

Logo & Tagline

Overview

The Midwestern University logo is the face of our brand and a central element of our institution's identity. Consequently, whenever and wherever we present our logo to the public, consistency is vital. The following guidelines are designed to ensure that consistency.

Logo Variations

While consistency is important, the small range of approved color options shown gives us the flexibility we need to optimize the logo's impact in different contexts. Please consider readability and visual appeal when deciding which logo version is most appropriate.

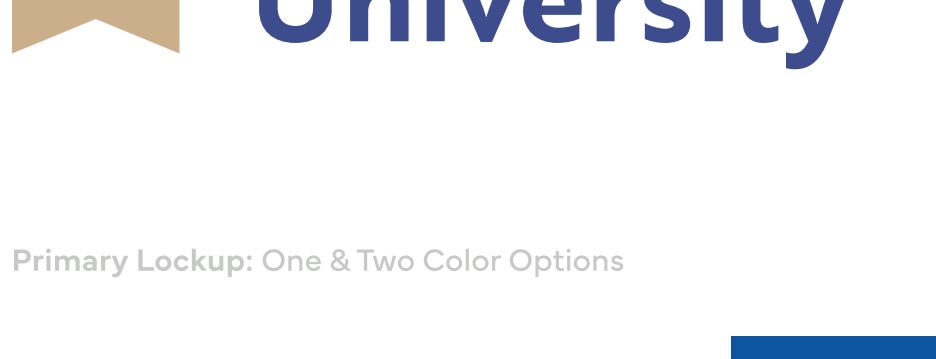
When deciding which logo and color option to use it's best to keep in mind the production process. The full color gradient looks best when used on digital screens and high quality printing applications. If the logo is not being displayed on a digital screen or being printed at the highest quality we recommend using either the two or one color options provided.

Download

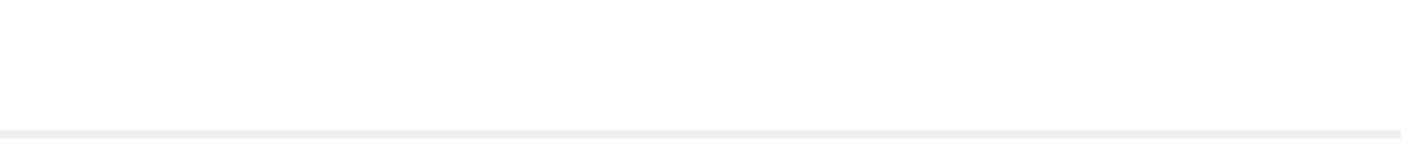
Primary Lockup: Full Color



Primary Lockup: Two Color



Primary Lockup: One & Two Color Options



Logo Requirements

In keeping with its importance, the Midwestern University logo should always be set off from surrounding text and/or visuals by the approved minimum clear space. It should also meet the approved minimum size requirements.

Clear Space

The Midwestern University wordmark should always be set off by a clear space greater than or equal to the height of the M icon, indicated by "x" here. The space should be measured from the top, right, left and bottom-most points of the wordmark.

As a general rule, more than the minimum clear space is always preferred. No other design or text elements should ever infringe on this space.



Minimum Size

For Print

The words "Midwestern University" should never appear at a size smaller than 7 points, with a minimum logo width of 1 inch.

For Web and Video

The words "Midwestern University" should never be smaller than 150 pixels. While there are no maximum size limits, all elements of the logo should always appear intact.

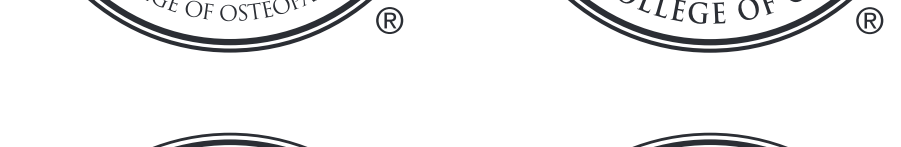
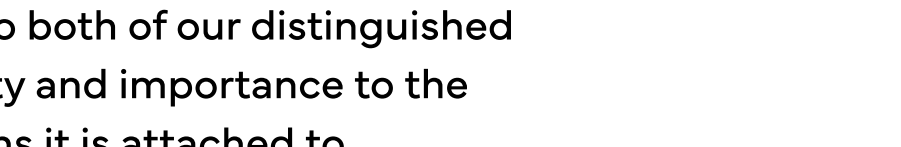
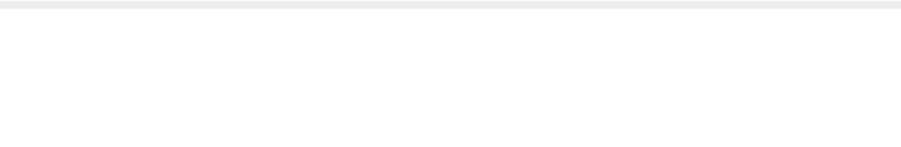
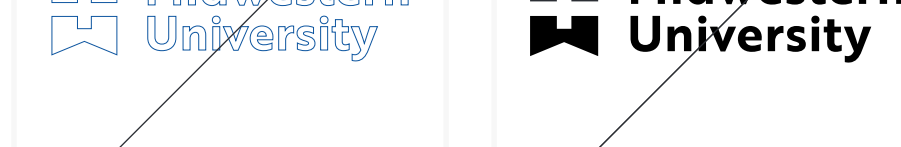
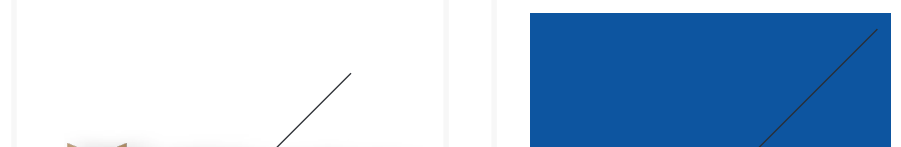
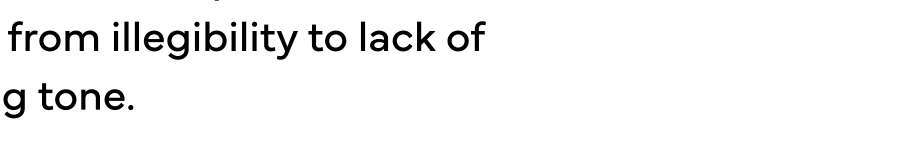
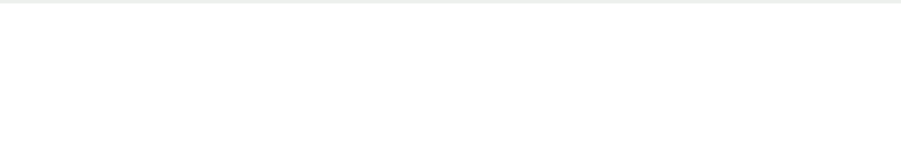
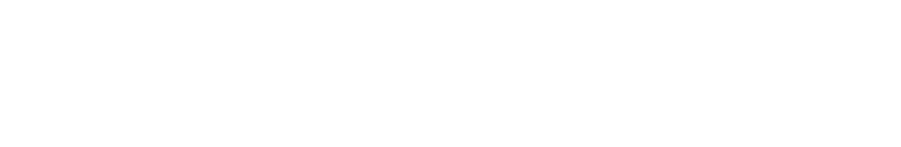
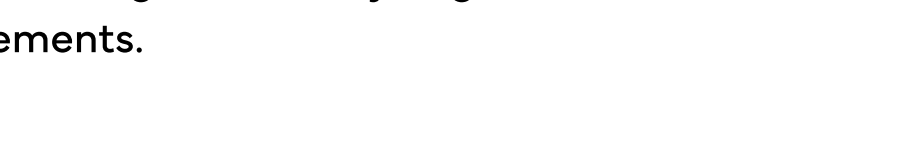
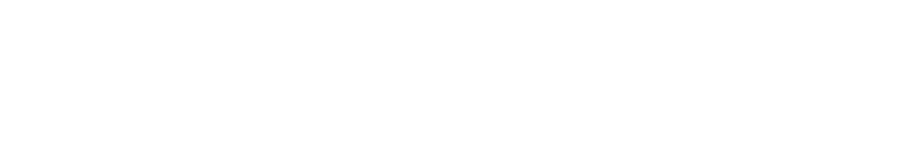
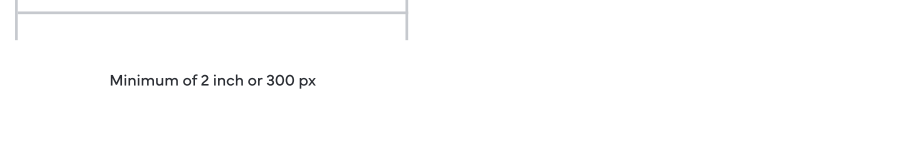
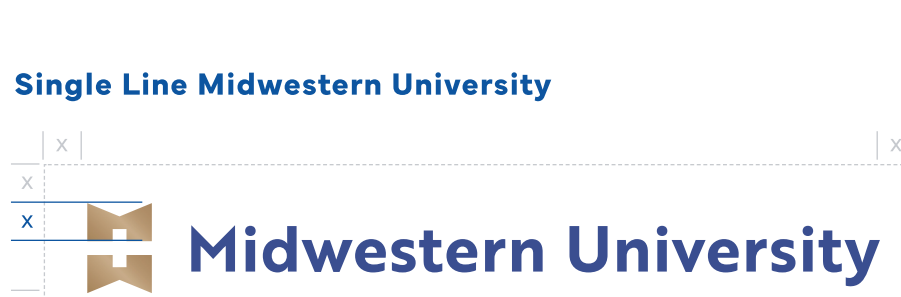


Single-line Logo

The Midwestern University logo can be used in this approved single-line orientation when the context calls for it. However, this version is secondary to the primary, two-line lockup, which should be used whenever possible.

Download

Single Line Midwestern University

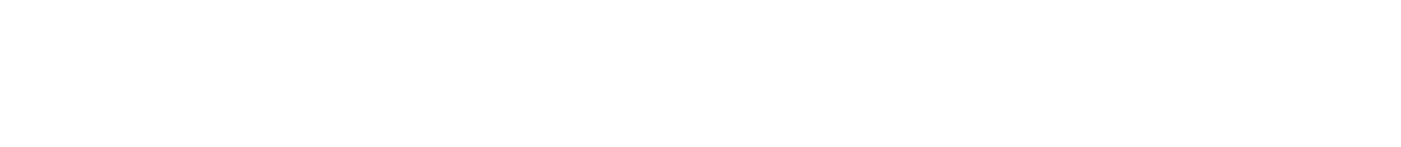
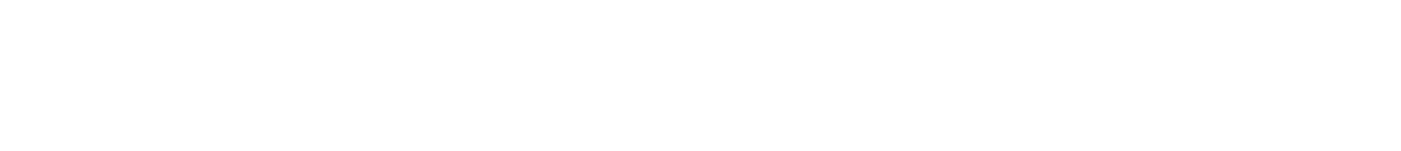
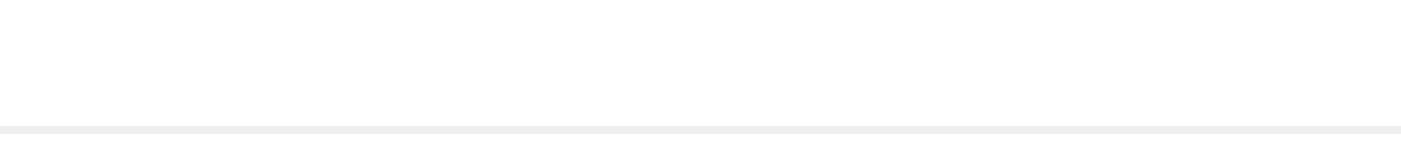
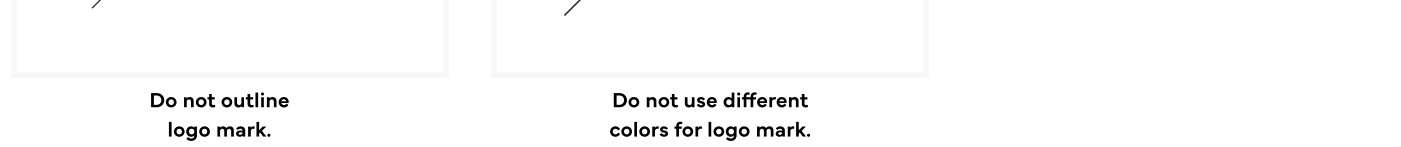
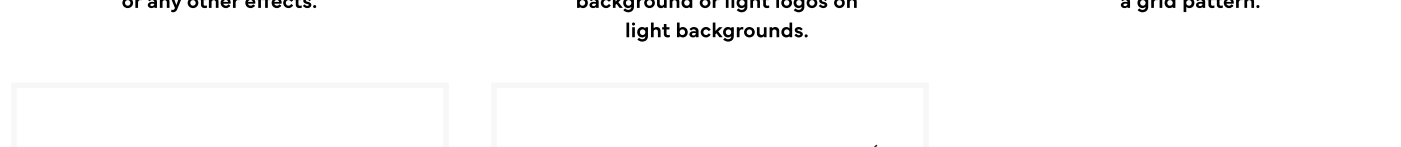
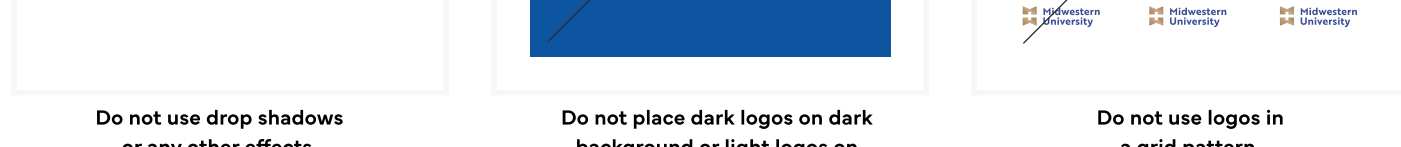
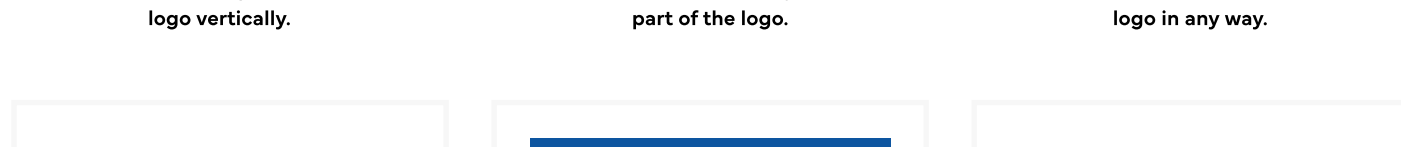
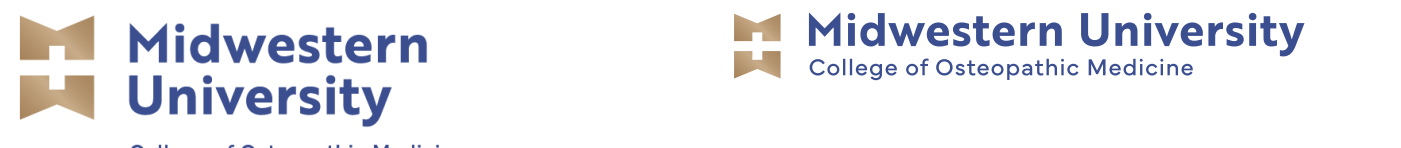
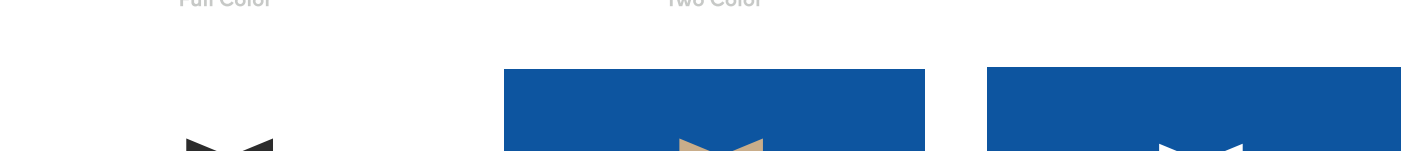
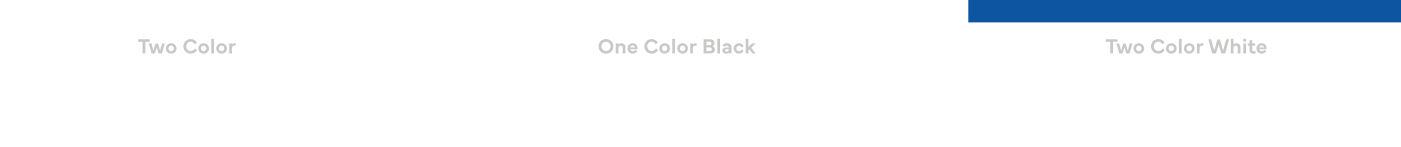
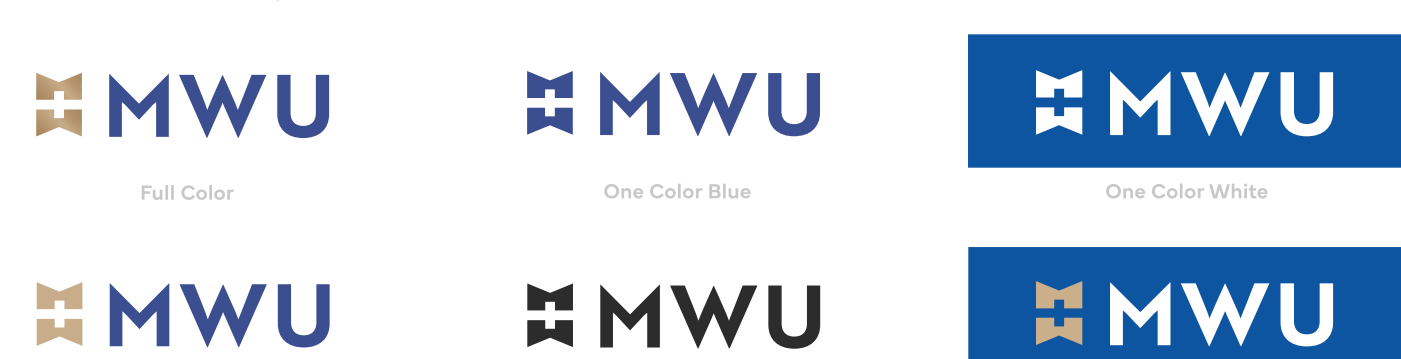


Logo Acronym

Any of the approved acronym versions of the Midwestern University logo (at right) can be used in instances when: it increases impact and legibility, or using the Primary Logo violates minimum space requirements.

Download

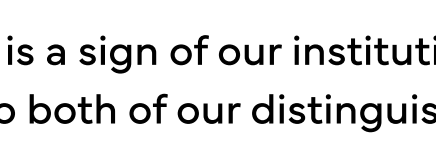
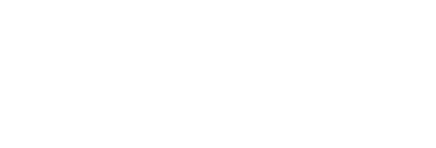
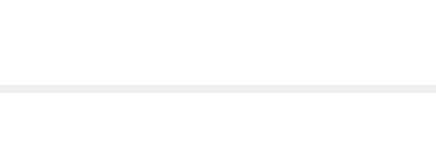
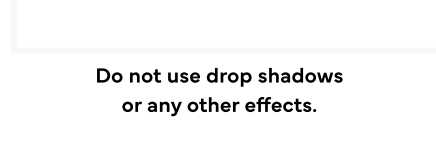
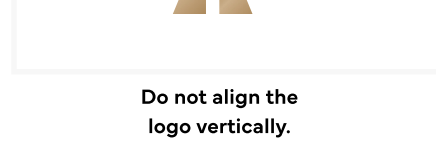
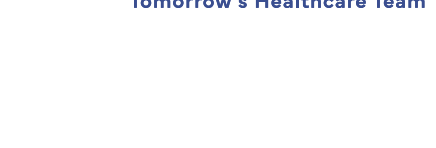
Horizontal Acronym



Tagline

Tagline and School Example lockups

Logo with Tagline



Horizontal Logo with Tagline

