Case Western Reserve University Identity Guidelines
Logos — 6
Color Palette — 28
Typography — 40
Schools, Divisions & Departments — 56
Graphic Devices — 72
Logos
The logo comes in five configurations: two-line horizontal, four-line, four-line stacked, four-line centered and an acronym.

This two-line, horizontal logo should be used as the primary configuration for Case Western Reserve University.

The logo has been set with customized letterforms and letterspacing and should not be recreated by retyping. Use the official vector artwork.

All versions of the CWRU logo should be displayed prominently and clearly. It is important to display the logo with sufficient clear space around it. Users also must adhere to the recommended color combinations in order to maintain brand consistency and integrity.

The clear space is determined by 50% of the height of the square, indicated by "x".

The minimum reproduction size of the two-line logo is 2 inches wide in print and 255 x 25 px for digital use.
The four-line logo is an alternate way of displaying the name. Use this version for square, horizontal and vertical formats where legible.

The logo has been set with customized letterforms and letterspacing and should not be recreated by retyping. Use the official vector artwork.

All versions of the CWRU logo should be displayed prominently and clearly. It is important to display the logo with sufficient clear space around it. Users also must adhere to the recommended color combinations in order to maintain brand consistency and integrity.

The clear space is determined by 50% of the height of the square indicated by "x".

The minimum reproduction size of the four-line logo is 1 inch wide in print and 90 x 44 px for digital use.
Use the stacked four-line logo configuration for narrow applications.

The logo has been set with customized letterforms and letterspacing and should not be recreated by retyping. Use the official vector artwork.

All versions of the CWRU logo should be displayed prominently and clearly. It is important to display the logo with sufficient clear space around it. Users also must adhere to the recommended color combinations in order to maintain brand consistency and integrity.

The clear space is determined by 50% of the height of the square, indicated by ‘X’.

The minimum reproduction size of the stacked logo is 0.75 inches wide in print and 75 x 90 px for digital use.
The centered four-line stacked logo is allowed when space is limited and neither the four-line nor two-line options can be used. The logo has been set with customized letterforms and letterspacing and should not be recreated by retyping. Use the official vector artwork.

All versions of the CWRU logo should be displayed prominently and clearly. It is important to display the logo with sufficient clear space around it. Users also must adhere to the recommended color combinations in order to maintain brand consistency and integrity.

The clear space is determined by 50% of the height of the square, indicated by ‘x’.

The minimum reproduction size of the stacked logo is 0.75 inches wide in print and 75 x 90 px for digital use.
This acronym option is a less formal logo, and is limited to the following uses: 1. As a secondary logo in print and web pieces (e.g., if the official logo appears on the cover of a multipage document, then the acronym may appear within the document; if on a web page, it may appear in the footer so long as a primary logo appears at or near the top).

2. On merchandise and clothing (e.g., shirts, sweatshirts, hats), without the university’s full name.
3. On social media.

The logo has been set with customized letterforms and letterspacing and should not be recreated by retyping. Use the official vector artwork.

All versions of the CWRU logo should be displayed prominently and clearly. It is important to display the logo with sufficient clear space around it. Users also must adhere to the recommended color combinations in order to maintain brand consistency and integrity.

The clear space is determined by the height of the square, indicated by ‘x’.

The minimum reproduction size of the acronym is 1 inch wide in print and 100 x 18 px for digital use.
When using the white version of the “Case Western Reserve” logo, the sunburst must always be white. The logo has been set with customized letterforms and letterspacing and should not be recreated by retyping. Use the official vector artwork.

All versions of the CWRU logo should be displayed prominently and clearly. It is important to display the logo with sufficient clear space around it. Users also must adhere to the recommended color combinations in order to maintain brand consistency and integrity.
When using the white version of the “Case Western Reserve” logo, the sunburst must always be white.

The logo has been set with customized letterforms and letterspacing and should not be recreated by retyping. Use the official vector artwork.

All versions of the CWRU logo should be displayed prominently and clearly. It is important to display the logo with sufficient clear space around it. Users also must adhere to the recommended color combinations in order to maintain brand consistency and integrity.
WHITE ACRONYM LOGO

When using the white version of the “Case Western Reserve” logo, the sunburst must always be white.

The logo has been set with customized letterforms and letterspacing and should not be recreated by retyping. Use the official vector artwork.
RECOMMENDED COLOR COMBINATIONS

The CWRU Blue is the preferred colorway when legible.

Recommended Color Combinations

- CWRU Blue on White
- White on CWRU Blue
- CWRU Blue on Light Gray
- Black on White
- White on Black

DO NOT Use These Color Combinations

- CWRU True Blue on White
- CWRU Blue on True Blue
- CWRU Light Blue on White
- Black on CWRU True Blue
- CWRU Light Blue on Dark Blue
- Black on Dark Gray
- CWRU Blue on Dark Gray
- CWRU True Blue on Light Blue
- CWRU Blue on Terracotta Orange
- Any tertiary on another tertiary color
- Outlined CWRU Blue on White

The following color combinations should be avoided. Make sure that the logos are always fully legible. The CWRU sunburst must always be white.
UNACCEPTABLE USES

To maintain the equity and value of the brand identity, never alter any of the CWRU logos.

A few common misuses are shown on these pages. All new logos must be requested through University Marketing and Communications.

Do not alter or crop

Do not use the logo within body text

Do not add a drop shadow

Do not rearrange or reposition

Do not rotate

Do not distort

Do not redraw

Maintain legibility

Do not create unapproved lockups

Do not fill with image
Color Palette
CWRU Blue is the primary color of the university's identity. Secondary blues and grays are supporting colors for use in formal communications.

Secondary blues and grays should only be introduced when additional color distinction is needed and should be used sparingly, never exceeding the percentage guidelines on p. 32.

**Primary Color**
- **CWRU Blue**
  - CMYK: 100 / 81 / 0 / 37
  - RGB: 0, 48, 113

**Secondary Colors**
- **CWRU Dark Blue**
  - CMYK: 25 / 24 / 0 / 0
  - RGB: 0, 0, 255
- **CWRU True Blue**
  - CMYK: 25 / 24 / 0 / 0
  - RGB: 0, 0, 255
- **CWRU Light Blue**
  - CMYK: 25 / 24 / 0 / 0
  - RGB: 0, 0, 255

**Black**
- CMYK: 0 / 0 / 0
- RGB: 0, 0, 0

**Dark Gray**
- CMYK: 0 / 0 / 0
- RGB: 153, 153, 153

**Light Gray**
- CMYK: 0 / 0 / 0
- RGB: 255, 255, 255

**Tertiary Colors**
- **Vivid Green**
  - CMYK: 85 / 40 / 5 / 10
  - RGB: 55, 126, 114
- **Blue Green**
  - CMYK: 85 / 40 / 5 / 10
  - RGB: 55, 126, 114
- **Fall Yellow**
  - CMYK: 85 / 40 / 5 / 10
  - RGB: 55, 126, 114
- **Terracotta Orange**
  - CMYK: 85 / 40 / 5 / 10
  - RGB: 55, 126, 114

**Violet Purple**
- CMYK: 85 / 40 / 5 / 10
- RGB: 55, 126, 114

Tones of tertiary colors can be used where appropriate.
A controlled use of the color palette is the key to creating a sense of visual consistency across the CWRU identity. Use CWRU Blue as the dominant color for the cover or first impressions on a piece of communication. The overall impression of the brand should be unambiguously CWRU Blue, with the other colors serving as accents.
COLOR USAGE

To meet accessibility standards for large and regular text, please adhere to the following color combinations of text and background.

<table>
<thead>
<tr>
<th>Black Text on White</th>
<th>White Text on Black</th>
</tr>
</thead>
<tbody>
<tr>
<td>CWRU Dark Blue Text on White</td>
<td>White Text on CWRU Dark Blue</td>
</tr>
<tr>
<td>CWRU Blue Text on White</td>
<td>White Text on CWRU Blue</td>
</tr>
<tr>
<td>CWRU True Blue Text on White</td>
<td>White Text on CWRU True Blue</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Black Text on Light Gray</th>
<th>Light Gray Text on Black</th>
</tr>
</thead>
<tbody>
<tr>
<td>CWRU Dark Blue Text on Light Gray</td>
<td>Light Gray Text on CWRU Dark Blue</td>
</tr>
<tr>
<td>CWRU Blue Text on Light Gray</td>
<td>Light Gray Text on CWRU Blue</td>
</tr>
<tr>
<td>CWRU True Blue Text on Light Blue</td>
<td>Light Gray Text on CWRU True Blue</td>
</tr>
<tr>
<td>CWRU Blue Text on CWRU Light Blue</td>
<td>CWRU Light Blue Text on CWRU Dark Blue</td>
</tr>
<tr>
<td>CWRU Blue Text on CWRU Light Blue</td>
<td>CWRU Light Blue Text on CWRU Blue</td>
</tr>
</tbody>
</table>
COLOR USAGE

To meet accessibility standards for large and regular text, please adhere to the following color combinations of text and background.

* Only allowed for text sizes 18pt and larger.
The following color combinations do not meet accessibility standards and must not be used.

<table>
<thead>
<tr>
<th>Light Gray Text on White</th>
<th>White Text on Light Gray</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dark Gray Text on White</td>
<td>White Text on Dark Gray</td>
</tr>
<tr>
<td>CWRU Light Blue Text on White</td>
<td>White Text on CWRU Light Blue</td>
</tr>
<tr>
<td>Vivid Green Text on White*</td>
<td>White Text on Vivid Green*</td>
</tr>
<tr>
<td>Fall Yellow Text on White</td>
<td>White Text on Fall Yellow</td>
</tr>
<tr>
<td>Terracotta Orange Text on Black</td>
<td>Black Text on Terracotta Orange*</td>
</tr>
<tr>
<td>CWRU Blue Text on Black</td>
<td>Black Text on CWRU Blue</td>
</tr>
<tr>
<td>CWRU Dark Blue Text on Black</td>
<td>Black Text on CWRU Dark Blue</td>
</tr>
<tr>
<td>CWRU True Blue Text on Black</td>
<td>Black Text on CWRU True Blue</td>
</tr>
</tbody>
</table>

* Only allowed for text sizes 18pt and larger.

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**MAINTAINING INTEGRITY**

- Use the color palette in the approved ratios.
- Do not use secondary or tertiary colors without the presence of CWRU Blue.
- Do not use unapproved colors or alter the color palette.
- Do not overpower the CWRU Blue with any other color.
Typography
Arizona Text is the primary type family for Case Western Reserve University print communications. It also can be used in digital communications, at the discretion of University Marketing and Communications.

Arizona Sans can be used for body copy in print materials, and is the primary font for digital communications.
There are a variety of ways to create contrast between text elements by using the brand typefaces. Always use contrasting weights and sizes to create a hierarchy of information.

Arizona Text includes four weights:

- **Light**
- **Regular**
- **Medium**
- **Bold**

**Light**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@#?&$%;":"
```

**Regular**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@#?&$%;":"
```

**Medium**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@#?&$%;":"
```

**Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@#?&$%;":"
```
Arizona Text Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@#?&$%;":"

Arizona Text Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@#?&$%;":"

Arizona Text Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@#?&$%;":"

Arizona Text Italic Weights

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@#?&$%;":"

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@#?&$%;":"

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@#?&$%;":"

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@#?&$%;":"
There are a variety of ways to create contrast between text elements by using the brand typefaces. Always use contrasting weights and sizes to create a hierarchy of information.

<table>
<thead>
<tr>
<th>Arizona Sans Regular</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRS</td>
</tr>
<tr>
<td>TU VWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>@#$&amp;%$^;:”</td>
</tr>
<tr>
<td>0123456789</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Arizona Sansweights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>0123456789@#$%$^;:”</td>
</tr>
</tbody>
</table>

<p>| |</p>
<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>0123456789@#$%$^;:”</td>
</tr>
</tbody>
</table>

<p>| |</p>
<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>0123456789@#$%$^;:”</td>
</tr>
</tbody>
</table>

<p>| |</p>
<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Bold</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>0123456789@#$%$^;:”</td>
</tr>
<tr>
<td>Font Style</td>
</tr>
<tr>
<td>------------</td>
</tr>
<tr>
<td>Light</td>
</tr>
<tr>
<td>Regular</td>
</tr>
<tr>
<td>Medium</td>
</tr>
<tr>
<td>Bold</td>
</tr>
</tbody>
</table>
Arizona Flare Bold may only be used for logos and other exceptionally limited usage cases that must be approved in advance by University Marketing and Communications.
When the Arizona font family is not available for use (e.g., emails, Google Slides, external affiliated websites), Open Sans should be the default font for communications, as it most closely matches our premium brand fonts. Where Google fonts are not possible, the default font is Arial.
Schools, Divisions & Departments
The following illustrations show the lockups for CWRU schools. The “Case Western Reserve University” logo should not be recreated by retyping. Use the official vector logo artwork. School lockups are not for website usage.

The school name will appear below the university’s logo, in the same type size as the CWRU wordmark. The school/office name should be written in title case and set in Arizona Flare Bold.

Do not create alternate lockups or alter the relationships of the existing lockups. This includes changing the placement and typeface.

All logo lockups must be requested through the University Marketing and Communications.

CASE WESTERN RESERVE UNIVERSITY
Case School of Engineering

CASE WESTERN RESERVE UNIVERSITY
Frances Payne Bolton School of Nursing

CASE WESTERN RESERVE UNIVERSITY
Weatherhead School of Management

CASE WESTERN RESERVE UNIVERSITY
Jack, Joseph and Morton Mandel School of Applied Social Sciences

CASE WESTERN RESERVE UNIVERSITY
School of Medicine

CASE WESTERN RESERVE UNIVERSITY
School of Law

CASE WESTERN RESERVE UNIVERSITY
School of Dental Medicine

CASE WESTERN RESERVE UNIVERSITY
School of Graduate Studies

CASE WESTERN RESERVE UNIVERSITY
College of Arts and Sciences

The minimum reproduction size of the CWRU Schools logo is 2.25 inches wide in print and 255 x 41 px for digital use.
The following illustrations show the lockups for CWRU schools, offices, departments, programs and other entities. The “Case Western Reserve University” logo should not be recreated by retyping. Use the official vector logo artwork. School, office and department lockups are not for website usage. The school/office name will appear below the university’s logo, in the same type size as the CWRU wordmark. The school/office name should be written in title case and set in Arizona Flare Bold.

The minimum reproduction size of the CWRU Departments logo is 2.5 inches wide in print and 255 x 77 px on for digital use.

Departments, programs and other offices within the university will appear as a separate line in CWRU True Blue below the school/office name. The department/program name should be written in title case and set in Arizona Flare Bold. Do not create alternate lockups or alter the relationships of the existing lockups. This includes changing the placement and typeface. All logo lockups must be requested through the University Marketing and Communications.

CASE WESTERN RESERVE UNIVERSITY
College of Arts and Sciences

Art History and Art

CASE WESTERN RESERVE UNIVERSITY
School of Dental Medicine

Periodontics

CASE WESTERN RESERVE UNIVERSITY
School of Medicine

Population and Quantitative Health Sciences

CASE WESTERN RESERVE UNIVERSITY
Frances Payne Bolton School of Nursing

Center for Research and Scholarship

CASE WESTERN RESERVE UNIVERSITY
Weatherhead School of Management

Organizational Behavior

CASE WESTERN RESERVE UNIVERSITY
School of Law

Law-Medicine Center
The following illustrations show the lockups for CWRU schools, departments, programs and other entities.

The “Case Western Reserve University” logo should not be recreated by retyping. Use the official vector logo artwork. School and department lockups are not for website usage.

Do not create alternate lockups or alter the relationships of the existing lockups. This includes changing the placement and typeface. All logo lockups must be requested through the University Marketing and Communications.

<table>
<thead>
<tr>
<th>School Name</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>CASE WESTERN RESERVE UNIVERSITY</td>
<td>CASE WESTERN RESERVE UNIVERSITY</td>
</tr>
<tr>
<td>College of Arts and Sciences</td>
<td>College of Arts and Sciences</td>
</tr>
<tr>
<td>School of Law</td>
<td>School of Law</td>
</tr>
<tr>
<td>School of Engineering</td>
<td>School of Engineering</td>
</tr>
<tr>
<td>Coleman Burke Center for Environmental Law</td>
<td>Coleman Burke Center for Environmental Law</td>
</tr>
</tbody>
</table>

The minimum reproduction size of the CWRU Schools logo is 2.25 inches wide in print and 255 x 73 px on for digital use.

The minimum reproduction size of the CWRU Schools + Program logo is 2.75 inches wide in print and 255 x 73 px on for digital use.
The following illustrations show the stacked lockups for CWRU schools. The “Case Western Reserve University” logo should not be recreated by retyping. Use the official vector logo artwork. School and department lockups are not for website usage.

The school name will appear below the university’s logo, in the same type size as the CWRU wordmark. The school/office name should be written in title case and set in Arizona Flare Bold.

Do not create alternate lockups or alter the relationships of the existing lockups. This includes changing the placement and typeface. All logo lockups must be requested through the University Marketing and Communications.

The minimum reproduction size of the CWRU Schools logo is 1 inch wide in print and 100 px wide for digital use.
The following illustrations show the lockups for CWRU schools, offices, departments, programs and other entities.

The “Case Western Reserve University” logo should not be recreated by retyping. Use the official vector logo artwork. School, office and department lockups are not for website usage.

The school/office name will appear below the university’s logo, in the same type size as the CWRU wordmark. The school/office name should be written in title case and set in Arizona Flare Bold.

Do not create alternate lockups or alter the relationships of the existing lockups. This includes changing the placement and typeface. All logo lockups must be requested through the University Marketing and Communications.

The minimum reproduction size of the CWRU Schools Division or Major Unit logo is 2.25 inches wide in print and 255 x 41 px for digital use.
EXAMPLES OF SCHOOLS LOCKUPS ON WHITE

When using the white version of the logo with Schools, Divisions and Departments lockups, the sunburst must always be white.

The logo has been set with customized letterforms and letterspacing and should not be recreated by retyping. Use the official vector artwork.

CASE WESTERN RESERVE UNIVERSITY
College of Arts and Sciences

CASE WESTERN RESERVE UNIVERSITY
School of Medicine

EXAMPLES OF DEPARTMENTS LOCKUPS ON WHITE

When using the white version of the logo with Schools, Divisions and Departments lockups, the sunburst must always be white.

The logo has been set with customized letterforms and letterspacing and should not be recreated by retyping. Use the official vector artwork.

CASE WESTERN RESERVE UNIVERSITY
College of Arts and Sciences
History

CASE WESTERN RESERVE UNIVERSITY
School of Medicine
Anatomy
When using the white version of the logo with Schools, Divisions and Departments lockups, the sunburst must always be white. The logo has been set with customized letterforms and letterspacing and should not be recreated by retyping. Use the official vector artwork.

When using the white version of the logo with Schools, Divisions and Departments lockups, the sunburst must always be white. The logo has been set with customized letterforms and letterspacing and should not be recreated by retyping. Use the official vector artwork.
The CWRU Sunburst can be introduced in applications that require further expression of the brand. Only use the provided artwork. Usage examples include: social media icons, limited usage in documents when primary logo already present.
QUESTIONS?

For questions regarding brand usage or approvals, please contact University Marketing and Communications:

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Adelbert Hall, Suite 14
2040 Adelbert Road
Cleveland, OH 44106

10900 Euclid Ave.
Cleveland, OH 44106-7017

Phone: 216.368.4440
Email: marcominfo@case.edu