The Midwestern University Style Guide has been designed to help you prepare copy that your office or department may produce in a manner consistent with the Office of Communications at both the Downers Grove Campus and the Glendale Campus. The guide, by no means comprehensive, is intended to help you address some of the most common style questions you may have and is composed of a grammatical topics section and graphical topics section.

October 2016
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MIDWESTERN UNIVERSITY FACILITIES

Midwestern University and Its Divisions

Midwestern University (MWU)

Colleges
Arizona College of Osteopathic Medicine (AZCOM)
Chicago College of Osteopathic Medicine (CCOM)
Chicago College of Pharmacy (CCP)
College of Dental Medicine–Arizona (CDMA)
College of Pharmacy–Glendale (CPG)
College of Health Sciences–Downers Grove Campus (CHS-Downers Grove)
College of Health Sciences–Glendale Campus (CHS-Glendale)
Arizona College of Optometry (AZCOPT)
College of Dental Medicine–Illinois (CDMI)
College of Veterinary Medicine (CVM)
Chicago College of Optometry (CCO)

Campuses
Downers Grove Campus (IL Campus)
Glendale Campus (AZ Campus)

Programs
Arizona School of Podiatric Medicine (Arizona)
Biomedical Sciences Program (Arizona, Illinois)
Cardiovascular Science Program (Arizona)
Clinical Psychology Program (Arizona, Illinois)
Nurse Anesthesia Program (Arizona)
Occupational Therapy Program (Arizona, Illinois)
Physical Therapy Program (Arizona, Illinois)
Physician Assistant Program (Arizona, Illinois)
Speech-Language Pathology Program (Illinois)

Glendale Clinics
Dental Institute (DI)
Eye Institute (EI)
Multispecialty Clinic (MSC)
  Family Medicine
  Foot & Ankle Services
  Osteopathic Manipulative Medicine
  Pharmacy Services
  Clinical Psychology
  Speech-Language Pathology
Animal Health Institute (AHI)
  Companion Animal Clinic (CAC)
  Equine and Bovine Center (EBC)
  Diagnostic Pathology Center (DPC)

Downers Grove Clinics
Multispecialty Clinic (MSC)
  Family Medicine Clinic (FMC)
  Speech-Language Institute (SLI)
  Physical Therapy Institute (PTI)
  Dental Institute (DI)
  Eye Institute (EI)

The use of the acronym MWU in place of Midwestern University is discouraged. Instead, use Midwestern University in titles and in running copy.

Example: Dr. Richard Foosballer is the Chair of the MWU Alumni Senate. (no)
Dr. Richard Foosballer is the Chair of the Midwestern University Alumni Senate. (yes)

For instances where Midwestern University is cited twice within the same sentence in running copy, it is acceptable to use Midwestern or the University as the second reference. Similarly, if Midwestern University is referenced previously in a paragraph, additional references within the same paragraph may use Midwestern or the University as acceptable shorthand.

Example: The Midwestern University chapter of the Student Osteopathic Medical Association held their meeting at the University’s Auditorium. (yes)
Dr. Ritchie came to Midwestern University in 2011 and serves as advisor for Midwestern’s softball league. (yes)
Midwestern University is the home of Arizona’s largest medical school, and Midwestern University offers 14 degree programs. (no)

Capitalize University and the College when used alone in running copy.

Example: The College is one of three that comprises the Downers Grove Campus of the University.

Capitalize campus when referring to one location, such as the Downers Grove Campus, but not for multiple locations, as in the Downers Grove and Glendale campuses. Do not capitalize campus when used alone in running copy.

In most cases, do not use Midwestern in place of Midwestern University unless it is said as part of a direct quote.

Example: Midwestern is one of five DuPage County higher education institutions. (no)
Midwestern University is one of five DuPage County higher education institutions. (yes)

If the use of the MWU acronym is necessary, use within articles as a second reference only. This applies to each separate article in any internal or external publication. For external publications, include the letters in parentheses after the first reference. (Note: MWU does not have to be set in parentheses after the first reference for most in-house publications.) Set initials in full caps and without periods.

Example: Midwestern University (MWU) is a health sciences institution. Like the University of Illinois, MWU also has a pharmacy college.
Use Midwestern University Clinics to refer to all clinics. Use each individual name for each clinic, or the specialty name plus Multispecialty Clinic.

Example: Midwestern University Eye Institute
         Midwestern University Multispecialty Clinic—Family Medicine

For external publications, on first reference, place Midwestern University in possessive form before colleges or organizations.

Example: Midwestern University’s Chicago College of Pharmacy.

Spell out Midwestern University to begin sentences. Do not begin with MWU.

Departments and Offices

Department and office should be capitalized and should precede the specific name, as in Department of Internal Medicine or Office of Communications, rather than Internal Medicine Department or Communications Office.

Capitalize the specific name of the department when used in the formal title or when used alone in running copy, such as Family Medicine.

Do not capitalize department when used alone in running copy.

Example: The department is headed by Dr. North.

Buildings

Downers Grove Campus
Alumni Hall
Recreation and Wellness Hall
Cardinal Hall
Centennial Hall
The Commons
Haspel/Hambrick Hall
Littlejohn Hall
The Pines Apartments
Redwood Hall
Science Hall

Illinois Clinical Campus
Midwestern University Multispecialty Clinic

Glendale Campus
Academic Support Facility
Agave Hall
Auditorium
Barrel Student Center I, II, III, IV
Cactus Clubhouse
Cholla Hall
Chanen Interfaith Chapel
Cactus Wren Hall
Foothills Science Center
Ocotillo Hall
Recreation & Wellness Hall
Sahuaro Hall
Stagecoach Dining Hall
Student Apartment Complex
Welcome Centers
Yucca Central Plant

Arizona Clinical Campus
Animal Health Institute
Companion Animal Clinic
Equine and Bovine Center
Diagnostic Pathology Center
Dental Institute
Eye Institute
Multispecialty Clinic

MIDWESTERN UNIVERSITY PEOPLE

SPECIAL NOTE:

Please refer to the Midwestern University Distribution List when referencing names, titles, and departments on the Downers Grove Campus and the Glendale Campus. The list is found as an Excel worksheet on the “S” drive in the folder entitled “Distribution List–Eva”:

1. Administrative Team and Deans
2. Department Chairs/Division Directors/Program Directors and Program Coordinators
3. Department Administrators, and Associate and Assistant Deans
4. Residency Program Directors and Section Directors—Olympia Fields.

Groups

Capitalize internal University groups when formally named, as in Physical Therapy Program, Clinical Promotions Committee, Geriatric Education Center, the Alumni Association; otherwise, do not capitalize, as in the program, the committee, the center, the association. An exception is the (MWU) Board, which is capitalized as a stand-alone entry.

Example: Members of the Board include John Boe and Jack Moe.
Titles

Capitalize the title preceding a person’s name, but not after, except for faculty and staff of the University, in which case titles are capitalized even when not attached to the person’s name.

Examples: President and CEO John Smith, Ph.D., of Midwestern University
Dr. Smith, who is President and CEO of Midwestern University
Francis Green, a Mail Clerk at the Downers Grove Campus of Midwestern University
Joe Fisher, mayor of Truth or Consequences, New Mexico

Capitalize named professorships and fellowships wherever they appear, especially if accompanied by a personal name.

Example: The Thomas Mainz Memorial Fellowship

For articles, on first reference, state the person’s academic information and position within the University. On second reference, state the abbreviated title and last name only.

Example: John Smith, Ph.D., President & CEO; Dr. Smith.

For photo captions, state the person’s courtesy title, first name, and surname if she or he was included in the accompanying article. If not, state the academic degree and position, space permitting.

Do not combine courtesy titles with academic degrees.

Example: Dr. William Gleason, Ph.D. (no)
William Gleason, Ph.D. (yes)

Space once between initials in a person’s first name.

Example: M. A. Seabolt.

Use a comma to separate a name from the degree or certification that follows it but not between a name and such designations as Jr. or III.

Example: Jack Diamond, III D.O. (no)
Jack Diamond III, D.O. (yes)

When designating University students, end each class acronym with an S for student and the year of study as a Roman numeral, as in MS-I (first-year medical student). Do not place periods between the letters. The program designations are as follows:

Acronym | Student Designation
---------|----------------------
MS | Medical Student
PS | Pharmacy Student
PAS | Physician Assistant Student
PTS | Physical Therapy Student
OTS | Occupational Therapy Student
MBS | Master of Biomedical Sciences Student
MABS | Master of Arts in Biomedical Sciences Student
CVS | Cardiovascular Science Student
CPS | Clinical Psychology Student
PMS | Podiatric Medicine Student
NAS | Nurse Anesthesia Student
DMS | Dental Medical Student
OMS | Optometry Student
VMS | Veterinary Medicine Student
SLPS | Speech-Language Pathology Student

Academic Degrees

For multiple academic degrees, immediately following the individual’s name, list the degree of greatest general importance or the degree most significant to the publication/institution in which the name appears.*

Example: Jennifer North, D.O., Ph.D.

Academic degrees should be abbreviated in most cases, and should always be abbreviated when following a name. There should not be spaces between the letters but periods are required.

Example: Sam Eastman, Ph.D.

Degree references should utilize lowercase letters unless the reference is to the full formal degree title. Abbreviations should be in all capital letters with proper punctuation (see below). Use master of, not master’s of.

Examples: Mr. Pim received a master’s degree in physician assistant studies. (yes)
Mr. Pim received a Master of Arts degree. (no)
Ms. Smith received an M.S. in cardiovascular science. (yes)
Ms. Smith received her Doctor of Osteopathic Medicine (D.O.) degree. (yes)

Do not use master’s of degree but master of degree.

Examples: Suriya received a master’s of arts degree. (no)
Suriya received a master of arts degree. (yes)
Use periods when abbreviating academic degrees; however, periods are not included in certifications fellowships, and registrations. Degrees precede certifications and registrations, with an exception being the “PT” designation, which immediately follows an individual’s name. Note: Regarding order of academic/professional designations, the individual’s personal preference is of first consideration. Diplomate status should be listed as D, followed by the specialty area.

Examples: D.O., PA-C, RPh
PT, Ph.D.
D.V.M., DACVS

Chart of Common Degrees
Doctor of Osteopathic Medicine (D.O.)
Doctor of Pharmacy (Pharm.D.)
Master of Medical Science (M.M.S.) in Physician Assistant Studies
Doctor of Physical Therapy (D.P.T.)
Master of Occupational Therapy (M.O.T.)
Master of Biomedical Sciences (M.B.S.)
Master of Arts in Biomedical Sciences (M.A.)
Doctor of Psychology (Psy.D.)
Doctor of Dental Medicine (D.M.D.)
Master of Science (M.S.) in Cardiovascular Science
Master of Science (M.S.) in Nurse Anesthesia
Doctor of Podiatric Medicine (D.P.M.)
Doctor of Optometry (O.D.)
Doctor of Veterinary Medicine (D.V.M.)
Master of Science (M.S.) in Speech-Language Pathology
Doctor of Nurse Anesthesia Practice (D.N.A.P.)
Doctor of Occupational Therapy (O.T.D.)

**MIDWESTERN UNIVERSITY WORDS**

**Capitalization**

In regular title capitalization, the first and last words and all nouns, pronouns, adjectives, verbs, adverbs, and subordinating conjunctions (if, because, as, that, etc.) are capitalized. Articles (a, an, the), coordinating conjunctions (for, and, nor, but, or, yet, so), and prepositions—regardless of length—are lowercase unless they are the first or last word of the title.

Examples: Progress in In Vitro Fertilization
The Osteopathic Physician and the Healer Within

For hyphenated and open compounds in titles:
1. Capitalize first elements.
2. Capitalize subsequent elements unless they are articles, prepositions, or coordinating conjunctions.
3. Do not capitalize second elements attached to prefixes unless they are proper nouns or proper adjectives.
4. Do not capitalize the second element of a hyphenated spelled-out number.

5. If a compound (other than one with a hyphenated prefix) comes at the end of the title, its final element, whatever part of speech it may be, is always capitalized.

**Examples:** Twentieth-Century Literature
Run-of-the-Mill Responses
Does E-mail Matter?
Spanish-Speaking People
A Run-in with Authorities
Avoiding a Run-In

Do not capitalize the seasons.

Do not capitalize academic quarters, such as spring quarter, in running copy.

Capitalize regions of the United States or local geographic areas.

Examples: The Southwestern United States, Chicago’s West Side, the Valley

Spelled out and lowercase centuries, as in the twenty-first century.

Proper names of computer hardware, software, networks, systems, and languages should be capitalized, e.g.: Microsoft Outlook, Firefox, COGNOS. Use these words as follows: online, Web (referring to the Internet or World Wide Web), website, web page, email, Internet.

**Special Terms**

Avoid sexist language when possible; use chair rather than chairwoman or chairman.

Avoid references to a person’s race or ethnicity unless the information is relevant to the article or publication.

Compound ethnic designations such as African American or American Indian are used without hyphens, even in the adjectival compound noun form, as in African American Heritage Month.

Use “African American” instead of “Black.”

Example: Wesley described himself as being a confident Black man. (no)
Wesley described himself as being a confident African American man. (yes)

Use “disabled” instead of “handicapped.”

Example: The handicapped entrance is located on the east side of the building. (no)
The entrance for the disabled is located on the east side of the building. (yes)
Use “international” students instead of “foreign” students.  
**Example:** The foreign students are hosting a food fair. *(no)*  
The international students are hosting a food fair. *(yes)*

Use “osteopathic physician” instead of “osteopath”; use  
“osteopathic medicine” instead of “osteopathy.”  
**Example:** Osteopaths practice osteopathy, not allopathy. *(no)*  
Osteopathic physicians practice osteopathic medicine, not allopathic medicine. *(yes)*

Avoid he/she constructions.

Avoid the ampersand (&). Spell out and.

“Healthcare” should be spelled as one word, not as two words.

Spell out North, South, East, and West

**Numerals**

In documents, spell out the following: whole numbers from one through nine and any number beginning a sentence.

For two consecutive number descriptions, spell out the first number and the second number, as in **twelve ten-inch televisions**.

Use numerals with academic units, such as **3 credits, 5 quarter-hours**.

Regarding percentages, in scientific and statistical copy use the symbol %. **Example:** Between 20 and 23% yielded positive results.

For percentages in humanistic copy use the word percent: **Example:** The College accounts for nearly 13 percent of all practicing osteopathic physicians and surgeons in the United States.

In all cases, do not spell out the word but instead use numerals.

Simple fractions are spelled out and hyphenated, as in two-thirds majority vote.

Spell out ordinals one through nine; otherwise, use the number.  
**Example:** This is the eighth annual Cuts for Kids.  
This is the 55th annual Cuts for Kids.

For dollar signs, do not use the decimal point unless cents are included in total. **Example:** $20 (not $20.00) or $20.54.

For time designations, use small caps without periods.  
**Example:** 10:00 AM.

Use AM only once as needed, as in 10:00 to 11:00 AM.

Use periods in phone numbers.  
**Example:** 623.537.6000
In running copy, when referencing partial dates, use –st, -nd, -rd, and -th suffixes with date numbers, e.g.: April 21st. When citing a full date, do not use the suffix, e.g.: April 21, 2014.

**More**

Italicize titles of special events, such as **Cuts for Kids**.

For an event, capitalize “annual” only if it is formally a part of the event’s name.

Place a single space between sentences, not a double space.

In running copy, provide partial URLs such as when the name of the site includes, for example, a top-level domain name, like CNN.com or Forbes.com as opposed to writing out http://www.cnn.com or http://www.forbes.com. Otherwise, write out the full URL including http:// or https:// addressing when directly referencing it or include the URL parenthetically in secondary or indirect references.

**Example:** An article at FoxNews.com cited a shortfall in primary care physicians. *(yes)*  
The Journal of the American Veterinary Medical Association (http://www.javma.org) mentioned Midwestern University. *(yes)*

Participants may pre-register for the event at www.midwestern.edu/funrun5k. *(no)*
Participants may pre-register for the event at http://www.midwestern.edu/funrun5k. *(yes)*

Place quotation marks around scientific papers, presentations, or posters; use italic font for journal and book titles.  
**Example:** I recently read the novel “Gone with the Wind.” *(no)*  
I recently read the novel *Gone with the Wind*. *(yes)*

Regarding common preposition use and job functions:

**Examples:** She is MWU’s Vice President for University Relations. *(no)*  
She is MWU’s Vice President of University Relations. *(yes)*  
Mona is an Administrative Assistant at Midwestern University. *(no)*  
Mona is an Administrative Assistant for Midwestern University. *(yes)*

Some common word formations without hyphens:

**Examples:** co-, as in *coworker, cochair*  
non-, as in *nonviolent, nonethical*  
post-, as in *postdoctoral, postgraduate*  
pre-, as in *predoctoral, preconference*  
re-, as in *reexamine, reedit*  
adverb ending in –ly plus a participle or adjective, as in *highly developed child*
Common word formations with hyphens:
noun plus participle (hyphenated before a noun, otherwise open),
as in decision-making procedures, thought-provoking reply
age terms, as in two-year-old lad, eight- to ten-year-olds
noun plus gerund, as in a decision-making body

Remember the difference between the following pairs:

e.g. (“for example”)
Example: Bones from a variety of small animals, e.g., a squirrel, a chipmunk, and a pigeon, were found in the hunter’s case.

i.e. (“that is”)
Example: She had put the question to several of her friends, i.e., Maxine, Josette, and Stella.

**compose** (Something is composed of other things.)
Example: The salad dressing is composed of olive oil, vinegar, and spices.

**comprise** (One thing comprises other things.)
Example: Her speech comprised four major themes.

**more than** (Expression used for figures and amounts.)

**over** (Word used when referring to spatial relationships.)
Example: More than 400 meteorites rained over the roof.

**fewer** (Word used when referring to a number of individual items.)

**less** (Word used when referring to a bulk amount, sum, period of time, or concept.)
Example: Fewer doctors result in less medical care.

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**PUNCTUATION POINTERS**

**Commas**

In a series of three or more terms with a single conjunction, use a comma after each term except the last.
Example: Sam, Oscar, and Christian played Parcheesi after eating supper.

Do not insert comma between an alumnus’ year of graduation and her or his degree designation.
Example: Cynthia Bowers, D.O. ‘03, participated in the scavenger hunt.

Commas and periods go inside quotation marks, semicolons and colons outside. Question marks and exclamation marks go inside or outside, depending on the use.

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**Example:** Which of Shakespeare’s characters said, “All the world’s a stage?” (no)
Which of Shakespeare’s characters said, “All the world’s a stage”? (yes)

Do not use a comma to separate month and year.
Example: I will graduate in June, 2004. (no)
I will graduate in June 2004. (yes)

Avoid the use of etc. in formal writing. When used as part of a list, set off with commas.
Example: Models need foundation, eyeshadow, lipstick, etc. in their makeup kits. (no)
Models need foundation, eyeshadow, lipstick, etc., in their makeup kits. (yes)

**Hyphens**

Only use the virgule when indicating opposites, such as inside/outside.

The hyphen (-), the en dash (–), and the em dash (—) are used in different ways:
- Use a hyphen for items such as telephone numbers and social security numbers.
- Use an en dash to connect dates, time, reference numbers, or in college titles.
- Use one em dash or a pair to denote a sudden break in thought in a sentence. The em dash is used without spaces on either side.

**Horizontal Lists**

If the introductory material in a horizontal list is an independent clause (a complete sentence), a colon should introduce the listed items.
Example: Three people attended the banquet: Bebe Lipton, Ruby Foo, and Alice Smith.

If numbers or letters are used to mark the listed items, enclose them in parentheses. If the final word before the first parenthesis is a verb or a preposition, do not use a colon:
Example: The professor will expound on (a) white blood cells, (b) red blood cells, and (c) stem cells.

For longer horizontal lists, separate list elements with semicolons.
Example: Four invited guests were present at the Faculty/Staff Dinner: Dr. Peter Brant, Head of Applied Medicine, St. Joseph's Medical Center; Dr. Maria Bates, Professor, Biochemistry, A.T. Still University; Sharon Lewis, Administrative Assistant, Department of Admissions, Grand Canyon University; and Bob Wilson, Head Waiter, Renaissance Hotel Kitchen Staff.
**Vertical Lists**

There are several ways to style a vertical list, best introduced by a complete grammatical sentence and followed by a colon. Items do not end in punctuation unless the items themselves consist of complete sentences.

**Example:** The following dishes were served in the class:
- pie à la mode
- omelettes
- fritters

If the items are numbered or bulleted, a period follows the number and each item begins with a capital letter:

**Examples:** To access InDesign from your desktop, start with the following steps:
1. From the systems folder, select the applications icon.
2. Click on the icon and select the graphics software icon.
3. Click on the icon and select the InDesign icon.

Compose three sentences:
1. To illustrate the use of commas with dates
2. To distinguish the use of semicolons from colons
3. To show your understanding of the virgule

A numbered or bulleted vertical list can also be structured as a sentence. If the list completes a sentence begun in an introductory element and consists of phrases or sentences with internal punctuation, semicolons may be used between the items, with a period following the final item. Each item begins with a lowercase letter:

**Example:** Reporting for the Biodiversity Committee, Kline reported that:
- a committee secretary was being sought;
- the salary for this secretary, about $20,000, would be paid out of operating funds;
- the position search was expected to conclude in late March.

**Ellipses**

Use ellipses ( . . . ), to omit a word, a phrase, a line, or a paragraph from a quoted passage.

**Example:** Within a sentence, three dots (with one space in between each dot) indicate an omission within a quoted sentence or fragment of a sentence: *On the one hand, the magician . . . is mysterious.*

For an entire sentence, indicate by the usual three ellipsis dots. If the omission is preceded by a grammatically complete sentence, the three dots are preceded by a period: *On the one hand, the magician . . . is mysterious, yet candid . . . He knows no rules.*

**Business Letter Style**

Use the following format for name/academic degree and courtesy title regarding the business letter inside address and salutation:

**Inside Address**
James Smith, D.O., FACOI (List academic degree/certification after name.)

**Salutation**
Dear Dr. Smith (List courtesy title of “Dr.” here, not in inside address.)

**Addresses**

When citing full addresses, on letters and in running copy:
- Spell out directional terms (North, South, East, and West)
- Spell out Street, Avenue, Boulevard
- Spell out the state (Arizona, Illinois) unless addressing envelopes; use 2-letter abbreviations for envelopes (IL, AZ)
GRAPhICS GUIDe

All printed materials intended for external audiences must be requested/approved through the Office of Communications. This section is for general reference only.

Midwestern University approved the redesign of the MWU seal as well as the seals of each of the colleges in 2003. The original seals had been designed by various individuals over the past 10 years, and lacked a cohesive graphic style. To make them more consistent, areas of light and dark were added, giving the seals perspective through the use of foreground and background elements. The same font size and style have been used consistently, as well as the use of the inner and outer circles around the seals.

The MWU seal must be placed on all internally or externally distributed communications materials. All University seals are available as .jpeg images on the Shared drive in the “University Seals” folder.

Logo

The Midwestern University wordmark, seal and college designation is the official visual identifier and must be present on all print media, electronic media and signage.

The logo is composed of the Midwestern University seal placed atop the capital “I” in the wordmark. The Midwestern University workmark font is Trajan Pro, all caps. The seal is to be equal in diameter, and centered, to the width of the capital “MID” in the wordmark.

The wordmark must always be used with the seal, however the seal may be used without the wordmark so long as it maintains a diameter no smaller than 1/2 inch. It is permissible to use the logo at varying sizes, but care should be taken to ensure the logo’s proportions are maintained. The seal should not be stretched or reproduced in colors outside of the color options shown in this guide.

The wordmark was created along with the new University seals in 2003. It can be used on internally distributed and externally distributed publications in addition to the MWU seal, which must appear on each piece. A .jpeg image of the wordmark is available on the shared drive in the “University Seals” folder.

Acceptable logo reproductions:

Unacceptable logo reproductions:
Typefaces

The approved typeface for the header “Midwestern University,” used on letterhead and promotional materials produced by the Office of Communications, is Trajan Bold, in small caps. An 18 pt. jpeg image of the header is available on the shared drive in the “University Seals” folder.

Trajan Pro

Trajan Pro is our signature font and is the font used in our wordmark. Alternative uses are limited to headings and titles as it is only available in all caps. If you do not have this font available, contact IT.

Arno Pro Regular and Arno Pro Italic

Arno Pro is our main body text and display font as well as the font for Midwestern’s tagline and college designation. Additionally, it can be used as body text in ads, brochures, signage and other print media. Arno Pro is also web-friendly; meaning it should translate correctly on all platforms using various web browsers.

Arno Pro can also be used in the following weights and variances:

- Arno Pro Light Display - ALL CAPS
- Arno Pro Light Display Italic
- Arno Pro Semibold - ALL CAPS
- Arno Pro Semibold Italic

An alternative typeface for body copy used by the Office of Communications is Garamond. If this font is not available on your computer system, you may use another serif font, such as Times New Roman.

Colors

One of our most important recognition factors is our color palette. To incorporate colors outside of this palette dilutes not only our brand, but most importantly our external recognition. Using a multitude of colors can confuse our audience and weaken our marketing objectives.

Our primary color is dark blue, similar to Pantone 655u. It is supported by two secondary colors, a dark warm grey similar to Pantone 418u, and a light warm grey similar to Pantone 414u.

We also employ a secondary color palette consisting of four colors that complement our signature colors. The secondary color palette reflects the immediate setting of the university and evokes its geographic location.

If spot color is used on printed material, it should complement these colors. Seals and typefaces can be printed in the MWU colors or in black.

Primary Color Palette

- PANTONE 655U
  - 100C 68M 0Y 52K
  - R=0  G=47  B=101
- PANTONE 418 U
  - 8C 0M 3IY 75K
  - R=91  G=95  B=75
- PANTONE 414 U
  - 0C 0M 10Y 30K
  - R=189  G=188  B=175

Secondary Color Palette

- PANTONE 506 U
  - 45C 100M 100Y 15K
  - R=136  G=37  B=41
- PANTONE 5493 U
  - 43C 0M 14Y 21K
  - R=115  G=175  B=182
- PANTONE 723 U
  - 0C 43M 9Y 17K
  - R=212  G=137  B=28
- PANTONE 398 U
  - 7C 0M 100Y 28K
  - R=184  G=179  B=8
Imagery

In order to accurately represent the Midwestern University experience, designers should avoid excessively posed and/or stiff portrait approaches. A documentary or essay approach always captures a more natural and approachable character and is more welcoming to the viewer. It is also important that the imagery reinforce and extend the tone and content of the project it is being applied to.

Whenever possible, images should be chosen from Midwestern University’s photo library for use in all forms of media. If an appropriate image is not available from this library, stock imagery may be used pending the approval of marketing management.

The following are sample images from the Midwestern library:

MWU Compass

The Midwestern University compass is the main background graphic and can be found on print media, electronic media and signage. Logos, type and pictures can be placed on top of the background to create a pleasing composition or layout.
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