



Visual Identity 2025





Visual identity systems are designed to be enduring and live long beyond the life of campaigns.

Marketing campaigns typically live for three to five years and utilize key components of the visual identity system.

Visual identity systems benefit the entire University by creating an instant association with Western. By being consistent across the institution and over time, our marks become more valuable, our associations more positive and the University more competitive.

Visit wmich.edu/brand/visualidentity to download our visual identity guide.

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One University, one visual identity

Our visual identity represents all of Western Michigan University. It unifies our brand, bringing together all aspects of the institution.

The degree to which we use our logo and visual identity consistently and correctly will determine the positive impact it can have in strengthening our brand, reputation and competitive advantage.

That's where you come in. WMU has people at all levels who communicate about the institution. Marketing professionals, writers, designers and web developers maintain much of the University's official face to the world. We all need to express Western's visual identity consistently. Faculty, staff, students and outside partners are invited to make use of these assets where appropriate and are expected to apply the standards set forth in this guide. When everyone works from the same playbook, a stronger and more cohesive WMU brand emerges.



University logo

The premier visual asset for Western Michigan University's brand is the University logo. It identifies us, represents us and assures audiences that WMU stands behind the content. It is the most recognizable element of our visual identity and is visible across nearly every point of engagement with our University.

The brand mark (the W within the circle) and the word mark (the University name) were carefully crafted and must not be reset with any other font or altered in any other manner.



- The brand mark should appear with the word mark and the two are only separated in rare circumstances.
- The University logo is a registered trademark and should always include the ® symbol.
- The W should always remain in the circle.
- No graphics are permitted inside the W or the circle.
- The word mark must not be reset with any other font.
- Please contact the Office of Marketing and Strategic Communications for approval to use the brand mark without the word mark.

University logo configurations

The standards outlined for the institutional level marks apply to all official University logos and logo versions as described in these guidelines.

The University logo exists in three configurations—primary, stacked and horizontal. These configurations of the logo were developed to accommodate any size or spacing needs.

The brand mark should appear with the word mark and the two are only separated in rare circumstances with approval from the Office of Marketing and Strategic Communications.

The brand mark and word mark lock-up is a registered trademark and should always include the ® symbol.

1. Primary

The primary configuration sets the typography on three lines, with the brand mark on the left.

This configuration should be your first choice.



2. Stacked

The stacked configuration sets the typography on three lines, with the circle W icon visually centered above the type block. This is best suited for spaces that have a vertical orientation.

This configuration is appropriate, only when using the primary logo is not feasible.



3. Horizontal

The horizontal configuration sets the typography on a single line, with the brand mark on the left. This version is best-suited for websites, media and presentation templates, and should be used exclusively for applications that are long and narrow or require the brand mark to be less than 1" in height.

This configuration is appropriate, only when using the primary or stacked logo is not feasible.



Mistakes to avoid

These standards apply to all official University logos and logo versions as described in these guidelines. The set of examples shown below do not cover every possible error. Always use logos that are unaltered.



Do not separate the brand mark from the word mark.



Do not fill the circle with gold or any other color.



Do not produce old logos.



Do not add words or acronyms inside the circle.



Do not remove the W from its container.



Do not use the brand mark in words, headlines or sentences.



Do not use color combinations other than those specified in this document and provided in master art files.



Do not use colors other than those specified in this document.



Do not alter or replace the official typeface.



Do not crop the logo.



Do not place photos or graphics inside the circle.



Do not place photos or graphics inside the W.

Mistakes to avoid, continued



Do not rearrange the brand mark and word mark.



Do not rotate, skew or invert the logo.



Do not screen the logo.



Do not alter the placement or proportion.



Do not squeeze or stretch horizontally or vertically.



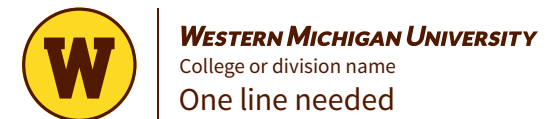
Make sure colors are printing correctly and that the ® is included.



Do not use drop shadows or other visual effects.



Do not cover the logo with art or type.



A brown W on a gold circle is not brand aligned.



A white W on a brown circle is not brand aligned.



The long horizontal logo is not part of the signature system and should not be locked up with any University names.

Logo colors

The colors used in all University logos are PMS 7406 gold and PMS 4625 brown.

Accurate color reproduction requires the use of specific color formulas for different media and rendering formats. For color formulas, see page 25.

Full color

This is the primary choice for any application that accommodates two or more colors.



One color

These are appropriate only when a full color application is not feasible.



Reversed

Below are the correct presentation when a one color application is the only option.



Color contrast

Be aware of color contrast. Lighter color grays require brown. Darker color grays require white. Gold does not provide enough contrast on gray or white.

Do not reverse the brand mark with a brown W and gold circle. The W is always gold and the field of the circle is always brown except in one color applications.

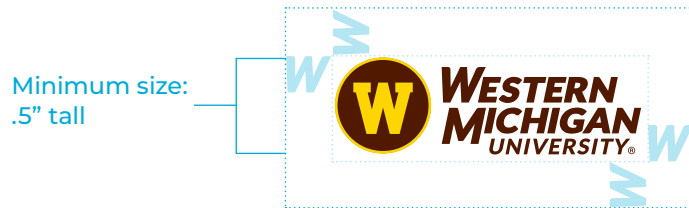
Minimum size and clear space

Clear space must surround all WMU logos, **including unit logos**, to ensure legibility and prominence. The size of the clear space around all logos must be at least the width of the top of the W that appears in the word “Western.” Contact the Office of Marketing and Strategic Communications at marcom@wmich.edu to obtain permission to use the promotional art at any size smaller than described here. An altered art file may be necessary for printing on promotional items, for instance.

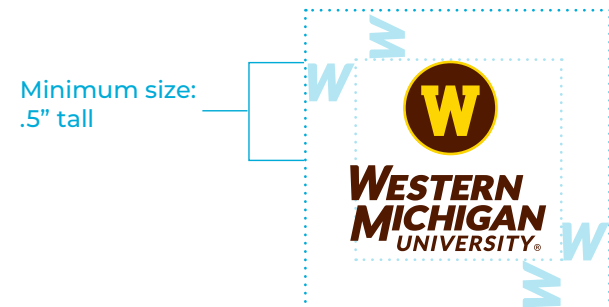
The minimum height of the brand mark in all University logos is one-half inch.

To determine the appropriate amount of clear space around the logo, use the width of the W in “Western.” The amount of clear space will increase or decrease in proportion to the size of the logo.

Primary logo minimum size



Stacked logo minimum size



Horizontal logo minimum size



Examples of minimum size and clear space

Appropriate clear space ensures legibility. Other visual elements or the edge of a canvas should not be within the clear space.

Correct



There is more than the minimum clear space, the width of the W, between the logo and the edge of the canvas. The photo and graphic effects are not placed on top of the logo. The logo is larger than the minimum size of one-half inch.

Incorrect



There is less than the minimum clear space, the width of the W, between the logo and the edge of the canvas. The photo and graphic effects are placed on top of the logo. The logo is less than the minimum size of one-half inch.

Logo placement over images

The WMU logo may be placed on a color photograph as long as sufficient contrast exists. Avoid complex patterns that make the word mark difficult to read. See the examples below.

Correct



Incorrect



Signature system

The standards outlined for the institutional level marks apply to all official University logos and logo versions as described in these guidelines.

The signature system establishes the college, department and division logos throughout the University. The unit logo lockup is the combination of the brand mark, word mark and unit name. There are three types of signatures:

- Named college logo
- College level logo
- Academic department or University unit logo

Contact the Office of Marketing and Strategic Communications to obtain the correct set of logos.

College level logo

Each college logo has a live area where the size of the text is variable to best fill the space.

Horizontal templates

Named college



Standard college



Stacked templates

Named college



Standard college



College level horizontal logos



WESTERN MICHIGAN UNIVERSITY.
Lee Honors College



WESTERN MICHIGAN UNIVERSITY.
Merze Tate College



WESTERN MICHIGAN UNIVERSITY.
College of Health
and Human Services



WESTERN MICHIGAN UNIVERSITY.
WMUx



WESTERN MICHIGAN UNIVERSITY.
HAWORTH
College of Business



WESTERN MICHIGAN UNIVERSITY.
College of Fine Arts



WESTERN MICHIGAN UNIVERSITY.
College of Arts
and Sciences



WESTERN MICHIGAN UNIVERSITY.
Graduate College



WESTERN MICHIGAN UNIVERSITY.
College of Education
and Human Development



WESTERN MICHIGAN UNIVERSITY.
College of Engineering
and Applied Sciences



WESTERN MICHIGAN UNIVERSITY.
College of Aviation

College level stacked logos



WESTERN MICHIGAN UNIVERSITY.
Lee Honors College



WESTERN MICHIGAN UNIVERSITY.
Merze Tate College



WESTERN MICHIGAN UNIVERSITY.
College of Health
and Human Services



WESTERN MICHIGAN UNIVERSITY.
WMUx



WESTERN MICHIGAN UNIVERSITY.
HAWORTH
College of Business



WESTERN MICHIGAN UNIVERSITY.
College of Fine Arts



WESTERN MICHIGAN UNIVERSITY.
College of Arts
and Sciences



WESTERN MICHIGAN UNIVERSITY.
Graduate College



WESTERN MICHIGAN UNIVERSITY.
College of Education
and Human Development



WESTERN MICHIGAN UNIVERSITY.
College of Engineering
and Applied Sciences



WESTERN MICHIGAN UNIVERSITY.
College of Aviation

Department or Unit logo

Each department or unit logo is set with a specific size of the text to ensure consistency across units. Below are options for including or omitting the college or division name in the logo.

Horizontal templates



WESTERN MICHIGAN UNIVERSITY
College or division name
One line needed



WESTERN MICHIGAN UNIVERSITY
College or division name
Two lines needed
Line two of name



WESTERN MICHIGAN UNIVERSITY
College or division name
Three or more lines needed
Line two of name
Line three of name



WESTERN MICHIGAN UNIVERSITY
One line needed



WESTERN MICHIGAN UNIVERSITY
Two lines needed
Line two of name



WESTERN MICHIGAN UNIVERSITY
Three or more lines needed
Line two of name
Line three of name

Stacked templates



WESTERN MICHIGAN UNIVERSITY
College or division name
Department or unit name



WESTERN MICHIGAN UNIVERSITY
Department or unit

Promotional logo

All colleges, divisions, academic departments, units and programs may use a promotional logo on apparel and promotional items.



One line needed

Live area



Two lines needed
Second line of name

Live area

Examples



Logo colors

The colors used in all University logos are PMS 7406 C Gold and PMS 4625 C Brown.

Rendering college, department and unit logos follows the same guidelines for rendering University logos as described on pages 5-17.

Accurate color reproduction requires the use of specific color formulas for different criteria. For color formulas, see page 25.

Full color



WESTERN MICHIGAN UNIVERSITY
Marketing and Strategic
Communications

Reversed



WESTERN MICHIGAN UNIVERSITY
Marketing and Strategic
Communications

This rendering is used only on a gold background.

One color



WESTERN MICHIGAN UNIVERSITY
Marketing and Strategic
Communications



WESTERN MICHIGAN UNIVERSITY
Marketing and Strategic
Communications



WESTERN MICHIGAN UNIVERSITY
Marketing and Strategic
Communications

Minimum size and clear space

Clear space must surround all WMU logos to ensure legibility and prominence. The size of the clear space around all logos must be at least the width of the top of the W that appears in the word “Western.” Contact the Office of Marketing and Strategic Communications at marcom@wmich.edu to obtain permission to use the promotional art at any size smaller than described here. A decreased size may be necessary for printing on promotional items, for instance.

The minimum height of the brand mark in all University logos is one-half inch.

To determine the appropriate amount of clear space around the logo, use the width of the W in “Western.” The amount of clear space will increase or decrease in proportion to the size of the logo.

Horizontal logo minimum size and clear space



Stacked logo minimum size and clear space



Examples of minimum size and clear space

Appropriate clear space ensures legibility. Other visual elements or the edge of a canvas should not be within the clear space.

Correct



There is more than the minimum clear space, the width of the W, between the logo and the edge of the canvas. The photo and graphic effects are not placed on top of the logo. The logo is larger than the minimum size of one-half inch.

Incorrect



There is less than the minimum clear space, the width of the W, between the logo and the edge of the canvas. The photo and graphic effects are placed on top of the logo. The logo is less than the minimum size of one-half inch.

Listing multiple units

There are two situations in which multiple units must be represented together: when an entity exists as a collaboration among units, such as colleges, and when multiple entities sponsor an external event.

Collaboration among units

There are rare cases where a unit is part of more than one division or college. Contact the Office of Marketing and Strategic Communications to develop a logo for that use.

Multiple unit sponsors

In cases where multiple units need to be listed, the University logo should be used once and the unit names listed nearby, outside of the clear space. Use Source Sans Pro Regular font for the unit names. See examples below.

Incorrect

MLK Jr. Day

ANNUAL TEACH-IN
MLK's Blueprint
for Justice

Monday, Jan. 20, 2025
Noon to 3:30 p.m. ■ WMU Student Center

EVENT SPONSORS
Lewis Walker Institute for
the Study of Race and Ethnic
Relations
and the
Office of Diversity and Inclusion

WESTERN MICHIGAN UNIVERSITY

Correct

MLK Jr. Day

ANNUAL TEACH-IN
MLK's Blueprint
for Justice

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Noon to 3:30 p.m. ■ WMU Student Center

WESTERN MICHIGAN UNIVERSITY
Lewis Walker Institute for the Study
of Race and Ethnic Relations
Office of Diversity and Inclusion

wmich.edu/mlk

Correct

PRESENTED BY

WESTERN MICHIGAN UNIVERSITY
Lesbian, Bisexual, Gay and
Transgender Student Services (LBGT)

SPONSORED BY

Office of Diversity and Inclusion
Institute for Intercultural and Anthropological Studies
College of Arts and Sciences
College of Fine Arts
Haworth College of Business: Marketing
School of Theatre and Dance
Frost School of Art

SUPPORTED BY

Haworth College of Business
Department of Chemistry
Department of English
Sindecuse Health Services
Honore Salon
OutFront Kalamazoo

Athletics logo

NCAA Division I Athletics is a key part of the student experience. To express Bronco spirit, athletics uses the Spirit Mark as its primary logo, and the Brand Mark as its secondary logo. The use of the Spirit Mark is not appropriate for other divisions of the University.

The Spirit Mark has identity standards similar to those outlined in this guide. For more information, contact the Office of Marketing and Strategic Communications.



**WESTERN
MICHIGAN**

University seal



In 1957, the year Western Michigan University became a university, WMU art professor John Kemper made a sketch on the back of his faculty identification card that would eventually be adopted as the official seal of WMU. It has four components:

Five stars symbolize the main academic units in place when WMU gained university status—the schools of Applied Arts and Sciences, Business, Education, Liberal Arts and Sciences and Graduate Studies.

A **tree** signifies the University's continuing growth, and its roots acknowledge the institution's firm planting through its creation by the Michigan Legislature in 1903.

A **stone arch** symbolizes a gateway to knowledge as well as solid growth. The missing keystone indicates the University's growth is incomplete, with much more to be accomplished and discovered.

A **pyramid** stands for the building of knowledge and features a flame at its apex to signify enlightenment—WMU's true purpose.

The University seal is our most sacred mark. It is reserved for official documents, such as diplomas, and used by the president of the University. The Office of Marketing and Strategic Communications manages the use and application of the seal, in coordination with the Office of the President.

The University seal is not for general use and may only be used with approval from the Office of Marketing and Strategic Communications.

Color palette

Primary Color Palette

Brown and gold have been Western's colors since 1903. The colors feature prominently in our alma mater. They were chosen by President Waldo, who had a staff member whose favorite flowers were Brown-eyed Susans.

Our primary colors are brown and gold. Gold plays the dominant role in our identity and community. These color represent WMU at the highest level and should be present in all communications.

Always use at 100% full color. Do not alter transparency or screen.

7406 Gold

Pantone coated: 7406

Pantone uncoated: 120

CMYK coated: c0, m13, y100, k1

CMYK uncoated: c0, m11, y92, k0

HSL: 49, 100%, 47.3%

RGB: 241, 197, 0

Hex: #F1C500

Thread: Madeira 1124 gold

White

HSL: 0, 100%, 100%

RGB: 255, 255, 255

Hex: #FFFFFF

4625 Brown

Pantone coated: 4625

Pantone uncoated: 4625

CMYK coated: c14, m75, y91, k76

CMYK uncoated: c14, m75, y91, k76

HSL: 17, 45.2%, 12.2%

RGB: 83, 46, 31

Hex: #532E1F

Thread: Madeira 1059 brown

Neutral color palette

The neutral color palette adds sophistication and contrast to our color system.

Always use at 100% full color. Do not alter transparency or screen.

Use of neutral colors is always secondary to brown and gold.



PMS 401

Pantone coated: 401

Pantone uncoated: 401

CMYK coated: c28, m25, y28, k3

CMYK uncoated: c24, m22, y26, k5

HSL: 32, 8%, 68%

RGB: 180, 174, 167

Hex: #B4AEA7



PMS 5497

Pantone coated: 5497

Pantone uncoated: 5497

CMYK coated: c48, m24, y29, k7

CMYK uncoated: c49, m23, y29, k14

HSL: 180, 8.6%, 54.5%

RGB: 129, 149, 149

Hex: #819595



PMS 7531

Pantone coated: 7531

Pantone uncoated: 7531

CMYK coated: c37, m44, y56, k31

CMYK uncoated: c34, m38, y46, k27

HSL: 20, 7.2%, 51%

RGB: 139, 127, 121

Hex: #8B7F79

Accent color palettes

Use the accent colors sparingly. Do not use for large floods of color.

Always use at 100% full color. Do not alter transparency or screen.

Use of accent colors is always tertiary to the primary and neutral color palettes.

PMS 1665

Pantone coated: 1665

Pantone uncoated: 1665

CMYK coated: c0, m82, y100, k0

CMYK uncoated: c0, m72, y100, k0

HSL: 12, 75.0%, 59.2%

RGB: 229, 104, 73

Hex: #E56849

PMS 639

Pantone coated: 639

Pantone uncoated: 639

CMYK coated: c97, m4, y3, k2

CMYK uncoated: c94, m3, y2, k1

HSL: 194, 100%, 40%

RGB: 0, 156, 204

Hex: #009CCC

PMS 383

Pantone coated: 383

Pantone uncoated: 383

CMYK coated: c19, m0, y100, k18

CMYK uncoated: c30, m4, y100, k20

HSL: 67, 48.1%, 40.8%

RGB: 142, 154, 54

Hex: #8E9A36

PMS 3285

Pantone coated: 3285

Pantone uncoated: 3285

CMYK coated: c100, m0, y57, k1

CMYK uncoated: c100, m0, y56, k9

HSL: 174, 100%, 28.2%

RGB: 0, 144, 129

Hex: #009081

PMS 200

Pantone coated: 200

Pantone uncoated: 200

CMYK coated: c20, m100, y100, k12

CMYK uncoated: c20, m100, y100, k12

HSL: 0, 100%, 35.3%

RGB: 180, 0, 0

Hex: #B40000

PMS 2567

Pantone coated: 2567

Pantone uncoated: 2567

CMYK coated: c24, m38, y0, k0

CMYK uncoated: c25, m40, y0, k0

HSL: 273, 45.5%, 74.1%

RGB: 192, 159, 219

Hex: #C09FDB

Limited use

Brand typography

Using a limited group of complementary typefaces (fonts) contributes to a strong brand identity. Consistent typography is an important unifying element that pulls our work together and creates harmony among Western documents and publications.

Do not use any typeface other than those specified here unless approved by the Office of Marketing and Strategic Communications. Specific characters, such as mathematical or scientific symbols, may require the use of additional font resources.

Typography palette

Primary font

Montserrat is the University's primary typeface for all marketing and communication materials. This typeface is appropriate for print and digital use, and the font family includes a range of weights.

fonts.google.com/specimen/Montserrat

Note: Source Sans Pro and Lato are used for typesetting our logos and wayfinding signs. They are more appropriate for such purposes while Montserrat is intended for headlines and body text.

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

? ! & @ ' ' " " % * # \$ () [] { } . : , ;

REGULAR

ITALIC

MEDIUM

MEDIUM ITALIC

SEMIBOLD

SEMIBOLD ITALIC

BOLD

BOLD ITALIC

EXTRA BOLD

EXTRA BOLD ITALIC

BLACK

BLACK ITALIC

Alternate fonts

Sans serif font: Arial

If Montserrat is not available, Arial is an acceptable substitute.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

? ! & @ ' ' " " % * # \$ () [] { } . : , ;

REGULAR

BOLD

ITALIC

BOLD ITALIC

Serif font: Georgia

Occasionally, using a serif typeface may be preferred to lend formality or a traditional feel to a printed piece, such as a letter or invitation. Georgia is the approved serif typeface for the WMU brand.

It is best practice to use sans serif fonts (Arial) for headlines and serif fonts (Georgia) for body copy.

Both font families are available as part of most software packages and supported by MacOS and Windows.

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

? ! & @ ' ' " " % * # \$ () [] { } . : , ;

REGULAR

BOLD

ITALIC

BOLD ITALIC

Photography

People are the primary focus of all our photography. Every image should relate to Western students, faculty, staff or our community. When our campus, buildings or facilities are the photo subject, the images should reflect a thriving University.

When available, always use natural light. Brighter is better, unless the desired tone or intent of the image calls for a darker environment.

Aim for a diverse representation that fully reflects the richness of our community. Strive to show a wide range of student experiences. No single photo can fully represent every student, but a suite of photos used together should authentically reflect the diversity of our campus community.

When people are the focus, students can engage the camera directly, but posing can detract from an authentic story.

Cropping

A photograph can communicate differently depending on how it is presented.

- Focus the viewer's attention on the main person or activity.
- Crop images carefully to maximize storytelling and emotional resonance.
- Leave out unnecessary details.
- Minimize empty or busy backgrounds, especially with group shots.
- Don't always center your subject, and don't cut off limbs at the joint.
- Tighter cropping on faces usually increases the dramatic impact, so leave some breathing room.



This photo cropping gives a sense of space and allows room for text or a logo in the negative space.

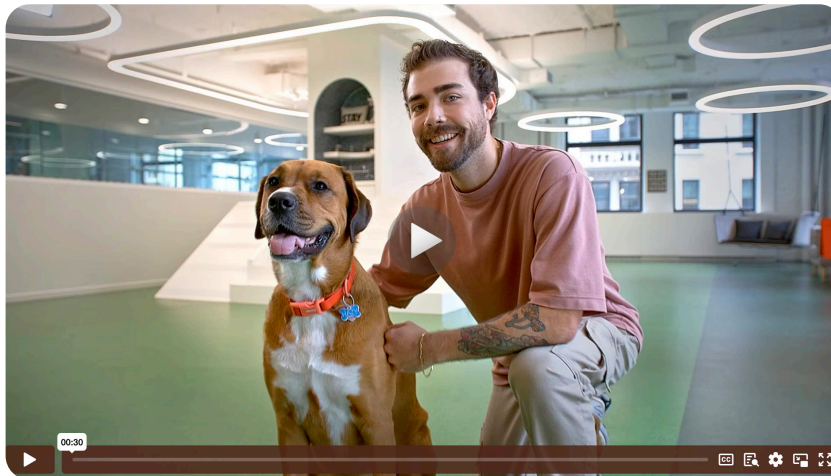


This photo cropping increases the dramatic impact and is best-suited for smaller spaces.

Videography

Videography is an extension of photography and should be evaluated with similar considerations.

- Think about framing and editing a scene as you would cropping a photo.
- When editing, give priority to the elements that tell or support the desired story, and remove elements that don't.
- Aim for brevity. A video longer than thirty seconds must have extremely compelling content to hold the viewer's attention.



<https://vimeo.com/860646771?share=copy#t=0>

Online photography database

The Office of Marketing and Strategic Communications maintains and regularly updates the University's photo and video database, hosted on [SmugMug.com](https://smugmug.com). These photos are for official use only and are cataloged by topic and date. Contact the Office of Marketing and Strategic Communications to gain access.

[Request photo database access](#)

Request a photographer

If you need images to support your marketing efforts and cannot find them in Smugmug, please complete the form found at [Request custom photography](#). If you have taken high-quality photos that tell a WMU story, please share them with the Office of Marketing and Strategic Communications so they can be considered for use by the University.

Formal headshots

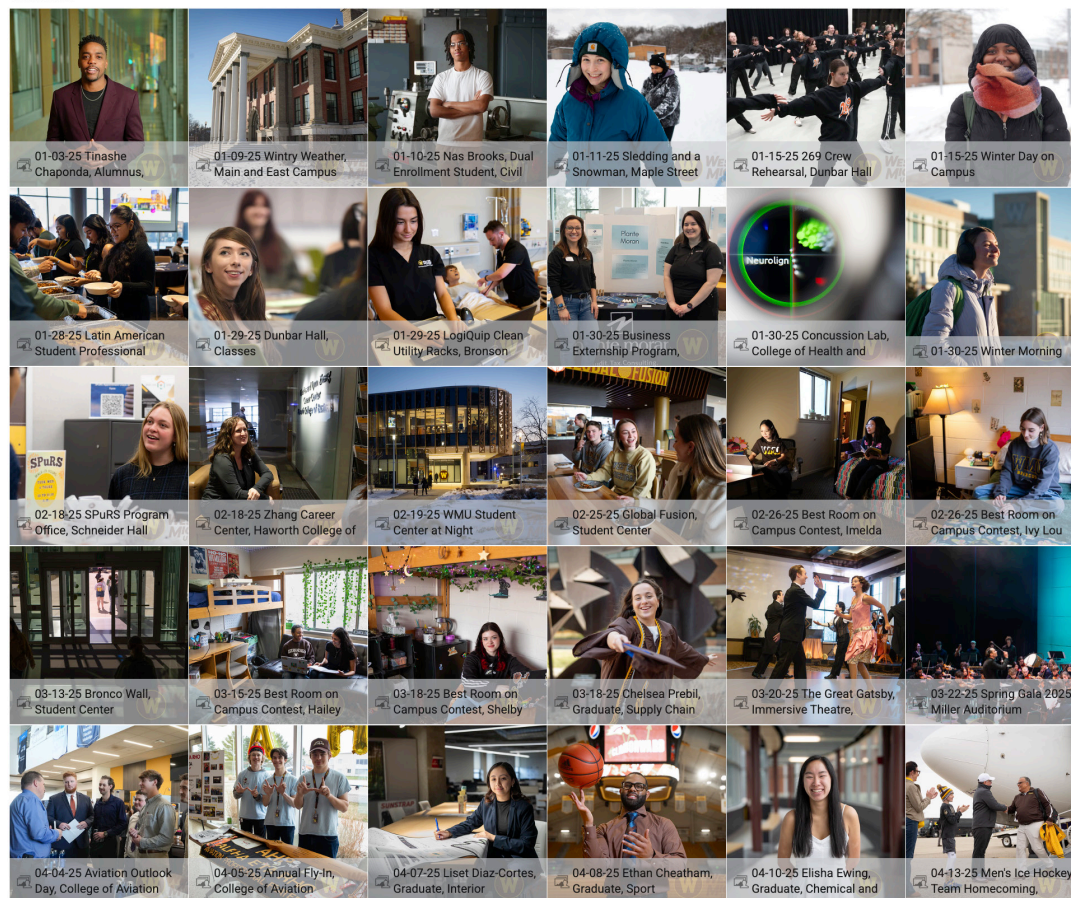
Sessions for formal portraits are announced in the WMU Today email sent to all faculty and staff. The schedule can be found at:

<https://wmich.edu/marcom/photography>

HOME SEARCH

➤ Photography > 2025

Galleries



Brand architecture

Master brand



The master brand is the logo from which all other logos in the institution are derived.

Signature system

Named college



Standard college



Unit



The signature system is a framework for logos for the vast majority of the institution. It creates a unit-specific identity that is clearly connected to the master brand.

Athletics



WESTERN MICHIGAN

Varsity sports is a key part of the student experience. To express Bronco spirit, athletics uses the Spirit Mark as its primary logo, and the Brand Mark as a secondary logo. Use of the Spirit Mark is not appropriate for other divisions of the University.

Affiliated brands and self-branded retail



MILLER
AUDITORIUM

Mi Pi

In some cases, a nonacademic, nonathletic entity will have an affiliated identity. These entities must convey a sense of independence from the University or need to be differentiated from units on campus that provide distinct services.

Registered student organizations, club sports and academic cohorts



Officially registered student organizations may use the University name and colors but are not required to do so. With approval on a case-by-case basis, they may use the master brand mark and the spirit mark.

Guidelines in practice

Standard art has been created to meet the need for consistency across units for the most commonly purchased materials such as polos, tablecloths, name tags and stationery.

All apparel and promotional items must be ordered from a licensed vendor.

Visit wmich.edu/marcom/trademarks to download the current list.

For print orders over \$5,000, a formal bid process can be avoided if you work with preferred vendor. Please contact the purchasing office for more information.

wmu-purchasing@wmich.edu



June 2025

Reach out to marcom@wmich.edu with questions or to obtain creative assets.

PowerPoint and publication templates

These basic templates are built in Microsoft PowerPoint with optional fonts and can be used as is or as PDFs. The templates are designed to be easy to use and follow University brand guidelines for graphic elements and logo size, color and placement. You will find templates for Microsoft PowerPoint presentations, postcards, brochures, invitations and posters.

wmich.edu/brand/apply/templates

Selecting a print vendor

Please contact University purchasing to discuss your project. There is a short list of pre-approved print vendors available to simplify your process.

wmu-purchasing@wmich.edu



Stationery

A coordinated system of stationery is important to presenting the University's brand identity clearly and consistently. Letterheads, envelopes and business cards often serve as the first graphic representation of the University. By using the standardized formats available, every college, school, department and unit can show its proper affiliation to the University.

All Western Michigan University letterheads, envelopes and business cards should be ordered through purchasing. Request the vendor information:

wmu-purchasing@wmich.edu

Electronic letterhead


Please download the template when creating your art.

wmich.edu/brand/apply/templates


Email signature

A professional email signature is another place where the University's brand can be expressed clearly and consistently. For step-by-step instructions, visit the page below.


<https://go.wmich.edu/s/article/How-to-Create-an-Email-Signature-that-Meets-Brand-and-Accessibility-Guidelines>

**WESTERN
MICHIGAN
UNIVERSITY®**

Unit Name
Individual Name

**WESTERN MICHIGAN UNIVERSITY®**

Unit Name
1903 W. Michigan Ave.
Kalamazoo, MI 49008-mailstop

**WESTERN
MICHIGAN
UNIVERSITY®**

Name
Title

1903 W. Michigan Ave., Kalamazoo, MI 49008-mailstop
Phone: (269) xxx-xxxx • Cell: (269) xxx-xxxx
wmich.edu/unit
Campus location
Additional line for more information

1903 W. Michigan Ave., Kalamazoo, MI 49008-mailstop
Phone: (269) xxx-xxxx • Cell: (xxx) xxx-xxxx • wmich.edu/unit
3065 Seibert Administration Building

Letterhead and envelope

Apparel (Staff, faculty groups, student employees, student ambassadors, event staff and academic groups)

When selecting apparel for unit staff members, faculty groups, student employees, student ambassadors, academic groups or any event staff, choose brown, gold, white or gray. The logo should be printed or embroidered in full color, brown, gold or white. Ensure legible contrast when selecting thread color.

All apparel and promotional items must be ordered from a licensed vendor.

Visit wmich.edu/marcom/trademarks to download the current list. To ensure that your order goes smoothly, please reach out to Marcom for guidance.

Note that staff represent the University and its apparel is subject to guidelines that do not apply to retail store sales.

Be aware of color contrast. Lighter color grays require brown. Darker color grays require white. Gold does not provide enough contrast on gray.

Promotional mark



Unit Name Here

This configuration may also be used for promotional items for a variety of sizes.

WMU's embroidery thread colors are:

- Madeira 1059 brown
- Madeira 1124 gold



Reach out to marcom@wmich.edu with questions or to obtain creative assets.

Name tag

Name tags should be ordered through a licensed vendor. They're printed in brown and gold on a white substrate. Magnetic clasps are preferred. Two local printers have our templates and use the preferred material.

- Promotion Concepts is now Metro Printed Products.
Contact tracy.webb@proforma.com or natalie@metroprintedproducts.com.
- Fast Signs, contact 335@fastsigns.servicesend.com



Tablecloth

Tablecloths should be ordered through a licensed vendor. They're printed in gold and white on a brown cloth. A local printer has our templates and uses the preferred material.

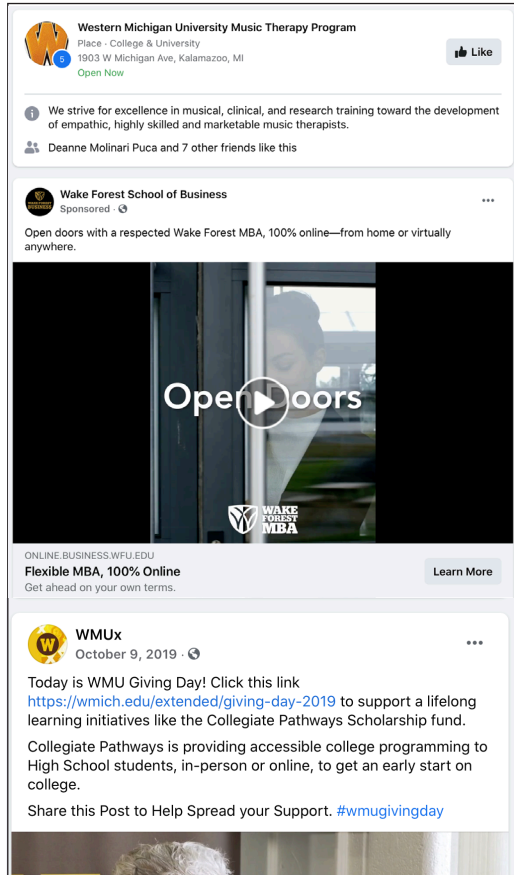
- Promotion Concepts is now Metro Printed Products.
Contact tracy.webb@proforma.com or natalie@metroprintedproducts.com.



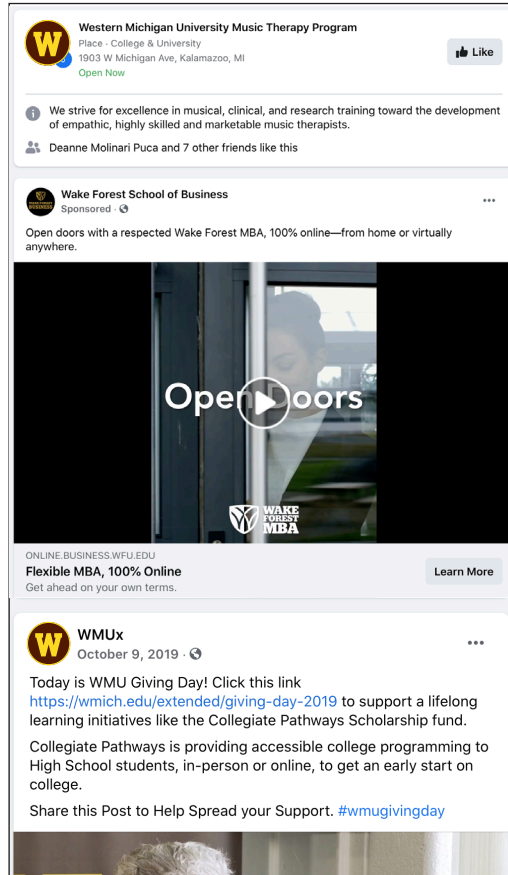
Social media icon

Social media accounts should use the University brand mark for their profile image. The unit name will be read in the profile name. See the best practice examples below.

Incorrect



Correct



Do not add words or acronyms inside the circle.

Branded promotional items

Promotional items include merchandise such as magnets, stickers, mugs, pens and pennants. **Best practice is to select an item with an imprint area that best accommodates your logo or desired art size.** If you are unable to follow visual identity guidelines, reach out to the Office of Marketing and Strategic Communications to review your design. Always request a sample from the vendor to assure color will be accurate.

All apparel and promotional items must be ordered from a licensed vendor. Visit wmich.edu/marcom/trademarks to download the current list.

Branded promotional items produced in-house

Approval to use production equipment and supplies which includes, but is not limited to, Cricut machine, button-makers, large format printers and digital printer sticker paper is subject to the following criteria.

Criteria for producing in-house:

- Audience must be current students
- Items must not be available at retail
- Items must be non-apparel
- Art must be approved by the Office of Marketing and Strategic Communications. marcom@wmich.edu.



Poor outcomes result most often from attempts to put too much on a small item or print too few colors due to budget.

Contacts and resources

Contacts

Marketing and creative services

Kim C. Nelson
Office of Marketing and
Strategic Communications
kim.nelson@wmich.edu

Trademarks and licensing manager

Alix Holcomb
Office of Marketing and
Strategic Communications
alix.holcomb@wmich.edu

Public relations and news

Paula Davis
Office of Marketing and
Strategic Communications
paula.davis@wmich.edu

Web design and electronic communications

Megan Looker
Office of Marketing and
Strategic Communications
megan.looker@wmich.edu

Social media

Kaitlin Petrillo
Office of Marketing and
Strategic Communications
kaitlin.petrillo@wmich.edu

Athletics brand guide

Elaine Russell
Intercollegiate Athletics
elaine.russell@wmich.edu

Greg Cronkite
Intercollegiate Athletics
gregory.s.cronkite@wmich.edu

Secure a print vendor

Nicholas Cutler
Purchasing
nick.cutler@wmich.edu

Wayfinding and building signs

Eleonora Phillopalis
Logistical Services
eleonora.phillopalis@wmich.edu

Archival Photography

Zhang Legacy Collections Center:
Archives and Regional History
arch-collect@wmich.edu

Resources

Printed stationery

wmu-purchasing@wmich.edu

Electronic stationery

wmich.edu/brand/apply/templates

Download fonts

Montserrat
fonts.google.com/specimen/Montserrat

Photography request

[wmich.edu/marcom/creative/
photography/photo-request](http://wmich.edu/marcom/creative/photography/photo-request)

Photography database

[wmich.edu/marcom/creative/
photography/photo-request](http://wmich.edu/marcom/creative/photography/photo-request)

Project templates

wmich.edu/brand/apply/templates

WMU writing style

wmich.edu/writing

Social media guidelines

wmich.edu/social

Licensed vendor list

wmich.edu/marcom/trademarks