

## Logo Guidelines for Weinberg College of Arts and Sciences

The Weinberg College of Arts and Sciences logo is a single unit comprising the Northwestern University logo (the seal with the text "Northwestern University" beneath it) and the text "Weinberg College of Arts & Sciences" in proximity to the Northwestern logo.

There are two orientations of the Weinberg logo:

- **Horizontal** – with the Northwestern logo on the left and the Weinberg text to the right; this is the primary, preferred logo orientation



- **Vertical** – with the Weinberg text centered above the Northwestern logo

WEINBERG  
COLLEGE OF  
ARTS & SCIENCES



### Color

Weinberg uses the same purple that Northwestern does:

- For print use, spot color PMS 267 and process color (CMYK): 90c, 100m, 0y, 0k
- For web use, hexadecimal (#) 520063

### Usage

- Treat the logo as a single unit: no logo elements should be removed, spacing between elements should not be altered, and when resizing, the entire logo should be resized proportionally (with no squeezing or stretching)
- Show the logo as one color (purple if possible; if not, black when placed against a light field and white when placed against a dark field)
- Allow a reasonable amount of space around the 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