

# Medill Logo and Branding Guidelines



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

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### MEDILL HORIZONTAL BASIC

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

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### 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.

Northwestern | MEDILL

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### MEDILL PROGRAM HORIZONTAL SHORTHAND

Northwestern | MEDILL  
Undergraduate Journalism

Northwestern | MEDILL  
UNDERGRADUATE JOURNALISM

Northwestern | MEDILL  
Graduate Journalism

Northwestern | MEDILL  
GRADUATE JOURNALISM

Northwestern | MEDILL  
Integrated Marketing  
Communications

Northwestern | MEDILL  
INTEGRATED MARKETING  
COMMUNICATIONS

Northwestern | MEDILL  
Journalism

Northwestern | MEDILL  
JOURNALISM

# Medill Logo Guidelines

## Medill Logo System

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### MEDILL VERTICAL BASIC

Northwestern

MEDILL SCHOOL OF JOURNALISM, MEDIA,  
INTEGRATED MARKETING COMMUNICATIONS

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### 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

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### MEDILL PROGRAM VERTICAL SHORTHAND

Northwestern

MEDILL

Undergraduate Journalism

Northwestern

MEDILL

Graduate Journalism

Northwestern

MEDILL

Integrated Marketing Communications

Northwestern

MEDILL

Journalism

# Medill Logo Guidelines

## 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)

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### COLOR

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



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### BLACK

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



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### 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.

# Medill Logo Guidelines

## 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.

# Medill Logo Guidelines

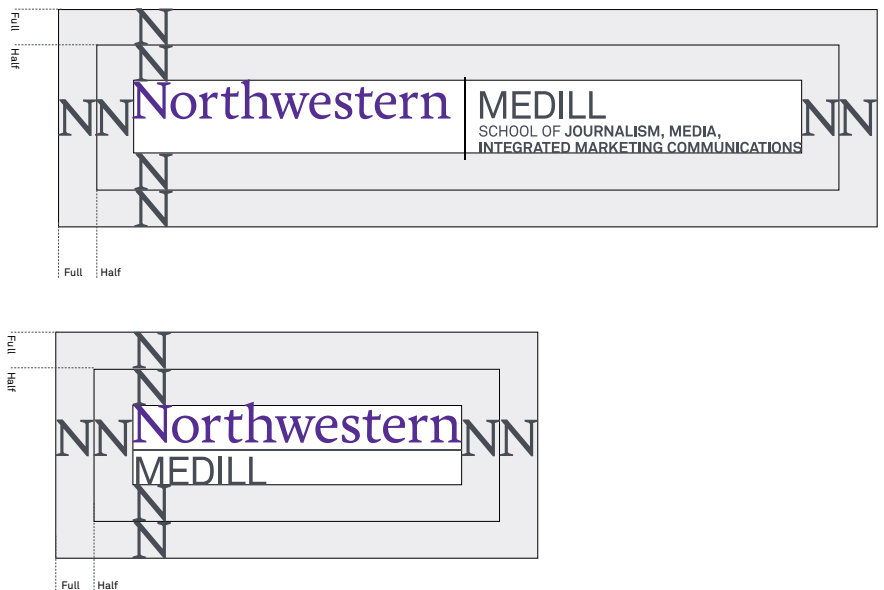
## Exclusion Zones/ Clear Space

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.



# Medill Branding Guidelines

## 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.

### PRINTING ON COATED PAPER:

The color codes vary for printing on coated paper. To view coated color codes, visit the Northwestern Brand Tools color webpage at [www.northwestern.edu/brand/visual-identity/color/index.html](http://www.northwestern.edu/brand/visual-identity/color/index.html). To request the Medill logo for printing on coated paper, please contact the Medill marketing and communications office at 847-467-0726.

### \*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)

### NORTHWESTERN PURPLE (PURPLE 100)

Uncoated	Web
C 84	R 078
M 100	G 042
Y 00	B 132
K 00	

#### Purple 90

Uncoated	Web
C 79	R 91
M 88	G 59
Y 00	B 140
K 00	

#### Purple 80

Uncoated	Web
C 70	R 104
M 78	G 076
Y 0	B 150
K 0	

#### Purple 70

Uncoated	Web
C 61	R 118
M 67	G 093
Y 0	B 160
K 0	

#### Purple 60

Uncoated	Web
C 53	R 131
M 57	G 110
Y 0	B 170
K 0	

#### Purple 50

Uncoated	Web
C 45	R 147
M 47	G 128
Y 0	B 182
K 0	

#### Purple 40

Uncoated	Web
C 36	R 164
M 37	G 149
Y 0	B 195
K 0	

#### Purple 30

Uncoated	Web
C 28	R 182
M 28	G 172
Y 0	B 209
K 0	

#### Purple 20

Uncoated	Web
C 18	R 204
M 18	G 196
Y 0	B 223
K 0	

#### Purple 10

Uncoated	Web
C 10	R 228
M 8	G 224
Y 0	B 238
K 0	

#### Purple 160

Uncoated	Web
C 84	R 029
M 100	G 002
Y 30	B 053
K 60	

#### Purple 150

Uncoated	Web
C 84	R 038
M 100	G 008
Y 25	B 065
K 50	

#### Purple 140

Uncoated	Web
C 84	R 048
M 100	G 016
Y 20	B 078
K 40	

#### Purple 130

Uncoated	Web
C 84	R 056
M 100	G 023
Y 15	B 090
K 30	

#### Purple 120

Uncoated	Web
C 84	R 064
M 100	G 031
Y 10	B 104
K 20	

#### Purple 110

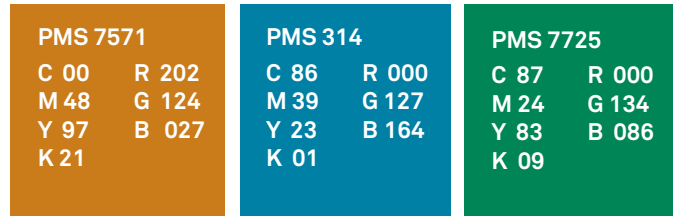
Uncoated	Web
C 84	R 072
M 100	G 036
Y 5	B 118
K 10	

# Medill Branding Guidelines

## Color in Designs

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)



# Medill Branding Guidelines

## 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.



# Medill Branding Guidelines

## 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](mailto:sheila.caswell@northwestern.edu) in Medill marketing.

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