

SAFs, RSOs, and ASOs are legally independent organizations affiliated with, but separate from, Western Michigan University. This guide outlines how these organizations may promote their University affiliation while accurately representing their affiliated, indirect relationship with WMU.

Recipe for a successful affiliation with WMU

Your unique artwork
(Review the chart on page 2)

Name of Club
(May contain Bronco or Broncos)

at
(*must have the word 'at'*)

**WMU or
Western Michigan University**

WMU marks listed below
may be added on the
sleeve or back of the shirt.

Approved material colors: gold, brown, white, natural, gray and tan.

The following marks are available for SAFs, RSOs and ASOs to use when following the criteria set forth in this guide.

Brand Mark



Spirit Mark



State of Michigan marks
Club Sports Additional M



NOTE: Student groups that are part of course curriculum and academic cohorts must follow [Visual Identity Guidelines](#).

Follow the process

1. **Plan ahead! Read this guide entirely before you begin.**
2. Go to wmich.edu/marcom/trademarks to submit a **'Request for art approval'** form along with your proposed art.
3. Allow five business days for a response.

Questions

If you have questions prior to submitting the form, email the Director of University Creative Services at kim.nelson@wmich.edu.

1. Identify themselves as a club, team or group **at** WMU.

Correct

- **Rock Club at WMU**
- **Bronco Tennis Club**

Incorrect

- ~~WMU Rock Club~~
- ~~WMU Tennis~~

2. Follow all [visual identity guidelines](#) when using WMU marks.
3. Use only approved colors for apparel and promotional items: **Gold, brown, white, gray, natural and tan.**
4. Follow the [approval process](#).
5. **Order from a licensed vendor.** Visit wmich.edu/marcom/trademarks to download a current list.
 - Note that it takes six to twelve months for a vendor to become licensed.
 - Emergency licenses will not be considered.
 - The list is updated quarterly.

6. Use the following words and phrases: **Western Michigan University; Bronco or Broncos; WMU or Western Michigan.**
7. Select a University mark from page one and follow the criteria below.
 - The mark is separated from all other creative elements at a distance equal to or greater than 5 times the height of the logo. For example:
 - Group logo might be on the front of a t-shirt and the WMU mark may be on the back or a sleeve.
 - Group logo might be at the top of letterhead or a website, and the WMU Mark may be at the bottom.

8. Create group materials that:
 - are obscene, include weapons or profanity
 - include references to alcohol, drugs or any controlled substances.
 - Use images of, or the words "Buster Bronco".
9. Use any other WMU branding elements besides those listed on page one. This includes, but is not limited to:
 - University tag lines, campaign graphics and fonts
 - Refer to the [WMU Visual Identity guide](#) for more information.
10. Use University wordmarks.
11. Use Western Michigan University as part of their name.
12. Violate clear space rules of WMU's or other organization's marks.
13. Alter or otherwise develop their own creative interpretation of existing WMU marks.
14. Produce or simulate retired WMU marks.

Co-branding with your national organization

- Name should read as: National Organization Name 'at WMU.'
- May use the official color of the national organization for their logo.

Correct

FMA at WMU

(FMA logo printed in their color) at WMU

Incorrect

~~WMU Food Marketing Association~~

~~Western Michigan University FMA~~

Fundraising

Must use a licensed vendor.

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

- Note that it takes six to twelve months for a vendor to become licensed.
- Emergency licenses will not be considered.
- The list is updated quarterly.
- Apparel must not use language that represents an academic department, such as 'Office of,' 'Department of,' or 'School of.'

Listing WMU sponsors

Use only one WMU logo.

Then list the departments underneath. Refer to the [WMU Visual Identity guide](#) for more information.

Examples of success



T-shirt and logo for a club sport.



T-shirt and logo for student group



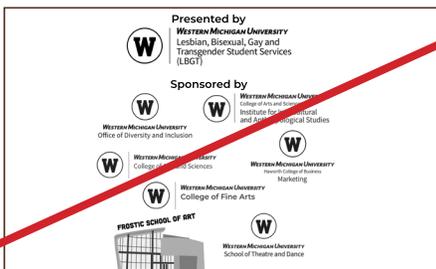
T-shirt co-branded with a national organization

Correct



Print only one WMU logo and list departmental sponsors underneath.

Incorrect



May not print multiple WMU logos. List WMU sponsors under one logo.

Examples of common mistakes

May not:

- Use retired WMU marks.
- Print WMU protected words or logos on black apparel.
- Infringe on clear space around protected WMU marks.
- Alter WMU protected marks.
- Use the seal or parts of the seal.



May not create a logo lock-up with a WMU mark. Name should read as: SCMA at Western Michigan University.



May not imply a direct connection to WMU. Name should read as: Concrete Canoe at Western Michigan University.
May not alter WMU marks.



May not infringe on clear space around WMU marks. Move the spirit mark to the back or sleeve of the shirt.

- Imply a direct connection to the University.
- Create an RSO logo lock-up with a WMU mark.
- Create a logo lock-up for an academic program.
- Use Buster Bronco.



May not use retired WMU marks and may not print on black apparel.



May not create a logo lock-up for an academic program.



May not use the seal or parts of the seal.



May not use Buster Bronco.

Administration

These guidelines are administered and refined collaboratively between the vice president of marketing and strategic communications and the vice president of student affairs.

These guidelines apply to all student clubs and organizations recognized by Western Michigan University, as determined by the most current version of [RSO Handbook](#).

Enterprise-level RSOs

Some groups may qualify to make more extensive use of WMU marks or may be asked by the administration to more closely align with the University brand. With more extensive access to WMU marks comes more review and influence from the University. Examples of these groups include:

- [Western Student Association](#)
- [Sky Broncos](#)
- [Graduate Student Association](#)
- [Sunseeker](#)

Other WMU student groups that are not SAFs, ASOs or RSOs

[Varsity athletic teams](#) follow WMU's athletic brand guidelines. Academic groups that are formed as part of course curriculum, such as [University chorale](#) and the [WMU marching band](#) follow WMU's visual identity guidelines.

External groups

Any individual or organization not recognized by WMU is considered independent of the University, and must follow the University's trademarks and licensing policies and practices found at wmich.edu/marcom/trademarks.

Resources

- [Student organization details](#)
- [List of licensed vendors](#)
- [Request for art approval](#)
- [WMU Visual Identity Guide](#)
- [RSO Handbook](#)
- [Club Sports Council](#)

Glossary

Student organizations registered with the Office of Student Engagement

WMU student clubs and organizations recognized by Western Michigan University, as determined by the most current version of [RSO Handbook](#).

SAF: Funded by Student Assessment Fee

RSO: Restered Student Organization receiving oversight from OSE.

ASO: Associated Student Organizaion receiving minimal oversight from OSE.

Club sport teams

RSOs that are also a member of the [Sports Club Council](#) (SCC) and maintain good standing with the council.

Trademark word

A word or phrase that identifies the University in the marketplace and distinguishes it from its competitors.

Mark

A graphic, emblem, or other design adopted by an organization to identify its products, services, or itself.

Wordmark

A graphic that uses only text. It's the brand name styled in a distinctive font or typeface.

Brand Mark

A block W that is centered within a circle and designed with specific colors.

Spirit Mark

A distinctive stylized bronco head facing right and designed with specific colors.

Logo lockup

An intentional combination of a mark and wordmark with careful consideration of their relationship.

Logo

In the context of WMU, logos are the lock up of the Brand Mark and Wordmark or the Spirit Mark and Wordmark.