Connected

Through diverse perspectives, rare talent, and incredible reach, we make a global impact. The elements of this kit showcase the full spectrum of influence that Northwestern wields.

Leading with the Akkurat typeface establishes a slightly techy tone while remaining clear and impactful.

Akkurat Pro Regular

Akkurat Pro Light

Campton Bold

A more balanced approach to color helps to visually represent diversity. More secondary colors can be used, but in smaller instances.

Photography should feature a diverse range of people who are engaged — either in their work, or with other people. Location photography helps to establish a sense of place and represents the hub of our global influence.

The facet line graphic can be used as a very literal representation of connections, while use of both the solid and dashed lines can create similar relationships between layout elements.