

Graphic Standards

To build McCormick’s reputation, it is essential to communicate with consistent ideas, messages, graphics, and images. These make up the McCormick brand and help us provide a unified representation of our complex and diverse organization.

A strong brand enables each department and program to benefit from the successes of their peers and strengthens the school as a whole. Increased name recognition improves McCormick’s ability to attract and retain the very best students and faculty and results in increased national and global awareness of our institution. (See “McCormick Branding Elements” at the end of this document for more information.)

A key element of the McCormick brand is its graphic identity.

McCormick graphic identity

A graphic identity is, simply, the visual representation of a brand. The objective of the McCormick graphic identity is to make clear in all print publications, electronic media, and promotional products that McCormick is the engineering school of Northwestern University. It has been designed to provide clear identification of McCormick while enabling individual departments and programs to develop distinct personalities within the context of the overall brand.

The graphic identity consists of a **banner** and the **fonts** and **colors** chosen specifically to support the banner.

Banner

The banner is the signature element of the McCormick identity. It should appear prominently in all communications from McCormick.

The banner consists of linked bands containing McCormick's key branding elements: "McCormick" and "Northwestern Engineering." The intersection of these bands emphasizes the link between Northwestern and McCormick.



The banner is available from the marketing department in several formats for use in publications and other communications. Do not attempt to recreate the banner. Customized files can be requested through the marketing department.

Fonts

Consistent use of specified fonts is a critical component of the McCormick graphic identity. Limiting the use of fonts in school publications and web sites is an important tactic for developing a cohesive visual identity.

The primary typeface for the McCormick identity is Neue Helvetica. The banner, for example, is set in Neue Helvetica Black. All headlines should be set in Neue Helvetica. Minion has been chosen as the identity's secondary font and is recommended for use in running text.

Substitute fonts may be used if Neue Helvetica or Minion are not available. Arial may be used in place of Neue Helvetica. Times Roman or Georgia may be used in place of Minion; do not use both Times Roman and Georgia in the same publication.

Primary font options

Publication titles, headlines, and small amounts of text, such as department names

Helvetica Neue Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !? @#()\$%^&*

Helvetica Neue Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !? @#()\$%^&*

Arial Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !? @#()\$%^&*

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !? @#()\$%^&*

Secondary font options

For large amounts of text only and not to be used for titles, headlines, and department names

Minion
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !? @#()\$%^&*

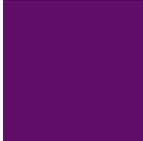
Times Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !? @#()\$%^&*

Georgia
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !? @#()\$%^&*

Colors

Consistent and deliberate use of color strengthens the McCormick identity while giving departments, centers, and programs some flexibility within the McCormick guidelines. The color palette below should be used for school communications. Any departure from these combinations requires approval from the marketing department.

Red Palette

			
PANTONE® 2623	PANTONE® 202	PANTONE® 132	PANTONE® 4535
C-76 M-100 Y-0 K-29	R-87 G-25 B-99	C-0 M-100 Y-65 K-47	R-129 G-20 B-19
C-0 M-23.5 Y-100 K-30.5	R-185 G-166 B-108	C-0 M-0 Y-27.5 K-11.5	R-226 G-215 B-187
Hex-571963	Hex-811413	Hex-b9a66c	Hex-e2d7bb

Green Palette

			
PANTONE® 2623	PANTONE® 455	PANTONE® 4515	PANTONE® 4545
C-76R M-100 Y-0 K-29	R-87 G-25 B-99	C-0 M-11.5 Y-100 K-51	R-84 G-84 B-16
C-0 M-8.5 Y-47 K-23.5	R-172 G-166 B-107	C-0 M-0 Y-15 K-6	R-235 G-236 B-202
Hex-571963	Hex-545410	Hex-aca66c	Hex-ebecca

Blue Palette

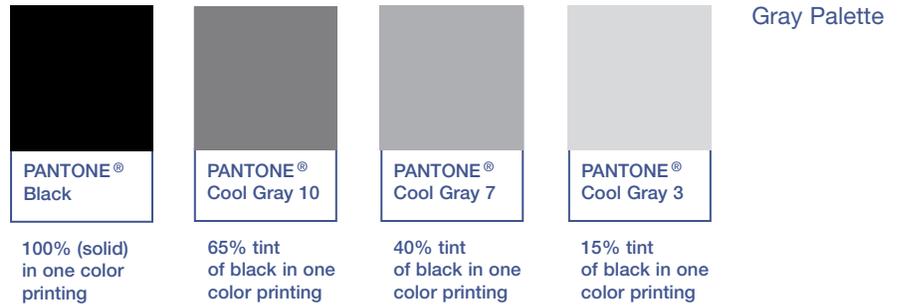
			
PANTONE® 2623	PANTONE® 7469	PANTONE® 644	PANTONE® 642
C-76R M-100 Y-0 K-29	R-87 G-25 B-99	C-100 M-25 Y-0 K-40	R-0 G-82 B-149
C-38 M-8.5 Y-0 K-11.5	R-174 G-188 B-214	C-17 M-0 Y-0 K-7	R-218 G-224 B-236
Hex-571963	Hex-005295	Hex-aebcd6	Hex-dae0ec

Purple Palette

			
PANTONE® 2623	PANTONE® 301	PANTONE® 7444	PANTONE® 664
C-76 M-100 Y-0 K-29	R-87 G-25 B-99	C-100 M-43 Y-0 K-18.5	R-51 G-51 B-153
C-30 M-25 Y-0 K-0	R-178 G-174 B-213	C-9 M-9 Y-0 K-0	R-221 G-219 B-237
Hex-571963	Hex-333399	Hex-b2aed5	Hex-dddbed

Colors

continued



The official Northwestern purple used on business cards and letterhead can be produced using the following specifications:

Print

Spot color (coated and uncoated paper): PMS 267
Process color (CMYK): 90c, 100m, 0y, 0k

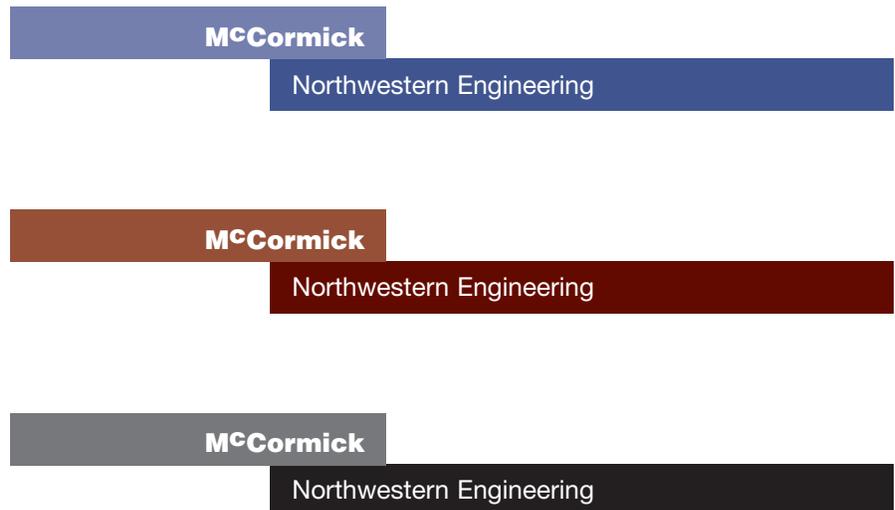
Web

RGB color: r = 82, g = 0, b = 99
Hexadecimal: #520063

Using the identity in one color

In publications using one color only, the bottom band with “Northwestern Engineering” is to print in 100% of the color (also referred to as a “solid” of the color) and the top band with “McCormick” should print as a 65% tint of the color.

See "other applications" (page 11) for one-color usage on promotional products.



Using the identity in print

The McCormick banner should always appear on the cover (or first page) of a publication, preferably in the top half of the page. The bands should extend the entire width of the page; if possible, they should bleed off both sides of the page. The McCormick banner should be produced in two colors using the color palette previously described. One-color versions of the banner are available when two colors are not an option. Other components of print publications — body copy, headlines, etc. — should use the official McCormick color palette and typefaces.

The full name of the school — “Robert R. McCormick School of Engineering and Applied Science” — and the words “Northwestern University” should appear somewhere in all publications sent to external audiences. Note that the “c” in McCormick is elevated only in the official banner. Do not elevate the “c” in running text. **The Northwestern University logo should appear on publications sent to external audiences. It need not appear on the cover and should not compete with the McCormick banner.** For more information on the proper use of the Northwestern logo, visit www.northwestern.edu/logo.

Below are examples of the identity in use. In the first example, note the prominent use of the McCormick identity on the front cover and the placement of the Northwestern logo on the back cover above the mailing panel.

The image displays two examples of print publications using the McCormick banner. The top example is a front cover for a Spring 2007 issue. It features a dark red banner at the top with the word "McCormick" in white, elevated letters. Below the banner is a photograph of a man in a suit holding a prosthetic arm. To the right of the photo is a dark blue box with the text "Northwestern Engineering" in white. Below this is a white box with the text "Robert R. McCormick School of Engineering and Applied Science" and "Northwestern University". The bottom example is a back cover with a white background. It features a photograph of three men in suits standing in a modern building. Below the photo is a dark red banner with the text "Leading the way to excellence" in white, followed by "McCormick is at the center of innovative University-wide programs" in a smaller white font. The left side of the back cover contains contact information for the Robert R. McCormick School of Engineering and Applied Science, including the address and phone number. A small Northwestern University logo is also present.

Spring 2007 **McCormick**

Northwestern Engineering

Robert R. McCormick School of Engineering and Applied Science
Northwestern University

Leading the way to excellence
McCormick is at the center of innovative University-wide programs

Robert R. McCormick School of Engineering and Applied Science
Northwestern University
Technological Institute
2145 Sheridan Road
Evanston, Illinois 60208-3100

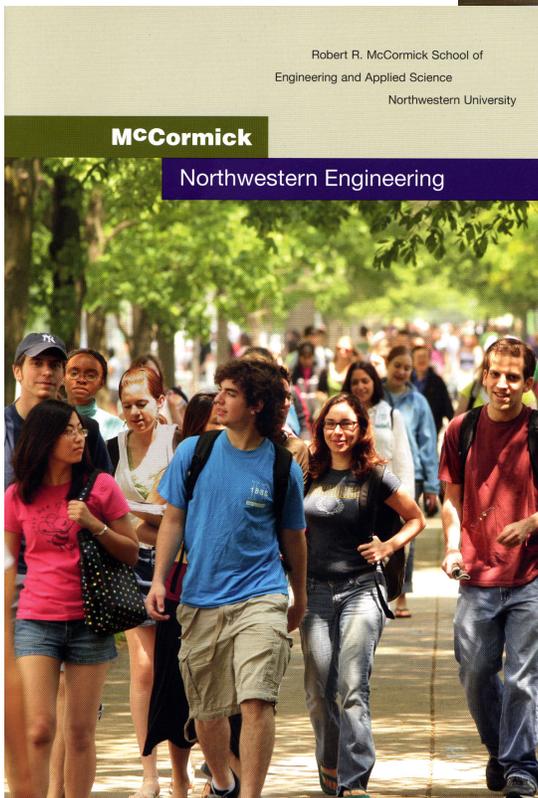
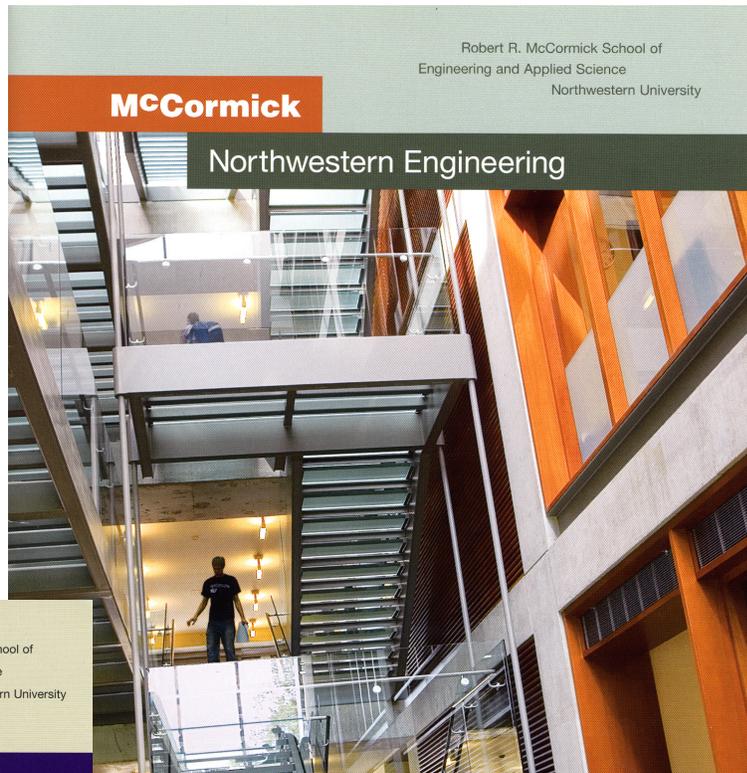
Nonprofit Organization
U.S. Postage
PAID
Northwestern University

Todd Kuiken (PhD '89, Feinberg '90), associate professor of biomedical engineering and physical medicine and rehabilitation and director of the Neural Engineering Center for Artificial Limbs, is working with faculty at McCormick and the Rehabilitation Institute of Chicago on groundbreaking prosthetics research. See story on pages 6-9.

NORTHWESTERN UNIVERSITY

Using the identity in print

continued



McCormick

Northwestern Engineering

Robert R. McCormick School of
Engineering and Applied Science
Northwestern University

Master of Project Management

A/E/C BUSINESS MANAGEMENT • CONSTRUCTION MANAGEMENT
ENVIRONMENTAL MANAGEMENT • INFRASTRUCTURE MANAGEMENT

Northwestern University's Master of Project Management (MPM) Program, which leads to a master of science degree from the McCormick School of Engineering and Applied Science, is designed to prepare technically qualified individuals for responsible management roles in the construction and operation of major engineering projects. The program's multidisciplinary approach combines essential components of civil engineering design with concepts of business management and behavioral science to develop graduates who are versatile, technically sophisticated, and prepared to direct complex projects.

The individually tailored 12 quarter-course program consists of managerial courses (finance, accounting, and engineering law), specialization courses in one of four areas (A/E/C business management, construction management, environmental management, or infrastructure management), and a few elective courses. Most specially designed MPM courses are taught by practicing professionals who offer a wealth of real-world experience to complement regular University courses. The program is flexible enough to accommodate both full- and part-time students, with most classes offered from 4 to 6 or 6:30 to 9:30 p.m. on weekdays. Of the program's 50 students, about half are part-time students.

For more information about the MPM Program or to schedule an appointment, contact:
Professor Raymond J. Krizek, Program Director
847-491-4040, rkrizek@northwestern.edu
2145 Sheridan Road, Evanston, Illinois 60208-3109
<http://mpm.northwestern.edu>

NORTHWESTERN
UNIVERSITY

Incorporating department, center, and program names into the identity

The names of departments, centers, or programs are to appear below the banner. This standardized placement builds the strength of the overall brand while meeting the individual needs of subsidiary programs. Department, center, or program names should be set in Neue Helvetica Black. They should not appear in all caps; upper and lower case should be used.

McCormick

Northwestern Engineering

Chemical and Biological Engineering

Robert R. McCormick School of Engineering and Applied Science
Northwestern University
FALL 2007

New research may save fertility for cancer survivors: Collaboration pioneers field of oncofertility

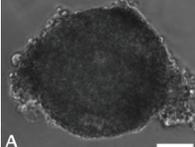
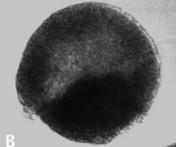
For women battling cancer, the objective is clear: survive. Yet the lasting effects of cancer treatment can have a significant impact on the rest of a woman's life. Of particular concern are the side effects of chemotherapy and radiation treatments — the very therapies that have so effectively helped increase survival — that may cause the loss of fertility. While male cancer patients have a number of viable options to preserve their fertility, fewer options exist for female patients.

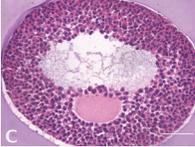
A new approach developed by Lonnie Shea and Teresa Woodruff (Thomas J. Watkins Memorial Professor of Obstetrics and Gynecology at the Feinberg School of Medicine) may provide women with options to help preserve their fertility. Using new techniques, Shea and Woodruff use biomaterials to create an ex vivo environment in which a young follicle — an egg and the spherical group of specialized cells that surround it — can grow and mature to a stage at which the egg can be fertilized and implanted into the uterus. This approach could allow women to cryogenically preserve ovarian tissue prior to treatment, which could be used when they are ready to start a family.

Shea and Woodruff tested their theory with mice, achieving a success rate — measured by healthy births — of 25 percent. This was a drastic improvement over competing approaches, having success rates of only about 3 percent. They are now working with researchers from across the country to bring this technology closer to application. They are currently adapting the technique for rhesus monkeys, cows, dogs, and cats. Those steps are important as researchers try to bridge the gap between the follicles of mice and those of humans, which can grow to be ten times as large as mouse follicles.

Woodruff is also leading a clinical trial in which women will have one of their ovaries frozen. Scientists will use 20 percent of each ovary for further study, with the remaining 80 percent stored for possible future use by the patient. In addition, Shea and Woodruff have enlisted Laurie Zoloth, director of Northwestern's Center for Bioethics, Science, and Society, to help determine how and when to make this technology available to women. As research progresses, they hope to also have economists and educators work to explore the implementation processes and implications of this technology. The success of Shea and Woodruff's research has led to the nucleation of a new field, oncofertility, and to the invitation by the National Institutes of Health to submit a full proposal for the creation of an Interdisciplinary Research Center on Oncofertility.

Shea and Woodruff began collaborating several years ago thanks to successful research matchmaking by Steve Rosen, director of Northwestern's Robert H. Lurie Comprehensive Cancer Center.




Development and differentiation of secondary follicle in alginate scaffold. (A) At day 0, a multilayer secondary follicle with a centrally located immature oocyte and some attached theca cells was isolated and encapsulated in an alginate hydrogel. (B) The follicle maintained its three-dimensional structure and formed an antrum at the end of the culture. (C) The follicle displayed an in vivo preovulatory phenotype, a spherical shape with a central fluid filled antral cavity, an oocyte within tightly compacted cumulus cells, and layers of granulosa cells outside. (D) Oocytes can be fertilized normally in vitro and implanted into the oviduct of a pseudopregnant mouse to produce a live birth. <shorten>

Center. Shea gives credit to the collaboration with Woodruff for the success of the project. "We met each other more than halfway," he says. "I learned a lot more about reproductive biology than I ever would have," and she learned more about biomaterials than she would have." <need room for more text—how to fit all?>

For more information on Shea's research, visit www.shea-research.northwestern.edu.

McCormick

Northwestern Engineering

Industrial Engineering and Management Sciences

Using the identity with other logos

Departments and programs should not develop their own logos; existing logos may be incorporated only as secondary elements under the McCormick identity banner.

When promoting jointly sponsored programs, the McCormick graphic identity may appear with other school logos. The McCormick identity and the cosponsoring logo(s) should have equal visual weight.



Stationery and business cards

McCormick's graphic identity is reflected in University-compliant stationery and business cards through use of the official typeface in McCormick's name. Business administrators have access to vendors from whom stationery, business cards, and other basic supplies can be ordered.

McCormick Robert R. McCormick School of Engineering and Applied Science Northwestern University A122 Technological Institute 2145 Sheridan Road Evanston, Illinois 60208-3118 www.civil.northwestern.edu/ people/roe.html	Jonathan Doe Professor of Geotechnics Department of Civil and Environmental Engineering j-doe@northwestern.edu Phone 847-491-4802 Fax 847-491-4810
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Using the identity in electronic communications

On web sites and in electronic communications, the McCormick banner should be the dominant element at the top of each page. The linked bands should be reproduced in solid colors, though background graphics may change to provide visual interest.

All sites must use one of the official McCormick color palettes found on page four of this manual. The "Northwestern Engineering" banner should always appear in the purple (PMS 2623 equivalent) shown in each palette.

Individual departments and programs should be identified in a standardized fashion below the banner. Other components — body text, headlines, etc. — should reflect the official McCormick color palette and typefaces.

McCormick
Northwestern Engineering

Office of Corporate Relations

About MOCR
Contact Us

For Industry

Corporate Partners Program
Education
FastScience® Labs & Facilities
Connecting with Faculty
Connecting with Students

For Faculty

Connecting with Industry
Entrepreneurial Resources

For Students

Research Opportunities
Recruiting Events

The **McCormick Office of Corporate Relations (MOCR)** works to connect industry with the Robert R. McCormick School of Engineering and Applied Science. We're your partner for research, recruiting, and education.

Our services include:

- Creating research partnerships leading to meaningful interactions between industry and Northwestern
- Facilitating access to state-of-the-art research and testing equipment and faculty expertise
- Providing customized access for recruiting undergraduate and graduate students
- Connecting industries to one another as well as to Northwestern

Contact the McCormick Office of Corporate Relations to determine how you can partner with McCormick to make an impact on engineering education.

Research
Recruiting
Education

Mornings @ McCormick
"Come for the presentation, stay for the breakfast."
[Click for more information on upcoming presentations](#)

Robert R. McCormick School of Engineering and Applied Science
[Office of Corporate Relations Home](#) | [McCormick Home](#) | [Northwestern Home](#) | [Northwestern Calendar](#) | [Contact](#)
© 2006 Robert R. McCormick School of Engineering and Applied Science, Northwestern University
2145 Sheridan Road Room L370, Evanston, IL 60208 | Phone: (847) 491-8670 | Fax: (847) 467-3033
Email: northwestern@mccormick.northwestern.edu | Last modified: 09/19/07 | [Legal and Policy Statements](#)

All McCormick-affiliated web sites must use the standard McCormick footer, which incorporates the full name of the school and the Northwestern University logo. Files for web footers are available by e-mailing web-updates@mccormick.northwestern.edu.

Powerpoint templates

A variety of templates for McCormick presentations are available online at www.mccormick.northwestern.edu/administration/marketing/resource.php.

McCormick

Northwestern Engineering

Energy: The Ultimate Big Picture Concern

- How can Northwestern contribute to decision making in this field?
- Where/how do we want to place our bets?
- How can we capitalize on our competitive advantages?

Other applications

The McCormick banner may be used on a variety of materials, including promotional products. On promotional products only, the graphic identity may be produced in a single solid color without tints. The marketing department can provide custom artwork to meet the specifications required by individual vendors. Like print and web communications, promotional products intended for external audiences must be approved by the marketing department.



Unacceptable usage of the identity

The two identity bands should never appear as the same color.

When printing in one color, a 65% tint should be used for the “McCormick” band. The “Northwestern Engineering” band should print as a solid. See “Using the identity in one color” (page 5) for examples.

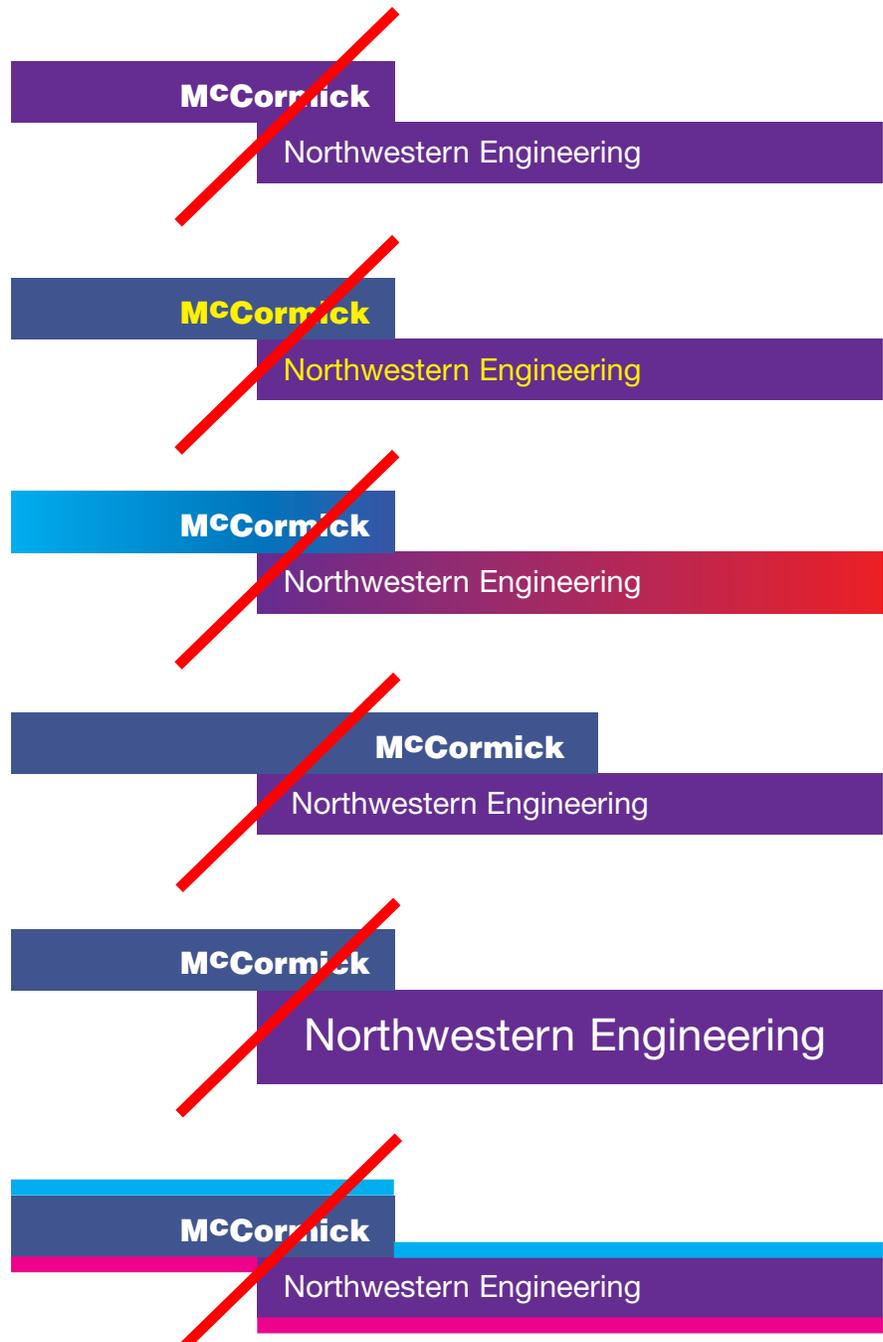
The names should not appear in color. Only white is acceptable.

Patterns, textures, or gradations cannot be used in the bands.

The relationship of the names between the bands cannot be changed.

The height of the bands must be the same, and the names must be centered in this height.

Decorative additions to the identity bands are prohibited.



Communications guidelines

All web sites and publications for external audiences must be reviewed by the marketing department prior to production. The department will check for consistent branding, use of color, and quality of content. Consult with the marketing department at the beginning of your publication process to ensure that enough time is allotted to make any necessary changes.

The official editorial style guide for the McCormick School is the *Chicago Manual of Style*. In addition, specific style guidelines for Northwestern are available at www.northwestern.edu/univrelations/publications/resources/styleguide.html.

Communications resources

Several resources exist to assist you in developing publications and web sites.

The marketing department can help plan your project, obtain photographs, and contact outside vendors. Contact Gina Myerson at gmyerson@northwestern.edu for more information.

Web development assistance is available from the McCormick web team. Contact the web team at web-updates@mccormick.northwestern.edu for more information.

University Relations offers design and editorial work for print publications at a subsidized rate. Quotes can be obtained by contacting Anne Egger, director of publications, at 1-4880 or a-egger@northwestern.edu.

Other considerations

Engineering First® and FastScience® are officially registered trademarks. When using the name of the program in print, ® — a registered trademark symbol — should be used in superscript, following the first mention in a publication of the name of the program.

McCormick branding elements

As part of McCormick's ongoing branding initiatives, the marketing department has identified several key elements of the McCormick brand. When developing copy for print and electronic publications, consider including these important messages.

Northwestern University: prestigious programs, Big Ten athletics, interdisciplinary collaboration across schools

McCormick School: environment that fosters creativity and innovation, entrepreneurship, and outstanding contributions to society

Distinguished faculty: cutting-edge and highly interdisciplinary research, high membership in national academies, entrepreneurial activities, internationally recognized and cited by peers

McCormick branding elements

continued

Undergraduate curriculum: unique emphasis on design throughout the entire curriculum, client-based projects starting in the first year, cutting-edge undergraduate research, excellent co-op program and internships, opportunity to take classes in the humanities

Graduate programs: world-renowned programs, supportive environment for cross-departmental research, large graduate student community across campus

Chicago: architecturally vibrant, multicultural, diverse cultural attractions, theater, museums, music, strong international business community, top urban medical centers and universities

For more information

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