Style Guide
Logo Usage

SAIL has one main identifier called the SAIL icon. The second identifier is the logo.

**Northeastern University**

*Self-Authored Integrated Learning*

**Logo Usage**

The icon is a visual representation of the five dimensions of SAIL: Intellectual Agility (red), Global Mindset (green), Social Consciousness and Commitment (yellow), Professional and Personal Effectiveness (blue), and Well-Being (purple).

The icon can be displayed at any size and in lieu of the full logo when space is limited.

**Full Logo**

The logo should be displayed at a minimum of 1" wide. The layout and positioning must never be changed, as Northeastern has very strict guidelines on branding within the university. See [www.northeastern.edu/guidelines](http://www.northeastern.edu/guidelines) for more information.

**SAIL Icon**

The icon can be displayed on a dark background with a white outline.

**SAIL Icon with Outline**

The icon can be displayed on a dark background with a white background.

**SAIL Icon with Background**

The icon can be displayed at any size and in lieu of the full logo when space is limited.
Unacceptable Logo Use

Do not alter the SAIL logo or icon in any way, such as modifying the original colors, skewing, or removing any part. Ensure the logo stands out from surrounding text/design and is legible.
The following are the approved SAIL brand colors. SAIL’s primary colors should be used in combination with Northeastern’s official color palette. Intrepid Navy Blue can also be used as an accent color.

**SAIL Color Palette**

The five colors of the logo are SAIL red, green, yellow, blue, and purple. Listed are the CMYK and RGB labels when needed for reference.

**Northeastern University Color Palette**

The two official colors of Northeastern University and selected neutrals.

**Intrepid Navy Blue**

The official color used in the SAIL digital tools. To be used as accent with the SAIL color palette and Northeastern colors.
Color Combinations

Approved color combinations within the logo. Do not display logo in any colorway outside of those shown here.

01 Regular
This primary color combination. The colors can only be used in this exact combination.

02 Grayscale
The logo can be displayed in grayscale.

03 White / Knockout
The logo can be displayed in “knockout” white.
Typography

The main typefaces to be used within SAIL compositions.

Duplicate Sans

The default typeface used within Northeastern University.

Usage

Duplicate Sans Light
(Headings and Subtitles)

Duplicate Sans Thin
(Body Text)

Duplicate Ionic

A serif version of Duplicate Sans, and the second primary typeface of Northeastern University. This typeface should be used sparingly for long copy only.

Duplicate Ionic Font Family

A list of all variations of Duplicate Ionic.
This style guide should provide a reference for all materials designed to represent SAIL, both in print and digital formats, to maintain a cohesive aesthetic that also adheres to the design guidelines of Northeastern University.