



**CASE WESTERN RESERVE**  
UNIVERSITY

# Case Western Reserve University Identity Guidelines



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# Logos

UNIVERSITY TWO-LINE HORIZONTAL PRIMARY LOGO

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.

UNIVERSITY FOUR-LINE LOGO

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'.



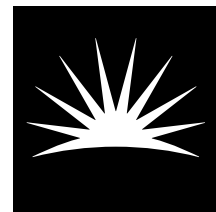
The minimum reproduction size of the four-line logo is 1 inch wide in print and 90 x 44 px for digital use.

1"

UNIVERSITY STACKED FOUR-LINE LOGO

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.



**CASE  
WESTERN  
RESERVE  
UNIVERSITY**

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.

0.75"

UNIVERSITY CENTERED FOUR-LINE STACKED LOGO

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'.



0.75"

The minimum reproduction size of the stacked logo is 0.75 inches wide in print and 75 x 90 px for digital use.



## ACRONYM

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

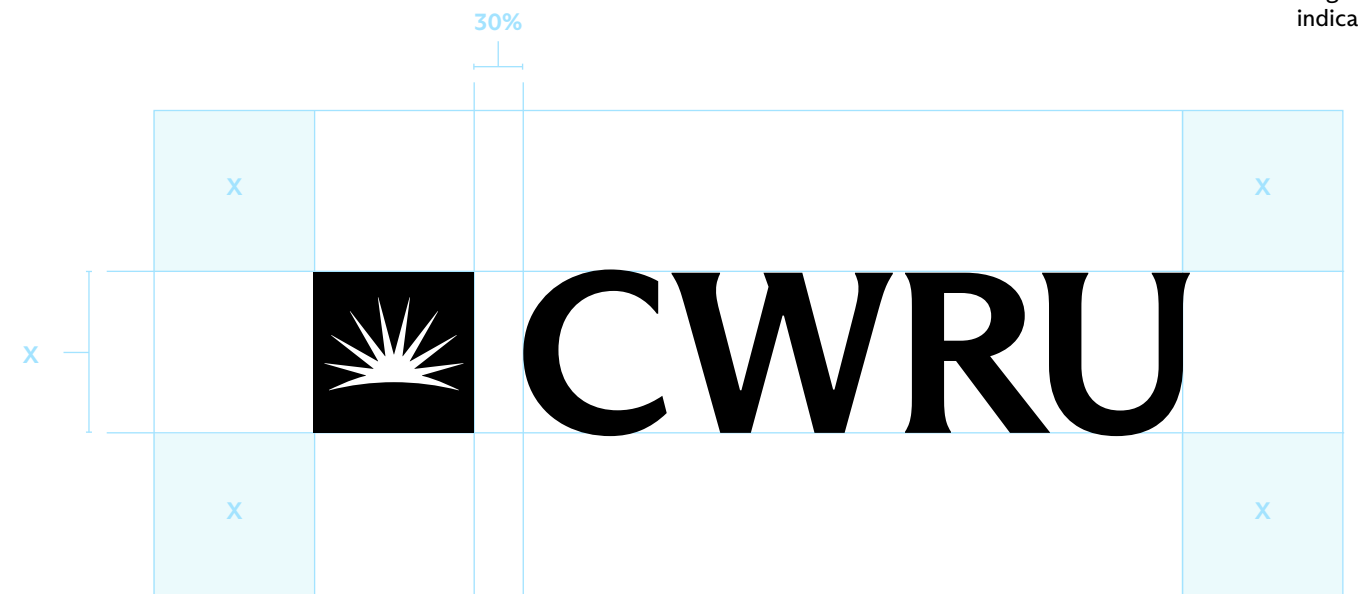
multipage document, then the acronym may appear within the document; if on a web page, it may appear in the footer so long as a primary logo appears at or near the top).

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.



1"

The minimum reproduction size of the acronym is 1 inch wide in print and 100 x 18 px for digital use.

## WHITE TWO-LINE HORIZONTAL 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.



## WHITE FOUR-LINE LOGO

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 FOUR-LINE STACKED 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.



## WHITE CENTERED FOUR-LINE STACKED LOGO

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

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

DO NOT Use These Color Combinations

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

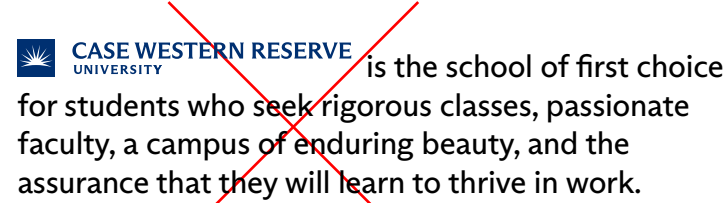
Do not alter or crop



Do not distort



Do not use the logo within body text



Do not redraw



Do not add a drop shadow



Maintain legibility



Do not rearrange or reposition



Do not create unapproved lockups



Do not rotate



Do not fill with image




# Color Palette

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.


Tertiary colors 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**  
 PMS 2146 C  
 PMS 2146 U  
 CMYK 100 / 81 / 0 / 37  
 HEX 003071  
 RGB 0, 48, 113


Secondary Colors



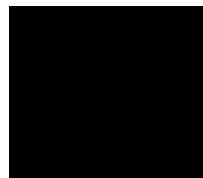
**CWRU Dark Blue**  
 PMS 2768 C  
 PMS 2758 U  
 CMYK 100 / 91 / 37 / 58  
 HEX 09143A  
 RGB 9, 20, 58




**CWRU True Blue**  
 PMS 2382 C  
 PMS 2192 U  
 CMYK 85 / 40 / 5 / 0  
 HEX 007AB8  
 RGB 0, 122, 184



**CWRU Light Blue**  
 PMS 291 C  
 PMS 290 U  
 CMYK 35 / 0 / 5 / 0  
 HEX A6D2E6  
 RGB 166, 210, 230



**Black**  
 CMYK 0, 0, 0, 100  
 HEX 000000  
 RGB 0, 0, 0




**Dark Gray**  
 PMS Cool Gray 7 C  
 PMS Cool Gray 8 U  
 CMYK 0 / 0 / 0 / 50  
 HEX 999999  
 RGB 153, 153, 153




**Light Gray**  
 PMS Cool Gray 2 C  
 PMS Cool Gray 2 U  
 CMYK 0 / 0 / 0 / 18  
 HEX D3D3D3  
 RGB 211, 211, 211


Tertiary Colors




**Vivid Green**  
 PMS 360 C  
 PMS 2287 U  
 CMYK 67 / 13 / 100 / 0  
 HEX 61A530  
 RGB 97, 165, 48




**Blue Green**  
 PMS 2461 C  
 PMS 7717 U  
 CMYK 85 / 30 / 60 / 10  
 HEX 377E72  
 RGB 55, 126, 114



**Fall Yellow**  
 PMS 3588 C  
 PMS 1235 U  
 CMYK 0 / 52 / 89 / 0  
 HEX ff9239  
 RGB 255, 146, 57



**Terracotta Orange**  
 PMS 7625C  
 PMS 3556 U  
 CMYK 11 / 90 / 100 / 2  
 HEX D63D1F  
 RGB 214, 61, 31



**Violet Purple**  
 PMS 2587 C  
 PMS 527 U  
 CMYK 70 / 100 / 0 / 0  
 HEX 692C95  
 RGB 105, 44, 149

Tones of tertiary colors can be used where appropriate.

Tertiary Colors and Tones





## COLOR PROPORTIONS

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.

The primary and secondary color palette should always be dominant.

Black Text on White	White Text on Black
CWRU Dark Blue Text on White	White Text on CWRU Dark Blue
CWRU Blue Text on White	White Text on CWRU Blue
CWRU True Blue Text on White	White Text on CWRU True Blue

Black Text on Light Gray	Light Gray Text on Black
CWRU Dark Blue Text on Light Gray	Light Gray Text on CWRU Dark Blue
CWRU Blue Text on Light Gray	Light Gray Text on CWRU Blue
CWRU Dark Blue Text on CWRU Light Blue	CWRU Light Blue Text on CWRU Dark Blue
CWRU Blue Text on CWRU Light Blue	CWRU Light Blue Text on CWRU Blue

## COLOR USAGE

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

---

<b>Blue Green Text on White</b>	<b>White Text on Blue Green</b>
<b>Terracotta Orange Text on White</b>	<b>White Text on Terracotta Orange</b>
<b>Violet Purple Text on White</b>	<b>White Text on Violet Purple</b>
<b>Vivid Green Text on White*</b>	<b>White Text on Vivid Green*</b>

\* Only allowed for text sizes 18pt and larger.

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<b>Black Text on CWRU Light Blue</b>	<b>Black Text on CWRU Dark Gray</b>
<b>Black Text on CWRU Light Gray</b>	<b>Black Text on Vivid Green</b>
<b>Black Text on Fall Yellow</b>	<b>Black Text on Terracotta Orange*</b>

## COLOR USAGE

The following color combinations do not meet accessibility standards and must not be used.

✗	Light Gray Text on White	White Text on Light Gray
✗	Dark Gray Text on White	White Text on Dark Gray
✗	CWRU Light Blue Text on White	White Text on CWRU Light Blue
✗	Vivid Green Text on White*	White Text on Vivid Green*
✗	Fall Yellow Text on White	White Text on Fall Yellow
✗	Terracotta Orange Text on Black	Black Text on Terracotta Orange*
✗	CWRU Blue Text on Black	Black Text on CWRU Blue
✗	CWRU Dark Blue Text on Black	Black Text on CWRU Dark Blue
✗	CWRU True Blue Text on Black	Black Text on CWRU True Blue

\* Only allowed for text sizes 18pt and larger.

## MAINTAINING INTEGRITY

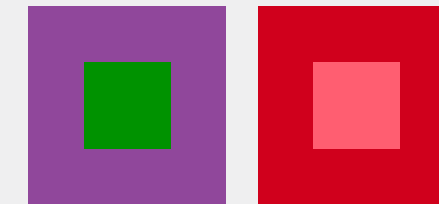
Use the color palette in the approved ratios.



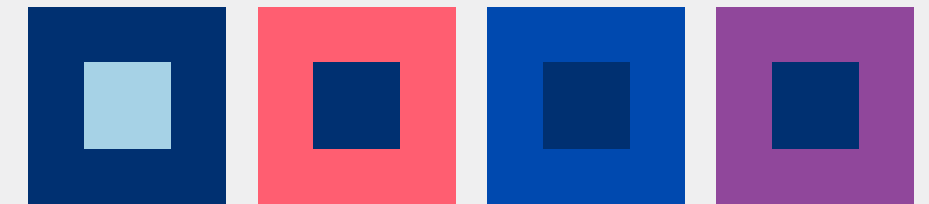
Do not use secondary or tertiary colors without the presence of CWRU Blue.



Do not use unapproved colors or alter the color palette.



Do not overpower the CWRU Blue with any other color.



# Typography

## ARIZONA TEXT

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.

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**Arizona  
Text**

## ARIZONA SANS

Arizona Sans can be used for body copy in print materials, and is the primary font for digital communications.

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**Arizona  
Sans**

Arizona Text includes four weights.

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 Regular

A B C D E F G H I J  
K L M N O P Q R S  
T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z  
@ # ? & \$ ; : ”  
0 1 2 3 4 5 6 7 8 9

Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 @ # ? & \$ % <sup>3</sup>/<sub>4</sub> ; : ”

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 @ # ? & \$ % <sup>3</sup>/<sub>4</sub> ; : ”

Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 @ # ? & \$ % <sup>3</sup>/<sub>4</sub> ; : ”

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 @ # ? & \$ % <sup>3</sup>/<sub>4</sub> ; : ”

Arizona Text Regular Italic

*A B C D E F G H I J*  
*K L M N O P Q R S*  
*T U V W X Y Z*  
*a b c d e f g h i j k l m*  
*n o p q r s t u v w x y z*  
*@ # ? & \$ ; : ”*  
*0 1 2 3 4 5 6 7 8 9*

Light

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*  
*a b c d e f g h i j k l m n o p q r s t u v w x y z*  
*0 1 2 3 4 5 6 7 8 9 @ # ? & \$ % ¾ ; : ”*

Regular

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*  
*a b c d e f g h i j k l m n o p q r s t u v w x y z*  
*0 1 2 3 4 5 6 7 8 9 @ # ? & \$ % ¾ ; : ”*

Medium

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*  
*a b c d e f g h i j k l m n o p q r s t u v w x y z*  
*0 1 2 3 4 5 6 7 8 9 @ # ? & \$ % ¾ ; : ”*

Bold

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*  
*a b c d e f g h i j k l m n o p q r s t u v w x y z*  
*0 1 2 3 4 5 6 7 8 9 @ # ? & \$ % ¾ ; : ”*



Arizona Sans includes four weights.

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 Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
KLMNOPQRS  
TUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
@#?&\$;:”  
0123456789

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789@#?&\$%<sup>3</sup>/<sub>4</sub>;:”

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789@#?&\$%<sup>3</sup>/<sub>4</sub>;:”

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789@#?&\$%<sup>3</sup>/<sub>4</sub>;:”

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789@#?&\$%<sup>3</sup>/<sub>4</sub>;:”

Arizona Sans Italic Regular

*A B C D E F G H I J*  
*K L M N O P Q R S*  
*T U V W X Y Z*  
*a b c d e f g h i j k l m n*  
*o p q r s t u v w x y z*  
*@ # ? & \$ ; : ”*  
*0 1 2 3 4 5 6 7 8 9*

Light

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*  
*a b c d e f g h i j k l m n o p q r s t u v w x y z*  
*0 1 2 3 4 5 6 7 8 9 @ # ? & \$ % 3/4 ; : ”*

Regular

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*  
*a b c d e f g h i j k l m n o p q r s t u v w x y z*  
*0 1 2 3 4 5 6 7 8 9 @ # ? & \$ % 3/4 ; : ”*

Medium

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*  
*a b c d e f g h i j k l m n o p q r s t u v w x y z*  
*0 1 2 3 4 5 6 7 8 9 @ # ? & \$ % 3/4 ; : ”*

Bold

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*  
*a b c d e f g h i j k l m n o p q r s t u v w x y z*  
*0 1 2 3 4 5 6 7 8 9 @ # ? & \$ % 3/4 ; : ”*

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.

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# Arizona Flare Bold

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Arizona Flare Bold

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A B C D E F G H I J  
K L M N O P Q R S  
T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z  
@ # ? & \$ ; : ”  
0 1 2 3 4 5 6 7 8 9

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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.

Open Sans Medium

A B C D E F G H I J  
K L M N O P Q R S  
T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z  
@ # ? & \$ ; : "  
0 1 2 3 4 5 6 7 8 9

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890@#?&\$%¾;:"

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789@#?&\$%¾;:"

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789@#?&\$%¾;:"

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789@#?&\$%¾;:"

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789@#?&\$%¾;:"

# Schools, Divisions & Departments

SCHOOLS TWO-LINE HORIZONTAL LOCKUPS

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.



2.25"

The minimum reproduction size of the CWRU Schools logo is 2.25 inches wide in print and 255 x 41 px for digital use.

SCHOOLS TWO-LINE HORIZONTAL LOCKUPS

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.




DEPARTMENTS LOCKUPS

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.

	<b>CASE WESTERN RESERVE UNIVERSITY</b>	100%
	<b>School Name Example</b>	44%
	<b>Center and Department Name Example</b>	100%
		44%
		100%
		100%
		80%
		33%
		80%



**CASE WESTERN RESERVE UNIVERSITY**  
School Name Example

Center and Department Name Example

2.5"

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

DEPARTMENTS LOCKUPS

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**  
Case School of Engineering  
Computer and Data Sciences



**CASE WESTERN RESERVE UNIVERSITY**  
Frances Payne Bolton School of Nursing  
Center for Research and Scholarship



**CASE WESTERN RESERVE UNIVERSITY**  
Jack, Joseph and Morton Mandel School of Applied Social Sciences  
Center for Innovative Practices



**CASE WESTERN RESERVE UNIVERSITY**  
Weatherhead School of Management  
Organizational Behavior




**CASE WESTERN RESERVE UNIVERSITY**  
School of Law  
Law-Medicine Center

SCHOOLS FOUR-LINE HORIZONTAL LOCKUPS

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.

	<b>CASE</b>	<b>School</b>	100%
	<b>WESTERN</b>	<b>Name</b>	40%
	<b>RESERVE</b>	<b>Example</b>	100%
	<b>UNIVERSITY</b>		40%



2.25"

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.

SCHOOLS FOUR-LINE HORIZONTAL LOCKUPS

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.

	<b>CASE WESTERN RESERVE UNIVERSITY</b>	<b>Case School of Engineering</b>		<b>CASE WESTERN RESERVE UNIVERSITY</b>	<b>Frances Payne Bolton School of Nursing</b>
	<b>CASE WESTERN RESERVE UNIVERSITY</b>	<b>Weatherhead School of Management</b>		<b>CASE WESTERN RESERVE UNIVERSITY</b>	<b>Jack, Joseph and Morton Mandel School of Applied Social Sciences</b>
	<b>CASE WESTERN RESERVE UNIVERSITY</b>	<b>School of Medicine</b>		<b>CASE WESTERN RESERVE UNIVERSITY</b>	<b>School of Law</b>
	<b>CASE WESTERN RESERVE UNIVERSITY</b>	<b>School of Dental Medicine</b>		<b>CASE WESTERN RESERVE UNIVERSITY</b>	<b>School of Graduate Studies</b>
	<b>CASE WESTERN RESERVE UNIVERSITY</b>	<b>College of Arts and Sciences</b>			



SCHOOLS FOUR-LINE STACKED LOCKUPS

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.

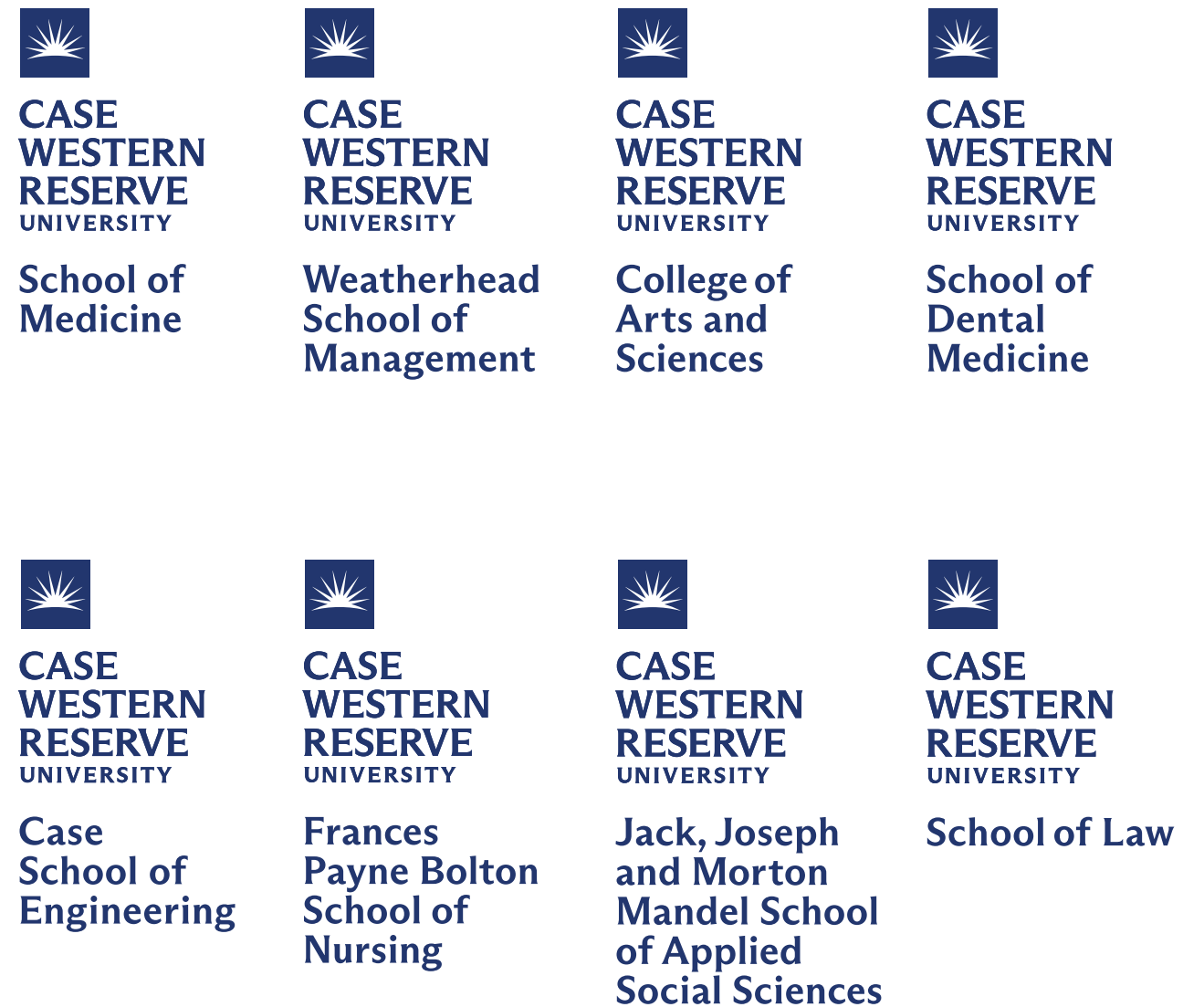
The school name will appear below the university’s logo, in the same type size as the CWRU wordmark. The school/office name should be written in title case and set in Arizona Flare Bold.



The minimum reproduction size of the CWRU Schools logo is 1 inch wide in print and 100 px wide for digital use.

SCHOOLS FOUR-LINE STACKED LOCKUPS

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.



SCHOOL OR DIVISION/MAJOR UNIT LOCKUPS

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.



2.25"

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.

SCHOOL OR DIVISION/MAJOR UNIT LOCKUPS

**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.**



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.



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.



WHITE FOUR-LINE SCHOOLS LOCKUPS

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.



WHITE STACKED FOUR-LINE SCHOOLS LOCKUPS

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.



# Graphic Devices

## SUNBURST

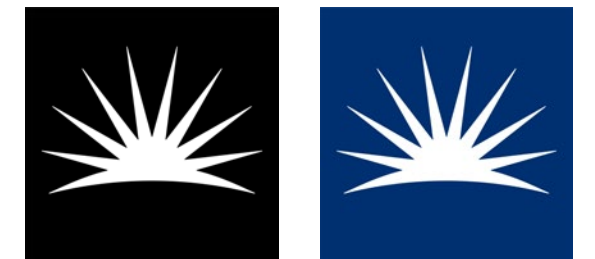
The CWRU Sunburst can be introduced in applications that require further expression of the brand. Only use the provided artwork. Usage examples include: social media

icons, limited usage in documents when primary logo already present.

CWRU Sunburst with frame on CWRU Blue



CWRU Sunburst without frame on CWRU Blue



## QUESTIONS?

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

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2040 Adelbert Road  
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10900 Euclid Ave.  
Cleveland, OH 44106-7017

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