


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.

Logo

Master Logo

Positive



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.

Reversed



Minimum Size



NORTHWESTERN
UNIVERSITY
IN QATAR

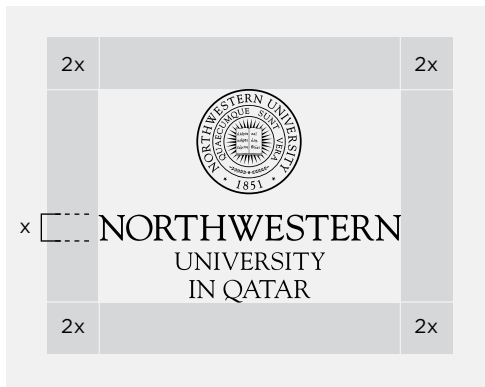
┌────────── 42mm ─────────┐

Minimum Size

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



Minimum Exclusion Zone



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



Primary Typeface Gotham

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.

A B C D E F G H I J K L
M N O P Q R S T U V
W X Y Z *a b c d e f g h i*
j k / *m n o p q r s t u v w*
x y z 0 1 2 3 4 5 6 7 8 9

Gotham

Key weights

Primary Titles Gotham Medium

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890
.,?!";:’/|\}{}[]
(and%\$@)

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.

Supporting Typeface Gotham Book

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890
.,?!";:’/|\}{}[]
(and%\$@)

Body Copy Gotham Narrow Book

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890
.,?!";:’/|\}{}[]
(and%\$@)

Conference Brochures Gotham Ultra

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890
.,?!";:’/|\}{}[]
(and%\$@)

Invites and graduation book Gotham Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890
.,?!";:’/|\}{}[]
(and%\$@)

Primary Arabic Typeface

Janna

Janna Regular

م ك ض ص ث ق ف غ ع ه خ ح ج ة
پ ٹ ں گ چ ف س ی ب ل ا ت ن
ا ء و ئ ی ظ ط ذ ز ر و ش ڈ ے ی
۱ ۲ ۳ ۴ ۵ ۶ ۷ ۸ ۹ .
، ؟ " ' : ; , / | \ } { [] (and % \$ @

To ensure visual harmony between Roman and Arabic typefaces, *Janna* has been chosen to complement the geometric form of Gotham.

Janna Bold

م ك ض ص ث ق ف غ ع ه خ ح ج ة
پ ٹ ں گ چ ف س ی ب ل ا ت ن
ا ء و ئ ی ظ ط ذ ز ر و ش ڈ ے ی
۱ ۲ ۳ ۴ ۵ ۶ ۷ ۸ ۹ .
، ؟ " ' : ; , / | \ } { [] (and % \$ @

Secondary Roman Typeface

Sabon

Sabon Roman

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
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
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890
.,?!";:’/\}\{\[\](and%\$@*

Sabon Bold

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890
.,?!";:’/\}\{\[\](and%\$@**

Sabon Bold Italic

***ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890
.,?!";:’/\}\{\[\](and%\$@***

Secondary Arabic Typeface

Koufiya

Koufiya Regular

ل ات ن م ك ض ص ث ق ف غ ع ه خ ح ج ة
د ز ر و ش ء ي پ ٹ ں گ چ ف س ي ب
إ أ و ئ ي ظ ط ذ
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠
، ؟ ” ؛ : ، / \ } { [] (and % \$ @

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.

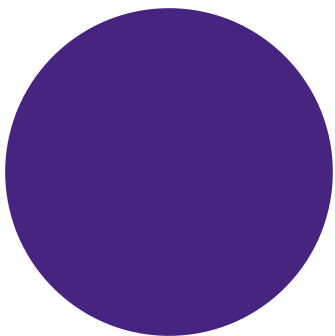
Koufiya Bold

ل ات ن م ك ض ص ث ق ف غ ع ه خ ح ج ة
د ز ر و ش ء ي پ ٹ ں گ چ ف س ي ب ل
إ أ و ئ ي ظ ط ذ ذ ز
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠
، ؟ ” ؛ : ، / \ } { [] (and % \$ @

Color Palette

Color Palette

Primary



NU Purple

CMYK C85 M100 Y0 K15
RGB R78 G42 B132
HEX 4E2A84

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.

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

Arabic Seal

Arabic Seal



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.

Contact

Queries regarding these guidelines or access to logos and digital assets, should be directed to the Strategic Media and Marketing Department.

