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Section 1: Introduction

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Section 1: Introduction

Northwestern Medicine joins the Northwestern Medicine health system and Northwestern University Feinberg School of Medicine in a shared vision to transform health-care and positively impact people's lives.

It is also our master brand—a singular way of expressing our identity so that we clearly and consistently help others understand who we are how we have come together to unite our world-class clinical, research and academic pursuits under one brand.

Everyone who is a part of Northwestern Medicine has a unique role in bringing our brand to life and in helping to fulfill our promise as we pursue innovation and breakthroughs for the benefit of patients here and everywhere.

Together, we build on a strong foundation as our work helps define the Northwestern Medicine experience for those we serve, our partners and each other.

A number of visual elements come together to define and bring distinction to the Northwestern Medicine brand. This document has been developed to help you understand our visual brand system and to provide you with guidelines to help you create brand-appropriate materials with confidence and consistency.

The Northwestern Medicine brand guidelines establish core principles that can be applied to questions as they arise. However, exceptions may surface in areas such as wayfinding and signage, where available space, building requirements and local ordinances may impact how you are able to express the brand.

If you have any questions about the brand guidelines and how to apply them or if you cannot find what you are looking for on the NM Brand Center website or in this document, please contact branding@nm.org.
Visual Brand System Elements

The Northwestern Medicine brand is more than a logo. Our visual brand standards are expressed through a unique system of four elements—color, typography, imagery and a distinctive angle. When combined, these elements create a unique and compelling visual expression of our brand.

It will not always be possible or necessary to use all of the elements of our visual system in a given application. However, our brand system is most meaningful and recognizable when all of its unique elements are used together. Strive to find functional uses for the NM Angle, imagery, typography and NM Purple. While they all play a role in building a clear brand presence, none of these elements should be applied gratuitously. As a general rule, more than one of these elements should be used together in any application and at least one of them should be featured prominently enough to create a clear impression of the Northwestern Medicine brand.

Using these elements with purpose and consistency can help create and reinforce a memorable visual awareness of our brand.

The NM Angle
The NM Angle is a dynamic visual element derived from the unique angle in the Northwestern Medicine Symbol. Consistent use of this strong visual element will support the NM Brand.

Imagery
The visual style captures candid and spontaneous moments in journalistic documentary or narrative style, emphasizing emotion, promise and impact.

Typography
A versatile, modern typeface with strong lines and curves speaks to the precision of science, modern medicine and our strong focus on humanity.

Purple
NM Purple is the signature color for Northwestern Medicine. We can use purple through gradients, transparency and variation of tint.
Section 2: Brand Architecture

Brand architecture is a way of visually expressing the relationship between our master brand, Northwestern Medicine, and its many parts—as clearly as possible. Through brand architecture, we can highlight the Northwestern Medicine brand alone, and also along with individual entities, services or destinations within the Northwestern Medicine family.

This section will help you understand how to apply the Northwestern Medicine Master Brand Logo and offers guidelines to help you use all the components that define our brand.

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Master Brand Logo

The Master Brand Logo is the focal point of the Northwestern Medicine brand identity system. It should be used consistently on every branded communication to build awareness and increase recognition of Northwestern Medicine.

The Northwestern Medicine Master Brand Logo consists of two elements, the NM Symbol and the Logotype.

The Master Brand Logo is used for all health system entities with limited exceptions. For questions on usage, please contact branding@nm.org.
Feinberg School of Medicine Brand Block

In most cases, Feinberg also will use the Northwestern Medicine master brand logo, with the name of the school or unit expressed prominently in typeface elsewhere in the design, see example below. However, in certain cases where there is a clear need to differentiate Feinberg, the Feinberg brand block may be used.

Feinberg Linear Brand Block (preferred)

Northwestern Medicine
Feinberg School of Medicine

The linear brand block is the preferred layout for Feinberg. The Feinberg brand block always appears as one solid color and incorporates the distinctive NM Symbols and the designated typeface locked under the master brand logo.

Feinberg Stacked Brand Block

Northwestern Medicine
Feinberg School of Medicine

The stacked logo is a secondary option when vertical layout is necessary.

The Feinberg brand block should not include other information such as the names of internal departments, events, document titles, or other activities. This information is best expressed through document titles, headlines, and body copy. For department, institute, center, and program signage, please contact the Feinberg Office of Communications at med-communications@northwestern.edu.

Text-Only

Emphasis is on the header containing the publication title or business unit name. Feinberg School name appears in text, either at top, immediately following the header, or bottom, in the address block. The Master Brand Logo is always placed in the bottom left corner for Feinberg uses.
**Incorrect Use**

1. **DO NOT** lock up existing entity logos with the Master Brand Logo.
   
2. **DO NOT** lock up events, groups or activities with the master brand.
   
3. **DO NOT** lock up specific locations or full addresses with the master brand.
   
4. **DO NOT** lock up a specific internal department.
   
5. **DO NOT** put service offerings before or above a location.
   
6. **DO NOT** lock up more than two service offerings at one location with the master brand.
Section 2: Preferred and Alternate Logos

Preferred and Alternate Logos

There are two logo variations:
• Preferred (stacked)
• Alternate (linear)

The stacked Master Brand Logo is the preferred expression and should be used whenever possible. The alternate linear logo should be used only when available space requires a horizontal presentation.

The NM Symbol is a focal point and an integral part of the Master Brand Logo. However, it should not be considered a logo on its own as it does not carry our name.

It can stand alone in select internal and external communications to signify the brand, but the full Master Brand Logo should be used when name recognition is important.

The NM Symbol does not carry a registered trademark symbol when used as a part of the master brand logotype or when used alone.

Preferred Master Brand Logo (stacked)

Northwestern Medicine

Preferred Master Brand Logo (stacked)

Alternate Master Brand Logo (linear)

Northwestern Medicine

Alternate Master Brand Logo (linear)

NM Symbol

The NM Symbol is for use by permission only. For assistance, please send an email to branding@nm.org
Section 2: Space, Size and Placement

Space, Size and Placement

Clear space
To ensure legibility and recognition of the Master Brand Logo, it is important that it remains a certain distance from other competing graphic elements.

A minimum clear space area defined by the NM Symbol height must be maintained around the Brand Block.
Minimum size requirements
Minimum size requirements have been established to ensure that the Master Brand Logo remains readable.

At smaller sizes, care should be taken to preserve the legibility of the registered trademark symbol (®). In some cases, it may be necessary to enlarge the symbol to 150 percent of its typical size to make sure it prints clearly.

Print Application Minimum Sizes

Stacked Logo (preferred)

![Northwestern Medicine® Logo](image)

1 inch

Linear Logo (alternate)

![Northwestern Medicine® Logo](image)

2 inches

NM Symbol

![Northwestern Medicine® Logo](image)

0.25 inch

Digital Application Minimum Sizes

Stacked Logo (preferred)

![Northwestern Medicine® Logo](image)

120px @ 72ppi

Linear Logo (alternate)

![Northwestern Medicine® Logo](image)

250px @ 72ppi

NM Symbol

![Northwestern Medicine® Logo](image)

30px @ 72ppi
Preferred logo placement

The Brand Block should be consistently placed on the left side of a layout, displayed in designated zones in the upper or lower left. The lower left may be used when an alternate placement is needed. Upper left placement is preferred and should be used whenever possible.

The Brand Block can be placed within one of two approved zones, as demonstrated to the right.
Section 2: Logo and Color

Logo and Color

When used alone, the Northwestern Medicine Master Brand Logo should be used in only one of three color variations: NM Purple, white or black. The logo should always be one color. No other colors or tints of any of our brand colors should be used.

When the logo overlays photography or other visuals, care should be taken to ensure legibility. Logo placement should provide as much clarity and contrast as possible.

Logo

NM Purple

Logo is reversed to white on NM Purple

Logo on imagery in NM Purple

Logo is reversed to white on imagery that is too dark to use NM Purple

The Master Brand Logo and any Level 2 names can be black when used for faxing and other black and white printing purposes.
Section 3: Visual Brand System

In this section, you will learn more about the core elements that work together to create Northwestern Medicine's visual brand system. Color, typography, imagery and the NM Angle create a toolbox of elements that can be used to express our brand.

Each aspect of our visual brand system plays a role in expressing our unique brand. Thoughtful and consistent use of these elements will allow for creativity and variation among executions while maintaining a distinct presence.

The information and examples provided in this section will help you successfully express the Northwestern Medicine brand.

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The NM Angle

The signature graphic device for Northwestern Medicine is the NM Angle. It follows the line of the N in the NM Symbol.

The NM Angle can be used in a number of ways— to enhance copy, to display and crop photography, and to direct the viewer’s eye. It can express NM Purple as a solid color and as a single gradient.

The NM Angle should enhance communication, not overpower or clutter it.

The NM Angle should be used only with NM Purple and the primary color palette. It should never be used with the secondary color palette, or with colors reserved for graphs, charts and tables. Please refer to pages 25-27 for color specifications.

Examples:

Lakeview Primary and Immediate Care
Bringing breakthroughs across Chicagoland.

Northwestern Medicine
Child Life Program
Empowering Children and Families

Breakthroughs

Make a Difference: Donate Blood

To us, quality means delivering care timely and convenient. To find out if we are achieving quality care, we constantly measure our

118°
The NM Angle: Connecting with the NM symbol

When the Master Brand Logo is used in a layout, it can connect with the NM Angle in two ways: It can either line up or directly interact with the NM Angle. Doing so will reinforce the connection between our visual system and the NM Symbol.

When connecting with the NM Symbol as part of the Master Brand Logo, the NM Angle should align to the right edge of the “N” in the NM Symbol.

Lining up with the Master Brand Logo
When the graphic device is used to highlight, or as a free-floating element, it can also line up with the Master Brand Logo. The NM Angle and the angle of the NM Symbol should create an implied, continuous line between them. However, only the NM symbol should touch the angle. The logotype (the words Northwestern Medicine) should never touch the NM Angle. Placement of the Master Brand Logo should stay within established zones, as noted on page 12.

Interacting directly with the Master Brand Logo
Within the Master Brand Logo, the NM Symbol can interact directly with our angle graphic only when the logo is reversed in white on a solid field of color.

Note: When using the NM Symbol as a stand-alone brand expression, this is considered an exception and placement does not need to follow the zones as specified on page 12. Remember that the use of the NM Symbol alone is by permission only.

Lining Up with the Master Brand Logo

Interacting Directly with the Master Brand Logo
The NM Angle: Use as a design element

The angle can be used to highlight callout information or text, to segment content in a layout or as a graphic element that holds copy, displays photography or crops photography. It can be expressed as a solid color or a gradient. The gradient can flow from any direction that helps to accent the communication.

The angle is consistent. It always starts at the left and moves down to the right at 118° to build a visual connection between the NM Symbol and a cohesive brand expression.

Highlighting
In this treatment, the graphic device always comes from the edge of a layout. It can come from the left, right, top or bottom, and can be as large or as small as needed.

Segmenting
This approach is used to divide the layout. It can divide as little or as much as needed. The NM Angle should always segment from one edge of the layout to another.
The NM Angle: Typography, photography and imagery

**Typography**

Typography should align with the NM Angle when it is either inside a graphic device or adjacent to the NM Angle. Only the edge of a block of copy should be set at the angle. Do not rotate typography to create this relationship.

**Photography and imagery**

The NM Angle can be used to crop imagery in two ways:

**Corner**

The NM Angle can be used to cut off a corner of an image. Only one angle should be cut. This method can be used when type will link with the cut corner of the image.

**Side**

Imagery that bleeds off the edge of a composition can be cropped so that one of its edges follows the NM Angle.

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**Correct Use**

We strive to provide our patients the best care and service. Below is important patient info: stay, privacy rights and education at Northwestern

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**Incorrect Use**

The NM Angle can be used to crop imagery in two ways:

**Corner**

The NM Angle can be used to cut off a corner of an image. Only one angle should be cut. This method can be used when type will link with the cut corner of the image.

**Side**

Imagery that bleeds off the edge of a composition can be cropped so that one of its edges follows the NM Angle.
The NM Angle: incorrect use

**DO NOT** reverse or alter the NM Angle. The angle is derived from the angle of the NM Symbol. Consistency will reinforce this connection while also conveying the precision of our brand.

**DO NOT** use secondary or graphic accent colors beyond charts, tables and graphs. One of Northwestern Medicine's unique visual characteristics is its use of purple. We want to develop a strong association with this color. Improper color choices will dilute this connection for our audiences.

**DO NOT** use the NM Angle on vertical shapes. Vertical use of the NM Angle creates awkward spaces within compositions and has an overly sharp appearance.

**DO NOT** use the NM Angle to house the Master Brand Logo or Brand Block unless it goes from top to bottom of a layout. The NM Angle is not a device that should be used for the sole purpose of housing the logo.
Typography

For professionally designed materials, Neo Sans Pro is our corporate typeface. Its strong lines and subtle curves speak to science and modern medicine with a human touch.

This typeface is being used on all preprinted corporate communication materials, such as letterhead, business cards and badges. Incorporating this typeface into professionally designed materials will help create a distinctive look for Northwestern Medicine.

When using Neo Sans Pro for digital and online applications, please take into consideration that most audiences will not have this font. Creating PDFs or JPGs of documents sent online will allow you to use the typeface.

If you have any questions about this typeface, please send a note to branding@nm.org. Please note: For general body copy, Neo Sans Pro regular and italic may be the best choice.

Font Family and Primary Weights for All Professionally Created Communications

<table>
<thead>
<tr>
<th>Font Family</th>
<th>Weight</th>
<th>Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neo Sans Pro</td>
<td>Light and Italic</td>
<td>Best used for large headlines</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890!@#$%^&amp;*()</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Neo Sans Pro</th>
<th>Regular and Italic</th>
<th>Best used for general text</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890!@#$%^&amp;*()</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Neo Sans Pro</th>
<th>Medium and Italic</th>
<th>Best used for emphasis</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890!@#$%^&amp;*()</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Neo Sans Pro</th>
<th>Bold and Italic</th>
<th>Best used for emphasis</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890!@#$%^&amp;*()</td>
</tr>
</tbody>
</table>
Typography: alternate font

Calibri is the alternate system font for Northwestern Medicine. It can be downloaded at no cost and is available with most industry standard software, such as Microsoft Office. It was chosen because it is the accessible typeface that best matches the character of Neo Sans Pro. Its simple letterforms and contemporary geometry are consistent with the characteristics of Neo Sans Pro.

Neo Sans Pro and Calibri can be used together within a single execution. Typically this would be a composition using Neo Sans Pro for headlines and Calibri for body copy.

**Alternate System Font**

Calibri - Regular and Italic (for web and PowerPoint)

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
```

Calibri - Bold and Italic (for web and PowerPoint)

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
```
Section 3: Color Palette

Color Palette

NM Purple plays a key role in building our brand. We feature purple prominently through the use of transparency, gradations and variation. Our brand color is dynamic and contemporary while maintaining a consistent color impression across all of our communications.

Single color gradients, with 100 percent NM Purple at their most saturated point, are one of the most prevalently used elements of our visual brand system. These gradients should transition from NM Purple to a 30 percent screen of NM Purple whenever possible. In cases where this is not feasible, a gradient with less contrast may be used. However, care must be taken to ensure that a color transition is clearly visible. Please refer to pages 25-27 for detailed color and gradient targets.

When purple is used transparently over imagery, it can be either a solid field of color or contain a gradation of opacity. When a transparent purple contains a gradient, it should transition from fully opaque NM Purple used at either 100 percent or 70 percent to a 30 percent opacity of NM Purple.

When gradations are used within a field of purple, the direction of the color gradation is flexible. The area of greatest contrast will become a focal point and should guide the viewer to the Master Brand Logo, as displayed in the gradient example on the following page.

Please note that the look of the NM Purple may sometimes vary if your materials are not professionally reproduced. For daily business uses, such as printing on desktop printers or viewing materials on computers, projectors and personal electronic devices, there may be some variation in the purples you see. It’s a good idea to color calibrate your printers and computer monitors. For more information about calibrating your devices, visit the device manufacturers website and search “calibration” or conduct an online search using the device brand name and “calibration.”

If you need help matching a color with the gradients, or need printed swatches to match visually, contact branding@nm.org.
Section 3: Color Palette

NM Purple

Gradient

Transparency

Variation in tint

Feinberg School of Medicine Brand Identity Guidelines
October 2015
Gradients

Our visual brand system helps us express purple beyond a solid color. Through the creative use of gradients, we can create dimension and interest across communication solutions.

NM Purple is used to create a single gradient of color. The gradient can be a full bleed or it can be cropped with the NM Angle to show emphasis or to help create a focal point. The gradient can be built from left to right or from right to left and is always shown in NM Purple.

Gradient Examples

100% NM Purple to 30% NM Purple, left to right

30% NM Purple to 100% NM Purple, right to left

70% NM Purple to 30% NM Purple, left to right
**Color Palette: Primary and secondary palettes**

NM Purple is our primary brand color and one of our most distinctive visual assets.

Gradients help to create contemporary and dynamic compositions.

Our primary color palette is also used for visuals, such as charts, tables and graphs. Our secondary palette complements the brand color.

Color consistency is critical to the Northwestern Medicine brand. Please adjust colors as needed to match the intended result.

Color matching swatches are available by contacting branding@nm.org.

Always review legibility of text in color to maintain contrast and readability.

### Primary Color Palette

**NM Purple**

- 100% PMS 7671 C
- 70% tint
- 50% tint
- 30% tint
- 100%
- 30% tint

### Secondary Color Palette

**NM Cool Purple**

- 100% PMS 2725 C
- 75% tint
- 50% tint
- 30% tint
- 100%
- 30% tint

**NM Grey**

- 100% PMS 425 C
- 75% tint
- 50% tint
- 25% tint
Color Palette: Charts, graphs and tables

For designing visuals, such as charts, graphs or tables, use the primary and secondary palette along with these four additional colors for added emphasis.

To allow for a broad range of color choices, tints of these main colors can also be used.

These colors are also included in the color palette for the Northwestern Medicine PowerPoint templates.
## Color Palette: Specifications

To maintain consistency, it is essential that our colors are always reproduced accurately.

This chart indicates color values for the Northwestern Medicine visual brand system broken down by CMYK, RGB, PMS and hexadecimal color.

### CMYK

<table>
<thead>
<tr>
<th>C: 83 M: 81 Y: 0 K: 4</th>
<th>R: 81 G: 70 B: 137</th>
<th>PMS 7671 C</th>
<th>514689</th>
</tr>
</thead>
<tbody>
<tr>
<td>C: 58 M: 57 Y: 0 K: 3</td>
<td>R: 117 G: 113 B: 176</td>
<td>PMS 7671 C - 70% tint</td>
<td>7571B0</td>
</tr>
<tr>
<td>C: 42 M: 41 Y: 0 K: 2</td>
<td>R: 147 G: 143 B: 195</td>
<td>PMS 7671 C - 50% tint</td>
<td>938FC3</td>
</tr>
<tr>
<td>C: 25 M: 24 Y: 0 K: 1</td>
<td>R: 184 G: 183 B: 218</td>
<td>PMS 7671 C - 30% tint</td>
<td>B8B7DA</td>
</tr>
<tr>
<td>C: 77 M: 64 Y: 0 K: 0</td>
<td>R: 79 G: 102 B: 175</td>
<td>PMS 2725 C</td>
<td>4F66AF</td>
</tr>
<tr>
<td>C: 58 M: 51 Y: 0 K: 0</td>
<td>R: 118 G: 125 B: 188</td>
<td>PMS 2725 C - 75% tint</td>
<td>767DBC</td>
</tr>
<tr>
<td>C: 39 M: 34 Y: 0 K: 0</td>
<td>R: 156 G: 159 B: 208</td>
<td>PMS 2725 C - 50% tint</td>
<td>9C9FDD</td>
</tr>
<tr>
<td>C: 23 M: 20 Y: 0 K: 0</td>
<td>R: 192 G: 194 B: 226</td>
<td>PMS 2725 C - 30% tint</td>
<td>C0C2E2</td>
</tr>
<tr>
<td>C: 0 M: 0 Y: 0 K: 78</td>
<td>R: 84 G: 88 B: 90</td>
<td>PMS 425 C</td>
<td>54585A</td>
</tr>
<tr>
<td>C: 0 M: 0 Y: 0 K: 58</td>
<td>R: 127 G: 130 B: 131</td>
<td>PMS 425 C - 75% tint</td>
<td>7FB2B3</td>
</tr>
<tr>
<td>C: 0 M: 0 Y: 0 K: 39</td>
<td>R: 169 G: 171 B: 172</td>
<td>PMS 425 C - 50% tint</td>
<td>A9ABAC</td>
</tr>
<tr>
<td>C: 0 M: 0 Y: 0 K: 20</td>
<td>R: 212 G: 213 B: 214</td>
<td>PMS 425 C - 25% tint</td>
<td>D4D5D6</td>
</tr>
<tr>
<td>C: 91 M: 0 Y: 100 K: 0</td>
<td>R: 0 G: 161 B: 68</td>
<td>PMS 355 C</td>
<td>00A144</td>
</tr>
<tr>
<td>C: 21 M: 0 Y: 85 K: 0</td>
<td>R: 207 G: 214 B: 65</td>
<td>PMS 389 C</td>
<td>CDF641</td>
</tr>
<tr>
<td>C: 0 M: 79 Y: 100 K: 0</td>
<td>R: 223 G: 100 B: 38</td>
<td>PMS 1665 C</td>
<td>DF6426</td>
</tr>
<tr>
<td>C: 0 M: 32 Y: 100 K: 0</td>
<td>R: 237 G: 172 B: 26</td>
<td>PMS 130 C</td>
<td>EDC1A1</td>
</tr>
</tbody>
</table>
Imagery Style

Imagery principles
All imagery for photography or video should feel authentic, natural and journalistic in nature—candid and spontaneous as opposed to staged or composed.

Composition
To the extent possible, photography and video should be shot in a way that showcases people, environments and interactions with our patients and staff.

Avoid sterile and empty spaces, such as hallways and rooms without people. Look for the promise of research or the power of medicine. Whenever possible, allow the photography to help tell a story about Northwestern Medicine — who we are and what we do.

Lifestyle images
Use images of patients outside of the hospital to denote aspiration and to balance interior hospital imagery. Lifestyle imagery suggests that Northwestern Medicine care and treatment can get patients back to doing what they want to do, as well as relate to the community at large.

Natural light
Whether indoors or outdoors, lighting should be bright and warm rather than cold or dark.

Camera angle
Our images should capture unusual angles, making moments relatable, intimate and surprising at the same time. Line of sight may also be higher or lower than expected.

Mood
When possible, images should convey the following mood:
— Confident — Focused — Warm — Engaging
— Energetic — Bright — Clean

Diversity
Images should reflect our patient and employee population, showing an appropriate diversity of ages, body types, hair colors, ethnicity, etc.
Section 3: Imagery Style
Selecting stock photography

We cannot always provide original photography for our communications. When looking for stock photography from outside sources, choose images that feel authentic and natural, and those that are journalistic in nature.

Choose stock imagery that will help our viewers understand and connect with the essence of Northwestern Medicine. Stock photography is often very generic or overly stylized, so look for balance in what you choose.

Strive to use images of our own patients and families, physicians, employees, students and researchers whenever possible and appropriate. When it is not, choose stock imagery that most closely communicates the Northwestern Medicine brand.

Ideal Stock Imagery
Section 3: Imagery Style

Incorrect Stock Imagery

- **DO NOT** use hyperdramatic, unnatural photographs that are not journalistic in nature.
- **DO NOT** use photographs with cluttered compositions or distracting backgrounds.
- **DO NOT** use photographs taken from a strange angle or that lack a central focal point.
- **DO NOT** use photographs that are cold with poor lighting.
- **DO NOT** use photographs with inaccurate coloration.
- **DO NOT** use photographs where subjects are overly happy in a way that looks unnatural.
- **DO NOT** use photographs that look out-of-date.
- **DO NOT** use photographs that are not medically accurate.
- **DO NOT** use photographs that are heavily manipulated or overly artistic.
Section 2: Cobranding, Partnerships and Sponsorships

Cobranding, Partnerships and Sponsorships

Cobranding, partnerships and sponsorships reflect a strategic relationship between Northwestern Medicine and another entity.

Shown here is the preferred placement for Northwestern Medicine in expressing these relationships.

The cobranding lockup consists of three elements: our logo, another brand’s logo and a rule that divides the two.

The other brand’s logo is always placed on the right side of a horizontal lockup and underneath if a vertical option needs to be used. In sizing the two logos, careful consideration should be given to establishing an overall visual balance between them.

Both logos are positioned an equal distance away from the rule. At any scale, the rule’s thickness should match the width of the ascender in the letter “d” in “Medicine.”

In cobranded situations, when Northwestern Medicine is the host, the Northwestern Medicine visual brand system should be used in creating communications. In these cases, continue to follow the standard Northwestern Medicine Master Brand Logo principles. When the cobrand is the host, the Northwestern Medicine visual brand system should not be used in creating communications.

When using the Master Brand Logo for cobranding, partnerships and sponsorships, consider whether Level 2 needs to be represented as the primary participant. If so, use Level 2 with the Master Brand Logo. If a cobrand, partnership or sponsorship reflects Northwestern Medicine, use only the Master Brand Logo.