

BRAND GUIDELINES

DECEMBER 2016



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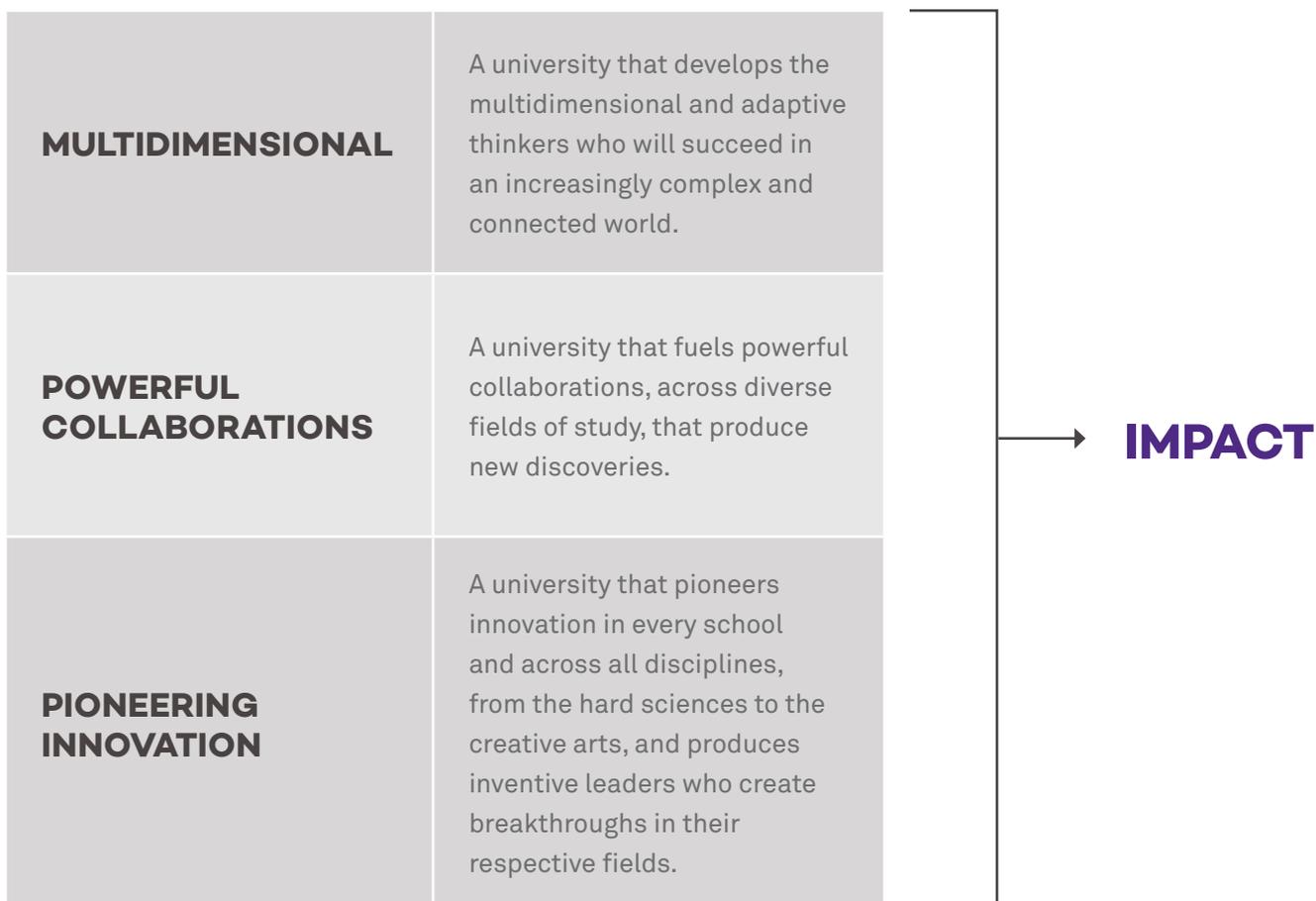
At Northwestern University, we're communicating to a diverse audience and an active, growing campus community that continue to evolve. That's why it's so important for us to share a single message and speak in a unified voice. The principles outlined here are relevant to all of us and to every communication. And when we practice them consistently, we'll speak in a cohesive, approachable voice and express our point clearly, memorably, and authentically.

We know that our communications must:

- Build on the foundation of the Northwestern master brand work.
- Increase engagement with and build brand awareness of Weinberg College of Arts and Sciences
- Build greater awareness of the college's current work and achievements.
- Reinforce Northwestern strategic pillars of multidimensionality, collaboration, and innovation.

Strategic Pillars

We all have distinct and valuable things to say in our communications. But throughout all the diverse stories Northwestern needs to tell, some common themes arise. Keeping these top of mind as you decide how to convey your information will ensure a consistent positioning of Northwestern.



Nomenclature

Because of our rich heritage and our complex and diverse community, several names are used to represent the school. This section aims to clear up any confusion.

OFFICIAL FULL NAME

The full name of our institution is “Judd. A. and Marjorie Weinberg College of Arts and Sciences.” It is intended to be used in rare or ceremonial occasions.

FORMAL NAME

The formal name of our institution is “Weinberg College of Arts and Sciences.” You may use the formal name on first mention in publications or in any formal situation such as a press release, but it is intended to be used sparingly.

INFORMAL NAME

Colloquially, we refer to this institution as “Weinberg College” or “The College.” These shorthands are acceptable in all content where it’s apparent that the communication is coming from the University, and anywhere the official full name has already preceded it. Using it can help lend a more conversational tone to communications.

WHAT TO AVOID

The abbreviation “WCAS” and “Weinberg” are not approved for use within our brand. Avoid these terms, and all other unapproved terms that are too casual to represent our University.

Our Personality

Every communication from Weinberg College not only conveys information, but also leaves an impression. To ensure that our communications carry a strong and consistent voice, use these personality traits as a guide. These are not words that should necessarily appear in our writing, but rather the emotive qualities our work should have, and the characteristics of the people with whom the piece should resonate.

At Northwestern, we are intellectual thrill-seekers.

At Weinberg College, our students are:

Curious: Motivated to explore, discover, and invent; excited by solving a problem

Courageous: Driven, bold, and confident, without arrogance

Persistent: Persevere in a world filled with challenges; confident that the best ideas are yet to come

Voice is much more than what we say—it's how we say it. It's the combination of the tone we use, the language we choose, and the way we put sentences together. It's one of the primary ways our audiences connect and identify with our brand.

Weinberg College has a distinct personality, and our voice brings that personality to life. Through appropriate language, a deliberate tone, and a unified writing style, our communications feel as though they're coming from a person, rather than an institution. And by staying true to the Weinberg College voice across all audiences and communications, we'll build recognition and trust, no matter who's doing the writing.

Brand Narrative

Our brand narrative is an emotional translation of strategic messaging and not only conveys what we do, but the attitude we do it with. It calls out our strengths, inspires voice, and identifies what our audiences can expect from us.

The narrative is a simple articulation of the Weinberg College brand. It is a starting point to inspire the look, feel, and tone of our communications. Ultimately, it forms the basis of a unique identity for our brand.

Copy from the narrative can be adopted for the specific information you need to convey, or just used to ensure that you've captured the proper voice.

At Northwestern's Weinberg College of Arts and Sciences, we know that simple distinctions are a thing of the past.

Here, we are reimagining the traditional liberal arts and sciences for today's complex and interconnected world.

The path to what's next isn't on a map. It's a mindset. A Northwestern Mindset is the thinking, learning, and exploration that engage each and every one of us. It is both flexible and adaptive.

The world today is more dynamic than ever and so too are our students.

At the College, our interdisciplinary curriculum allows you to create your own Northwestern Direction with many intertwined strands of study, scholarship, and perspective. Because we believe the most practical thing you can learn is to think.

A Northwestern Mindset develops technological skill, and dexterity with data...

A Northwestern Mindset sparks a passion for service and the imagination to tackle global issues...

A Northwestern Mindset fosters a passion for conversation across cultures...

Here, with our interdisciplinary approach, students develop the curiosity, courage, and persistence to make connections across the spectrum of human thought.

Here, we help forge the multidimensional thinkers who will succeed in our increasingly diverse and complex world.

Our students develop not just a skillset, but a mindset. With a skillset, one can succeed in a chosen field. With a mindset, one can succeed anywhere. With a Northwestern Mindset, one can succeed everywhere.

Tone

When we craft communications in a way that reflects our personality, they carry a certain tone. Here are some good ways to check whether the tone of your copy reflects our brand.

DOES IT CONNECT TO THE NORTHWESTERN MASTER BRAND VOICE?

“Take a Northwestern Direction” forms our brand platform at the master brand level. The voice is rooted in the unexpected twists and turns that an idea can take as it leads to a world-changing solution. Keep this idea in mind when crafting communications. The concept of this journey—and the unforeseen directions our thinking can take us when we adopt a distinctly Northwestern approach—should guide our voice.

DOES IT BRING TO LIFE THE IDEA OF INTERDISCIPLINARY THINKING — A NORTHWESTERN MINDSET

At the heart of the Weinberg College brand is interdisciplinary thinking for a complex world. Our goal is to develop students with a Northwestern Mindset – a flexible, adaptable view of the world that seeks to understand the pressing issues of today and transform them into the promising new opportunities of tomorrow.

IS IT RELENTLESSLY OPTIMISTIC?

Much of what we do at Northwestern is serious and complex. Strike a positive tone that focuses on impact, presents complex ideas in simple language, and celebrates successes.

Themes

Weinberg College is a vibrant intellectual space that unites more than 70 departments, programs, and research centers. At the intersection of teaching and research, the College forms a multidisciplinary commons that draws together artists, scientists, humanists, and social scientists to create, learn, and discover.

Our three current themes reflect the intersection of current strengths in the faculty, research and expertise at Northwestern, and the areas that will be of vital importance to our students and our world in the future.



Data science has become a cornerstone of our interdisciplinary curriculum. Our students will have the opportunity to take courses that develop skills in quantitative reasoning, statistical analysis, and computational modeling – invaluable tools that can bring clarity and understanding to complex issues.



Today, the need for deep intercultural understanding is essential. Our students will develop insight into the social, economic, and political assumptions that underlie their world view and explore the distinctive social structures, ideologies, and cultural expression produced by local and global cultures.



One of the most enduring challenges we face as a species is how to conceive of our position in and with that which we call nature. Our students can take courses that explore and assess their place within the natural hierarchy and our constantly evolving relationship with our environment and other living systems.

Content Examples

Below are a few examples from the new Weinberg College website that illustrate how to use our brand voice successfully.

Northwestern WEINBERG COLLEGE OF ARTS & SCIENCES

SEARCH THIS SITE

The College Undergraduate Graduate Research After Graduation Departments & Programs

A NORTHWESTERN MINDSET
Dean Adrian Randolph explains how we foster flexible, adaptive and practical thinking.

WHY ARTS & SCIENCES AT NORTHWESTERN?
We help students develop into leaders with the knowledge and skills to navigate a rapidly changing world.

Interdisciplinary thinking for a complex world.

A DATA REVOLUTION WHEN CULTURES MEET THE NATURE OF THINGS

LEARN MORE ABOUT THE COLLEGE

TAKE A NORTHWESTERN DIRECTION
With 26 academic departments offering majors in 45 fields as well as 46 minors, your options are vast.

ACADEMIC DEPARTMENTS
DISTINCTIVE PROGRAMS
UNDERGRADUATE MAJORS
MASTERS & PHD PROGRAMS
COURSE OPTIONS

Distinctive Programs
Our special programs are a good example of how big and small meet at Northwestern. Each program spans disciplines. Each draws on the beautiful resources and into expertise of the university. But when you're accepted to a special program, you become part of a small, close-knit community.

ALL PROGRAMS

ONE-OF-A-KIND PROGRAMS:
BRADY SCHOLARS PROGRAM IN CIVICS AND ETHICAL LIFE explores nature of justice, the meaning of public service, and core values for the humanities, such as integrity and empathy.

Northwestern WEINBERG COLLEGE OF ARTS & SCIENCES

SEARCH THIS SITE

The College Undergraduate Graduate Research After Graduation Departments & Programs

THE COLLEGE OF ARTS & SCIENCES
Interdisciplinary thinking for a complex world.

EDUCATION FOR TODAY'S WORLD
We are reimagining the traditional arts and sciences education.
Our students cultivate a Northwestern Mindset - interdisciplinary thinking that is flexible, adaptive and practical.

LEARN ABOUT OUR EDUCATION

SET FOR SUCCESS
Learn about how we prepare our graduates for today's world.

The new Northwestern wordmarks, our school and department lockups, and our graphic elements are the core of our visual brand identity. Our brand identity is the sum total of all communication that our audiences see, making it imperative that our collateral is consistent among all Weinberg College units and departments.

Northwestern Wordmark

Our wordmark is the primary identifier for the University, relating all entities within our institution. It's a symbol of what we stand for, and should be treated with respect.

By freeing the wordmark from the University seal, we have more flexibility in using our name. Although there are three versions of our wordmark, in most cases, our heritage and reputation allow the Northwestern name to stand on its own.

NORTHWESTERN

This is the preferred version of our wordmark. In most cases, our reputation precedes us and the word "University" is not needed.

Northwestern

NORTHWESTERN UNIVERSITY

Sometimes we need to be more specific. Use these wordmarks when our audience may not be familiar with Northwestern as an institution, such as in international advertising or admissions materials.

This lockup can be used in either a stacked or horizontal configuration. Use the version that is most appropriate.

Northwestern
University

Northwestern University

Northwestern
University

Northwestern Wordmark

The wordmark has been custom designed, taking inspiration from our original Goudy font. The N has been modified with a strong directional crossbar¹, creating both a visual anchor and an ownable design element. The mark is modern enough to be contemporary, but classic enough to feel timeless. These ideas are most evident in the combination of modern angled serifs² with smooth curves³ and calligraphic details⁴. Together, these elements form a solid, confident signature that has elegance at small sizes and personality at larger sizes.



Wordmark Color

Our wordmark can appear in three colors: Northwestern Purple*, white, and black. In most cases, use Northwestern Purple or white; black should be reserved for when color is not an option.

In some cases, our wordmark can be reproduced using special printing techniques. Be sure to have any alternative print techniques approved by Global Marketing.

PURPLE

Use in most cases. Please defer to the color section (page 24) for color codes.

BLACK

Black is reserved for when color is not an option (newspaper ads, for example).

WHITE

Use white when the wordmark appears on a dark background or over an image.

Northwestern Purple

Northwestern

Northwestern University

Northwestern
University

Northwestern
University

Northwestern

Northwestern University

Northwestern
University

Northwestern
University

Northwestern

Northwestern University

Northwestern
University

Northwestern
University



Formal Wordmark Color

The formal wordmark can appear in three colors: Northwestern Purple, white, and black. In most cases, use Northwestern Purple or white; black should be reserved for when color is not an option.

Special care should be taken to ensure that the university seal reproduces accurately and legibly.

PURPLE

Use in most cases. Please defer to the color section (page 24) for color codes.

BLACK

Black is reserved for when color is not an option (newspaper ads, for example).

WHITE

Use white when the wordmark appears on a dark background or over an image.

Northwestern Purple



Northwestern University



Northwestern University



Northwestern University



Northwestern University



Northwestern University



Northwestern University

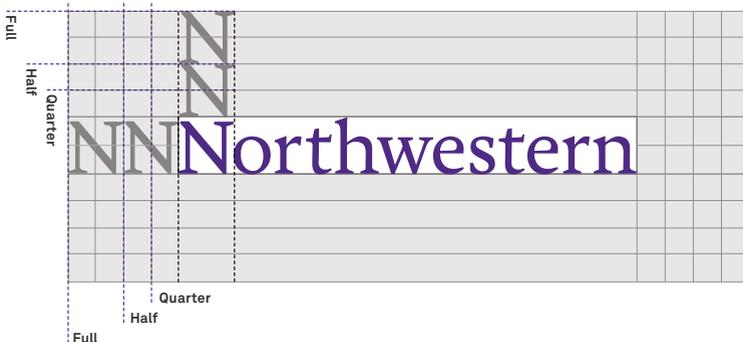
Exclusion Zones

The Northwestern wordmark and formal lockups require a certain amount of space to maximize their presence. Exclusion zones prevent other graphic elements from interfering with their legibility or reproduction.

We have three exclusion zones—full, half, and quarter—based on the width and height of the capital N. The full and half exclusion zones are preferred. Use the quarter zone only when space is extremely limited.

CONSTRUCTION

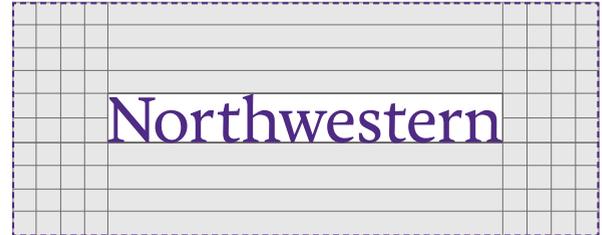
The diagram below shows how our exclusion zones are constructed. Although the primary wordmark is shown here, these measurements apply to all versions and lockups.



PREFERRED

Full Exclusion Zone (2 N)

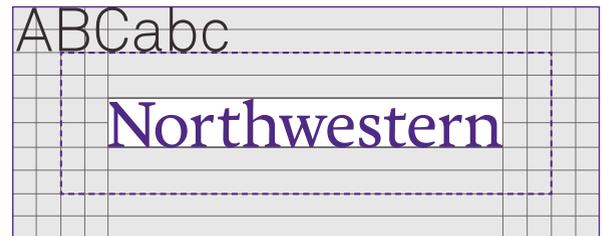
Use the full exclusion zone whenever possible. No type or graphics may appear within this zone.



PREFERRED

Half Exclusion Zone (1 N)

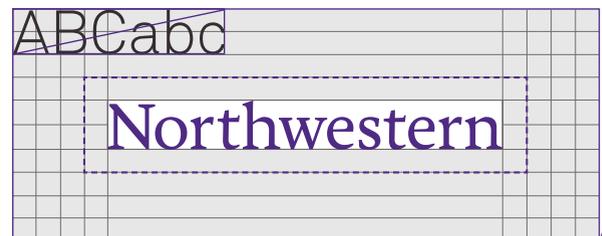
The half exclusion zone may be used for smaller applications, such as stationery or digital communications. No type or graphics may appear within this zone.



LIMITED USE

Quarter Exclusion Zone (0.5 N)

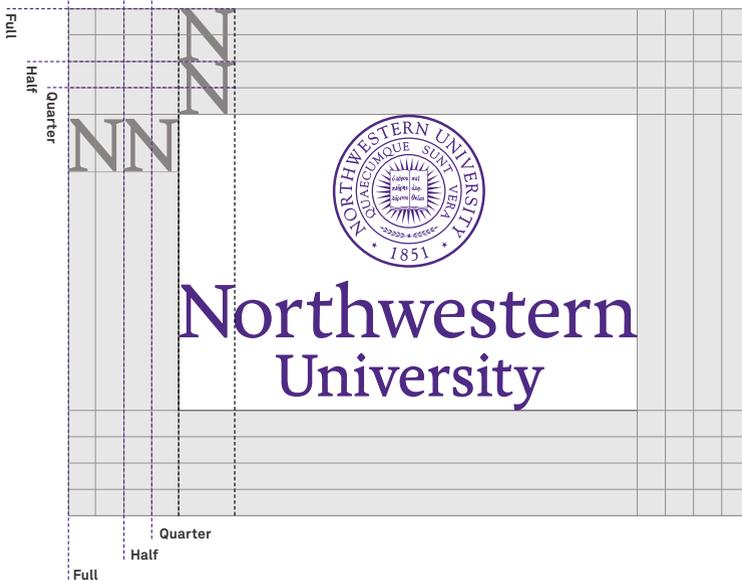
Use the quarter exclusion zone only in cases of extremely limited space, such as signage. However, type and graphics must still not appear within the *half* exclusion zone.



Exclusion Zones

CONSTRUCTION

The diagram below shows how our exclusion zones are constructed. Although the vertical configuration of the formal lockup is shown here,



PREFERRED

Full Exclusion Zone (2 N)

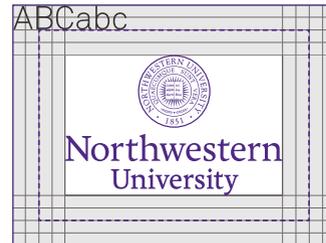
Use the full exclusion zone whenever possible. No type or graphics may appear within this zone.



PREFERRED

Half Exclusion Zone (1 N)

The half exclusion zone may be used for smaller applications, such as stationery or digital communications. No type or graphics may appear within this zone.



LIMITED USE

Quarter Exclusion Zone (0.5 N)

Use the quarter exclusion zone only in cases of extremely limited space, such as signage. However, type and graphics must still not appear within the *half* exclusion zone.



Lockup System

Our identity lockup system clearly communicates the identity of divisions, departments, offices, centers, and other organizations while maintaining the integrity of the master Northwestern wordmark. It allows for deep layers of information while bringing consistency from top to bottom.

By creating flexibility for organizations within the University to choose their ideal lockup configuration or to retain existing identity elements, we can ensure they keep brand equity and are represented in the way they best see fit.

COLOR

Lockups can appear in three colors. In most cases, use Northwestern Purple/Cool Gray 10 or white; black should be reserved for when color is not an option.

Overview

HORIZONTAL BASIC

Northwestern | WEINBERG COLLEGE OF ARTS & SCIENCES

HORIZONTAL SHORTHAND

Northwestern | ARTS & SCIENCES

[DOWNLOAD LOCKUPS](#)

VERTICAL BASIC

Northwestern
WEINBERG COLLEGE OF ARTS & SCIENCES

VERTICAL SHORTHAND

Northwestern
ARTS & SCIENCES

Department Lockup System

Lockups have been created for all Weinberg College departments.

OVERVIEW

Use for print and digital communications to international audiences, including alumni/ae

HORIZONTAL FORMAL



VERTICAL FORMAL



Use for print and digital communications to national and Chicagoland

HORIZONTAL SEMI FORMAL



VERTICAL SEMI FORMAL



Use for on-campus print communications and promotional items

HORIZONTAL SHORTHAND



VERTICAL SHORTHAND



[**DOWNLOAD DEPARTMENT LOCKUPS**](#)

Common Mistakes

It's important that we be consistent in how we present our identity. Shown here are some common misuses of our wordmarks and lockups. To avoid these, always use the provided artwork without modification.



DON'T stretch, condense, or change the dimensions of the identity elements.



DON'T alter or replace the typefaces in the identity.



DON'T rearrange the elements of the identity.



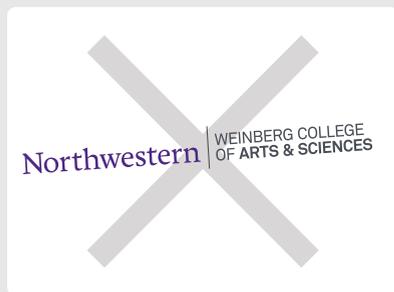
DON'T change the scale of elements in the identity.



DON'T apply drop shadows or other visual effects to the identity.



DON'T change the color of the identity elements beyond the approved colors.



DON'T skew or warp the identity, or set it on an angle.



DON'T add extra elements to the identity.

Northwestern Purple

Beyond our logo, Northwestern Purple has the most brand equity of any of our visual elements. The hue is unique among our competitors and a significant identifier of our University as whole. As such, Northwestern Purple *is* our color palette — including tints and shades thereof.

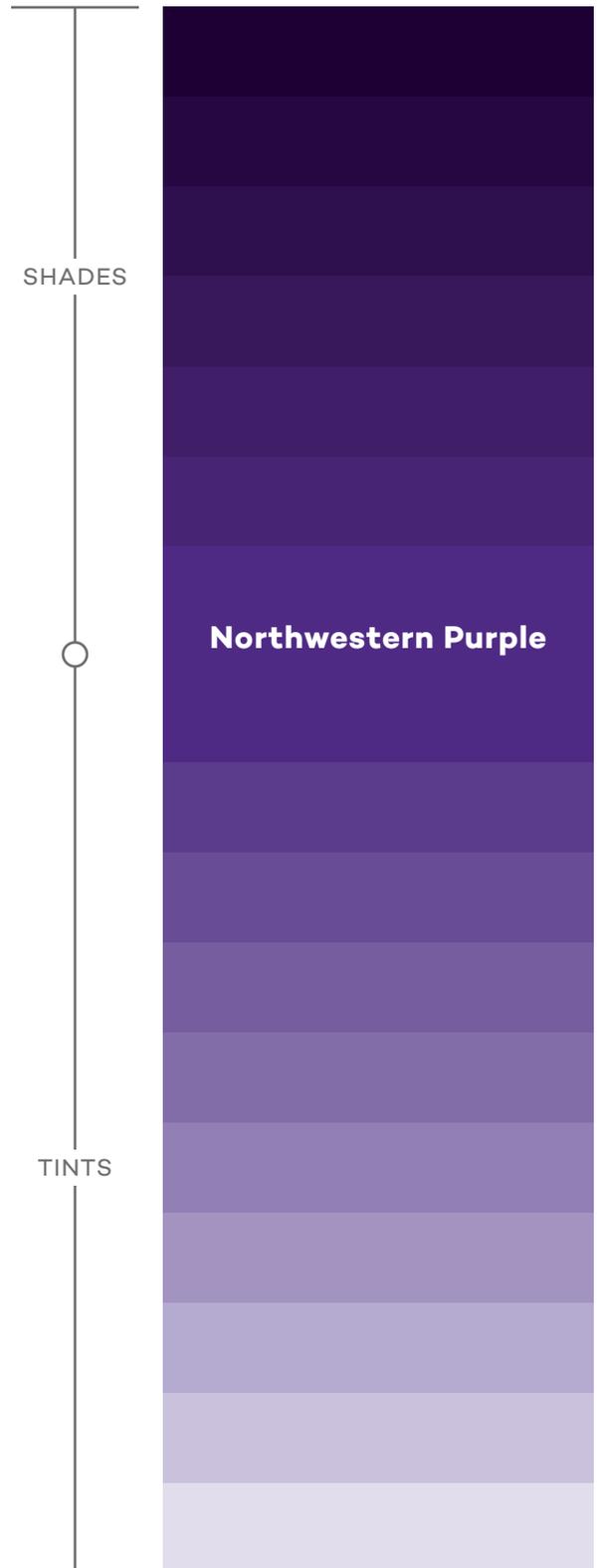
This monochromatic system is bold, strong, and iconic, yielding singular communications that could come from nowhere but Northwestern.

Additionally, by limiting our use of color, we create a cohesive, identifiable family of communications that rely on subtle shifts for differentiation.

Overview

It relies almost exclusively on a proprietary Northwestern Purple (Purple 100) and its tints and shades. By using a range of tones, we add flexibility without sacrificing the recognition and equity of our heritage color. The range of tones runs from Northwestern Purple 160 (darkest) to Northwestern Purple 10 (lightest). Anything darker or lighter loses its connection to Northwestern Purple.

The new Northwestern Purple is a custom ink color and can no longer 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 contact [Dana Grossman](#).



Our Palette

The strength of our palette is its consistency. Adhering to these color guidelines will result in clean, comprehensive communications that are instantly recognizable as Northwestern's.

Although our new color palette is based on Northwestern Purple, the predominant color in most layouts should be white. By incorporating plenty of white space, we ensure that our communications feel clean and modern. This guideline also helps us to be mindful of content length. Rather than viewing white space as a blank area, see it as a pause. Don't rush to fill up a page—white space helps to focus attention on what is there.

NOTE: Rich black and its tints should be used in place of process black in all instances except body text. When setting text at sizes smaller than 12 points, process black and its tints should be used.

Northwestern Purple (100)			
Purple 90	Purple 80	Purple 70	
Purple 60	Purple 50	Purple 40	
Purple 30	Purple 20	Purple 10	
Purple 160	Purple 150	Purple 140	
Purple 130*	Purple 120	Purple 110	
Rich Black	90	80	70
C 50 R 0			
M 50 G 0	60	50	40
Y 50 B 0			
K 100	30	20	10

*The darker tint, Northwestern Purple 130, approximates the Athletics Purple developed in conjunction with Under Armour.

Color Codes

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

OUTPUT: PRINT

Please note that CMYK tint 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

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

Hex codes: Hex codes should be used when creating websites. However, because hex code equivalents do not exist for all the tint values, they will be featured in their own section (page 30).

PLASTIC OR FABRIC

Give your vendor the appropriate color swatch to ensure that the end product will match Northwestern Purple as closely as possible. To obtain a swatch packet, please contact [Dana Grossman](#).

Color Codes

Northwestern Purple (100)

Uncoated Stock CMYK: 84, 100, 0, 0

Uncoated Stock Pantone: Dark Blue 35.5, Rhodamine 36.5, Black 3, TRANS. WT. 25

Coated Stock CMYK: 85, 100, 0, 15

Coated Stock Pantone: Process Blue 37, Rubine Red 61, Black 2

RGB: 078, 042, 132

Purple 90

Uncoated Stock CMYK: 79, 88, 0, 0

Coated Stock CMYK: 79, 86, 0, 11

RGB: 91, 59, 140

Purple 70

Uncoated Stock CMYK: 61, 67, 0, 0

Coated Stock CMYK: 58, 62, 0, 7

RGB: 118, 093, 160

Purple 50

Uncoated Stock CMYK: 45, 47, 0, 0

Coated Stock CMYK: 38, 40, 0, 5

RGB: 147, 128, 182

Purple 80

Uncoated Stock CMYK: 70, 78, 0, 0

Coated Stock CMYK: 68, 72, 0, 10

RGB: 104, 076, 150

Purple 60

Uncoated Stock CMYK: 53, 57, 0, 0

Coated Stock CMYK: 47, 50, 0, 6

RGB: 131, 110, 170

Purple 40

Uncoated Stock CMYK: 36, 37, 0, 0

Coated Stock CMYK: 33, 34, 0, 2

RGB: 164, 149, 195

Color Codes

Purple 30

Uncoated Stock CMYK: 28, 28, 0, 0

Coated Stock CMYK: 26, 26, 0, 0

RGB: 182, 172, 209

Purple 10

Uncoated Stock CMYK: 10, 8, 0, 0

Coated Stock CMYK: 9, 9, 0, 0

RGB: 228, 224, 238

Purple 150

Uncoated Stock CMYK: 84, 100, 25, 50

Coated Stock CMYK: 87, 100, 25, 54

RGB: 038, 008, 065

Purple 130

Uncoated Stock CMYK: 84, 100, 15, 30

Coated Stock CMYK: 85, 100, 15, 38

RGB: 056, 023, 090

Purple 110

Purple 20

Uncoated Stock CMYK: 18, 18, 0, 0

Coated Stock CMYK: 18, 18, 0, 0

RGB: 204, 196, 223

Purple 160

Uncoated Stock CMYK: 84, 100, 30, 60

Coated Stock CMYK: 88, 100, 30, 62

RGB: 029, 002, 053

Purple 140

Uncoated Stock CMYK: 84, 100, 20, 40

Coated Stock CMYK: 86, 100, 20, 46

RGB: 048, 016, 078

Purple 120

Uncoated Stock CMYK: 84, 100, 10, 20

Coated Stock CMYK: 85, 100, 10, 30

RGB: 064, 031, 104

Uncoated Stock CMYK: 84, 100, 5, 10

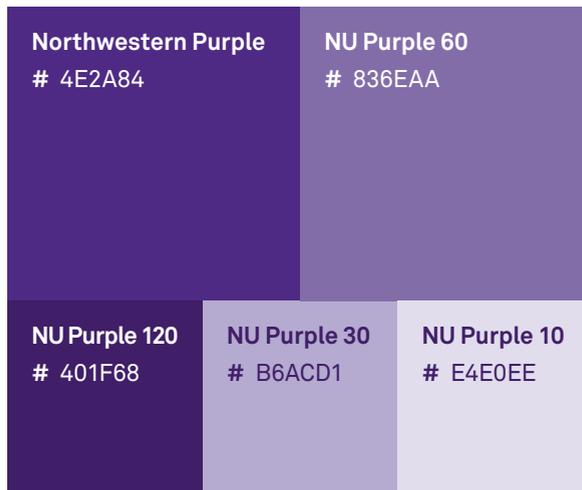
Coated Stock CMYK: 85, 100, 5, 22

RGB: 072, 036, 118

Hex Codes

All web communications should follow the limited brand color palette outlined here. These hexadecimal values have been optimized to best match our brand colors as they appear in print.

The monochromatic color palette is well-suited for digital applications, as consistency in user experience across multiple pages and sites is of utmost importance.



Secondary Palette

Although our color system is monochromatic, we understand that, in certain instances, another color will need to be used. For those circumstances, we have developed this set of secondary colors.

These colors should be used rarely and sparingly. Under no circumstances should any of them become the predominant color for a school, center, institute, or department.

 Bright green can be used to represent “Nature of Things” theme.

 Bright teal can be used to represent “The Data Revolution ” theme.

 Dark red can be used to represent “When Cultures Meet ” theme.

Brights

<p># 58B947</p> <p>C 68 R 88</p> <p>M 00 G 185</p> <p>Y 100 B 71</p> <p>K 00</p> <p>PMS 360</p>	<p># 7FCECD</p> <p>C 48 R 127</p> <p>M 00 G 206</p> <p>Y 22 B 205</p> <p>K 00</p> <p>PMS 318</p>	<p># 5091CD</p> <p>C 68 R 80</p> <p>M 34 G 145</p> <p>Y 00 B 205</p> <p>K 00</p> <p>PMS 279</p>
<p># EDE93B</p> <p>C 10 R 237</p> <p>M 00 G 233</p> <p>Y 89 B 59</p> <p>K 00</p> <p>PMS 394</p>	<p># FFC520</p> <p>C 00 R 255</p> <p>M 23 G 197</p> <p>Y 95 B 32</p> <p>K 00</p> <p>PMS 7548</p>	<p># EF553F</p> <p>C 01 R 239</p> <p>M 82 G 085</p> <p>Y 80 B 063</p> <p>K 00</p> <p>PMS 7625</p>

Darks

<p># 008656</p> <p>C 87 R 000</p> <p>M 24 G 134</p> <p>Y 83 B 086</p> <p>K 09</p> <p>PMS 7725</p>	<p># 007FA4</p> <p>C 86 R 000</p> <p>M 39 G 127</p> <p>Y 23 B 164</p> <p>K 01</p> <p>PMS 314</p>	<p># 0D2D6C</p> <p>C 100 R 013</p> <p>M 85 G 045</p> <p>Y 05 B 108</p> <p>K 36</p> <p>PMS 294</p>
<p># D9C826</p> <p>C 18 R 217</p> <p>M 14 G 200</p> <p>Y 100 B 038</p> <p>K 0</p> <p>PMS 611</p>	<p># CA7C1B</p> <p>C 00 R 202</p> <p>M 48 G 124</p> <p>Y 97 B 027</p> <p>K 21</p> <p>PMS 7571</p>	<p># D85820</p> <p>C 02 R 216</p> <p>M 77 G 088</p> <p>Y 100 B 032</p> <p>K 09</p> <p>PMS 1595</p>
<p># D43D3D</p> <p>C 11 R 212</p> <p>M 91 G 061</p> <p>Y 82 B 061</p> <p>K 02</p> <p>PMS 1797</p>		

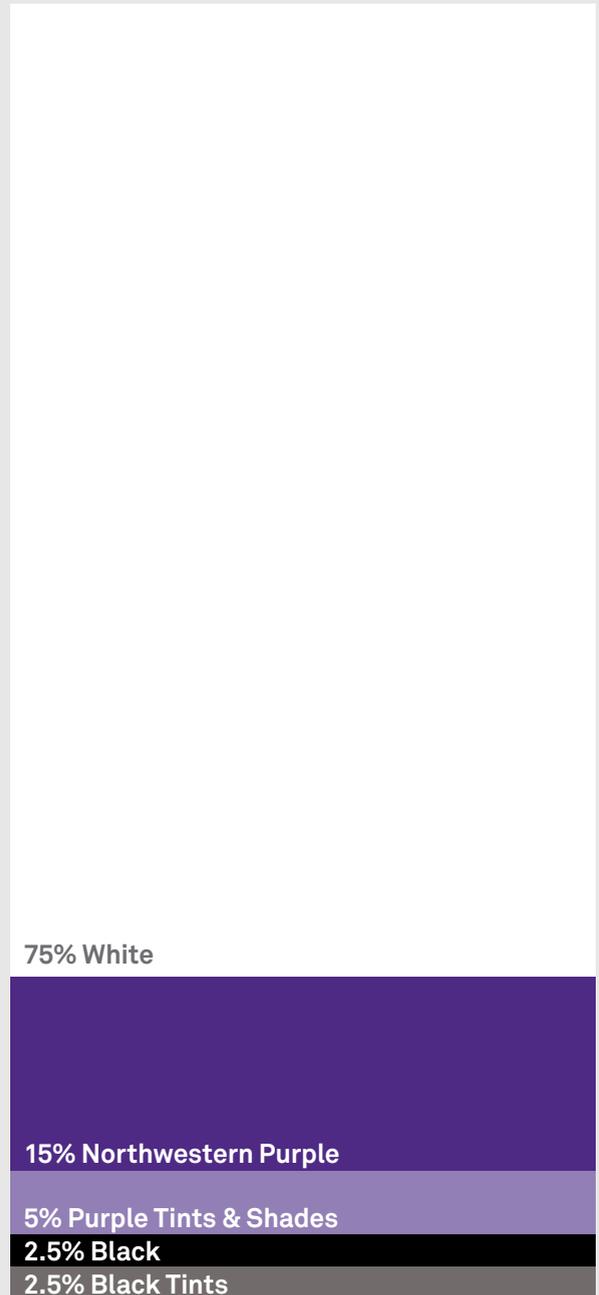
Usage

Although we have a new color palette based on Northwestern Purple, the predominant color in most layouts should be white. With plenty of white space, our communications feel clean and modern. Plus, this guideline helps us to be mindful of our content’s length.

Rather than viewing white space as a blank area, see it as a pause. Don’t rush to fill white space. It can focus attention on what is there.

Use the diagram here as a guide when balancing the ratio of white space, Northwestern Purple, and the rest of the palette.

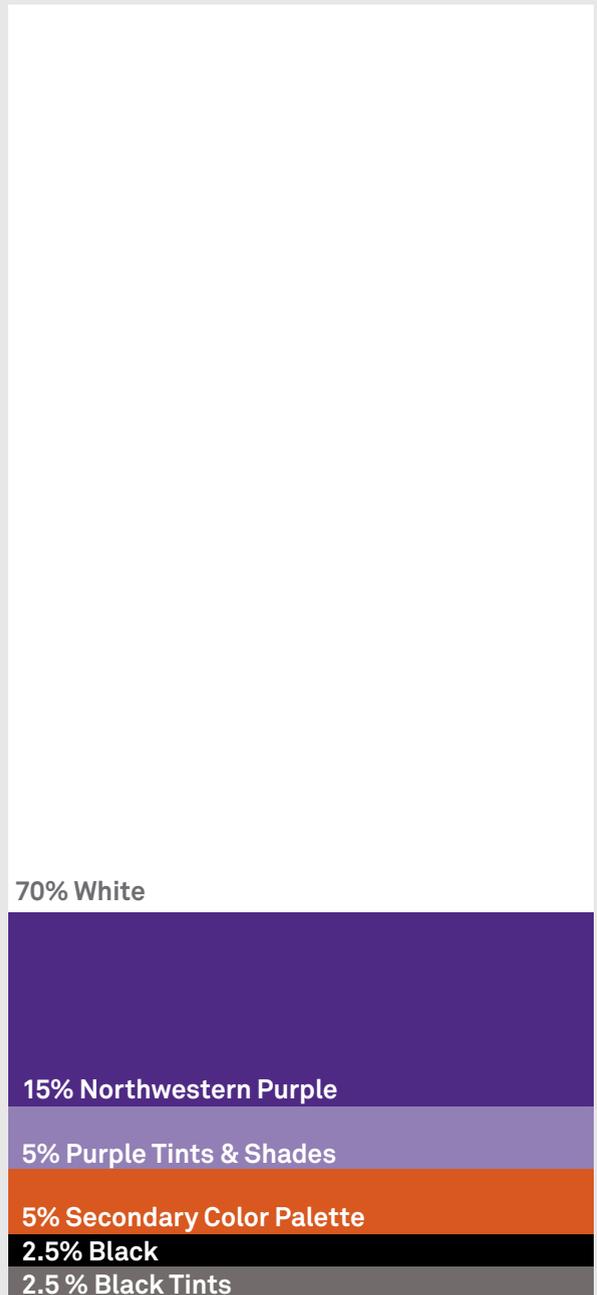
When viewing all the pieces the University creates, and applying the “squint test” to the brand as a whole, the balance of color should feel close to what’s in the diagram to the right.



Usage

The best uses for colors of the secondary palette are for items that require differentiation, for example, within charts and graphs, or for updates or callout buttons in digital applications.

The diagram to the right shows the ratio in which secondary colors should be used within an overall layout.



Overview

When it's used thoughtfully, typography becomes a powerful brand tool that can add visual meaning to what's being said. Northwestern's typography communicates clearly and cleanly, and is suitable for a wide range of situations.

Flexibility comes from using a variety of type families that bring different strengths and personalities, depending on how they are used.

Our University typefaces— Campton, Periódico Display, Periódico Text, and Akkurat Pro— have been selected because of their structure and relationship to one another, as well as their legibility at a variety of sizes.

Our brand fonts are unique and embody the essence of our communications goals. We have purchased the rights to use them for University purposes on the web and in print. Global Marketing works with communications leaders in each school and unit to ensure that the graphic design staff have access to these fonts.

Campton

Northwestern

Aa Aa Aa Aa Aa
Aa Aa Aa Aa Aa
Thin ExtraLight Light Book Medium

Aa Aa Aa Aa
Aa Aa Aa Aa
SemiBold Bold ExtraBold Black

Periódico Display

Northwestern

Aa Aa Aa Aa Aa
Aa Aa Aa Aa Aa
Thin UltraLight ExtraLight Light Regular

Aa Aa Aa Aa Aa
Aa Aa Aa Aa Aa
Medium SemiBold Bold Black UltraBlack

Periódico Text

Northwestern

Aa Aa Aa Aa Aa
Aa Aa Aa Aa Aa
Light Regular Medium SemiBold Bold

Akkurat Pro

Northwestern

Aa Aa Aa
Aa Aa Aa
Light Regular Bold

Campton

Campton is our display face. It works best for headlines and subheads, at 17 points or larger. All weights of the font are appropriate for use in headlines. Due to the geometric nature of the characters, it's not recommended for subheads smaller than 17 points, body copy, or captions.

Capitals — 47 pt.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Lowercase — 47 pt.

abcdefghijklmn
opqrstuvwxyz

Small capitals — 47 pt.

ABCDEFGHIJKLMN OPQRSTUVWXYZ
00123456789

Numerals, punctuation, and glyphs — 47 pt.

00123456789!@#\$\$%
^&*({[/“- +=.,,:†‡→↑•”\])

Periódico Text

The more reserved of the Periódico typefaces, Periódico Text is meant to be used for longer chunks of copy at smaller sizes. Its more balanced construction allows for greater legibility, even at smaller sizes. Use Periódico Text for body copy from 5 points up, and for subhead and captions up to 15 points.

Capitals — 47 pt.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Lowercase — 47 pt.

abcdefghijklmn
opqrstuvwxyz

Small capitals — 47 pt.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Numerals, punctuation, and glyphs — 47 pt.

0123456789!@#\$%^&*
{[/“-+=.,;:†‡▲▶•”\]}

Akkurat Pro

Akkurat Pro is our typographic workhorse. We can use it in a variety of ways: for smaller headlines, body copy, and captions — it even works well for charts, graphs, and displaying all sorts of data. It is a highly legible, cleanly constructed face that is suitable at sizes from 5 points to 19 points.

Capitals — 47 pt.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Lowercase — 47 pt.

abcdefghijklmn
opqrstuvwxyz

Numerals, punctuation, and glyphs — 47 pt.

00123456789!@#\$%^&*
({ [/ “ - + = . , ; : † ‡ → ↗ • ” \] })

Our Typography Theme

When creating materials that represent Weinberg College as a whole, use these typography recommendations as a guide.

FOR PRINT

Titles or main headers - Campton Bold

Smaller headers or subheads - Campton Book

Body text - Akkurat Pro Regular

FOR WEB

Page title H2: Campton Bold, 40px, #342f2e

Heading H3: Campton Bold, 26px, #4e2a84

Heading H4: Akkurat Pro Regular, 26px, #716c6b

Heading H5: Akkurat Pro regular, 21px, #4e2a84

EXAMPLE FROM WEBSITE

The screenshot shows a website header with the main title "TAKE A NORTHWESTERN DIRECTION" in a bold, dark purple font. Below it is a sub-header "Academic Departments" in a bold, teal font. The main body text is in a regular, dark purple font. A navigation menu on the left lists "ACADEMIC DEPARTMENTS", "UNDERGRADUATE MAJORS", "DISTINCTIVE PROGRAMS", "MASTERS & PHD PROGRAMS", and "COURSE OPTIONS". A call-to-action button "SEE ALL DEPARTMENTS & PROGRAMS" is also visible. Annotations with arrows point to the main title and the sub-header, identifying them as "Campton Bold" and "Akkurat Pro Regular" respectively.

TAKE A NORTHWESTERN DIRECTION ← Campton Bold

With 26 academic departments offering majors in 45 fields as well as 46 minors, your options are vast.

ACADEMIC DEPARTMENTS ← Akkurat Pro Regular

Academic Departments
Can you provide two to three sentences of intro text here?
Note that the selective programs and majors are being dealt with separately, so this would need to be department-specific. Thank you.

ACADEMIC DEPARTMENTS

UNDERGRADUATE MAJORS

DISTINCTIVE PROGRAMS

MASTERS & PHD PROGRAMS

COURSE OPTIONS

DEPARTMENT HONORS: Chemistry Professor Fraser Stoddart was awarded the 2016 Nobel Prize in Chemistry. Along with his colleagues, Stoddart's work with molecular machines opened up a new field of chemistry in the past 25 years.

[SEE ALL DEPARTMENTS & PROGRAMS →](#)

Default Font Substitutes

Our brand fonts may not always be available for use in Word documents, PowerPoint presentations, and other digital applications. This page offers appropriate substitutes.

Arial is the acceptable substitute for Akkurat Pro.

Brand fonts

Akkurat Light
 Akkurat Light Italic
 Akkurat Regular
 Akkurat Regular Italic

Substitute fonts

Arial Regular
 ABCDEFGHIJKLMNOP
 OPQRSTUVWXYZ
 abcdefghijklmno
 pqrstuvwxyz
 1234567890?!,.,
Arial Italic
 ABCDEFGHIJKLMNOP
 OPQRSTUVWXYZ
 abcdefghijklmno
 pqrstuvwxyz
 1234567890?!,.,

Brand fonts

Akkurat Bold
 Akkurat Bold Italic

Substitute fonts

Arial Bold
 ABCDEFGHIJKLMNOP
 OPQRSTUVWXYZ
 abcdefghijklmno
 pqrstuvwxyz
 1234567890?!,.,
Arial Bold Italic
 ABCDEFGHIJKLMNOP
 OPQRSTUVWXYZ
 abcdefghijklmno
 pqrstuvwxyz
 1234567890?!,.,

What happened to Campton?

Campton is a display face with a lot of personality. There's no appropriate PC alternative.

Georgia is the acceptable substitute for Periódico Display and Periódico Text.

Brand fonts

Periódico Thin
Periódico Thin Italic
 Periódico Ultra Light
Periódico Ultra Light Italic
 Periódico Extra Light
Periódico Extra Light Italic
 Periódico Light
Periódico Light Italic
 Periódico Regular
Periódico Regular Italic

Substitute fonts

Georgia Regular
 ABCDEFGHIJKLMNOP
 OPQRSTUVWXYZ
 abcdefghijklmno
 pqrstuvwxyz
 1234567890?!,.,
Georgia Italic
 ABCDEFGHIJKLMNOP
 OPQRSTUVWXYZ
 abcdefghijklmno
 pqrstuvwxyz
 1234567890?!,.,

Brand fonts

Periódico Medium
Periódico Medium Italic
 Periódico SemiBold
Periódico SemiBold Italic
 Periódico Bold
Periódico Bold Italic
 Periódico Black
Periódico Black Italic
 Periódico Ultra Black
Periódico Ultra Black Italic

Substitute fonts

Georgia Bold
 ABCDEFGHIJKLMNOP
 OPQRSTUVWXYZ
 abcdefghijklmno
 pqrstuvwxyz
 1234567890?!,.,
Georgia Bold Italic
 ABCDEFGHIJKLMNOP
 OPQRSTUVWXYZ
 abcdefghijklmno
 pqrstuvwxyz
 1234567890?!,.,

Usage

Using type thoughtfully is crucial to making our designs look professional. Follow these tips to make sure our typography is consistent.

LEADING

Line spacing, called leading, is critical to setting professional-looking type that's easy to read. Leading should be set tight, but not too tight. All our typefaces generally look best with leading set slightly looser than the default.

NOTE: A good rule of thumb is to start with leading that is two points higher than the point size of the text. This won't always be right, but leading can be adjusted most easily from there.

TRACKING

Correct letter spacing, called tracking, also helps to make the type easy to read. Outside of headlines, our typefaces should always be tracked slightly tighter than the default setting, and optical kerning should be used when available.

Leading that is too loose leaves too much pause between lines.

16 pt. type / 24 pt. leading

Leading that is too tight leaves too little pause between lines.

16 pt. type / 14 pt. leading

When leading is correct, the reader won't even notice.

16 pt. type / 18 pt. leading

Tracking that is too loose leaves too much space between letters.

+75 tracking

Tracking that is too tight leaves too little space between letters.

-75 tracking

When tracking is correct, the reader won't even notice.

-5 tracking

The Northwestern master brand has a number of graphic elements that create a unique look and make us instantly recognizable. When utilized, these tools create continuity among families of materials created by individual schools/units/departments.

Like our school lockup and color palette, the Weinberg College brand's design elements will become identifiable as they are used consistently and clearly. With these graphic elements, the graphic language can carve out its own unique look and personality, while still feeling like part of the overall Northwestern master brand.

Northwestern Master Brand Elements

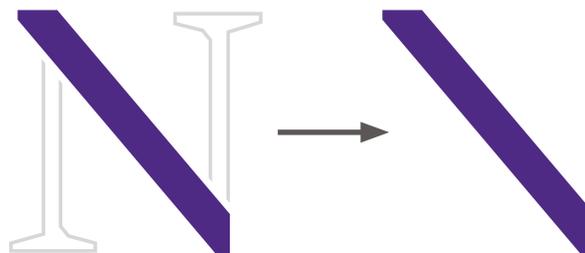
ACADEMIC N

Created from the capital N in the wordmark, the academic N can be used in small spaces, such as a social media icon, or as a graphic element.



SLASH

The slash is derived from the “N” in our new wordmark. Use of the slash can vary, but it’s most suited to emphasize the collaborative, multifaceted, and multitalented nature of our students, faculty, staff, curriculum, and alumni.



FACETS

Facets are all about interesting connections and overlapping pathways. They are a visual representation of the spirit behind the Northwestern Direction. They serve well as background textures or in infographics, connecting disparate points of information.



RULES

Rules are a great way to establish hierarchy, to guide navigation within a layout, to emphasize a word or phrase, or to set page borders and organize content. Rules can also convey movement and help reinforce the concept of the Northwestern Direction.



Academic N

While the academic N is based on the University wordmark, it has been made slightly bolder to work better at small sizes. Always use the supplied artwork for the academic N. Never take the N directly from the wordmark.



DOWNLOAD ACADEMIC N

SOCIAL MEDIA USAGE

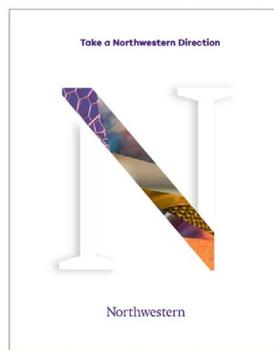
In most cases, the academic N should be placed in a purple color block. For social media applications, the N may be placed on a photo or subtle background pattern to customize it for the audience or organization it represents. However, remember that your brand (or subbrand) name should always appear close to the icon itself across all social channels. Always be sure that the N is legible and clear.



DOWNLOAD SOCIAL MEDIA TEMPLATE

PRINT/MERCHANDISE USAGE

The purple academic N can be used on a white background. When used on a dark gray or black background, the academic N may be outlined in white.



When used as a design element the academic N can be used in tandem with the Northwestern wordmark; however the academic N cannot be used at 100% opacity. **DO NOT** lockup up the academic N with the Northwestern wordmark.



Facets

Our facets element was born from the idea that great and beautiful things can result from unexpected intersections and interactions. Whether they're used as a background texture or in infographics, the facets help support the concept of the Northwestern Direction.

BACKGROUND

In their most simplistic use, facets can be a background element, adding a full range of tones to a layout. In this application, the facets work best at full bleed.

NOTE: The colors of the individual surfaces can be changed to any of the Northwestern Purple tints or shades.

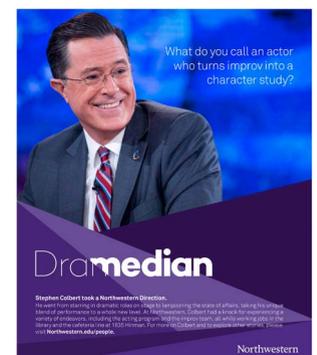
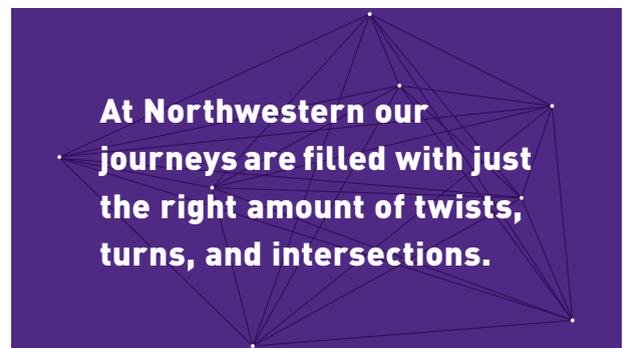
GRAPHIC

To display a variety of connecting points more overtly, facets can be outlined rather than filled. In this use, small circles placed at intersection points serve as areas to introduce text or data. The graphic application is best suited for more narrative layouts, such as a piece that follows a student's journey through their education and the variety of influences they've encountered along the way.

CREATING FACETS

Below you can download the Adobe Illustrator files to create your own facet designs. In addition, you can create the facet style in Adobe Photoshop using the pen tool. Note: these files serve as a guide for the colors and shape. They should not be simply imported into a design. Here are examples of good facet usage:

DOWNLOAD FACETS



Rules

Rules are a simple way to add structure to a page, to divide content, or to connect content in different areas of a layout.

WEIGHT

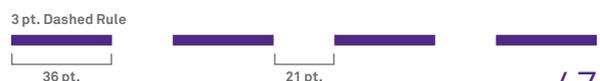
Even though rules look rather simplistic, applying them thoughtfully can elevate a design. One easy method is to use a common weight throughout an entire piece of collateral. Another is to make sure the weights match another design element in a layout, for example, the weight of text.

NOTE: For standard print pieces (approx. 8.5"x11"), rule weight should most commonly be set to 1 or 2 points and should not exceed 5 points. This rule of thumb can be scaled up proportionally for larger pieces.

DASHED RULES

Dashed rules are a great way to show progress charted, or to differentiate some pathways from others. A common ratio for the dashes and gaps should be used as the rules are scaled up or down.

At 1 point, dashes should measure 12 points and gaps should measure 7 points. At 2 points, dashes should measure 24 points and gaps should measure 14 points.



Weinberg College Graphic Elements

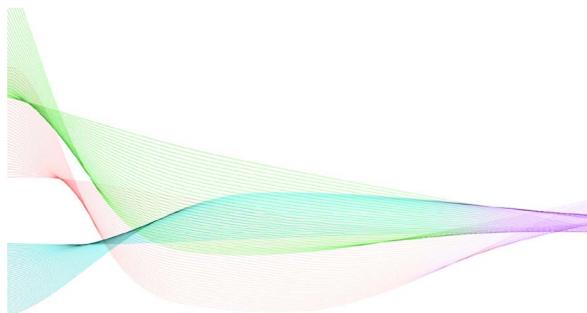
SWIRL MATRIX

The swirl matrix is a visual representation of the fluidity between individuals to one another and to the environment.



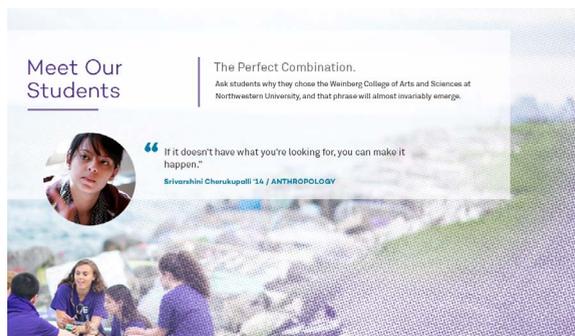
CONFLUENCE THREADS

Each of the three threads represent one of our themes (green-nature, red-culture, and teal-data). The imagery demonstrates the notion that when each thread becomes intertwined, the entity becomes stronger as a whole.



HALFTONE

Halftones are a technique in which an image is produced using variously sized dots. They represent the transformational process of developing a Northwestern Mindset.



THEMED IMAGES

We have created 3 images that represent each of our themes for times when you may need to include a visual in your communication.



Swirl Matrix

The swirl matrix is a combination of bright green halftones from our secondary color palette and a purple gradient swirl. The image suggests perpetual movement.

USAGE

This design is recommend as a background image with very little text, such as our lockup. The swirl matrix can be used vertically or horizontally however, the green halftone design must always be on the left. The swirl matrix design and colors cannot be altered. However, you can break up the swirl matrix to use the halftone or the swirl separately as a graphic accent. See example to the right.

Three Quarters
x Four Years
= **More**

- Northwestern runs on the quarter system. At Weinberg College, you can take **four courses each quarter** (fall, winter and spring).
- You can take **12 courses per year** (instead of 8 in a semester system).
- Your classes can range **more broadly** across disciplines or delve **more deeply** into your major.
- And you can more easily add another major, or a minor (or two). It's very common to **double-major** and **add minors** at the College.



KRESGE HALL EXAMPLES



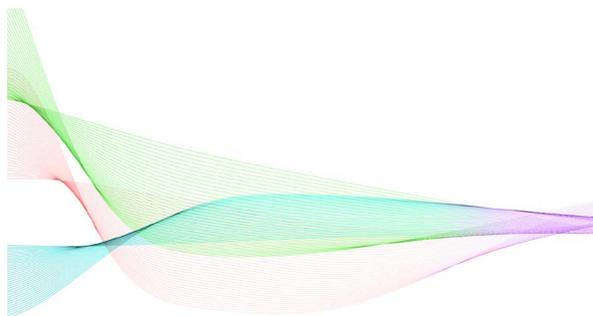
[DOWNLOAD SWIRL MATRIX](#)

CONFLUENCE THREADS

The confluence threads feature each of our three themes - nature, data, and culture. When intertwined they embody our concept of “Interdisciplinary thinking for a complex world”.

USAGE

The graphic can be used as a background image or it can be paired with the text “Interdisciplinary thinking for a complex world”. Do not pair another image with this copy. When the text is the only addition to the graphic, it is recommended to follow this format:



DOWNLOAD CONFLUENCE THREADS WITH TEXT TEMPLATE

EXAMPLE FROM WEBSITE



DOWNLOAD CONFLUENCE THREADS

HALFTONE

The halftone effect is a visual representation of the Northwestern Mindset – a flexible, adaptable view of the world that seeks to understand the pressing issues of today and transform them into the promising new opportunities of tomorrow.

CREATING HALFTONES

Halftones can be created in both Adobe Photoshop or Illustrator. Tutorials are available to Northwestern employees through Lynda.com.

Or, if you will be frequently creating halftone designs you can purchase [Phantasm v3](#), to quickly create a 100% scalable halftone effect.

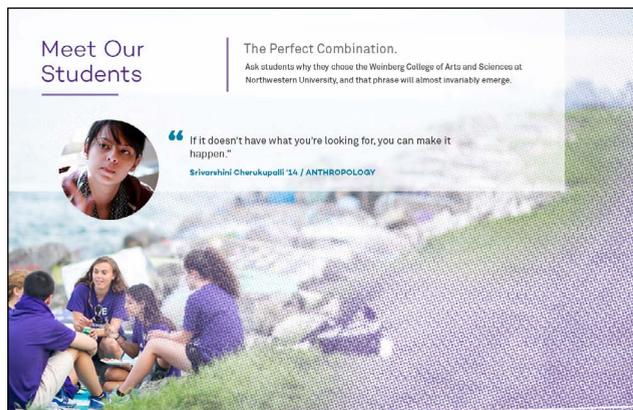


USAGE

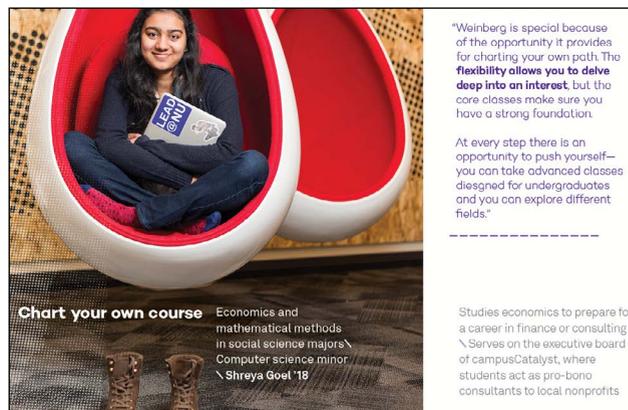
Halftones can be used on images of people, places, or things. Halftone dots can be created using any color in our primary and secondary palettes.

EXAMPLES

WEBSITE



VIEWBOOK



THEMED IMAGES

Our three themes reflect the intersection of current strengths in the faculty, research and expertise at Northwestern, and the areas that will be of vital importance to our students and our world in the future.

USAGE

These images can be used as a background visual (light text okay) or as complementary image when discussing a theme/themes.



EXAMPLES FROM WEBSITE

YOUR NORTHWESTERN MINDSET

So what does our new take on the traditional arts and sciences education mean for you?



Analyze and use data

Data science has become a cornerstone of our interdisciplinary curriculum. Our students develop skills in quantitative reasoning, statistical analysis, and computational modeling – invaluable tools that can bring clarity and understanding to complex issues.



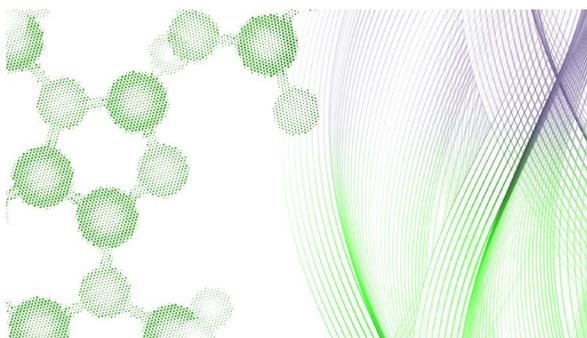
Question cultural assumptions

Today, the need for deep intercultural understanding is essential. You will develop insight into the social, economic, and political assumptions that underlie your worldview and explore the distinctive social structures, ideologies, and cultural expression produced by local and global cultures.



Study our bond with nature

One of the most enduring challenges we face as a species is how to conceive of our position in and with nature. As a student in the College, you can take courses that explore your place within the natural hierarchy and our constantly evolving relationship with our environment and other living systems.



WHY ARTS & SCIENCES AT NORTHWESTERN?

We help students develop into leaders with the knowledge and skills to navigate a rapidly changing world.

Interdisciplinary thinking for a complex world.



A DATA REVOLUTION



WHEN CULTURES MEET



THE NATURE OF THINGS

LEARN MORE →

ABOUT THE COLLEGE →

Overview

Photography is a key tool for showing off our diverse and collaborative community. Our photographs can capture the essence of Northwestern and connect with people in ways words can't, to help us to tell a richer, more comprehensive story.

Our image library can be divided into three categories: **people, places, and things.**

PEOPLE



PLACES



THINGS



People

The photos in this category capture our most valuable asset: our people — students, faculty, staff, alumni, community members, and distinguished guests. They are the driving force for what we do, as well as the audiences we wish to reach. With this in mind, our image library should reflect the diverse, collaborative, and engaging experience we offer at Northwestern.

DETAILS

Images of people should feel candid, natural, and in the moment, never posed or generic. The subject should not typically be looking directly at the camera. Representing people in their natural, everyday environments is important.

Depictions of students in a classroom or working environment should feel intimate and authentic. Natural light should be used whenever possible. Single students should never seem lonely, and groups should always seem collaborative. Capturing a sense of curiosity, interest, or discovery is a great way to do this.

Outside the classroom, it's important to show people in an energized setting, whether that's on campus, in the city, in nature, or abroad. Capturing a wide slice of life helps convey the idea of creating your own Northwestern Direction.

Northwestern is a diverse place, filled with different races, cultures, mindsets, and abilities. Be mindful of this when documenting our community.

NOTE: For an editorial-style portrait or head shot that's required for a specific project, it's acceptable for the subject to be looking at the camera.



Places

Location-based photography helps establish our setting for audiences who are new to Northwestern and reinforces it for those who are familiar. These images should represent the campus environment; the cities of Evanston and Chicago; our surroundings, including Lake Michigan; and our facilities here and around the world.

DETAILS

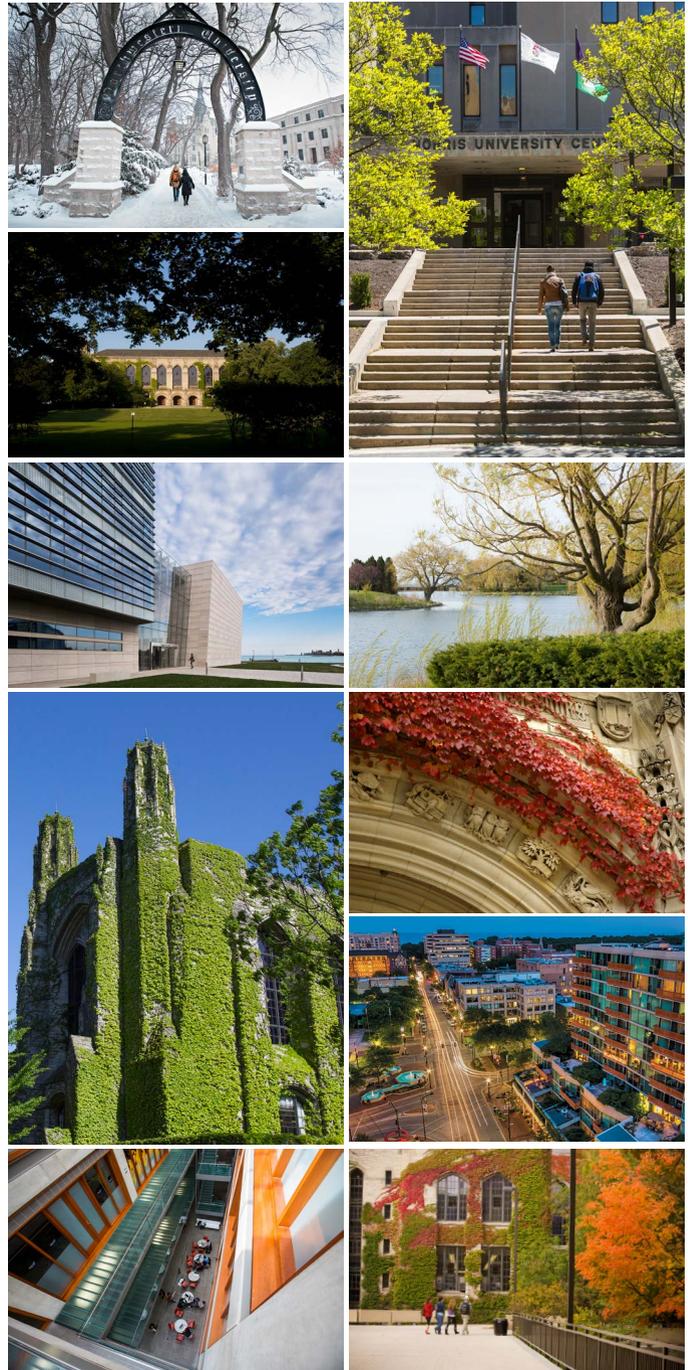
Campus imagery needs to convey an appropriate level of energy and movement, and should be authentic to the on-campus experience.

Evanston imagery should frame the University as an integral and central part of the city, and give an appropriate impression of our hometown.

The landscape outside our walls is a unique feature of the Northwestern experience.

Capturing our location alongside Lake Michigan helps tell a compelling and distinguishing story.

When showcasing our facilities, it is important to capture the new and the old alike. Featuring our history and heritage along with our state-of-the-art facilities reinforces our reputation both as a storied institution and as a progressive, forward-looking school.



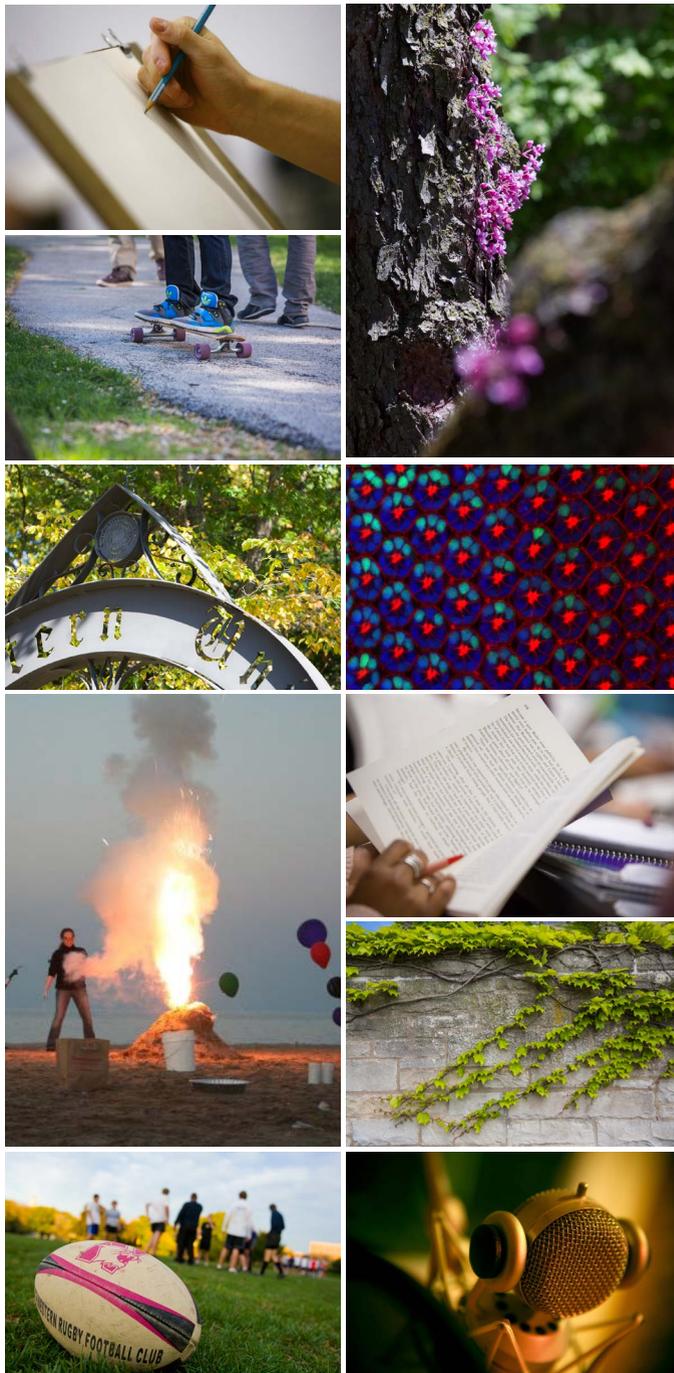
Things

Even more important than *where* the work is taking place is the *kind* of work being done. Students and faculty members at Northwestern study, research, and observe in a huge number of fields, each with its own variety of topics and tools. These different topics and tools help build a comprehensive view of the depth and breadth of study, and they should be documented well and often.

DETAILS

Whether it's a chemical equation on a dry-erase board or a trumpet in the hands of a master musician, every object has a story behind it. And those stories are integral to sharing all the great things happening on our campus.

When shooting object-based imagery, people can be present as long as they aren't the focus. Conversely, many objects can stand on their own. A way to distinguish these opportunities is to think of people (more specifically, their hands) interacting with an object to show its function. Objects that are more abstract or have an independent aesthetic can be photographed



Style

When shooting new photography, the overall feel should be clean and candid, using natural light whenever possible. A short depth of field and a large amount of negative space help provide consistency and atmosphere, and create areas for text to be placed directly over the images in layout.

When photographing people, they should look natural, not posed. They should typically not be looking directly at the camera, and should rather be at work or in discussion; the activity helps convey a sense of action and collaboration.

PORTRAITURE

Portraiture is, in many cases, a necessity in telling compelling stories and recounting personal journeys. When these images are shot in a certain manner, they can also showcase the importance of our collaborative process.

The setting for the photos should be appropriate for the subject's major, program, or area of interest. If open windows are available, shoot near those. Contextual elements such as tools, machinery, or accessories that relate to the topic are helpful in building a realistic image, even if they are in the background or out of focus.

Clothing should be casual and appropriate for the setting. The subject's normal day-to-day wear should be fine. Most importantly, subjects should feel comfortable. Patterned clothing and logos should typically be avoided.

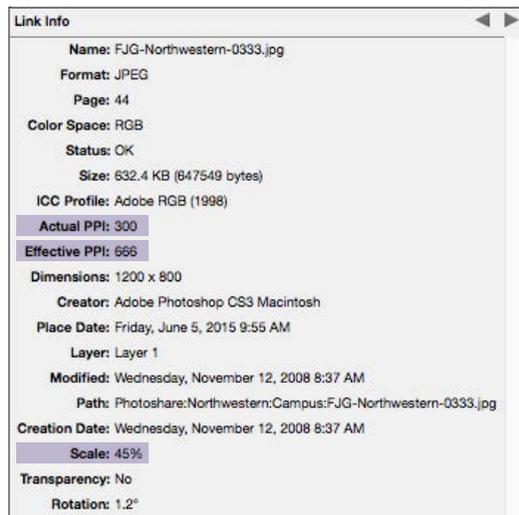
Having other people in the shot doesn't have to detract from the main subject. Using selective focus and cropping can still make the hero stand out, while highlighting our collaborative process.



Print Resolution

For all printed materials, images should have an actual resolution of 300 PPI, and an effective resolution of at least 300 PPI, at a maximum of 100% scale.

These values can be checked in the Link Info menu of the Links panel in Adobe InDesign.



Web Best Practices

A few tips for working with images for the web are listed to the right.

Common Treatments

In some instances, when the University does not have control over the source images, it will be necessary to treat a collection of images in a common way to make sure they fit together as a family. In these instances, images should be treated in black and white, and should be adjusted individually to match contrast and value as closely as possible.

APPROPRIATE SIZE

The largest layout breakpoint is 1440px wide (desktop). For viewport-width images, ensure that the image is at least 1440px wide (preferably larger) to maintain crispness and readability. Higher-res images are encouraged for all image sizes, as Retina or other high-pixel-density displays are becoming more ubiquitous.

FOCAL POINT

Images work best if there is a main point of focus. With responsive layouts, image containers can vary in size from device to device, and having a focal point ensures that the image subject is conveyed correctly at all sizes.

TYPE OVER PHOTOS

Much of the Northwestern.edu design features viewport-width images with headlines overlaid. Even with a semi-transparent black overlay, photos that are too busy render the text unreadable. For these large feature images, avoid photos with too much contrast or too many details.

Overview

Video is one of the most engaging formats for storytelling. By following the instructions below, you can ensure your videos are successful and consistent with the Northwestern brand.

FEATURE AND PROMOTIONAL

Style

- Attempt to shoot with natural, directional light whenever possible.
- Actors (or real people) should appear natural. Use neutral clothing that’s appropriate for the setting, rather than Northwestern logo apparel — unless the video is about athletics.

Framing

- Avoid aggressive camera moves like whip pans that expose the camera work to the viewer.
- Use the rule of thirds to create balance and visual interest.

EVENT AND LECTURE

- When possible, use multiple camera setups so that you can capture both the performer and the audience well.
- Avoid complex supers that distract from or cover the subject of the video.

GRAPHIC TEMPLATES EXAMPLES

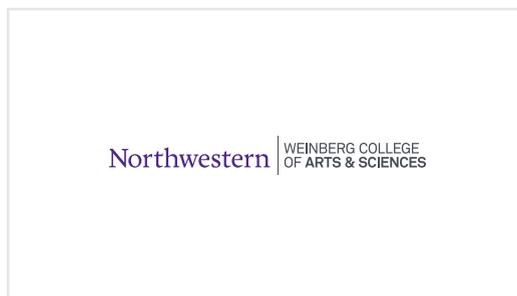
Caption Super



NAME COPY
Campton Bold
Size: 65px
Leading: Auto
Kerning: none
Tracking: 0

TITLE COPY
Campton Book
Size: 40px
Leading: Auto
Kerning: none
Tracking: 0

End Slate



Weinberg
College lockup
Size: One half
of screen
width

Editorial Style

For questions about editorial style, refer to our two primary guides: *The Chicago Manual of Style* and *Merriam-Webster's Collegiate Dictionary*.

In addition, find answers to common questions and our own editorial best practices [here](#).

Northwestern Brand Tools Website

For more information about the Northwestern University master brand please visit [here](#).

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