

VISUAL IDENTITY GUIDELINES



WHY VISUAL IDENTITY STANDARDS?

In the late 1990s, the internet created a portal to the world like we had never experienced. Today, technologies and apps in the palms of our hands connect us to students half-way around the world in seconds. Therefore, it is important to have a visual look that is consistent. Our story can be told with words, symbols, colors, speeches, pictures and even video but, in order to do it effectively, we must all communicate with unified visuals.

Visual identity is critical to any brand, whether it be a restaurant chain or a shoe manufacturer. The same is true for a university, especially one like ours that has external campus locations throughout the United States and the world. Visitors who intentionally seek us, and even those who stumble upon us through Google™ searches, should recognize us right away.

Colors, messages, shapes and images all play a role in the visual identity and the brand. This guidebook should help us function as a family unit on the web, on social media or in collateral handouts to our students, donors and alumni.

University policy designates a limited number of logos to be used to represent the University and its divisions. With few exceptions, logo creation and usage is restricted to represent only the top-level and most visible entities within the University. For the purpose of strengthening the parent institution, individual University departments and offices do not have their own logos. Consistency is key when building an identity system and for overall brand recognition.

It is imperative that all designs featuring the logos be approved through the Office of Marketing and Communications as outlined in university policy 7.4.1-3 on the university website.

Please note that our university logos are federally trademarked.



As the center of the graphic identity program, the university academic mark is used on stationery, external publications, posters, ads, brochures, office forms and other media that communicate with our audiences. Using this official mark properly ensures brand awareness by all who see it.

The logotype must be used as designed. Altering it in any way will compromise its effectiveness and the Wayland brand. Adding elements or changing spacing, fonts or colors distorts the brand and does not represent unity across our multiple campuses. The horizontal logo is preferred except where that simply will not work in the design. Clarity is key. Make sure the background, whether it be a photo or colored area, has good contrast in order to read the entire logo with ease.

When ordering promotional items from commercial vendors such as printers or embroidery companies, please allow the Office of Marketing & Communications to provide the proper file for best results.

LOGO COLOR EXAMPLES

The two-color primary logo is preferred. However, when used on colored backgrounds or photos, you may be required to use another version for best results. Below they are listed in priority order.



5

CLEAR SPACE

For the wordmark to communicate effectively, it should not be crowded or overwhelmed by other elements. “Clear space” refers to the area surrounding the mark that should be kept free from visual distraction. No graphic element or text of any kind should be placed within this clear space. The recommended clear space is equal to the letter “W” in the University word mark (X = height of letter W), as shown.



EXAMPLE



NON-APPROVED USAGE

Consistent and proper usage of the wordmark is essential for ensuring the desired perception of Wayland Baptist University. Improper usage is confusing and could possibly lead to the eventual loss of copyright/trademark. Several examples of incorrect usage are shown on this page. However, it is not an exhaustive collection.



Do not recreate the logo with different fonts.



Do not recreate the logo with different fonts.



Do not resize any of the elements.



Do not resize any of the elements.



Do not realign any of the elements.



Do not realign any of the elements.



Do not stretch to be disproportional.



Do not squeeze to be disproportional.



Do not add or substitute words.

FLAME ICON

The flame is an iconic part of our campus and our history. The flame takes its origins from the two torches in the presidential seal. In 1997, the current logo was developed to include a flame. Modeled after the Kaltwasser flame on the LRC tower on the home campus, the flame helps to differentiate Wayland from other schools and ties all of our external campus locations together as part of the Wayland brand.

The flame is part of the official logo and has special rules when being used as a stand-alone design element. The flame may not appear on a piece by itself without the official logo or wordmark present. When used as a design element, it should be part of good design and not just space filler. For visual clarity, the flame should never be smaller than 1/2 inch tall.

The flame should always be a solid color using the official yellow-gold (preferred), or white in the all white logo, or black in the all black logo. If used as a large background design element, it may be used as a percentage of white or black only. The flame should never appear, as a tinted hue, or as blue or any other color. Full color, stained-glass representations of the flame are only permitted in photos.

The flame should always appear flat and not be given any special dimensional effects such as a bevel, embossed or 3-D. Special edition, commemorative or alternate uses of the flame must be designed and approved through the Office of Marketing and Communications before their use. All designs using the flame should be approved by the Office of Marketing & Communications prior to production or distribution.



UNAPPROVED LOGO USAGE

Below are a few of the unapproved logo uses. Do not use these styles in design.



Tilt or Skew



3-D or Shadow



Words across or below Flame



Transparent or percentage



Blue or other colors



Flipped or reversed

Also, the flame should not be used to create custom logos, department or campus seals, or other graphics. No elements should be added to or subtracted from the flame.

OFFICIAL COLORS

The Wayland color palette consists of two primary colors. Please adhere to these specifications and use preferred vendors and reproduction methods to ensure consistency on all documents, web and social media uploads.

The primary colors should be used on all marketing and communication materials to strengthen the Wayland brand. It is important that our brand looks consistent not only in terms of layout, but also reproduction. Using the official logos will ensure good color.

When communicating to an external vendor use the codes. A name like “Royal Blue” may look different across vendors and manufacturers.

Bear in mind that colors produced with the CMYK printing formula may not work as well on a mobile device or web page which uses the RGB formula. The same is true for paint or screen-printing ink which do not convert exactly from these print formulas. Communicate with the vendor and the office of Marketing and Communications to ensure use of the appropriate logos and proper colors for the end product.

PRIMARY COLORS CMYK



WBU Yellow-Gold
C=0
M=16
Y=100
K=0

Pantone 109-C



WBU True Blue
C=100
M=67
Y=0
K=23

Pantone 293-C

WEB OR MOBILE COLORS RGB or HEX



WBU Yellow-Gold
R=229
G=195
B=0

#e5c300



WBU True Blue
R=0
G=72
B=144

#004890

COLOR GRADIENTS AND TINTING

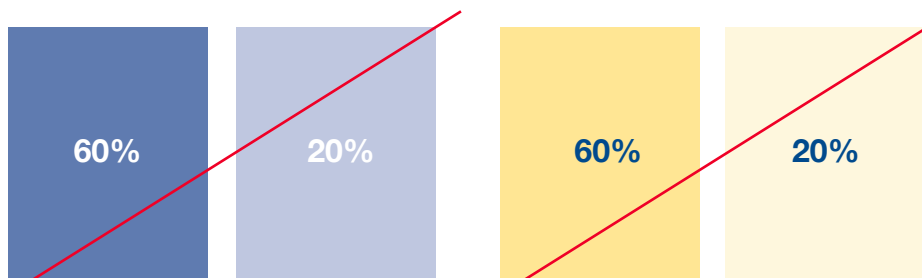
On large areas of single colors like backgrounds, you may want a gradient color for good design. These are the brand-preferred combinations.



Soft Gold*
C=0
M=7
Y=48
K=0

Soft Gold is a special use only color for gradient applications. It is not part of the secondary color pallet.

Combining the two primary colors to form a gradient, creates an unattractive shade of grayish-green that does not fit the brand. A percentage of color or tinting the colors also produced unbranded colors. Instead of tinting, special effect backgrounds should be done with overlay and transparency.



Tinting or a any percentage of color is not allowed. The percentages shown here are for illustration only.

IDENTITY STRIPE

Wayland's brand identity system utilizes a variety of on-brand visual elements; The use of our blue is the most important element to the brand, but equally important is how the yellow nestles up to the blue. Note: The yellow color should not touch the blue area and be separated by a white line or blank space.



SECONDARY OR ACCENT COLORS

Secondary colors are should always be used cautiously and sparingly in your design. Accent colors should be used as accent elements such as bullet points, divider lines, buttons, call out boxes, or graphs.

Secondary or accent colors should never replace any of the primary colors in the logo or main wordmark. These select colors have been chosen because they can create an aesthetically pleasing visual when used near the logo or with our primary colors. They are to be used to add to the design and not to dominate it.

ACCENT COLORS - CMYK FOR PRINT AND HEX COLORS FOR SCREENS



WBU Shadow Blue
C=100
M=68
Y=0
K=60

#00275a



Accent Brown
C=0
M=69
Y=100
K=68

#6d2d00



Accent Purple
C=68
M=100
Y=18
K=0

#0096d6



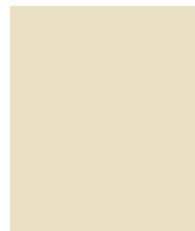
Accent Lime
C=40
M=0
Y=100
K=7

#9bc134



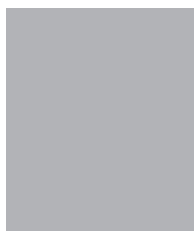
Accent Orange
C=0
M=69
Y=100
K=0

#f37121



Accent Sand
C=8
M=9
Y=23
K=0

#e9dfc6



Accent Gray C3
C=0
M=0
Y=0
K=35

#b1b3b6



Accent Gray 11c
C=0
M=0
Y=0
K=74

#656668

EXAMPLES OF BRANDED PIECES

Wayland Baptist University
Enactus presents
HOLIDAY Home Tours

Saturday, November 16, 2019 | 1:00 - 5:30 p.m.

Come see the beautiful homes decorated for the holidays. Self-guided tours. You may begin and end at any location.

Scott & Jan Alford
1207 W. 7th

Danny & Lori Glenn
404 S. Westridge Rd.

President's Bed & Breakfast
1207 W. 6th

Mike & Valinda Parker
209 N. Westridge Rd.

Bobby & Laurie Hall
3401 SW 7th

Advance Tickets: \$20 (cash only)
Advance tickets available October 28 - November 15 at Barnes Arms, Wayland University Store and Heart's Desire.

Day of Tour Tickets: \$25 (cash only)
Day of tour tickets available at four locations.

Sponsored by:
Barnes Arms, Heart's Desire, Wayland University Store, and Enactus

Use Main Door

WAYLAND BAPTIST UNIVERSITY

W
WAYLAND

impact | 2020
University of
Wayland Baptist University

W
WAYLAND

Wayland Baptist University
Office of Admissions
1900 W. 7th St. CMB 1294
Plainview, TX 79072

Congrats!

Daniel Brown
904 Jefferson
Plainview, TX 7072

W
WAYLAND

FLYING QUEENS

BASKETBALL

Dedicated to Christian Education since 1908

We are offering certificates, bachelors and masters degrees in Amarillo, Hartlingen, Lubbock, Plainview, and San Antonio.

We are offering some new random degrees for the Fall 2020 semester with the same great faith-based mission our founder Dr. James Wayland envisioned in 1908.

Share Wayland with those in your congregation who are craving a Christian education.

Some Wayland!

WAYLAND BAPTIST UNIVERSITY

wbu.edu | wbuonline.com

WAYLAND HELP DESK REQUEST FORM

SIMPLE
EFFICIENT
MOBILE-READY

Information Technology (IT), in conjunction with our new Educator IT Partnership, is proud to announce the **Wayland Help Desk Request Form**.

This mobile-ready form is how you can submit any technology-related trouble requests, from login problems to hardware/software issues, even if your computer or the university WiFi is down.

Using this simple request form ensures your IT trouble tickets are received, assigned to an Educator team member, and resolved quickly.

Look for a link to the form in your Wayland email or scan the QR code below. Help Desk System notifications will come from an @Wbuides.com email. You may need to check your junk folder if you believe you should have received a notification.

Scan to open an IT Help Request

WAYLAND BAPTIST UNIVERSITY

Transfer Made Easy

We are excited for you to join the Wayland family as you complete your degree. We want to make the transition as seamless as possible. This card should answer many of your questions. Please let us know if we can help you further. We're glad you chose us!

Blue and Gold Scholarships: Wayland offers different levels of its Blue and Gold Scholarships to transfer students. The scholarship, which covers tuition only, is based on cumulative GPA, ACT or SAT scores, and/or Phi Theta Kappa membership.

| Scholarship Level | Amount | Entry Requirement | Required GPA | Test Scores |
|-------------------|-------------|------------------------------|---------------------------------------|--------------------------|
| Phi Theta Kappa | 2/3 Tuition | Active PTK membership | 2.75 first semester 3.0 subsequent | |
| Pioneer | 1/3 Tuition | Incoming GPA of 3.25 | 2.75 first semester 3.0 subsequent | ACT - 25+ SAT - 1200+ |
| General (level 3) | \$5,000 | Incoming GPA of 3.75 to 4.0 | 2.75 first semester 3.0 subsequent | |
| General (level 2) | \$3,000 | Incoming GPA of 3.25 to 3.74 | 2.75 first semester 3.0 subsequent | |
| General (level 1) | \$1,500 | Incoming GPA of 2.75 to 3.24 | 2.75 first semester 3.0 subsequent | |

WAYLAND BAPTIST UNIVERSITY

spark NEXGEN

WAYLAND BAPTIST UNIVERSITY

VISION:

CONCEPTS:

PRINCIPLES:

OUTCOMES:

W
WAYLAND

ATHLETICS HALL OF HONOR

Please join us for a celebration as we induct the Flying Queens' Program 1948-1982 into Wayland's Athletic Hall of Honor.

Saturday, Nov. 2, 2019
9:00 am
The Laney Center

On special display will be select items from the recent 2019 Basketball Hall of Fame induction ceremony, including the special list of items first presented by Wayland.

Please RSVP by October 15
wbuathletics or call 806-281-3400

John De. and Mrs. Betty Hill for special recognition to follow at 10:30 am at their home, 3401 SW 7th

TYPOGRAPHY

All official materials printed or distributed by Wayland Baptist University should follow the approved standards for usage of typography (fonts). It is important to follow guidelines for both external and internal documents to help build and maintain the visual brand. The use of character typography can diminish the professionalism of our brand. There are instances where special fonts may be used for program or event titles, but the Wayland name should most always be in one of the approved fonts.

Professional Printing

Adobe Garamond Pro

Wayland WAYLAND

Helvetica Neue Bold

Wayland WAYLAND

Serifa Bold

Wayland WAYLAND

Internal printing (Word)

Garamond

Wayland WAYLAND

Arial Bold

Wayland WAYLAND

Rockwell Bold

Wayland WAYLAND

Optional fonts:

Georgia, Minion and Times New Roman are also appropriate fonts for use in text-heavy documents. **NOTE: No fonts should be used to “hand-make” or substitute for the official logo. The academic logo should always be used in its graphic form.**

When referring to the university in titles or as a stand-alone text element, avoid writing the name “Wayland” or “Wayland Baptist University” in fonts other than the approved font families mentioned above in order to maintain a professional and unified brand.

~~Wayland
Wayland~~

~~Wayland
Wayland~~

~~Wayland
Wayland~~

THE UNIVERSITY SEAL

The university seal represents the origin of Wayland Baptist University and our mission set forth by our founders. Today, it is reserved for official Police, Board of Trustees, and Office of the President events which include diplomas and materials pertaining to graduation. Use of the seal should be primarily for formal and official documents such as diplomas, programs for events hosted by the president, and any other legal agreements binding to the University. If it is to be used on diplomas, awards or accolades, it should include the signature of the presiding university president and/or Board of Trustee chair.

Gold printing is only achieved with metallic ink or foil stamping. Both methods are expensive and not cost effective for the quantity of materials we normally produce. True Blue Seal is the preferred use for the president's office materials. However, if you need to produce a gold-looking design for special occasions, contact the Office of Marketing and Communications for approval.

The full-color logo is reserved exclusively for historical use and the single color logos (preference to True Blue) are required in contemporary design.



TRUE BLUE



BLACK



WHITE



HISTORIC USE

NOTE:

This colorful seal is retired from contemporary use. This full-color seal is reserved for special circumstances or unique events hosted by the Office of the President. Examples may include special throw-back events, gifts or souvenir-style publications documenting school history such as yearbooks, anniversary editions or historical publications.

Targeted

While everyone appreciates an attractive email it is equally important to recognize that people receive substantial email communications every day. Many of these messages are deleted without being read. Your message may not be seen because it was not clearly targeted to your specific recipient.

- When practical, include the name of your recipient in the opening of the message
- Provide a clear contact that your recipient can use for additional information

Clarity

Most email messages are only viewed for three to five seconds and not read in detail. Therefore, it is essential that recipients can understand what is being communicated and how they can take action quickly.

- Organize information for quick scanning
- Use spacing and good design to clearly point to your message

Subject Line

Like good outdoor billboards, the subject line of your email message should convey both the message and a reason to open an email. Best practice is to communicate a clear title for your email using three to seven words.

Professional

Remember that we are a professional organization. First impressions are important, so our Wayland emails should look professional and unified and be void of personal messages and graphics. You can sound friendly without sounding unprofessional.

Personal and political comments do not belong in emails.

Signatures should look professional and represent the university and the views of the university, not personal viewpoints. The creation of this policy will help protect the employee and the university from legal action by other groups that might interpret a quotation on a signature line as inappropriate.

EMAIL SIGNATURE

Sometimes your email messages require a phone call or direct mail to properly respond to them. An email signature is important so recipients can quickly respond to you by methods other than an email reply. Official emails should look professional and consistent so our students receive a unified message no matter what department or program sends them the email. The signature should be clean and simple using a lean amount of information. For example, you do not need your email address in your signature as it is easily obtainable from the email they just received. Don't include a fax number if you rarely receive a fax.

First and Last Name, Highest Degree Earned (degree optional)

Title/Position | Academic Title (if applicable)

(direct phone number) office | (personal phone number) mobile (optional)

fax number (optional if used frequently) | toll free (optional)

(space for clarity)

Mailing address

P.S. section (optional) (avoid personal preferences or references)

If you use the P.S. section, include only **one** of the following options.

1. University or athletic logo
2. Wayland social media hashtag (Example: #WeAreWayland)
3. A hyperlink to a specific Wayland program (Example: Give to Wayland here!) The link should be active and direct the reader to the site upon click.

Use Arial Bold for your name so it stands out.

Use Arial Regular for the remaining text.

If you want to use the logo in your signature, download the optimized one from the Visual Identity Guidelines web page so you get the best look.

Jack Pearson, Ph.D.

Vice President | Professor of Engineering
(806) 291-1400 office | (806) 791-2107 mobile

Wayland Baptist University
1900 W. 7th Street CMB 1221
Plainview, TX 79072



Rebecca Pearson, M.A.F.

Graphic Artist and Social Media Manager
(806) 291-1400 office | (806) 791-2107 mobile

Wayland Baptist University
1900 W. 7th Street CMB 1221
Plainview, TX 79072

#WeAreWayland

RETIRED ATHLETIC LOGOS

The “Texas W” logo was retired on July 1, 2018. This logo and all other versions of athletic logos or graphics are no longer in use as identifiers for current Wayland Baptist University athletics. Use of these logos is now reserved exclusively for historical publications and “throwback” events. New materials, uniforms, equipment or other sports graphics should feature the “Chisled-W”

TEXAS W LOGO 2003-2018



ATHLETIC AND SPIRIT LOGO

The new Chiseled-W features a 3-D look that is in line with competitor's logos and other regional and national logos. Having a unified way to identify the sports teams increases brand awareness when our teams are featured in the media. This logo is designed to be used as a sports logo or a spirit logo. The older "Texas W" graphic is now retired.



Athletic Primary Colors



WBU True Blue
C=100
M=67
Y=0
K=23

Pantone 293-C
#004890 web
Madeira thread (Marine) 1134



WBU Yellow-Gold
C=0
M=16
Y=100
K=0

Pantone 109-C
#e5c300 web
Madeira thread (Golden Rod) 1171

Athletic Shadow Color



Blue Shadow
C=100
M=68
Y=0
K=60

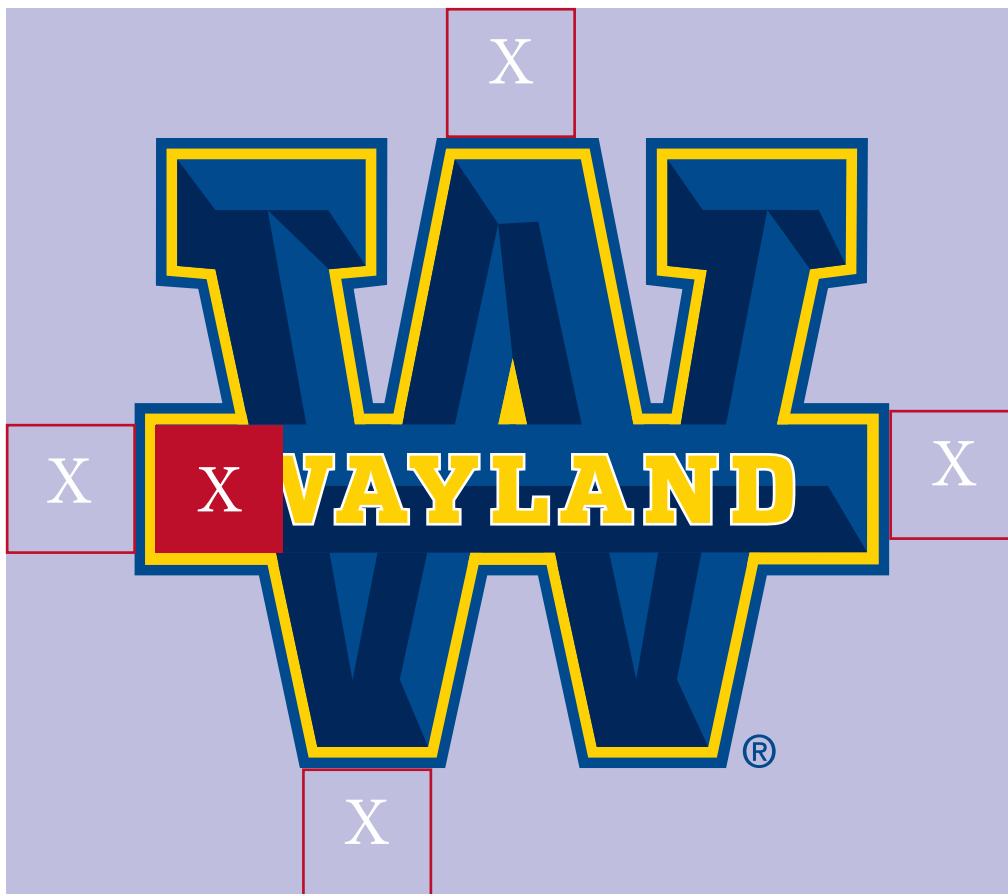
Pantone 540-C
#00275a web
Madeira thread (Navy) 1043

Special paint colors are designated for painting with Sherwin-Williams brand paint.

True Blue=SW6966
Blue Shadow=SW9177
Yellow Gold=SW6903

CLEAR SPACE

Provide a minimum clear space around the logo equal to the X-height of the blue box on the name-bar and spaced as shown. This is the minimum clearance the logo should have in proximity to other elements. It can have more space. This creates prominence and clarity. The official Athletic and Swpirit logo should use proper clear space to separate the logo from elements of other (even internal) entities. The trademark symbol should be used in all applications. For clarity the “Chiseled W” logo should never be printed smaller than 1/2-inch high. Embroidered logos should be no smaller than 1-1/2 inch high and always at a legible size using the proper thread colors.



Minimum Size



SPECIAL NOTE ABOUT THE LOGO

It is important to note the chisel creates a shadow. The darker shadow should always appear on the lower-left side of the logo. **The black-and-white versions of the logo are NOT interchangeable.** All uses should be approved by the Office of Marketing and Communications prior to printing or production. To maintain the 3-D effect, there is no 2-color logo option.



Alternate Versions

The athletic and spirit logo is available in all black, all white or grayscale applications.

Black only logo for use on white or light colored backgrounds when only one color is available.



White only logo for use on any dark colored background when only one color is available.



Grayscale logo for use on white background when only one color is available but tinting or shading is allowed.

ATHLETIC FONT

Just as important to the brand is the way our sports teams appear in printed form. An athletic font is critical to unifying the look of our athletic program as we continue to compete on national stages. The athletic font is **Atletico**, which is a contemporary, yet rugged font that is a nod to some of the original graphics seen on vintage athletic apparel or in archival photos. **This font is for athletic use only.**

**abcdefghijklmnop
opqrstuvwxyz
1234567890**

EXAMPLES OF FONT USE

WAYLAND PIONEER
SOCCER



WAYLAND PIONEER
VOLLEYBALL

THE FLYING QUEENS®

The women's basketball program is a unique and storied part of the Wayland story. Their unique name, Flying Queens, was earned in the late 1940s when their first sponsor the Harvest Queen Mill helped fund the program and the school adopted the name Queens for the ladies. A few years later sponsors Claude and Wilda Hutcherson of Hutcherson Flying Service began flying the team to locations far away to find competitive women's opponents. That unique situation earned them the nickname The Flying Queens. In the 1950s the teams won a record setting 131 consecutive games. That record stands today as no other basketball team, men's or women's, has surpassed that mark.

In 2019, the Naismith Basketball Hall of Fame enshrined the program from 1948-1982 for all its contributions to women's basketball. Enshrinement is the highest honor at the Naismith Basketball Hall of Fame. That same year, the university secured the rights to the name Flying Queens as a federally registered trademark.

When writing the name Flying Queens in documents, emails or other copy, the use of the registration mark is optional. However, in headlines and larger uses, the name Flying Queens should include the registration mark as shown below. For headlines and larger text, use the keyboard shortcut (alt R for PC or command R on Mac) to get the ® mark, or contact the University's Office of Marketing and Communications for the correct graphics file.

FLYING QUEENS®

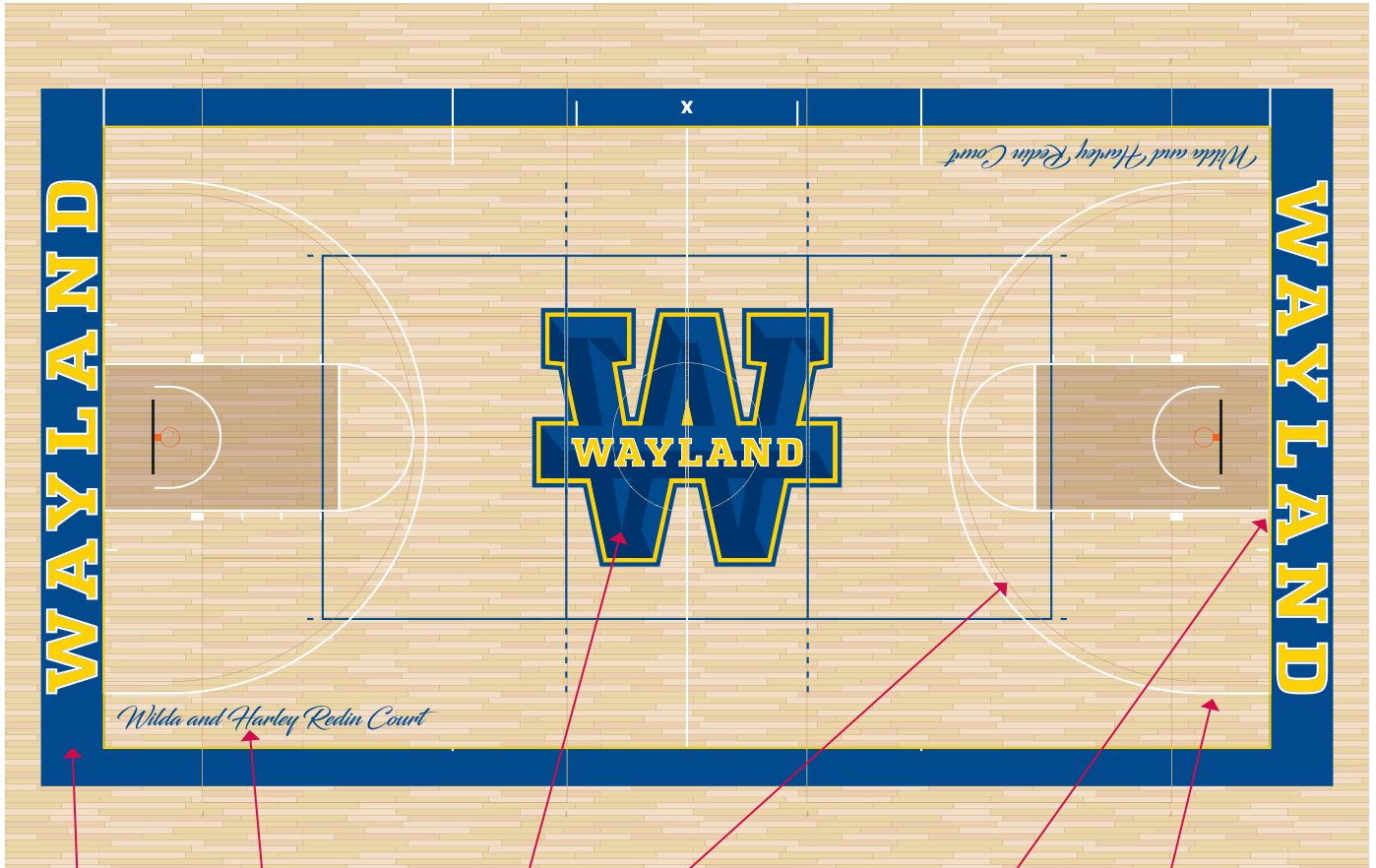
FLYING QUEENS®

HUTCHERSON GYM FLOOR

WAYLAND BAPTIST UNIVERSITY COURT

2018 Design by Office of Marketing & Communications

score table




Naming font is "Blackword"

Bambi
Custom PPG Color
from Arbo's Floors

High School 3-Point,
Volleyball markings

Sherwin Williams Paint Formulas for Athletic and Spirit Logo

 WBU True Blue
SW 6966
Blueblood


Main blue, Tribute name,
baseline and volleyball
markings.

 Blue Shadow
SW 9177
Salty Dog

Logo shadow color
only.

 Yellow Gold
SW 6903
Cheerful

Wayland letters, perimeter
stripe and stroke on center
court logo.

 Pure White
SW 7005
Pure White

Outline of Wayland letters, and
court markings, 3-point line.

SCHOOL SPIRIT CASUAL LOGO

This logo is the spirit logo and is for casual wear, athletic and non-academic events. It is a common logo for all Wayland students, no matter which campus they attend, to show their school pride on and off campus. It does not replace the official university academic mark and should not be used in academic marketing. Departments or campus locations should not be added to the logo.

Digital printing and new techniques make full color reproduction more affordable than once thought. Make every effort to reproduce the logo in full color as the first option on t-shirts, promotional items or banners. Use the alternative color options when needed.



WORDMARKS

Wordmarks are a non-graphic means of identifying Wayland Baptist University without the use of the graphic elements like the W or the flame. They are an integral part of the brand and their use is certainly encouraged. The main font is Adobe Garamond Pro.

Wayland Baptist University
Wayland

WBU

Wayland (non-athletic use) (Helvetica Neue or Arial)

Wayland

WBU (athletic use only) (Atletico)

ALUMNI ASSOCIATION LOGO

The Alumni Association logo incorporates fonts from the university logo and the new spirit mark as a basis. This universal logo is used for all alumni, no matter which campus they consider home.



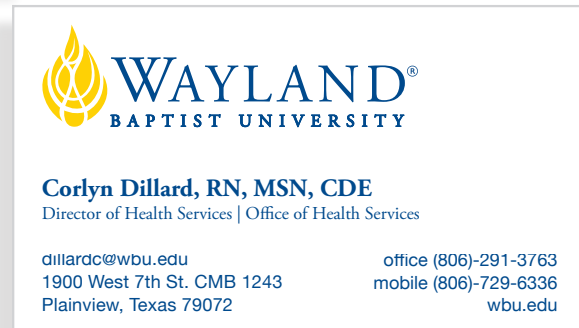
ALUMNI

UNIVERSITY BUSINESS CARDS

University business cards should be ordered directly through the portal in order to maintain a professional, unified look and to save on cost. A WBU credit card is required to order cards or you can contact the Office of Marketing and Communications for assistance. Below is an example of the academic business cards for faculty and staff employees.



EMPLOYEES



Name in Adobe Garamond Pro Bold 11pt

Title or Titles in Adobe Garamond Italic (use ampersand between titles) 8pt

These columns are in Helvetica Neue Regular 8pt type with 10pt spacing

Left column:

email

Mailing address

Right Column:

Office phone

Mobile or Fax

Simple Web address

TO ORDER EMPLOYEE CARDS:

portal.slategroup.com/waylandbaptist

Username: WBUorders

Password: Wayland#1908

ATHLETIC BUSINESS CARDS



Kevin Lewis

Associate Athletic Director
Athletic Marketing & Media Relations

Wayland Baptist University Athletics

lewisk@wbu.edu
1900 West 7th St. CMB 1260
Plainview, Texas 79072

office (806)-291-3805
fax (806)-292-1344
wbuathletics.com

ATHLETIC COACHES AND STAFF

TO ORDER ATHLETIC CARDS:

portal.slategroup.com/waylandbaptist

Username: WBUorders

Password: Wayland#1908w

PRESIDENT'S CARDS



Bobby L. Hall, Ed.D.

President

hallb@wbu.edu
1900 West 7th St. CMB 1299
Plainview, Texas 79072

office (806)-291-3400
mobile (806)-555-7755
wbu.edu

Business Cards for the President are available by special order. Contact the office of Marketing and Communications for orders.

PRESIDENT

SECONDARY VERTICAL OPTION

In most cases, the horizontal logo will serve the designer well. It should always be considered the first choice when selecting the academic mark to maintain good branding. However, in situations where a vertical stacked logo is clearly a better fit or the only fit, you may select the vertical option with approval from the Office of Marketing & Communications. Each campus will have this option and may obtain the vertical option from the Office of Marketing and Communications as they are needed.



EXTERNAL CAMPUS LOGOS

Since 1974, Wayland has offered courses through our external campuses. These original sites were designed to be an external arm of the university to reach students where they live and serve. The courses offered remain the same academically for all students and our brand should reflect our common thread. The official university academic mark is preferred in most publications, but in some special instances, you may need to refer to the city in which the external campus site resides. Below are the official logos for each of the external campuses.



SOCIAL MEDIA

The popularity and effectiveness of social media makes it an essential part of any integrated marketing plan. Facebook, Twitter, Instagram, Pinterest, Tumblr, YouTube, LinkedIn, Google+, and blog platforms can be effective means of communication to Wayland Baptist University's target audiences, partners and community.

With the use of so many social media outlets, it is important that there be some oversight of these channels and that the university brand and message remain consistent.

The following are requirements and recommendations for the use of social media by WBU entities. Marketing and Communications can offer assistance with using social media and setting up university specific accounts.

- Complete the social media profile and return to the Digital Media Coordinator.
(contact Marketing and Communication for profile form)
- An approved Wayland Baptist University logo (or organization logo) should be represented on the site. It is recommended that the same logo be used across different social media platforms for consistency. Contact Marketing and Communications for appropriate images and logos.
- The dominant colors should be Wayland Baptist University colors.
- Social media accounts should be established by an administrator with an official university email address. There must be at least one WBU employee as an administrator. The Office of Marketing and Communication must be an administrator on each profile .
- Photos, video or music on the sites must be appropriate for Wayland Baptist University and the university must have legal rights to distribute the image, video or music.
- NOTE: If you are using human subjects on any social media platform that requires a profile photo or cover photo, it should always be a group of people.

POST SCRIPT

This set of guidelines is designed to help Wayland Baptist University with its visual image in the eye of consumers, students and media. It is important to consider these aforementioned guidelines before publication or production begins.

It is imperative that all designs featuring the logos be approved through the Office of Marketing and Communications as outlined in university policy 7.4.1-3 on the website.

An extensive amount of research was involved in assembling this guidebook. However, situations may arise that require an update to the guidelines. The Office of Marketing and Communications may update this set of guidelines as needed to help protect and enhance the brand experience. Requests for assistance in design or development of wordmarks or special-use logos should be directed to the Office of Marketing and Communications.

Thank you for your cooperation in helping Wayland Baptist University unlock its full potential through smart branding.

The included logos are registered trademarks and all graphics within
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