



WESTERN MICHIGAN
UNIVERSITY

Visual Identity Program

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Office of University Relations
387-8400
wmich.edu/universityrelations

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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.

WMU's 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.

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 University 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.

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

- W and name
- Color palette
- Typography
- High-quality photography

Applying the Elements

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

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.

Promotional W mark (logo)



The promotional mark is the block W, used with or without the Western Michigan University name. The W and University name were carefully rendered and must not be reset with any font. When the W is used without the University name, the University name must be in a prominent place relative to the W.

Unit names used with University promotional mark

The promotional W 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 W mark to avoid competing logos. The Office of University Relations design staff will create the mark for each individual University unit.

Color palettes

The specified colors represent the University's brand in all communications. All University materials and messages must use colors from the approved color palettes.

Typography

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 at 387-8400.

- Univers family
- Adobe Garamond family
- Trade Gothic family
- Notepad

Photography

The Office of University Relations houses thousands of high-quality digital images that are available to WMU departments, units and organizations. Call 387-8400 to schedule an appointment to search the photo database.

Logo requirements



The promotional W mark, introduced in 2007, is the block W, used with or without the Western Michigan University name. Both the University name and block W were carefully rendered and must not be reset with any other font. When the block W is used without the University name, the University name must be in a prominent place relative to the block W. This mark should be used in all University communication, including—but not limited to—advertising, recruitment publications, promotional products and websites.



Minimum size requirements

The clear space surrounding any WMU logo should be, at a minimum, .25" on all sides. The height of any WMU logo should not appear any less than 1" in print. Contact the Office of University Relations at 387-8400 to obtain permission to use the promotional art at any size smaller than described here. A decreased size may be necessary for printing on novelty items, for instance.



Color requirements

The colors for the University promotional W mark and signatures are Pantone 131, Pantone 4625, black and white. The University promotional mark may only be reproduced in these colors as illustrated in this document. Downloads are available online at wmich.edu/universityrelations, including the cmyk chenille art. Printing the promotional mark in brown is only permitted for gold novelty items.

| Print | | | | Web or digital | |
|--|--------------------------------|--------------------------|----------------------------|----------------|--|
| Spot colors for coated paper | Spot colors for uncoated paper | Process color | | | |
|  pantone 4625 | pantone 4625 | coated (c0 m60 y100 k79) | uncoated (c40 m40 y70 k30) | #331900 | |
|  pantone 131 | pantone 131 | coated (c0 m28 y100 k6) | uncoated (c0 m28 y100 k6) | #eeb111 | |

Avoid common errors

Below are examples of common mistakes that have been made across the University campus.



The University seal or seal signature is not for general use and may only be used with the approval of the director of University creative services in the Office of University Relations.



Logos no longer being used must be discarded and replaced with current art in compliance with the visual identity guidelines.



Logos must be sized proportionally. Do not squeeze horizontally or vertically.



Do not cover the W with line art or type.



The W must not be redrawn.



Do not change the color of the promotional W mark.



The promotional W mark must not be combined with other WMU logos.



Secondary or custom logos are not permitted.



Do not print the chenille W in grayscale. Use the solid black W instead.



Use the promotional W art only once per page.

Individualized promotional W marks for university units

An individualized promotional W mark for each major unit demonstrates a clear and direct association between the University and its individual units.

Pre-existing custom unit logos must be retired or repurposed as graphical elements for your department.

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

Below are examples of individualized college, departmental or office marks:



Other marks used by the University

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 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 an established mark or create a new mark should be made to the Office of University Relations at 387-8400. 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 the 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.

Please note

Western Michigan School of Medicine is a collaboration involving Western Michigan University and Kalamazoo's two teaching hospitals, Borgess Health and Bronson Healthcare. It has been in planning since 2008 and was granted preliminary accreditation from the Liaison Committee on Medical Education in October 2012. Welcoming its first class in fall 2014, the school is a private 501(c)(3) nonprofit corporation supported by private gifts, clinical revenue, research activity, tuition from students and endowment income. As an independent entity, the medical school has developed a visual identity that is closely related to but not within the WMU Visual Identity Program.



Secondary (commercial) marks

Secondary or commercial marks for the majority of the institution's units, departments, centers and other entities are not allowed. Existing icons or logos may be repurposed as illustrations or graphic elements. However, there are select instances when use of a secondary 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 W mark with their communication materials. The University promotional W 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 the 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. But event-specific secondary marks must be used in conjunction with the University promotional W 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.

Color palette

WMU primary color palette*

Print

Web or digital

| Spot colors for coated paper | Spot colors for uncoated paper | Process color | | |
|--|--------------------------------|--------------------------|----------------------------|---------|
|  pantone 4625 | pantone 4625 | coated (c0 m60 y100 k79) | uncoated (c40 m50 y70 k30) | #331900 |
|  pantone 131 | pantone 131 | coated (c0 m28 y100 k6) | uncoated (c0 m28 y100 k6) | #eeb111 |

WMU supporting color palette* *(suitable for background color or accent color)*

Print

Web or digital

| Spot colors for coated paper | Spot colors for uncoated paper | Process color | | |
|---|--------------------------------|---------------------------------|----------------------------|--------------------|
|  pantone 4635 | pantone 7512 | coated (c13 m53 y68 k40) | uncoated (c20 m40 y70 k20) | #502500 or #663300 |
|  pantone 465 | pantone 466 | coated (c10 m25 y40 k20) | uncoated (c20 m20 y40 k0) | #996633 |
|  pantone 7403 | pantone 7403 | coated (c0 m15 y50 k0) | uncoated (c0 m5 y30 k5) | #ffc666 |
|  pantone 7499 | pantone 7499 | coated (c0 m3 y15 k0) | uncoated (c0 m0 y10 k0) | #ebd29b |
|  pantone 406 | pantone warm gray 2 | 25% black | | n/a |
|  pantone 7531 | pantone 7531 | coated (c16 m28 y36 k49) | uncoated (c50 m30 y40 k30) | n/a |
|  pantone 7529 | pantone 7529 | coated (c7 m14 y20 k21) | uncoated (c20 m10 y20 k10) | n/a |
|  pantone 7502 | pantone 7502 | coated (c0 m8 y33 k10) | uncoated (c10 m10 y30 k10) | n/a |
|  black | black | packed black (c20 m20 y10 k100) | | black |
| <i>(metallic inks)</i> | | | | |
|  pantone 874 metallic | pantone 874 metallic | coated (c30 m35 y60 k0) | uncoated (c30 m30 y60 k0) | n/a |
|  pantone 8622 metallic | pantone 8622 metallic | coated (c70 m80 y100 k15) | uncoated (c40 m40 y70 k30) | n/a |
|  pantone 877 metallic | pantone 877 metallic | 40% black | | n/a |
| <i>(accent colors below may not be used to cover more than 20% of a page)</i> | | | | |
|  pantone 485 | pantone 485 | coated (c0 m93 y95 k0) | uncoated (c0 m80 y100 k0) | #d81e05 or #c65306 |
|  pantone 562 | pantone 562 | coated (c83 m10 y41 k37) | uncoated (c90 m10 y40 k10) | n/a |
|  pantone 7491 | pantone 7491 | coated (c43 m10 y83 k39) | uncoated (c40 m5 y80 k0) | #475226 |
|  pantone 5135 | pantone 5135 | coated (c37 m61 y9 k26) | uncoated (c40 m80 y5 k10) | #4a3640 |
|  pantone 5405 | pantone 5405 | coated (c71 m30 y13 k41) | uncoated (c70 m20 y10 k10) | #125d9b |

*Colors above will not be accurate on screen or color copier. Please consult your pantone swatch book for accurate viewing.

The University's official colors are brown (Pantone 4625) and gold (Pantone 131).

The following guidelines apply when working with the WMU primary and secondary color palettes:

- Primary colors must be used on all materials to ensure that the promotional W mark is produced the proper color combinations.
- Supporting colors may be used in addition to these primary colors on all materials.
- Accent colors may be used in small amounts (20% or less) in addition to the primary color palette and other supporting colors.

IMPORTANT: Do not rely on the output produced by a desktop color printer for matching the color 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.

Typography

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 at 387-8400.

Adobe Garamond

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()_+;:'"[]{}‘

Adobe Garamond is easy to read and is suitable for headlines, subheads, body text and cutlines.

Trade Gothic

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()_+;:'"[]{}‘

Trade Gothic is easy to read and is suitable for headlines, subheads, body text and cutlines. This font is used on the University stationery items.

Univers

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()_+;:'"[]{}‘

Univers is easy to read and is suitable for headlines, subheads, body text and cutlines. This font is used for communication to prospective and current students, and is also used in developing the individual University unit marks.

Notepad

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%&*()_+;:'"[]{}‘

Notepad is used to set the University's tag line: Grab the Reins. It may also be used in small amounts for headlines and subheads. This font is not suitable for body text or cutlines.

Photography



The Office of University Relations maintains and regularly updates the University's photo database. This office works with contracted photographers to cover events, showcase new facilities and capture student culture. University units are encouraged to contact the Office of University Relations to suggest events, classrooms or locations on campus that are potentially good photo opportunities. There are thousands of high-quality digital images on this database available to WMU units and organizations. Call 387-8402 to schedule an appointment to search the photo database. Although there is no charge for using images from the database, use is limited to WMU communication. This photography is not available for personal use.

Existing photography may be added to the University's data base by contacting the Office of University Relations.

Visit <http://www.wmich.edu/wmu/photos/> to access a limited collection of general University photography.

Formal headshots

Sessions for formal headshots usually occur the week before the WMU Board of Trustees meeting and are announced through Go WMU. Other sessions may be scheduled through the Office of University Relations.

Headshots for use in Web departmental directories are produced by the Office of University Relations.

Templates, logos and art

Below are our most frequently requested University logos. To download the art file, go to wmich.edu/universityrelations. For a complete list of available art, contact the Office of University Relations at 387-8400.



Chenille W

This version of the promotional W mark is suitable for cmyk printing. Do not reproduce this mark in grayscale or alter the color of this art.



Solid W

This version of the promotional W mark is suitable for cmyk, two-color or grayscale printing. Do not alter the color of this art.



Gold W with brown outline

This version of the promotional W mark is suitable for two-color printing (Pantone 131 gold and 4625 brown). Do not alter the color of this art.



Gold W with black outline

This version of the promotional W mark is suitable for two-color printing (Pantone 131 gold and black). Do not alter the color of this art.



White W

This version of the promotional W mark is suitable for cmyk, two-color or grayscale printing. Do not alter the color of this art.



University seal

The WMU seal, or seal and signature, is not for general or online use. Contact the Office of University Relations at (269) 387-8400 for an official version of the seal and permission to use it.



WESTERN MICHIGAN UNIVERSITY

Chenille W signature one line

This version of the promotional W mark is suitable for cmyk printing. Do not reproduce this mark in grayscale or alter the color of this art.



Solid W signature one line

This version of the promotional W mark is suitable for cmyk, two-color or grayscale printing. Do not alter the color of this art.



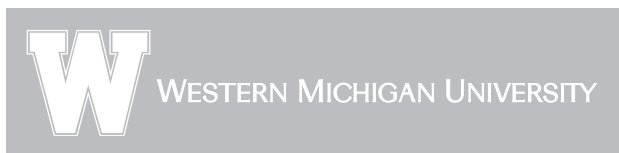
Gold and Black signature one line

This version of the promotional W mark is suitable for two-color printing (Pantone 131 gold and black). Do not alter the color of this art.



Gold and Brown signature one line

This version of the promotional W mark is suitable for two-color printing (Pantone 131 gold and 4625 brown). Do not alter the color of this art.



White W signature one line

This version of the promotional W mark is suitable for cmyk, two color or grayscale printing. Do not alter the color of this art.



Chenille W signature stacked

This version of the promotional W mark is suitable for cmyk printing. Do not reproduce this mark in grayscale or alter the color of this art.



Solid W signature stacked

This version of the promotional W mark is suitable for cmyk, two-color or grayscale printing. Do not alter the color of this art.



Gold and brown signature stacked

This version of the promotional W mark is suitable for two-color printing (Pantone 131 gold and 4625 brown). Do not alter the color of this art.



Gold and black signature stacked

This version of the promotional W mark is suitable for two-color printing (Pantone 131 gold and black). Do not alter the color of this art.



White W signature stacked

This version of the promotional W mark is suitable for cmyk, two-color or grayscale printing. Do not alter the color of this art.

WESTERN MICHIGAN UNIVERSITY

Nameplate black one line

This art is used when separating the name from the promotional W mark. It is suitable for cmyk, two-color or grayscale printing. Do not alter the color of this art.

WESTERN MICHIGAN UNIVERSITY

Nameplate brown one line

This art is used when separating the name from the promotional W mark. It is suitable for two-color printing (Pantone 131 gold and Pantone 4625 brown). Do not alter the color of this art.

WESTERN MICHIGAN UNIVERSITY

Nameplate white one line

This art is used when separating the name from the promotional W mark. It is suitable for cmyk, two-color or grayscale printing. Do not alter the color of this art.

WESTERN MICHIGAN
UNIVERSITY

Nameplate black stacked

This art is used when separating the name from the promotional W mark. It is suitable for cmyk, two-color or grayscale printing. Do not alter the color of this art.

WESTERN MICHIGAN
UNIVERSITY

Nameplate brown stacked

This art is used when separating the name from the promotional W mark. It is suitable for two-color printing (Pantone 131 gold and Pantone 4625 brown). Do not alter the color of this art.

WESTERN MICHIGAN
UNIVERSITY

Nameplate white stacked

This art is used when separating the name from the promotional W mark. It is suitable for cmyk, two-color or grayscale printing. Do not alter the color of this art.

GRAB THE REINS.

Tagline black

This art may be placed under any of the promotional W mark art or nameplate art. It is suitable for cmyk, two-color or grayscale printing. Do not alter the color of this art.

GRAB THE REINS.

Tagline brown

This art may be placed under any of the promotional W mark art or nameplate art. It is suitable for two-color printing (Pantone 131 gold and 4625 brown). Do not alter the color of this art.

GRAB THE REINS.

Tagline white
This art may be placed under any of the promotional W mark art or nameplate art. It is suitable for cmyk, two-color or grayscale printing. Do not alter the color of this art.



Marker line black
This art may be placed under any of the promotional W mark art or nameplate art. It is suitable for cmyk, two-color or grayscale printing. Do not alter the color of this art.

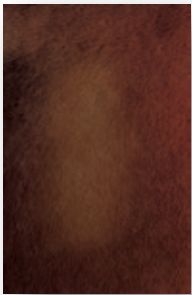


Marker line brown
This art may be placed under any of the promotional W mark art or nameplate art. It is suitable for two-color printing (Pantone 131 gold and 4625 brown). Do not alter the color of this art.



Marker line white
This art may be placed under any of the promotional W mark art or nameplate art. It is suitable for cmyk, two-color or grayscale printing. Do not alter the color of this art.

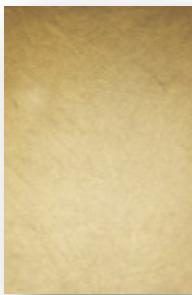
Background textures



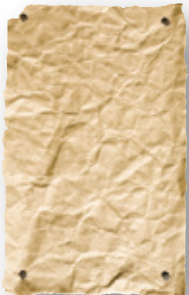
horsehair



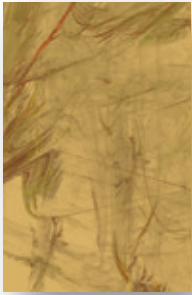
leather



parchment



wrinkled paper



bronze with red



chenille



weathered



wood

If you need something other than what is offered here, please contact the Office of University Relations at 387-8400 for assistance. Do not alter the color of this art.

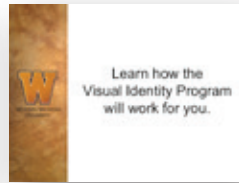
Powerpoint templates



w-weathered



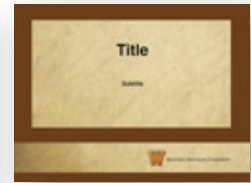
w-leather



w-leather-side



w-horsehair



w-parchment

If you need something other than what is offered here, please contact the Office of University Relations at 387-8400 for assistance. Do not alter the color of this art.

Tri-fold brochure templates

To come.

11" x 17" Poster templates

To come.

8.5" x 11" Flyer templates

To come.

Stationery



All Western Michigan University letterhead, envelopes and business cards should be ordered through the Purchasing website: <http://www.obf.wmich.edu/logistical-services/purchasing/forms.html>.

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. By using the standardized formats available, every college, school, department and unit can show its proper affiliation to the University. There are two approved formats.

Business cards

Personalized business cards

The approved format for personalized business cards includes the University seal signature or promotional mark signature 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. Thereafter, a space, the address, phones, fax, e-mail and Web address appear in smaller type. GPS coordinates also may be used when available.

Office business cards

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 seal signature or promotional W mark signature
- Unit name
- Unit room and building location
- Unit telephone

Letterhead

Standard letterhead size is 8.5" x 11." The approved format includes:

- University seal signature or promotional mark signature
- College, school, department, and/or unit name in the upper right corner
- Mailing address, phone, fax, e-mail and web information in the lower right corner
- A campus site location (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.

Letterhead formatting

The proper formatting of letters prepared on University letterhead has the left-hand margin of a text aligned with the center of the tree in the University seal, or the left of the W on promotional mark letterhead. The right edge of the letter's text should not extend beyond the right end of the rule at the top.

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 can be provided by the Office of University Relations.

Envelopes

Two standard size envelopes are available:

- No. 10 (9.5" wide x 4.125" high) and
- No. 7 3/4 (7.5" wide x 3.875" high)

Consistent application of the University seal signature or promotional mark signature on envelopes helps establish a consistent brand identity for the University among its multiple audiences. The art appears in two colors, with the college, school, department and/or unit name and the address below it.

Notepads

Standard notepad size is 5.5" x 8.5". Two formats are available.

Avoid common errors

The layout of the promotional mark signature and seal signature as shown on stationery is not available for use as art on other materials.

Trademark usage

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

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 located in the Division of Intercollegiate Athletics. 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 visual identity guidelines must be followed. 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 at (616) 395-0676 x103, or to the WMU assistant athletic director for sports marketing, media relations and trademark licensing at 387-3098.

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.

Glossary

Signature

When the promotional W mark is combined with the nameplate.

Promotional W mark

It is the block W used with or without the Western Michigan University nameplate.

Nameplate

The Western Michigan University name carefully rendered as vector art.

Visual identity guidelines

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 the Western Michigan University licensing program.

Clear space

Area that must separate the WMU promotional W 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.

EPS

Encapsulated PostScript language file, a file format used to transfer PostScript data within compatible applications. Use this format to reproduce the promotional mark in the highest quality. An eps is vector art.

Four-color process or cmyk

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 that serves as the basic image format for online graphics.

Grayscale

An image printed in black and in 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.

Frequently asked questions

1) 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 at universities comparable in size, complexity and stature to WMU. The strongest aspects of the 1997 guidelines were preserved and enhanced. The “W” Promotional 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.

2) Do I need to discard my old stationery and brochures?

Existing stationery and brochures should be used until it is time to reorder or produce a new generation of materials. Your next project and those now in design should incorporate the guidelines.

3) Why can’t my unit use its custom 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. Existing icons or logos may be repurposed as illustrations or graphic elements.

4) Will my unit lose its identity if its logo is replaced?

No. Units may repurpose art from their previous logo as illustrations or graphic elements. Having a logo doesn’t equal having a strong identity. Logos take a long time to grow in recognition and elicit strong associations. A unit’s identity is made up of much more than an abstract graphic. Identity is a collection of impressions and set of associations based on your overall look and message. Your unit’s brand will grow in strength along with WMU’s overall brand strength.

5) Is it OK to use the University seal instead of the promotional W mark?

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 on other printed materials requires the approval of the director of University creative services in the Office of University Relations. Contact university relations for more information about when it is appropriate to use the seal.

6) Do the guidelines affect publication mastheads—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. Mastheads for Western News, Haworth News and the Western Michigan University Magazine are good examples of such established nameplates. If you produce 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 way to incorporate guideline elements. The design of publication nameplates must be approved by the Office of University Relations.

7) 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 palette does suggest many supporting colors that when incorporated can fit nearly any application. The design staff in the Office of University Relations can help you adapt the palette to give you the appearance of being part of the WMU family in a way that is appropriate to your need.

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

Please contact the director of University creative services in the Office of University Relations and to discuss your concerns.

9) 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. As the saying goes in the marketing industry, it is far better to build a branded house than a house of brands. That simple premise is at 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 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.

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

WMU's guidelines use the W as the mark intended for use by units campus wide. The Bronco horse-head logo was designed exclusively for use by WMU 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.

11) 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 University creative services to pose questions about the new guidelines or request design assistance.

12) Why did my logo print fuzzy or pixelated when it looked fine on screen?

Screen resolution is 72 dpi. For a quality print, 300 dpi is needed. For best results, always use the eps file for printed material.

Contacts

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

Robert D'Amelio
Assistant Athletic Director for Marketing and
Promotions/Licensing
Intercollegiate Athletics
(269) 387-3098
robert.damelio@wmich.edu

Use of the University logos, request exceptions to guidelines or to request design assistance

Kim C. Nelson
Director of University Creative Services
Office of University Relations
(269) 387-8404
kim.nelson@wmich.edu

WMU resources

Graphic design services

Kim C. Nelson
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Office of University Relations
(269) 387-8404
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Historical photography

Sharon Carlson
Director
Archives and Regional History
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Tammy Boneburg
Graphic Designer
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(269) 387-8432
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Photography

Sue Beougher
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Purchase advertising space

Christopher Hunt
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Secure an external vendor

Thomas Ramsdell
Purchasing Agent
Logistical Services
(269) 387-8842
thomas.ramsdell@wmich.edu

Signs and banners

Trent Hines
Sign Shop Coordinator
WMU Sign Shop
(269) 387-8597
trent.hines@wmich.edu

University stationery

Mark Cummins
WMU Print Lab
College of Engineering and Applied
Sciences
(269) 276-3527
mark.cummins@wmich.edu

Video production

Brad Morgan
Director of Media Services
Office of Information Technology
(269) 387-5363
bradley.morgan@wmich.edu

Web design services

Bradley Horstman
Web Manager
Office of University Relations
(269) 387-8427
bradley.horstman@wmich.edu

Community resources

Copies

FedEx Kinkos
(269) 342-5700

Novelty items

Custom Specialties
Jane Schellhaus
(269) 344-6859 Phone
(269) 217-7018 Cell

Print materials

Holland Litho
Mike Driesenga
(800) 652-6567

Lawson Printing

Rick Ullrich
(269) 209-3660

JB Printing

CW Kaars
(269) 720-3776

Spartan Printing

Nathan Root
(269) 317-5352

Superior Colour Graphics

Jason Brusee
(269) 207-0974

Brand Ambassador Program

Behind the **W** *Brand Ambassador Program*

The University launched a program in 2013 designed to give faculty and staff members the tools they need to act as champions for WMU, both on campus and in their communities.

The Behind the W: A Brand Ambassador Program is a series of three employee workshops that kicked off on Feb. 22, 2013 with Workshop No. 1, which focuses on “Understanding the WMU Identity.” The session covers Bronco history, points of pride and the WMU brand promise.

“I learned things about WMU I never knew,” said one 36-year member of the University staff who was part of the first workshop offering.

Each workshop is three hours long and can be taken alone or as part of the series. The topics of the second and third workshops are:

- “Understanding WMU Audiences and Ways to Communicate With Them,” and
- “WMU Communication Guidelines and Standards.

The workshops are open to any faculty or staff member. To make your reservation, go to

<https://wapps.wmich.edu/workshops/login.jsf>

This brand-building and employee-development program was developed through a partnership involving the University’s Integrated Marketing Team, The Office of University Relations and the Human Resources department. It builds on similar successful programs offered at Virginia Tech and Rutgers universities.

wmich.edu/visualidentity

Download the elements you need to sustain consistency and strengthen the WMU brand. Find the complete Visual Identity Program Guidelines.

Use WMU fonts.

Make your point clearly through font size and style.



Use the approved WMU logo for your department.

Contact the Office of University Relations at 387-8400 to obtain a logo. There is no charge for this service. Repurpose your old logo by creating graphic elements unique to your unit.

Place the W only once per page.

Do not pair with other WMU logos.

Get behind the W

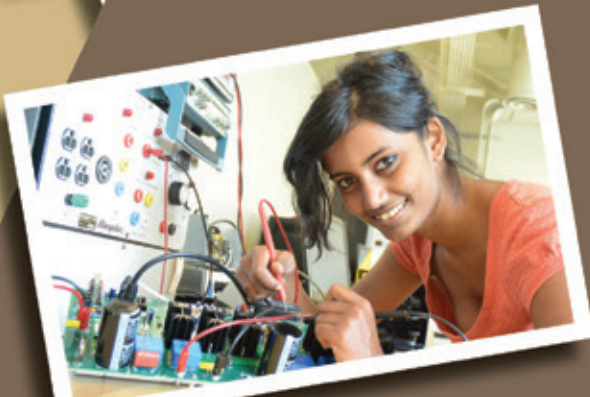
Order stationery online.

<http://www.obf.wmich.edu/logistical-services/purchasing/>



Obtain high quality photography.

Call University Relations at 387-8400 for assistance. Scale proportionally. Resolution must be 300 dpi.



Get creative with textured backgrounds.



Choose colors from the WMU color palette.

Download from wmich.edu/visualidentity





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UNIVERSITY

Visual Identity Program