Kellogg School of Management

CREATIVE GUIDELINES

Northwestern | Kellogg
School of Management

Contents

Purpose of document

The way we talk about the Kellogg School of Management and demonstrate who Kellogg is may seem like second nature to us, but it's these brand standards that hold us together as an organization. Put simply, consistency telegraphs unity.

The Kellogg brand today represents the work of many individuals, including several deans, department heads and senior leaders. This document is a compilation of standards that will evolve with our brand over time.

We count on your support of our brand standards in the work you produce for Kellogg. Throughout these pages, you will see requirements that you are expected to follow in order to uphold brand consistency. These guidelines should make the important role you play in this organization easier with brand tools.

If you have questions about any element of the Kellogg brand and its standards, please contact BrandTools@kellogg.northwestern.edu.

BRAND TOOLS!   **Look for the TOOL icon for easy links to ssets**

WHO
WE ARE

The Kellogg story

The world is changing faster than ever in unpredictable ways. Leaders cannot rely on static tenets to carry them through their careers, because our knowledge of what matters in business is constantly evolving. For every technological advancement, there are social shifts. An understanding of human biases, fears and motivators is fundamental to successfully implementing groundbreaking tools and applications.

Areas that were once considered "soft" and people-focused, such as marketing, now rely on analytics and big data. And the areas known for a focus on quantitative analysis, such as finance, hinge on more qualitative skills, such as telling a compelling story to attract investors. In many cases, our assumptions of what is required have been flipped. As progress pushes forward the frontiers of what's possible — often in unpredictable ways — business leaders must find ways to embrace change and find opportunity in disruption.

Business schools must educate leaders who can rise to this challenge. At Kellogg, we believe our style of management education makes us especially well-equipped to produce distinctive leaders who can point the way forward in an increasingly complex world.

Our pioneering team-based learning model and the multitude of experiences we offer invite students to stretch themselves and explore not just what they want to learn but who they want to become. Immersed in deep and broad coursework from within and across multiple academic disciplines, students learn to solve problems with a special combination of analytical thinking, creativity and social intelligence. This approach is not new for us; in fact, it has been embedded in the core of our institutional culture for more than a century.

ⓘ **This narrative is not website or advertising copy.** Instead, it is internal-facing language to help Kellogg staff understand our brand and begin to weave these themes into our communications. No portion of it is intended to be copied or shared externally.

SECTION 2

BRAND
FRAMEWORK
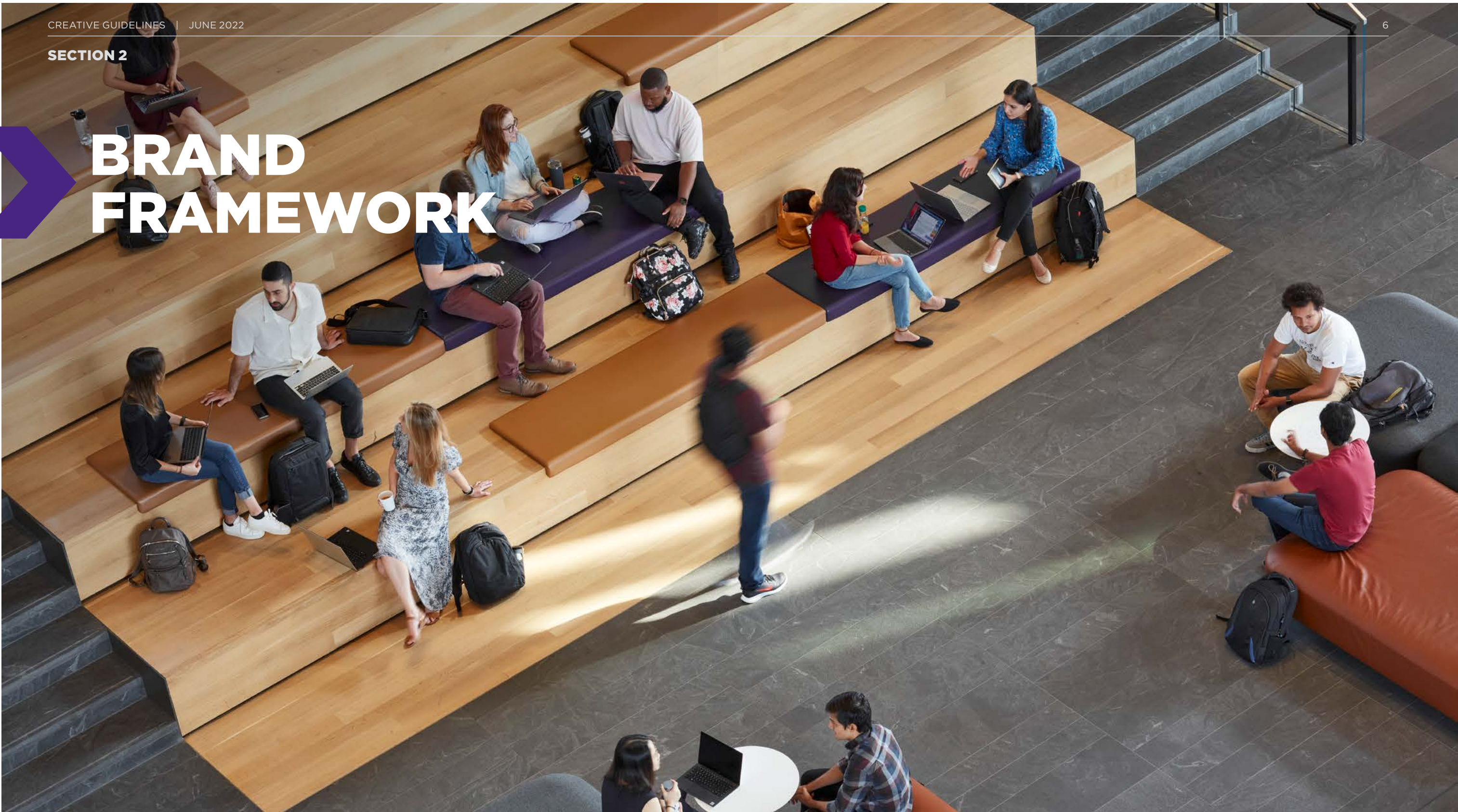
SECTION 2: BRAND FRAMEWORK

Our brand positioning

Our **brand positioning statement** is an internal-facing, one-sentence summary of how Kellogg differentiates itself within our landscape of business education. It answers the question, "Why should a student come to Kellogg?"

OUR CATEGORY **Among elite global business schools,**

OUR BENEFIT **Kellogg uniquely prepares you to succeed in a rapidly changing world by**

WHAT WE OFFER **fostering a combination of analytical, creative and social intelligence**

OUTCOMES **to become an innovative, collaborative, adaptive leader.**

SECTION 2: BRAND FRAMEWORK

Our brand positioning

One portion of this brand positioning statement, **what we offer**, helps set us apart in the business school landscape.

A combination of analytical, creative and social intelligence

Our alumni tell us that a particular mix of hard and soft skills — this blend of emotional intelligence with data-driven thinking — is the hallmark of the Kellogg experience. It's no longer enough to be "good with the numbers" or talented at managing people. Today's business landscape demands leaders who can do both, while also fostering an environment that encourages teams to reach for ever-more creative, innovative solutions.

The entire Kellogg experience, regardless of program, major, pathway or career interest, fosters this special combination of qualities. This perspective on business education is embedded in our curriculum, from courses on fundamental business frameworks in core disciplines to cutting-edge classes in new and emerging fields, taught by researchers from a surprising variety of academic disciplines. It extends to our school culture and our cocurricular experiences, which challenge students to work together, push each other and reach higher.

We focus on equipping students with a multidimensional set of skills that will serve them not just in their next great job, but for their entire career.

SECTION 2: BRAND FRAMEWORK

Attributes of a Kellogg Leader

Our alumni tell us they immediately recognize fellow graduates because they share this special combination of traits. And our students tell us they chose Kellogg in part to develop these traits within themselves. We call these our **leader attributes**. Kellogg Leaders develop all of these qualities and then demonstrate them simultaneously throughout their careers and lives.

For each of these attributes, we've included a description and a variety of supporting evidence from across our curriculum, cocurricular opportunities and faculty thought leadership. We invite you to use this as a springboard to gather your own data and examples from your firsthand experiences.

FIVE ATTRIBUTES OF A KELLOGG LEADER

High-Impact + Low-Ego

Creative + Innovative

Collaborative + Empathetic

Intentional + Purpose-Driven

Connected + Supportive

ⓘ **The paragraphs above are intended as internal-facing language, not to be copied or shared externally.**
For detailed guidance on which words and phrases to use for external communications, plus examples of our brand voice in action, please see pp. 13-15.

SECTION 2: BRAND FRAMEWORK

HIGH-IMPACT + LOW-EGO

Kellogg Leaders stand out with a high-impact, low-ego approach that enables them to convene and influence teams, and skillfully work with experts across disciplines to tackle the toughest challenges.

INTENTIONAL + PURPOSE-DRIVEN

Kellogg Leaders are grounded in a strong sense of purpose and value intentionality in work and in life.

CREATIVE + INNOVATIVE

Kellogg Leaders envision innovative opportunities that don't yet exist, and then apply creativity, rigorous business frameworks and emerging technology to bring those ideas to fruition within complex systems.

CONNECTED + SUPPORTIVE

Kellogg Leaders are committed to paying it forward, and guide and support others in the Kellogg alumni network throughout their careers.

COLLABORATIVE + EMPATHETIC

Kellogg Leaders embrace the hard work of empathy, solicit diverse perspectives to foster an understanding from multiple viewpoints and ultimately achieve superior outcomes.

SECTION 3

BRAND PERSONALITY

SECTION 3: BRAND PERSONALITY

What we are and are not

The Kellogg brand personality is a reflection of the kind of culture and people who make up our unique community. As such, our brand can be described as:

WARM

ENGAGING

STRONG

INTELLIGENT

WITTY

AUTHENTIC

This comes across in the way we showcase our high-impact, low-ego mentality; our creative and agile thinking; and our relentless drive for excellence.

Kellogg is not sharp elbows and siloed work. Nor are we exclusionary and divisive.

SECTION 3: BRAND PERSONALITY

Voice and tone guidance

As you craft your communications, strive to capture a tone that is:

STRONG

APPROACHABLE

SMART

CONVERSATIONAL

INSPIRING

WORD CHOICE

You are the expert on what resonates with your specific audience and how you authentically express that message as an ambassador of our brand. That said, you may find it helpful to have an idea of the kinds of words and phrases that support our brand positioning.

This is not a list of required words and phrases, but rather an invitation to further consider the concepts in this guide and reflect on how you might best elaborate on them in your communications.

THEMES TRUE TO OUR STRENGTHS	CRITICAL NUANCES OF THEME	HOW YOU CAN TALK ABOUT IT
How we lead others	Kellogg teaches students to be both high-impact and low-ego. To have impact, one does not need to be sharp-elbowed or divisive. Low-ego does not mean unambitious or overly humble.	Hands-on, involved, leading by example, team-minded, integrated, able to influence and bring others along
How we are pioneering and innovative	Kellogg Leaders acquire skills that enable them to bring new ideas to fruition, even in the midst of complexities.	Impassioned, aspiring, ambitious, imaginative, prolific
How we work together	Empathy is a prerequisite to genuine teamwork that demands inclusivity. Collaboration is a hard skill with the purpose to provoke and improve ideas. It is not a polite activity used to build consensus.	Engaged, inquiring, inclusive, motivated, curious, willing to debate, eager to dive deeper, asking the hard questions
How we lead with purpose	Being purpose-driven does not just apply to a career in social impact. An intentional leader is focused and reflective, keen to understand the needs of teams, staff and customers alike.	Grounded, values-based, determined
What fuels our culture	Our distinctive culture is not limited to campus. It starts with the student experience and extends through the Kellogg network throughout graduates' careers and lives.	A "pay-it-forward" culture, reciprocal, warm, welcoming, uplifting, genuinely interested

SECTION 3: BRAND PERSONALITY

# Our voice in action

Sample social media post

Kellogg Leaders:
High impact, high humanity

What can you expect from a Kellogg MBA? Hear from alumni on how their time at Kellogg prepared them with the hard skills to not only talk the talk, but also the compassion to walk the walk of a truly visionary leader.

Join us and become a Kellogg Leader today.

How it reflects our brand

In this sample post, the copy is short but effective. The strong headline and call to action both reinforce our brand framework, particularly the Kellogg Leader attributes of "High-Impact + Low-Ego" and "Collaborative + Empathetic." The visual brand elements further reinforce our positioning, branding this message as unmistakably Kellogg.
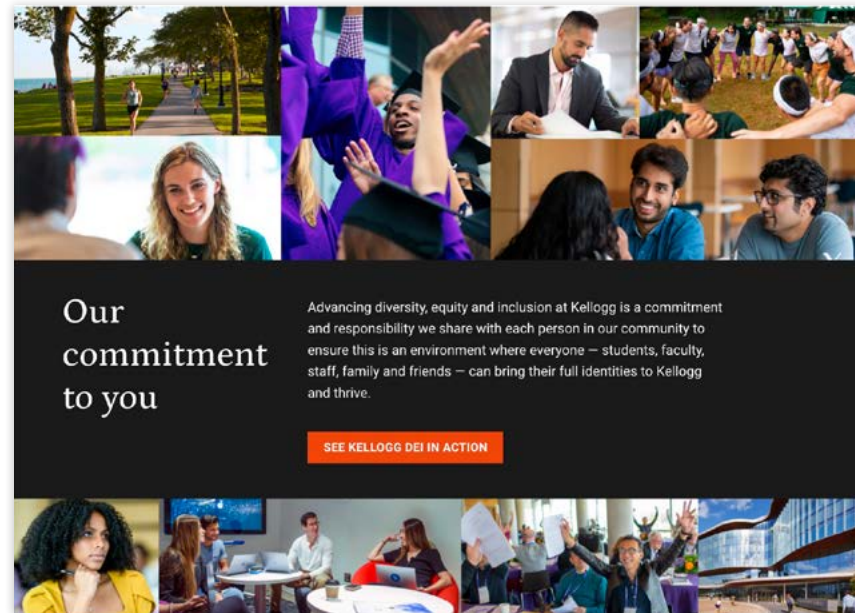
Website module

Our commitment to you

Advancing diversity, equity and inclusion at Kellogg is a commitment and responsibility we share with each person in our community to ensure this is an environment where everyone — students, faculty, staff, family and friends — can bring their full identities to Kellogg and thrive.

See Kellogg DEI in action

How it reflects our brand

This website module is an example of how this brand positioning can be used for a specific purpose, in this case, in the context of a focused, topical webpage for prospective students. The copy reinforces the "Collaborative + Empathetic" attribute of Kellogg community members and invites the reader to learn more. The imagery of actual students and campus locations adds to its sense of authenticity.

SECTION 3: BRAND PERSONALITY

Our voice in action
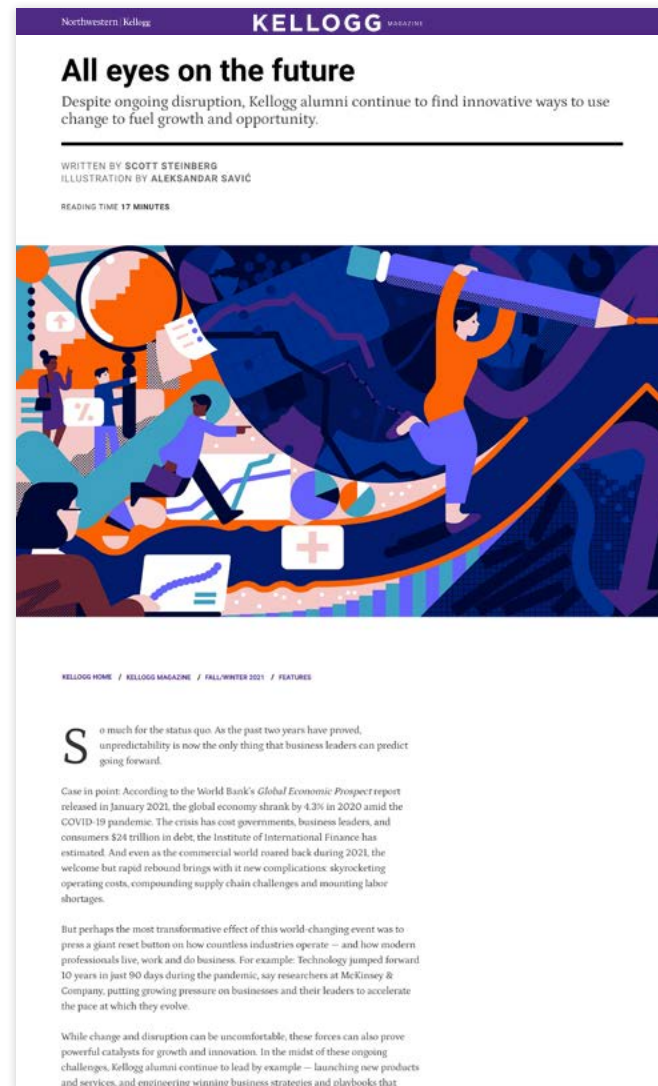
Longform article

Excerpt

"To find out what it takes to win despite disruption, *Kellogg* magazine touched base with five distinguished alumni leaders to discover how they found ways to thrive during the past two years. Their insights reveal how tomorrow's leaders can learn to more effectively overcome setbacks, bounce back from adversity and steer past challenges. They also provide essential insights into how the future's scrappiest thinkers can build bridges to opportunity, no matter how much the business world changes."

How it reflects our brand

This article from *Kellogg* magazine positions alumni as embodiments of what it means to be a Kellogg Leader. The excerpt above introduces the piece, which then moves into a series of alumni profiles. Alumni explain in their own words how they navigated ambiguity, providing powerful evidence as to how Kellogg uniquely prepared them with a special combination of enduring qualities. The bright illustration and branded navigation bar visually reinforce our brand.

ⓘ For matters of style, grammar and spelling, Kellogg uses the Associated Press Stylebook and its preferred dictionary, Webster's New World College Dictionary, Fifth Edition. A Kellogg-specific style guide is available on page 16. This document will be frequently reviewed and, if needed, updated to reflect any changes across Kellogg. If a member of your team needs access to the Kellogg AP Stylebook Online account, please contact the brand and marketing team at BrandTools@ kellogg.northwestern.edu.

SECTION 4

KELLOGG CUSTOM STYLEBOOK

SECTION 4: KELLOGG CUSTOM STYLEBOOK

Some of the most used institutional terms and phrases are listed below.

Our name:

• Kellogg School of Management (first reference)

• "Kellogg" or "the Kellogg School" (second reference and after)

• J.L. Kellogg School of Management (formal, for use only on diplomas and stationery)

• Note: Do not use the possessive form "Kellogg's" to avoid confusion with the cereal brand.

Academic departments:

• Always capitalize. For example, "the Finance Department"

Alumni designations:

• For graduate and professional school alumni and students, use the class year and degree:

    Joe Wildcat '91 MBA; Jane Wildcat '15 JD
    Note that a single space and no comma follow the person's name and class year.

• For undergraduate alumni, use only the class year regardless of school or degree:

    Joe Wildcat '91; Jane Wildcat '16
    Note that a single space and no comma follow the person's name, and that the apostrophe curls to the left, not the right.

• For double or dual degree holders, separate multiple degrees with a comma and space:

    Joe Wildcat '91, '99 MBA
    (Joe received both an undergraduate degree and an MBA from Northwestern)

    Jane Wildcat '02 MA, '05 JD
    (Jane received both a master's degree and a JD from Northwestern)

    Jean Wildcat '12 JD, MBA
    (Jean is a graduate of the joint JD/MBA program)

    Julia Wildcat '13 MBA, MS
    (Julia is a graduate of the joint degree MMM program where she earned an MBA from Kellogg and a master's degree from Northwestern)

    Joan Wildcat '14, '14 MS
    (Joan earned an undergraduate degree and a master's degree, both from Northwestern, in the same year)

• For married couples:

    Joe '81 and Jane Wildcat '82
    (both spouses are alumni)

    Jane and Joe Wildcat '81 MBA
    (only Joe is an alumnus)

    When one spouse is a trustee, the format should be:
    Trustee Joe Wildcat '62, '65 MBA and Jane Wildcat '61

    When both spouses are trustees:
    University Trustees Joe Wildcat '62, '65 MBA and Jane Wildcat '61

• Certificates earned at Kellogg are noted as follows: Wanda Wildcat '12 cKSM. Certificates earned elsewhere at Northwestern are noted as follows: Wanda Wildcat '12 CERT.

• For honorary degree recipients, list only the year the degree was awarded and H. Examples: Henry Bienen '09 H; Stephen Colbert '86, '11 H.

• For nondegree alumni, indicate the year the person would have graduated even if they did not complete the degree.

• If the specific degree and school are important to mention, please incorporate the information within the text (not in parentheses next to the class year): Jane Wildcat '02, who received a bachelor's degree in English from Weinberg College, loved poetry. Similarly, do not list degrees earned at colleges or universities other than Northwestern. If a person's other degree is important to mention, incorporate the information into the text: Joe Wildcat '91 MBA, who went on to earn a PhD from Harvard, won the Nobel Prize.

Alumna, alumnae, alumnus, alumni:

• *Alumnus* or *alumna* refers to an individual who matriculated and enrolled in an academic program of Northwestern University with a registrar and has earned at least one credit, but is not currently enrolled in his or her first Northwestern degree or certificate-granting program.

• *Alumna* refers to one female who attended Northwestern, and the plural *alumnae* refers to a group of females who attended Northwestern.

• The singular *alumnus* refers to one male who attended Northwestern.

SECTION 4: KELLOGG CUSTOM STYLEBOOK

- *Alumni* is a plural noun referring either to a group of people who attended Northwestern. (*Alumnae* may be preferred for a group of females who attended Northwestern.)

- Use of *alum* is acceptable as shorthand for *alumnus* and *alumna*, especially when someone's personal pronoun is unknown, they identify as nonbinary, or they otherwise prefer not to go by *alumnus* or *alumna*.

- Use of *grad* and *grads* as shorthand for *graduate* or *graduates* is discouraged.

Commonly used designations:

- The following are the most commonly used designations. Do not use periods within abbreviations, which in some cases breaks with AP Style.

  Note: Kellogg previously awarded the Master of Management, or MMGT, before switching to the MBA; all Kellogg alumni who received the MMGT degree should now be listed with MBA, unless someone specifically requests to use MMGT.

    DDS — Doctor of Dental Surgery

    DPT — Doctor of Physical Therapy

    GME — Graduate Medical Education (Medical Residency)

    H — Honorary

    GP — For grandparents of students or alumni

    JD — Juris Doctor

    LLM — Master of Laws

    MA — Master of Arts

MBA — Master of Business Administration

MD — Doctor of Medicine

MFA — Master of Fine Arts

MMus — Master of Music

MS — Master of Science

P — For parents of students or alumni

PhD — Doctor of Philosophy

- **"Kellogg Leader":** Used as part of the "Become a Kellogg Leader" brand campaign, this phrase should be capitalized in all uses, including running copy and hastags, e.g. #KelloggLeader

- **Programs:** Kellogg has several graduate and non-degree programs, and their formal names are listed below.

Doctoral Program

Evening & Weekend MBA Program (note the ampersand)

Executive Education

Executive MBA Program

JD-MBA Program (note the hyphen)

MBAi Program (note the lowercase "i")

MMM Program

MS in Management Studies

One-Year MBA Program

Two-Year MBA Program

Note: Abbreviations not listed here may be acceptable for internal usage, but should not appear in marketing materials (e.g., 1Y, 2Y, EMBA, E&W, MSMS, etc.).

- **Titles:** Follow AP rules for titles. For professorships, please note:

  - "Professor" and "dean" should only be capitalized if used directly in front of the individual's name (e.g., Professor Mike Mazzeo, Dean Francesca Cornelli)

  - In all other instances, lowercase titles (e.g., Florian Zettelmeyer is a professor of marketing. Michael Fishman is a senior associate dean.)

  - The same goes for named professorships. Only capitalize the proper nouns (e.g., "Janice Eberly is the James R. and Helen D. Russell professor of finance.")

> ⓘ Special note: Individuals enrolled in the Executive MBA Program are known as "participants," not "students." Their academic experiences are referred to as "programs" and not "courses" or "classes."

SECTION 5

KELLOGG LOGOS

SECTION 5: KELLOGG LOGOS

Kellogg School logo

The Northwestern Kellogg logo lockup is the cornerstone of our brand and is instantly recognizable in everything we do. Use this logo prominently and consistently to create a unified visual experience across all of our materials.

SECTION 5: KELLOGG LOGOS

Official logo

PRIMARY LOGO

Without "School of Management" descriptor (preferred version)

When to use:

This is the primary version of the logo. It should be used on communications with audiences that are familiar with Kellogg. Please see below for specific usage guidelines.

On property:

- Interior of Northwestern and Kellogg buildings
- Communications and event collateral including branded objects such as dining room china, menus

Other:

- Communications with audiences that are familiar with Kellogg and Northwestern; for example, internal presentations
- Branded merchandise
- Small applications where "School of Management" is too small to read

Horizontal — preferred version

Vertical

SECTION 5: KELLOGG LOGOS

FORMAL LOGO

With "School of Management" descriptor (should be used only off property)

When to use:

Off property:

• Offsite events, communications and collateral, including recruiting events and external presentations

Other:

• Communications with audiences who are not familiar with Kellogg and Northwestern; for example, advertising or other external communications

Horizontal — preferred version

Vertical

SECTION 5: KELLOGG LOGOS

Typography treatment

KELLOGG NAME TYPE TREATMENT

When the Kellogg name is included in another logo such as club and conference branding, the Kellogg name must appear in Gotham font.

KELLOGG   KELLOGG

Kellogg   Kellogg

Kellogg School of Management   Kellogg School of Management

KELLOGG SCHOOL OF MANAGEMENT   KELLOGG SCHOOL OF MANAGEMENT

'K' ICON

The "K" icon must be accompanied by the full school name "Kellogg School of Management" or the Kellogg logo.

K   K   K

SECTION 5: KELLOGG LOGOS

Clear space around logo

Clear space is the height of the "K" in Kellogg.

When the logo is paired with an external logo, allow three times the amount of clear space between the two logos.
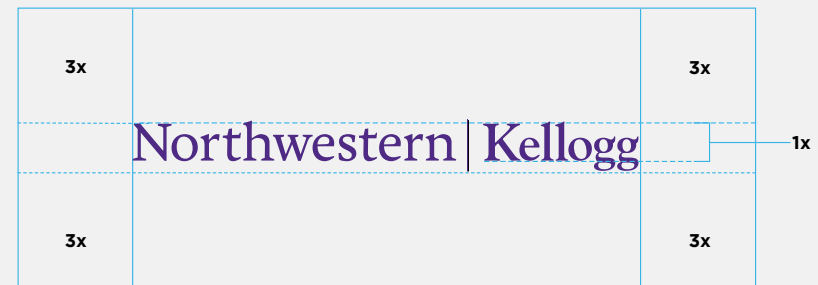
Clear space for primary logo paired with any external logo

SECTION 5: KELLOGG LOGOS

Logo minimum size requirement

To ensure legibility, logos should not be any smaller than shown here.

2.25" wide

Northwestern | Kellogg

.75" wide

Northwestern
Kellogg

Without "School of Management" descriptor

3" wide

Northwestern | Kellogg
School of Management

.875" wide

Northwestern
Kellogg
School of Management

With "School of Management" descriptor

SECTION 5: KELLOGG LOGOS

Logo color options

Logos are available in three colors: black, purple and white. No other color variations may be used.

The Kellogg name and logo cannot be placed on red backgrounds due to agreements with the Kellogg Company.

SECTION 5: KELLOGG LOGOS

Trademark

Northwestern has a long-standing policy of protecting the symbols that are associated with its name and reputation as one of the finest universities in the country. The university has exclusive rights to its name, logos, trademarks, songs, mottos and mascots and prohibits their unauthorized use.

The Northwestern and Kellogg names are registered trademarks. Therefore, trademarked versions of the logo and school name must be used on merchandise.

Northwestern/Kellogg indicia must conform to approved standards

Northwestern/Kellogg marks must be used properly and on quality merchandise. The Trademark Licensing Office must be contacted to verify correct usage and standards before the public or university community uses any Northwestern/Kellogg mark.

For more information, please visit:
northwestern.edu/auxiliary-services/trademark-licensing

Northwestern | Kellogg®

Horizontal — preferred version

Northwestern
Kellogg®

Vertical

KELLOGG®   Kellogg®

KELLOGG SCHOOL OF MANAGEMENT®   Kellogg School of Management®

Type treatment — available in book and bold font weights

SECTION 5: KELLOGG LOGOS

Sub-brand logos:
Centers and research centers

All Kellogg entities must maintain the brand look and feel. Student groups may create their own logos, though they require approval. Requests for approvals should be sent to BrandTools@kellogg.northwestern.edu.

Research center lockup construction

Our horizontal lockups allow for research centers to be featured in a single lockup. In addition, when a research center is creating materials for an internal audience, a lockup excluding the school name may be used.

Research center lockups use uppercase and lowercase letters. This is not the case for clubs and internal organizations, where each letter in the lockup is capitalized.

CENTERS:

Northwestern | Kellogg
CENTER FOR
Executive Women

Northwestern | Kellogg
CENTER FOR
Game Theory and Economic Behavior

Northwestern | Kellogg
CENTER FOR
Global Marketing Practice

Northwestern | Kellogg
CENTER FOR
Market Leadership

Northwestern | Kellogg
CENTER FOR
Mathematical Studies in Economics and Management Science

Northwestern | Kellogg
CENTER FOR
Nonprofit Management

Northwestern | Kellogg
CENTER FOR
Research in Technology and Innovation

Northwestern | Kellogg
Healthcare at Kellogg

Northwestern | Kellogg
Accounting
RESEARCH CENTER

Northwestern | Kellogg
Dispute Resolution
RESEARCH CENTER

Northwestern | Kellogg
Kellogg Team and Group
RESEARCH CENTER

Northwestern | Kellogg
Ford Motor Company Center
FOR GLOBAL CITIZENSHIP

Northwestern | Kellogg
General Motors Research Center
FOR STRATEGY IN MANAGEMENT

Northwestern | Kellog
Guthrie Center
FOR REAL ESTATE RESEARCH

Northwestern | Kellogg
Heizer Center
FOR PRIVATE EQUITY AND VENTURE CAPITAL

Northwestern | Kellogg
John L. Ward Center
FOR FAMILY ENTERPRISES

Northwestern | Kellogg
Larry and Carol Levy Institute
FOR ENTREPRENEURIAL PRACTICE

NON-DEGREE PROGRAM:

Northwestern | Kellogg
EXECUTIVE EDUCATION

Northwestern
Kellogg
EXECUTIVE EDUCATION

SECTION 5: KELLOGG LOGOS

Sub-brand logos:
Alumni clubs and networks

Alumni clubs and networks lockup construction

In this lockup, which features the club/network name prominently, the names are treated in all uppercase letters, with either the city or special interest highlighted in bold.

LOCATION LOGO SAMPLES:

KELLOGG ALUMNI CLUB OF
ALASKA

Northwestern | Kellogg

KELLOGG ALUMNI CLUB OF
BRITISH COLUMBIA

Northwestern | Kellogg

KELLOGG ALUMNI CLUB OF
DALLAS – FT. WORTH

Northwestern | Kellogg

KELLOGG ALUMNI CLUB OF
IRELAND

Northwestern | Kellogg

KELLOGG ALUMNI CLUB OF
RECANATI

Northwestern | Kellogg

KELLOGG ALUMNI CLUB OF
SAN FRANCISCO AND SILICON VALLEY

Northwestern | Kellogg

SPECIAL INTERESTS LOGO SAMPLE:

KELLOGG ALUMNI CLUB OF
AUSSIES ABROAD

Northwestern | Kellogg

KELLOGG ALUMNI
ENERGY CLUB

Northwestern | Kellogg

KELLOGG ALUMNI
HIM/BIOTECHNOLOGY CLUB

Northwestern | Kellogg

KELLOGG ALUMNI
PRIDE AT KELLOGG (LGBT)

Northwestern | Kellogg

KELLOGG REAL ESTATE ALUMNI NETWORK

Northwestern | Kellogg

KELLOGG ALUMNI
SOCCER CLUB

Northwestern | Kellogg

SECTION 5: KELLOGG LOGOS

Sub-brand logos: Internal organizations and named events

For internal organizations, the official Kellogg logo is dropped and is replaced with the "K" icon, because the internal audience is familiar with Kellogg.

For named events, the event name should be treated with simple type. This type treatment should not be locked up with the Kellogg logo, but the official logo should appear somewhere in the communication materials.

KELLOGG RESOURCE GROUPS:

K | **ARC**
ADMINISTRATIVE
RELATIONS COMMITTEE

K | KELLOGG
CAREGIVERS

K | **ENLACE**
KELLOGG ENLACE NETWORK

K | **IGNITE**
KELLOGG WOMEN IN ACTION

K | **KBAN**
KELLOGG BLACK/
AFRICAN AMERICAN NETWORK

K | **K-PROUD**

K | KELLOGG
PARENTS

NAMED EVENTS/OTHER SUB-GROUPS SAMPLE:

BRAVE LEADER
SERIES

LAVIN BERNICK
EXECUTIVE CHATS

CORPORATE GOVERNANCE
CONFERENCE

DRAKE SCHOLAR
NETWORK

SECTION 5: KELLOGG LOGOS

Executive MBA Global Network partner logos

The Kellogg Executive MBA Global Network is an extension of the Kellogg master brand. When referencing only the Kellogg School in Global Network materials (and not the partner schools), use the official Kellogg Executive MBA Global Network logo.

Official Kellogg Global Network logo

Kellogg partner school Global Network logo

SECTION 5: KELLOGG LOGOS

Common mistakes to avoid

Examples below are in violation of Kellogg logo usage.

Do not change the format of department or center names underneath the Kellogg logo.

Do not use previous versions of the Kellogg logo. Only approved logos shown in this guide may be used.

Do not stretch or skew the Kellogg logo.

Do not change the color of the Kellogg logo.

The Kellogg name portion of the official logo cannot be separated from the main logo and used as part of another logo.

The "K" icon cannot be used on its own. It should be accompanied by either the full school name type treatment or the official logo.

The Kellogg logo cannot be in red or be placed on red.

Do not use a dark Kellogg logo on a dark background.

Do not use the Kellogg logo on a pattern.

Do not use the Kellogg logo on a busy image.

In a logo, the Kellogg name cannot be in another font besides Gotham.

SECTION 6

VISUAL IDENTITY

BRAND COLORS

TYPOGRAPHY

GRAPHIC ELEMENTS

PHOTOGRAPHY

ILLUSTRATION

SECTION 6: VISUAL IDENTITY

Brand color —
Northwestern Purple

NORTHWESTERN PURPLE

Our primary brand color is Northwestern Purple.
Northwestern Purple is a custom ink color and cannot be referenced by a Pantone number. Designers and vendors must refer to approved color swatches (coated and uncoated paper, fabric and plastic chips) to ensure color accuracy. To obtain a swatch packet, please email the contact person listed on the Office of Global Marketing and Communication's website.

Color code equivalents for Northwestern Purple are provided here. Color code choice depends on the intended output (print or digital). Using correct codes will ensure accurate color reproduction.

CMYK

Coated stock: 85, 100, 0, 15
Uncoated stock: 84, 100, 0, 0

Pantone

Uncoated stock: Dark Blue 35.5, Rhodamine 36.5, Black 3, Trans. Wt. 25
Coated stock: Process Blue 37, Rubine Red 61, Black 2

RGB

078/042/132

Hex

#4E2A84

Output: Print

Please note that CMYK values are different for coated and uncoated paper stocks; use the appropriate codes for correct reproduction.

CMYK on coated paper: Use these color codes when printing on coated paper, which has a smooth, hard surface that minimizes ink absorption. Coated color values will reproduce poorly if printed on uncoated stock.

CMYK on uncoated paper: Use these color codes when printing on uncoated paper, which is not as smooth as coated paper and absorbs more ink.

Output: Digital

Use RGB color codes when creating digital materials (online graphics, social media icons, presentations to be viewed on a monitor, etc.).

Use HEX codes when creating websites.

Plastic or fabric materials

Share the appropriate color swatch with vendors to ensure that the end product matches Northwestern Purple as closely as possible.

SECTION 6: VISUAL IDENTITY

Primary and secondary brand colors

Northwestern Purple is the primary brand color and should always be prominently used.

COLOR	PMS COATED	PMS UNCOATED	CMYK COATED	CMYK UNCOATED	HEX
	Custom	Custom	85/100/0/15	84/100/0/0	4E2A84

SECONDARY BRAND COLORS

These colors are accent colors and should always be secondary to Northwestern Purple. In most cases, you should <u>select no more than two secondary colors</u> in a single communication.

COLOR	PMS COATED	PMS UNCOATED	CMYK COATED	CMYK UNCOATED	HEX
	Black	Black	0/0/0/100	0/0/0/100	000000
	Cool Gray 11	Cool Gray 11	0/0/0/81	0/0/0/63	4A4A4A
	Cool Gray 9	Cool Gray 9	0/0/0/65	0/0/0/55	666666
	Cool Gray 4	Cool Gray 4	0/0/0/32	0/0/0/33	CACACA
	Cool Gray 1	Cool Gray 1	0/0/0/17	0/0/0/17	EAEAEA
	2935C	2935U	100/68/4/0	92/67/1/0	005DA5
	292C	2915U	54/16/0/0	56/16/0/0	6CB2E2
	314C	633U	86/39/23/1	81/31/32/2	007DA4
	318C	629U	43/0/16/0	52/5/12/0	B7DADF
	7725C	356U	87/24/83/9	80/29/77/14	008656
	353C	344U	48/0/47/0	44/0/42/0	86CBA0
	7489C	376U	61/14/92/1	64/11/100/1	72A84D
	367C	374U	40/0/82/0	39/0/81/0	A3CE5E
	124C	7408U	7/35/100/0	3/44/98/0	EBAA20
	7408C	128U	2/26/100/0	0/19/71/0	F7BD15
	7625C	485U	1/82/80/0	2/80/70/0	E94F3D
	1635C	1635U	0/56/56/0	0/53/46/0	FF8D6A
	675C	676U	29/99/27/2	31/82/32/3	B32271
	7634C	7635U	21/73/30/0	13/76/34/0	C76683

Colors indicated by triangle corners are also present in the Northwestern color palette

SECTION 6: VISUAL IDENTITY

Typography

Fonts for professional design use

Gotham is our brand's sans-serif font and a typographic workhorse. It can be used in a variety of ways, including in headlines, body copy and captions. It also works well for charts, graphs and displaying data.

Chronicle is our brand's serif font. Use Petrona bold italic or Petrona bold for special callouts or accents on your professionally designed pages. Petrona regular is ideal for longer copy.

Roboto and Petrona are our website fonts. Use these fonts when editing webpages in our template.

System fonts for general use

If you are creating materials in house and you are not a design professional, use Arial and Georgia instead of Gotham and Petrona. Arial and Georgia are default system fonts that come pre-installed on all Mac and Windows operating systems.

Use Arial in place of Gotham for all presentations, letters, HTML emails and other materials.

Georgia is ideal for longer copy in smaller font sizes. Its more balanced construction allows for greater legibility.

FOR DESIGN PROFESSIONALS:

Gotham

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 l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Roboto

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 l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Chronicle

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 l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Petrona

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 l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

SYSTEM FONTS AVAILABLE ON ALL COMPUTERS:

Arial

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 l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Georgia

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 l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

SECTION 6: VISUAL IDENTITY

Graphic elements

Facets

Northwestern University uses facets as a graphic element across its schools and departments.

Facets represent interesting connections and overlapping pathways. They are a visual demonstration of the spirit behind the Northwestern direction. They serve well as background textures or in infographics, connecting disparate points of information. For more information on the facets and to download the file, please visit: northwestern.edu/brand.

Rules

Rules are a great way to emphasize a word or phrase, to establish hierarchy or guide navigation within a layout, or to set page borders and organize content. Rules can also highlight the intersection and overlapping of backgrounds, thought processes, areas of study and methodologies. Using both standard and dashed rules adds variety.

BRAND TOOLS! | **Learn more at** northwestern.edu/brand/visual-identity/graphic-elements/facets

SECTION 6: VISUAL IDENTITY

Photography

Kellogg imagery reflects the identity of our distinguished faculty, diverse student body and dynamic alumni network. Images should portray a positive and authentic view of our community, and must be high quality.

Authentic learning

The use of natural light, loose camera holds and close-up crops on faces gives a sense of authenticity and intimacy to photography or video, whether it be inside or outside the classroom. Although we often portray students and faculty members working together or collaborating, we try to limit the primary subjects of a photo or video scene to three people or fewer. Often, the subjects in the photograph are not looking at the camera.

Portrait photography

Strive for natural posing, using a quarter turn at shoulders for the subject instead of shooting straight on. Frame the top quarter of the body with space, to keep focus mostly on the face. Choose simple or solidly colored backdrops. Avoid busy backgrounds or soften the focus on the background to simplify it.

SECTION 6: VISUAL IDENTITY

Photography

Photo requests

We often post photos from various Kellogg events on social media sites or include them in marketing materials and newsletters. To request a photographer for your event or copies of event photos, submit a request through the following link: kellogg.northwestern.edu/mar-comm/requests/photography.

Photo release form

All photographers taking photographs on university property or of university events must obtain appropriate signed release forms from any student, faculty member, staff person or member of the public who is recognizable in the photograph. Crowd scenes where no single person is the dominant feature are exempt.

These rules govern photographs and multimedia content intended for use in any university publication of a marketing or public relations nature, such as newsletters, brochures, viewbooks or promotional items. Releases also must be obtained for photographs used on the web. These rules do not apply to photographs of news events, but photographs taken for news purposes require a release for reuse in marketing materials.

Link to photo release: northwestern.edu/web-resources/nuinfo-content-guidelines/photo_release.pdf

Signed photo releases should be scanned and saved in digital project files.

Photo image libraries

To help you easily produce materials, we have gathered a collection of strong photographs pertaining to degree programs, alumni and conferences. These image libraries can be found through the following link: kellogg.northwestern.edu/brand-tools/image-library.

Kellogg owns a limited, nonexclusive, perpetual, worldwide, nontransferable right to reproduce and distribute these images in any medium, including electronic media, in connection with its nonprofit purpose and educational and research activities. Any usage that falls outside Kellogg's educational and research activities must be approved before use.

Illustration

We use illustration in specific applications, such as *Kellogg* magazine and *Kellogg Insight*, when authentic Kellogg photography is not appropriate or when the idea we need to communicate is conceptual.

Illustrations should communicate a central idea clearly and appear modern, simple and bright. Avoid illustrations that appear dated or overly complicated.

SECTION 7

VIDEO + ANIMATION

SECTION 7: VIDEO + ANIMATION

General guidance

Overall personality and voice:

The tone of all Kellogg videos should be authentic and inspiring. All videos should be visually stimulating, use creative techniques and tell a compelling story.

Standard interview guidelines:

If possible, film on-camera interviews at a 3.2-4K frame size. This is framed wider in order to extract a medium close-up in postproduction (finishing at 1920x1080).

Graphics/animation:

• If possible, film on-camera interviews identify the subject featured. Include the subject's name and title.

• Use end-frame animation at the conclusion of all videos.

SECTION 7: VIDEO + ANIMATION

Music:

In most cases, Kellogg uses contemporary orchestral arrangements with piano, wind and string instruments. Do not use instruments associated with contemporary pop music.

Deliverables:

- Resolution: 1080 and 4K

- Aspect ratio: 16:9

- File format: MP4 or MOV

- Codec: .H264

- File name: YearMonthDay-Project-Version
  (Example 20190520-Student-Experience-V1)

Release Forms:

A multimedia release form must be signed by any student, faculty member, staff person or member of the public who is visibly recognizable in a video. Crowd scenes where no single person is the dominant feature are exempt.

SECTION 8

SOCIAL MEDIA

SECTION 8: SOCIAL MEDIA

Official social media channels

Platform	@Handle	Description
Instagram	@kelloggschool	The official Instagram channel for Kellogg School of Management
LinkedIn	Northwestern University — Kellogg School of Management	The official LinkedIn channel for Kellogg School of Management
	Kellogg School of Management Alumni Group	The official LinkedIn group for Kellogg alumni. This is a private group, and alumni must request access to join
Twitter	@kelloggschool	The official Twitter channel for Kellogg School of Management
	@kelloggalumni	A staff-run handle for news, information and events pertaining to alumni
	@kelloggentrep	A staff-run handle for all things related to entrepreneurship at Kellogg
Facebook	Kellogg School of Management	The official Facebook channel for Kellogg School of Management
	Kellogg School of Management Alumni	The official Facebook group for Kellogg alumni. This is a private group, and alumni must request access to join

SECTION 8: SOCIAL MEDIA

Official hashtags and usage

Social media hashtags are a perfect way to connect otherwise disparate social media posts. They also have great applications for content discovery, allowing you to see what other people share around a topic you may be interested in.

Hashtags are also an important part of sharing your experience with the broader community. From school-related trips to group projects and interesting classroom experiences, we encourage you to share your Kellogg experience on social media often, and to use the hashtag for your program whenever it is appropriate.

Hashtag	Description
#MyKellogg	The main hashtag used for the Kellogg Full-Time MBA Program. Generally used in conjunction with content related to the Kellogg culture and student life.
#KelloggEMBA	For all content related to the Kellogg Executive MBA Program. Specific cohorts may choose to use their own hashtag (e.g., #EMP115), but these are not used in an official capacity by the school's social handles.
#KelloggEandW	For all content related to the Kellogg Evening & Weekend MBA Program.
#KelloggWomen	For all content related to women at Kellogg. This includes current students, alumni, prospective students, faculty and staff.
#KelloggHealthcare	For all content related to the Kellogg healthcare program and thought leadership from Kellogg faculty that is relevant to the healthcare industry.
#KelloggFinance	For all content related to the Kellogg finance program and thought leadership from Kellogg faculty that is relevant to the financial industry.
#KelloggEntrep	For all content related to entrepreneurship and intrapreneurship, both at Kellogg and among our alumni.
#KelloggInnovation	For all content related to innovative thinking, bold new ideas and game changers at Kellogg.
#KelloggBranding	For all content related to the book "Kellogg on Branding in a Hyper-Connected World."
#KSMxx	The hashtag used for Full-Time MBA graduating classes, where "xx" is the class year (e.g., #KSM18 for the graduating class of 2018).
#KelloggReunion	The hashtag used for the annual Kellogg Reunion (not tied to a specific year).
#KelloggBowl	The hashtag used for the annual Kellogg Super Bowl Ad Review (not tied to a specific year).
#DayAtKellogg	The hashtag used for Day at Kellogg events (not tied to a specific year).
#KelloggBMAC	The hashtag used for the annual Kellogg Black Management Association Conference.
#KelloggLeader	The official hashtag for the 2022 Kellogg value proposition rollout.
#KelloggProud	A hashtag that was created organically by users and has since been adopted by the official Kellogg channels. Used when recognizing achievements, milestones and other moments of celebration within the Kellogg community.

SECTION 8: SOCIAL MEDIA

Guidelines and suggestions for usage

It's important to remember that while your social media account is your own, when using an official Kellogg hashtag you are also representing the broader Kellogg community. Therefore, we have developed the following guidelines for Kellogg hashtag use on social media.

DO:

- Use a Kellogg program hashtag when sharing social media content related to your Kellogg program. Examples include but are not limited to:

  – Kellogg in-classroom experiences

  – Out-of-classroom learning experiences such as company visits, networking events, and other Kellogg-sponsored events

  – Out-of-classroom social experiences, such as events or travel related to Kellogg

  – *Note: For social experiences, please be careful to avoid featuring alcohol in your content when using a program hashtag.*

- Help build the social community by using Kellogg hashtags often and encouraging others to do the same (See page 47 for a list of hashtags).

- Search for and engage with other Kellogg community members' social content using these hashtags.

- Ask questions! The Kellogg social media team is here to address any questions or concerns you have about social media use related to Kellogg. We can be reached either through direct message via our social accounts or at social@kellogg.northwestern.edu.

DON'T:

- Use a Kellogg program hashtag when publishing content not related to your Kellogg experience.

- Use a Kellogg program hashtag when sharing content that you don't want seen by the broader Kellogg community, including students, faculty and staff.

- Use a Kellogg program hashtag with content that contains inappropriate language or behavior or is otherwise inconsistent with the school's values.

SECTION 8: SOCIAL MEDIA

Creation of new social media channels

There are several things to consider before creating a new social media channel for your specific Kellogg department, program, class, cohort, etc. Please review the following guidelines before creating any new channel that will use the Kellogg name and/or logo.

Connect with the Kellogg social media team

Partnering with the Kellogg social media team is an important first step in creating new social channel. Our social media experts have years of experience in launching new social media channels and can offer advice and guidance to help your channel succeed.

It is not the role of the social media team to decide whether a channel should or should not exist. Rather, the team is here to help move your channel in a direction that will be beneficial for both the group that wants to start the channel and the overall Kellogg community. The social team can be reached at social@kellogg. northwestern.edu.

Before starting a new channel, is it essential to address the following questions:

What is the purpose of your new channel?

Defining a specific purpose is the next step in creating a new channel. This overall purpose will serve as a roadmap and answer several important questions:

1   Does this purpose require a new channel, or is there an already existing channel that could serve this purpose?

2   Which social media channel(s) would be best to achieve this purpose?

3   What kind of content should this channel have?

4   How should this channel be publicized and to whom?

What is your content strategy?

Content is the lifeblood of any social channel and is crucially important in the beginning stages of a channel. Here are several key questions to consider:

1   What should content on this channel look like?

2   Who will develop and share content on this channel?

3   How much content is realistic to develop each month?

How will you create channel content prior to launch?

Once the content strategy is in place, you should have at least one month's worth of content prepared ahead of time. No one wants to follow an empty or dormant channel. By preparing content prior to launch, you increase the chances that people will follow your channel and decrease the chances that they will unfollow you in the future.

Who is the target audience for your new channel?

One of the biggest challenges in starting a new channel is the fact that you are starting at zero and must build a follower base. Combining information about your target audience with the channel's purpose will help determine the best way to raise awareness for the new channel and acquire the correct followers.

How will this channel acquire followers from the target audience?

Social media is a noisy, busy place. It can be difficult to capture the attention of the people you are trying to reach. Developing a strategic way to acquire the right followers is important, especially in the beginning stages, because social media users are less likely to follow a channel that has few to no followers.

Who will manage this channel in the future?

One of the challenges of running social media channels at Kellogg and similar institutions is that the people in charge of maintaining those channels tend to be students (who graduate) or staff (who may leave the department or the school altogether). These departures can result in dormant channels, which can harm the reputation of the university and disappoint the followers you've acquired.

Once the channel is up and running successfully, the current channel owners must develop a transition plan so that the channel can continue to live on for future generations at Kellogg to enjoy. If it doesn't make sense for the channel to continue beyond the tenure of the student/staff member running it, then the content owners should consider a plan to shut down the channel to avoid dormant social channels.

SECTION 8: SOCIAL MEDIA

Avatar and icons

Avatars (also known as profile pictures) and social icons can be used in email communications and on webpages. Do not create additional icons for social media platforms other than those shown here. Instead, contact the Marking & Branding team for assistance.
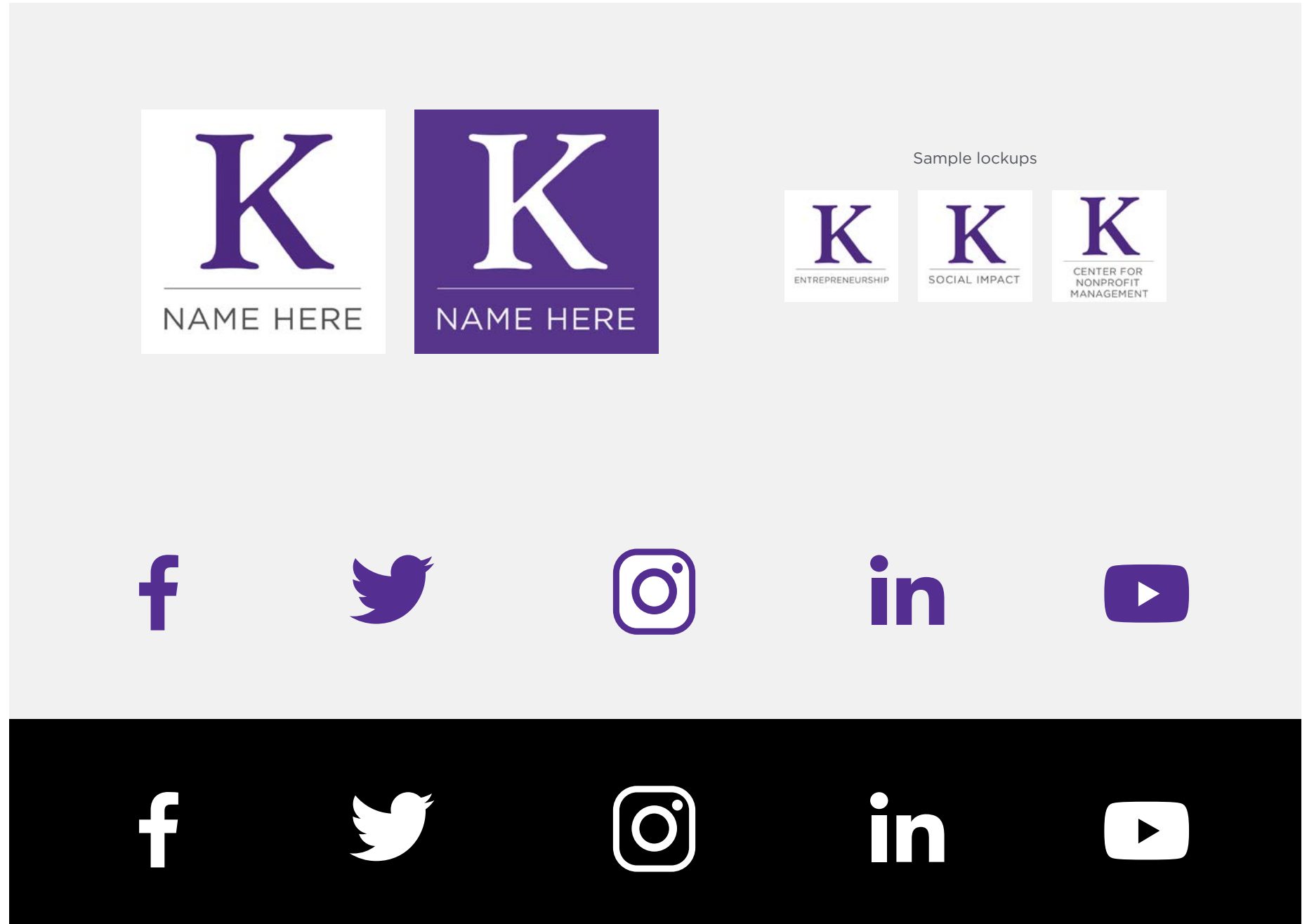
SECTION 8: SOCIAL MEDIA

Imagery

When using imagery across social media platforms, choose images that are authentic and that reflect our established brand image.
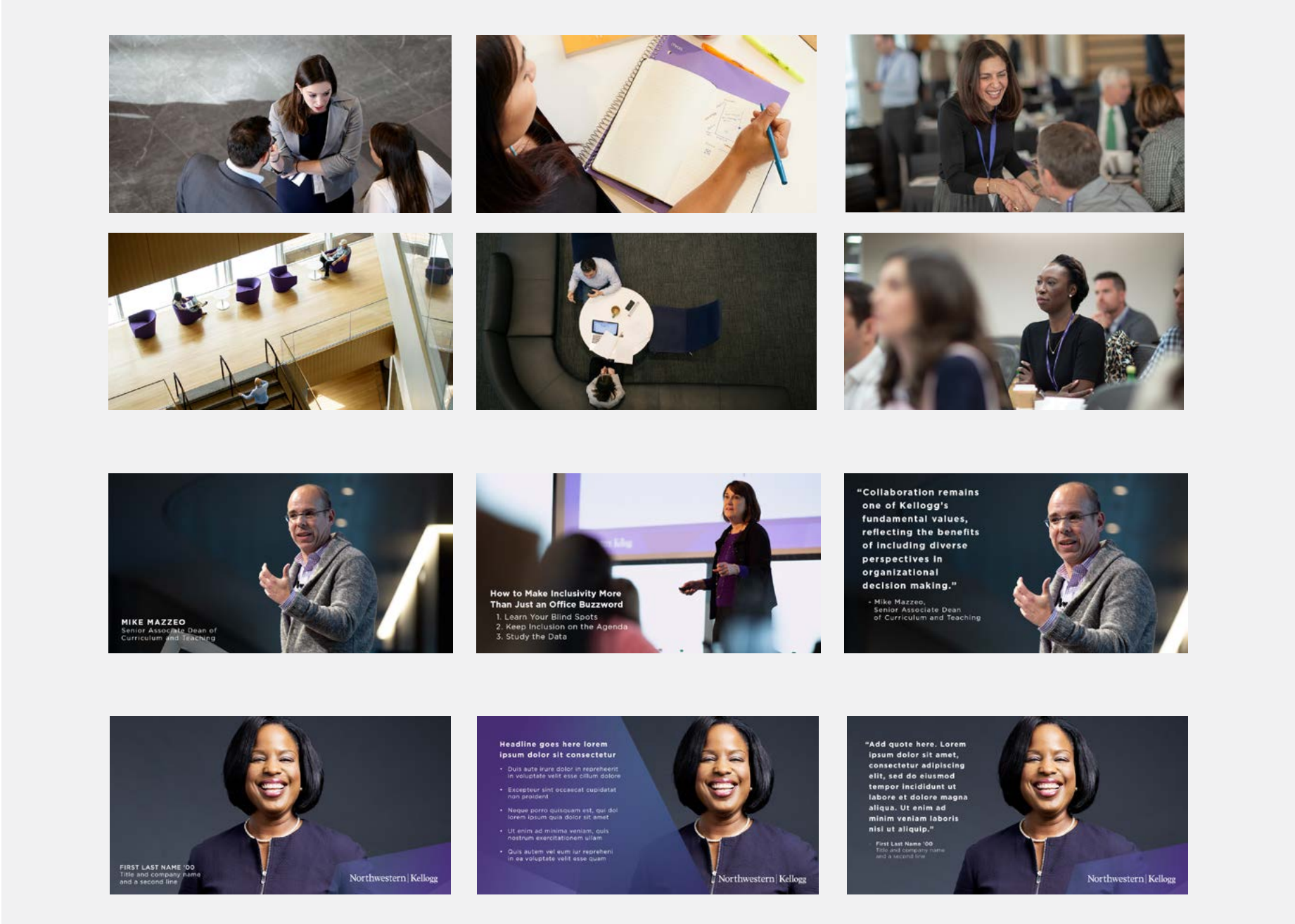
Type overlay

Type may appear on an image to highlight names, quotes, supporting content, etc. Always use the approved brand typeface for type overlay.

Graphic overlay

Type may appear on a graphic overlay for legibility purposes. The graphic overlay must be an approved graphic and adhere to the established brand guidelines.

SECTION 9

BRANDED ELECTRONIC ASSETS

SECTION 9: BRANDED ELECTRONIC ASSETS

For ease of use, Kellogg provides a variety of pre-designed and
ready-to-use materials for download. The following pages show the
specific documents that are available and where to find them. As
you customize your materials, please make every effort to adhere
to the brand guidelines.

Go to kell.gg/brandtools-downloads to download files

SECTION 9: BRANDED ELECTRONIC ASSETS

Email signatures

Use this email signature template at the bottom of all your Kellogg-related email communications.

Special campaign promotions in emails should be treated as simple type treatment. Use of the Kellogg logo is discouraged.

Faculty/Administration

Name
(Pronouns: he/she, him/her, his/hers) — optional
Title

Kellogg School of Management at Northwestern University
2211 Campus Drive | Optional Room # | Evanston, IL 60208
O 000.000.0000 | C 000.000.0000 | F 000.000.0000

Website | Twitter | Facebook

Students

Name
(Pronouns: he/she, him/her, his/hers) — optional
MBA Candidate | Class of 20XX

Kellogg School of Management at Northwestern University
2211 Campus Drive | Evanston, IL 60208
C 000.000.0000

Website | Twitter | Facebook

Special campaign promotion examples

MEET US AT A MILLION
Be a part of the $3M difference

Name
(Pronouns: he/she, him/her, his/hers) — optional
Title

Kellogg School of Management at Northwestern University
2211 Campus Drive | Optional Room # | Evanston, IL 60208
O 000.000.0000 | C 000.000.0000 | F 000.000.0000

Website | Twitter | Facebook

BMA CONFERENCE
Driving **FORWARD** with purpose

Name
(Pronouns: he/she, him/her, his/hers) — optional
Title

Kellogg School of Management at Northwestern University
2211 Campus Drive | Optional Room # | Evanston, IL 60208
O 000.000.0000 | C 000.000.0000 | F 000.000.0000

Website | Twitter | Facebook

SECTION 9: BRANDED ELECTRONIC ASSETS

Email templates

We provide four formatted email templates for digital communication needs in both BeePro platform and HTML format. Both templates are mobile-optimized and offer content modules to help you communicate better.

To create emails using the HTML template:

1   Open the HTML email link in a web browser.

2   Once the HTML email is visible, go to the browser's Edit menu and choose Select All.

    (Note: It is important that you select all instead of trying to drag your cursor around the HTML email to select everything.)

3   With everything selected, go back to the Edit menu and choose Copy.

4   Open Microsoft Outlook and start a new message.

5   Paste the HTML email into the Outlook message body.

    The HTML email should now appear within the body of the Outlook message. Some of the paragraph spacing around the horizontal rules/lines might seem excessive or nonexistent in the preview, but if you send yourself a test, it should clear up.

Testing: We recommend sending one or two tests with "TEST" somewhere in the subject line.

T1_Invite   T2_Letter   T3_General   T4_Newsletter
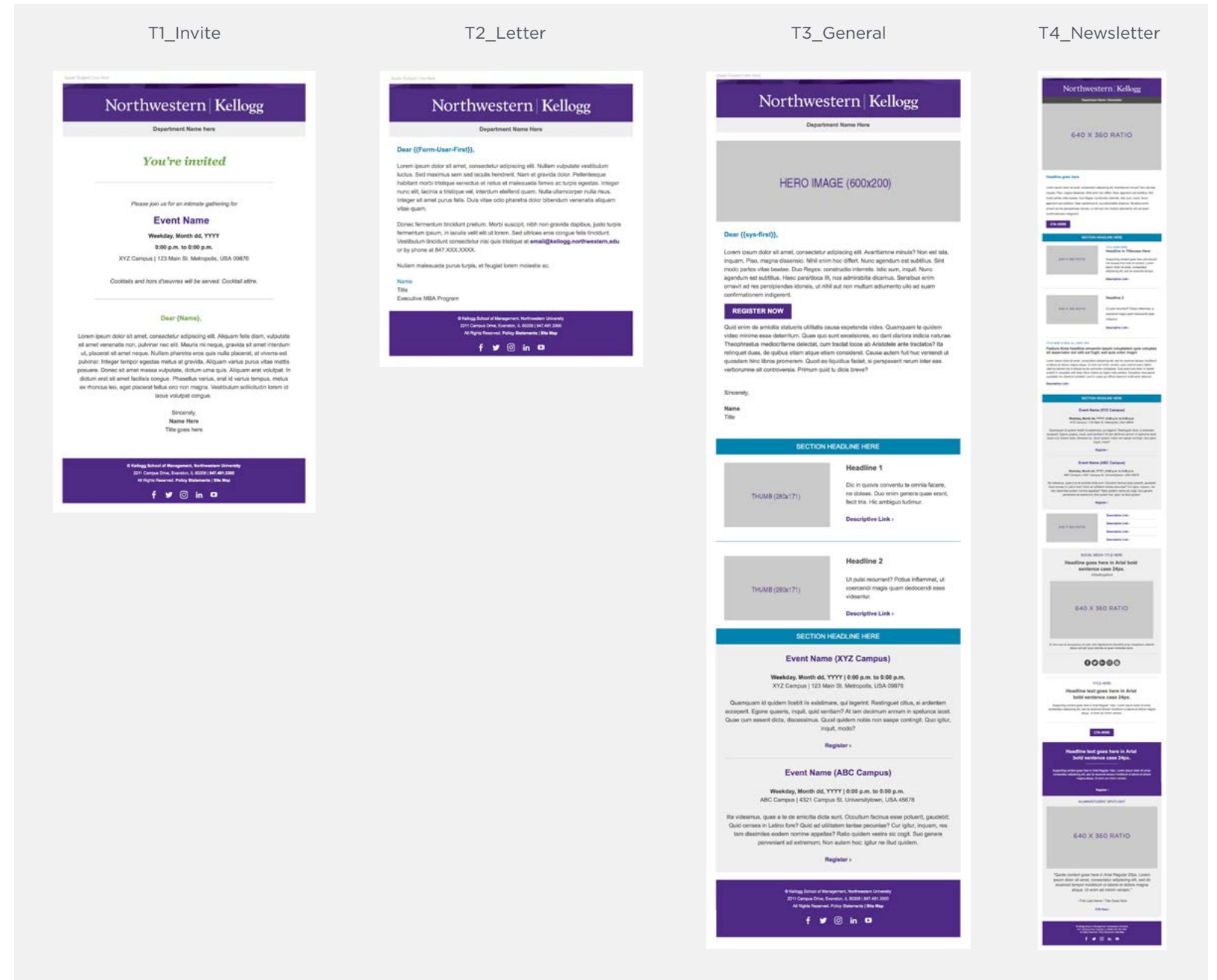
SECTION 9: BRANDED ELECTRONIC ASSETS

Word templates

Create cover pages, letters or any other single-page document with our branded stationery.
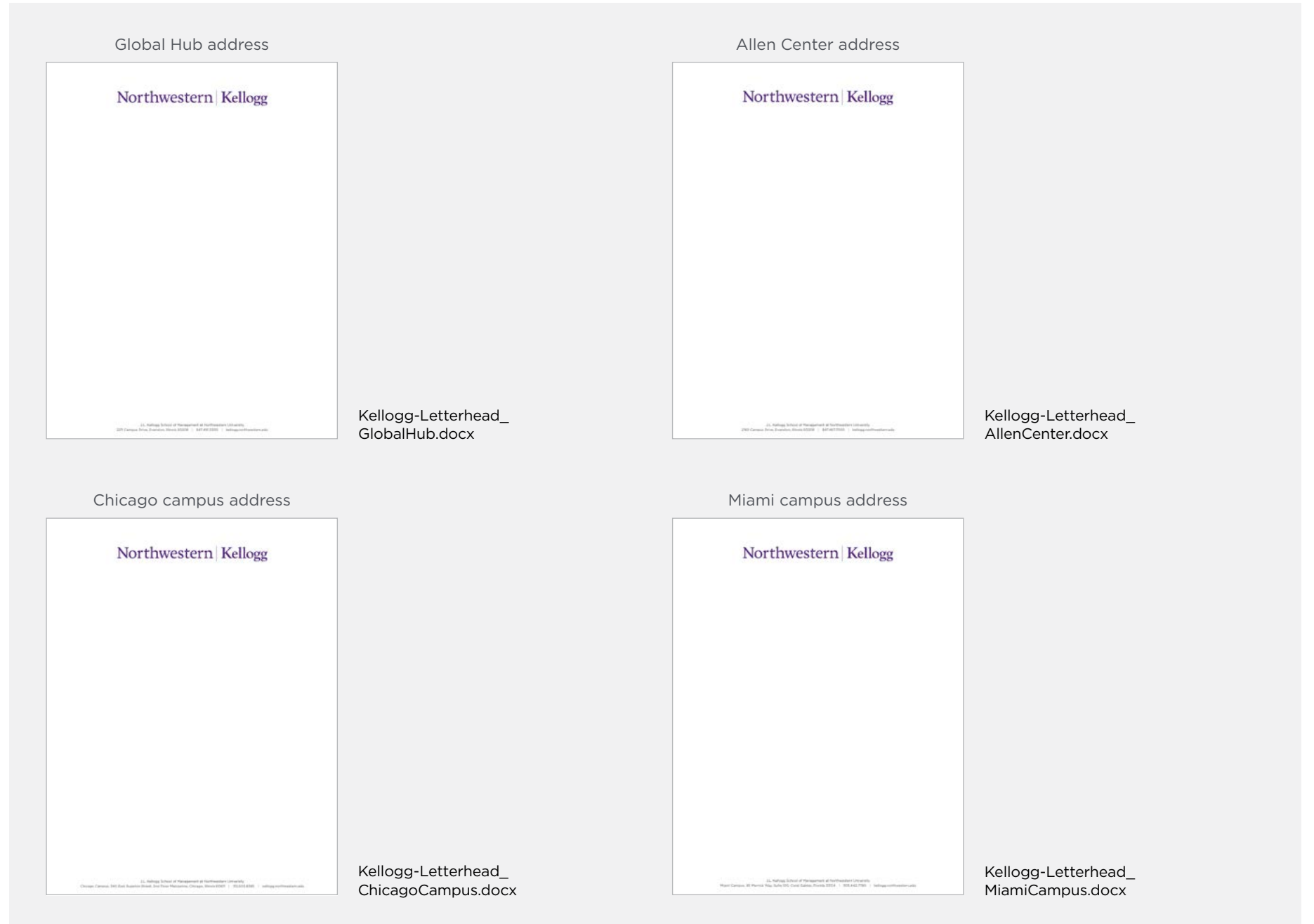
Global Hub address

Northwestern | Kellogg

Kellogg-Letterhead_
GlobalHub.docx

Allen Center address

Northwestern | Kellogg

Kellogg-Letterhead_
AllenCenter.docx

Chicago campus address

Northwestern | Kellogg

Kellogg-Letterhead_
ChicagoCampus.docx

Miami campus address

Northwestern | Kellogg

Kellogg-Letterhead_
MiamiCampus.docx

SECTION 9: BRANDED ELECTRONIC ASSETS

Word templates

Use Kellogg pre-designed Word templates rather than creating one-off documents. These templates have been carefully created for your use and should not be modified in any way. Word templates can be downloaded and saved for repeated use.

Simple

Kellogg-Letterhead_
Template.docx

Complex

Kellogg-2Column-
Letterhead_Template.docx

Calendar

Kellogg-Letterhead-
withCalendar_Template.docx

Agenda

Kellogg-Agenda_
Template.docx

BRAND TOOLS!   Download at
kell.gg/brandtools-downloads

SECTION 9: BRANDED ELECTRONIC ASSETS

Presentation template

Use our pre-designed PowerPoint and Keynote templates to create visually engaging, branded presentations. Formatted for widescreen (16:9 aspect ratio), the templates offer flexible layouts that you can populate.
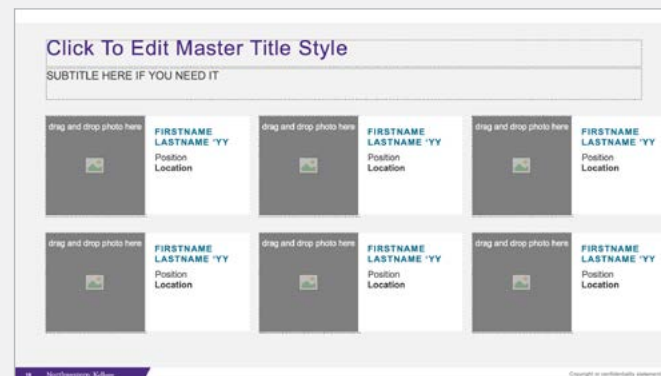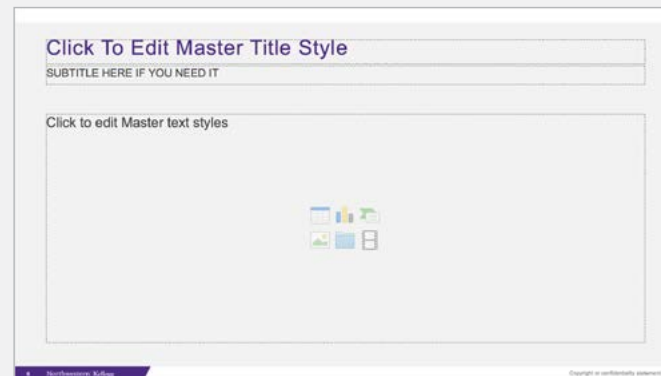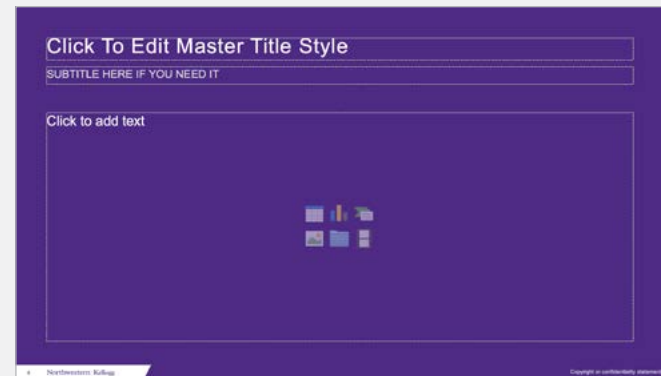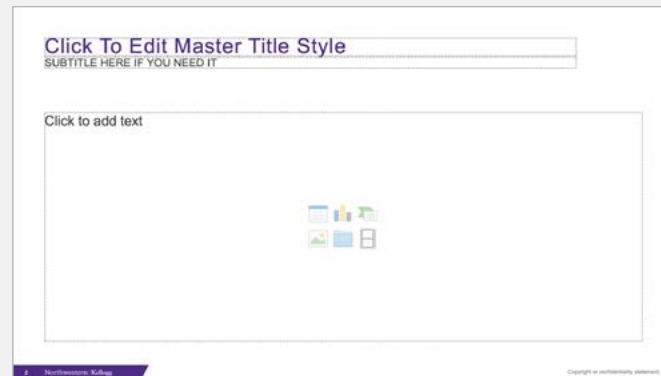
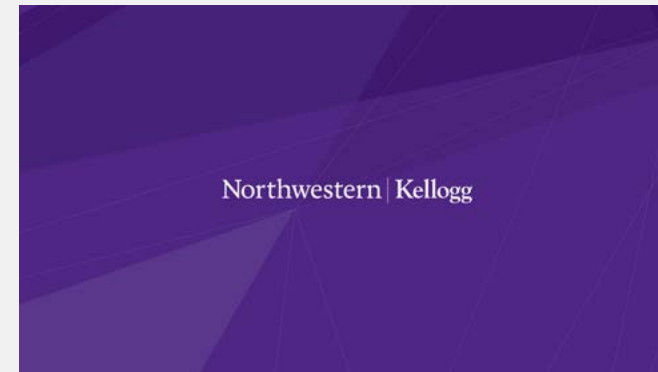**BRAND TOOLS!** | Download at kell.gg/brandtools-downloads

SECTION 9: BRANDED ELECTRONIC ASSETS

# Branded wallpaper and videoconferencing backgrounds

Branded wallpaper is available for your computer.

Download a Kellogg background for use as your digital background in your videoconferencing software. There are customizable background options as well as branded and unbranded photo and color background options.

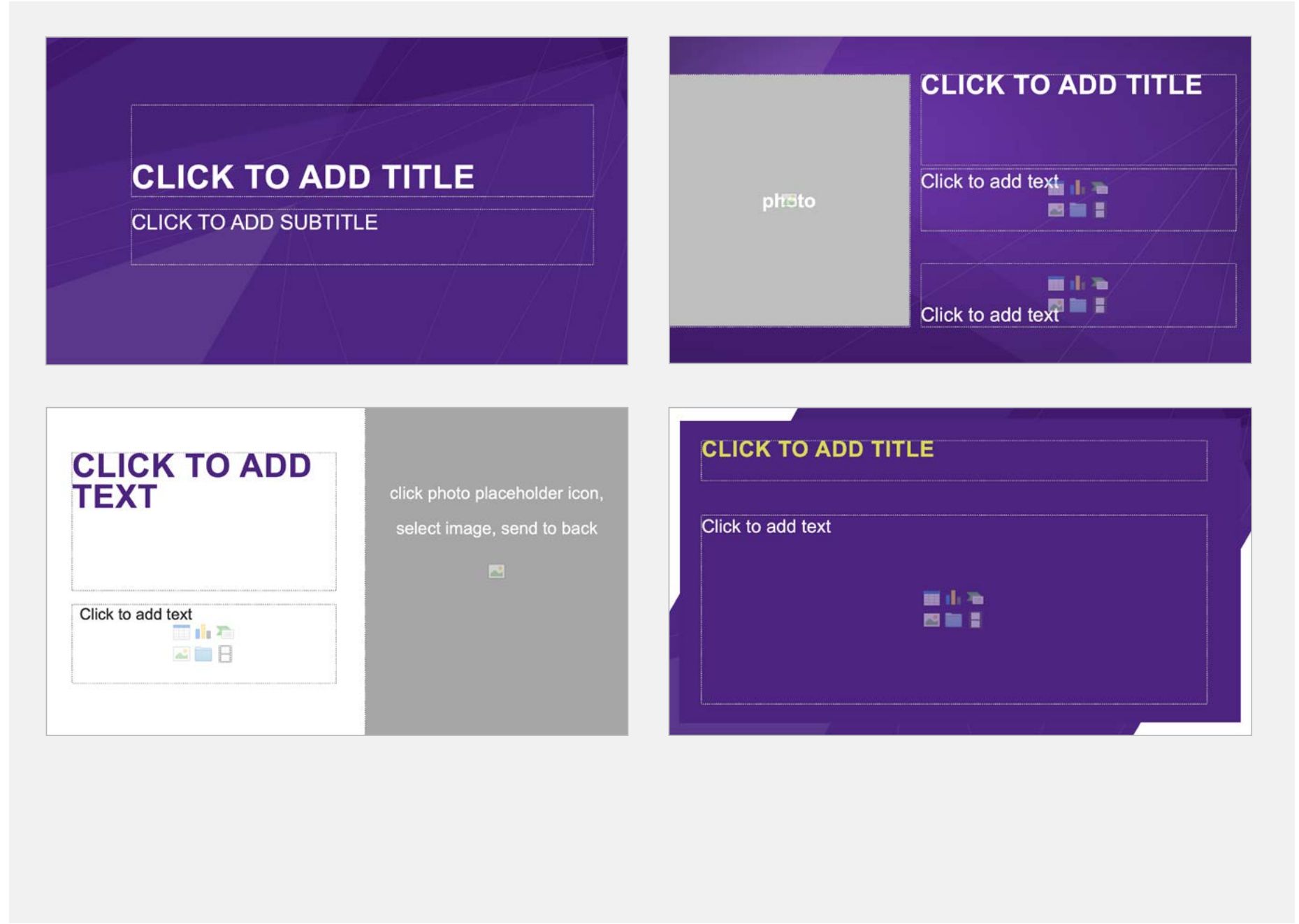Branded wallpaper

Videoconferencing backgrounds
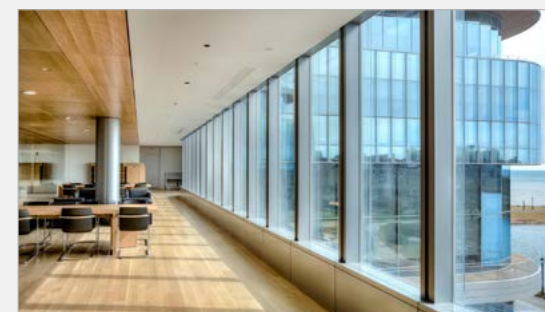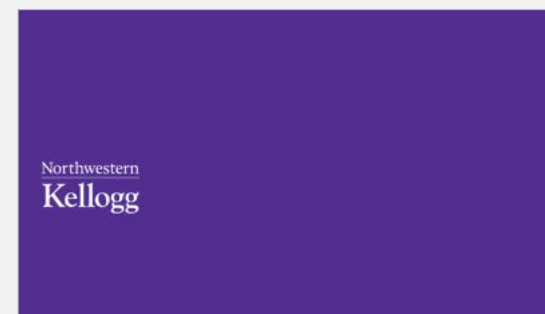
SECTION 9: BRANDED ELECTRONIC ASSETS

Digital signage templates

Promote your event or make an announcement with our branded digital screens.

SECTION 9: BRANDED ELECTRONIC ASSETS

Event toolkit

Use the event toolkit to produce promotional materials for your next event. The toolkit includes:

Digital templates:

- Email templates for save the date, invite, confirmation and thank you

- Digital promo slide

- Digital kiosk

- Social media quote graphic

Print templates:

- Printed cards for save the date, invite and thank you

- Menu/schedule one-sheet

- Name badge and name tent

- Program/briefing book

- Event signage including podium sign
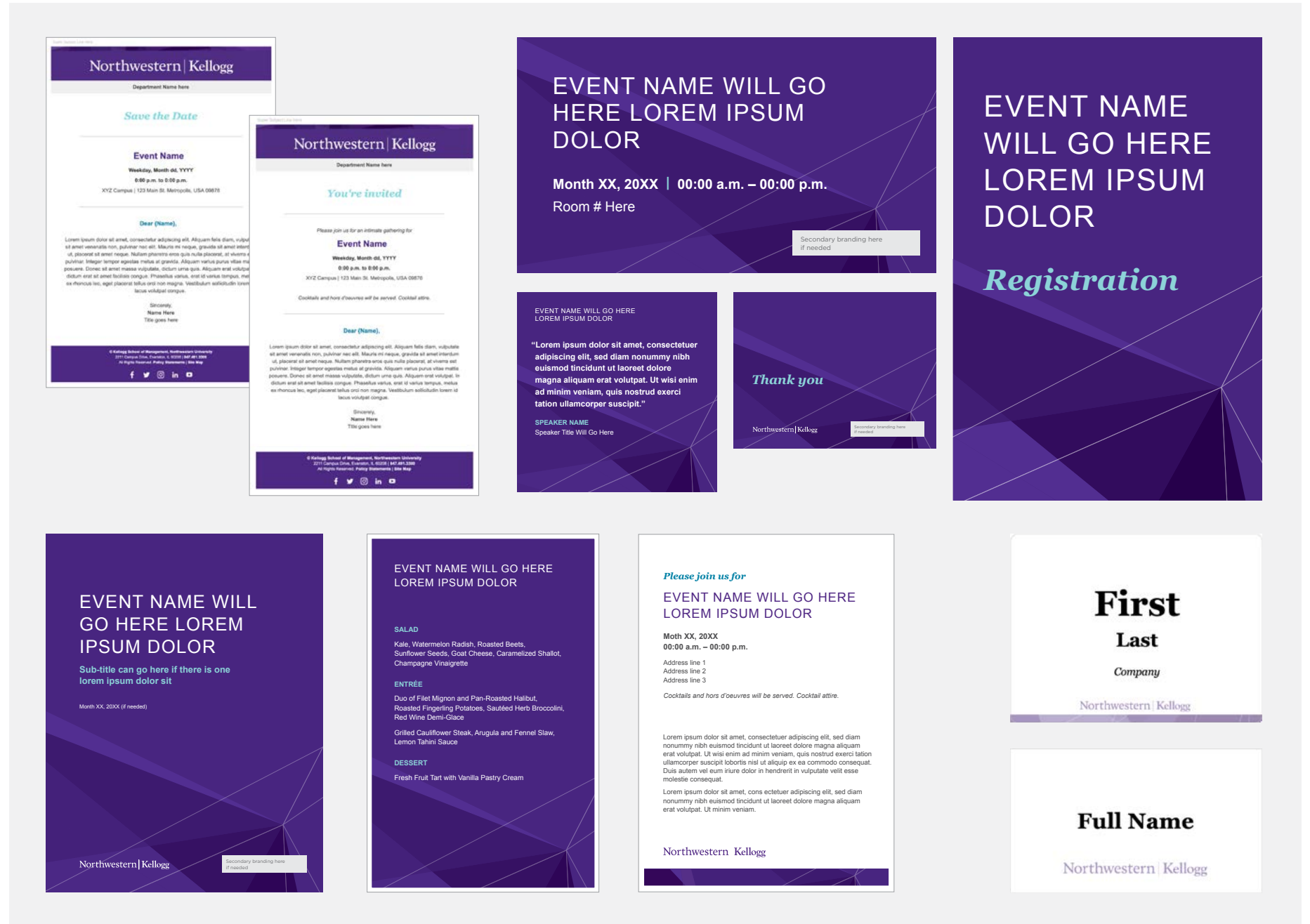
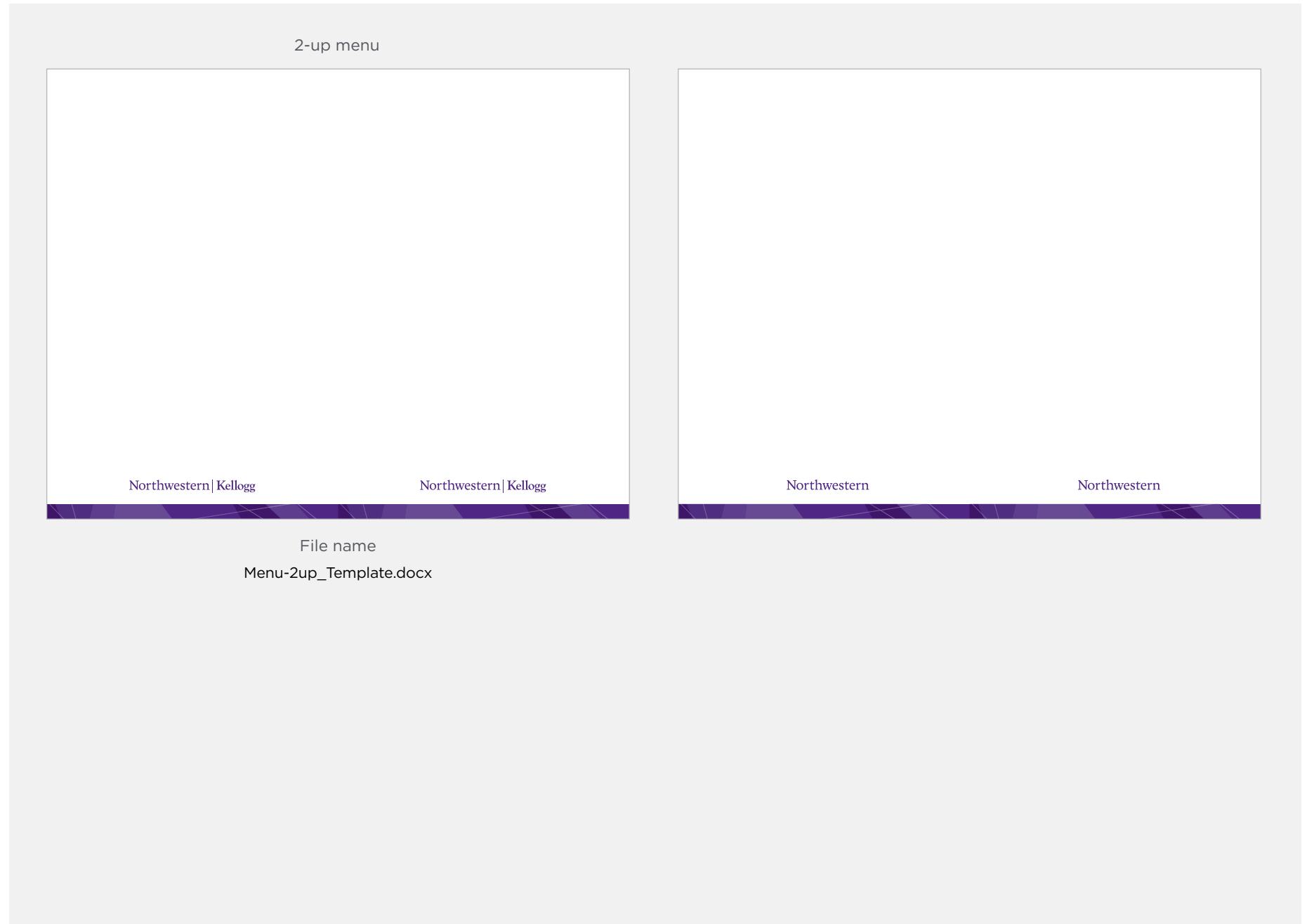**BRAND TOOLS!**   Download at kell.gg/brandtools-downloads

SECTION 9: BRANDED ELECTRONIC ASSETS

Menu card template

Pre-designed menu card templates are available to help you organize your event. The downloadable file is a Word document that enables you to customize the menu details without modifying the layout.

Materials note: This template is designed to be used with paper stock that is pre-printed with the Kellogg logo and color band. The pre-printed sheets are available at each Kellogg building through the Facilities team.

Menu card template is included in the "Event Toolkit" package.

2-up menu

Northwestern | Kellogg   Northwestern | Kellogg

Northwestern   Northwestern

File name
Menu-2up_Template.docx

SECTION 10

BRANDED PRE-PRINTED STATIONERY

SECTION 10: BRANDED PRE-PRINTED STATIONERY

Kellogg has pre-designed stationery that can be ordered for your department's specific use. The following pages show the materials that are available. All pre-printed materials, including stationery, notecards and notepads, can be ordered through iBuyNU.
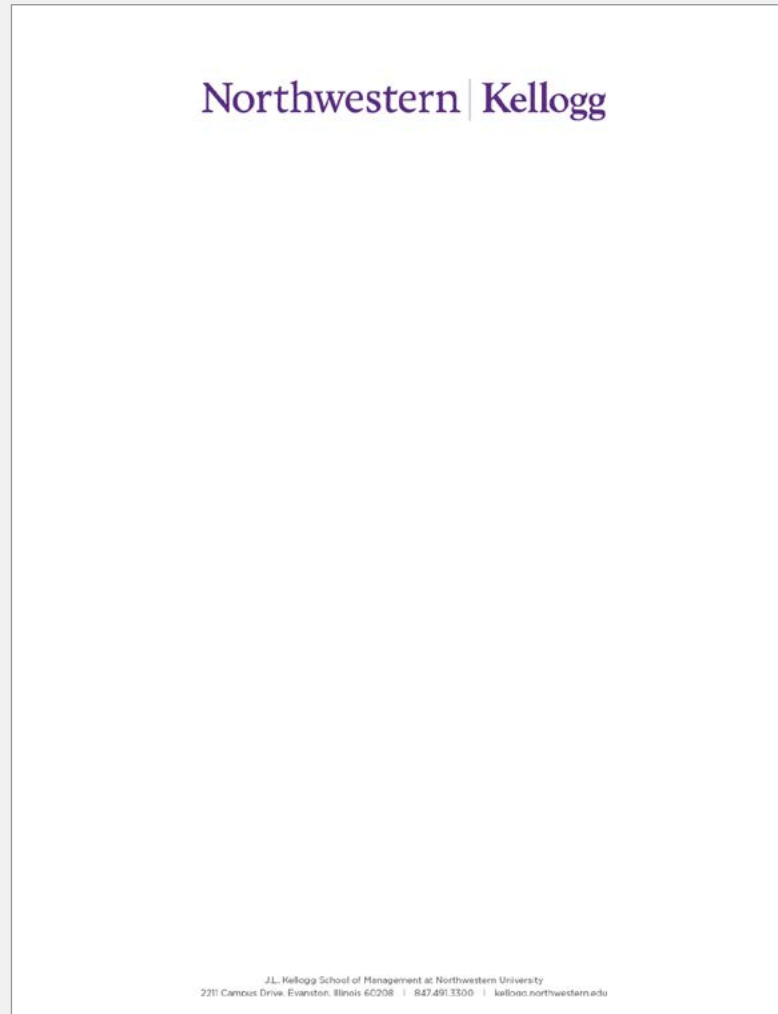
Go to iBuyNU to order

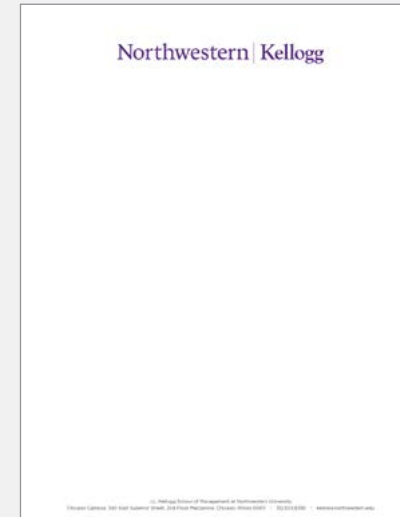**SECTION 10: BRANDED PRE-PRINTED STATIONERY**

Letterhead

Create cover pages, letters or any other single-page document with our branded stationery. Letterheads can be purchased on iBuyNU.
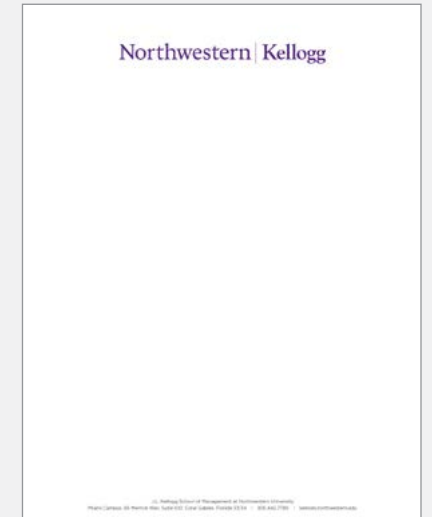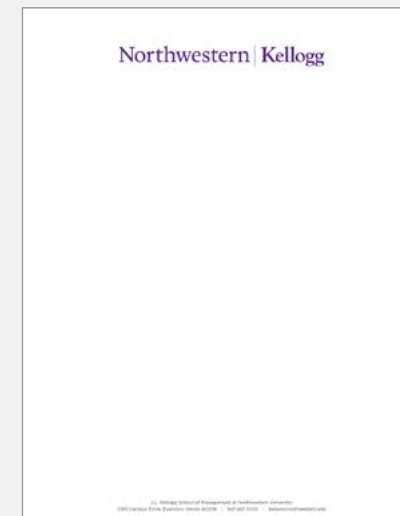
Global Hub address

Chicago campus address

Miami campus address

Allen Center address

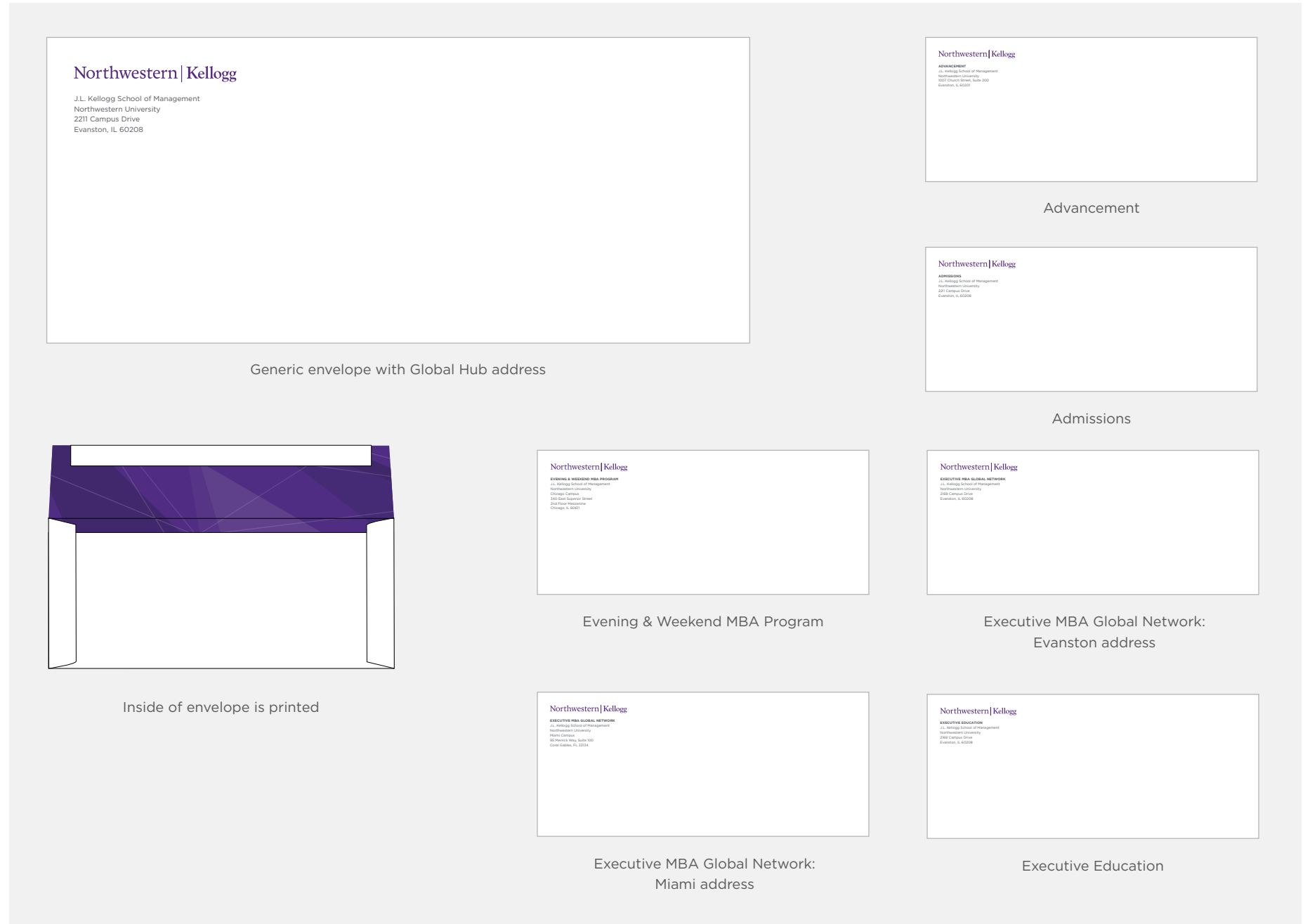**SECTION 10: BRANDED PRE-PRINTED STATIONERY**

Envelopes: #10

These pre-printed envelopes can be purchased through iBuyNU.

Six departments at Kellogg are authorized to use department-specific logos:

• Admissions

• Advancement

• Office of the Dean

• Evening & Weekend MBA Program

• Executive Education

• Executive MBA Global Network

Other departments must use the Northwestern Kellogg logo.

Generic envelope with Global Hub address

Advancement

Admissions

Inside of envelope is printed

Evening & Weekend MBA Program

Executive MBA Global Network:
Evanston address

Executive MBA Global Network:
Miami address

Executive Education

BRAND TOOLS! Order at northwestern.edu/procurement/
purchasing/e-procurement/ibuynu-marketplace

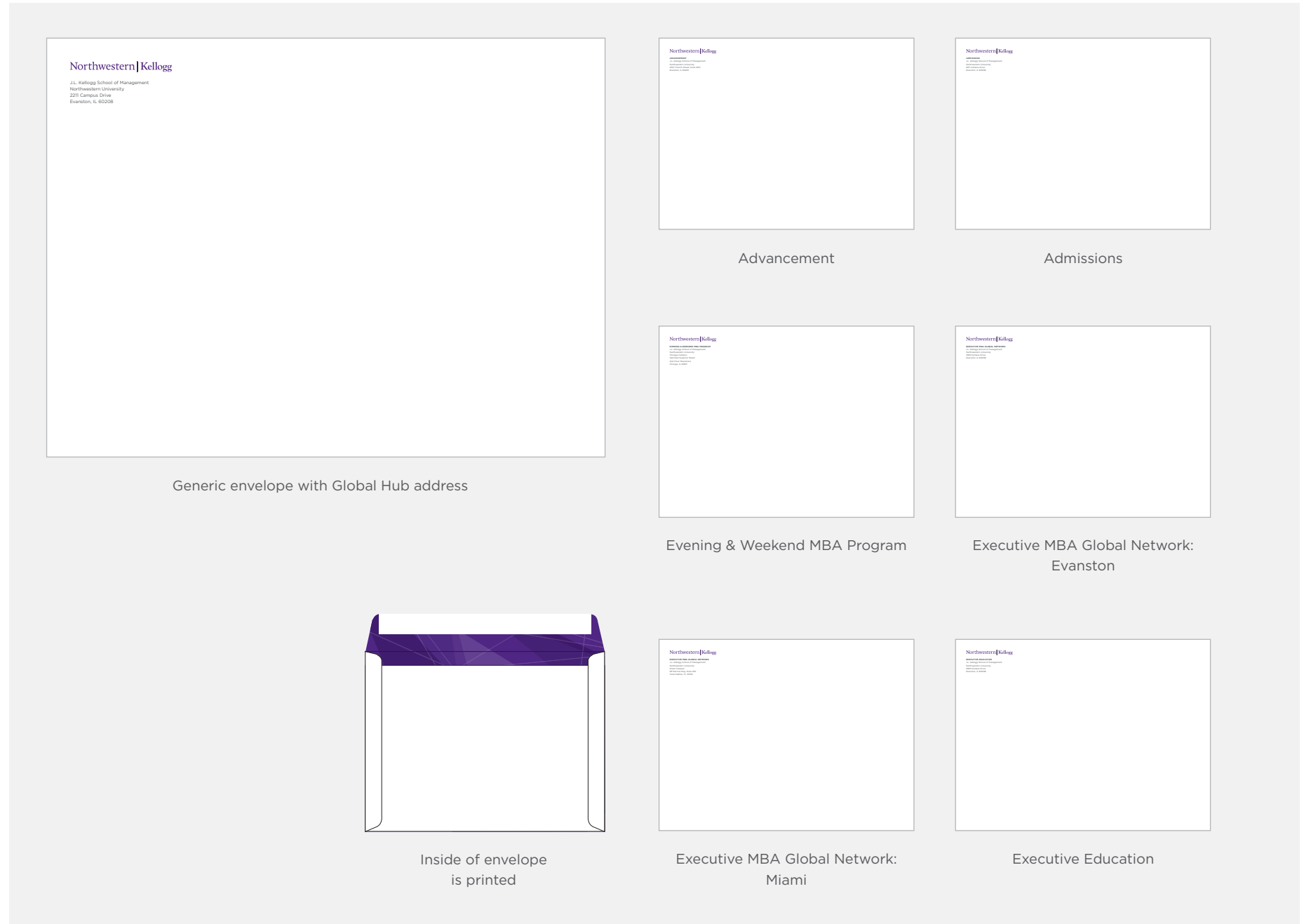**SECTION 10: BRANDED PRE-PRINTED STATIONERY**

Envelopes: 9x12

These pre-printed envelopes can be purchased through iBuyNU.

Six departments at Kellogg are authorized to use department-specific logos:

- Admissions

- Advancement

- Office of the Dean

- Evening & Weekend MBA Program

- Executive Education

- Executive MBA Global Network

Other departments must use the Northwestern Kellogg logo.

Generic envelope with Global Hub address

Advancement

Admissions

Evening & Weekend MBA Program

Executive MBA Global Network: Evanston

Inside of envelope is printed

Executive MBA Global Network: Miami

Executive Education

BRAND TOOLS! Order at northwestern.edu/procurement/ purchasing/e-procurement/ibuynu-marketplace

SECTION 10: BRANDED PRE-PRINTED STATIONERY

Envelopes: A6

These pre-printed envelopes can be purchased through iBuyNU.

Six departments at Kellogg are authorized to use department-specific logos:

- Admissions

- Advancement

- Office of the Dean

- Evening & Weekend MBA Program

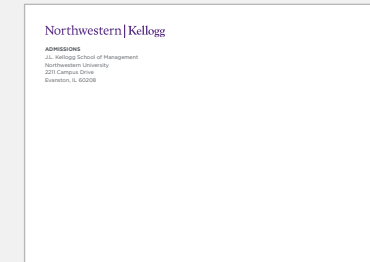- Executive Education

- Executive MBA Global Network

Other departments must use the Northwestern Kellogg logo.

Northwestern | Kellogg

J.L. Kellogg School of Management
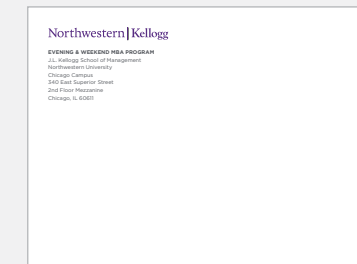Northwestern University
2211 Campus Drive
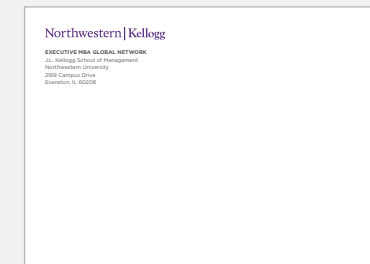Evanston, IL 60208
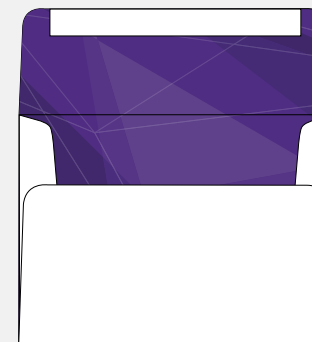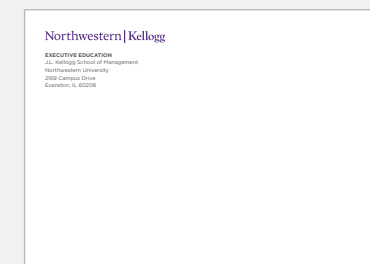
Generic envelope with Global Hub address

Advancement

Admissions

Evening & Weekend MBA Program

Executive MBA Global Network: Evanston

Inside of envelope is printed
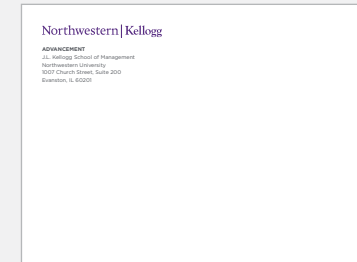
Executive MBA Global Network: Miami

Executive Education

SECTION 10: BRANDED PRE-PRINTED STATIONERY

Notepads

Notepads can be ordered for your department through iBuyNU.

Large lined 8.5 x 11 in.

Large unlined 8.5 x 11 in.

Small unlined 5.5 x 8 in.

SECTION 10: BRANDED PRE-PRINTED STATIONERY

Notecards

Written correspondence adds a personal touch that extends the Kellogg brand to the recipient.

There are two types of notecards that can be ordered for your department through iBuyNU.

A6 size formal notecard with foil
with matching envelope

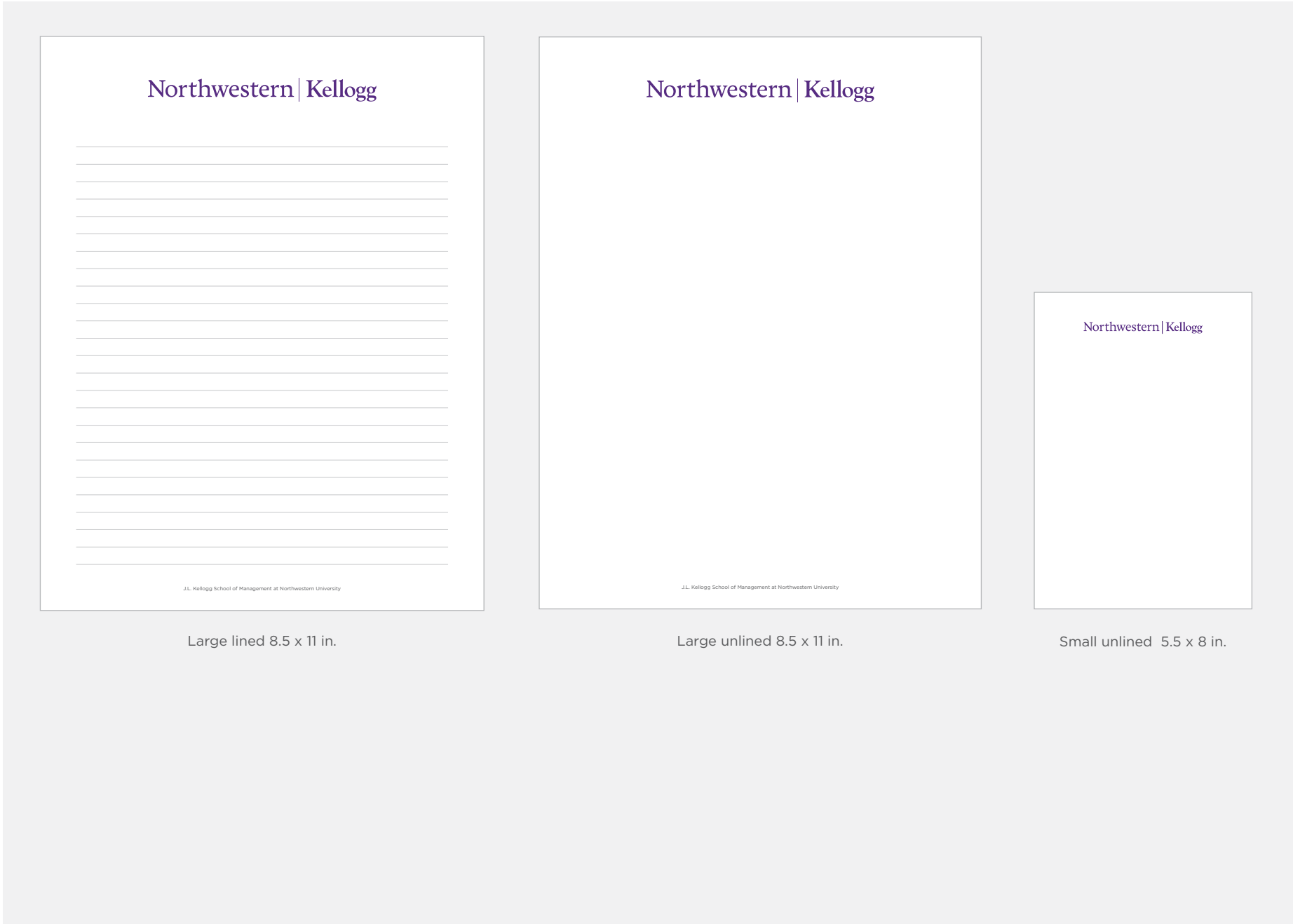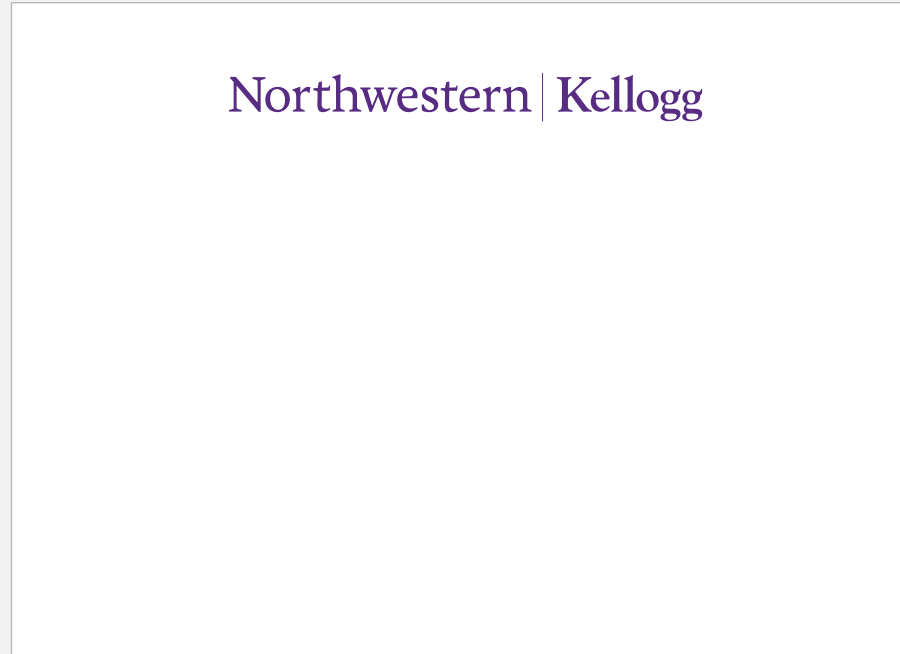A2 size informal double-sided notecard

Northwestern | Kellogg

Northwestern | Kellogg

BRAND TOOLS! Order at northwestern.edu/procurement/
purchasing/e-procurement/ibuynu-marketplace

SECTION 10: BRANDED PRE-PRINTED STATIONERY

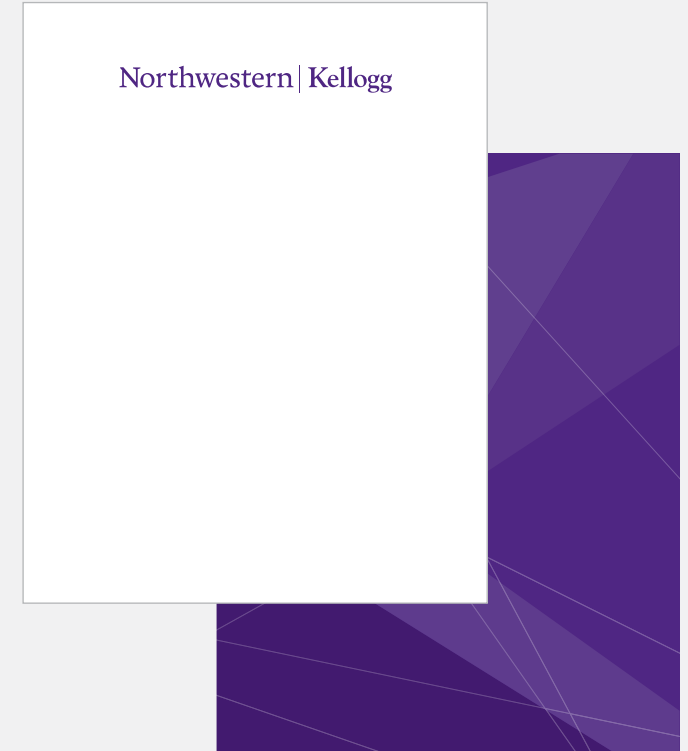# Pocket folder

Our pre-printed Northwestern/Kellogg pocket folder is available to help you organize handouts or other printed materials.

Please contact the Administrative Operations department to obtain the quantity of folders needed for your project.

SECTION 10: BRANDED PRE-PRINTED STATIONERY

Business card guidelines

STAFF

Business cards serve as part of the Kellogg logo and identity system. Our business card system closely aligns to Northwestern's and allows us to streamline and simplify our communications.
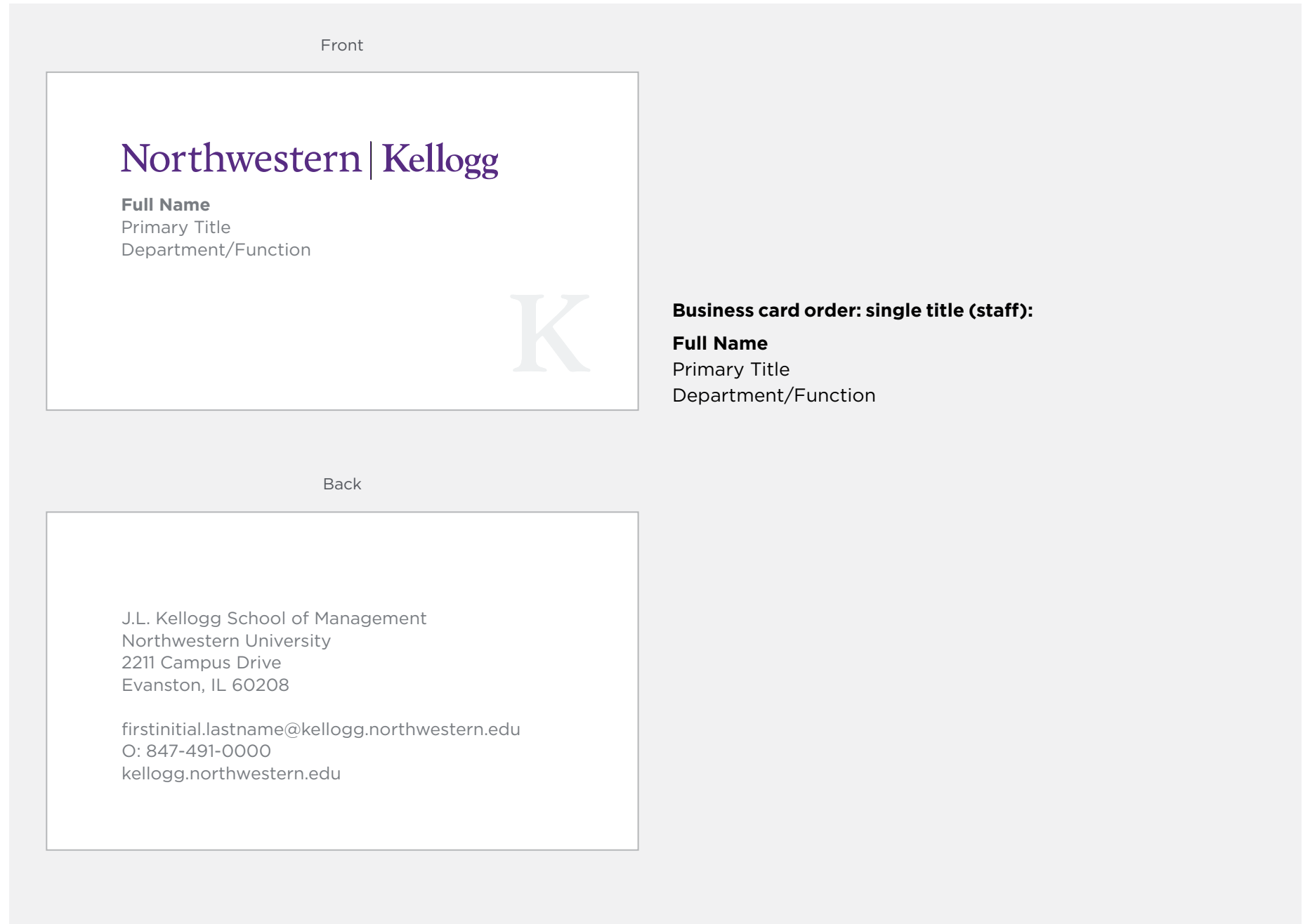
General rules:

• Avoid use of commas in titles.

• Wherever feasible, avoid title rollovers to next line.

• If title rollover is necessary, indent second line.

• List no more than two titles per person.

• Do not include sub-unit IDs on cards, except when sub-unit is part of a title. In these cases, include department or function on next line.

To order:

• Ordered through iBuyNU

Front

Northwestern | Kellogg

Full Name
Primary Title
Department/Function

K

Business card order: single title (staff):

Full Name
Primary Title
Department/Function

Back

J.L. Kellogg School of Management
Northwestern University
2211 Campus Drive
Evanston, IL 60208

firstinitial.lastname@kellogg.northwestern.edu
O: 847-491-0000
kellogg.northwestern.edu

BRAND TOOLS!   Order at northwestern.edu/procurement/
purchasing/e-procurement/ibuynu-marketplace

SECTION 10: BRANDED PRE-PRINTED STATIONERY

Business card guidelines

FACULTY

General rules:

- Avoid use of commas in titles.

- Wherever feasible, avoid title rollovers to next line.

- If title rollover is necessary, indent second line.

- List no more than two titles per person.

- Do not include sub-unit IDs on cards, except when sub-unit is part of a title. In these cases, include department or function on next line.

- When named professorships are too long to fit on one line, print the name on one line and the professorship on the next line.

To order:

- Submit it to your department manager to place an order through iBuyNU.

Front

Northwestern | Kellogg

Full Name
Primary Title
Department/Function

K

Business card order: single title (faculty)

Full Name
Primary Title
Department/Function

Front

Northwestern | Kellogg

Full Name
Primary Title
Department/Function

Secondary Title
Department/Function

K

Business card order: double title (faculty)

Full Name
Primary Title
Department/Function

Secondary Title
Department/Function

Back

J.L. Kellogg School of Management
Northwestern University
2211 Campus Drive
Evanston, IL 60208

firstinitial.lastname@kellogg.northwestern.edu
O: 847-491-0000
kellogg.northwestern.edu

SECTION 11

STUDENT CONFERENCES AND CLUBS

SECTION 11: STUDENT CONFERENCES AND CLUBS

Conference and club logos

With the Kellogg name:

The "Kellogg" name must be in Gotham font.

Without the Kellogg name:

You are free to explore.

Legacy logos:

Kellogg Brand & Marketing will review your logo and propose a new version if we believe it violates our guidelines.

SECTION 11: STUDENT CONFERENCES AND CLUBS

Merchandise guidelines

Keep the Kellogg logo separate from sponsor, club or conference logos.

Use official Kellogg/Northwestern logos on merchandise unless your event/club involves alcohol, in which case, do not use the Kellogg logo.

To order merchandise, refer to the Student Guide to Trademark Licensing site for instructions: northwestern.edu/auxiliary-services/trademark-licensing/student-guide-trademark.html.

If you do not go through the proper approval channels as outlined on the Trademark Licensing site, it may affect your final delivery date and you may incur additional charges.

Approved

Kellogg/NU logo separate from sponsor logos

Not approved

Not using official Kellogg/ NU logo

SECTION 11: STUDENT CONFERENCES AND CLUBS

Setting up conference websites

You will be able to create your conference website using the Kellogg conference templates available through Campus Groups. Contact the Speakers & Conferences team to request access to the templates: conferences@kellogg. northwestern.edu.

- Your conference domain name will stay the same year to year with the new web templates. You can also create a vanity URL that will redirect to the conference's true domain name.

- Campus Groups can archive your website on a different URL once the conference is over so that you can keep it live.
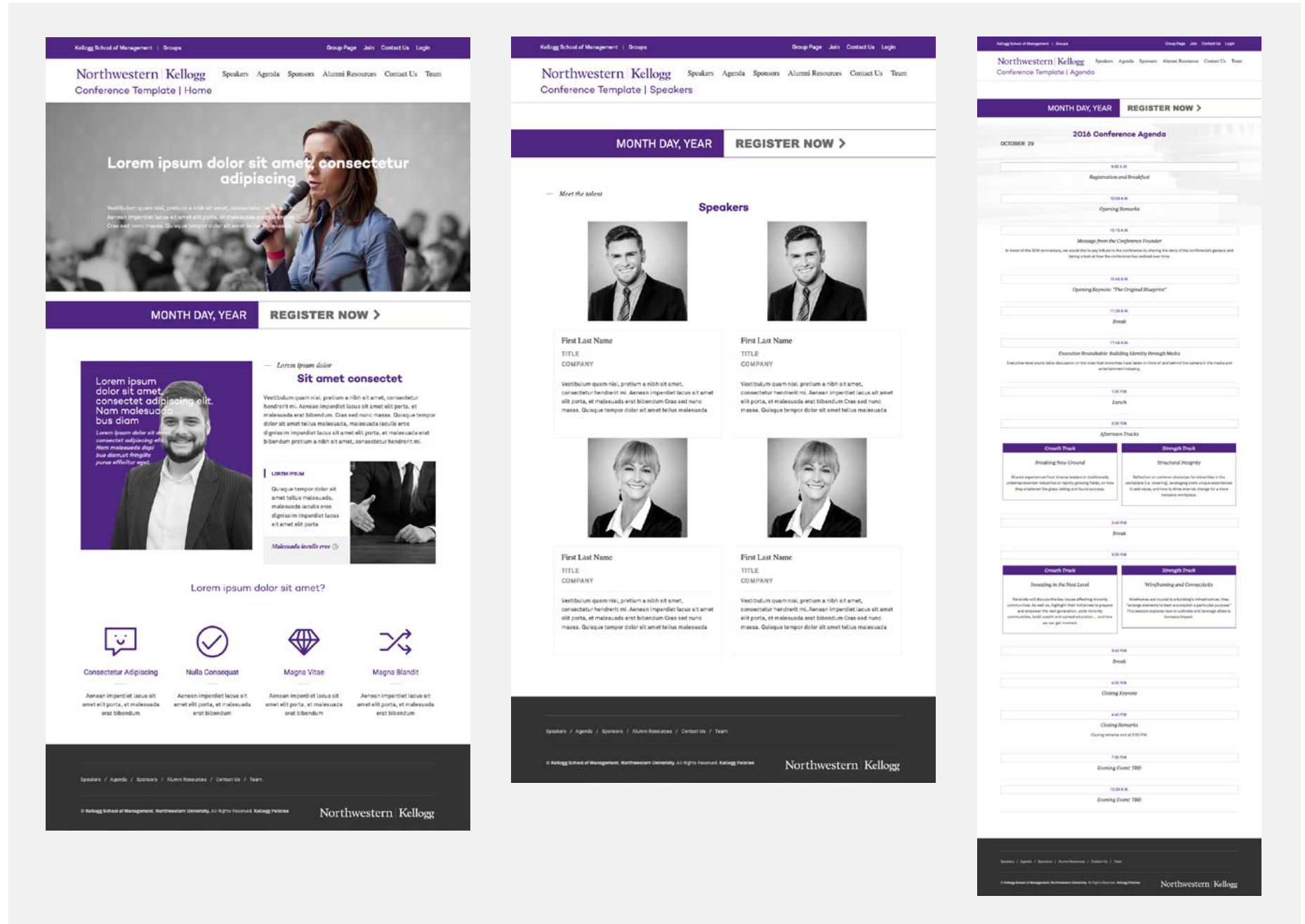
CONTACTS + LINKS

CONTACTS + LINKS

Kellogg Brand Tools

kell.gg/brandtools

Questions about Kellogg brand guidelines?

BrandTools@kellogg.northwestern.edu

Project Request Form

kellogg.northwestern.edu/brand-tools/requests/new-project.aspx

Need technical support?

Kellogg Information Systems (kis@kellogg.northwestern.edu)

Kellogg Image Library

kell.gg/brandtools/image-library

Kellogg Social Media

kell.gg/brandtools-social

Northwestern Brand Guidelines

northwestern.edu/brand