

Copy Style Guide

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

Midwestern
University

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

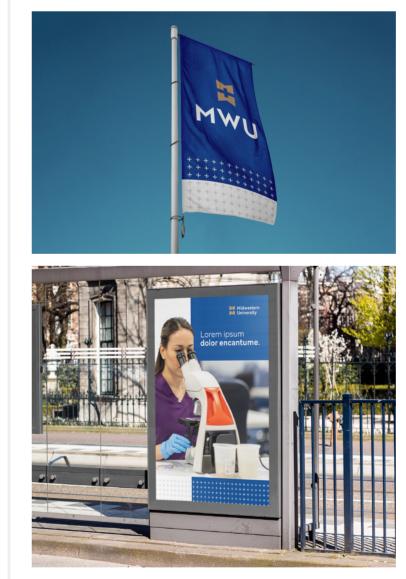
Viewbook

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.

