

WASHBURN
UNIVERSITY

**A Guide To The
Washburn University
Identity**



“This book is designed as
a resource for all of
Washburn University. It helps
us understand how to present
ourselves to the world at large.”

A MESSAGE FROM DR. FARLEY, PRESIDENT, WASHBURN UNIVERSITY

It's not enough that we hold Washburn University so dear to our hearts. We all know Washburn to be a very special place. We need to share that love and that spirit with others. We need to do so intentionally in order to attract the best students and promote the University's character and traditions.

A strong brand helps us fulfill that mission. I firmly believe we have established just such a brand and this book will help us all put Washburn University's best foot forward.

We have a number of schools, areas, programs and individuals at Washburn. That makes us a strong institution, but it also can be confusing to those outside of the Washburn family. That makes it all the more important that we project a unified voice to the world – that our identity is expressed to the public in an engaging and recognizable manner.

This brand book provides the guidelines for maintaining that vital consistency in our messaging and approach. From visual elements, tone of voice, down to the specific fonts to use in our communications, this is your 'field manual' for giving Washburn University its unique voice.

I encourage all of the faculty and staff to become familiar with our brand through this book. In it you will find the particulars of how we speak about Washburn and promote ourselves. But more importantly, it will help all of us express the passion for the work we do here on behalf of our students and our community.

Thank you for all that you do.

A handwritten signature in black ink that reads "Jerry Farley". The signature is written in a cursive, flowing style.

Dr. Jerry Farley,
President

Washburn University

Be true to
your school.

– The Beach Boys

It's only fitting we begin the Washburn University brand book with a lyric from the Beach Boys. After all, they may be the very definition of a brand – often imitated, never duplicated. And when you hear them, there's no mistaking them for anyone else.

The same holds true for the Washburn University brand. It has been created to help ensure that this university stands out among its peers and competitors. It has been designed to best tell the Washburn University story in a manner that befits not only the university, but appeals to the potential students, faculty and staff that will continue to propel Washburn University on its path to greatness.

And, again like the Beach Boys, harmony is everything. For the Washburn University brand to be clear and consistent, we, the men and women of Washburn University, must be purposeful in our communication. We must know our parts and sing them loudly, proudly and boldly.

We must be true to our school.



**WHAT DOES
WASHBURN UNIVERSITY
STAND FOR?**

WE EXIST SOLELY TO HELP YOU BECOME YOUR BEST SELF.

This is our essence.

Our reason for being. Whether we teach economics or serve in the Office of the Registrar, what unites us is our desire to help others be their best.

This essence of the Washburn University brand encompasses all that we do. And for our students, our brand is defined by how they *experience* what we do.

By living out the Washburn University brand, we're able to provide an experience that is rich, robust and meaningful in the lives of our students. Not only them, but in ourselves as well, as we seek to live out a cause more noble even than education; transformation.

Consistency is the key to our brand's success. And achieving that consistency calls for simplicity, discipline and focus. Every single one of our interactions with those we wish to attract to Washburn University has the potential to strengthen our brand equity. Or to weaken it. So we call upon a united effort of every department, every program, every office, every single Washburn University faculty and staff member to learn the simple rules set forth in this brand guide. To have the discipline to put those simple rules into action. And to have the focus to be consistent and intentional with your interactions. After all, *you* are the Washburn University brand.

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BRAND ARCHITECTURE



Consider this the Cliff's Notes® for your Washburn University Brand Guidelines. Not everyone will need to refer, for instance, to the proper spacing of the university logo, or the correct way to make videos ready for YouTube®

On the other hand, everyone who works at Washburn University should have a working knowledge of the major tenets of the brand. So here they are, in an easy to read and understand format. With this single sheet you'll be able to ensure that any and all communications, both internal and external, follow brand protocols.

From the noble purpose of the brand essence to the particulars of the brand voice, this sheet will help you become integral to the success of the university, and will serve as a constant reminder that your work here shares a common theme; To help others become the best version of themselves.

BRAND ARCHITECTURE

Brand essence

A distillation of brand position

Brand values

Code of behavior

Brand promise

Commitment to customer

Brand experience

Proof of promise

Brand voice

How the brand speaks

<p>Washburn University exists solely to help you become your best self.</p>	<p>Integrity Fairness Collaboration Respect Accountability</p>	<p>At Washburn, you will be encouraged to find your best self.</p> <p>Not only encouraged, but equipped, enabled, and prepared to take your best self into post-collegiate life, ready to make your unique mark in this world.</p> <p>Because at Washburn University it isn't about us. It's about you.</p>	<p>Credible Respectful Accountable Helpful Encouraging Personal</p>	<p>Personal Authentic Inviting Compassionate Passionate Unpretentious</p>
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THE LOGO

This is our mark. Our first impression. It is what begins to separate us from our competitors, and what identifies us to our community. It's not simply a mix of typeface and color – it is a graphic representation of who we are and what we stand for. So it's understandable that we're more than a little protective of it.

WASHBURNTM
U N I V E R S I T Y

**Primary
Wordmark**

— WASHBURN BLUE
PANTONE 654

— 100% BLACK

THE LOGO: A CLOSER LOOK

PREFERRED USE

Always use the wordmark shown here. Also available are two one-color logos, one in Washburn Blue, or Pantone 654, and one in black. A reversed version for dark background use is also available. No other colors or combinations are allowed.

LOGO SIZING

To ensure legibility in print media, the logo may not be reproduced in sizes of less than 1" in width. The minimum size for electronic media is 72 pixels in width.

CLEARANCE

Clear, uncluttered space surrounding the logo maintains the mark's integrity, impact and legibility. Allow minimum clearance of the height of the capital W on all four sides.

THE LOGO: A CLOSER LOOK

ONE-COLOR OPTIONS



REVERSED VERSION



KEEP CLEAR SPACE

TEXT OR OBJECTS OUTSIDE OF CLEAR ZONE OK



MAINTAIN A SPACE PROPORTIONAL TO THE HEIGHT OF THE CAPITAL W ALL THE WAY AROUND THE LOGO

LOGO LEGIBILITY: SIZE STANDARDS

1" MINIMUM LOGO WIDTH/72 PIXELS



A FEW SIMPLE EXAMPLES

Building brand equity and increasing brand recognition is surprisingly easy.

RULE ONE:

Only use approved, unaltered versions of the WU logomark.

RULE TWO:

If you don't have the correct file or file type contact wurelations@washburn.edu or call 785-670-1154.

In short, feel free to use the logo, but only when you use it correctly. Not sure? For more information call University Relations at 785-670-1154.

A fairly lengthy but by no means exhaustive list of things not to do with the logo:

DON'T

- Re-create the logomark
- Use the logomark within text
- Swap colors
- Use an incomplete or improperly sized logo
- Outline the logo, alter or replace typefaces
- Use old logos or unapproved taglines
- Rotate the logo
- Use any type of effect or skew
- Rearrange the logo elements
- Place the logo on a background that distracts or overpowers the logo
- Use a drop shadow
- Combine the logomark with any other marks, graphic elements or words, except as specified

JUST DON'T DO IT.



WASHBURN[™]
UNIVERSITY

USE UNAUTHORIZED COLORS



WASHBURN[™]
UNIVERSITY

OUTLINE THE LOGO



WASHBURN[™]
UNIVERSITY

SKEW, BEND, WARP, ROTATE OR
ANIMATE THE LOGO



WASHBURN[™]
UNIVERSITY

ADD A DROP SHADOW



WASHBURN[™]
ADVANCED LOGO STUDIES

REPLACE TYPEFACES



USE BACKGROUNDS THAT
DISTRACT OR OVERPOWER THE LOGO

UNIVERSITY STRUCTURE

The Washburn University logo is the main identifier for the university. That said, there is a system for including all of the other groups and divisions within the university.

PRIMARY UNIT LOGOS

Primary units will always be notated in bold, upstyle (all capital letters) grey Gotham typeface, and always below the Washburn University logo (see examples at right).

Groups and divisions within the university may not create their own logos or alter the structure mentioned above.



PRIMARY UNIT CONSTRUCTION

WASHBURN BLUE
PANTONE 654

100% BLACK

60% BLACK

WASHBURN
UNIVERSITY
SCHOOL OF BUSINESS

WORDMARK

UNIT/DIVISION
NAME

UNIT
SIGNATURE

UNIVERSITY SEAL

This official seal is a registered mark of the university and its usage is limited to the discretion of the Office of The President.



UNIVERSITY STRUCTURE

SECONDARY UNIT LOGOS

Secondary units will be notated in Washburn Blue, downstyle (initial caps on words of three or more letters) Garamond type.

Secondary units may not create their own logos or alter the structure mentioned above.

A listing of primary and secondary units is shown on the next page.

WASHBURN
UNIVERSITY

University Relations

— WASHBURN BLUE
PANTONE 654

.13 " OF SPACE BETWEEN
SECONDARY UNIT

WASHBURN
UNIVERSITY

Strategic Analysis and Reporting

— SECONDARY UNIT
LINE NOT TO EXCEED
LENGTH OF WORDMARK

WASHBURN
UNIVERSITY

Washburn Law Clinic

— NEVER MORE THAN 1
POINT SIZE LARGER
THAN UNIVERSITY

PRIMARY AND SECONDARY UNITS

COLLEGE OF ARTS AND SCIENCES

Art
Biology
Chemistry
Communication
 Studies
Computer
 Information
 Sciences
Education
English
History
Kinesiology
Mass Media
Mathematics &
 Statistics

Modern Languages
Music
University Band
Philosophy/
 Religious Studies
Physics/Astron-
 omy
Political Science
Psychology
Sociology/
 Anthropology
Theatre
Crane Observatory

SCHOOL OF APPLIED STUDIES

Allied Health
Human Services
Criminal Justice & Legal Studies
Social Work

SCHOOL OF BUSINESS

SCHOOL OF NURSING

SCHOOL OF LAW

Law Library
Washburn Law Clinic

WASHBURN INSTITUTE OF TECHNOLOGY

OFFICE OF THE PRESIDENT

University Relations
University Counsel
Equal Opportunity
Strategic Analysis and Reporting

VP OF ACADEMIC AFFAIRS

Center for Teaching and
 Learning Excellence
Honors Program
Leadership Institute
Washburn Transformational
 Experience
LinC
International Programs
Academic Outreach
Mulvane Museum of Art
Mabee Library
Student Success Center
Academic Advising
First Year Experience
Tutoring and Writing Center

Memorial Union

VP OF ADMINISTRATION & TREASURER

Washburn University Police
 Department
Information Technology Services
 Facilities Services
Finance
Purchasing
Employee Wellness Program Human
 Resources
Business Services
University Mailing and Printing
Ichabod Shop
Washburn Dining Services

VP OF STUDENT LIFE

Student Wellness and
 Recreation Center
Student Activities and Greek Life
Multicultural Affairs
Student Health
Residential Living
Career Services

ATHLETICS

Football
Men's Basketball*
Women's Basketball*
Softball
Baseball
Golf
Men's Tennis*
Women's Tennis*
Men's Track & Field*
Women's Track & Field*
Soccer
Volleyball
Cross Country

**The gender designation may
be dropped as appropriate*

ENROLLMENT MANAGEMENT

Admissions
Financial Aid
Registrar
Student One Stop

The very essence of
Washburn University



TM

ICHABOD

BEING AN ICHABOD

Enthusiastic. Courteous. Sincere in the search for truth and knowledge. Studios and serious, but a friend to all.

That is the spirit of Ichabod Washburn, and the spirit that lives on here at Washburn University.

And, while the Ichabod is not a formal logo of the University, he is most certainly our Mascot. More than that, he is a constant reminder of what it means to truly be an Ichabod from Washburn University.

As such, he is held in high esteem. And, while he is the embodiment of the Washburn brand, he is not a substitute for any brand marks, logos or wordmarks.

The Ichabod is trademarked by Washburn University and any and all usage must be pre-approved. For more information contact wurelations@washburn.edu or 785-670-1154.

RULES FOR ICHABOD

There is only one acceptable version of the Ichabod Icon, and it is shown below.

All usage of the Ichabod must be approved by wurelations@washburn.edu or 785-670-1154.



He may appear in the same piece of communications (ad, brochure, flyer, business card) where he is not in lockup with the University logo.

The Ichabod is a trademarked icon, and may not be altered in any way. He will always appear in authorized colors:

- Washburn Blue (pantone 654)
- Black (or shades thereof)
- Reversed to a solid color of grey or white

While the Ichabod Icon is representative of a person, he is not to be personalized in any way. For instance, do not replace his top hat with a football helmet, or substitute a laptop for his textbook.



NEVER USE THE ICHABOD SIDE-BY-SIDE (IN LOCKUP) WITH THE UNIVERSITY LOGO OR ANY OTHER MARK OR GRAPHIC TO MAKE A NEW MARK.



NEVER USE THE ICHABOD IN COLORS OTHER THAN OUR BRAND BLUE OR BLACK

CROPPING THE ICHABOD.

DO NOT CROP EXCESSIVELY



It is permissible to crop the Ichabod Icon for graphic use, but never so tightly that his head and arms are out of picture.



TIGHTEST PERMISSIBLE
HORIZONTAL CROP



PERMISSIBLE CROP



TIGHTEST
PERMISSIBLE
VERTICAL CROP

THE SPIRIT W



The Washburn Spirit Mark

This mark is the graphic embodiment of the Washburn University fighting spirit, and is unique to the Athletic Department.

Its chief usage is for equipment, signage and uniforms for sanctioned Washburn University Athletic events.

The mark may also be used as a graphic element for athletic event promotions and editorial coverage of news and events related to Washburn Athletics.

The mark is not a substitute for the Washburn University logo, nor is it to be used side-by-side (in lockup) with the University logo, as seen in this example:



The mark may be used in conjunction with the Washburn University logo, but only as secondary graphic element (either smaller in size than the University logo, or screened back in color so that the University logo is more prominent).

THE SPIRIT W

Washburn University Athletic teams may use the Spirit Mark as a mark for their sports as shown in the examples below.



FOOTBALL



BASKETBALL



All of the logos (and not just the W) as well as the other Washburn name and other university verbiage such as Ichabods are licensed under a program administered through Learfield Licensing Partners.

All merchandise must be purchased through licensed vendors. For further information, refer to Washburn University Policies, Regulations and Procedures Manual – Policy P (Trademark Licensing).

THE SCALES OF JUSTICE



The Washburn University School of Law has not only an illustrious past, but a history almost as long as the University itself.

Befitting an institution with a legacy spanning more than a century, the School of Law has been afforded their own Heritage Mark, the familiar ‘Scales of Justice, W’ seen here.

With the new brand, however, the Heritage Mark will no longer be used in conjunction with the Washburn University logo. Rather, it will be used as a standalone mark, never side-by-side (in lockup) with the Washburn University logo. See examples of appropriate and inappropriate usage of the Washburn University School of Law Heritage Mark.

APPROVED SCHOOL OF LAW LOGO



The scales are available in Washburn Blue and black.



THE SCHOOL OF LAW LOGO

The mark is not a substitute for the Washburn University logo, nor is it to be used side-by-side (in lockup) with the University logo, as seen in this example.



COLOR

COLOR USAGE

The Washburn University color palette is a system that fits in perfectly with the brand's tone of voice, and is current without being trendy.

The foundations of the brand are in cool greys and blues, with secondary colors that help give visual depth and interest. These accent colors, along with their according tints, values and hue gradations, may be used to support the main color palette.

Please know that white space is essential for clear communication that is easy on the eye, and that white space is actually considered a color and a major component of any design.

Colors can speak louder than words. They help emphasize, invoke emotion, even energize and inspire.

	PANTONE	CMYK	RGB	HEX
PRIMARY	654	100/82/32/12	0/58/112	#003A70
	543	38/11/4/0	163/200/227	#A3C8E3
	7454	67/35/13/1	96/142/181	#608EB5
	124	6/35/100/1	236/170/0	#ECAA00
	WARM GREY 4	31/27/31/3	181/173/166	#B5ADA6
SECONDARY	377	57/21/100/5	121/154/5	#799A05
	144	1/53/100/0	242/139/0	#F28B00
	BLACK	0/0/0/100	0/0/0	#000000

GRADIENTS



Tints, values, and same hue gradations, as shown here, may be used as needed to support the main color palette, and provide the perfect accent.

EMBROIDERED



THREAD COLOR

ROBISON-ANTON 2439 NAVY

TYPOGRAPHY

THAT
IS **POWERFUL**

Stately

In the service of ideas
both big and small

GOTHAM

Clean, modern and bold.
Use for headlines.

Adobe Garamond

Classic, timeless and lasting.
Use for headlines, subheads,
and as an option for text.

Univers

Clean, easy-to-read, this
modern font can be used
for text in both regular and
condensed versions.

We have chosen fonts that best represent
our brand, combining form with function
while being both bold and inviting.

GOTHAM

REGULAR	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz • 1234567890
BLACK	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz • 1234567890
ULTRA	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz • 1234567890

Adobe Garamond

REGULAR	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz • 1234567890
ITALIC	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz • 1234567890</i>

Univers

ROMAN	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz • 1234567890
CONDENSED	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz • 1234567890

Additional fonts are available within these families, and are approved for use.
These are the primary ones that work with the majority of your communication needs.

TYPOGRAPHY

We have chosen web fonts that best represent our brand, combining form with function while being both bold and inviting.

MYRIAD PRO

REGULAR	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz • 1234567890
SEMI BOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz • 1234567890
BOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz • 1234567890

Georgia

REGULAR	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz • 1234567890
ITALIC	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz • 1234567890</i>

Additional fonts are available within these families, and are approved for use. These are the primary ones that work with the majority of your communication needs.

BRAND

E

C

I

O

V



Whether printed, tweeted, posted or spoken, the way we use words is what brings the Washburn University to life.

If the essence of the Washburn University brand is to help others become their best selves, then the way we speak is the key to making that essence believable and desirable.

THE WASHBURN UNIVERSITY BRAND VOICE CONSISTS OF THE FOLLOWING CHARACTERISTICS:

PERSONAL Strive to use personal pronouns rather than generalities. Instead of saying, “Students here enjoy our intimate campus,” say, “You’ll enjoy an intimate campus.”

AUTHENTIC Be genuine. It’s enough. Washburn University is not located in the ‘cultural hub of the Midwest,’ it’s located in Topeka, the State Capitol.

INVITING Make the person you’re talking to feel wanted. Instead of saying, “This is a highly competitive environment where only the strong survive,” try, “We’ll give you the tools to be your best, and an environment where you can prove it.”

COMPASSIONATE Be understanding, be forgiving, and be empathetic. People tend to listen best when they feel they’re talking to someone who understands their situation.

PASSIONATE Remember, passion is contagious. It’s not just okay to be enthusiastic about Washburn, it’s fantastic.

UNPRETENTIOUS Don’t speak down to your audience. Be mindful of your audience and subject matter – it’s perfectly fine to be informal.

One final note: The goal is not to capture every facet of the brand voice in every sentence you write. The better way to look at things is to ask, “Does what I just wrote break any one of the aspects of the Washburn voice?”

IDENTITY

A top-down view of a desk workspace. In the top left, a small green plant sits in a terracotta pot. Next to it is a laptop. A pair of dark-rimmed glasses is in the top right. A hand wearing a watch holds a green pen over a white letterhead with the Washburn University logo and contact information. A brown envelope is also visible. In the center, a business card for Sarah Long Name is shown, featuring the Washburn University logo and contact details.

They say you only get one chance to make a first impression. Our business cards help ensure that it's a lasting one. These cards are designed to act as an extension of our employees – helpful, informative, professional.

IDENTITY COLLATERAL

Business Card and Name Tag



SARAH LONG NAME

Assistant Director
University Relations



SARAH LONG NAME

Assistant Director
University Relations

sarah.longname@washburn.edu
OFFICE: 785-670-2222
FAX: 785-670-3333

1700 SW College Ave.
Topeka, KS 66621



Patrick M. Early, APR
Director
University Relations
785-670-1711
patrick.early@washburn.edu

Letterhead



Morgan Hall 119
1700 SW College Ave.
Topeka, KS 66621



Morgan Hall 119 • 1700 SW College Ave. • Topeka, KS 66621



IDENTITY COLLATERAL

Email Signature

The image shows an email signature template with the following text and callouts:

- Sarah Long Name**: Myriad Pro, 18 pixels
- Assistant Director
University Relations**: Georgia, 12 pixels, Washburn Blue
- WASHBURN UNIVERSITY** logo: Logo, 125 pixels x 24 pixels
- washburn.edu**: Myriad Pro Regular, 12 pixels, Washburn Blue
- OFFICE: 785-670-3333**
- Morgan Hall**
- 1700 SW College Avenue**
- Topeka, KS 66621**

Additional callouts include a 3 pixel tall black rule at the top and a 300 pixel wide line for the name.

Flags



UNIVERSITY FLAG



ATHLETICS FLAG

PRINT COMMUNICATION GUIDELINES

Brochures, Postcards, Banners, etc.

The Office of University Relations will, naturally, be most familiar with all Washburn University brand guidelines.

It only makes sense, then, that they stand by ready to assist you with any print communications needs. To facilitate the process, they have created the accompanying Print Communications Assistance Form. Simply fill out the form, and the staff at University Relations will develop a branded piece custom-tailored to your audience and your needs.

Contact Washburn University Relations at wurelations@washburn.edu or call 785-670-1154 for more information and to receive the form.

REQUEST FOR ASSISTANCE IN MARKETING OR PROMOTION

Request #: _____

Primary Contact: _____

Responsible Department/Unit:

Contact Phone Number: _____

Name of Product/Event: _____

Short Description of the Request:

A: Intended Primary Audience

- Students
- Prospective Students
 - Graduate
 - Undergraduate
- Alumni
- Donors
- Faculty/Staff
- External Community
- Other

B. What is the message you wish to convey to the primary audience?

C. What action would you like your audience to take after receiving your message?

D. Is there a second audience?

- Students
- Prospective Students
 - Graduate
 - Undergraduate
- Alumni
- Donors
- Faculty/Staff
- External Community
- Other

E. What is the message you wish to convey to the secondary audience?

F. What action would you like your secondary audience to take after receiving your message?

What is the project's goal (i.e., number of students in program or attending event, other metrics)?

Date needed by: _____

PHOTO STYLE & USAGE

The photos we take and share help us tell the stories of Washburn University. So it's important that you be intentional when taking or selecting a photograph for university usage.

A few simple guidelines will help you do just that.



Be passionate. One of the beautiful things about campus life is the passion of students and faculty. Be it a game of touch football by the dorms, or a spirited debate in the classroom, show your passion for life and learning.



Be inviting. Use correct lighting and framing in your photographs. A warm image tells a warm story.

A picture is worth a thousand words.
Make each one count.



Be authentic. Aim for realism and believability. Avoid photography (original or stock) that seems 'staged' or is obviously manipulated. Nobody studies for finals in perfectly pressed clothes and a giant smile plastered on their face.

MODEL RELEASES

Before publishing photos that feature individuals, written permission from the subject must be provided. To obtain release forms, contact the Office of University Relations at wurelations@washburn.edu or call 785-670-1154.

PHOTO STYLE & USAGE

Professional photographers spend years perfecting their craft. Luckily, the everyday photographer can benefit from those years of experience.

Take time to notice and master a few of the basics for better photography with this small guide to some elementary do's and don'ts.

Notice the framing. The subject is in the right third of the photo. The 'rule of thirds' says to divide your field into thirds and place your subject in any of those thirds.

The subject looks natural – as though the photographer were a 'fly on the wall' capturing an authentic moment in time.

A beautiful day captured beautifully. Notice the framing and natural look of the photograph.

DO THIS.



PHOTO STYLE & USAGE

Poor framing. There are subjects in two of the thirds. Your viewer will be unsure of what is the most important subject.



The subjects look posed and unnatural. The Washburn University brand voice is about being authentic, not staged.



A beautiful day, to be sure. But not so beautiful are the bright traffic cones and yellow tape in the background. Be aware of your surroundings and pay attention to everything in your shot.



The better the photo,
the better the story.

NOT THIS.

TRADEMARK & LICENSING

1. PURPOSE. To set forth the regulations and procedures for the implementation of the University's name and trademark licensing program.

2. DEFINITIONS. For the purpose of the licensing program, these definitions apply.

2.1 "SERVICE MARK" means the distinctive letter, word, phrase, logo, or symbol used to distinguish services the University provides from services provided by other organizations.

2.2 "TRADEMARK" (mark) means a distinctive letter, word, phrase, logo, symbol, or nickname, associated with the University and used on products, and can be distinguished from those of other organizations. "Trademark" also includes intellectual property rights held by the University.

3. RESPONSIBLE ADMINISTRATOR. The Director of University Relations or designee shall be responsible for the administration of the licensing program.

4. LICENSING PROGRAM INTENT. The University's licensing program shall be designed to:

- License an entity to use a University service mark or mark for any purpose;
- Ensure the University name and trademarks are used appropriately, consistently, with high-quality reproduction, and to avoid misrepresentation of the University;
- Allow the University to share in the benefits derived from the commercial use of its service marks or marks;

- Establish a cooperative relationship with licensees to assist in the further development of a market of officially licensed products of the University; and,
- Promote a relationship by which both the University and its licensees will benefit.

5. ROYALTY. The University shall require payment of a royalty by the licensee, and shall reserve the right to adjust the licensing program and the rate of the royalty fee as market trends warrant.

5.1 ATHLETIC UNIFORMS EXCEPTION. All athletic and sports-themed items require licensing approval. An exception to the payment of royalty fees is granted for official game uniforms to be worn in competition by players of University designated intercollegiate athletic teams. This exception does not apply to athletic or sport themed replica or authentic items to be resold, donated, given, or given in kind to the general public.

5.1.1 For any official University uniform to be exempt from royalty fees, the purchase of such uniform must be accomplished by purchase order in accordance with University purchasing regulations as set forth in Subject R, Purchasing and Financial Obligations. The vendor order form and/or the University purchase order shall contain sufficient information to provide justification for the exemption.

5.1.2 Only orders placed in accordance with the University purchasing regulations may be exempt from royalty fees.

continued

TRADEMARK & LICENSING

5.2 Other University Use Exceptions. An exception is granted for print products, including but not limited to, letter-head, business cards, and brochures whether produced by University Mail and Printing Services (UMAPS) or any other licensee for use by Departments or Department sub-units.

6. LICENSING PROGRAM MANAGEMENT. The University shall contract with a marketing company specializing in the collegiate marketplace to support the responsible administrator in the performance of the daily administrative activities.

6.1 RESPONSIBLE ADMINISTRATOR RESPONSIBILITIES.

The responsibilities shall include, but not be limited to:

- Processing license applications;
- Coordinating artwork approvals;
- Considering the intended use of the service mark or mark for appropriateness;
- Reviewing sample products for conformance to quality and safety standards;
- Submitting promotional materials and products to the University for final approval;
- Issuing the license;
- Collecting the established royalty fee from the licensee and submitting to the University its share; and,
- Enforcement of licensed trademark rights.

FAQ

Have questions? We're here to help.

Q. I want to produce a T-shirt and some give-away items with a University mark. Do I need approval from someone?

A. All giveaways must be purchased through a licensed vendor. For more information, contact Washburn University Relations at wurelations@washburn.edu or call 785-670-1154.

Q. What is the Washburn University wordmark?

A. The Washburn University wordmark is the standardized graphic representation of the Washburn University name. See page 16 for more information.

Q. I've designed a logo for my department and want to use it with the Washburn University wordmark. Is that OK?

A. No supplementary logos are to be used with the wordmark. We all benefit when a consistent graphic identity represents Washburn University. See page 16 for more information.

Q. Which seal should I use?

A. The University Seal is designated for use of the Office of the President. The President's Seal may be used only with the permission of the Washburn University president. See page 17.

Q. How can I use the Ichabod?

A. Please refer to page 22 on Ichabod usage and contact wurelations@washburn.edu and 785-670-1154.

Q. Why do I need to follow brand guidelines?

A. Washburn University is a single institution, a trademark that stands for quality in higher education, research, health care, and a variety of other programs and activities. Given this diversity, it is necessary to establish a set of guidelines that position the University's identity under one unified set of standards.

Q. How do I order letterhead, envelopes and business cards?

A. Please contact University Relations at wurelations@washburn.edu and 785-670-1154.

Q. What if I have more questions?

A. Please contact wurelations@washburn.edu and 785-670-1154.



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