

# Bienen School Lockup Usage Guidelines

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There are multiple versions of the Bienen School logo (“lockup”) to meet various needs. The vertical lockup, where Northwestern and Bienen School of Music are vertically stacked, works better than the horizontal lockup at smaller sizes. When possible, use the purple/gray version. Use the black or white version when color is not possible.

## VERTICAL LOCKUPS



**Vertical Purple/Gray**



**Vertical All Black**



**Vertical All White**

## HORIZONTAL LOCKUPS



**Horizontal Purple/Gray**



**Horizontal All Black**



**Horizontal All White**

*\*\*Download lockup files via the Bienen [Faculty Intranet](#) (see [login instructions here](#)).*\*\*

## COMMON MISTAKES

### Athletics Branding



**Don't** use these N graphics, which are reserved exclusively for Northwestern Athletics.

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### Northwestern Seal



**Don't** use the University seal, which is reserved for very specific, formal occasions.

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### Northwestern Only



**Don't** use the Northwestern logo on Bienen materials. Use one of the Bienen lockups instead.

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### Purple Only



**Don't** use an all-purple version of the Bienen lockup, except in rare exceptions. The purple/gray version is correct.

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### Visual Effects



**Don't** apply drop shadows or other visual effects to the lockup.

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### Stretching/Condensing



**Don't** stretch, condense, or change the ratio of the lockup.

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## SIMPLIFIED LOCKUP

You may see a version of the Bienen lockup that only uses the word Music, as shown below. This is reserved for specialized cases, such as letterhead and business cards. In most cases, the full lockup with “Bienen School of Music” should be used.

Northwestern | MUSIC

## ACADEMIC N

The academic N can be used in cases where placing the lockup is impossible, such as social media applications. In most cases, it should not be used in place of a lockup. Notice the difference between this N and the Athletic N shown on page 2.

**Academic N:**

**Examples in Social Media:**

**N**



## QUESTIONS

Please contact [katelyn.balling@northwestern.edu](mailto:katelyn.balling@northwestern.edu) if you have any questions about appropriate lockup usage, difficulty accessing the lockup files in the [Faculty Intranet](#), or if you require a customized social media icon or lockups in a different file format.