

**OHIO NORTHERN UNIVERSITY
BRANDING GUIDELINES**

VERSION 4.0

INTRODUCTION

This Style Guide, Version 4.0, provides a resource for future implementation of the Ohio Northern University brand. The brand guidelines contained in this document describe the essential elements of the brand along with basic instruction for how to use them.

We want to ensure that every facet of ONU conveys the same sentiment. Adherence to these guidelines will ensure consistency and recognition of the brand. When the greater ONU brand is recognized, it benefits each of ONU's schools and programs individually.

It should be noted that the elements and uses in this initial guide are open to change. However, these changes will be reviewed and assessed periodically to ensure there is always a single standard usage, overall.

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BRAND BASICS

WHAT IS A BRAND?

Our brand is more than just advertising or our logo. It's what students, potential students, parents, alumni and the public in general think and feel about Ohio Northern University, and it's shaped by numerous interactions and communications.

This style guide is a tool to help you strengthen the consistency in these communications, thereby strengthening our brand. When we all speak with the same voice, the message is clearer and therefore more resonant.

This document will guide you through the creative concept behind the brand, and through the design and copy guidelines.

BRAND DESCRIPTION

ONU has been focused on outcomes since 1871. Since our inception we've been devoted to developing students who are ready to immerse themselves and go to the next level in everything they do. And while the world and our school have vastly evolved since our founding, the one thing that has remained unchanged is that ONU is rooted in the future.

BRAND POSITIONING STATEMENT

Ohio Northern University has adopted the following brand positioning statement to summarize the nature and aspirations of the university:

“GROUNDS FOR IGNITION”

This means that we’re committed to nurturing our students’ intellectual and personal ambitions, preparing them for a prestigious professional life.

This statement is an internal guide for marketing communications and should never appear on outward-facing materials. External-facing communications should strive to convey this key message, without ever explicitly using the phrase.

TONE

The positioning statement is complemented with tonal words that reflect the personality of the University. All ONU communications—from social media posts to employee materials to event promotions—should be guided by the following tone words.

- **INTIMATE**
- **AMBITION**
- **GENUINE**
- **DETERMINED**
- **NURTURING**
- **PURPOSEFUL**

BRAND BASICS

BRAND PERSONALITY

The following profile defines the authentic personality that Ohio Northern University communicates in all external-facing marketing communications to be the most accurate and effective in brand recognition.



WELCOMING MENTOR

Supportive and selfless, driven by compassion, warmth and the desire to care for others. Delivers nurturing, comfort and protection. Values altruism, commitment and generosity. Causes people to feel valued and supported.

EMPOWERING
NURTURING
SUPPORTIVE



EXPERIENTIAL TRAILBLAZER

Adventurous and inquisitive, driven by the quest for discovering the unknown. Delivers progress and an unmatched interest for uncovering truth. Values investigation, curiosity and trailblazing. Causes people to feel intrigued and emboldened.

EXPLORATORY
INQUISITIVE
ENGAGING



CREATIVE INNOVATOR

Brilliant and imaginative, driven by inventing the future through self-expression and innovation. Delivers something new that encourages radical outcomes and creativity. Values experimentation, originality and new concepts. Causes people to feel amazed and expressive.

FORWARD-THINKING
ADVANCED
ARTISTIC

BRAND PERSONALITY STRATEGY AND FOCUS

Communicating Ohio Northern University's brand personality consistently must be a priority to ensure reputational messages are applied thoroughly and accurately. Ohio Northern University should apply this personality solution across all platforms and efforts related to recruitment, marketing and enrollment.

WELCOMING MENTOR FOCUS

ONU's supportive Purple can blend naturally with the exploratory Green and forward-thinking Yellow/Orange to set the institution apart as a place where support isn't given for the sake of being "nice." It is essential due to ONU's commitment to preparing curious innovators for their ideal futures.

EXPERIENTIAL TRAILBLAZER FOCUS

Push the concept of "experiential" as far as it will go by defining it in new ways and supporting it with authentic stories of students exercising their curiosity, exploring their interests and forging new pathways toward success.

CREATIVE INNOVATOR FOCUS

Counter negative perceptions by proving that ONU is anything but ordinary. By communicating imaginative Orange traits with inventive Yellow characteristics throughout all the institution's messaging, ONU can tell its authentic story of leading industries to new solutions and making room for students to pursue bold ideas.

BRAND CAUSE STATEMENT

Ohio Northern University has adopted the following cause statement:

"INSPIRE THOUGHTFUL EXPLORATION"

A cause statement defines Ohio Northern University's proverbial "why" in a simple but powerful word structure. All internal behavior and external communication should strive to align with the vision it casts. The "why" within Ohio Northern University's cause must naturally complement the "who" within our brand personality.

TYPOGRAPHY

PRIMARY

The ONU brand's primary typeface is the timeless, modern sans-serif Neutraface font, set in "Book" weight when used as body copy and "Demi" or "Bold" weight when used as headlines. ONU headlines feature loose tracking to bring attention to the spacious campus and surrounding lands. Using the font in a variety of sizes brings attention to how ONU is constantly evolving, adapting and is always in motion.

SECONDARY

The ONU brand's secondary typeface is the prestigious, all-caps Memphis font. Used to support the primary typeface, Memphis carries a sense of purpose. It is used most often in sub-headlines, never used in body copy and can either stand alone or be paired with Neutraface in headlines.

FORMAL BODY COPY

In some cases, such as letters from the president, there is a need for a more formal text style. Arnhem is a modern take on classic serif typefaces, and will provide authentic formality to important documents. This should be used sparingly for only special cases.

NEUTRAFACE 2 TEXT

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Light

Light Italic

Book

Book Italic

Demi

Demi Italic

Bold

Bold Italic

MEMPHIS

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Extra Light

Light

Medium

Bold

ARNHEM

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Normal

Normal Italic

Blond

Blond Italic

Bold

Bold Italic

Black

Black Italic

ALTERNATIVE TYPOGRAPHY

ALTERNATIVE PRIMARY

The ONU brand's alternative primary typeface is Arial, set in "Regular" weight when used as body copy and "Bold" or "Black" weight when used as headlines. Arial serves as a substitute when Neutraface is not available. ONU headlines feature loose tracking to bring attention to the spacious campus and surrounding lands. Using the font in a variety of sizes brings attention to how ONU is constantly evolving, adapting and is always in motion.

ALTERNATIVE SECONDARY

The ONU brand's alternative secondary typeface is Rockwell. Rockwell serves as a substitute when Memphis is not available. Used to support the primary typeface, Memphis carries a sense of purpose. It is used most often in sub-headlines, never used in body copy and can either stand alone or be paired with Arial in headlines.

ARIAL

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890**

Regular

Italic

Bold

Bold Italic

Black

ROCKWELL

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890**

Regular

Italic

Bold

Bold Italic

TYPOGRAPHY: PRINT APPLICATION

USAGE EXAMPLES:

Neutraface with size variance

BEING IN A SMALL TOWN
DOESN'T MEAN YOU
CAN'T HAVE A —

H U G E

I M P A C T

ADA, OHIO HAS 5,900 PEOPLE, A HANDFUL OF STORIES, AND A WEALTH OF SUCCESS STORIES.

This seemingly small town has produced plenty of big things—and ONU is fueling it. It's more than our nationally ranked programs in all of our fields; it's the recognition we receive for teaching quality and high graduation rates, and the graduates who surpass the status quo.

One turned manufacturing pet food into a billion dollar business. And another turned into the homes and hearts of millions when he directed the Oscar-winning movie. Our graduates don't strive for the ordinary because they don't pursue an ordinary path. At ONU, it's more than a four-year commitment; it's a forty-year outlook. The work you put in while you're here will continue paying dividends along the way.

ONU graduates have gone on to become Fulbright scholars, US senators, and even Academy-award winners.

Since 1941, every NFL Super Bowl football has been made in Ada, Ohio.

Glenn Smith, a graduate from ONU with a BS in mechanical engineering, worked on NASA's Apollo missions.

In 1910, President Taft visited Ada to give the commencement address at Ohio Northern University.

SO, WHAT IS THERE TO DO IN



Neutraface

FINANCIAL AID

ACHIEVE YOUR DREAMS.

We believe that college is an investment in our future - and we have seen the highest returns in the entire state - but ONU's supportive environment extends beyond academics:

COLOR USAGE

PRIMARY

ONU orange is front and center in this brand. A different shade of orange is used when paired with black. The dynamic combination helps to push a bold feel.



LOGO COLOR

Pantone: 172
CMYK: 0/72/96/0

RGB: 242/108/40
Hex: # f26b27



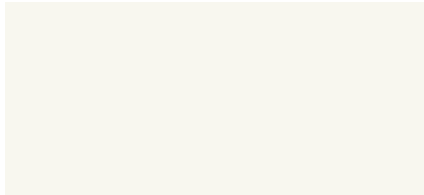
Pantone: 1788
CMYK: 0/80/90/0
RGB: 242/90/48
Hex: #f05032



Pantone: Black 3
CMYK: 0/0/0/95
RGB: 51/49/50
Hex: # 333132

SECONDARY

The addition of a secondary palette helps add variety and surprise, and is used to compliment the primary palette.



CMYK: 2/2/6/0
RGB: 250/246/238
Hex: #faf8f1



Pantone: 150
CMYK: 0/44/100/0
RGB: 250/158/26
Hex: #fa9d1a



Pantone: 1817
CMYK: 38/92/86/60
RGB: 88/18/16
Hex: #56120f



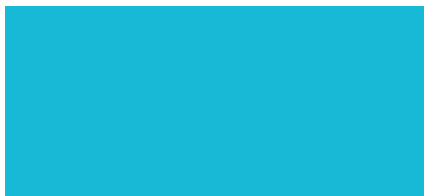
Pantone: 3395
CMYK: 81/4/82/0
RGB: 0/171/102
Hex: #00ab67



Pantone: 183
CMYK: 0/50/20/0
RGB: 245/152/164
Hex: #f696a1



Pantone: 2965
CMYK: 100/79/48/53
RGB: 11/42/62
Hex: #0b2a3f



Pantone: 631
CMYK: 71/3/13/0
RGB: 7/184/214
Hex: #07b8d6

PRIMARY BRANDING ELEMENTS

An icon system of original badges and stamps is used throughout, which graphically reinforces and brings an identity to facts on the page. These modern, clean badges can function as stamps of approval and are designed with classic Midwestern industries in mind.

A keyline border, or box is used as a focusing device to frame story elements. The keyline is used to surround the scene without fully containing it.

Badge system



Icon system



Patterns

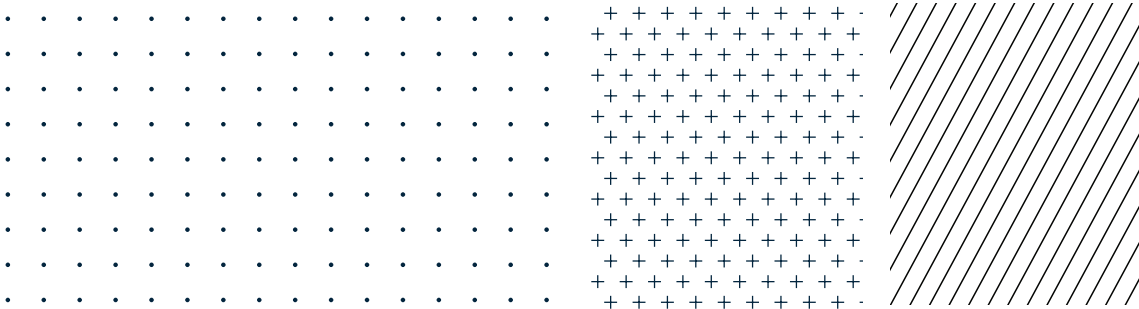


Photo Overlays

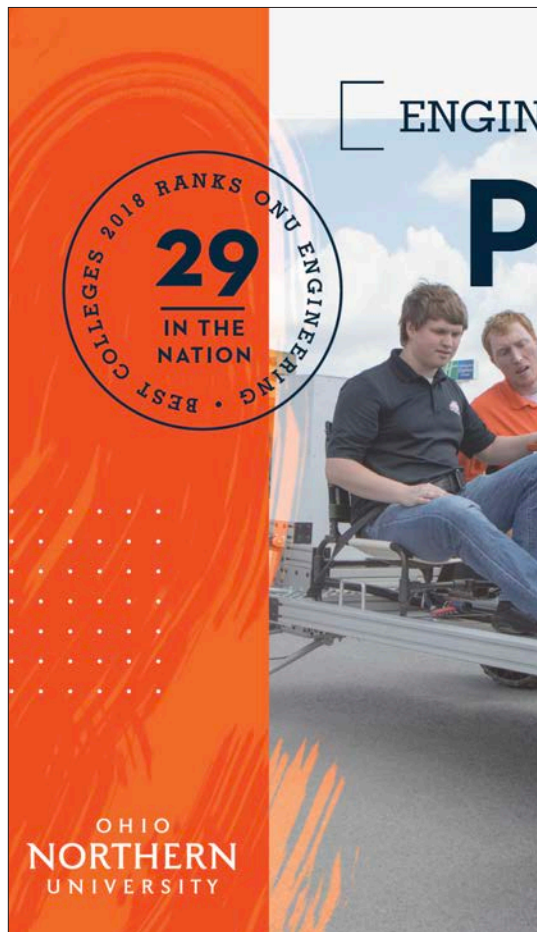


Framing Devices

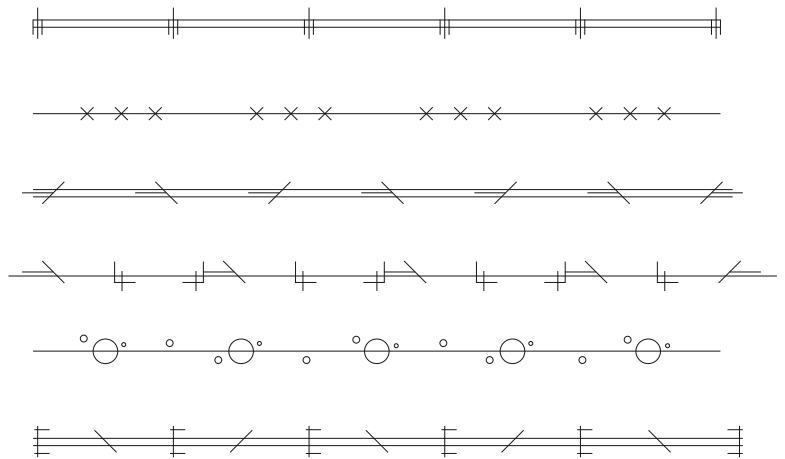


ACCENT BRANDING ELEMENTS

Paint Swatch



Line Art



WORDMARK

OHIO NORTHERN UNIVERSITY LOGO

The Ohio Northern University wordmark is the standardized graphic representation of the University name. It is a custom-designed mark to provide immediate identity recognition and to enhance readability.

STACKED LOGOTYPE

The stacked logotype is the primary mark of the institution and is better suited for vertical layouts or applications.

OHIO
NORTHERN
UNIVERSITY

HORIZONTAL LOGOTYPE

The horizontal logotype is the wordmark of the system that is better suited for horizontal layouts or applications.

OHIO NORTHERN UNIVERSITY

COLOR

The color palette is limited to ONU orange, black and white. Color exceptions can be made for printing techniques such as foils, engraving, and embossing when approved by Communications and Marketing.

OHIO
NORTHERN
UNIVERSITY

OHIO
NORTHERN
UNIVERSITY



OHIO NORTHERN UNIVERSITY

OHIO NORTHERN UNIVERSITY



LOGO AND USAGE

Logo Restrictions

To maintain consistency and legibility, DO NOT use the logo in the following ways:

Do not make the logo an off-brand color. The logo color is limited to ONU orange, black and white.



OHIO
NORTHERN
UNIVERSITY

Do not rearrange the logo colors.



OHIO NORTHERN UNIVERSITY

Do not add effects to the logo.



OHIO
NORTHERN
UNIVERSITY

Do not stretch the logo.



OHIO NORTHERN UNIVERSITY

Do not angle or tilt the logo.



OHIO
NORTHERN
UNIVERSITY

Do not compress the logo.



OHIO
NORTHERN
UNIVERSITY

Do not add to or change any aspect of the logo.



OHIO
NORTHERN
UNIVERSITY

Do not shorten the logo.



OHIO NORTHERN

Do not use the logo on a low contrast background.



OHIO
NORTHERN
UNIVERSITY



OHIO
NORTHERN
UNIVERSITY



OHIO
NORTHERN
UNIVERSITY

CLEARANCE SPACE

When using the logo it's important to consider the space around the mark and never crowd the mark. Follow the outlined guide below to understand how much negative space is needed around the logo.

Use the cap-height to determine the minimum amount of space needed for the horizontal logotype.

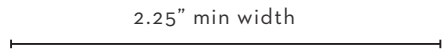


Use the cap-height of "NORTHERN" to determine the amount of space needed for the centered logotype.

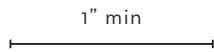


MINIMUM SIZES

For legibility purposes refrain from using the logo any smaller than the minimum size outlined here.



OHIO NORTHERN UNIVERSITY



OHIO
NORTHERN
UNIVERSITY

LOGO SYSTEM

The logo system is simply how the logo signature locks up alongside colleges, schools, departments, department units, administrative offices, centers and institutes. This logo signature will provide a consistent form of identification that is immediately recognizable as Ohio Northern University. The signature enables units to leverage the equity of the University's primary mark while strengthening the overall ONU brand.

OHIO NORTHERN UNIVERSITY

OHIO
NORTHERN
OFFICE OF STUDENT INVOLVEMENT

OHIO
NORTHERN
GETTY COLLEGE OF ARTS & SCIENCES

OHIO
NORTHERN
T.J. SMULL COLLEGE OF ENGINEERING

OHIO
NORTHERN
RAABE COLLEGE OF PHARMACY

OHIO
NORTHERN
DICKE COLLEGE OF BUSINESS ADMINISTRATION

OHIO
NORTHERN
PETTIT COLLEGE OF LAW

OHIO NORTHERN UNIVERSITY

OHIO NORTHERN UNIVERSITY
OFFICE OF STUDENT INVOLVEMENT

OHIO NORTHERN UNIVERSITY
GETTY COLLEGE OF ARTS & SCIENCES

OHIO NORTHERN UNIVERSITY
T.J. SMULL COLLEGE OF ENGINEERING

OHIO NORTHERN UNIVERSITY
RAABE COLLEGE OF PHARMACY

OHIO NORTHERN UNIVERSITY
DICKE COLLEGE OF BUSINESS ADMINISTRATION

OHIO NORTHERN UNIVERSITY
PETTIT COLLEGE OF LAW

THE ONU ATHLETIC PRIMARY LOGO

The ONU athletic logotypes represent University athletics, the athletic department, student athletes, alumni and groups that are not official departments of the University such as approved student groups and organizations. Use of the athletic logos are prohibited in communications that promote non-athletic activities and entities.

ONU POLAR BEAR HEAD LOGO

The ONU Polar Bear head logo is the primary mark for ONU Athletics and is used as the main logo identifier. The logo **MUST** always face right.

Full color ONU Polar Bear head logo contains gray bear shadows and letter highlights.



When the ONU Polar Bear head logo is placed over a dark colored background, please ensure that the logo used has a white stroke/border applied around the logo.

GREYSCALE ONU POLAR BEAR HEAD LOGO

The greyscale ONU Polar Bear head logo should be used as shown below for print versions that require black and white printing. The logo **MUST** always face right.



When the ONU Polar Bear head logo is placed over a dark colored background, please ensure that the logo used has a white stroke/border applied around the logo.

ALTERNATE ONU ATHLETIC LOGOTYPES

The alternate athletic logos also support and represent ONU Athletics. They give the identity flexibility while staying consistent with the primary logo. The logos can be full color or greyscale. The full color logos should be used in all print versions. The greyscale logos can be used as shown for print versions that require black and white printing. Three-color, two-color and one-color variations are available for embroidery and screen prints upon request.

ONU Polar Bear Paw



Greyscale



ONU Paw



Greyscale



ONU Polar Bear Banner



Greyscale



Polar Bear Head

*If using this version of our athletics logo, an ONU identifier is required to accompany it. For example, "Ohio Northern University"



Greyscale



SECONDARY BLOCK N LOGO

The block N logo represents University athletics, the athletic department, student athletes, alumni and groups that are not official departments of the University such as approved student groups and organizations. It's available in a stacked and linear version.

The block N is NOT our primary logo. It should never replace the official ONU wordmark or the primary ONU Polar Bear head logo. The block N logo can ONLY be used in conjunction with the ONU wordmark or the primary ONU Polar Bear head logo. DO NOT use the block N logo for official academic units of the university. This includes colleges, schools, departments, administrative offices, centers and institutions.

STACKED BLOCK N COLOR VARIATIONS



When placed over a dark colored background, please ensure that the logo used has a white stroke/border applied around the logo.

LINEAR BLOCK N COLOR VARIATIONS



When placed over a dark colored background, please ensure that the logo used has a white stroke/border applied around the logo.

SECONDARY BLOCK N LOGO: ONE-COLOR

The block N logo is also available in a one-color variation. No all white version is available for use. If using on a black background, the full color black N logo must be used. When using on a grey background, use discretion on whether a one-color or full color looks best on the selected shade. Use best judgment to ensure legibility.

ONE-COLOR STACKED BLOCK N COLOR VARIATIONS



ONE-COLOR LINEAR BLOCK N COLOR VARIATIONS



SECONDARY BLOCK N LOGO: RESTRICTIONS AND USAGE

LOGO RESTRICTIONS

To maintain consistency and legibility, DO NOT use the Block N logo in the following ways:

Do not use a "slab serif" N or any typeface that resembles the block N.



Do not modify, redesign, distort or alter the proportions of the block N.



Do not angle or tilt the logo.



Do not use the block N to replace a letterform in any name or word.



Do not add effects to the logo.



Do not flip or change the stroke colors in any way.



MINIMUM SIZES

For legibility purposes, refrain from using the logo any smaller than the minimum size outlined here.



CLEARANCE SPACE

When using the logo, it's important to consider the space around the mark and never crowd the mark. Follow the outlined guide below to understand how much negative space is needed around the logo.



Use the cap-height to determine the minimum amount of space needed for the logo.

SECONDARY BLOCK N LOGO: APPAREL & PROMOTIONAL ITEMS

Official student organizations, alumni groups, University athletics and the athletic department may use other layout versions or designs on apparel or promotional items. The block letter N may be used as a freestanding graphic as long as an ONU identifier including Ohio Northern University is present somewhere on the design. Although different designs may be used, imprint colors of the block N logo DO NOT change. Approved university groups listed above may use the example designs shown below.

DESIGN EXAMPLE 1



DESIGN EXAMPLE 2



DESIGN EXAMPLE 3



SECONDARY LOGOS

UNIVERSITY SEAL

The University Seal appears on any presidential, or regental (commencement, inaugural) materials or events. The seal is used on our most prestigious and distinguished communications. Use only approved, unaltered versions of the seal. DO NOT substitute the seal for the Ohio Northern University wordmark for use in marketing, academic or administrative uses.

The seal may be used on certain high-end items approved by Communications and Marketing. Do not use the seal on general giveaway promotional items such as t-shirts, mugs, key chains, etc. unless approved by Communications and Marketing.



PROMOTIONAL LOGOS

Secondary promotional logos are a tool for ONU communicators seeking to visually brand their promotional efforts, while staying aligned with ONU branding. These logos provide a cohesive, consistent and unified visual identification with the overall ONU brand.

Promotional logos will be created by Communications and Marketing after the initiative is approved. Promotional logos are NOT meant to represent official ONU logotypes or be interchangeable with the college and department logos.



**THE INSTITUTE FOR CIVICS
AND PUBLIC POLICY**

COLLEGE OF A&S
OHIO NORTHERN UNIVERSITY



Affinity Gardens

A SUSTAINABILITY EFFORT OF
OHIO NORTHERN UNIVERSITY



**EARLY CHILD
DEVELOPMENT CENTER**

OHIO NORTHERN UNIVERSITY



**RURAL HEALTH
SCHOLARS PROGRAM**

OHIO NORTHERN UNIVERSITY

WHAT CONSTITUTES A PROMOTIONAL LOGO?

- | | |
|-----------------------|-----------|
| Initiatives | Events |
| Non-academic Programs | Services |
| Specialty Programs | Campaigns |

PROMOTIONAL LOGOS ARE

- Expressive, open and unique
- Subject to C&M review and approval
- Not restricted to official colors

PROMOTIONAL LOGOS NOT

- Meant to represent official ONU units
- Interchangeable with college logos
- A replacement for the primary ONU logo

CREATING NEW MARKS

EXISTING MARKS

Exercise caution when adding new elements and colors, it's best to stay simple. All new marks need to be approved by Communications and Marketing or must come through Communications and Marketing to be created.



TYPOGRAPHIC GUIDELINES

For consistency purposes consider using the fonts Grant Avenue and/or Neutraface when creating a custom logo for an event or entity within the university.

GRANT AVENUE MEDIUM

A A B B C C D D E E F F G G H H I I J J K K L L M M N N
O O P P Q Q R R S S T T U U V V W W X X Y Y Z Z
0 1 2 3 4 5 6 7 8 9

NEUTRAFACE 2 TEXT BOLD

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

COLOR & GRAPHIC GUIDELINES

The brand color palette should be used for the creation of new and updated logos for the university. Only with good reason should a logo stray away from the brand color palette. Original iconography and graphics can also be used to create a mark for the university, but refrain from using clipart or stock resources for any logo.

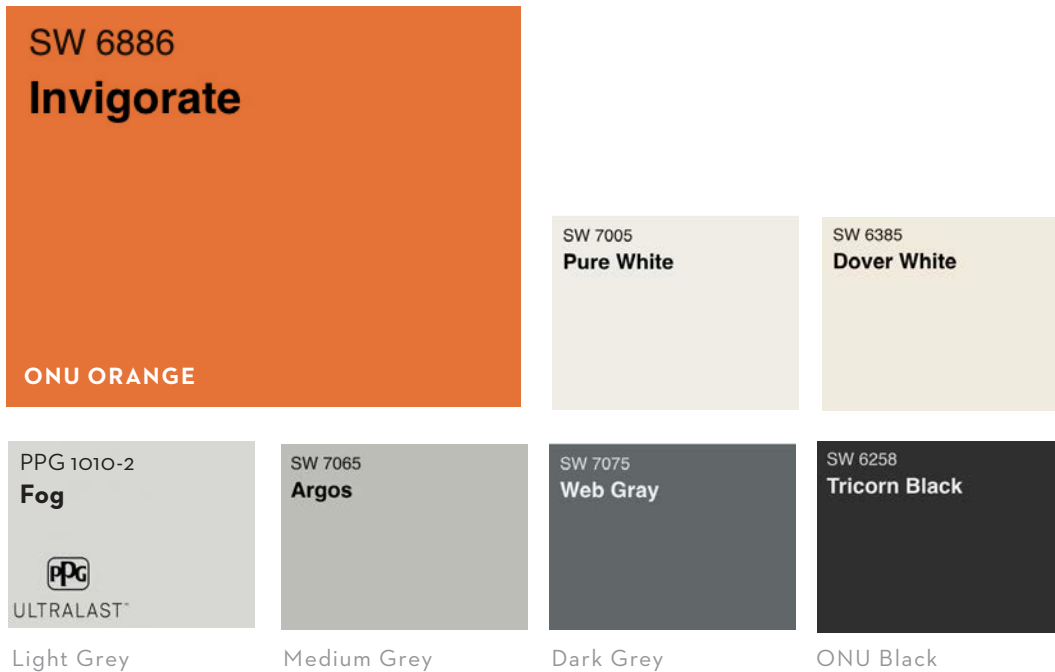
CAMPUS SIGNAGE

To be certain the signage you're creating is on brand, reference this guidelines document when updating and designing signage for the university. Signage should only use brand colors, typefaces, and logos. Color exceptions can be made when a unique material, such as metal, wood, or masonry is used, just as long as it doesn't introduce a color that is off-brand. Additionally, it's especially important to reference the clearance space when using the logo for signage and check legibility before moving into production. All new marks need to be approved by Communications and Marketing or must come through Communications and Marketing to be created.



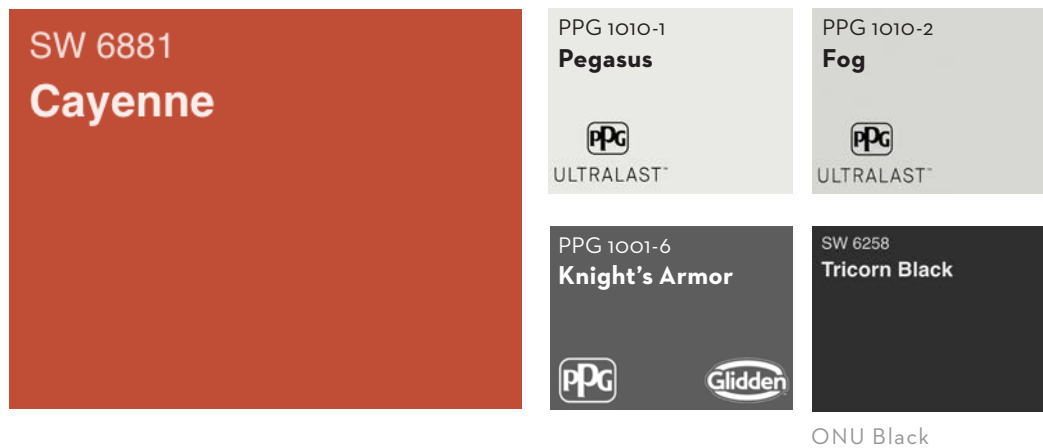
ONU APPROVED PAINT COLORS

The paint colors listed below are approved by Communications and Marketing and may be used to update interior spaces around campus. SW 6886 Invigorate is the ONU orange paint color and is the primary orange color for all campus interiors with the exception of athletics. In some special instances other accent paint colors may be used, however, approval from Communication and Marketing is needed. Please contact PPlant to place your work order.



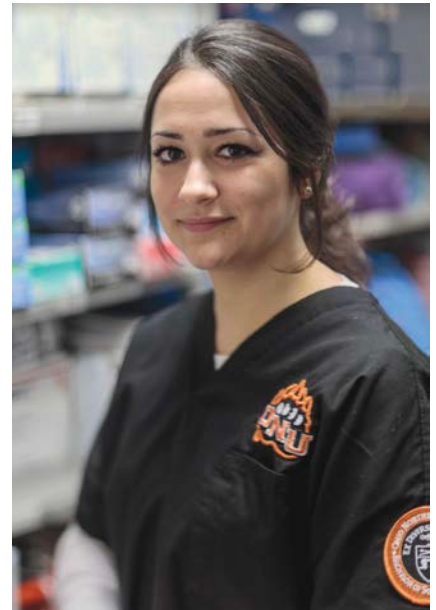
ONU ATHLETICS PAINT COLORS

SW 6881 Cayenne is the ONU paint color for athletic spaces. This darker shade of orange is used when paired with black. The dynamic combination helps to push a bold feel. In some special instances other accent paint colors may be used, however, approval from Communication and Marketing is needed. Please contact PPlant to place your work order.



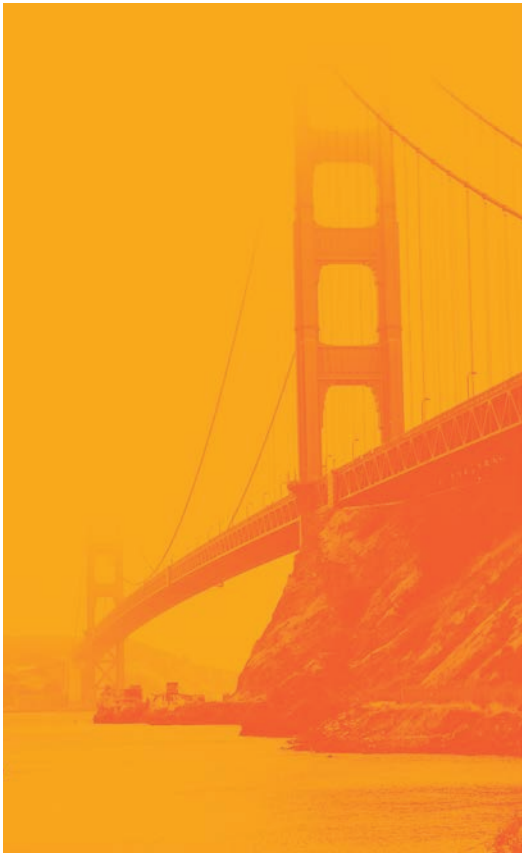
PHOTOGRAPHY

The photography style of ONU is essential in visually conveying the tone and personality of the brand. All photo choices should make a connection with the viewer, while feeling authentic. Photos should capture the ONU work ethic both inside and outside the classroom showcasing active learning and achievement. Polar Bear pride is part of the ONU experience and this imagery should showcase subjects expressing themselves freely, displaying energy and enthusiasm. ONU is a community and photos should also showcase inclusivity, warmth and feature subjects working together. Images should try to include natural light sources, shallow depth of fields and indirect camera angles.



ACCENT PHOTOGRAPHY

Juxtaposing accent photography with full color images, without overusing them, can create unexpected energized layouts. Using color overlays and unique cropping conveys creativity, individuality, and what lies beyond the bounding box. All uses of accent photography should reflect the ONU brand personality.



COPY, HEADLINES & TONE

Any copy or headlines used should mirror ONU's bold, pioneering and purposeful attitude. A passionate and ambitious voice supports the "roll up your sleeves and get to work" mindset and an intimate, nurturing tone helps show the strengths of ONU's locale.

Writing compelling headlines:

PARALLELS

Drawing comparisons between two seemingly opposite subjects helps create intrigue in an otherwise straightforward statement.

Example: **"The definition of success has changed. The pursuit has stayed the same."**

Parallels: Changed. Stayed.

END WITH A TWIST

An ordinary statement can be turned on its head when you add an unexpected ending. These endings should inform the viewer of some unique aspect of the university, like its rural setting.

Example: **"It's easy to reach for the stars when you can actually see them."**

Statement: "It's easy to reach for the stars" Twist: "when you can actually see them."

IDIOMS

Certain sayings can be leveraged to strengthen the readers connection with them. Using something they've heard before can be a great way to pull them into the story.

Example: **"From zero to Nascar in four years."**

Idiom: "From zero to sixty in..."

Writing supporting copy:

BODY COPY

When writing body copy for the ONU brand, first you must consider the audience. Then ask, "What am I trying to communicate?"

Once these have been established, you can start to craft your story in the following order.

Start with a hook— After the headline you must immediately pull them in with an interesting point that makes them want to continue reading.

Middle— After the hook is set you can begin to show the supporting story, including facts and supporting points.

End— Relate back to the headline/intro. Then challenge them to take the action you want them to.

CALLOUTS

These additional support points live outside the story, and are often spoken to in a more straightforward manner that is supported by graphic elements and photography.

SUCCESS
LIES IN ANY DIRECTION
FROM **HERE.**

**NORTHERN
EXPOSURE**

When it comes to life at Ohio Northern, words alone just won't do. We'd love for you to visit in person, but in the meantime, we're proud to provide the next best thing: an opportunity to see Northern for yourself before you get here.

Come see our beautiful campus for yourself. It's the only way to know if it feels right for you.

onu.edu/visit

**EVERYTHING
UNDER
THE SUN
HAS NOT
YET BEEN
DONE.**

NOT QUITE LIKE YOU'LL DO IT. ANYWAY.

THE ONU ADVANTAGE

Our oldest tradition is HIGH-IMPACT learning, which is learning by doing - through internships, community outreach, real-world competitive projects, in-depth research and more.

Through this experience, we learn to push ourselves beyond our goals and uncover new directions. ONU students graduate extra-prepared for our first jobs, and this helps us land great ones. But, more importantly, your experiences at ONU will show you how to turn that first job into the second and third, and how to shape your entire career into something uniquely stellar. Setting students up for success after graduation is one of the things we do best.

That's why we consistently beat the national average for graduate placement. In fact, this year we're ranked No. 3 in the country by Zippia.



7

BRAND PERSONALITY STORYLINE EXAMPLES

Ohio Northern University's brand story, comprising storylines and dimensions anchored in ONU's authentic personality, provides a foundational road map and messaging tool for consistent brand expression.



OUR COMPASSIONATE AND LIFELONG MENTORSHIP OPENS DOORS TO SELF-DISCOVERY

At Ohio Northern University, we know a journey of self-discovery starts with the confidence to take the first step. Our personalized support and high-impact learning approach allow students to feel comfortable expressing themselves, trying new things, and forging deep-rooted relationships in the process. Our faculty and staff are there to support them every step of the way, offering empathy and encouragement on the other side of an open door. It is this receptivity to students' needs, perspectives, and ideas that empowers Ohio Northern students to grow into the people they are destined to be.



OUR EXPERIENTIAL APPROACH OPENS NEW PATHWAYS TO SUCCESS

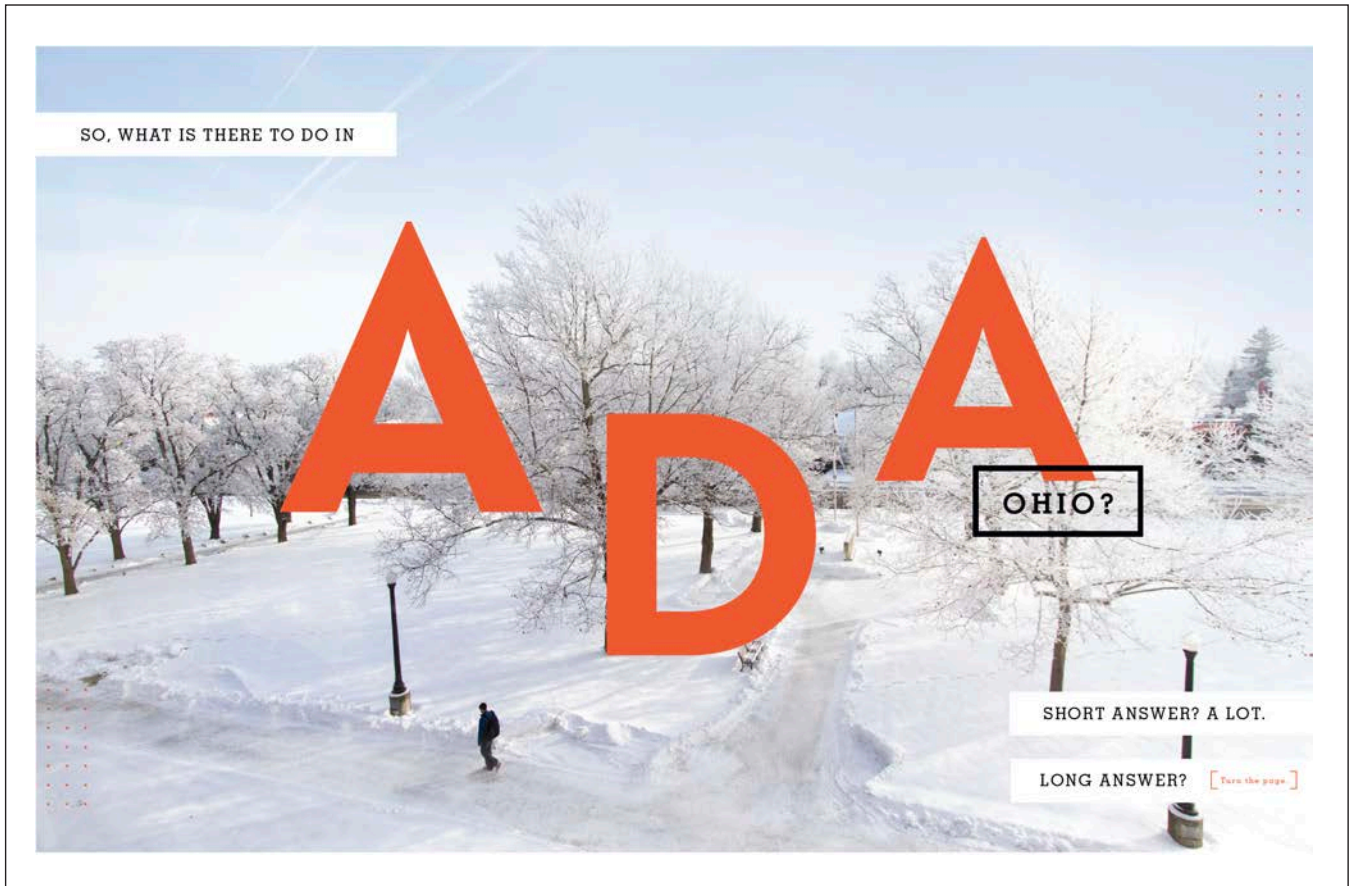
At Ohio Northern University, we believe that gaining a better understanding of our world starts with discovering what lies within. Our high-impact, experiential approach to learning puts students on a path of self-improvement and exploration, allowing them to better know themselves. Our opportunities for hands-on experiences in the classroom and beyond provide students with the ability to ask meaningful questions, to experiment with interests outside of their majors, and to forge a previously uncharted path for themselves. The roadmap will be their own, but we'll give them the tools to draft it.



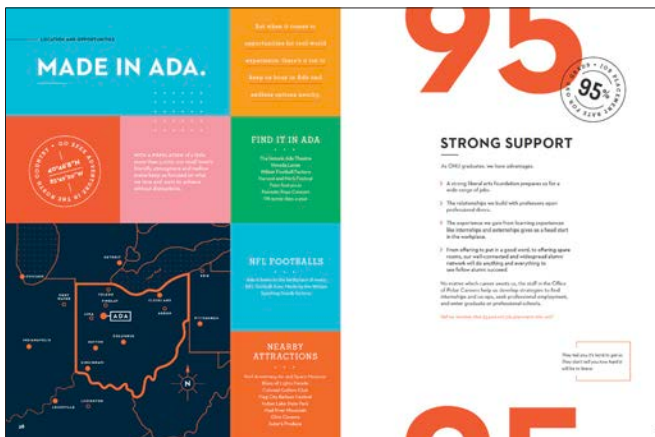
WE WELCOME THE FRESH IDEAS THAT CREATE BOLD, UNEXPECTED SOLUTIONS

At Ohio Northern University, we know the best ideas are unleashed when we are able to express ourselves without limitation. Our cutting-edge resources extend from our engineering facility to our performing arts center and beyond, allowing students to continually create something new and original by combining multiple interests. Living life outside of the box requires being true to ourselves, and we give students the boundless resources they need to feel supported, inspired, and inventive. It is why our students are in demand. The greatest challenges will always require creative innovators to solve them.

BRAND EXAMPLES



Undergraduate Viewbook



Undergraduate Viewbook



Undergraduate Viewbook

200+ STUDENT ORGANIZATIONS ON CAMPUS

BUT WAIT, THERE'S MORE.

**WELCOME FEST
FEEL OUT YOUR FUTURE**
During Welcome Fest, ONU Student Senate brings together more than 150 organizations, local businesses and University offices to get new students acquainted with the possibilities on campus and beyond.

CLUBS AND ORGANIZATIONS
Our clubs and organizations won't fit on this page - there are more than 200 - so we've selected a few of our most unexpected to share with you.

- Brother 2 Brother
- College Broadcasters Inc.
- Fearless Shenanigans
- Gospel Ensemble
- Club Ice Hockey
- Northern Chimes
- Northern Nurses Without Borders
- Northern Ski and Board
- Northern Stars Dance Team
- Ohio Northern Nerf Club
- ONU Badminton Club
- Polar Paws
- PolarFit
- St. Jude Soldiers

**BE A FOUNDER
CRICKET AND JUSTICE FOR ALL**
Pakistani exchange student Syeda Fatma studied criminal justice for four months at ONU. Since she aspires to be the first female lawyer in her city, and eventually a chief justice, she was very excited to learn hands-on about prison rehabilitation programs here in Ohio, which don't exist in her home country.

Perhaps even more so, Syeda was excited to share her passion for cricket with the student community at Ohio Northern by founding our very first Cricket Club.

If it ain't here yet, it's only a matter of time. You might be the one to get it started.

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Undergraduate Viewbook

DISCOVER YOUR UNEXPECTED.

HIGH IMPACT LEARNING

THE ONE ADVANTAGE
Our value tradition is **UNIQUE** **INTEGRITY** **LEARNING** **AND** **LEADERSHIP**. It's not just about the degree, it's about the experience. It's about the relationships you build and the memories you create. It's about the skills you learn and the challenges you overcome. It's about the people you meet and the impact you make. It's about the difference you make in the world.

EVERYTHING UNDER THE SUN HAS NOT YET BEEN DONE.

NOT QUITE LIKE YOU'D DO IT, ANYWAY.

Undergraduate Viewbook

Undergraduate Viewbook

ALL ROADS AT ONU LEAD TO SUCCESS

With top-ranked programs and opportunities outside the classroom, any path we choose at Ohio Northern is grounded in concrete applications for the future. But the best part is that we're never defined as just one thing. ONU's campus is an open frontier where engineers can be artists and artists can be entrepreneurs. We embrace the overlap wherever we find it.

OHIO NORTHERN UNIVERSITY
525 SOUTH MAIN STREET | ADA, OH 45810
419-772-3300 | 888-408-4568
ONU.EDU

> ROOT OR PLAY FOR THE HOME TEAM

KING HORN SPORTS CENTER
Every season, we show our Northern pride by cheering on the Polar Bear! ONU is a competitive member of the Ohio Athletic Conference in 13 varsity sports, which gives you plenty of opportunity to put our school spirit on full display. In addition, a new Sports team will be added for Fall 2019.

NCAA DIVISION III

> BEYOND THE CLASSROOM

Dark, beaming lecture halls are in our modern classrooms and labs. But it goes beyond that: we are committed to high-level learning experiences where students have the chance to roll up their sleeves and identify solutions to a real-world environmental problem. These experiences set our graduates apart in the job market and lead to high-impact careers.

IS THE ONU TRADITION OF LEARNING AS MINDFUL AS THINKING?

HIGH IMPACT LEARNING

WE ARE POLAR BEARS

BECOME A POLAR BEAR

> JOIN THE CLUB

CLUB SPORTS/INTRAMURALS:
Have that sport of us spend our time between classes shooting hoops or scoring goals. Through ONU's many club and intramural sports, we improve our skills, and we even play in state, regional or national competitions.

> GET DOWN AND DIRTY

HUD VOLLEYBALL PITS
The unofficial start to the school year happens every fall during the annual "Hud Volleyball" Tournament. It's one of our favorite traditions on campus. The fun begins on old T-shirt and gym shorts - it's the only uniform we need to fit into the Polar Bear family.

> RUN, WALK OR ROLL

THE GREEN MONSTER
No matter what time of day, we put ONU's newly three-mile Great Northern jogging path to good use. And it's so much more than just a jogging path - restaurants, faculty and community members constantly use this route to hike and walk along the beautiful trail of this campus landmark.

> LIVE AND LEARN

Our residence halls are more than just places for study and sleep. When we live on campus, we form long-lasting, meaningful relationships while taking part in some of ONU's most fun-filled traditions. Things like Lina Cantone Night, Residence Life Trivia or Trivia, Hightail Trail, Among Stars, Breakthrough Trail, Top Stone, Bunkies, and Park Hall Sleep. There's so much to do on campus during our entire time here - it's easy to see why.

> PLAY THE LEAD. ACT THE PART

FREED CENTER FOR THE PERFORMING ARTS
We don't need to be diverse regions to perform in a production at the Freed Center. And we don't need to be music majors to sing in a chorus assembly or play with the ONU marching band. ONU welcomes performance skills of any fashion! Scholarships are also available for those who participate or major in the performing arts at ONU!

TAKE THE NEXT STEP

This is just the beginning. Visit our campus and we'll help you understand how our firm foundation can launch you toward future success.

VISIT CAMPUS!

Schedule a personal visit or join us during one of our Polar Preview Days. Learn more at onu.edu/visit.

SENIORS, HERE ARE FOUR THINGS YOU NEED TO DO

- 1. APPLY - IT'S FREE!**
Review our application requirements and apply online for free at onu.edu/apply. The College of Pharmacy's application deadline is Dec. 1. All other programs use a rolling admission policy.
- 2. EXPLORE ONU SCHOLARSHIPS AND FINANCIAL AID**
File the FAFSA beginning Oct. 1 and remember to use our school code 003006. 99.6 percent of ONU students receive financial aid in the form of academic scholarships, Talent Awards or need-based aid. Learn more at onu.edu/financialaid.
- 3. ATTEND ORANGE AND BLACK ACCEPTED STUDENT DAY**
Attend this special visit day in the spring to meet other future Polar Bears and finalize your decision to attend ONU!
- 4. SUBMIT A DEPOSIT**
Make it official! Pay your deposit at onu.edu/deposit.

Travel Brochure

29
BEST COLLEGE RANKS
IN THE NATION

ENGINEERING

PREVIEW DAY

SATURDAY, SEPT. 29

95
PERCENT

New Engineering Building Coming Fall 2019

ENGINEERING PREVIEW DAY

Come explore our majors in mechanical engineering, civil engineering, electrical engineering, computer engineering, engineering education and computer science. In addition, learn more about our concentrations in **advanced energy, aerospace engineering, bioengineering, environmental engineering and robotics.**

SEE YOU AT

ENGINEERING PREVIEW DAY

SATURDAY, SEPT. 29

9 A.M. - 3 P.M.

REGISTER TODAY AT ONU.EDU/VISIT

OHIO NORTHERN UNIVERSITY
Office of Admissions
525 S. Main St.
Ada, OH 45810

CAN'T MAKE IT? SCHEDULE A PERSONAL VISIT

If you're unable to attend Engineering Preview Day on Sept. 29, schedule a personal visit through the Office of Admissions at onu.edu/visit. Visits are offered Monday through Friday and most Saturdays. You will be able to meet with representatives from the College of Engineering during your visit.

Admissions Postcard

MAKE IT

OFFICIAL

5
EASY STEPS TO CONNECT AS A NEW POLAR BEAR

STEP 1. Register for Summer Orientation.

We are ready to go and cannot wait to have you at orientation! All you need to do is register today. Summer Orientation sessions are held June 13, June 14, June 20 and June 22. Registration is available at onu.edu/orientation.

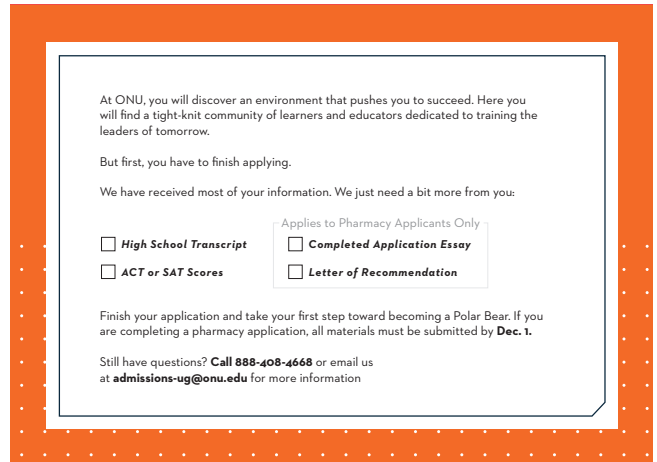
STEP 2. Set up Your ONU Email.

You will receive a separate mailing with your username/password to set up your ONU email. Add this account to your phone or download the "Gmail" app in the Apple App Store or Google Play Store. Visit onu.edu/gmail to get started!

Orientation Insert



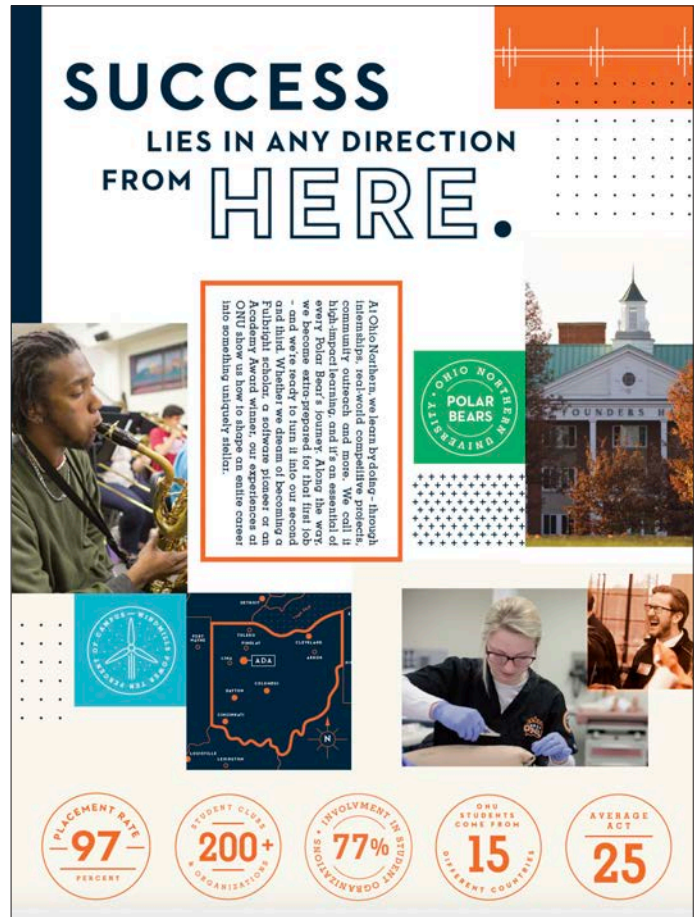
Next Steps Mailer



Next Steps Mailer




Travel Brochure




Travel Brochure

AREAS OF STUDY


For a complete list of our programs visit onu.edu/academics



ACCOUNTING	MANAGEMENT
ART	MANUFACTURING
ART EDUCATION	TECHNOLOGY
ARTS ADMINISTRATION	MARKETING
ASTRONOMY	MATHEMATICS
ATHLETIC TRAINING (PRE-PROGRAM)	MECHANICAL ENGINEERING
BIOCHEMISTRY	MEDICAL HUMANITIES
BIOLOGY	MEDICAL LABORATORY SCIENCES
BIOLOGICAL SCIENCES	MOLECULAR BIOLOGY
BUSINESS ADMINISTRATION	MULTIMEDIA JOURNALISM
CHEMISTRY	MUSIC
CIVIL ENGINEERING	MUSIC EDUCATION
COMMUNICATION STUDIES	MUSICAL THEATRE
COMPUTER ENGINEERING	NEUROSCIENCE
COMPUTER SCIENCE	NURSING
CONSTRUCTION MANAGEMENT	PHARMACEUTICAL AND BIOMEDICAL SCIENCES
CREATIVE WRITING	PHARMACEUTICAL AND HEALTHCARE BUSINESS
CRIMINAL JUSTICE	PHARMACY
DANCE	PHILOSOPHY
DATA ANALYTICS	PHILOSOPHY, POLITICS AND ECONOMICS
DIGITAL MEDIA PRODUCTION	PHYSICS
EDUCATION—EARLY CHILDHOOD	POLITICAL SCIENCE
EDUCATION—MIDDLE CHILDHOOD	PROFESSIONAL WRITING
ELECTRICAL ENGINEERING	PSYCHOLOGY
ENGINEERING	PUBLIC HEALTH
ENGINEERING EDUCATION	PUBLIC RELATIONS
ENGLISH	RELIGION
ENTREPRENEURSHIP	SCIENCE
ENVIRONMENTAL AND FIELD BIOLOGY	SOCIAL STUDIES
ENVIRONMENTAL STUDIES	SOCIOLGY
EXERCISE PHYSIOLOGY	SPANISH
FINANCE	SPORT MANAGEMENT
FORENSIC BIOLOGY	STATISTICS
GEOGRAPHY	STUDIO ARTS
GRAPHIC DESIGN	TECHNOLOGY EDUCATION
HISTORY	THEATRE
INTERNATIONAL BUSINESS	THEATRE AND MULTIMEDIA STUDIES
INTERNATIONAL THEATRE	YOUTH MINISTRY
PRODUCTION	
LANGUAGE ARTS EDUCATION	
LITERATURE	



OHIO
NORTHERN
UNIVERSITY
OFFICE OF ADMISSIONS
525 S. MAIN ST.
ADL, OH 43810

STUDENT CLUBS
200+ ORGANIZATIONS

VISIT ONU

Success is yours to create

OHIO NORTHERN UNIVERSITY

ARTS & SCIENCES • BUSINESS
ENGINEERING • LAW • PHARMACY

Visit Day Brochure



VISIT NORTHERN

SCHEDULE A PERSONAL VISIT (HIGHLY RECOMMENDED)
We'd love to plan a special visit for you! Personal visits are available weekday mornings or afternoons. In addition, we offer morning visits on selected Saturdays throughout the year. Schedule a personal visit at onu.edu/visit

ATTEND A POLAR PREVIEW DAY
Learn what Ohio Northern has to offer at a Polar Preview Day. Each event provides an opportunity to explore our academic programs, learn about admissions and scholarships, eat in the dining hall and tour our beautiful campus.

ONU ON-DEMAND VIDEO CHANNEL
Get to know us better through programming offered on our On-Demand Video Channel. Attend a live event or watch our recorded events. These programs allow you to learn more about specific academic programs, life on campus, and next steps in the admissions and financial aid process.



ONU ON-DEMAND VIDEO CHANNEL

WAYS TO MAKE THE MOST OUT OF YOUR ONU VISIT

- MEET WITH A PROFESSOR**
We include this in every personal visit. Don't worry, professors here are super friendly and caring. They want you to succeed. If you become an ONU student, all your professors will know you by name within a few weeks.
- TALK TO STUDENTS**
Find out what they like to do and what there is to do. We offer hundreds of clubs, organizations, sports, music, service work, study abroad opportunities and more, and the typical student is actively involved.
- ASK ABOUT INTERNSHIPS, RESEARCH OPPORTUNITIES AND JOB PLACEMENT RATES**
Hint: We excel at all three.
- EXPLORE THE TRADITIONS**
Should you be afraid of the black swans or the Green Monster? When we talk about Klondike, do we mean the ice cream brand or something else? Should you be eager to take the Polar Plunge? What is the Tundra? You'll want to find out!
- TAKE HOME SOME SWAG**
You'll get a ONU t-shirt from us during a personal visit and the bookstore is located in McIntosh Center. Everyone looks good in orange and black.
- LEARN ABOUT THE PROCESS**
The admissions staff will happily guide you through the admissions process, sharing information on scholarships, financial aid, and application deadlines, and answering all your questions.
- TAKE A SELFIE AND PICTURE YOURSELF AS A FUTURE POLAR BEAR**
At ONU, you'll discover adventures and experiences that will take you places you never expected to go! Before you leave campus, take a selfie at one of the selfie walls across campus and share it with your family and friends!



POLAR PREVIEW DAYS

- Polar Preview Days are open to students in all of our majors and programs.
- Each date includes breakout sessions for you to explore in-depth one of our four undergraduate colleges: Engineering, Pharmacy, Business, and Arts and Sciences.
- Additional programming for the day will provide you with information on financial aid, applying to ONU and student clubs and organizations.

Saturday, Sept. 17, 2022, 9 a.m.
Saturday, Nov. 5, 2022, 9 a.m.
Saturday, Feb. 18, 2023, 9 a.m.
Saturday, April 22, 2023, 9 a.m.
Saturday, July 22, 2023, 9 a.m.



SCHEDULE TODAY!

CAN'T MAKE IT TO ONE OF OUR PLANNED POLAR PREVIEW DAYS? SCHEDULE A PERSONAL VISIT FOR A DATE AND TIME THAT WORKS BEST FOR YOU.

REGISTER NOW onu.edu/visit



Visit Day Brochure



QUESTIONS?

Sheila Baumgartner
Interim Executive Director, Office of Communications and Marketing
Ohio Northern University, Ada, Ohio 45810
419-772-2047

