











- Brand Overview
- Logo
- Typography
- Color
- Primary Palette
- Secondary Palette
- Neutral Palette

- Photography
- Graphic Elements
- Layout
- Use Examples
- Voice & Tone
- Copy Style Guide

Color

Primary Palette

Our primary color palette is the most direct visual representation of our brand and should be used more prominently than our secondary palette. Do not adjust or modify these very specific colors or gradations in any way.

Blue is the dominant color of the Midwestern University brand, and as such it will be used more than any other color.



Secondary Palette

Our secondary palette, inspired by colors often seen in medical settings, should be used judiciously and with purpose.



Neutral Palette

Our neutral palette was chosen with care. It includes a white, specific light and dark gray tints, and a black that is actually 80% gray.

