





## ABOUT NOTRE DAME DE NAMUR UNIVERSITY

Founded 170+ years ago, NDNU is a fully accredited, private, Catholic, co-educational master's university, located on the San Francisco Peninsula in Silicon Valley. NDNU broadens the perspective and outlook of its students by exposing them to peers with very different backgrounds, cultures and world views.



## FONT USAGE

### WEB

Primary Font Family: Roboto

- Roboto Regular
- *Roboto Italic*
- **Roboto Black**

Secondary Font Family: Arial

- Arial Regular
- *Arial Italic*
- **Arial Bold**

### PRINT

Primary Font Family: Futura

- Futura Book
- Futura Medium
- **Futura Heavy**

Secondary Font Family: Arial

- Arial Regular
- *Arial Italic*
- **Arial Bold**

## CORPORATE LOGO

Preferred logo for legal documentation.



PANTONE 289C  
CMYK: 100 60 0 56  
RGB: 0 50 99  
HEX: #003263



PANTONE 125C  
CMYK: 0 26 100 26  
RGB: 196 150 12  
HEX: #C4960C

## LOGO GUIDELINES

Acceptable logo usage examples



15-20%  
BLACK OVERLAY  
OVER IMAGE

# Writing Style Guide

## Style guide: copy

NDNU communications are guided by the most current edition of *The Associated Press Stylebook*, with some exceptions (see academic degrees and serial commas below). Refer to the stylebook for correct grammar, including punctuation, capitalization and other common questions. Refer to the chart below for specific items relative to NDNU.

	Guideline	Example
<b>Academic degrees and areas of study</b>	Use lowercase when referring to degrees or credentials in the generic form	associate's degree bachelor of arts bachelor of science teaching credentials master's degree honorary doctorate
	Use initial caps for the name of academic degrees and programs	Bachelor of Arts in Political Science Master of Business Administration Doctor of Philosophy in Art Therapy Preliminary Single Subject Credential
	In an exception to the <i>AP Stylebook</i> , NDNU uses initial caps for areas of study	NDNU offers online graduate programs in Business Administration, Public Administration, and TESOL.
	Do not use periods when abbreviating degrees	BA, MA, MS, MFT, PhD, EdD
	Always put an apostrophe after master's and bachelor's	master's degree, bachelor's degree
<b>Academic departments</b>	Use initial caps for names of departments and schools	School of Business and Management Department of History Art Department English Department
<b>Capitalization</b>	Do not capitalize seasons when they refer to semesters	He will graduate spring 2019
<b>Not-for-profit designation</b>	Use hyphens with the not-for-profit designation as a compound adjective before a noun	NDNU is a not-for-profit university
<b>Phone numbers</b>	All forms are acceptable. Be consistent within items such as business cards, email signatures or collateral	(650) 508-3500 650-508-3500 650.508.3500

## Style guide: copy cont.

<p><b>Serial commas</b></p>	<p>In an exception to the <i>AP Stylebook</i>, NDNU uses the serial or Oxford comma for a series of three or more parallel items in a sentence</p>	<p>NDNU offers online graduate programs in Business Administration, Public Administration, and TESOL.</p>
<p><b>Time</b></p>	<p>Use lowercase and periods</p>	<p>11:00 a.m. to 2:30 p.m.</p>
<p><b>Titles: Academic degrees</b></p>	<p>Professors' titles: in general use "Professor" as the title for all tenure-track faculty members, and do not use a degree following her/his name. If a faculty member is a program coordinator and not in a tenure-track position, refer to the faculty member with Dr. as title if the faculty member has a doctoral degree. Do not use PhD or EdD after a faculty member's name when using the title Dr.</p>	<p>Professor Kim Tolley Prof. Kim Tolley Dr. Amy Backos</p>
<p><b>Titles: University president</b></p>	<p>Use the word "President" as the president's title with the president's full name on first mention. For subsequent mentions, use the title President with only the last name. In general, do not use a degree after the president's name</p>	<p>First mention: President Judith Maxwell Greig</p> <p>Subsequent mentions: President Greig</p>
<p><b>University name in possessive form</b></p>	<p>Do not use the university name with an apostrophe when indicating a possessive item</p>	<p>Correct: The NDNU website Incorrect: NDNU's website</p> <p>Correct: NDNU professors Incorrect: NDNU's professors</p>