Northwestern University - Weinberg College of Arts and Sciences
Logo Guidelines for Departments, Programs, Institutes, and Centers
January 15, 2016

Each Weinberg College department, program, institute, and center has been provided with a set of six logos, three in a horizontal orientation and three in a vertical orientation. A sample logo set is shown below, with usage guidelines for each.

**Formal logos;** use for print and digital communications to international audiences, including alumni/ae.

![Sample formal logos]

**Semi-formal logos;** use for print and digital communications to national and Chicagoland audiences. This will likely be your most frequently used logo set.

![Sample semi-formal logos]
Shorthand logos; use for on-campus print communications and promotional items.

Northwestern Mathematics

The logos are provided in three color combinations:

- Purple and gray; preferred choice where two-color is possible
- Black
- White

The logos are also provided in two file formats:

- PNG; for use in Word and PowerPoint documents
- EPS (Encapsulated Post Script); for use on professionally printed items (you can use the PNG version for a draft layout and ask the printer to drop in the EPS version for the proof and final product)

Usage Guidelines

- Treat the logo as a single unit: no logo elements should be removed, spacing between the elements should not be altered, and when resizing, the entire logo should be resized proportionally (with no squeezing or stretching).
- Allow a reasonable amount of space around the logo. This is called an ‘exclusion zone.’ At the absolute minimum, after the logo is sized and placed, maintain an exclusion zone equivalent to half the height of the ‘N’ in ‘Northwestern’:

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Northwestern
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The preferred (‘full’) exclusion zone is equivalent to twice the height of the
'N' in 'Northwestern' around the entire logo:

- Do not "bleed" the logo off a page.
- Do not tilt or rotate the logo.
- Do not print type or images over the logo or use it as a background element.

Questions?

If you have questions about usage of Weinberg College logos, please contact Chris Handzlik (c-handzlik@northwestern.edu) or Eric Fridman (e-fridman@northwestern.edu).