

Northwestern

PRITZKER SCHOOL OF LAW

Logo Guidelines

February 2022

MAIN LAW SCHOOL

Primary logo should be used in most situations, however, the secondary logo is acceptable, and may be preferable, depending upon the particular application.

PRIMARY

Northwestern
PRITZKER SCHOOL OF LAW

SECONDARY

Northwestern | PRITZKER
SCHOOL OF LAW

DEGREE PROGRAMS, CENTERS, AND JOURNALS

A standard logo created by the Marketing team is available for use for each of these entities.

Northwestern
PRITZKER SCHOOL OF LAW
Professional and Continuing
Legal Education

BLUHM LEGAL CLINIC

A Clinic center may use the official Bluhm Legal logo, in conjunction with the name of the center in plain text separated by a distance.

Northwestern
PRITZKER SCHOOL OF LAW
Bluhm Legal Clinic

EXAMPLE



A center may use the Marketing-created logo* which includes both the Bluhm Legal Clinic designation and the name of the specific center. These are available for all centers.

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PRITZKER SCHOOL OF LAW
BLUHM LEGAL CLINIC
Appellate Advocacy Center

*In the rare instance that a center has a custom logo, this may be used as long as it appears in conjunction with the official Bluhm Legal Clinic logo. All custom logos must be approved by Marketing.

STUDENT ORGANIZATIONS

Student organizations must use the official student organization logo (to the right) on websites, printed materials, and promotional items. They may also include their organization's specific logo (if one exists) or the name of the organization in plain text.

The Marketing department can create a combined logo, as in the case of the Latinx Law Students Association.

OFFICIAL STUDENT ORGANIZATION LOGO

Northwestern
PRITZKER SCHOOL OF LAW
Student Organization

Northwestern
PRITZKER SCHOOL OF LAW
STUDENT ORGANIZATION
Latinx Law Students
Association

NLAW LOGOS

The NLaw logos should be limited to use where the standard logos will not fit on promotional items (e.g., a pin). Contact the Marketing department for permission.



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