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# Use Examples

## Email Signature

Our email signature is a highly visible brand element, for both internal and external audiences. As such, it should look consistent across all platforms and devices where it may appear.

Open Sans

Bold & Regular

14 pt. type / 16 pt. leading  
default tracking

HEX: #3c4c86

Open Sans

Bold & Regular

9 pt. type / 12 pt. leading  
default tracking

HEX: #292929

First Last  
Title Goes Here



Downers Grove Campus  
555 31st Street  
Downer s Grove, IL 6 0515  
(630) 971-6080

## Viewbook

This sample layout can be used on magazines, brochures, reports and so on.



## Environmental

It’s vitally important for brand tactics with high visibility to follow our brand guidelines. For much of our audience, they create our brand’s first impression.



## Gear

Logos and other brand elements should always be legible and used in the selected Midwestern University colors.

