

Northwestern University - Weinberg College of Arts and Sciences

Logo Guidelines for the Office of the Dean

March 3, 2016

Weinberg College has two logo orientations, one vertical and the other horizontal:

Vertical logo; this will likely be your most frequently used orientation.

Northwestern

WEINBERG COLLEGE
OF ARTS & SCIENCES

Horizontal logo; when vertical space is scarce.

Northwestern

WEINBERG COLLEGE
OF ARTS & SCIENCES

Colors

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

Formats

The logos are provided in **two file formats**:

- **PNG**; for use in Word and PowerPoint documents.
- **EPS**; for use on professionally printed items. Doesn't typically open in Microsoft applications, so 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':



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).