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Layout

Grid

Just as the faculty and students of Midwestern University succeed by paying attention to the details, our layouts for the brand should be designed with a high level of precision. To achieve this, it's important to use a grid when creating layouts, especially those using layered elements. Without a grid, layered compositions can feel unmoored and unstructured.

With all of this in mind, please use a 6- or 12-column grid with wide gutters for all print and digital projects.



Alignment

Standardizing typographic alignment helps to keep layouts and created tactics consistent and legible.

Left Alignment

Left alignment is the preferred use. It's the most common and natural way for the majority of viewers to experience the MWU brand.



Right Alignment

Right alignment is permissible if necessary, but should be avoided when possible.



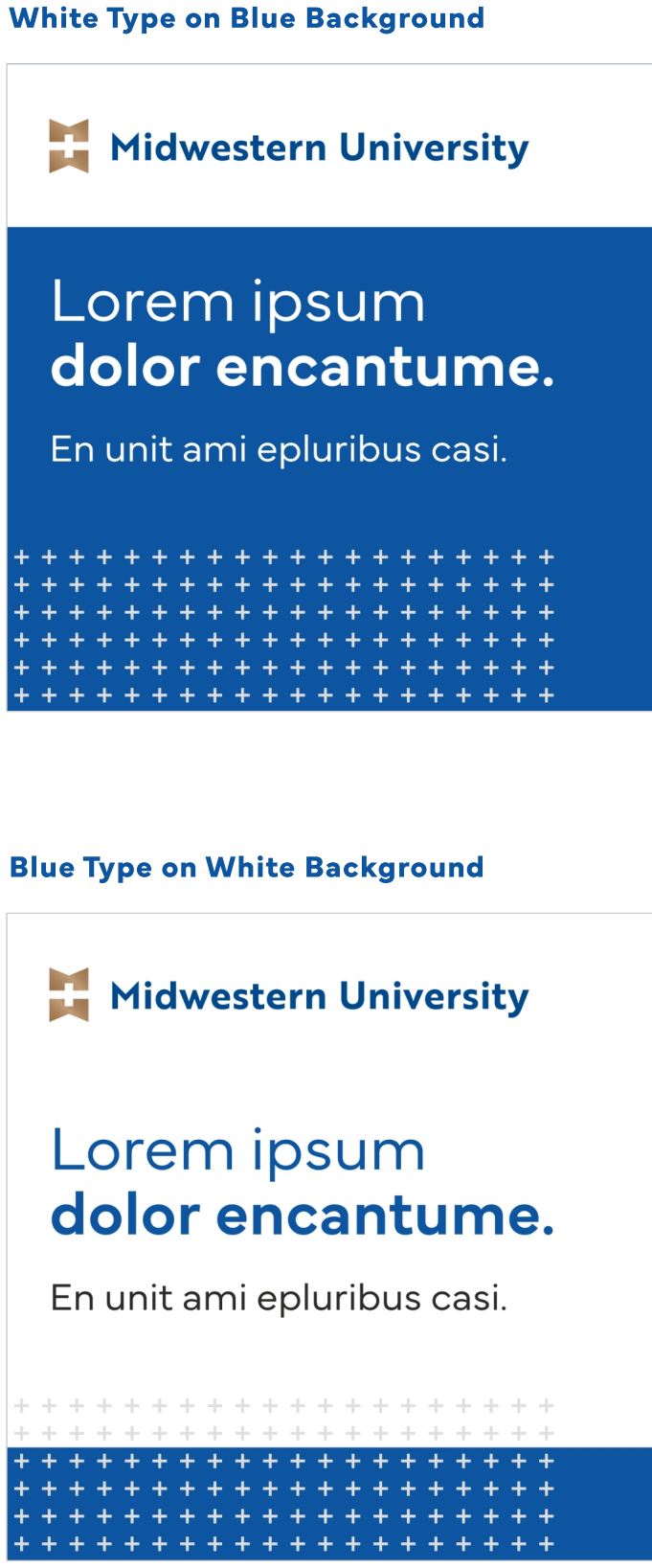
Center Alignment

Center alignment is permissible if necessary, but should be avoided when possible.



Preferred Color Combinations

Here is a preferred layout of typographic and graphic elements color combinations to help keep the created materials consistent.



Color Misuse

Don't restrict typography and graphic elements to one color. Our identity and messaging is more impactful when two or more colors are used, as shown on page 30 of the Brand Book.

