readable when the color of the background or logo is changed. Please use only this approved set of color options on the backgrounds indicated.

LOGO FOR DARK OR WHITE BACKGROUNDS

When placed against a dark background, use the variations shown in the NEIU Blue, Gold or Rich Black blocks. The variations are crafted to display the full detail of the logo on dark backgrounds.



NEIU | NORTHEASTERN ILLINOIS
UNIVERSITY



NEIU | NORTHEASTERN ILLINOIS
UNIVERSITY



NEIU | NORTHEASTERN ILLINOIS
UNIVERSITY



NEIU | NORTHEASTERN ILLINOIS
UNIVERSITY



NEIU | NORTHEASTERN ILLINOIS
UNIVERSITY



NEIU | NORTHEASTERN ILLINOIS
UNIVERSITY

College Logos

NEIU | College of Business and Technology
NORTHEASTERN ILLINOIS UNIVERSITY

NEIU
NORTHEASTERN ILLINOIS
UNIVERSITY

College of
Business and Technology

NEIU | College of Arts and Sciences
NORTHEASTERN ILLINOIS UNIVERSITY

NEIU
NORTHEASTERN ILLINOIS
UNIVERSITY

College of
Arts and Sciences

NEIU | Daniel L. Goodwin College of Education
NORTHEASTERN ILLINOIS UNIVERSITY

NEIU
NORTHEASTERN ILLINOIS
UNIVERSITY

Daniel L. Goodwin
College of Education

NEIU | College of Graduate Studies and Research
NORTHEASTERN ILLINOIS UNIVERSITY

NEIU
NORTHEASTERN ILLINOIS
UNIVERSITY

College of Graduate
Studies and Research

Logo Usage

CLEAR SPACE AND SIZING

Clear space is the area surrounding a logo that is kept free of other graphics, partner identities and typography. It plays an essential role in ensuring the university logo is easy to recognize in all communications.

As illustrated at right, the minimum clear space surrounding the logo is measured by the height of the “N” in the logo.

The logo must be sized large enough to be easily read in every application. While minimum size are specified, the logo should generally appear larger than the minimum size.

CLEAR SPACE



MINIMUM SIZE 1.75"



Logo Misuse

EXAMPLES OF WHAT NOT TO DO

To preserve brand integrity, there are strict limitations on altering the NEIU logo. The examples on this page illustrate some, but not all, potential misuses of the logo.

Altering the logo, apart from proportional scaling, is considered misuse.



Retired Logos

Over the years the Northeastern logo has evolved.

However, to remain consistent with current brand practices, do not use any of the retired logos on this page.



DO NOT use the old NEIU logo



DO NOT use the old NEIU logo



DO NOT use this flying N logo



DO NOT use this Campus Rec logo



DO NOT use the flying N logo



DO NOT use this already retired logo

Brand Fonts

The consistent use of our selected typefaces helps to ensure the legibility of all our communications, while also contributing to the overall look and feel of our visual style.

Aleo fonts should be used in headlines (Black or Extra Bold), or can be used in sub heads or call-outs. Aleo font will replace Helserif fonts from the previous brand guidelines. Under no circumstances may another font be substituted for Aleo.

Helvetica fonts could be used in headlines, sub heads or body copy. Helvetica Condensed fonts could be used in headlines, sub heads or body copy, especially where space is limited. If Helvetica is not available please use: Arial or Univers fonts.

PRIMARY FONTS

Aleo FONT FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&

Helvetica Neue (LT) Standard

FONT FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&

Special Fonts and Usage

Selecting the right font for your brand message communicates your identity before a single word is read. Specific typographic styles evoke distinct psychological triggers.

These special fonts are reserved for specific brand needs like formal invites, presidential letters or decorative accents. These fonts should not be used in regular university marketing materials.

ITC Garamond should only be used in special applications like official Presidential documents. This serif typeface is for special uses such as letters, books or other publications with an extensive amount of body copy. This font can also be used to add formality to a publication. NOTE: For correspondence or other formal projects, if Garamond is not available, Georgia may be used as a substitute.

Holiday and Good Karma script fonts should only be used in special projects like invitations or approved applications.

Indie Regular script font should only be used for university spirit related materials or to accompany the Goldie icon.

ITC Garamond FONT FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&

Holiday

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&*

Good Karma

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&*

Indie Regular

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&*

Font Usage Examples

To apply the NEIU brand, the NEIU community comes to the Marketing and Communications department for consultation to crete a more specific banner.

CONTINUE YOUR EDUCATION AT NEIU

Graduate Open House

October 20 • 5:00-7:30 p.m. • Alumni Hall

Find out how our graduate programs can take you to the next step in your future.



NEIU

NORTHEASTERN ILLINOIS UNIVERSITY

Home of the

GOLDEN EAGLES

LOCATED IN SU 124



Come get your NEIU Swag on!

This Week @NEIU

NEIU

Happy Holidays

Welcome to

NEIU

JACOB H. CARRUTHERS CENTER

Celebrating 60 Years of Culture, Community and Scholarship

60th Anniversary

Join us to commemorate a monumental milestone: the 60th anniversary of the Jacob H. Carruthers Center!

The Carruthers Center, a beacon of cultural preservation, academic excellence and community-driven activism, invites the University community and general public to a month-long celebration filled with free events.

All anniversary events are hosted at the Carruthers Center, 700 East Oakwood Boulevard in Chicago.

Featured Events

Mark your calendars and come celebrate with us!

Great Black Music Kick-Off

Tuesday, Sept. 1 • 7-9 p.m.

Kick off the Carruthers Center's anniversary month with a powerful musical celebration featuring the legendary Association for the Advancement of Creative Musicians.

To RSVP, scan the QR code or visit neiu.edu/carruthers-kick-off.



Carruthers Fun Fair

Saturday, Sept. 19 • 11 a.m. - 3 p.m.

Bring the whole family out for a day of community, joy, laughter, food and activities. Everyone is welcomed "home" at the Carruthers Center.

To RSVP, scan the QR code or visit neiu.edu/carruthers-fun-fair.



Carruthers Lecture

Tuesday, Sept. 29 • 7-9 p.m.

Kamau Rashed, Ph.D., will discuss his book "Jacob H. Carruthers and the Restoration of an African Worldview: Finding Our Way through the Desert" for the 60th anniversary lecture event.

To RSVP, scan the QR code or visit neiu.edu/carruthers-lecture.



Alumni Weekend

Alumni Mixer and Award Ceremony

Thursday, Oct. 8 • 6-9 p.m.

Alumni Brunch

Saturday, Oct. 10 • 11 a.m. - 1 p.m.

Reconnect, network and celebrate the incredible achievements of NEIU Carruthers Center alumni who continue to impact the community.

To RSVP, scan the QR code or visit neiu.edu/carruthers-alumni-weekend.



Be Part of the Legacy

Whether you are a longtime supporter, a proud alum or a neighbor looking to connect, you're invited to celebrate the legacy of the Carruthers Center — where we've been and where we are going.

Contact Us

If you have questions, please contact the Carruthers Center at (773) 268-7500 or ccics@neiu.edu.

NEIU

Jacob H. Carruthers Center

NORTHEASTERN ILLINOIS UNIVERSITY

NEIU.edu/carruthers-center

JACOB H. CARRUTHERS CENTER

Celebrating 60 Years of Culture, Community and Scholarship

60th Anniversary

Mark your calendars and come celebrate with us!

Brand Colors

The goal is for all NEIU materials to be easily recognizable, organized, modern and welcoming through the prominent use of NEIU Blue, NEIU Gold and support colors.

The color chart on this page indicates the general balance of **primary colors** and **support colors** that should be used in our branded materials. Please note that not every color needs to be used in every layout. Remember that it is essential to strike the right balance of color to accurately depict the NEIU brand, both internally and externally.

The **accent color** should be used minimally and as a callout, CTA (call to action) or in a background gradient used with NEIU Gold only.

PRIMARY COLORS



NEIU BLUE
PMS: 293 C
CMYK: 98/75/2/0
RGB: 0/61/167
HEX: 003DA7



NEIU GOLD
PMS: 130 C
CMYK: 0/30/100/0
RGB: 253/185/19
HEX: FDB813

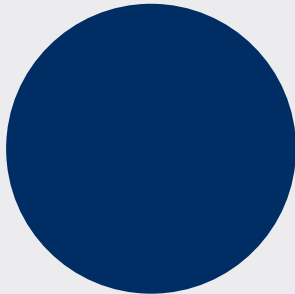


WHITE

SUPPORT COLORS



NEIU CYAN
PMS: 299
CMYK: 85/17/2/0
RGB: 0/160/223
HEX: 00a0df



NEIU NAVY
PMS: 294
CMYK: 100/67/0/53
RGB: 0/46/109
HEX: 002e6d

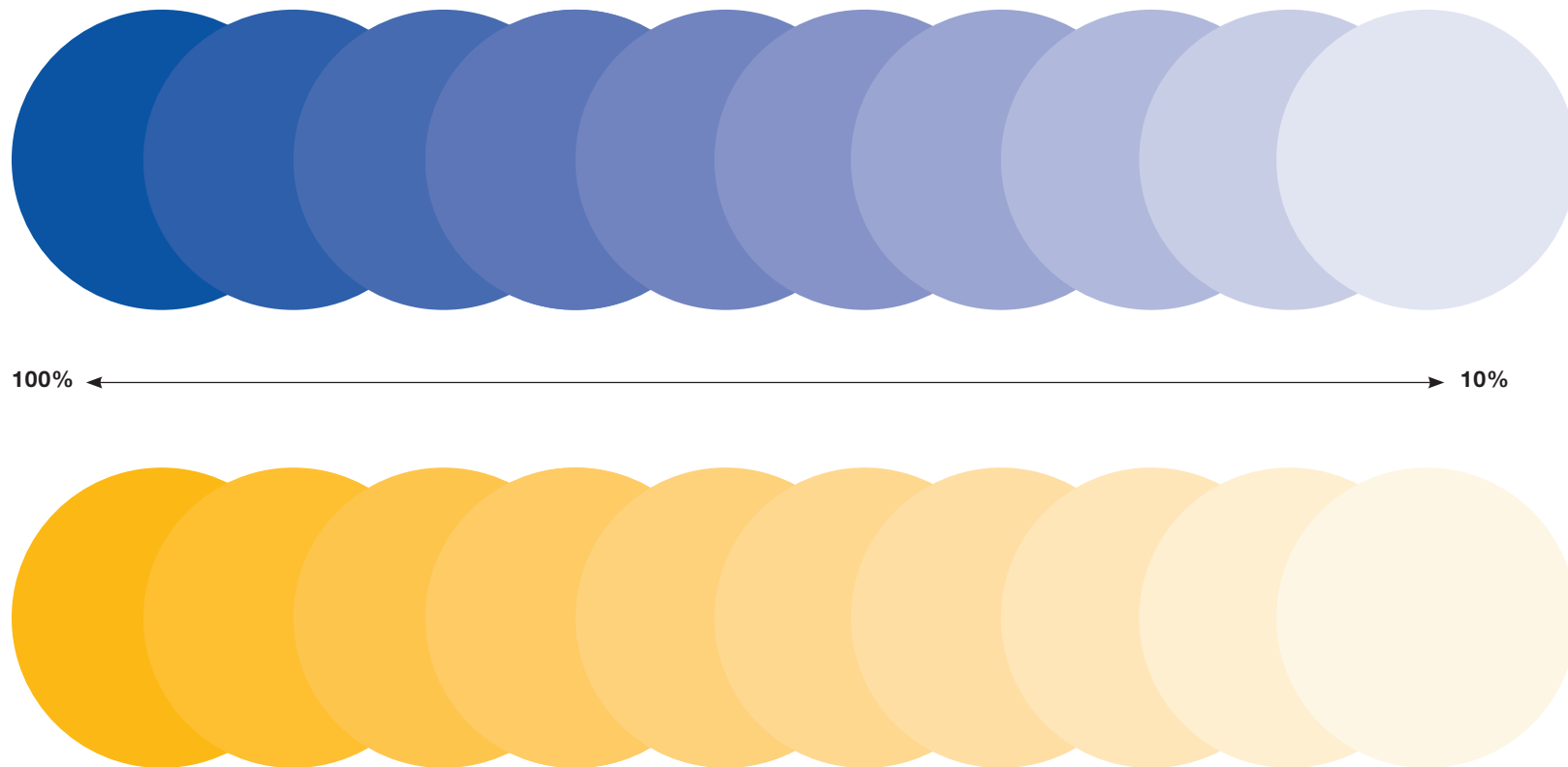
ACCENT COLOR



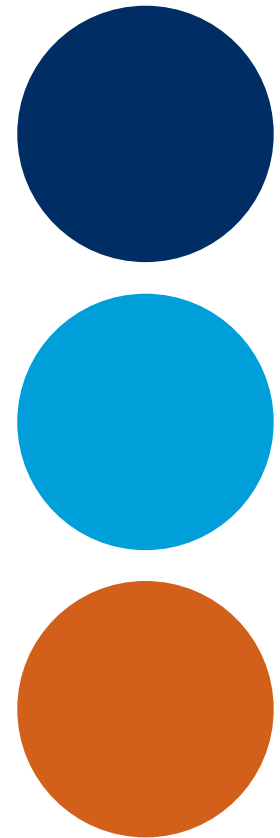
NEIU BURNT ORANGE
PMS: 717
CMYK: 0/70/100/15
RGB: 214/95/0
HEX: d65f00

Applying the Brand Colors

The primary **NEIU Blue** and **NEIU Gold** may be used in various shades/tints at 10% intervals.



The **support** and **accent colors** can only be used at 100%, do not adjust the shading or tint.



Goldie Spirit Icon

The NEIU Goldie icon is designed to represent our university recreation and spirit.

The Goldie icon represents the University's mascot — the golden eagle — and symbolizes Northeastern with pride. To learn more about the approved use of the Goldie icon, as well as the Northeastern Illinois University name, logo and icon, please review the official [University Brand and Trademarked Property Policy](#).

Any questions please contact the Division of Marketing and Communications.

APPROVED USAGE OF GOLDIE



There are two versions of the Goldie icon. A stand-alone Goldie and Goldie icon with the NEIU acronym. These versions are not substitutes for the full NEIU logo. For external marketing materials, the artwork is supplemental and secondary to the full NEIU logo.

These icons should never be modified from what is shown here.



Using Goldie Icon

The Goldie icon must not be altered. Do not add any elements or features (this includes accessories, a body, department, college/team name, etc.) or eliminate any features, such as change colors. The Goldie icon must also be sized, not stretched or skewed.

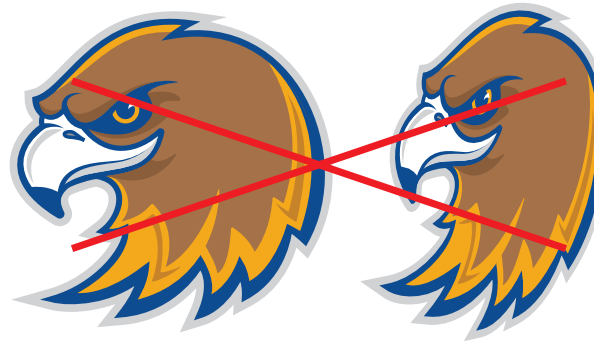
Requesting the Artwork

Please do not screen grab Goldie from the web. The Division of Marketing and Communication will determine where the Goldie icon will appear. Unauthorized usage of the artwork will be asked to be removed. If you would like to use Goldie, please contact Marketing for a consultation. Additionally, Marketing has added templates to **Canva** with the Goldie icon that is now available to all users. Please go to neiu.edu/brand and navigate to the Canva tab for more information.

Goldie icon on Merchandise

Please contact Marketing for permission to use the Goldie icon on merchandise outside of the NEIU bookstore.

To learn more about the process behind developing the Goldie icon, visit the [Goldie Mascot landing page](#).



DO NOT flip Goldie or skew in anyway



DO NOT change the gray outline



DO NOT change the logo color



DO NOT add any graphics to Goldie



DO NOT add any text or college to Goldie



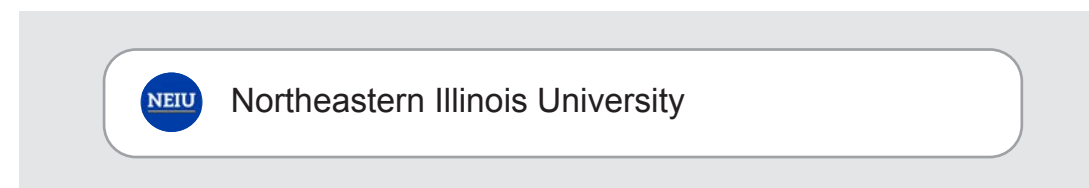
DO NOT use this retired Goldie icon

University Favicon/Icon

The favicon is a small but important element of the Northeastern Illinois University digital brand.

Displayed in browser tabs, bookmarks and search results, NEIU's favicon helps users quickly recognize official University websites and reinforces brand consistency across digital experiences.

Always use the approved favicon artwork without modification to ensure clarity and recognition at small sizes. Maintain the correct proportions, colors and file formats for web use, and avoid substituting unofficial graphics or alternate logos. Consistent use of the favicon strengthens the University's digital presence and provides a polished, professional experience across all online platforms.



Usage on social media and website

Secondary Logos

Northeastern Illinois University Alumni Association and the Northeastern Illinois University Foundation logos

These logos should appear on Alumni Association or NEIU Foundation invitations, documents, posters and print materials.

Avoid using these logos for purposes other than Alumni Association or NEIU Foundation materials. These logos should never be substituted for the Northeastern Illinois University logo.

NEIU

NORTHEASTERN ILLINOIS UNIVERSITY
ALUMNI ASSOCIATION



Special University Logos

Certain Northeastern Illinois University organizations have distinct icons because of their unique missions, audiences or legal status. For example, the **NEIU Foundation is a registered 501(c)(3) charitable nonprofit organization**, which has a distinct identity while maintaining a clear connection to Northeastern Illinois University. Other approved entities, such as the Angelina Pedroso Center and Ensemble Español, have approved special logos.

All special icons/logos must be approved by the Division of Marketing and Communications and used consistently with University brand standards.



NEIU

Angelina Pedroso Center
for Diversity & Intercultural Affairs
NORTHEASTERN ILLINOIS UNIVERSITY



Design and Content

A picture is worth a thousand words, which is why maintaining a visual identity is important in brand marketing. Choosing the right words reinforce the picture.

NEIU's identity is rooted in its history and traditions, which are conveyed through our communication media. It is important to understand and utilize the graphic elements associated with Northeastern in order to carry on the traditions that make this university unique and recognizable. For a consistent look and for best practices, please follow the guidelines for each element. These should be referenced, as appropriate, in virtually all University marketing efforts such as brochures, mailers, correspondence, NEIU's website and social media sites.



University Language

Speaking with one University voice.

The words we choose are just as important as the visuals we create. Consistent University language helps reinforce the NEIU brand by ensuring communications are clear, accurate and reflective of our mission and values.

Learn more about approved University terminology, naming conventions and editorial standards at www.neiu.edu/brand.



Learn more about the Editorial Standards scan the QR code or click [here](#).

Personality

The NEIU personality reflects who we are and how we connect with our community. We are welcoming, driven and committed to creating opportunities for every individual to learn, grow and succeed. Our brand personality balances academic excellence with warmth and accessibility — showing that NEIU is a place where diverse perspectives are valued, collaboration is celebrated and people are empowered to reach their full potential.

Voice

Our voice is authentic, welcoming and empowering. Our communications should reflect the University's commitment to integrity, excellence, opportunity, diversity, community and the transformative power of education. Write with confidence and clarity, using language that informs, inspires and encourages action while remaining approachable and inclusive. Every message should reinforce that NEIU is a place where individuals are supported, valued and empowered to achieve their goals.

Use clear, conversational language that is respectful, optimistic and audience-centered. Celebrate achievement without exaggeration, communicate with honesty and transparency and recognize the diverse experiences and perspectives of our community.

NEIU Values + Personality

Integrity: The NEIU brand is about being true to yourself, putting in the work, and making opportunities for others.

Excellence: Each of us has excellence within us. NEIU champions it, and provides the scholarly expertise to meet it.

Access To Opportunity: The linchpin of support and empowerment is access. We open doors to opportunity.

Key Audience

Traditional undergraduate students, transfer students, graduate students and adult learners are our key student audiences. These students generally come from high schools and community colleges in Chicago and the surrounding areas. They seek value and outcomes, particularly an affordable education with a high-value degree. Graduate students are typically professionals seeking advanced degrees to enhance their careers or to pursue new fields of interest.

Key non-student audiences include parents and guardians of students, alumni, community leaders, community members and those who influence student college decisions including teachers and counselors.

Editorial Style

University editorial standards primarily follow the Associated Press Stylebook (AP) and Merriam-Webster's Collegiate Dictionary. This abbreviated guide lists commonly used words and phrases, and basic grammar. The guide also details established University practices. For other general editorial rules, please use the style guide that relates to the publications you are writing and editing.

Diversity: Successful communities are diverse. They embrace difference and communicate with care and truth.

Community: No one can succeed without community—without its resources, support, collaboration, and perspectives.

Empowerment Through Learning: We're dedicated to an educational experience that empowers students to thrive and lead.

University Brand Visuals

BACKGROUNDS

Backgrounds provide a foundation for the University's visual identity and should always support readability and accessibility. Whether using solid colors, subtle textures or branded graphic elements, backgrounds should complement the content without distracting from it.



Solid Color



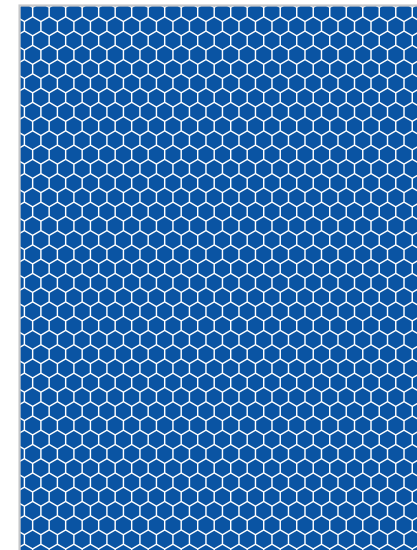
Two Color Gradient
NEIU Blue to NEIU Cyan



Two Color Gradient
NEIU Navy to NEIU Blue



Blue Grunge
SPECIAL USAGE SCHOOL SPIRIT ONLY



Hexagon Pattern
blue, cyan, white or gold

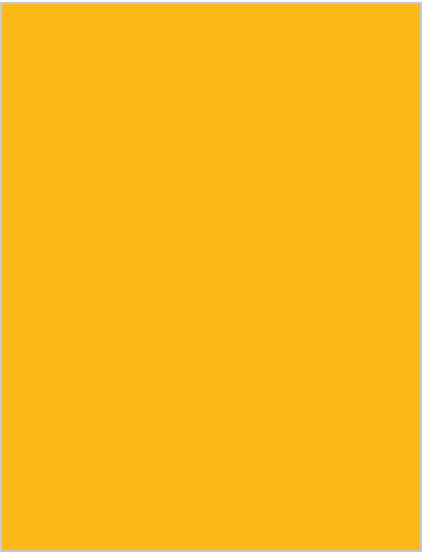


Light Swoosh

University Brand Visuals

BACKGROUNDS

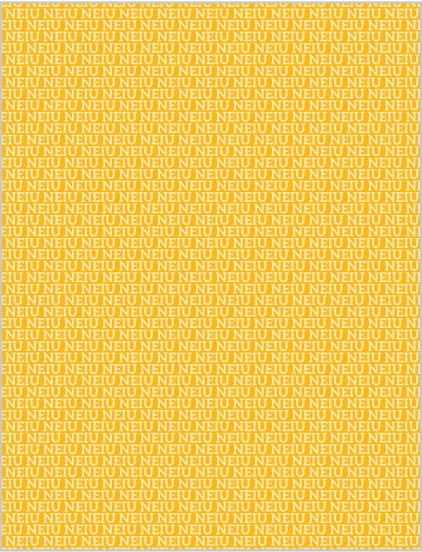
Background treatments help establish visual hierarchy. Select background styles that are appropriate for the audience, format and content. Maintain sufficient contrast for accessibility and avoid overly busy or competing visuals. Thoughtful background choices create visual interest while reinforcing the NEIU brand across every application.



Solid Color



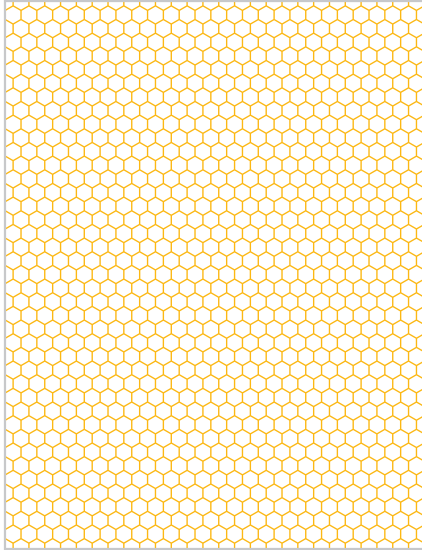
Two Color Gradient
NEIU Burnt Orange to NEIU Gold



NEIU Logo Offset Pattern
Can be used on approved solid color background



Gold Grunge
SPECIAL USAGE SCHOOL SPIRIT ONLY



Hexagon Pattern
blue, white or gold



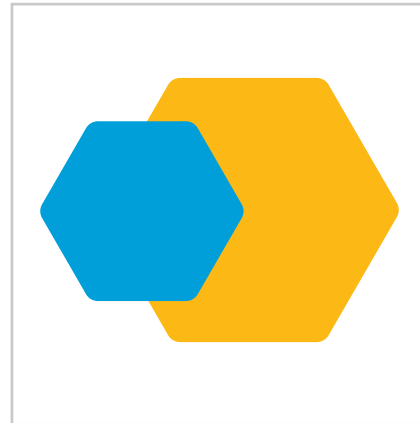
NEIU Logo Repeat Pattern
Can be used on approved solid color background

University Brand Visuals

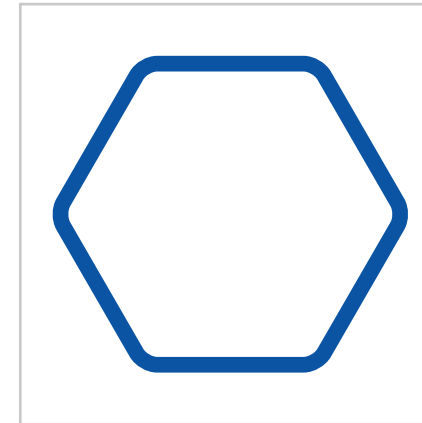
DESIGN ELEMENTS

Our design elements add energy, structure and personality to Northeastern's visual identity. They help create engaging, recognizable communications while supporting the content—not competing with it. Use these elements thoughtfully and consistently to maintain a cohesive look across all marketing materials.

The hexagon shape is iconic and is part of our brand. When using the hexagon shape we require it to have lightly rounded corners. **Please refer to the next page for example.**

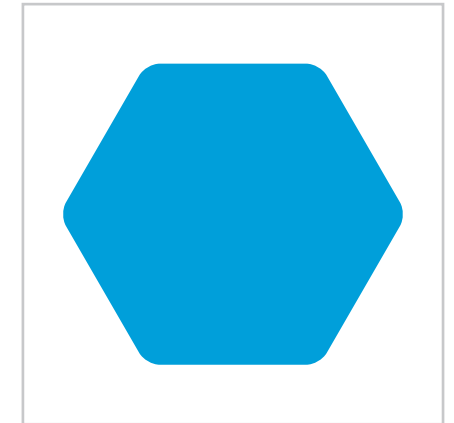


CTA Hex



Hex Shape Outline

blue, cyan, white or gold



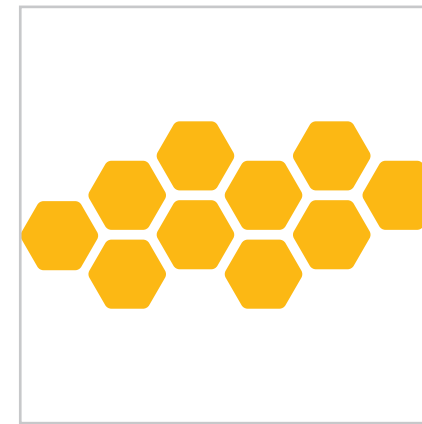
Hex Shape Solid

blue, cyan, white or gold



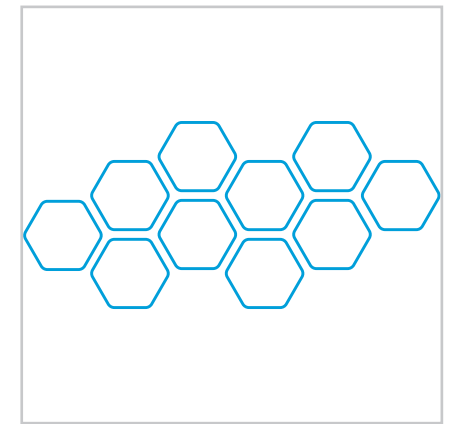
3 Arrows and Single Arrow

blue, cyan, white or gold



Hex Cluster Solid

blue, cyan, white or gold



Hex Cluster Outline

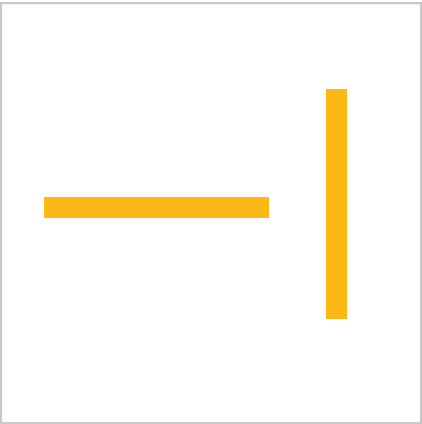
blue, cyan, white or gold

more on next page...

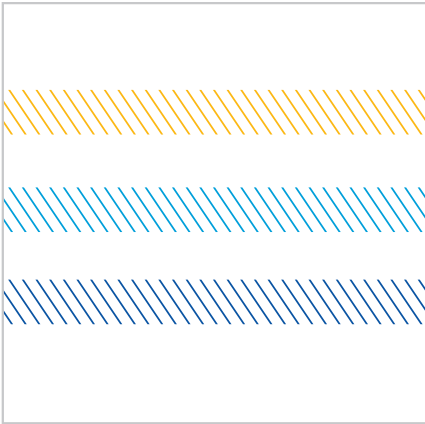
University Brand Visuals

DESIGN ELEMENTS

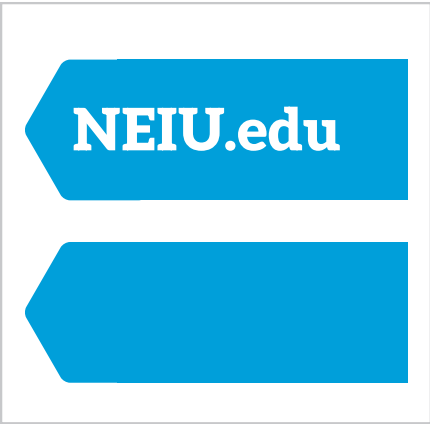
See page 34 for examples of how to apply the brand to materials.



Gold Bar



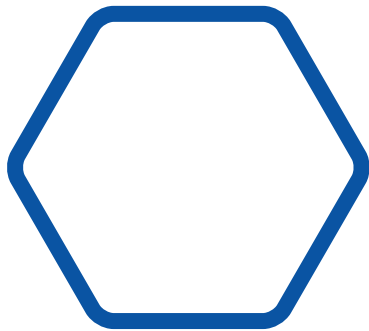
Diagonal Lines
blue, cyan, white or gold



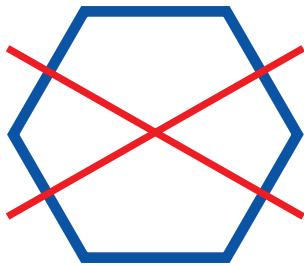
CTA Hex Arrow

IMPORTANT RULE: When creating the hexagon shape please round the sharp points so it softens the edge visually, please look like sample below.

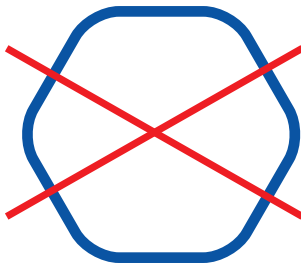
This can be applied in Illustrator, Canva or InDesign.



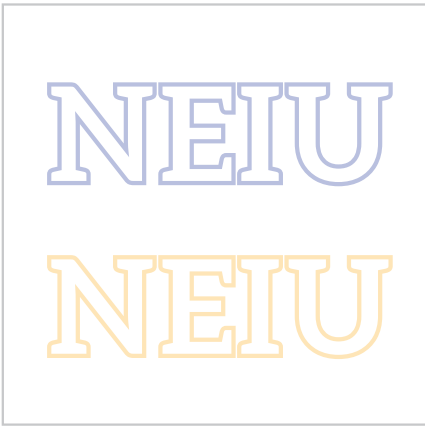
This is PERFECT!



This is too sharp



This is too curved



NEIU Outline
blue, cyan, white, gray or gold
Can be used at 100% or faded



NEIU Pattern Strip
vertical and horizontal - blue, cyan, white, gray or gold
Can be used at 100% or faded

University Photography

Photography is a primary element in all Northeastern Illinois University communications.

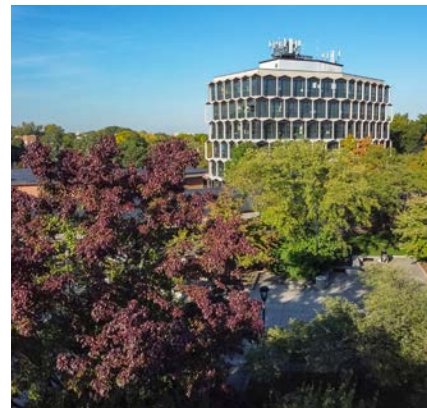
Choose photographs that express clear emotion and are authentic to the NEIU brand personality traits of drive (students and faculty focused and working), support and empowerment (collaboration and community) and self-expression/creativity (students feeling proud being themselves).

Choosing photographs with this kind of intentionality reinforces the NEIU brand message and provides consistency across collateral and unity with messaging.

Photo Library

To request access to photography that has been approved by the University and is available for immediate use, please email the Division of Marketing and Communications at marketing@neiu.edu.

CAMPUS



ACADEMICS



SCHOOL SPIRIT



Photo Composition and Context

The composition of an image conveys the context of a situation. This is why it's essential to choose images wisely.

Portraits: Portrait photography should be genuine, spontaneous, authentic and honest. The image should capture the subject(s) in a manner that seems candid and real.

When shooting portraits, try not to over stage the shots. Instead, try to capture the subject in their natural environment, doing something they would normally do. This will make them feel more comfortable and the photo will feel more honest and authentic as a result.

Campus Life: Main Campus and University location photos are especially valuable in materials targeting potential students; seeing the campus helps them picture themselves here.

For photos in which the building is the focus, look for unexpected angles and viewpoints with dramatic lighting and depth. Northeastern's most recognized buildings also make excellent backgrounds for photos highlighting student life.

As with portraits, student life photos should look spontaneous and relaxed, as though your subjects are unaware of the camera. Make sure you feature a diverse representation of students.



Subject Releases

The University requires that a subject release form be filled out whenever we are photographing a specific individual. As a general guide, if you are taking a picture of single person or a small group and they are the main focus of your shot, you should have them sign a release form. If you are taking photos of a large gathering, such as Commencement, it would not be practical to gather releases for the entire group.

[Subject Release Form](#)

Please note: All subject release forms should be turned in to the Division of Marketing and Communications.



Photography Standards

Only high-quality photography will be accepted for use in marketing, advertisements and publications produced by or associated with Northeastern Illinois University. High-quality creative images uphold the integrity of the Northeastern brand, improve its perception and promote positive recognition among our external audiences. In contrast, low-quality images compromise both the effectiveness of our promotional materials and the overall viability of the brand.

- Only royalty-free, original and professionally shot photography must be used
- Be mindful of non-Northeastern branding in the images (i.e. T-shirts, background billboards, etc.)
- No graphic font, logos, captions or text can be used for feature images on the website.
- Photos must be high-resolution (300 dpi for print publications and large print displays; 72 dpi for web display)
- Photos used in print publications should be saved in the CMYK format; photos meant to be displayed online should be saved as an RGB file
- No pixelated or artifact-ridden photos will be accepted
- Submitted photos should be left uncropped and be sized accordingly

- No dim, washed-out, high-flash or over/underexposed images will be accepted
- JPG format is preferred

Please note: *Photos that fall short of these standards should not be used in either University publications or on the University website. The Division of Marketing and Communications reserves the right to remove photos from marketing materials that do not meet these guidelines. If you wish to submit a photo for marketing consideration, please contact marketing@neiu.edu.*

Web Image Size Specifications

1. Feature image (college homepage, unit homepage, flex page, voices): 890 x 370 px
2. Feature image (splash page): 1500 x 600 px
3. Faculty and staff profile photo: 130 x 130 px
4. Circular images within the body: Target size: 244 x 244 px
5. Social media icons (footer, internal pages, etc): 44 x 44 px

Please note: *All circular images found within the body of the site must be uploaded as a square image, and the proper styling within Drupal should be applied to make them round.*

Northeastern's Photo Library

To request access to photography that has been approved by the University and is available for immediate use, please email the Division of Marketing and Communications at marketing@neiu.edu. A short training session is required before access to the library will be granted.



Brand Icons

Purposeful Visuals that Clarify Communications

Icons provide a consistent visual language that helps to simplify information and improve navigation across print and digital communications.

Designed to complement the Northeastern Illinois University brand, icons should be outlined and open, clean, recognizable and used to support — not replace — clear written content.



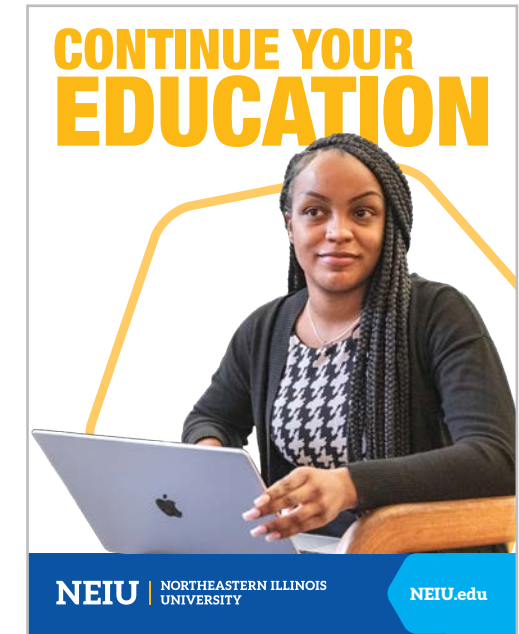
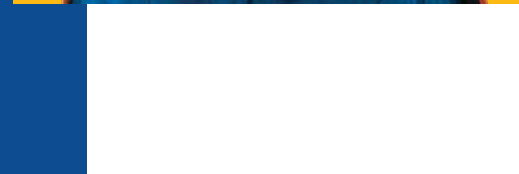
Applying the Brand

Bringing it all together.

All NEIU communications should utilize a consistent brand look and feel, including logo usage, color, graphics and copy writing style. This section provides examples on how unified marketing can better represent the University.



The following print materials apply the brand background and design elements along with the headlines and body copy.



Applying the Brand

Digital Examples



Stationery

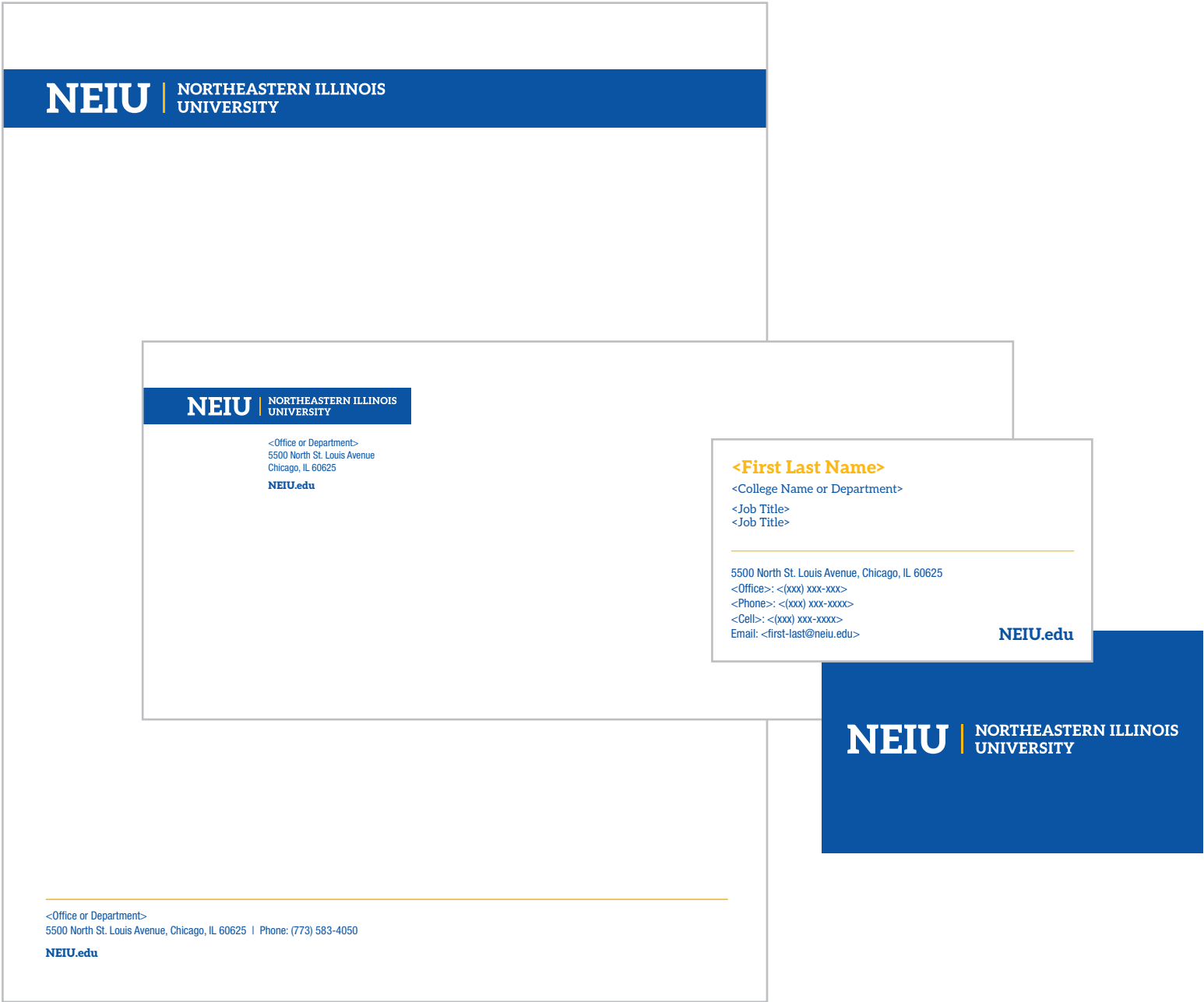
ONLINE ORDERING

To maintain internal and external consistency, all colleges, departments and units must use official Northeastern stationery.

The University logo must be used for all stationery: letterhead, business cards, envelopes, etc.

All stationery can be found in the NEIU Print Store at www.neiuprintstore.com.

Please note: Members are able to print stationery directly or have the option to download the files and print with an external vendor.



Business Cards

ONLINE ORDERING

All academic and administrative units must use the business card template provided by the Division of Marketing and Communications. Department logos and secondary logos should not be used on business cards.

To order your business cards go to www.neiuprintstore.com

<First Last Name>
<College Name or Department>
<Job Title>
<Job Title>

5500 North St. Louis Avenue, Chicago, IL 60625
<Office>: <(xxx) xxx-xxx>
<Phone>: <(xxx) xxx-xxxx>
<Cell>: <(xxx) xxx-xxxx>
Email: <first-last@neiu.edu>

NEIU.edu



Letterhead

ONLINE ORDERING

The official Northeastern letterhead is for use by all academic and administrative areas for business purposes only. It is comprised of the University logo, separated from the message field by a yellow bar. The text beneath the bar can be personalized for department or office stationery only; department or office logos must not be used on official letterhead.

In the footer, the **NEIU.edu** URL can be changed to a specific department or unit URL.

There are no other approved designs for letterhead.

To order letterhead, go to
www.neiuprintstore.com

 NORTHEASTERN ILLINOIS UNIVERSITY	
<Office or Department> 5500 North St. Louis Avenue, Chicago, IL 60625 Phone: (773) 583-4050 NEIU.edu	
<Office or Department> 5500 North St. Louis Avenue, Chicago, IL 60625 Phone: (773) 583-4050 NEIU.edu	

Envelopes

ONLINE ORDERING

The Northeastern Illinois University logo may be printed using one-color (for mass printing) or two-color and with or without the name of the University department.

The most commonly used envelopes are the:

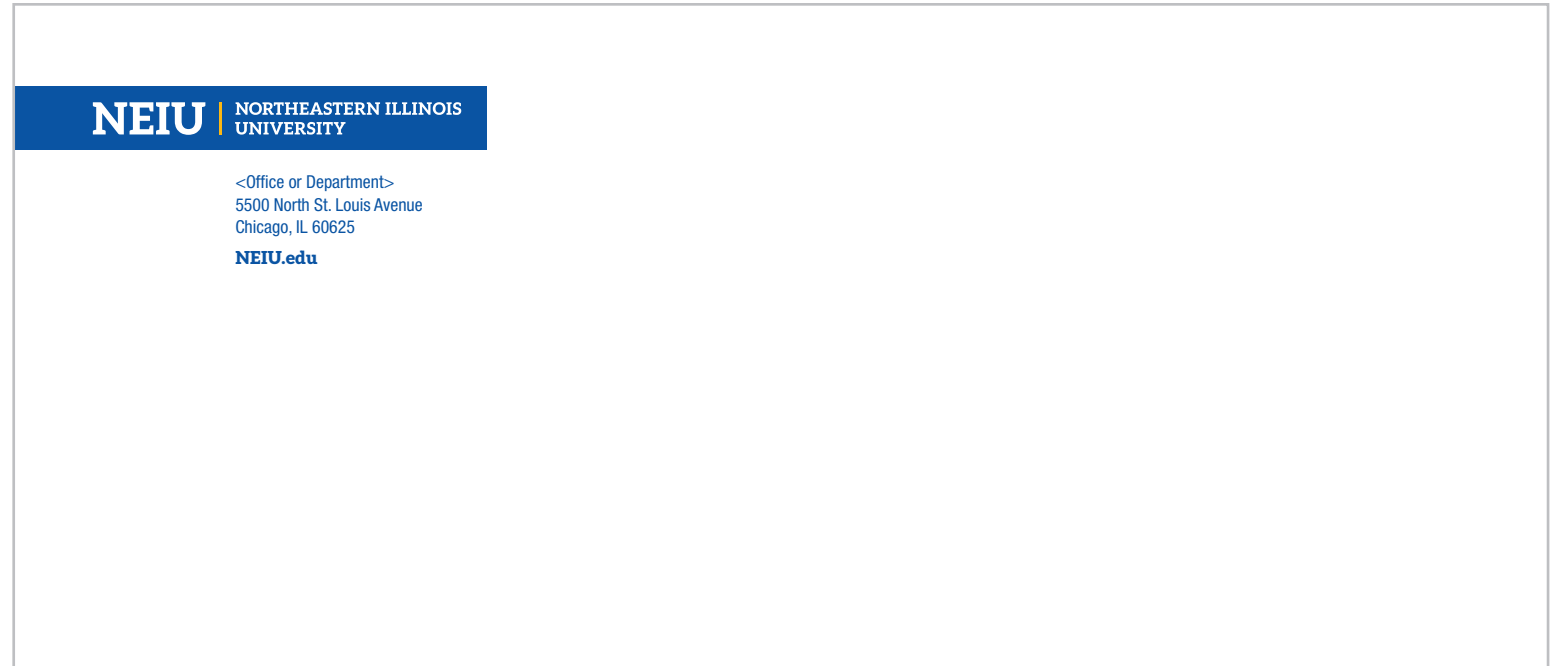
#10 (9.5" x 4.125")

A2 (5.75" x 4.375")

A6 (6.5" x 4.75")

A7 (7.25" x 5.25")

To order envelopes, go to
www.neiuprintstore.com



Email Signatures

Use the approved NEIU email signature format to present a consistent and professional identity. Keep signatures simple and limited to essential contact information. Do not alter the approved logo, colors, fonts or layout, and avoid adding quotes, graphics, badges or unapproved logos that compete with the NEIU brand.

To copy and paste into your email signature please go to:
www.neiu.edu/brand/graphic-elements/university-email-signature

EMAIL SIGNATURE SET-UP

10pt Arial Bold

First and Last Name (Pronoun)

10pt Arial

Job Title

space

10pt Arial Bold

College or Department

Northeastern Illinois University

5500 North St. Louis Avenue, Chicago, IL 60625

Office: (773) 000-0000

Phone: (773) 000-0000

Cell: (773) 000-0000

Fax: (773) 000-0000

space

10pt Arial Bold

NEIU.edu

space

Logo 1/2" height

NEIU

NORTHEASTERN ILLINOIS UNIVERSITY

ADDITIONAL LOGO(S) APPLICATION

It is also appropriate to include NEIU approved icons or graphics with the approved NEIU email signature, provided they are used as intended and do not compete with or alter the University's primary identity.

Northeastern Illinois University Brand Guidelines

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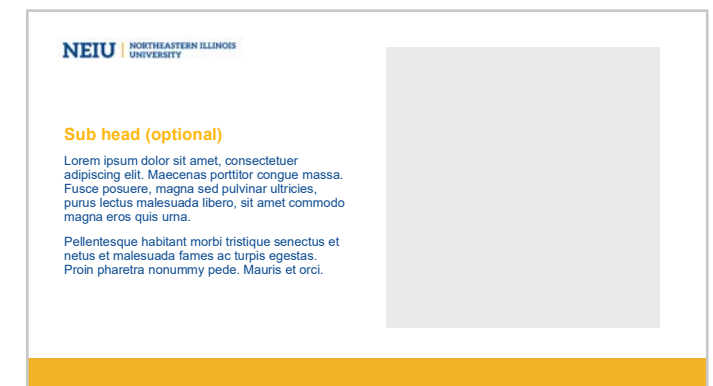
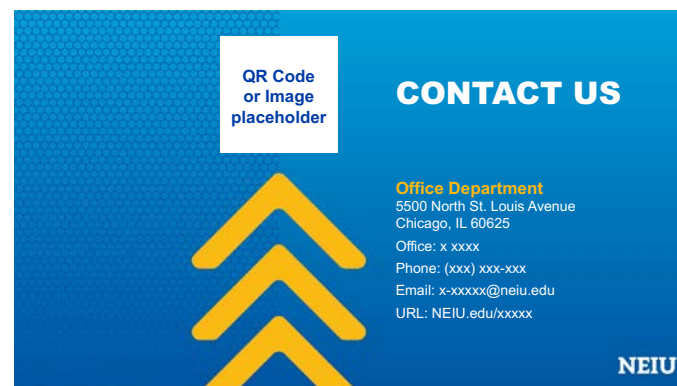
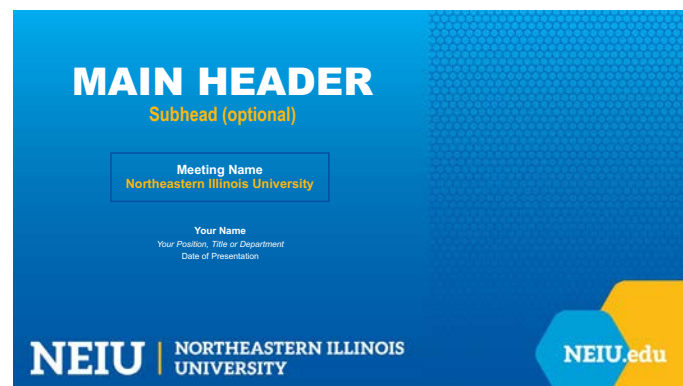
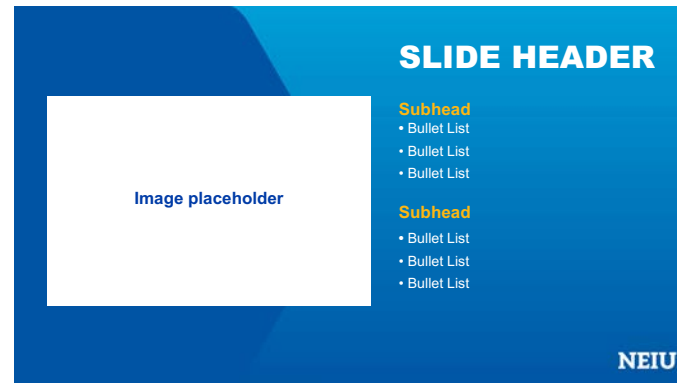
Powerpoint

DOWNLOAD TEMPLATES

Presentation templates are available on the Marketing and Communications website www.neiu.edu/brand. A pre-designed title slide template and banner system for additional PowerPoint slides provide consistent branding across presentations. The templates include a background image and fonts.

Help in customizing the templates can be requested by contacting the Division of Marketing and Communications.

[Marketing Consultation Request Form](#)



Apparel and Merchandise

Representing the University with pride.

Apparel helps foster pride and recognition both on and off campus. Branded apparel worn by the NEIU community should present a consistent and recognizable representation of the University.

Use only approved logos, colors and design elements when creating apparel for departments, programs, events or organizations. Designs should be simple, legible and appropriate for the garment and printing method while maintaining the integrity of the brand. Consistent application across all apparel helps strengthen the University's identity and creates a unified presence.



Digital Guide

Bringing the brand to life online.

The digital guide provides standards and best practices for applying the University brand across digital platforms and experiences. From websites and email communications to social media, presentations and digital advertising, these guidelines help ensure every interaction is consistent, accessible and aligned with the University's visual identity.

Digital communications should prioritize clarity, usability and accessibility while maintaining the core elements of the NEIU brand. By following these standards, departments and partners can create engaging digital experiences that strengthen recognition, build trust and provide a cohesive experience for every audience, on every device.



Web Banners and Digital Assets

Designed for every screen

Digital assets on NEIU.edu and across email, social media, digital signage, presentations and advertising should create a consistent, recognizable NEIU experience.

Web banners and other digital graphics should be designed with clarity, accessibility and performance in mind. Use approved NEIU colors, typography, photography and graphic elements. Design for clarity, accessibility and responsive display across desktop and mobile. Keep messaging concise, maintain strong visual hierarchy and ensure every asset supports the NEIU brand and directs audiences clearly to relevant content or action.

SIZE EXAMPLES



1920x 1080px ratio: 16:9



300 x 300px ratio: 1:1



900 x 600px ratio: 3:2

Social Media

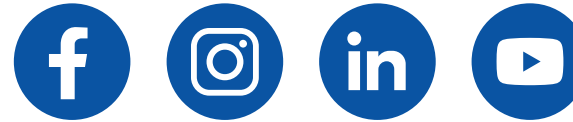
Connecting the NEIU community with a consistent voice.

Social media extends the NEIU brand by connecting prospective and current students, alumni, faculty, staff and the broader community. Every post should reflect NEIU's mission, values and visual identity while creating authentic, meaningful engagement.

Imagery, headlines and captions for social media should be consistent with the NEIU brand and university values. This includes connecting post topics to the NEIU brand personality traits of Drive, Support & Empowerment and Self Expression, as well as the values of Integrity, Excellence, Access to Opportunity, Diversity, Community and Empowerment Through Learning.

University departments should consult with the Division of Marketing and Communications before creating an NEIU social media account.

The consultation will review the account's purpose and ensure use of approved NEIU branding and social tags.



BEST PRACTICES

- **Lead with people and stories.** Feature authentic NEIU students, faculty, alumni and experiences.
- **Keep it clear and concise.** Use strong visuals, short copy and a clear call to action.
- **Show NEIU in action.** Highlight learning, achievement, career preparation and community impact.
- **Use the NEIU voice.** Be welcoming, confident, conversational and audience-focused.
- **Stay on brand.** Use approved logos, colors, typography, photography and templates.
- **Design for accessibility.** Use readable type, strong contrast, captions and alt text when appropriate.
- **Be intentional.** Every post should inform, engage, inspire or strengthen understanding of NEIU.

BEFORE YOU POST:

Does this content help our audience understand NEIU, connect with our community or take meaningful action?



NEIU

NORTHEASTERN ILLINOIS
UNIVERSITY

For any questions or permissions
please contact the
Northeastern Illinois University
Division of Marketing and Communications
marketing@neiu.edu

UPDATED SEPTEMBER 1, 2026