

Advertisement Branding Guidelines

1. If you are conducting a **Northwestern Medicine** research project, please refer to these resources:
 - Benefits of Consistent Branding
<https://www.feinberg.northwestern.edu/communications/guidelines/benefits-branding.html>
 - Brand Guidelines
<https://northwestern.app.box.com/s/1m4eqn2jhoutlna3hjncjl05srtc9xqn>
2. If you are conducting a **Northwestern University (non-Feinberg)** research project, please refer to these resources:
 - Brand Guidelines
<https://www.northwestern.edu/brand/secure/NorthwesternBrandingGuidelines.pdf>
 - Brand elements
<https://www.northwestern.edu/brand/>
3. If you are conducting an **Ann & Robert H. Lurie Children's Hospital of Chicago** research project, please contact Meg Washburn: mwashburn@sralab.org
4. If you are conducting a **Shirley Ryan AbilityLab** research project, please email publicaffairs@luriechildrens.org
5. If you are conducting a **Robert H. Lurie Comprehensive Cancer Center** of Northwestern University research project, please contact Jennifer Bowker: j_bowker@northwestern.edu