1.25″

1.5″

Style Guide

Blue Title Subhead

Small Grey Subhead

The watercolour imagery is designed to be airy and light.
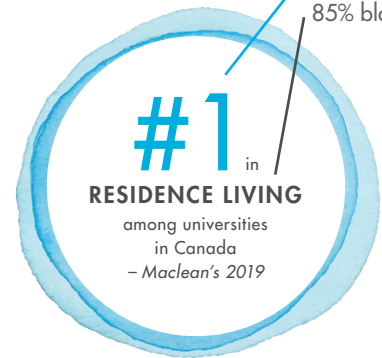Try not to cram too much into the page. Use LOTS of white space.
The bigger the text, the lighter the text can be. Use upper and lower case if possible.
Use all caps sparingly as a highlight.

- Page Margins: Minimum = 0.75″, Better = 1″, Best = 1.5″
- Big Grey Head: Futura Std. Light 54 pt over 58 Leading, 50% Black
- Blue Title Subhead: Futura Std Medium 17/22 pt, 85% Turquoise
- Small Grey Subhead: Futura Std Medium 12/16 pt, 85% Black
- Paragraph Copy: Futura Light Condensed 10 pt over 14pt leading, 100% Black
  or Futura Medium Condensed 10/14, 100% Black
- Bullets: 7pt, 1.5 pt Baseline shift up

Urls are 85% turquoise: nipissingu.ca

CIRCLES:
Futura Std Medium
85% Turquoise
85% black

#1 in

RESIDENCE LIVING
among universities
in Canada
– Maclean's 2019

Pea Carlisle font – use sparingly as an accent

Over

90%

of Nipissing students
find employment within
6 months of graduating
compared to the Ontario
University average
of 86.98%

Majority of text
should be dark text
on white background.
Use watercolours as
decorative elements.

Updated March 2021

NIPISSING
U N I V E R S I T Y