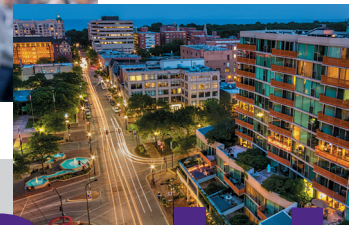


Energized

Maybe it's the buzz of excitement at a new discovery. Or a collective roar over a big win or command performance. Or a moment between people with a shared passion. Use this kit to communicate the enthusiasm and optimism that exist all over our campus.



Photography is bright and colorful with a good level of contrast, focusing on action-oriented subjects.

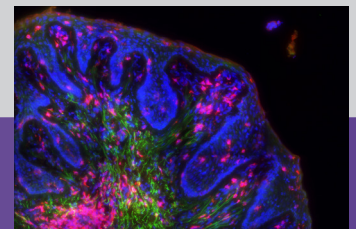


Typography is clear and bold, and can overlap with photography and graphic elements for added excitement.

Campton Bold

Campton Medium

Akkurat Pro Regular



Graphic elements such as the slash supergraphic and the facet background are dynamic and add energy to any layout.



Northwestern Purple is more prominent in the color palette, and small uses of the secondary palette add pops of interest.

