



WESTERN MICHIGAN
UNIVERSITY

Visual Identity Program
Effective January 2011

WESTERN MICHIGAN UNIVERSITY

John M. Dunn
President



January 2011

Dear Colleagues;

One hallmark of a great university is having a strong, widely recognized and consistently used set of visual identity elements. Such elements convey at a glance the institution's mark to its varied audiences—prospective students and their parents, current students, alumni, community members, legislators, the business community, funding agencies and others. A strong visual presentation leaves no doubt as to the origin of any visual communication.

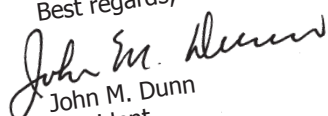
I am pleased that our University has recently completed the critical and time-consuming process of formalizing a set of guidelines to help every member of our University community become knowledgeable about and take part in building a consistent and professional way of visually presenting Western Michigan University. I know many of you have provided feedback along the way, and I deeply appreciate your contribution to this important task.

The basic elements of the guidelines draw heavily on our great traditions. Our treasured seal and signature combination has been updated and will continue to represent WMU for formal use. In addition, we have assigned a new role for a very old mark—the "W," which has been a part of our history for nearly 100 years. That mark will now be the choice for daily and less formal uses. Likewise, the University's color palette draws on our brown and gold tradition, but offers more modern hues, bright accent colors and metallic versions of our school colors to broaden the range of choices and fit a wide range of needs.

To be effective, those elements must be embraced and used universitywide. The strength and reputation of each unit—be it a college, department or service office—will only be enhanced by being recognized as an integral part of a strong vibrant whole. And our University's reputation will be enhanced as well by the work you do in its name. I ask that you read and use these guidelines as you move forward with your brochures, newsletters, PowerPoint presentations and other printed materials.

If you have questions about how to make the transition from your current materials to new ones that truly reflect our institution and its traditions, contact the Office of University Relations. I look forward to seeing and taking pride in the way your materials represent our University.

Best regards,


John M. Dunn
President

Contents

Overview	4	Letterhead, Envelopes and Business Cards	21
Contacts for General Questions	5	Stationery	
Glossary of Terms.	6	Business Cards	
Guideline implementation	7	Letterhead	
Securing approved University artwork		Note Pads	
Distribution of guidelines to vendors		Presentations	24
Using existing stock not in compliance		PowerPoint Presentations	
Preparation of Materials		Trademark and Licensing	24
Graphic Identity Checklist		Trademark Usage	
Identity Elements	8	Licensing Facts	
Applying the Elements		Examples of WMU Trademarks	
Who Should Use the Elements		Frequently Asked Questions	26
University Seal	9	Appendix	28
University Signature/Seal	10	Signature/Seal Available Artwork	29
Promotional Mark.	10	Horizontal Signature	
Guidelines for Use of the University		Stacked Signature	
Signature/Seal and Promotional Mark	11	Centered Signature	
Minimum Sizes by Width		Nameplate	
Individualized Promotional Marks	13	Promotional Mark Available Artwork	33
Other University Marks.	14	“W”	
Second (Commercial) Marks		“W” with Nameplate	
Athletic Marks		“WMU”	
Event Specific Marks			
Incorrect Uses of the University			
Signature or Promotional Mark	15		
Logos No Longer to be Uses.	15		
Colors	16		
WMU Primary Color Palette			
WMU Metallic Color Palette			
WMU Accent Color Palette			
Use of Accent Colors			
Backgrounds	19		
Print Consistency.	19		
Typography Selection.	20		

Overview

A strong visual identity is a powerful communication tool for any institution.

The use of consistent colors, logos, fonts and images in print and electronic communication signals a sense of unity and common purpose among and across all of the units that fall under the umbrella of the organization known as Western Michigan University.

This Visual Identity Program is designed to be flexible enough to meet the needs of Western Michigan University and its multiple audiences, while creating a strong brand presence for the University in the higher education marketplace. The campus community's enthusiastic application of these guidelines is integral to building public awareness of the University's prestige and support of its mission.

Similar guidelines under development for use on the Web will dovetail with the overall visual identity guidelines.

The visual identity guidelines are intended to cover all publications, signage, promotional materials and the plethora of visual ways used to represent Western Michigan University to the University's audiences, including, but not limited to, promotional gear, uniforms, vehicle signage and printed materials. While each such visual representation may not be included in these general guidelines, design assistance for all such needs is available through the Office of University Relations.

These guidelines are effective January 2011.

Contacts for General Questions

Western Michigan University's Visual Identity Program

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Executive Director of University Relations
Office of University Relations
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Trademark and licensing

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Intercollegiate Athletics
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Use of the University seal, request exceptions to guidelines or request design assistance

Kim C. Nelson

Director of University Creative Services
Office of University Relations
(269) 387-8404
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Glossary of Terms

Logos (University)

Either the Promotional Mark, University Signature/Seal and Nameplate

Promotional Mark

In four-color process, it is the “chenille “W” used with or without the “Western Michigan University” name that is designed in an original typeface. In one- and two-color work it is the specifically designed “W” used with or without the University name designed in an original typeface.

Nameplate

The “Western Michigan University” name that is designed in an original typeface.

University Signature/Seal

This includes two elements: the University seal and the Nameplate

OTHER GRAPHIC TERMS

Approved artwork guide

Also called the visual identity guide, the set of formal guidelines describing WMU’s names, symbols, logos, trademarks, service marks, designs, seals, or any combination of these (“marks”), which correlate to Western Michigan University licensing program.

Clear space

The area that must separate the WMU signature/seal or Promotional Mark from surrounding type or graphic elements.

Commercial use

A business undertaking with the intent to make a profit.

Copyright

The legal right granted to an author, publisher, or distributor to exclusive publication, production, sale, or distribution of an artistic work.

X height

Height of the WMU logo, mainly used to figure clear space requirements.

Embossing

Impressing an image in relief to achieve a raised image; for example, the WMU signature/seal.

EPS

Encapsulated PostScript language file, a file format used to transfer PostScript data within compatible applications.

Four-color process

The method of separating color and/or photos with filters into the four process colors: cyan, magenta, yellow, and black.

Fonts

A type face or a collection of all characters comprising the entire character set of a typeface.

GIF

Graphics Interchange Format, a compressed bitmap format created by CompuServe and is still the basic image format for online graphics.

Grayscale

An image printed in black and one or more shades of gray.

Infringement

Unauthorized use of a trademark or service mark that belongs to another; or use of a trademark or service mark so similar to that of another as to cause the likelihood of confusion in the minds of the public as to the source (affiliation or sponsorship) of the product or service.

JPEG

A compressed bitmap format, developed by the Joint Photographic Experts Group of the International Standards Organization. JPEG is generally used to create files of photographic images.

Vector Art

Line art created in Adobe Illustrator. This art can be enlarged with no loss of quality.

Implementation

Securing approved University artwork

Designers in the Office of University Relations will work to produce an individualized unit mark using the unit name in tandem with the University Promotional Mark. Contact the director of graphics and design in that office to start the design process for your unit.

Distribution of guidelines to vendors

There are a number of vendors in the Kalamazoo area who work directly with the Office of University Relations and with individual departments to produce communication materials. The WMU Visual Identity Program guidelines will be shared with each of them to help in uniform implementation. Contact the director of graphics and design in that office to start the design process for your unit.

Using existing stock not in compliance

The shift to the new guidelines should begin with the next production round of materials. To use University resources in the most cost-efficient manner, existing stock of such items as stationery, business cards and brochures should be used before moving to the next version.

Preparation of Materials

To assure successful results when using the University Signature/Seal or Promotional Mark, you must use industry standard software. The current version of **InDesign by Adobe** is the recommended design software. InDesign is available for both Mac and PC equipment. Additionally, InDesign is fully supported by vendors who would receive design files, including commercial printers, quick-print facilities, sign shops, and billboard providers.

Please note that **Microsoft's Publisher** should be **avoided** as it is not supported by the above mentioned vendors.

Graphic identity checklist

To help those charged with preparing communication materials for their units, a simple publications checklist has been prepared to help ensure the materials produced meet the requirements laid out in the WMU Visual Identity Program. The text of that document follows. The document can be found and downloaded at **(Web site)**.

Graphic Identity Checklist

- o All Western Michigan University communications materials, whether printed or digital, should display an approved version of the logo. When it isn't possible to use the logo, you should include the Nameplate of Western Michigan University.
- o The Promotional Mark should be displayed in a prominent location on communications materials.
- o Use only authorized digital files of the logos.
- o When a logo is reduced or enlarged, it should be treated as one unit. Resize all elements proportionately. See "Guidelines for Use of the University Signature/Seal and Promotional Mark" for more information.
- o Check color for accuracy and ensure that the logos are legible in the chosen print context. See "Colors" for more information.
- o The Signature/Seal or Promotional Mark should never be incorporated into illustrations, cartoons, or other symbols or logos. They are not intended to be a decorative repeating element.
- o The Signature/Seal or Promotional Mark does not have to be large to be effective, but it should have ample space around it for legibility and visual integrity.
- o The Signature/Seal or Promotional Mark can appear in color or on a color background. The logo should only be reversed out of a dark background. See "Colors" for more information.
- o If you feel a modified version of the University Signature/Seal or Promotional Mark is necessary for a specific application, contact the Office of University Relations at (269) 387-8400. Approvals have been granted for minor changes that do not significantly alter the appearance or visibility of the logo.
- o University letterhead and envelopes may be adapted for special promotions (university celebrations, for example) lasting no longer than 18 months. Requests for such promotions are handled through the Office of University Relations.
- o Partnerships: Logos of outside organizations may appear on University stationery. Placement and size must be approved by the Office of University Relations.

Identity Elements

Four major design elements are used to communicate the University visual brand identity consistently in print and electronic communications:

- WMU Signature (Seal and Nameplate)
- Chenille “W” and name (Promotional Mark)
- Color palette
- Typography

Applying the Elements

In general, the goal is to ensure that all communications produced by the University are immediately recognizable as part of the same visual brand identity.

Common sense is an important consideration when working with the design elements. Incorporating all of the elements in a brochure or a poster, for example, may be awkward or unworkable from an aesthetic standpoint. In an effort to maintain visual consistency while providing the campus community with some latitude in crafting communication materials, use of **the Signature or chenille “W”, color palette, and typography**, is required.

Please consult with the **Office of University Relations design staff** whenever you have questions about how and when to use the elements so that your product best represents your University and your department.

Who Should Use the Elements

Official Units

Campus units should follow the guidelines as described in this document when creating materials directed to external audiences, including prospective students, alumni, parents, legislators and the general public. For those materials, the **chenille “W”, color palette, and proscribed typography is required.**

It is highly recommended that the same required brand elements be incorporated into major materials directed exclusively to University **internal** audiences. Whenever a communication identifies a University unit by name, that identification should adhere to these guidelines.

Stationery and business forms are exceptions to the guidelines above. (See separate section).

Student Groups

Student groups are encouraged to use the University’s **chenille “W”, color palette and typography** when creating promotional materials.

Student groups are strongly encouraged to use the brand design elements when communicating to external audiences or representing the University to an external audience in an official capacity. They may also incorporate into their materials appropriate brand messages about their organization (i.e., students will have opportunities for leadership roles that will prepare them for the careers).

Student groups should contact the Office of University Relations at (269) 387-8400 to ensure the consistent application and presentation of the University’s Visual Identity Program.

University Seal

The University Seal is the formal identity mark of Western Michigan University. It is used for stationery (letterheads, envelopes and business cards), diplomas, legal documents and other formal visual representations of the University.



The use of the University Seal alone on other printed materials

requires the approval of the director of graphics and design in the Office of University Relations. Contact university relations for more information about when it is appropriate to use the Seal.

History of the Seal

The Seal of Western Michigan University came into being as a natural result of the creation of the University name Feb. 26, 1957. It followed a succession of seals denoting the various names of the institution, generally based upon the seal of the state of Michigan. The official seal of Western Michigan College had been a rectangle, with outline sketches of two buildings.

John Kemper, professor emeritus of art, was requested to design a new seal for a new university, and produced the striking symbol shown here.

Symbolism of the Seal

The five stars in the inner circle symbolize the five original schools of Western Michigan University: Applied Arts and Sciences, Business, Education, Liberal Arts and Sciences, and Graduate Studies.

The stylized tree in the center, with its roots extending towards 1903, symbolizes the continuing growth of the University, its roots firmly implanted in the date of the origin of Western Michigan, by an act of the Michigan Legislature in 1903.

To the right of the tree stands a stone arch with its keystone not yet in place. This symbolizes the solid growth of the University and a gateway to knowledge, but with the keystone indicating that the growth of Western Michigan is not yet completed.

At the left is a pyramid, which may also indicate the building of knowledge, and the flame from its apex signifies enlightenment—the true purpose of the University.

University Signature/Seal

The University Signature includes two elements: the University Seal and the “Western Michigan University” name.



WESTERN MICHIGAN UNIVERSITY

The name is designed in an original typeface, exclusive to the University

that **must not** be replaced with any other font

The Signature serves to identify the University in all forms of communications. It preserves the integrity of its reputation for academic quality, innovation and leadership in higher education.

The Signature is designed to be used as **one unit**, as shown above. **The Seal and Nameplate should NEVER be used separately, unless a special exception is approved by the Office of University Relations.** Requests to use the seal or Nameplate alone will be evaluated on the basis of the potential to advance the mission and reputation of the University, the audience and the proposed medium.

This Signature was introduced in June 1988, was revised in October 1997 and was revised slightly again in 2009.

Promotional Mark

The Promotional Mark, introduced in 2007, is the chenille “W,” used with or without the “Western Michigan



**WESTERN MICHIGAN
UNIVERSITY**

University” name. The University name is designed in an original, exclusive typeface that **must not** be replaced with any other font. When the chenille “W” is used without the University name, the University name must be in a prominent place relative to the chenille “W.”

The Promotional Mark serves to identify Western Michigan University in a more colloquial way than does the University Signature. The chenille “W” should be used in, but not limited to, advertising, recruitment publications, products and websites. It is designed to provide a colorful, instantly recognizable symbol that is less formal than the signature and seal and more amenable to day-to-day communications.

Unit Names Used with University Promotional Mark

The Promotional Mark should be used to represent all departments and offices. **No individual unit logos should be developed or used with University communications.** The names of individual units should be presented typographically as part of the Promotional Mark to avoid developing competing logos.

Units having long established marks should contact the Office of University Relations for development of revisions which blend with this Visual Identity Program.

As colleges, departments and units implement this Visual Identity Program, the Office of University Relations design staff is available to provide assistance.

Guidelines for Use of the University Signature/Seal and Promotional Mark

The University Signature and Promotional Mark form the foundation upon which the Visual Identity Program is built. One of the two—usually the mark—should be used with all communications produced by the University. The following guidelines apply when using either the signature or mark:

- The University Signature and the Promotional Mark must not be used together or on the same page of printed materials.
- The selected logo must be applied to the front outside cover of printed materials in most instances.
- When the selected logo is not applied to the front outside cover, it must be applied to the outside back cover of printed materials.

- The selected logo should not be distorted as part of the nameplate on a newsletter.
- The selected logo never should be used as a headline.
- The selected logo always should be reproduced from official University artwork.

Minimum sizes by width

Sizes shown in black and white also apply to color art files.

Note: Novelty art can be smaller.

Signature/seal at Minimum Size

- 1.** Minimum size is 3 1/2" wide.



WESTERN MICHIGAN UNIVERSITY

- 2.** Minimum size is 2 3/8" wide.



- 3.** Minimum size is 2 3/4" wide.



WESTERN MICHIGAN UNIVERSITY

Promotional Mark at Minimum Size

1. Minimum letter size is 1/2" wide.



2. Minimum size is 1 3/4" wide.



WESTERN MICHIGAN
UNIVERSITY

3. Minimum size is 2 3/4" wide.



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4. Minimum size is 3 5/8" wide.



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5. Minimum size is 2 3/4" wide.



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6. Minimum size is 1 3/4" wide.



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UNIVERSITY

Individualized Promotional Marks

An individualized Promotional Mark for each major unit demonstrates a clear and direct association between the University and its individual units.

It is always appropriate for the name of a University unit to be used in external communication with the name of the University. University units should use the “W” and University name as part of their mark.

Unit names such as the Haworth College of Business or the Frostic School of Art are particularly important since the intent is to celebrate the name, which is usually that of a major donor, and its affiliation with Western Michigan University.

These individualized signatures or marks do not apply to the stationery guidelines described later. The font family used for the subordinate area’s name is Unifers. To maintain consistency among units, “and” is always used instead of an ampersand. For example, it is the “College of Arts and Sciences.”

Because these unit marks require special spacing of the elements, the Office of University Relations must prepare the final artwork.

Examples of individualized college, departmental or office marks follow.



WESTERN MICHIGAN UNIVERSITY
College of Arts and Sciences
Department of Chemistry



WESTERN MICHIGAN UNIVERSITY
Unified Clinics



WESTERN MICHIGAN UNIVERSITY
College of Aviation



WESTERN MICHIGAN UNIVERSITY
Department of Theatre



College of
**Health and
Human Services**
WESTERN MICHIGAN UNIVERSITY



College of
Arts and Sciences
Department of Anthropology
WESTERN MICHIGAN UNIVERSITY



Battle Creek
WESTERN MICHIGAN UNIVERSITY



College of
**Engineering and
Applied Sciences**
WESTERN MICHIGAN UNIVERSITY



Frostic
School of Art
WESTERN MICHIGAN UNIVERSITY



First-Year Experience Programs
**New Student
Orientation**
WESTERN MICHIGAN UNIVERSITY



Student Affairs
WESTERN MICHIGAN UNIVERSITY

Other University Marks

Special marks have been approved for selected units that have been designated sub-brands or brand extensions of the core “Western Michigan University” brand. These long-established custom marks recognize the unique identity needs of the units and their audiences while maintaining a strong relationship to the central University brand.

Requests for permission to continue using such an established mark should be made to the Office of University Relations. Exemptions will be considered for non-academic units that can demonstrate a compelling, market-based need. The following units are good examples of entities that meet those criteria:

- Intercollegiate Athletics
- Miller Auditorium
- WMUK
- Business Technology and Research Park

Please note that the above named areas are non-academic units. All academic units are required to follow the guidelines stated in this Visual Identity Program.

The University Promotional Mark represents all departments and offices. To preserve the clarity and impact of the University’s brand identity, **no individual unit logos should be developed or used with University communications.** The names of individual units should be developed and presented using the Promotional Mark guidelines herein. Use of that Mark as a base for unit identity will serve to avoid the confusion that comes from competing logos.

Second (Commercial) Marks

Second or commercial graphic marks for the majority of the institution’s units, departments, centers, etc. are not allowed.

However, there are selected instances when use of a second or commercial mark is appropriate. Units meeting these primary criteria will **receive consideration for approval** to use a secondary mark when:

- the unit must operate in a retail environment and have a storefront (example: WMU Bookstore); AND/OR

- the unit has multiple funding sources and operated as a true consortium (example: a program receiving funding from an external source as well as the University).

Units approved to use a secondary mark must also use the authorized University Promotional Mark with their communication materials. **The University Promotional Mark should receive more prominence than the approved secondary mark.**

Athletic Marks

Athletic marks are the identification for the Division of Intercollegiate Athletics. Questions about or requests



to use these marks should be directed to marketing and promotions office in intercollegiate athletics.

With written approval of both the Division of Intercollegiate Athletic and the Office of

University Relations, the chenille “W” and the “Bronco” logo may be combined. This may include, but not be restricted to jewelry or special external purposes.

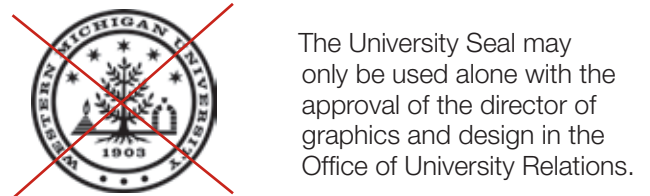
Event-Specific Marks

Secondary marks may be created to promote a specific event, such as an annual lecture or a special anniversary. Secondary marks must be used in conjunction with the University Signature or Promotional Mark.

Some special campus events like Homecoming or the Campus Classic Race may have their own event marks.

Contact the Office of University Relations for more details.

Incorrect uses of the University Signature or Promotional Mark include:



Logos no longer to be used:



Colors

The University's official colors are **brown (Pantone 4625)** and **gold (Pantone 131)**. These colors may be displayed on a field of white or black.

The **WMU Primary Color Palette** also contains colors that are acceptable as background color and as compliments to the official colors in addition to black and white.

In addition, there are two more color palettes:

- **Metallic Color Palette** contains colors that are acceptable to use when a metallic effect is desired.
- **WMU Accent Color Palette**, contains colors that should be used sparingly. Use these colors in small amounts on internal and external publications.

IMPORTANT: Do not rely on the output produced by a desktop color printer for matching the color to be attained when a project is printed on a printing press. The color calibration of desktop printers typically does not match the Pantone Matching System colors used by offset printers

Packed Black

The use of "packed black" gives a richer, darker black, and is available on four-color printed material. Simply make your own color swatch made up of 20% Cyan, 20% Magenta, 20% Yellow and 100% Black.

Color Palettes

The color palettes consist of colors chosen to represent the University's brand in print communications. All University materials and messages directed to external audiences must use colors from the approved color palette.

The following guidelines apply when working with the color palette:

- All University materials and messages directed to external audiences must use colors from the Primary Color Palette.
- Use of the Primary Color Palette as a supporting color theme for **four-color printed** material is strongly encouraged.

- The Metallic Color Palette may be used as a substitute for the Primary Color Palette.
- The Accent Color Palette, which must not be used on more than 20% on an individual layout, must be used in conjunction with the Primary Color Palette.
- Screens or tints of colors in the Accent or Metallic color palettes are **NOT** permitted.

The appropriate Pantone Matching System (PMS) or four-color process must be used to ensure consistent display of the color palette. Due to the inherent qualities of color reproduction and display technologies, the colors may appear differently in spot PMS, four-color process and screen display applications.
















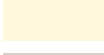
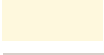













Contemporary Color Set

The Primary Color Palette must be used for materials and messages directed to prospective undergraduate student audiences. Use of this set is also encouraged for other young audiences and may be used for all audiences. The University's core brown or gold colors should be used as a supporting color theme when working with these more contemporary colors.













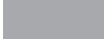
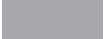
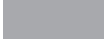
Accent Color Palette Set

This color palette consists of five strong colors which should only be used in a subordinate manner to the other color palettes. As the name implies, these colors must be used only as accents in a design.

WMU Primary Color Palette*
















Spot Colors for Coated Paper	Spot Colors for Uncoated Paper	Process Color Formulas		
 Pantone 4625	 Pantone 4625			Coated (c0 M60 Y100 K79) Uncoated (c40 M40 Y70 K30)
 Pantone 131	 Pantone 131			Coated (c0 M28 Y100 K6) Uncoated (c0 M28 Y100 K6)
 Pantone 4635	 Pantone 7512			Coated (c13 M53 Y68 K40) Uncoated (c20 M40 Y70 K20)
 Pantone 465	 Pantone 466	 Pantone 40-4		Coated (c10 M25 Y40 K20) Uncoated (c20 M20 Y40 K0)
 Pantone 7403	 Pantone 7403	 Pantone 18-6		Coated (c0 M15 Y50 K0) Uncoated (c0 M5 Y30 K5)
 Pantone 7499	 Pantone 7499	 Pantone 5-9		Coated (c0 M3 Y15 K0) Uncoated (c0 M0 Y10 K0)
 Pantone 406	 Pantone Warm Gray 2	 25% Black		
 Pantone 7531	 Pantone 7533			Coated (c16 M28 Y36 K49) Uncoated (c50 M30 Y40 K30)
 Pantone 7529	 Pantone 7529			Coated (c7 M14 Y20 K21) Uncoated (c20 M10 Y20 K10)
 Pantone 7502	 Pantone 7502			Coated (c0 M8 Y33 K10) Uncoated (c10 M10 Y30 K10)

WMU Metallic Color Palette*

Spot Colors for Coated Paper	Spot Colors for Uncoated Paper	Process Color Formulas		
 Pantone 874 metallic	 Pantone 874 metallic			Coated (c30 M35 Y60 K0) Uncoated (c30 M30 Y60 K0)
 Pantone 875 metallic	 Pantone 875 metallic	 Pantone 40-6		Coated (c30 M35 Y60 K0) Uncoated (c30 M35 Y60 K0)
 Pantone 8622 metallic	 Pantone 8622 metallic	 Pantone 317-1		Coated (c70 M80 Y100 K15) Uncoated (c40 M40 Y70 K30)
 Pantone 8005 metallic	 Pantone 8005 metallic	 Pantone 41-5		Coated (c30 M40 Y60 K10) Uncoated (c20 M30 Y60 K5)
 Pantone 877 metallic	 Pantone 877 metallic	 40% Black		

WMU Accent Color Palette*

Accent colors may not be used to cover more than 20% of a page.

Spot Colors for Coated Paper	Spot Colors for Uncoated Paper	Process Color Formulas		
 Pantone 485	 Pantone 485			Coated (c0 M93 Y95 K0) Uncoated (c0 M80 Y100 K0)
 Pantone 562	 Pantone 562			Coated (c83 M10 Y41 K37) Uncoated (c90 M10 Y40 K10)
 Pantone 7491	 Pantone 7491			Coated (c43 M10 Y83 K39) Uncoated (c40 M5 Y80 K0)
 Pantone 5135	 Pantone 5135			Coated (c37 M61 Y9 K26) Uncoated (c40 M80 Y5 K10)
 Pantone 5405	 Pantone 5405			Coated (c71 M30 Y13 K41) Uncoated (c70 M20 Y10 K10)

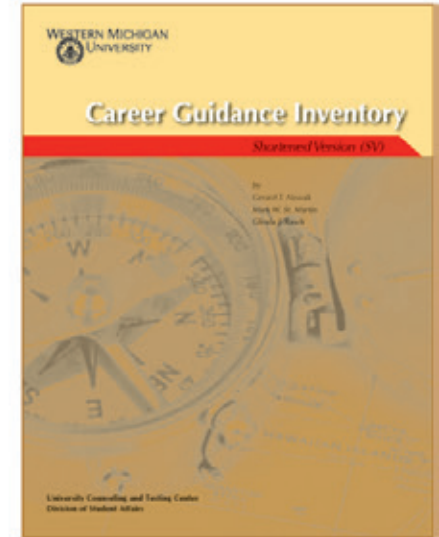
* Colors above will not be accurate on screen. Please consult your Pantone swatch book for accurate viewing.

Use of Accent Colors

This publication, accent colors are used for each tab. The accent color is repeated for the headlines in the corresponding section.



On this flyer, an accent color is used to border the photo and to draw attention to the event names.



The cover to the far right, uses an accent color to emphasize the specific version of the printed piece.

On this brochure, an accent color is used to border the color photos on the cover. The same accent color highlights the name, date and time of the event on the mailing panel. The color is carried through to the inside to separate a secondary program offered during the event.



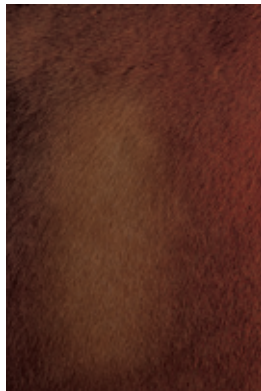
Backgrounds

Several background textures are available including:

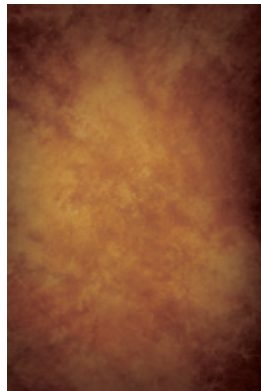
- Horse hair
- Leather
- Parchment
- Stitched leather
- Wood

Others will be added to this list as they become available.

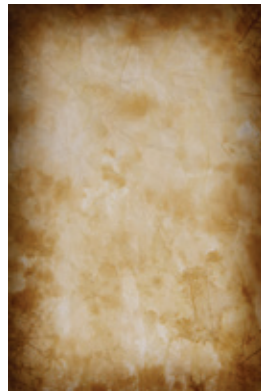
Available Backgrounds



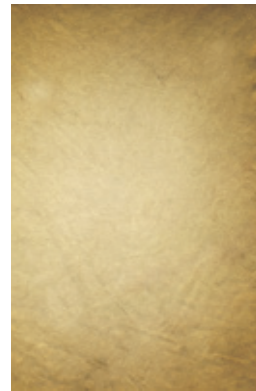
Horse Hair



Leather



Weathered Paper



Parchment



Leather Bar with Stitching

Print Consistency

Consistent visual presentation of the University's brand in print is a critical component of the overall marketing campaign. The more readily the institution's many publics recognize messages from Western Michigan University, the greater the opportunities the University will have to advance itself.

Consistent visual presentation of the University in print means that the major design elements that comprise the WMU brand—the University Signature, the Promotional Mark, the approved color palette and typography—are reflected in printed materials.

Typography Selections

The following **families** of type should be used for all print publications. Licenses for these fonts are available by contacting the Office of University Relations.

Adobe Garamond

(with *Italic*, **Semibold**, *Semibold Italic*, **Bold**, *Bold Italic*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()_+;:'"[]"`

Trade Gothic

(with *Light Oblique*, Medium, *Oblique*, **Bold**, *Bold Oblique*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()_+;:'"[]"`

Univers

(with *Light Oblique*, Roman, *Oblique*, **Bold**, *Bold Oblique*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()_+;:'"[]"`

Notepad

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%&*() +; ' " « »

Letterhead, Envelopes and Business Cards

Stationery

A coordinated system of stationery is important to presenting the University's brand identity clearly and consistently. Letterhead, envelopes and business cards often serve as the first graphic representation of the University to a variety of audiences.

A stationery package has been developed for use by all units that are part of Western Michigan University. By using the standardized formats shown here, every college, school, department and unit can show its proper affiliation to the University. There are no exceptions to this policy.

To maintain a consistent graphic identity, the **Print Lab** in the Department of Paper Engineering, Chemical Engineering and Imaging should produce all stationery. To order these items, go to the Purchasing website: www.obf.wmich.edu/logistical-services/purchasing/forms.html.

Standard Stationery items

- Standard letterhead: 8.5" x 11"
- No. 10 envelope (9.5" x 4.125")
- Monarch letterhead: 7.25" x 10.5"
- No. 7 ¾ envelopes (7.5" x 3.875")
- Business card (personalized and office) 3.5" x 2"
- Notepads (personalized and office) 5.5" x 8.5"

Business Cards

All Western Michigan University business cards and letterhead are printed on a paper called Cougar Opaque, a name selected by the paper's manufacturer, the Weyerhaeuser Company. To order these items, go to the Purchasing website: www.obf.wmich.edu/logistical-services/purchasing/forms.html.

PERSONALIZED CARDS

Employees have the option of selecting either the "Seal" business card style or the "W" business card style. All cards use the standard Signature with the University name in the primacy area.

The approved format for personalized business cards includes the University Signature or Promotional Mark in two colors at the top, followed by the individual's name in bold type and his or her title and college, school, department and/or unit name in smaller type. After a space, the address, phones, fax, e-mail and Web address appears in smaller type.

OFFICE CARD

Generic business cards may be created when a unit wants to display general unit information without including the name of an individual.

Minimum information must include:

- University Signature or Promotional Mark
- Unit name
- Unit room and building location
- Unit telephone



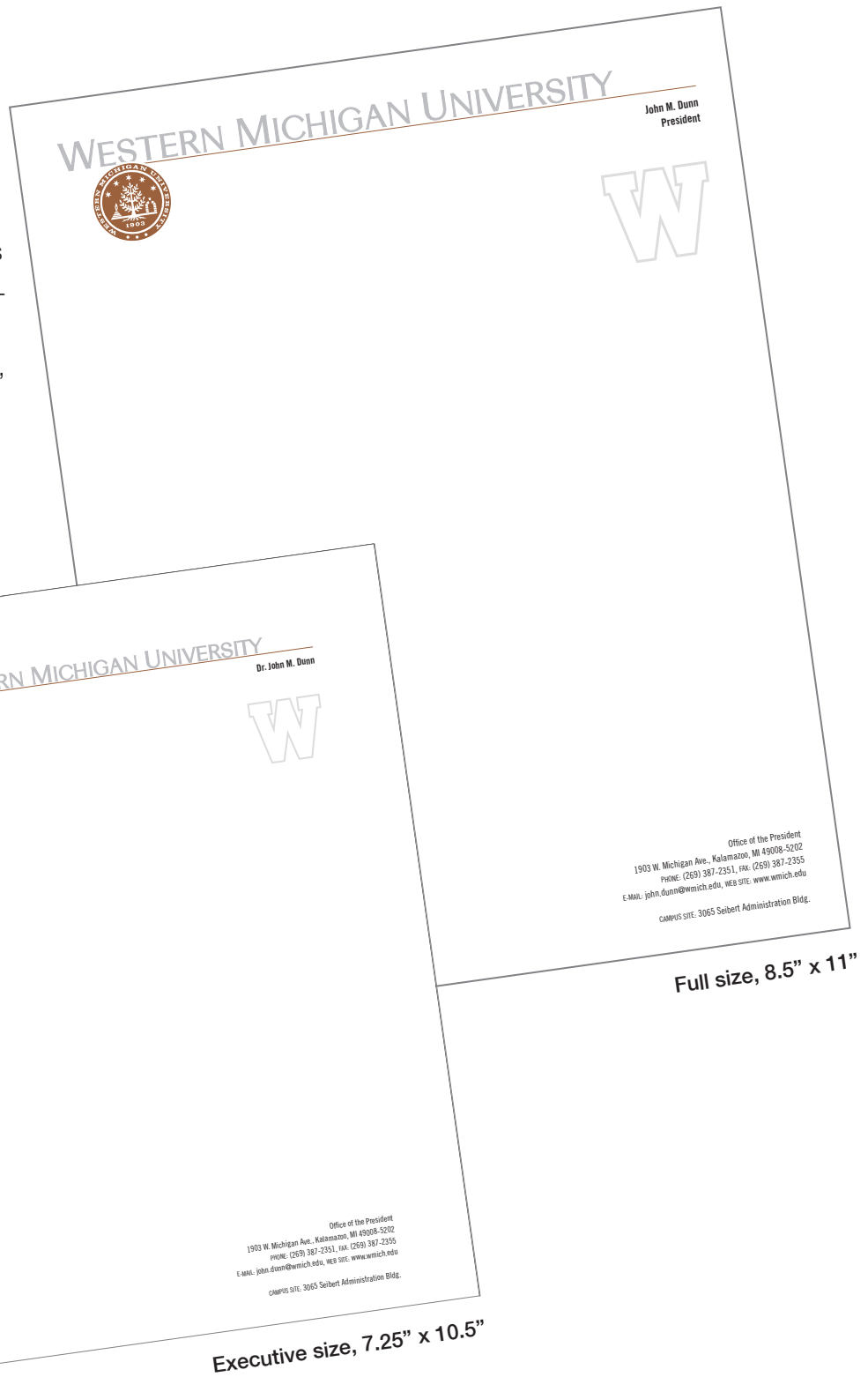
Letterhead

All 8.5" x 11" and executive stationery is determined to be official WMU letterhead. The approved format includes:

- a distinct version of the University name and seal in two colors
- a "watermark" of the Promotional Mark "W"
- the college, school, department, and/or unit name in the upper right corner
- the mailing address, phone, fax, e-mail and web information in the lower right corner
- a "campus site" location (the actual room number and building where the office is located).

A single-color (black ink) letterhead also is available for use with special mailings of large-quantity orders.

Note: These images are shown in reduced sizes.



Electronic Letterhead Templates

Individual units should not attempt to produce their stationery products. For units that want to produce black and white stationery on a desktop printer, customized electronic templates in Microsoft Word are available from the Office of University Relations.

Letterhead Formatting

The proper formatting of letters prepared on University letterhead should have the left-hand margin of a text aligned with the center of the tree in the University Seal. The right edge of the letter's text should not extend beyond the right end of the rule at the top.

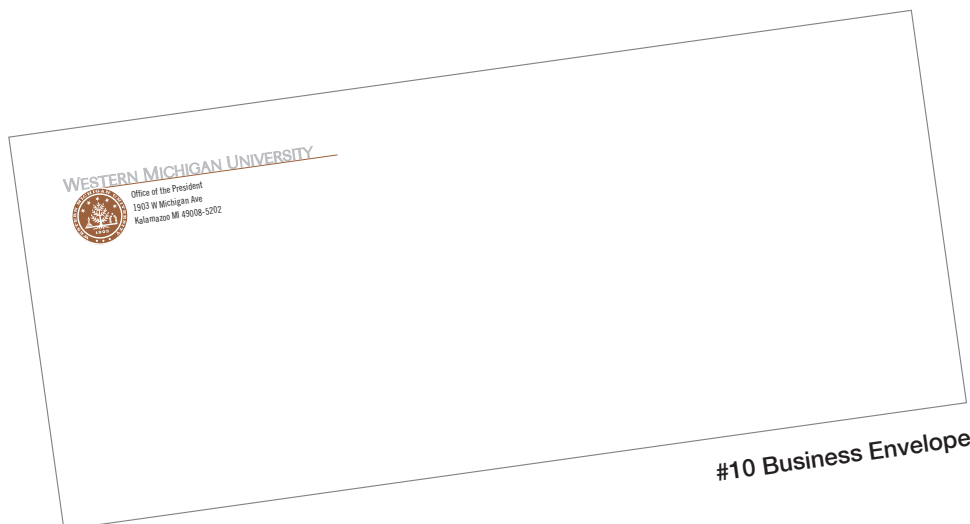
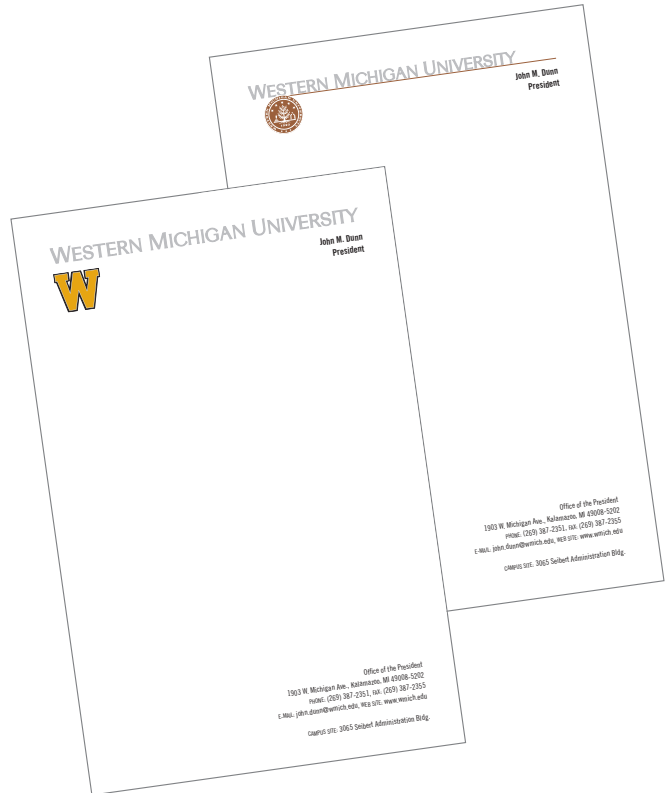
Envelopes

Consistent application of the University Signature on envelopes and on the mailing panels of self-mailers helps establish a consistent brand identity for the University among its multiple audiences. The signature appears in two colors, with the college, school, department and/or unit name and the address below it.

To order these items, go to the Purchasing Office's website: www.obf.wmich.edu/logistical-services/purchasing/forms.html.

Note Pads

Note pads have been designed for both personal and generic use. Two designs are available: formal and informal.



Presentations

PowerPoint presentations and displays created by campus units should reflect the design elements that comprise the Western Michigan University brand: The University Signature or Promotional Mark, an approved color palette and typography.

PowerPoint Presentations

Downloadable PowerPoint templates that incorporate the University's brand design elements have been created. These templates provide the campus community with a time- and cost-effective way to create PowerPoint presentations that communicate the University brand effectively.

The three templates created for both Windows and Macintosh platforms use various combinations of the University's color palette and other design elements.

Additional templates will be created in the future by the Office of University Relations and provided to the campus community.

Templates are available for downloading at www.wmich.edu/ur/identity

Trademark and Licensing

Western Michigan University administers trademark and licensing programs designed to provide manufacturers with the ability to create products featuring University logos and graphic marks while also ensuring that the institution's reputation, image and brand identity are presented appropriately.

The Trademark Licensing Office is located in the Division of Intercollegiate Athletics. It coordinates and reviews requests to apply the University's identity to products. Revenues generated through the sales of licensed merchandise support Western Michigan University programs and services for students, particularly student scholarships.

Trademark Usage

WMU trademarks are the property of Western Michigan University. All uses, either print or electronic, must be approved in advance by the WMU licensing office. Unauthorized use of WMU trademarks is prohibited. The University, in cooperation with our licensing agent, Licensing Resource Group, vigorously enforces our trademark rights.

Internal Use

For University use such as letterhead, brochures, reports, etc., there is no licensing approval required. However, the trademarks may not be altered and should be reproduced using a high-quality master image. These are available from the WMU licensing office or the Office of University Relations.

External Use

University departments may, with permission of the licensing director, use University Marks to raise funds for their own organization or charitable support. Items acquired for such purposes must be acquired from licensees and have the design artwork approved by the WMU licensing office. The licensee or organization will be required to pay royalties on the product in such cases. The trademarks may not be changed. Alteration of the trademarks may dilute them and weaken their protection.

Student Organization Use

Student organizations that have items produced bearing WMU marks are required to buy them from licensed vendors and have the design artwork approved by the WMU licensing office (licensed vendors will submit the artwork for you). If the items are for sale to the public, then the licensee or organization will also be required to pay royalties. The trademarks may not be altered. Alteration of the trademarks may dilute them and weaken their protection.

Unauthorized Use

The WMU licensing office works in cooperation with Licensing Resource Group to enforce the University's trademark rights. The University is committed to protecting WMU trademarks and the reputation they represent. No use of WMU trademarks is permitted without written consent of the Western Michigan University licensing office.

Any information regarding possible trademark infringement should be reported to the Licensing Resource Group, (616) 395-0676 x103 or the WMU assistant athletic director for sports marketing, media relations and trademark licensing at (269) 387-3098.

Licensing Facts

Purpose of the Licensing Program

Western Michigan's marks are used to identify the University, its athletic programs, services, documents, publications and products. The main purpose of the trademark licensing program is to ensure that the marks of the University are used appropriately, in good taste and with quality reproduction.

Likewise, the licensing program seeks to avoid misrepresentations of the University to the public. WMU's marks should not be used in ways that imply the University's endorsement of commercial products or services or endorsement of causes or organizations not a part of the University.

Western Michigan University's Trademarks

A WMU trademark is any mark, logo, symbol, nickname, letter(s), word or derivative that can be associated with Western Michigan University and can be distinguished from other institutions or entities.

Some examples of WMU trademarks are

- Western Michigan University
- Western Michigan University Broncos
- Western Michigan
- Western Michigan Broncos
- WMU Broncos
- WMU

Who Must be Licensed

Anyone who uses the name or marks of Western Michigan University for a commercial purpose must be licensed. Manufacturers of products with WMU marks on them are required to pay an 8-percent royalty on the wholesale price of the item. WMU trademark use in advertisements, motion pictures, etc., also requires licensing approval and a payment of a licensing fee. License applications are available from Licensing Resource Group or by phone at (616) 395-0676.

WMU trademarks used in the traditional news media are not subject to licensing fees.

Frequently Asked Questions (and Answers, Too)

1) Why are these guidelines being introduced now?

The minimal standards in place since 1997 do not reflect or support the University's work to raise the profile of WMU and develop a consistent look and feel for the WMU brand. Since the branding effort began, the University's leadership has asked that it include formal guidelines that will allow the institution's print and electronic materials to reinforce the branding work and be immediately recognized as products of WMU. Over the past two years, the "W" and traditional brown and gold palettes have emerged and been widely adopted as popular and usable ways to extend and formalize the existing guidelines.

2) How were the guidelines developed?

The guidelines were developed based on best practices in higher education visual identity programs after a review of such programs as universities comparable in size, complexity and stature to WMU. The strongest part of the 1997 guidelines were preserved and enhanced. The "W" mark usage and color palettes were developed in consultation with personnel across the campus who produce communication and marketing materials for both academic and nonacademic units. Initial guidelines were reviewed by members of a marketing advisory committee. Feedback was invited over a period of time, and the guidelines were refined based on the feedback of members of that committee and the units they represent. The guidelines were then reviewed by the University's senior leadership and endorsed by the president.

3) How soon do I have to begin using the guidelines? Do I need to discard my old stationery and brochures?

Use of the guidelines should begin immediately. Your next project and those now in design should incorporate the guidelines. A publications checklist is included in the guideline document to help you get started. However, new materials should be developed in a fiscally prudent way. Existing stationery and brochures

should be used until it is time to reorder or produce a new generation of materials.

4) Why can't my unit use its old logo along with a new unit mark that follows the guidelines?

One of the problems identified in the initial stages of the branding effort was that Western Michigan University's brand—both visually and perceptually—was soft and diffused because we were focusing on too many messages. Multiple logos are symptoms of that problem and work against a strong and visually compelling University brand.

5) Do the guidelines affect publication nameplates—the name of a magazine or newsletter, for instance?

Publication nameplates may remain intact, but the name of the unit producing the publication should be incorporated into the design. The unit name must be presented in a manner consistent with the guidelines. Nameplates for *Western News*, *HaworthNews*, the *Western Michigan University Magazine* and *Accent on Alumni* are good examples of such established nameplates. If you produce such a regular publication, keep the Office of University Relations design team in mind as a resource if you want to redesign, freshen a design or look for a good clean way to incorporate guideline elements. The design of publication nameplates **must be approved** by the Office of University Relations.

6) I love the University's color palette, but it's not appropriate for some topics/uses for my unit. What should I do?

There are some instances in which the primary palette of brown and gold is not appropriate for a particular topic or use. The primary, secondary, metallic and accent color palettes do, however, include colors and tones that can be used for nearly any application. The design staff in the Office of University Relations can

help you adapt those palettes to give you the appearance of being part of the WMU family in a way that is appropriate to your need.

7) Who do I talk to if my unit has logo/mark needs that fall outside the guidelines?

Please contact the director of graphics and design in the Office of University Relations and discuss your concerns.

8) We've been working hard to "brand" our unit, and these new guidelines conflict with our efforts. What's wrong with having multiple strong brands within the University community?

The best brand for any unit on campus is the Western Michigan University brand. It is an old saying in the marketing industry that it is far better to build a branded house than a house of brands. That simple premise goes to the heart of the issue these guidelines are intended to address. We need to embrace a single strong brand. The alternative is a series of smaller weaker brands that continue to diffuse the public's perception of WMU. While units on campus may feel strongly that they need to differentiate themselves, the easiest and most productive way to do that is through using the WMU brand and linking that unit's reputation to the strength and stature of the WMU name. External audiences rarely think about the individual units within the University. They see us all, appropriately, as "Western Michigan University." That is a strength, not a weakness, and we can leverage that strength to the benefit of the entire University.

9) We prefer to use the Bronco "horse head" logo for our visual identity. Why can't we continue to do that?

The new guidelines use the "W" as the mark intended for less formal, day-to-day use by units campuswide. The Bronco "horse head" logo was designed exclusively for use by Intercollegiate Athletics, and there are

strong guidelines for that mark that were developed when it was adopted. The mark remains one intended for athletics, but can be appropriate for competitive teams in other areas as well as University events and initiatives built around an athletic event. If your desire to use the Bronco "horse head" logo falls into one of those categories, you'll need to work with the Office of University Relations and the licensing/promotions area of the Office of Intercollegiate Athletics to secure permission.

10) How can we get help to make sure our unit is in compliance and supporting the University's visual identity?

Designers in the Office of University Relations are working to help departments and offices across campus ensure their units have the WMU look and feel. Do not hesitate to contact the director of graphics and design to pose questions about the new guidelines or request design assistance.

Appendix

- **University Signature Available Artwork (files)**
- **Promotional Mark Available Artwork (files)**

Signature/Seal Available Artwork

For the horizontal Signature the following file variations are available

sLineOpen.eps
or
sLineClear.eps



WESTERN MICHIGAN UNIVERSITY

sLine874&Black.eps
or
sLine874&BlackCMYK.eps



WESTERN MICHIGAN UNIVERSITY

sLineSolid.eps



WESTERN MICHIGAN UNIVERSITY

sLine131&4625.eps
or
sLine131&4625CMYK.eps



WESTERN MICHIGAN UNIVERSITY

sLine4625.eps
or
sLine4625CMYK.eps



WESTERN MICHIGAN UNIVERSITY

sLineGradientCMYK.eps



WESTERN MICHIGAN UNIVERSITY

sLine131.eps
or
sLine131CMYK.eps



WESTERN MICHIGAN UNIVERSITY

sLineWhiteClear.eps



WESTERN MICHIGAN UNIVERSITY

sLine874.eps
or
sLine874CMYK.eps



WESTERN MICHIGAN UNIVERSITY

sLine4625&Black.eps
or
sLine4625&BlackCMYK.eps



WESTERN MICHIGAN UNIVERSITY

sLine131&Black.eps
or
sLine131&BlackCMYK.eps



WESTERN MICHIGAN UNIVERSITY

Signature/Seal Available Artwork

For the stacked Signature the following file variations are available

sStackOpen.eps
or
sStackClear.eps



sStackSolid.eps



sStack4625.eps
or
sStack4625CMYK.eps



sStack131.eps
or
sStack131CMYK.eps



sStack874.eps
or
sStack874CMYK.eps



sStack4625&Black.eps
or
sStack4625&BlackCMYK.eps



sStack131&Black.eps
or
sStack131&BlackCMYK.esp



sStack874&Black.eps
or
sStack874&BlackCMYK.eps



sStack131&4625.eps
or
sStack131&4625CMYK.eps



sStackGradientCMYK.eps



sStackWhiteClear.eps



Signature/Seal Available Artwork

For the centered Signature the following file variations are available

sCenterOpen.eps
or
sCenterClear.eps



WESTERN MICHIGAN UNIVERSITY

sCenter131&Black.eps
or
sCenter131&BlackCMYK.eps



WESTERN MICHIGAN UNIVERSITY

sCenterSolid.eps



WESTERN MICHIGAN UNIVERSITY

sCenter874&Black.eps
or
sCenter874&BlackCMYK.eps



WESTERN MICHIGAN UNIVERSITY

sCenter4625.eps
or
sCenter4625CMYK.eps



WESTERN MICHIGAN UNIVERSITY

sCenter131&4625.eps
or
sCenter131&4625CMYK.eps



WESTERN MICHIGAN UNIVERSITY

sCenter131.eps
or
sCenter131CMYK.eps



WESTERN MICHIGAN UNIVERSITY

sCenterGradientCMYK.eps



WESTERN MICHIGAN UNIVERSITY

sCenter874.eps
or
sCenter874CMYK.eps



WESTERN MICHIGAN UNIVERSITY

sCenterWhiteClear.eps



WESTERN MICHIGAN UNIVERSITY

sCenter4625&Black.eps
or
sCenter4625&BlackCMYK.eps



WESTERN MICHIGAN UNIVERSITY

Signature/Seal Available Artwork

For the Nameplate the following file variations are available

nSolid.eps

WESTERN MICHIGAN UNIVERSITY

n4625.eps

or

n4625CMYK.eps

WESTERN MICHIGAN UNIVERSITY

n131.eps

or

n131CMYK.eps

WESTERN MICHIGAN UNIVERSITY

n874.eps

or

n874CMYK.eps

WESTERN MICHIGAN UNIVERSITY

nWhite.eps

WESTERN MICHIGAN UNIVERSITY

nStackSolid.eps

WESTERN MICHIGAN
UNIVERSITY

nStack4625.eps

or

nStack4625CMYK.eps

WESTERN MICHIGAN
UNIVERSITY

n131.eps

or

nStack131CMYK.eps

WESTERN MICHIGAN
UNIVERSITY

nStack874.eps

or

nStack874CMYK.eps

WESTERN MICHIGAN
UNIVERSITY

nStackWhite.eps

WESTERN MICHIGAN
UNIVERSITY

Promotional Mark Available Artwork

For the “W” the following file variations are available



ChenilleWMedium.tif
or
Chenille WLarge.tif

w4625.eps



These Chenille Logos (Photoshop tif formatted files) may not be enlarged. If you need a Chenille W bigger than the 'Large' provided, please contact the Office of University Relations.

w131.eps



w4625&Black.eps



wWhite.eps



w131&Black.eps



w131&4625.eps



Promotional Mark Available Artwork

For the “W” with one line Nameplate the following file variations are available



wLine4625.eps



wLine131.eps



wLine4625&Black.eps



wLine131&Black.eps



wLine131&4625.eps



This logo may be enlarged up to 180%. If you need a larger version, contact the Office of University Relations.



wLineWhite.eps



Promotional Mark Available Artwork

For the small “W” with centered Nameplate the following file variations are available



WESTERN MICHIGAN UNIVERSITY

wSmlCenter4625.eps



WESTERN MICHIGAN UNIVERSITY

wSmlCenter131.eps



WESTERN MICHIGAN UNIVERSITY

wSml4625&Black.eps



WESTERN MICHIGAN UNIVERSITY

wSml131&Black.eps



WESTERN MICHIGAN UNIVERSITY

wSmlCenter131&4625.eps



WESTERN MICHIGAN UNIVERSITY

This logo may be enlarged up to 180%. If you need a larger version, contact the Office of University Relations.



WESTERN MICHIGAN UNIVERSITY

wSmlCenterWhite.eps



WESTERN MICHIGAN UNIVERSITY

Promotional Mark Available Artwork

For the large “W” with centered Nameplate the following file variations are available



WESTERN MICHIGAN UNIVERSITY

wCenter4625.eps



WESTERN MICHIGAN UNIVERSITY

wCenter131&Black.eps

This logo may be enlarged up to 130%. If you need a larger version, contact the Office of University Relations.



WESTERN MICHIGAN UNIVERSITY



WESTERN MICHIGAN UNIVERSITY

wCenter131.eps



WESTERN MICHIGAN UNIVERSITY

wCenter131&4625.eps

wCenterWhite.eps



WESTERN MICHIGAN UNIVERSITY



WESTERN MICHIGAN UNIVERSITY



WESTERN MICHIGAN UNIVERSITY

Promotional Mark Available Artwork

For the small “W” with stacked and centered Nameplate the following file variations are available



WESTERN MICHIGAN
UNIVERSITY

wSmlStack4625.eps



WESTERN MICHIGAN
UNIVERSITY

wSmlStack131.eps



WESTERN MICHIGAN
UNIVERSITY

wSmlStack4625&Black.eps



WESTERN MICHIGAN
UNIVERSITY

wSmlStack131&Black.eps



WESTERN MICHIGAN
UNIVERSITY

wSmlStack131&4625.eps



WESTERN MICHIGAN
UNIVERSITY

This logo may be enlarged up to 180%. If you need a larger version, contact the Office of University Relations.



WESTERN MICHIGAN
UNIVERSITY

wSmlStackWhite.eps



WESTERN MICHIGAN
UNIVERSITY

WleftStackedCMYK.eps

WESTERN MICHIGAN
 UNIVERSITY

Promotional Mark Available Artwork

For the large “W” with stacked and centered Nameplate the following file variations are available



WESTERN MICHIGAN
UNIVERSITY

wStack4625.eps



WESTERN MICHIGAN
UNIVERSITY

wStack131.eps



WESTERN MICHIGAN
UNIVERSITY



WESTERN MICHIGAN
UNIVERSITY

wStack131&Black.eps



WESTERN MICHIGAN
UNIVERSITY

wStack131&4625.eps



WESTERN MICHIGAN
UNIVERSITY

This logo may be enlarged up to 130%. If you need a larger version, contact the Office of University Relations.



WESTERN MICHIGAN
UNIVERSITY

wStackWhite.eps



Promotional Mark Available Artwork

For the “WMU” in horizontal or vertical form the following file variations are available



WMUHorz4625.eps



WMUHorz131.eps



WMUHorz4625&Black.eps



WMUHorz131&Black.eps



WMUHorzCenter131&4625.eps



WMUHorzCenterCMYK.eps

This logo may be enlarged up to 180%. If you need a larger version, contact the Office of University Relations.



WMUHorzWhite.eps



WMUVert4625.eps



WMUVert131.eps



WMUVert4625&Black.eps



WMUVert131&Black.eps



WMUVertCenterCMYK.eps

This logo may be enlarged up to 180%. If you need a larger version, contact the Office of University Relations.



WMUVertWhite.eps



**For answers about use of the University Seal,
Signature/Seal, and Promotional Mark, or to
request exceptions to guidelines or design
assistance to implement guidelines, contact:**

Office of University Relations

(269) 387-8400