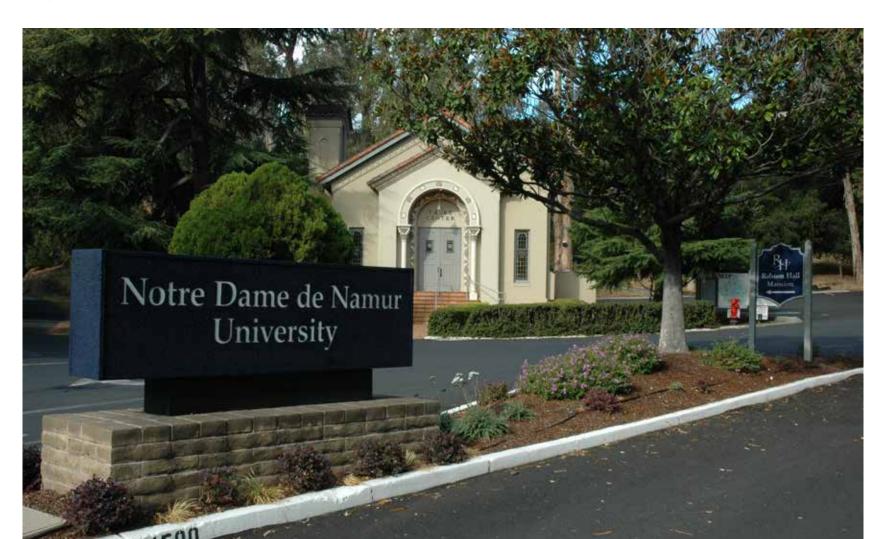




ABOUT NOTRE DAME DE NAMUR UNIVERSITY

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.



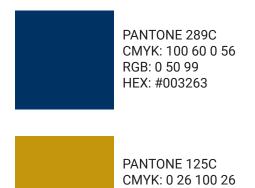
FONT USAGE

WEB	PRINT
Primary Font Family: Roboto	Primary Font Family: Futura
Roboto Regular	• Futura Book
• Roboto Italic	 Futura Medium
· Roboto Black	· Futura Heavy
Secondary Font Family: Arial	Secondary Font Family: Arial
Arial Regular	 Arial Regular
• Arial Italic	• Arial Italic
· Arial Bold	· Arial Bold

CORPORATE LOGO

Preferred logo for legal documentation.





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
Academic degrees and areas of study	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 AP Stylebook, 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
Academic departments	Use initial caps for names of departments and schools	School of Business and Management Department of History Art Department English Department
Capitalization	Do not capitalize seasons when they refer to semesters	He will graduate spring 2019
Not-for-profit designation	Use hyphens with the not-for-profit designation as a compound adjective before a noun	NDNU is a not-for-profit university
Phone numbers	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.

Serial commas	In an exception to the AP Stylebook, NDNU uses the serial or Oxford comma for a series of three or more parallel items in a sentence	NDNU offers online graduate programs in Business Administration, Public Administration, and TESOL.
Time	Use lowercase and periods	11:00 a.m. to 2:30 p.m.
Titles: Academic degrees	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.	Professor Kim Tolley Prof. Kim Tolley Dr. Amy Backos
Titles: University president	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	First mention: President Judith Maxwell Greig Subsequent mentions: President Greig
University name in possessive form	Do not use the university name with an apostrophe when indicating a possessive item	Correct: The NDNU website Incorrect: NDNU's website Correct: NDNU professors Incorrect: NDNU's professors