NU-Q
Visual Identity Guidelines
Introduction

These guidelines introduce the key components of our visual identity, along with basic supporting principles to ensure our identity remains bold, cohesive and consistent.
When using the master logo there are a few principles to consider.

**Positive**
This can either appear in black or in NU Purple (see p.49) against a light background for contrast and visibility.

**Reversed**
If the background color is dark, use the reversed version which appears in white only.
Minimum Size

To maintain prominence and legibility the master logotype should not be reproduced below a width of 42mm.
Minimum Exclusion Zone

To maintain clarity and visual integrity of the logotype, a minimum exclusion zone has been created to prevent any other design elements (text or imagery) from encroaching on this space.

This area is defined by placing a measurement around the perimeter of the logotype. This measurement marked as ‘2x’ is based on twice the cap height of the ‘N’ of Northwestern.
Typefaces
Northwestern University in Qatar’s primary typeface is Gotham, which is presented in a variety of weights to allow for greater flexibility across applications. It has a tone that is assertive but never imposing, combined with an honesty and straightforwardness. The geometric characteristics of Gotham complements the NU-Q logo and graphic device.
Some key weights have been selected to provide for a variety of uses across communication platforms.

**Gotham Medium**
Used for all primary titles across key communications, supported by Gotham Book.

**Gotham Narrow Book**
Used to set large, dense blocks of body copy.

**Gotham Light/Ultra**
It is recommended that the lighter and heavier weights of Gotham are used to help signal refinement and authority, respectively.

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**Primary Titles**
Gotham Medium

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
.,?!";'\{|}\}\[
(and%$@
```

**Supporting Typeface**
Gotham Book

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
.,?!";'\{|}\}\[
(and%$@
```

**Body Copy**
Gotham Narrow Book

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
.,?!";'\{|}\}\[
(and%$@
```

**Conference Brochures**
Gotham Ultra

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
.,?!";'\{|}\}\[
(and%$@
```

**Invites and graduation book**
Gotham Light

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
.,?!";'\{|}\]\[
(and%$@
```
To ensure visual harmony between Roman and Arabic typefaces, *Janna* has been chosen to complement the geometric form of Gotham.
Secondary Roman Typeface
Sabon

Sabon Roman

ABCDEFghijklmn
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
.,?!';":/\}{[])(and%$@

NU-Q's secondary typeface is Sabon, an elegant and refined serif typeface used to contrast with the sans serif Gotham.

All weights of Sabon are available to use alongside Gotham.

This juxtaposition is seen most evidently in graduation books, invitations and conference brochures.

Please ensure that Sabon is used selectively and sensitively as a complement to the use of Gotham.

Sabon Roman Italic

ABCDEFghijklmn
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
.,?!';":/\}{[])(and%$@

Sabon Bold

ABCDEFghijklmn
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
.,?!';":/\}{[])(and%$@

Sabon Bold Italic

ABCDEFghijklmn
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
.,?!';":/\}{[])(and%$@
Secondary Arabic Typeface
Koufiya

To ensure there is visual harmony between Roman and Arabic typefaces, *Koufiya* has been selected to complement *Sabon*. Use with care to ensure this is not the dominant typeface.

Koufiya Regular

اطن مكضصثقفغعهخچة
دوشذگهپشنگچفسیب
أوئيظطذ
۱۲۳۴۵۶۷۸۹
./؛،؟’”‘(and%$@

Koufiya Bold

اطن مكضصثقفغعهخچة
روشذگهپشنگچفسیل
أوئيظطذ
۱۲۳۴۵۶۷۸۹
./؛،؟’”‘(and%$@
Color Palette
Color is vital in bringing our visual identity to life. It can be used to set a tone or feeling, inject pace throughout publications or as a highlight for key information.

**Primary color**

NU Purple is the official color for Northwestern and this forms the foundation of the NU-Q color palette.

**Secondary colors**

This set of vibrant colors serves as a bold accent to complement the primary NU Purple. These colors can also work with neutral tones such as black or white. Please ensure that two secondary colors are not used together.

**Primary**

- **NU Purple**
  - CMYK: C85 M100 Y0 K15
  - RGB: R78 G42 B132
  - HEX: 4E2A84

**Secondary**

- **Coral**
  - Pantone: 191C
  - CMYK: C0 M76 Y38 K0
  - RGB: R244 G71 B107
  - HEX: F4476B

- **Orange**
  - Pantone: 1375C
  - CMYK: C0 M43 Y90 K0
  - RGB: R249 G155 B12
  - HEX: F99B0C

- **Turquoise**
  - Pantone: 3265C
  - CMYK: C66 M0 Y39 K0
  - RGB: R0 G198 B178
  - HEX: 00C6B2

- **Lime**
  - Pantone: 389C
  - CMYK: C21 M0 Y85 K0
  - RGB: R206 G224 B7
  - HEX: CEE007
The circular Arabic seal should not be treated as a logo, but as a reminder of our location.

It should not be saved exclusively for Arabic communications but should be used across the board, in bilingual and even English-only materials to signal our pride in NU-Q’s vibrant mix of Arabic and western influences. That said, it should be used sparingly so that it becomes a special edition to a piece of communication and not an overused pattern or background.

The seal should not be used on any advertising/promotional material.
Queries regarding these guidelines or access to logos and digital assets, should be directed to the Strategic Media and Marketing Department.