∖ Design Strategy \

Modern

Sometimes, the fields our students are preparing to lead don't exist yet. The things we accomplish have often never been attempted before. Use the pieces of this kit to showcase how we live in tomorrow, today.

Lighter weights of the sans serif typefaces yield airy yet striking layouts. White dominates the color palette for a clean feel, with limited uses of Northwestern Purple and gray, and even smaller instances of the secondary palette.

Campton Light

Akkurat Pro Regular

More contemporary photography focuses on newer buildings and equipment, as well as nontraditional compositions including people.



Rule lines help to add hierarchy and emphasis to clean layouts, while smaller uses of the slash supergraphic add movement and rhythm.









