Medill Logo and Branding Guidelines

Northwestern | MEDILL
SCHOOL OF JOURNALISM, MEDIA, INTEGRATED MARKETING COMMUNICATIONS

For more information about the Medill logos, please visit our Media and Brand Assets page at www.medill.northwestern.edu/media-brand-assets.html.

For more in-depth information about the guidelines for the Northwestern brand, including the University logo, fonts, color palettes, etc please consult the full Northwestern Guidelines at http://www.northwestern.edu/univ-relations/our-services/identity-system/index.html
Medill Logo Guidelines

Medill Logo System

The integrity of the logo system is key to strong communications and branding.
No additional logos should be created outside of those provided.

MEDILL HORIZONTAL BASIC

Northwestern | MEDILL
SCHOOL OF JOURNALISM, MEDIA, INTEGRATED MARKETING COMMUNICATIONS

MEDILL HORIZONTAL SHORTHAND

Use this logo in informal applications when space constraints create readability problems for secondary lines or as part of a Medill Program Horizontal shorthand logo.

MEDILL PROGRAM HORIZONTAL SHORTHAND

Northwestern | MEDILL
Undergraduate Journalism

Northwestern | MEDILL
Graduate Journalism

Northwestern | MEDILL
Integrated Marketing Communications

Northwestern | MEDILL
Journalism

Northwestern | MEDILL
UNDERGRADUATE JOURNALISM

Northwestern | MEDILL
GRADUATE JOURNALISM

Northwestern | MEDILL
INTEGRATED MARKETING COMMUNICATIONS

Northwestern | MEDILL
JOURNALISM
Medill Logo System

MEDILL VERTICAL BASIC

**Northwestern**
MEDILL SCHOOL OF JOURNALISM, MEDIA, INTEGRATED MARKETING COMMUNICATIONS

MEDILL VERTICAL SHORTHAND
Use this logo in informal applications when space constraints create readability problems for secondary lines or as part of a Medill Program Vertical shorthand logo.

**Northwestern**
MEDILL

MEDILL PROGRAM VERTICAL SHORTHAND

**Northwestern**
MEDILL
Undergraduate Journalism

**Northwestern**
MEDILL
Graduate Journalism

**Northwestern**
MEDILL
Integrated Marketing Communications

**Northwestern**
MEDILL
Journalism
Logo Color

The logo can only appear in three colors combinations:
• Northwestern Purple/Cool Gray
• All white
• All black (when color is not an option)

COLOR
The color logo shown to the right is the approved combination of Northwestern Purple and Gray.

BLACK
All black logos should be used only when color is not an option (newspaper ads for example).

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

*FILE TYPES:* Eps and jpeg files are available for all approved logos. An eps should be used when the logo needs to be scaled larger or when the logo is placed on a colored background.
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.
Exclusion Zones/
Clear Space

Logos require a certain amount of space to maximize their presence. No copy or graphic elements should be within the exclusion zone. Please include a generous amount of clear space around the logo.

The exclusion zone is based on the width and height of the capital N.

CONSTRUCTION
The diagram to the right shows how our exclusion zones are constructed. Both horizontal and vertical examples are shown here, these measurements apply to all versions. Use the outermost element of all logos as a starting point for the exclusion zone.

PREFERRED
FULL EXCLUSION ZONE (2 N)
Use the full exclusion zone whenever possible. No type or graphics may appear within this zone.

PREFERRED FOR SMALL APPLICATIONS
HALF EXCLUSION ZONE (1 N)
The half exclusion zone may be used for small applications, such as stationary or digital communications. No type or graphics may appear within this zone.
Color in Designs

The strength of the color palette is consistency. Palettes have been developed for Northwestern Purple, along with acceptable tints and shades of the purple shown to the right.

In certain instances, another color beyond Northwestern Purple will need to be used. To the right are some colors from the secondary palette. They should be used rarely and sparingly and should not be the predominant color.

Orange can be used for Undergraduate Journalism (BSJ). Green can be used for Graduate Journalism (MSJ). Blue can be used for Integrated Marketing Communications (IMC).

*ADDITIONAL BRAND COLORS: Additional tints of Northwestern Purple and Secondary Colors may be used as part of an overall design (but not for the logo). For more information on colors see approved brand colors at [www.northwestern.edu/univ-relations/our-services/identity-system/index.html](http://www.northwestern.edu/univ-relations/our-services/identity-system/index.html)
Usage of Color in Designs

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. Don't rush to fill white space.

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

The typefaces to the right are the official University typefaces—Campton, Periódico Display, Periódico Text and Akkurat Pro.

For more information on how to use these fonts appropriately please see the full guidelines or contact Sheila Caswell at sheila.caswell@northwestern.edu in Medill marketing.