

BRAND IDENTITY GUIDELINES

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BRAND MODEL

This brand model is an internal company philosophy that conceptually captures the essence of Neumont University's core personality and perceived identity. This model is likely never directly seen by the customer, but Neumont University staff and partners must reflect this identity in every communication.

EMOTIONAL EPICENTER

Technology is my passion. I'm the "go to" person for family and friends when it comes to technical questions and I get a "rush" each time I am able to solve some sort of technological problem. I want to work hands-on with the most innovative technology and be surrounded by people who share my enthusiasm for it. I want to be in an environment that allows my creativity to thrive and to focus on things that really matter.

CORE BRAND MESSAGE

Uniting technology and creativity to develop the innovators of tomorrow.

BRAND PERSONA

Verbal Style: Genuine, youthful, tech-literate, concise, scannable

Neumont students are very savvy and don't like fake or wanna-be tech speak. Text for Neumont needs to be written by a true geek who is actually a part of their world. Narrative should be colorful, smart, and ambitious. It should never be indul-

gent or ramble, meaning students will get impatient with unnecessary wordiness. Text should be broken down with numerous headings so it can easily convey its meaning without actually being read (scannable). The text should celebrate technology, inspire creativity, and motivate excellence. All copy should be user-friendly with a minimal touch of geek talk and snark.

Where appropriate substitute visual infographics instead of text to increase interest, efficiency, and likelihood of engagement.

Visual Style: Celebration of analog and digital reality. Colorful, smart, fascinating, evolving.

The overall visual signature of Neumont University consists of occasional large solid yellow fields juxtaposed with white space accented with red, orange, and black. Compositions should not be overly colorful, using only one or two colors at most. Dark gray should be used for text rather than black. Designs should avoid excessive decoration or trendiness. Pragmatism should win out over style.

ANALOG IMAGERY

Analog imagery is photography with real Neumont students as models depicted in grayscale multiplied into the background. In portraits, students should be honest, confident, and with a barely detectable smile. If in a setting, the setting should be reality, not staged. Imagery should be real - stock photos are strongly discouraged. Color photographs can be used but for any imagery that is not a portrait.

DIGITIZED IMAGERY

Neumont is all about taking the analog world and digitizing, organizing, compressing, harnessing, and modularizing it into order. The juxtaposing of organic analogous forms with regimentation and organization is the essence of this relationship. Fascinating patterns, underlying structures, transparent layers, intelligent parallels, and undetected opportunities are at the heart of these visual expressions.

BRAND EXPERIENCE

STUDENTS

The past few years at Neumont University have been intense. The hands-on approach enabled me to understand technology and programming in much more detail, and all the Enterprise Projects for real companies were so exciting. It was cool to take a complicated problem and build a solution that provided real value to the Enterprise Partner. I appreciated that my interests and talents were understood and put to use in exciting and rewarding ways. My experience at Neumont gives me greater confidence as I enter the job market. I've learned how to learn and that makes me highly adaptable in an ever changing business world. I look forward to beginning my career years before anyone else I know and getting a head start on making a significant impact.

PARENTS

Neumont University's focused curriculum allows my child to focus on the technical subject matter he/she truly loves, and the real-world experience and close interaction with faculty gives me the peace of mind that my child is getting a solid education. I have watched how my son/daughter has grown not only academically, but as a team player, a leader, and as an adult. Seeing the relationships the university has with reputable businesses and the success rate they have in placing other graduates into stable, well-paying positions gives me the assurance that my son/daughter will have a bright professional future.

LOGO

CORE LOGO

This is the core Neumont University logo. Where there is also a vertical version, this horizontal version should be used wherever possible.



The logo and the corporate colors are key elements for establishing and maintaining the Neumont brand identity. Careful and consistent usage of the logo will ensure a strong brand. Note that the lettering in some cases is dark gray and NOT black.

ADDITIONAL LOGO VERSIONS

These additional logos have various uses and require special approval.



NEUMONTUNIVERSITY.

COLOR OPTIONS

There are three core color schemes for the Neumont logo (in order of preference):

1. Logo on a white background (**preferred**).
2. Logo reversed out of dark gray.
3. Logo on a yellow background.



Note that for each case, there is a version of the logo with minor color adjustments that are best for each situation (for example, the orange color is darker when reversed). Please be sure to use the correct version of the logo that is designed for the corresponding background.

Special permission is required to use logo on ANY other background.

CLEAR SPACE REQUIREMENTS

Having the appropriate clear space around the logo will help maintain the brand identity. The amount of clear space is based on height of the "NEUMONT UNIVERSITY" text. This height should be the measurement of minimum clear space around the logo.



REGISTERED TRADEMARK

The Neumont University name is a registered trademark of Neumont University. The ® mark is an essential part of the logo and under no circumstance should it be removed.

TAGLINE

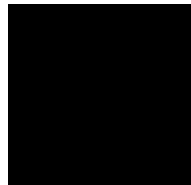
The previous tagline, Encoding the Next, is shelved until further notice. No tagline currently exists.

INCORRECT USAGE

Incorrect usage of the logo includes but is not limited to the following: relocating the nu, adding companion elements, other colors, drop shadows, bevels, rotation on XYZ axis, size relationships between elements, geometric alterations, non-solid backgrounds, non-approved background colors, alternate typefaces, transparency, blurring, invading clearspace areas, changing the text from dark gray to black, or skewing.

COLOR PALETTE

CORE IDENTITY COLORS



SUPPORTED BLACK
CMYK: 30,30,30,100
PMS COATED: BLACK
PMS UNCOATED: BLACK
HEX: #000000
RGB: 0,0,0



NU LOGO GRAY
CMYK: 10,10,10,85
PMS COATED: 7540 C
PMS UNCOATED: 433 U
HEX: #2B2929
RGB: 44,42,42



NU YELLOW
CMYK: 0,10,100,0
PMS COATED: 109 C
PMS UNCOATED: 108 U
HEX: #FFCC00
RGB: 255,204,0



NU ORANGE
CMYK: 0,25,95,0
PMS COATED: 7408 C
PMS UNCOATED: 7404 U
HEX: #EA9919
RGB: 234,153,25

THE ABOVE CORE IDENTITY COLORS CONSTITUTE THE COLOR ESSENCE OF THE BRAND, WITH THE MAIN ASSOCIATION WITH THE BRAND BEING THE ANCHOR COLOR OF NU YELLOW.

SECONDARY COLORS



NU RED
CMYK: 8,83,81,6
PMS COATED: 485 C
PMS UNCOATED: TBD
HEX: #D24D3B
RGB: 210,77,59



NU TECH GREEN
CMYK: 24,0,98,8
PMS COATED: TBD
PMS UNCOATED: TBD
HEX: #D6E03E
RGB: 214,224,62



NU FINANCE GREEN
CMYK: 50,15,100,2
PMS COATED: TBD
PMS UNCOATED: TBD
HEX: #8CAB3C
RGB: 140,171,60



NU CYAN
CMYK: 69,7,0,0
PMS COATED: TBD
PMS UNCOATED: TBD
HEX: #12B5EA
RGB: 18,181,234



NU BLUE
CMYK: 90,57,0,0
PMS COATED: 660 C
PMS UNCOATED: TBD
HEX: #056CB6
RGB: 5,108,182



NU GRAPE
CMYK: 35,59,13,0
PMS COATED: TBD
PMS UNCOATED: TBD
HEX: #AB79A3
RGB: 171,121,163

GRAYS



NU WARM GRAY LT
CMYK: 0,4,8,17
PMS COATED: WARM GRAY #3
PMS UNCOATED: TBD
HEX: #D8CFC6
RGB: 216,207,198



NU WARM GRAY MED
CMYK: 0,6,12,31
PMS COATED: WARM GRAY #6
PMS UNCOATED: TBD
HEX: #BAB0A5
RGB: 186,176,165



NU WARM GRAY DK
CMYK: 0,11,20,47
PMS COATED: WARM GRAY #9
PMS UNCOATED: TBD
HEX: #998B7D
RGB: 153,139,125



NU STEEL GRAY DK
CMYK: 0,0,0,75
PMS COATED: TBD
PMS UNCOATED: TBD
HEX: #636363
RGB: 99,99,99



NU STEEL GRAY LT
CMYK: 43,35,35,1
PMS COATED: TBD
PMS UNCOATED: TBD
HEX: #989898
RGB: 152,152,152

UTILITY



NU REVERSE LOGO
CMYK: 0,40,95,0
PMS COATED: 7409 C
PMS UNCOATED: 7549 U
HEX: #E88823
RGB: 232,136,35

THIS COLOR IS ONLY TO BE USED AS THE ORANGE "U" IN THE REVERSED VERSION OF THE LOGO

TYPOGRAPHY

PROFESSIONALLY DESIGNED MARKETING MATERIALS

DISPLAY TYPE AND HEADLINES - DIN

Headlines should be all caps and consist of a combination of DIN Light and DIN Bold (letterspacing is tight at -30% and wordspacing is at 120%, then manually kerned as need for even color, and leading is tight so all gaps seem harmonious). Important words should be bolded. The cursor (underscore) character that previously followed Neumont headlines has been discontinued and should not be used.

Correct word spacing, letter spacing, and kerning for headlines.

ENCODING THE NEXT
WAVE OF GENIUSES.

Incorrect default formatting (note excessive spacing)

ENCODING THE NEXT
WAVE OF GENIUSES.

Decorative cursor has been discontinued.

**OLD NEUMONT
HEADLINE STYLE_**

BODY TEXT AND SUBHEADINGS - DIN NEXT

Din Next should be used for everything except display headlines. It is a more standardized family designed for more modern general uses. Letterspacing or wordspacing should not be modified.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+ -= {} [] | \ : " ; ' < > , .
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+ -= {} [] | \ : " ; ' < > , .
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+ -= {} [] | \ : " ; ' < > , .

DAY-TO-DAY OFFICE USE - SANS-SERIF

DIN and DIN Next are always preferred in public Neumont marketing communications and signage, but for general office use, Calibri is acceptable.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+ -= {} [] | \ : " ; ' < > , .
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+ -= {} [] | \ : " ; ' < > , .
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+ -= {} [] | \ : " ; ' < > , .

DAY-TO-DAY OFFICE USE - SERIF

The Georgia font may be used for letters. It should not be used for large headings.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+ -= {} [] | \ : " ; ' < > , .
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&()_+ -= {} [] | \ : " ; ' < > , .*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+ -= {} [] | \ : " ; ' < > , .