

How we  
**DO NORTH**



Northern Vermont University

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**THE PRINCIPLES OUTLINED HERE APPLY TO ALL OF US, AND TO EVERY COMMUNICATION. AND WHEN WE PRACTICE THEM CONSISTENTLY, WE COMMUNICATE IN A COHESIVE, APPROACHABLE WAY THAT EXPRESSES OUR POINT CLEARLY AND AUTHENTICALLY.**

Our brand identity is more than our logo. It's a system of core elements and guiding principles that combine to create a distinctive look and feel that people will immediately recognize as Northern Vermont University's.

When we execute our brand, there's a reason behind every visual or verbal decision we make. This document is designed to help you make those decisions. It reflects the thought process that went into creating the brand and offers guidelines for making it work.

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**Where do I go for help?**

If you're looking for resources, or simply have questions about using the new brand, please contact Melissa Weinstein.

**Melissa Weinstein** | [Melissa.Weinstein@NorthernVermont.edu](mailto:Melissa.Weinstein@NorthernVermont.edu) | 802.635.1247

# BRAND MESSAGING

# OUR AUDIENCES



Identifying and understanding our key audiences is the first step to implementing our brand. To engage and connect with them, we must align our messaging with the interests of each audience segment.

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## THOSE WHO KNOW JOHNSON AND LYNDON WELL TODAY

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## EMERGING AND NEW AUDIENCES

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### Audience

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### Goal

Prospective Students and Influencers

▶ **Recruitment**

NVU Family

▶ **Alignment**

Extended Family and Partners

▶ **Engagement**

Public and Peers

▶ **Reputation**

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Expanded Prospective Students and Influencers

▶ **Attraction**

Expanded Public and Partners

▶ **Awareness**



# OUR AUDIENCES



To engage our audiences, we must align with them by understanding a few key properties.

## Those Who Know Johnson and Lyndon Well Today

### PROSPECTIVE STUDENTS AND INFLUENCERS



#### Recruitment

#### Who they are

Current high school students from Vermont and New Hampshire

Parents of prospective students

High school guidance counselors and coaches

High school students who seek out JSC and LSC for specific programs

#### What they need to know

NVU is the evolution of the Johnson/Lyndon unification

What makes NVU stronger than the two separate colleges

The improved value of an NVU degree

Why they would succeed at NVU

How NVU is worth the investment and commitment

#### What we want them to do

Understand NVU's evolved position and offer

Recognize that the university's impact has improved beyond that of the two colleges

Continue to recommend NVU to students and other influencers

Identify NVU as a top-choice institution

Take the next step toward enrollment

# OUR AUDIENCES



To engage our audiences, we must align with them by understanding a few key properties.

## Those Who Know Johnson and Lyndon Well Today

**NVU  
FAMILY**



**Alignment**

### Who they are

Current students

Alumni

Faculty

Staff

Administration

Board of Trustees

University leaders

Office of the Chancellor

### What they need to know

Their support of NVU is vital for the future

NVU is a new opportunity for the institutions they love to reach higher and achieve more

There is a united vision to drive NVU's success

We need to come together to rally around the university's story

### What we want them to do

Take pride in the new brand and help foster its acceptance

Promote NVU's similar and new benefits and value to Johnson and Lyndon

Share their success stories about NVU

See the new brand as a positive opportunity for the institution, the region, and themselves

# OUR AUDIENCES



To engage our audiences, we must align with them by understanding a few key properties.

## Those Who Know Johnson and Lyndon Well Today

### EXTENDED FAMILY AND PARTNERS



#### Engagement

#### Who they are

Johnson and Lyndonville communities

Current students' families

Non-alumni donors, friends, and fans

Business and industry partners

Economic development groups

Vermont State Colleges System

#### What they need to know

NVU provides additional resources and benefits

The new brand is a celebration of existing relationships and an opportunity to improve the institution's regional ties and impact

The new NVU brand is an opportunity not only for the school, but also for its partners

#### What we want them to do

Promote the new brand as a mutually beneficial opportunity for the region

Understand the increased impact that NVU will have

Share their positive experiences with Johnson and Lyndon and build momentum with audiences for future success with NVU

# OUR AUDIENCES



To engage our audiences, we must align with them by understanding a few key properties.

## Those Who Know Johnson and Lyndon Well Today

### PUBLIC AND PEERS



### Reputation

#### Who they are

Vermont residents

New Hampshire residents

Peer higher ed institutions

Current competing higher ed institutions

Media

Government

#### What they need to know

NVU is building on the success of Johnson and Lyndon

NVU will be the leading liberal arts institution in the region

Rather than starting anew, NVU is strengthening its commitment to students, Vermont, and New Hampshire

#### What we want them to do

Elevate their perception of NVU

See the new school as a player in the region and in academics

Recognize and realize the increased influence that NVU will have

Understand the greater impact NVU will have

# OUR AUDIENCES

## Emerging and New Audiences



To engage our audiences, we must align with them by understanding a few key properties.

### EXPANDED PROSPECTIVE STUDENTS AND INFLUENCERS



#### Attraction

#### Who they are

Current high school students outside of Vermont and New Hampshire

Parents of prospective students

High school guidance counselors and coaches

Nontraditional prospective students (online and transfer)

#### What they need to know

What makes NVU distinct

The value of an NVU degree

Why they would succeed at NVU

How NVU is worth the investment and commitment

What they need to do to enroll

#### What we want them to do

Understand NVU's position and offer

Recognize the university's impact

Recommend NVU to students and other influencers

Identify NVU as a top-choice institution

Take the next step toward enrollment

# OUR AUDIENCES

## Emerging and New Audiences



To engage our audiences, we must align with them by understanding a few key properties.

### EXPANDED PUBLIC AND PARTNERS



#### Awareness

#### Who they are

Residents of Maine, Massachusetts, Rhode Island, New York, New Jersey and Connecticut

Media

Higher ed competitors for NVU

Emerging business and industry partners

#### What they need to know

NVU is a leader in higher education

How NVU impacts and can impact their lives

How NVU creates and produces meaningful advancements and innovations

The accomplishments and success of faculty, staff, students, and alumni

#### What we want them to do

Recognize the influence that NVU has

Understand the brand and relate to the brand story

See the impact that NVU graduates have

Recognize NVU as a top-choice for academics and impact

# MESSAGING MAP



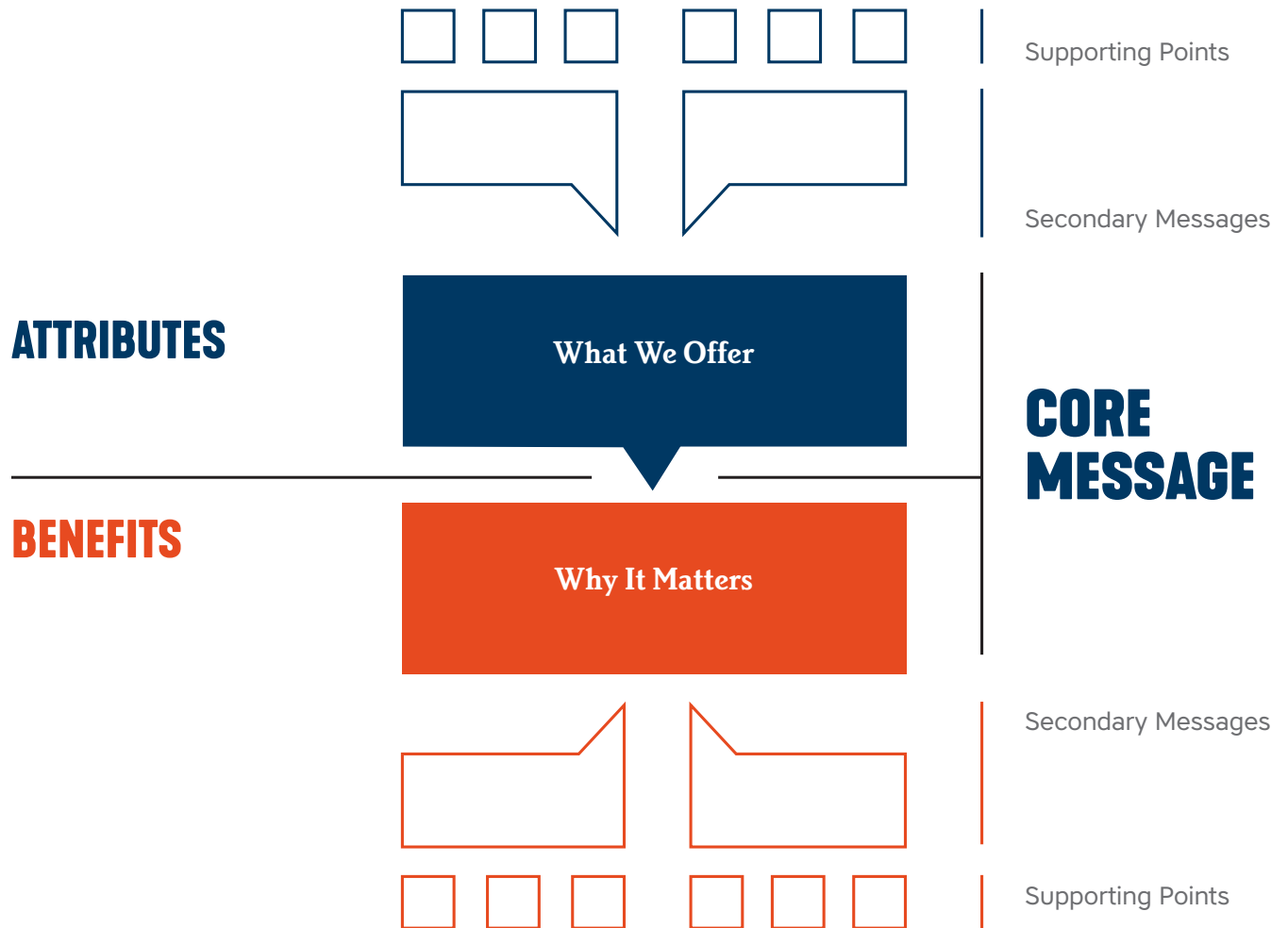
The messaging map organizes our key messages into a hierarchy, to ensure we're consistently telling our brand story in a way that's effective and ownable. Each point supports the next level of messages, and all of them tie back to the core message.

## What is an attribute?

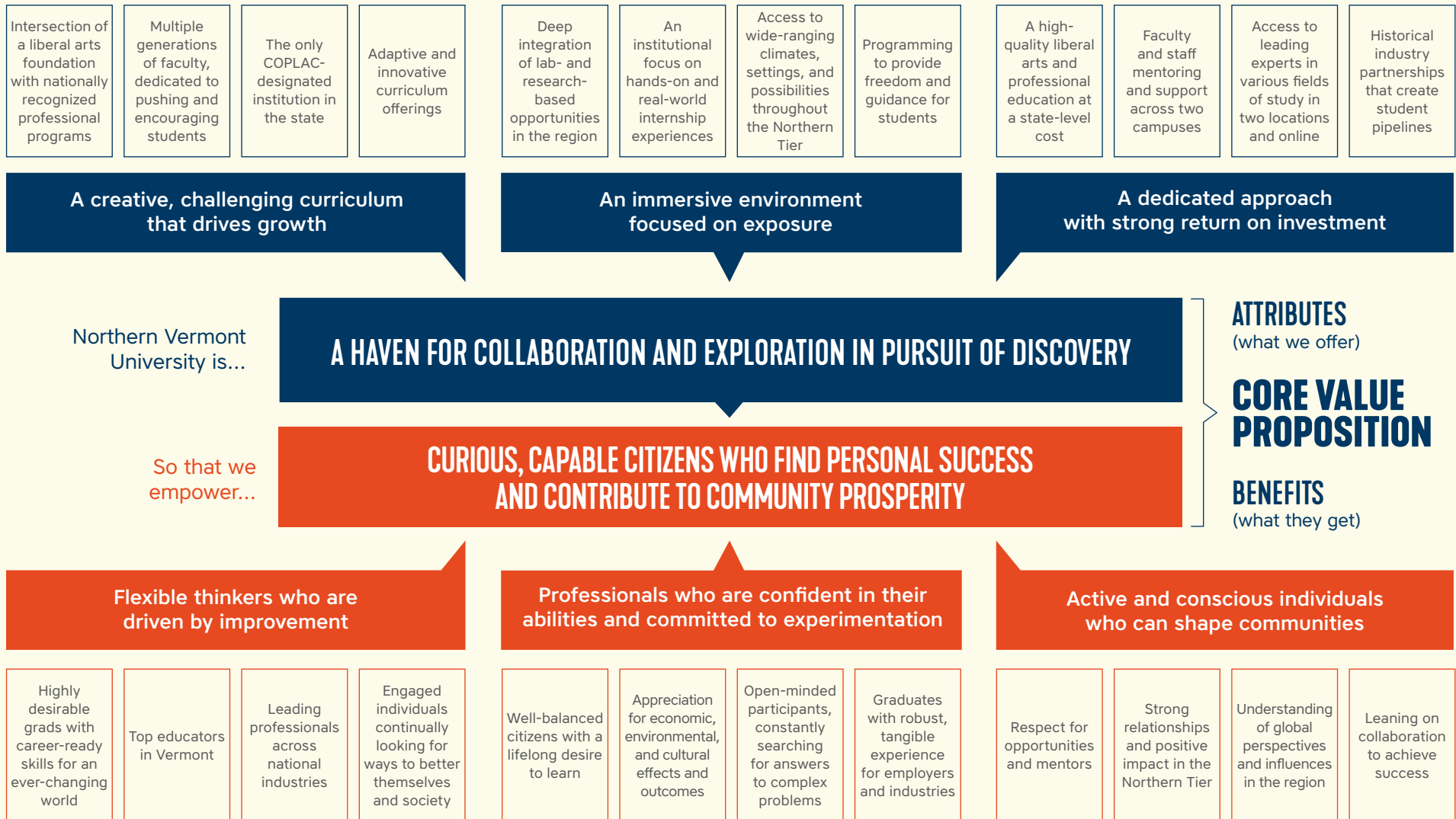
An attribute is what we offer to our constituents. Attributes include the products, services, knowledge, and unique offers that we bring to the table.

## What is a benefit?

A benefit is what students, faculty, staff and others get. It's the value of the attributes that we offer: the answer to the questions "so what?" or "why do we care?"



# MESSAGING MAP





## **OUR CORE PROPOSITION**



Our brand proposition is the core of our messaging. It's what we draw our key strengths from, and it communicates how we want to be seen by the world. It's meant to be aspirational so that we keep improving, yet rooted in truth so that we can back it up with the work we're doing today.

**NORTHERN VERMONT UNIVERSITY IS A HAVEN FOR COLLABORATION AND EXPLORATION IN PURSUIT OF DISCOVERY, SO THAT WE EMPOWER CURIOUS, CAPABLE CITIZENS WHO FIND PERSONAL SUCCESS AND CONTRIBUTE TO COMMUNITY PROSPERITY.**

## OUR CORE PROPOSITION



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**NORTHERN VERMONT UNIVERSITY IS A HAVEN FOR COLLABORATION AND EXPLORATION<sup>1</sup> IN PURSUIT OF DISCOVERY<sup>2</sup>, SO THAT WE EMPOWER CURIOUS, CAPABLE CITIZENS<sup>3</sup> WHO FIND PERSONAL SUCCESS<sup>4</sup> AND CONTRIBUTE TO COMMUNITY PROSPERITY.<sup>5</sup>**

- ① Across two campuses and two towns, we're committed to a seamless experience that allows countless faculty members, staff, students, and residents to work together, virtually and in person.
- ② We pride ourselves on giving students freedom and guidance so they can seek, experience, and realize learning and understanding.
- ③ Equipped with a liberal arts foundation, professional skill development, and hands-on experience, NVU and our grads never stop pursuing opportunities to improve.
- ④ We deliver on the NVU vision, in supporting growth of the whole person in our students through career, intellectual, and social development.
- ⑤ As a leader in the Northern Tier, we recognize our responsibility and potential for improving the region's economic, educational, environmental, and cultural well-being, both near and far from our campuses.

# CRAFTING CONTENT

# THE BASICS



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## OUR MESSAGE

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is what we say and what we want people to remember. It's made up of what we offer (attributes) and what people get from us (benefits).

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## OUR VOICE

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expresses how we see the world and how we think and feel about it. It sets a tone that's unique, distinct, and authentic to who we are.

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## OUR PERSONALITY

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is what brings the message to life. It makes what we say more resonant and meaningful.

## OUR PERSONALITY



Our personality sets the tone for how we communicate. These six traits take the rational and emotional aspects of our brand, and drive the voice and tone for all our brand communications.



*Keep these traits in mind when crafting communications. Different traits come through more clearly when speaking to specific audiences, as you will see with the examples provided later in this document.*

**PERSONAL** ———●

Attentively engaged with our region and others

**FOCUSED** ———●

Dedicated, determined, and driven

**ADVENTUROUS** ———●

Creative, curious, and innovative

**SPIRITED** ———●

Involved, active, and bold

**TIRELESS** ———●

Always evolving, hustling, and working hard

**APPROACHABLE** ———●

Inclusive, supportive, and committed

# CREATIVE PLATFORM



Our creative platform is a high-level statement inspired by our messaging and our personality. It highlights what we stand for as an institution and creatively articulates the Northern Vermont University experience. We don't generally use this statement verbatim; however, we should turn to it as a guide and hold new pieces up to it. If they feel like they can live alongside one another, the piece has achieved its goal of expressing the brand.

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*"Do north" is our essence. It's the shortest way to encapsulate our story and express our NVU pride.*

At Northern Vermont University, North is more than just a sense of place or where we are. It's a sense of purpose. It's who we are. It's a way of thinking and living and working that built a school that fuels this entire region.

**We're proud of the way we do things up here. Because above all else, it's what North does that really matters.**

North sees straight to the problem, and gets straight to fixing it. North elevates thinking and gives rise to new theories and ideas. North changes perspectives and brings people together. North answers the call to action, and keeps lifting our communities. North takes what it's given, and makes something more. North never stops asking "what's next?"

**North is action. Creation. Heart. Opportunity. And it always stays true to its course.**

**Because once you find your direction, there's only one thing left to do.**

# DO NORTH



*When people ask you about NVU, what do you say?*

*It's important for each of us to give a consistent answer. Our response should cover what we do and how it benefits our students at a high level, and should give just enough detail to communicate who we are.*

*Think of it as a starting place for a deeper conversation about NVU. It gives someone an opening to ask for more specifics, but it also offers a general overview of NVU without a lot of unnecessary detail. The creative platform is a conversational way to describe what we stand for and how we stand out.*

# BREAKING DOWN OUR BRAND NARRATIVE



Here are some of the different ideas and techniques we can pull from the narrative as we're writing. We don't have to capture every idea in one piece—and we likely can't—but this gives us a framework to refer to.

---

At Northern Vermont University, North is more than just a sense of place or where we are. It's a sense of purpose. It's who we are. It's a way of thinking and living and working that transformed a few counties in Vermont into the Northern Tier and built a school that fuels this entire region.

**We're proud of the way we do things up here. Because above all else, it's what North does that really matters.**

---

North sees straight to the problem, and gets straight to fixing it. North elevates thinking and gives rise to new theories and ideas. North changes perspectives and brings people together. North answers the call to action, and keeps lifting our communities. North takes what it's given, and makes something more. North never stops asking "what's next?"

North is action. Creation. Heart. Opportunity. And it always stays true to its course.

---

Because once you find your direction, there's only one thing left to do.

**Do North.**

## Explanation

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We've taken everything that Northern Vermont represents and captured it in one word. "North" embodies our way of life. Hard work. Perseverance. Growth. Transformation. It encapsulates the positive qualities of our culture and truly reflects our region. It's a concise way to refer to our university. But more than that, as it states in the narrative, it's about what our university does, and what our students can do here.

---

We take pride in our service to our region, our dedication to higher education, the inclusive and accepting community we've created, our resourcefulness, and the endless curiosity that leads us to find personal and meaningful success.

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Do North is not only our concept, it's our call to action. It serves as an compelling invitation when we lead with it, and can be a powerful exclamation point when it ends a piece.

## Application

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Especially in the early phases of unveiling our brand, we will be called to answer the question: What is North? What does it mean to "Do North"? The best and most direct way to address the question head on is to answer it in copy. Sometimes, that even means posing the question ourselves.

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Don't be afraid to tell people what North is, and what we stand for. The answer takes many shapes, but each positive benefit authentically displays our brand's character and tells our unified story.

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In the case of the former, "Do North" warrants some follow-up explanation. In the latter, it should build on and pay off every thoughtful message that precedes it.

## HEADLINE CONSTRUCTIONS



### ELEVATE THE CONVERSATION.

Headlines in this category lean on subtle height metaphors to help convey a sense of importance. They also quickly communicate our level of commitment, performance, and achievement in all that we do.

#### Example

---

At the height of performance.

Up here, knowledge knows no bounds.



### TALK ABOUT THIS PLACE.

A lot of rich history, cultural significance, and emotions are wrapped up in the Northern Tier, which our university is so closely tied to. We use these headlines to ground ourselves and convey a sense of place.

#### Example

---

Above all else, a haven of collaboration.

An elevated sense of place.

From here on out, everyone will feel our impact.



Powerful headlines do a considerable amount of work in carrying our messaging and personality. Bold and interesting openings compel our audiences to read further and listen to what we have to say. These three frameworks can help you stay on brand and be consistent. Note that these examples are thought-starters—not every headline has to follow one of these forms.



### GIVE SOME DIRECTION.

These headlines are definitive and direct, and also allude to the idea of “north” to reinforce our brand platform. They also point to confidence, hard work, and future success.

#### Example

---

Do something north of extraordinary.

Direction is more than where you go. It's what you do.



# WRITING TIPS



Here are few things to keep in mind when you're crafting communication pieces.

- 1 MAKE IT POWERFUL.** Use bold, direct statements to capture attention. Get to the point as quickly as possible.
- 2 MAKE IT PERSONAL.** Use first-person plural and second-person pronouns ("we" or "us" and "you," where appropriate). It engages your reader in a direct, human way.
- 3 MAKE IT CLEAR.** Every communication won't contain every detail, so focus on what's important.
- 4 MAKE IT RELEVANT.** Consult our core messaging when creating communications, and look for places to include those key ideas.
- 5 MAKE IT WORTHWHILE.** Give your reader a reason to care. Lead with audience-specific benefits (what they get) and back them up with our brand attributes (what we offer).
- 6 MAKE IT TRUE.** Support statements with proof points. Share real, honest stories of the work we're doing.
- 7 MAKE IT READABLE.** Vary the cadence within communications. Mix short sentences with longer ones to avoid falling into a rut. Check for rhythm and flow by reading passages aloud.
- 8 MAKE HEADLINES WORK HARDER.** Headlines should do more than just label the topic at hand. They may be the only thing our audience reads as they scan the copy, so make sure they're interesting and informative.
- 9 MAKE IT RELATABLE.** We write like we speak, staying true to our brand personality. This may occasionally mean breaking a grammar rule or two. Used judiciously, contractions and sentence fragments add personality to communications.
- 10 MAKE IT COMPLETE.** Avoid the use of ellipses in headlines. Instead, present a full and complete thought, and connect it to another complete thought in the body copy. This way, the reader isn't left wondering where the rest of the sentence or story went.

# OUR LOGO

# PRIMARY USAGE



The Northern Vermont primary logo embodies the geographic location of the university, detailing mountains and a point that represents a compass.

This logo should only be reproduced from authorized digital files. Do not attempt to typeset or recreate it yourself.

## PRIMARY LOGO

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**PMS 7737**

*This color only appears in the logo and should not be used in any other part of the brand.*

## COLOR VARIATION



Use these secondary logos only when printing limitations prevent the use of the primary logo. The logos shown here are the only approved alternatives, and they should be used sparingly.

Use the one-color reversed version when the background doesn't create enough contrast for the primary logo to be legible.

### BLACK

---



### ONE-COLOR REVERSED

---



## SIZE



To maintain full legibility, never reproduce the logo at widths smaller than what is shown here—both in print and on screen. There is no maximum size limit, but use discretion when sizing the logo. It should never be the most dominant element on the page, but instead, the logo should live comfortably and clearly as an identifying mark.

## MINIMUM SIZE

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No smaller than 1.25 inches wide



Nort  
UNIVE

Using the proper vector files, the logo can be proportionately scaled as large as necessary.

# CLEAR SPACE



To maintain maximum impact and legibility, clear space must be maintained around the logo. This area is measured using the height of the capital N in the logo, as shown.

No other graphic elements, typography, rules, or images should appear inside this clear space.



# IMPLEMENTATION



To ensure consistent use of the logo, here are some practices to avoid.

⊗ **DON'T** skew, stretch, or bend the logo in any way.



⊗ **DON'T** rotate the logo.



⊗ **DON'T** use drop shadows or other visual effects.



⊗ **DON'T** use any colors other than those specified in this document.



⊗ **DON'T** outline the logo, or its elements.



⊗ **DON'T** crop the logo.



⊗ **DON'T** re-orient the logo.



⊗ **DON'T** change the proportions of the logo elements.



# COLOR PALETTE

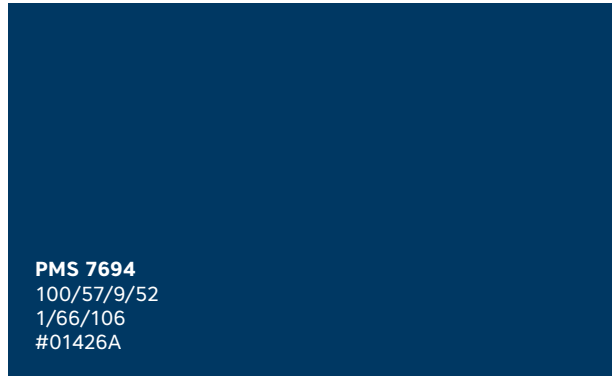


# COLOR SCENARIOS

## Overview

Our color palette has three sets: primary, secondary, and tertiary, each with its own mix of colors. Lean heavily on the primary blue, but use supporting sets to build color schemes that are complementary and balanced.

### PRIMARY



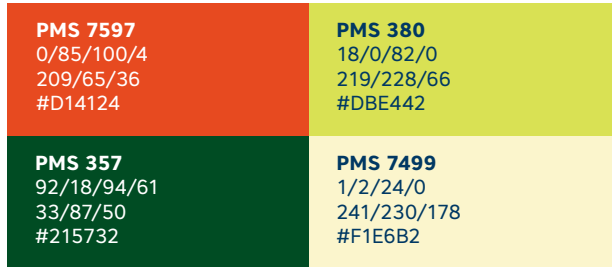
60%

#### Rule of Thumb

*A robust color palette provides lots of design options, but thoughtful consideration and restraint must be exercised to make sure we don't lose our visual identity.*

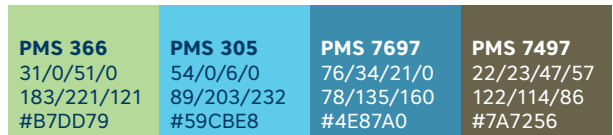
*At left is a general guide for making effective choices as you use color in compositions. This isn't meant to imply a strict mathematical distribution of the colors on the page; rather, these ratios should help your layout pass a squint test.*

### SECONDARY



30%

### TERTIARY



10%

# PRIMARY

**PMS 7694**  
100/57/9/52  
1/66/106  
#01426A

# SECONDARY

**PMS 7597**  
0/85/100/4  
209/65/36  
#D14124

**PMS 380**  
18/0/82/0  
219/228/66  
#DBE442

**PMS 357**  
92/18/94/61  
33/87/50  
#215732

**PMS 7499**  
1/2/24/0  
241/230/178  
#F1E6B2

# TERTIARY

**PMS 366**  
31/0/51/0  
183/221/121  
#B7DD79

**PMS 305**  
54/0/6/0  
89/203/232  
#59CBE8

**PMS 7697**  
76/34/21/0  
78/135/160  
#4E87A0

**PMS 7497**  
22/23/47/57  
122/114/86  
#7A7256

# OUR TYPOGRAPHY

# KAPRA NEUE

ALL STYLES

---

Uses

- Headlines
- Subheads
- Bold callouts

---

Styles

Light Condensed

**Black Condensed**

Regular

Medium

**Bold**

**Black**

LIGHT CONDENSED

**BLACK CONDENSED**

REGULAR

MEDIUM

**BOLD**

**BLACK**

---

Character Styles

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789 !@#\$%&**

**BRIGHTON**  
ALL STYLES

---

Uses

- Headlines
- Subheads

---

Styles

Brighton Light

BRIGHTON LIGHT

Brighton Medium

BRIGHTON MEDIUM

**Brighton Bold**

**BRIGHTON BOLD**

---

Character Styles

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !\$%&

# CORE SANS

## ALL STYLES

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### Uses

- Body copy
- Callouts
- Graphs

### Styles

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Core Sans Light

Core Sans Regular

Core Sans Medium

**Core Sans Bold**

**Core Sans Extra-Bold**

**Core Sans Heavy**

CORE SANS LIGHT

CORE SANS REGULAR

CORE SANS MEDIUM

**CORE SANS BOLD**

**CORE SANS EXTRA-BOLD**

**CORE SANS HEAVY**

### Character Styles

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%&

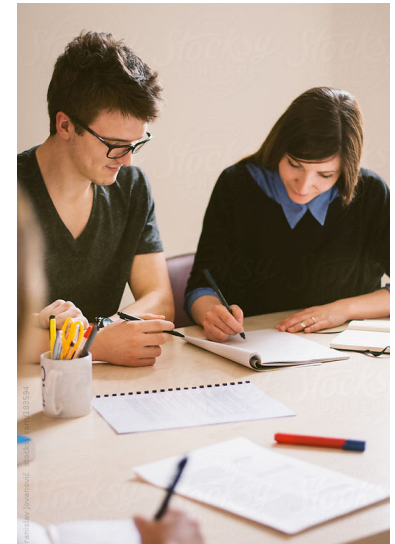


# OUR PHOTOGRAPHY

# CLASSROOMS



No matter the discipline, our classrooms and studios house visionaries who create change and improve, enliven, and inspire the world. So in our photography, we skip routine shots of academics, instead making sure that we demonstrate how our people enthusiastically and naturally interact and collaborate.



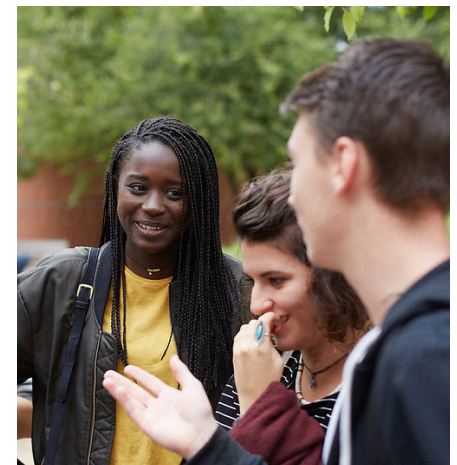
Images are FPO and included solely to illustrate the desired photo style.



# ON CAMPUS



When people see our materials, we want them to get a sense of NVU and be able to see themselves here. Be sure to include images that realistically depict the NVU experience and what it's like on our campuses.



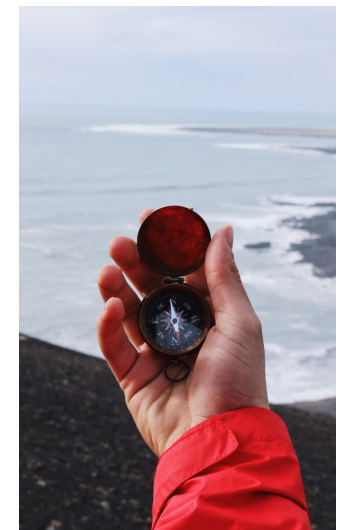
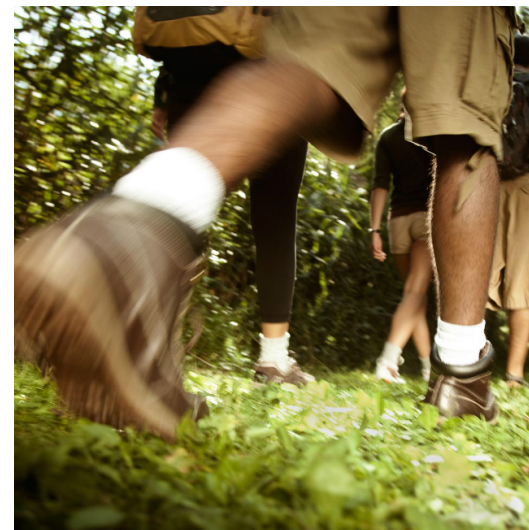
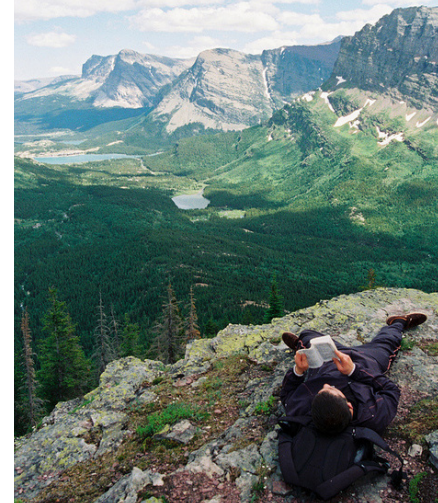
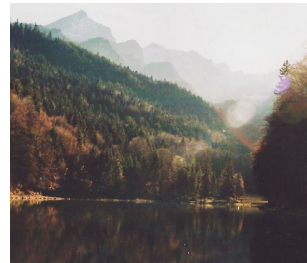
Images are FPO and included solely to illustrate the desired photo style.



# OFF CAMPUS



At NVU, students learn and grow as much outside the classroom as they do inside. NVU is scenic and geographically diverse, with a wealth of opportunities for exploration and personal reflection. Be sure to highlight these qualities in photographs by conveying a sense of place through both wide, scenic shots and close, detail shots. Our campus and our community should shine through in these images.



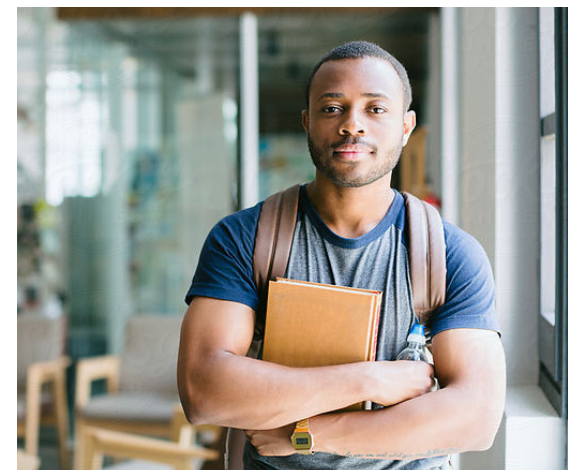
Images are FPO and included solely to illustrate the desired photo style.



# PORTRAITS



Highlight the individuals of NVU with portrait shots. Subjects can look at the camera (or not); what's more important is that they look relaxed, not stiff or overly posed. Capture them in real-life settings with natural lighting, not in a studio.



Images are FPO and included solely to illustrate the desired photo style.

# DESIGN ELEMENTS

# COMPASS ARROW



This is the central graphic element of the brand and the purest distillation of "Do North." It can be used in a number of ways, but be careful not to dilute its impact by overusing it.

As a rule of thumb, don't use the compass arrow more than once within a layout.

## Highlights

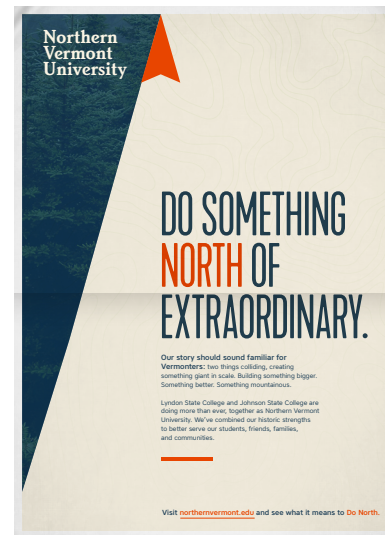
Just as a compass guides a traveler, the arrow can guide a reader's eye through a composition. Use it to draw attention to an important message.



Aliquam, opta ium eum, aut latest que nobist entotam faccum et vid quasper orerate mperum es et ex eosse reicim aliam debis qui adi nihiliquid et dolore consed quod ullaut estru.

## Graphics

The arrow is iconic enough to be used as a large decorative graphic or as a corner element.



## Enclosures

The compass arrow can also be used as a photo enclosure, either layered on top of another photo or standing alone.





# TEXTURES



Add visual interest and capture the NVU experience with these nature-inspired patterns.



## Topography

---

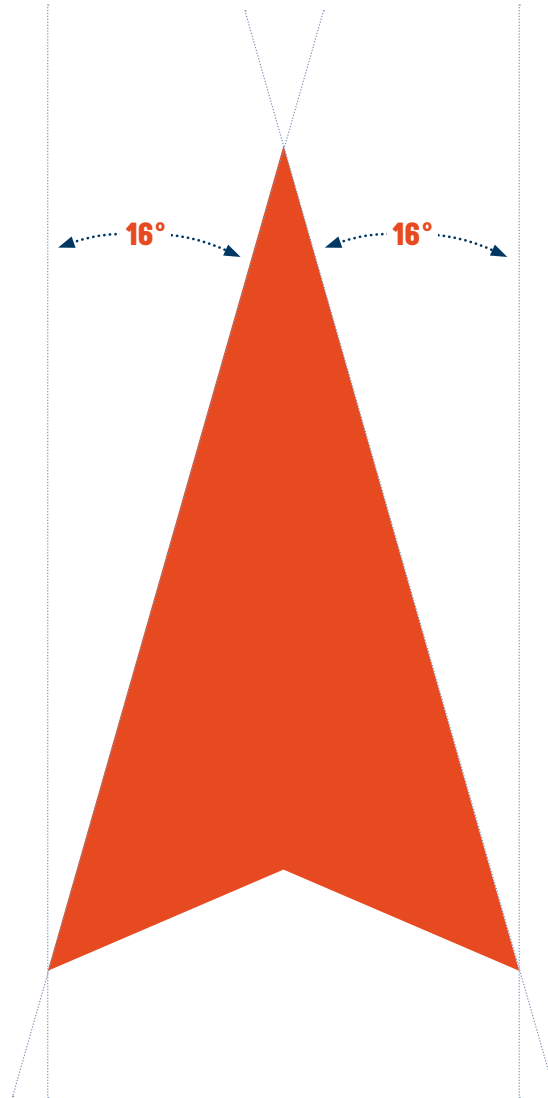
The natural landscape of the Northern Tier plays a big role in the NVU experience. Showcase some of that natural wonder with topographical diagram patterns.



# ANGLES



Use diagonals to create dynamic layouts that represent the upward motion that is essential to the brand. Build a connection to the other brand elements by creating these shapes with 16-degree lines—the same angle as the long edges of the compass arrow.



Above all else,  
**A HAVEN OF  
HIGHER LEARNING.**

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We stand as a destination for elevated thinking. A school where the liberal arts come to life, combining ideas that span different disciplines.

From musical theatre to mathematics, how we approach each class and course helps shape our direction—critically, creatively, and collaboratively. That’s how you develop the adaptable skills you’ll need, no matter where you go. That’s how you make your impact.

Collaboration runs deep in everything we do. Here you’ll be guided through every intriguing lesson and far-reaching theory by our committed faculty—teachers, scholars, and researchers at the peak of their careers, who want to work with you and see you succeed.

**NVU**  
**2022**

**LET'S DO THIS.**  
**NORTH**

#NVU2022

# NAVIGATION LINES



Tell a story visually by using a series of solid and dashed lines to connect text and images in an engaging way. These should feel energetic, but not overly busy or confusing.



Tatum hiliqui vel et faccatenihic te comnisciist expliti orecepta sin cora qui sitatium re re nienim quae pa consentetur aut offic tem laboreius quisqua tiores arum am, odis alit laut adio commolorias deri ad utatent apitas volecta temoluptas quiatas earcia dolesti uscimen.



**NOLAN ATKINS**  
Provost, Professor of  
Atmospheric Sciences

“Pepsanim inverunt aliquat il mo ea dolectate sit, quuntore, volor assiminulpa erumquis modiandem a pelignit ullorro blabore qui omnimusam, con presto eum quia dolore eum fugianis et fugitas volecab.”

# CALLOUTS



Use these devices to help break up content and draw attention to important elements in a layout.

## Plus signs

Inspired by the grid of a map, this visual element is a great way to guide the reader's focus. Plus signs are used primarily in two ways: place one within a circle and pair it with navigation lines, or used a trio of them to mark the beginning of a copy block.



**Maio estios eicaborro mi nesequi vollautet niet eum excero.**

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**+ Clubs & Organizations**

Uptatiss itiorum etur, invene entibus amenim nons equat iusti consedi ctoriorecero.

## Icons

Add variety and information to your callouts by incorporating icons. These should be simple and easy to recognize.



**Outdoor activities** epudistruntis voluptid quia cus arita cum volectusdae volecum nulpa quas eos dese dellectia digenisi net volorerum exceper ferio. Sanctiu menimene iliquia sperior eperio est et es magniet harci de volum fugiate



**Internship and off-campus research opportunities** ficiis velles et eos dit utassequi officiator molupta dolo consece ptatem dolupta parchitiossi bea pre il molorepe quis rerum que sum, si auda voluptati audae. Nequi ariae evelign aturiae occus eum et porrovid