



Northwestern University

Current Revision Date: 03/02/26

Established: 1851 (Football est. 1882)

Location: Evanston, IL

Mascot: Wildcats

Mascot Name: Willie

Conference: Big Ten

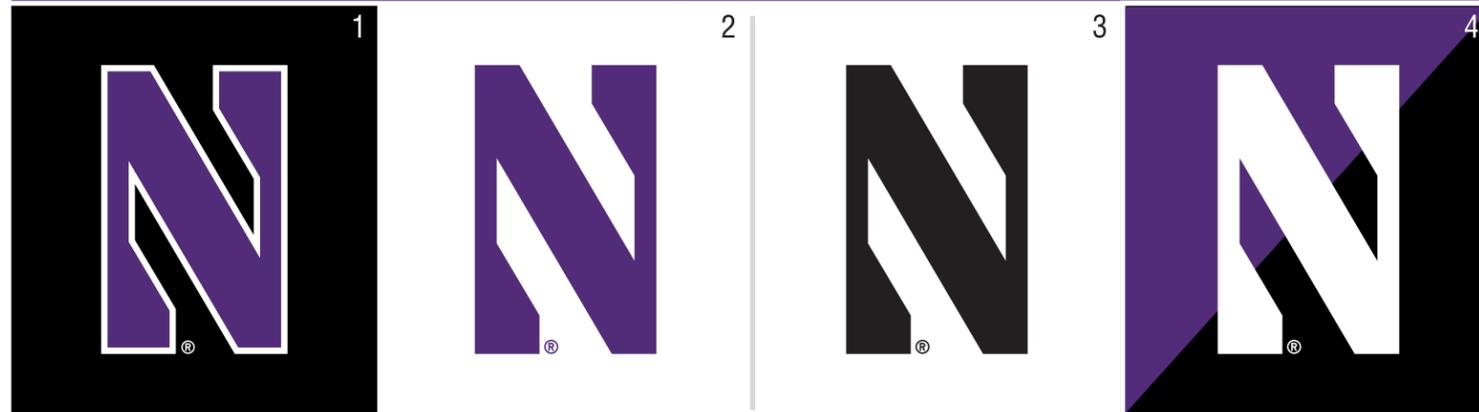
Verbiage

Northwestern University®
Northwestern Wildcats®
Northwestern®
NU®
Wildcats™
Purple Pride®

Athletic Purple	White	Black	Gray	Gold Gothic <i>*approved use only</i>
PANTONE 268 C CMYK: 82, 98, 0, 12 RGB: 88, 44, 131 HEX: #582C83	White CMYK: 0, 0, 0, 0 RGB: 255, 255, 255 MADEIRA: White RA: White GS/Sulky: White	PANTONE Process Black C CMYK: 0, 0, 0, 100 RGB: 0, 0, 0 MADEIRA: Black RA: Black GS/Sulky: Black	PANTONE 3 C CMYK: 8, 5, 7, 16 RGB: 200, 201, 199 HEX: #C8C9C7	PANTONE 141 C CMYK: 3, 22, 75, 0 RGB: 245, 198, 93 HEX: #F5C65D

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Primary Athletics Marks



Secondary Athletics Marks



Note: The primary "Block N" logo is purple, outlined in white. On purple or white backgrounds, the Block N may be changed to solid color (white or purple). In grayscale applications, the Black N must appear in one color with no outline. In all other cases, please use the purple Block N with white stroke. This includes all dark backgrounds. Other iterations of a Black N with outline may NOT be used in any context (purple outline, black outline).

Athletics Word Marks



Script Marks



Sport Specific N Marks

33



34



35



Football Mark

36



Purple Pride

37



Helmet Marks

38



39



40



41



42



43



Youth Mascot Mark

Note: Only for use on apparel size 5T & under

44



Mascot Gray

PANTONE 408 C
MADEIRA: 1040
RA: 2618
GS/Sulky: 1040

Mascot Light Gray

PANTONE 406 C
MADEIRA: 1118
RA: 2404
GS/Sulky: 1219

Gothic Branding

45



46



47



48



49



50





Northwestern University

Current Revision Date: 03/02/26

Institutional Color Palette				*Color Information
Purple	White	Black	Gray	
Northwestern Purple* PANTONE 3555 MADEIRA: ##### RA: ##### GS/Sulky: #####	White CMYK: 0, 0, 0, 0 RGB: 255, 255, 255 MADEIRA: White RA: White GS/Sulky: White	PANTONE Process Black C CMYK: 0, 0, 0, 100 RGB: 0, 0, 0 MADEIRA: Black RA: Black GS/Sulky: Black	PANTONE 3 C CMYK: 8, 5, 7, 16 RGB: 200, 201, 199 HEX: #C8C9C7	Northwestern Purple Coated Stock CMYK: 85, 100, 0, 15 Coated Stock PANTONE: Rubine Red 61, Process Blue 37, Black 2 Uncoated Stock CMYK: 84, 100, 0, 0 Uncoated Stock PANTONE: Rhodamine 36.5, Dark Blue 35.5, TRANS. WT. 25, Black 3 RGB: 078, 042, 132

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University Marks

51 	52 Northwestern.	53 	54 Northwestern University.	55 Northwestern University.
56 	57 Northwestern.	58 	59 Northwestern University.	60 Northwestern University.
61 	62 Northwestern.	63 	64 Northwestern University.	65 Northwestern University.

Note: University marks 66-71 should be used on a case by case basis

66 	67 	68
69 	70 	71



Feinberg School of Medicine

 Northwestern Medicine [®] Feinberg School of Medicine	72	 Northwestern Medicine [®] Feinberg School of Medicine	73	 Northwestern Medicine [®] Feinberg School of Medicine	74
 Northwestern Medicine [®] Feinberg School of Medicine	75	 Northwestern Medicine [®] Feinberg School of Medicine	76	 Northwestern Medicine [®] Feinberg School of Medicine	77
 Northwestern Medicine [®] Feinberg School of Medicine	78	 Northwestern Medicine [®] Feinberg School of Medicine	79	 Northwestern Medicine [®] Feinberg School of Medicine	80

Pritzker School of Law

 PRITZKER LAW	81	 Northwestern PRITZKER SCHOOL OF LAW™	84	 Northwestern PRITZKER SCHOOL OF LAW™	85	 Northwestern PRITZKER SCHOOL OF LAW™	86
 PRITZKER LAW	82	Northwestern PRITZKER LAW™	87	Northwestern PRITZKER LAW™	88	Northwestern PRITZKER LAW™	89
 PRITZKER LAW	83	Northwestern PRITZKER SCHOOL OF LAW™	90	Northwestern PRITZKER SCHOOL OF LAW™	91	Northwestern PRITZKER SCHOOL OF LAW™	92

The Graduate School

Northwestern THE GRADUATE SCHOOL™	93	Northwestern THE GRADUATE SCHOOL™	94	Northwestern THE GRADUATE SCHOOL™	95
Northwestern TGS™	96	Northwestern TGS™	97	Northwestern TGS™	98
 Northwestern THE GRADUATE SCHOOL™	99	 Northwestern THE GRADUATE SCHOOL™	100	 Northwestern THE GRADUATE SCHOOL™	101
 Northwestern TGS™	102	 Northwestern TGS™	103	 Northwestern TGS™	104

School of Professional Studies

Northwestern SCHOOL OF PROFESSIONAL STUDIES™	105	Northwestern SCHOOL OF PROFESSIONAL STUDIES™	106	Northwestern SCHOOL OF PROFESSIONAL STUDIES™	107
Northwestern PROFESSIONAL STUDIES™	108	Northwestern PROFESSIONAL STUDIES™	109	Northwestern PROFESSIONAL STUDIES™	110
 Northwestern SCHOOL OF PROFESSIONAL STUDIES™	111	 Northwestern SCHOOL OF PROFESSIONAL STUDIES™	112	 Northwestern SCHOOL OF PROFESSIONAL STUDIES™	113
 Northwestern PROFESSIONAL STUDIES™	114	 Northwestern PROFESSIONAL STUDIES™	115	 Northwestern PROFESSIONAL STUDIES™	116

School of Communication

Northwestern SCHOOL OF COMMUNICATION™	117	Northwestern SCHOOL OF COMMUNICATION™	118	Northwestern SCHOOL OF COMMUNICATION™	119
Northwestern COMMUNICATION™	120	Northwestern COMMUNICATION™	121	Northwestern COMMUNICATION™	122
 Northwestern SCHOOL OF COMMUNICATION™	123	 Northwestern SCHOOL OF COMMUNICATION™	124	 Northwestern SCHOOL OF COMMUNICATION™	125
 Northwestern COMMUNICATION™	126	 Northwestern COMMUNICATION™	127	 Northwestern COMMUNICATION™	128

SESP

Northwestern SCHOOL OF EDUCATION AND SOCIAL POLICY™	129	Northwestern SCHOOL OF EDUCATION AND SOCIAL POLICY™	130	Northwestern SCHOOL OF EDUCATION AND SOCIAL POLICY™	131
 Northwestern SESP™	132	 Northwestern SESP™	133	 Northwestern SESP™	134

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SESP		
 135 SCHOOL OF EDUCATION AND SOCIAL POLICY.	 136 SCHOOL OF EDUCATION AND SOCIAL POLICY.	 137 SCHOOL OF EDUCATION AND SOCIAL POLICY.
 138 SESP. <i>For internal use only</i>	 139 SESP. <i>For internal use only</i>	 140 SESP. <i>For internal use only</i>
Northwestern in Qatar		
 141 QATAR.	 142 QATAR.	 143 QATAR.
 144 Northwestern QATAR.	 145 Northwestern QATAR.	 146 Northwestern QATAR.
Medill		
 147 MEDILL SCHOOL OF JOURNALISM, MEDIA, INTEGRATED MARKETING COMMUNICATIONS.	 148 MEDILL SCHOOL OF JOURNALISM, MEDIA, INTEGRATED MARKETING COMMUNICATIONS.	 149 MEDILL SCHOOL OF JOURNALISM, MEDIA, INTEGRATED MARKETING COMMUNICATIONS.
 150 Northwestern MEDILL.	 151 Northwestern MEDILL.	 152 Northwestern MEDILL.
 153 MEDILL SCHOOL OF JOURNALISM, MEDIA, INTEGRATED MARKETING COMMUNICATIONS.	 154 MEDILL SCHOOL OF JOURNALISM, MEDIA, INTEGRATED MARKETING COMMUNICATIONS.	 155 MEDILL SCHOOL OF JOURNALISM, MEDIA, INTEGRATED MARKETING COMMUNICATIONS.
 156 MEDILL.	 157 MEDILL.	 158 MEDILL.
McCormick School of Engineering		
 159 McCORMICK SCHOOL OF ENGINEERING.	 160 McCORMICK SCHOOL OF ENGINEERING.	 161 McCORMICK SCHOOL OF ENGINEERING.
 162 Northwestern ENGINEERING.	 163 Northwestern ENGINEERING.	 164 Northwestern ENGINEERING.

McCormick School of Engineering		
 165 McCORMICK SCHOOL OF ENGINEERING.	 166 McCORMICK SCHOOL OF ENGINEERING.	 167 McCORMICK SCHOOL OF ENGINEERING.
 168 ENGINEERING.	 169 ENGINEERING.	 170 ENGINEERING.
Kellogg School of Management		
 171 Northwestern Kellogg.	 172 Northwestern Kellogg.	 173 Northwestern Kellogg.
 174 Northwestern Kellogg.	 175 Northwestern Kellogg.	 176 Northwestern Kellogg.
Bienen School of Music		
 177 BIENEN SCHOOL OF MUSIC.	 178 BIENEN SCHOOL OF MUSIC.	 179 BIENEN SCHOOL OF MUSIC.
 180 MUSIC.	 181 MUSIC.	 182 MUSIC.
Weinberg College of Arts & Sciences		
 183 WEINBERG COLLEGE OF ARTS & SCIENCES.	 184 WEINBERG COLLEGE OF ARTS & SCIENCES.	 185 WEINBERG COLLEGE OF ARTS & SCIENCES.
 186 Northwestern ARTS & SCIENCES.	 187 Northwestern ARTS & SCIENCES.	 188 Northwestern ARTS & SCIENCES.
 189 WEINBERG COLLEGE OF ARTS & SCIENCES.	 190 WEINBERG COLLEGE OF ARTS & SCIENCES.	 191 WEINBERG COLLEGE OF ARTS & SCIENCES.
 192 ARTS & SCIENCES.	 193 ARTS & SCIENCES.	 194 ARTS & SCIENCES.

ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale (limited use)
- No alterations or overlaying graphics to seal permitted
- University licenses consumables (must have expiration date on packaging)
- University licenses health and beauty products

- Mascot caricatures permitted
- Cross licensing with other marks may be permitted with an additional agreement
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks
- Founding year (1851) cannot be split in any design