Our Identity System

The Northwestern Pritzker School of Law’s graphic identity system is based upon the primary wordmark, and is in alignment with the master Northwestern University system. It was designed to be flexible and allow for deep layers of information; for example, centers and programs at the Law School have custom identity marks within this system [see page 3 for additional information on these marks].

The primary wordmark should be used in most situations, however, the secondary wordmark is acceptable, and may be preferable, depending upon the particular application.

Please reach out to the marketing and communications team for advice and technical assistance in implementing the new graphic identity.

The wordmark is available upon request. Please contact Marketing and Communications with inquiries.
Our Identity

The identity system includes wordmarks for programs within the Law School. Centers within the Bluhm Legal Clinic should use the Bluhm Legal Clinic wordmark with their Center name next to it or elsewhere on the piece. These design decisions may be dictated by space, format, or use. In no circumstances should new logos or wordmarks be created.

We also encourage the use of full names, avoiding acronyms at all times.

PRIMARY EXAMPLES

Northwestern
PRITZKER SCHOOL OF LAW
Bluhm Legal Clinic

Northwestern
PRITZKER SCHOOL OF LAW
Searle Center on Law, Regulation, and Economic Growth

Northwestern
PRITZKER SCHOOL OF LAW
Master of Science in Law
Our Identity

Wordmark Color

Our wordmark can appear in four color applications:
Northwestern Purple and grey,
Northwestern Purple, white, and black.

BLACK
Black is reserved for when color is not an option (newspaper ads, for example).

WHITE
Use white when the wordmark appears on a dark background or over an image.
Common Mistakes

It’s important that we be consistent in how we present our identity. Shown here are some common misuses of our identity. 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 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.

**DON’T** create an unofficial or unapproved secondary mark.
Nomenclature

OFFICIAL FORMAL NAME
The formal name of our institution is “Northwestern University Pritzker School of Law.” We use the formal name only for official purposes such as on diplomas, transcripts, first mention in press releases, your institutional association in external conference programs, and publication and copyright information.

OFFICIAL FULL NAME
In most applications, the name of our school is “Northwestern Pritzker School of Law.” This is the name we use in our identity marks, on business stationary and publications, and on first use in running text.

OFFICIAL INFORMAL NAME
On second use in running text, we refer to our institution as “Northwestern Law,” “Northwestern Pritzker Law,” and as “the Law School.” Beginning in September, 2016, “Northwestern Pritzker” will become another alternative. This shorthand is acceptable in all content where it is apparent that the communication is coming from Northwestern University or the Northwestern Pritzker School of Law, and anywhere the full name has already preceded it.

In cases where documents are particularly lengthy, the official full name and the official informal name(s) may be used as needed to aid clarity.

WHAT TO AVOID
The abbreviations “NU Law,” “Pritzker,” and “Pritzker Law” are not approved for use within our brand. Avoid these terms, and all other unapproved terms that are too casual to represent our school, or that might lead to confusion in the mind of the reader. We also encourage the use of full names, avoiding acronyms at all times.
Email signature

We recommend the following email signature templates. This is not to say you cannot personalize your signature with additional information, but please include the recommended elements. We also recommend that you use Arial size 10 font on a PC or Arial size 12 font on a Mac, and bold your name. All text should be black.

TIPS
We recommend typing and formatting your signature inside an Outlook email window. Once completed, copy the signature and paste it into the signature box—typing and formatting the signature in a different program, such as Microsoft Word, can result in formatting problems.

Avoid embedded images. Outlook treats embedded images in email signatures as a separate attachment in the email, and this can lead to compatibility problems—your email might not display the way you think it will across all devices and email hosts. We recommend you do not use the Northwestern Pritzker School of Law identity mark or social media icons in your email signature. Instead, use linked text:

Alex N. Example
Professor of Law
Northwestern Pritzker School of Law
an-example@law.northwestern.edu
312.503.xxx
SSRN Author Page
LinkedIn

OPTION 1
Full mailing address, 1 phone number

Name
Title
[optional] Department/Center
Northwestern Pritzker School of Law
375 East Chicago Avenue
Chicago, Illinois 60611-3069
Email address
Phone Number

Alex N. Example
Professor of Law
Northwestern Pritzker School of Law
375 East Chicago Avenue
Chicago, Illinois 60611-3069
an-example@law.northwestern.edu
312.503.xxx

OPTION 2
Full mailing address, multiple phone numbers and fax number

Name
Title
[optional] Department/Center
Northwestern Pritzker School of Law
375 East Chicago Avenue
Chicago, Illinois 60611-3069
Email address
O: office number
F: fax number
C: cell/mobile number

Alex N. Example
Professor of Law
Northwestern Pritzker School of Law
375 East Chicago Avenue
Chicago, Illinois 60611-3069
an-example@law.northwestern.edu
O: 312.503.xxx
F: 312.503.xxx
C: 312.503.xxx

OPTION 3
No mailing address, 1 phone number

Name
Title
[optional] Department/Center
Northwestern Pritzker School of Law
Email address
Phone Number

Alex N. Example
Professor of Law
Northwestern Pritzker School of Law
an-example@law.northwestern.edu
312.503.xxx

OPTION 4
No mailing address, multiple phone numbers and fax number

Name
Title
[optional] Department/Center
Northwestern Pritzker School of Law
Email address
O: office number
F: fax number
C: cell/mobile number

Alex N. Example
Professor of Law
Northwestern Pritzker School of Law
an-example@law.northwestern.edu
O: 312.503.xxx
F: 312.503.xxx
C: 312.503.xxx
Northwestern Purple

Beyond our logo, Northwestern Purple has the most brand equity of any of our visual elements. The hue is unique among our competitors and a significant identifier of our University as whole. As such, Northwestern Purple is our color palette — including tints and shades thereof.

This monochromatic system is bold, strong, and iconic, yielding singular communications that could come from nowhere but Northwestern.

Additionally, by limiting our use of color, we create a cohesive, identifiable family of communications that rely on subtle shifts for differentiation.
Our Palette

The strength of our palette is its consistency. Adhering to these color guidelines will result in clean, comprehensive communications that are instantly recognizable as Northwestern’s.

Toward that end, palettes have been developed for loading and use in a variety of software programs. Northwestern Purple, built using the formulations listed to the right, is preloaded into the palette, along with all the values for tints and shades.

Additionally, the values for Rich Black — a slightly warmer black — have been loaded in as well. The tints of this color, however, can be controlled using the Tint slider available in most professional design programs.

NOTE: Rich Black and its tints should be used as a replacement for process black in all instances except body text. When setting text at sizes smaller than 12 points, process black and its tints should be used.

*The darker tint, Northwestern Purple 130, approximates the Athletics Purple developed in conjunction with Under Armour.*
Secondary Palette

Although our color system is monochromatic, we understand that, in certain instances, another color will need to be used. For those circumstances, we have developed this set of secondary colors.

These colors should be used rarely and sparingly. Under no circumstances should any of them become the predominant color for a school, center, institute, or department.

**Brights**

<table>
<thead>
<tr>
<th>Color Code</th>
<th>CMYK Values</th>
<th>CMYK Values</th>
<th>CMYK Values</th>
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<td>C 48 R 127 M 00 Y 22 K 00</td>
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<td>PMS 7548</td>
<td>PMS 7625</td>
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**Darks**

<table>
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<th>CMYK Values</th>
<th>CMYK Values</th>
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<td># 007FA4</td>
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<td>PMS 318</td>
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<td>PMS 7548</td>
<td>PMS 7625</td>
</tr>
</tbody>
</table>
Overview

When it’s used thoughtfully, typography becomes a powerful brand tool that can add visual meaning to what’s being said. Northwestern’s typography communicates clearly and cleanly, and is suitable for a wide range of situations.

Flexibility comes from using a variety of type families that bring different strengths and personalities, depending on how they are used.

Our University typefaces— Campton, Periódico Display, Periódico Text, and Akkurat Pro— have been selected because of their structure and relationship to one another, as well as their legibility at a variety of sizes.
Default Font Substitutes

Our brand fonts may not always be available for use in Word documents, PowerPoint presentations, and other digital applications. This page offers appropriate substitutes.

What happened to Campton? Campton is a display face with a lot of personality. There's no appropriate PC alternative.

Arial is the acceptable substitute for Akkurat.

<table>
<thead>
<tr>
<th>Brand fonts</th>
<th>Substitute fonts</th>
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</thead>
<tbody>
<tr>
<td>Akkurat Light</td>
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<tr>
<td>Akkurat Light Italic</td>
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<tr>
<td></td>
<td>pqrsuvwxyz1234567890?!.,</td>
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</table>

Georgia is the acceptable substitute for Periódico Display and Periódico Text.

<table>
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<tr>
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</table>

Brand fonts

Akkurat Bold
Akkurat Bold Italic

Substitute fonts

Arial Bold
Arial Bold Italic
Letterhead, Envelopes, Business Cards