May 2011

Dear Colleagues:

When we conducted our campus listening sessions and the 100 Conversations over the past few years, we consistently heard that Western's presentation of itself to the outside world lacked a cohesive and clear message. We all knew and loved Western, but couldn't we improve the way we communicated our distinctive excellence to others? We responded by engaging in Western's first-ever branding initiative, concluding in January 2011 with the rollout of all-new marketing and presentation materials. After much hard work and collaboration across the campus, we achieved our goal: to capture and articulate like never before those unique characteristics that make Western such a special place.

Now that the creative work is done, it is up to us to make sure that all aspects of our new brand identity are reflected in our communications about Western in precise, effective and consistent ways. The new graphic identity guidelines contained in this booklet detail how Western's visual identity is to be used in a variety of print and electronic communications. This publication is intended to be a resource for all units of Western, which are expected to adhere to the guidelines.

Questions about the guidelines and the use of the Western marks should be directed to the Office of University Communications.

We have so much to be proud of at Western, and with these new guidelines we can be more effective in sharing our story with others. Thank you for using the new graphic designs that we have developed together as you communicate with our various constituents. And as always, thank you for your work and service on behalf of Western.

Sincerely,

Bruce Shepard
President
IDENTITY

learning experience
Graphic Identity Guidelines
The Western Graphic Identity Guidelines in this Style Guide are central to our communications and marketing strategies. They provide a road map for presenting the university in a cohesive and powerful way to our internal and external audiences. These guidelines consist of integrated systems of graphic elements including the Western logo, tagline and wordmark; athletics logos; color palettes, and typography. Together, the Style Guide and the graphic elements are a powerful toolkit for campus users to dramatically increase the strength and effectiveness of their message in a cohesive, comprehensive way.

Graphic standards oversight
The graphic identity program is administered through the Office of University Communications, which oversees implementation of the guidelines, provides consulting, and ensures compliance. General questions regarding the guidelines and use of the brand should be directed to this office at x3350.

Who are the guidelines for?
All units of Western Washington University must follow these guidelines. Materials for inter-departmental or on-campus use can be created within departments and do not need to go through the graphic artists in University Communications.

Commercial and promotional uses of the university marks and verbiage
Western Washington University asserts ownership over its name, marks, slogans, mascot, or any combination of these which refer to, or are associated with, Western. The Western marks cannot be used to imply or suggest endorsement of any product or service not provided by the university. The university logo, tagline, seal, athletics logo, and other marks are registered and protected by law.

Individuals and organizations outside the university who wish to use any of the university marks for commercial purposes or for promotional activities must first obtain permission from either Western’s Office of Trademark Licensing or the Office of University Communications.

Office of University Communications
John Thompson, Marketing Manager
360-650-3350 | john.thompson@wwu.edu

Office of Trademark Licensing
Steve Brummel, Director of Athletic Marketing
360-650-7758 | steve.brummel@wwu.edu
Use of the University’s name
Consistent usage of the University name in communication pieces helps ensure that the message and central themes are delivered concisely and with a standard theme. When using the University’s name, always spell it out completely on first usage; after that, the preferred short form is “Western,” not “WWU.”

The Western logo
The term “logo” refers to the graphic element and set of words known as the “wordmark” or “logotype.”

When and how to use the logo
All print and electronic communication materials, published by Western Washington University for internal and external audiences, must prominently display an approved version of the new Western logo on the front page. Exceptions to this rule must be approved by the Office of University Communications. This includes business cards, stationery, brochures, invitations, direct mail, postcards, fliers, booklets, catalogs, statements, posters, banners and environmental graphics, advertising, websites, video, DVD, CD, film, PowerPoint presentations and all social media applications. Also, please note that the logo, wordmark, or tagline cannot be used by external non-university entities -- even those involved in partnerships with on-campus units -- without the express written consent of the Office of University Communications.

Exceptions to these guidelines include communications between faculty, staff, and students that are strictly internal, such as memoranda, draft papers and meeting notes. Lastly, the new logo is the official logo for all of Western Washington University, and previous institutional logos, in whole or in part, may not be used in place of the new logo, or in any sub-branding, on or off campus.

The term “logo” refers to the graphic element and set of words shown to the right. The logo has two parts: the wordmark which is the name of the university, and graphic element, which is the stylized representation of Mount Baker and the waves of Bellingham Bay. The logo is available in electronic form online at www.wwu.edu/identity.
ACCEPTABLE COLOR USE

- Full Color
- Grayscale
- Reversed With Blue Waves
  (must be on background of Western Blue #294 - see page 13)
- Reversed With Gray Waves
- Full Reversed
Minimum Size
Minimum size for the Western logo is 1-inch wide. There may be situations where the Western logo will need to appear smaller than the minimum show below (i.e. lapel pins, pens, pencils, CD spine labels, etc.) Please consult with the Office of University Communications if you have questions.

Space Requirements
A specified clear space around the Western logo ensures the integrity and impact of the mark; see “X height,” below. No other graphic element should touch, overlap or be combined with the Western logo.

\[
x = \text{height of graphic element} \\
\text{recommended clear space} = \frac{1}{2}x
\]
Horizontal Logo Option
The horizontal version of the logo, below, is available for use only in space-restricted applications, such as pens, for example, where using the regular logo would result in the wordmark being too small to read. Use of the horizontal logo is by approval only, through the Office of University Communications: 650-3350 or john.thompson@wwu.edu.

Space Requirements
A specified clear space around the Western logo ensures the integrity and impact of the mark; see “X height,” below. No other graphic element should touch, overlap or be combined with the Western logo.

Questions?
Do you have questions about your potential use of the logo in a document, application, or product? Contact the Office of University Communications at 650-3350.
**Special Effects**
No drop shadows, outlining, inlining, or otherwise applying special effects to all or part of the logo.

**Improper Color**
Do not change color of the graphic element or wordmark from the specified colors on page 6.

**Distracting Backgrounds**
The Western logo must never be placed on backgrounds that distract, overpower or have similar color values.

**Relationship**
The logo elements must never be split. The graphic element and logotype must stay together as designed. For acceptable uses, see page 14.
Different Typeface
The Western logo was created as artwork, no fonts are to be used in its place.

Relative Positioning
Do not change the size relationships or positioning of the graphic element relative to the wordmark.

Distortion
The logo should not be subject to distortion or manipulation (i.e. slanting, stretching).

Resolution
Pixelation should not be apparent in the logo.
The Western logo is often used with other official and affiliated university marks.

**Western Logo**
Used on publications and other materials to visually promote a cohesive identity for Western Washington University to all audiences.

**WWU Athletic family of marks**
Reserved for use by the Athletic Department and approved licenses and in publications promoting Western spirit. The athletic logo should never be used in place of the Western logo. See page 15 for complete list.

**University Seal**
The legal seal of the university is to used only for diplomas, transcripts, certificates and other legal documents and products as designated by the President’s Office.

**Note:** All marks are trademarked and enforced through the state Office of Trademark Licensing.
COMMENCEMENT COVER

Active Minds Changing Lives

Commencement

WESTERN DIPLOMA

Western Washington University

SAMPLES SHOWN ARE 40% OF ACTUAL SIZE.
COLOR palette
Primary Colors
These colors are the two primary identity colors for Western Washington University.

WESTERN BLUE
Pantone 294
C-100 M-58 Y-0 K-21 (process color)

Web Use:
R-0 G-63 B-135
#003F87

WESTERN LIGHT BLUE
Pantone 2925
C-85 M-24 Y-0 K-0 (process color)

Web Use:
R-0 G-131 B-214
#0083D6

Extended Color Palette
These colors are visually compatible with Western’s primary colors and can be used effectively as an extended palette.

Pantone 1797
C-0 M-100 Y-99 K-4
(process color)

Web Use:
R-204 G-45 B-48
#CC2D30

Pantone 123
C-0 M-24 Y-94 K-0
(process color)

Web Use:
R-255 G-198 B-30
#FFC61E

Pantone 382
C-29 M-0 Y-100 K-0
(process color)

Web Use:
R-186 G-216 B-10
#BAD80A

Pantone 349
C-100 M-0 Y-95 K-55
(process color)

Web Use:
R-0 G-107 B-63
#006B3F
Sub-branding for outward-facing units
Outward-facing offices and units such as the Alumni Association and The Western Foundation have been authorized to use a unique logo construction (below) to enable them to use the mountain/bay image in their name. This type of logo construction is for outward-facing offices and units ONLY, and must be approved by the University's marketing manager in the Office of University Communications.

Sub-branding for campus units
Colleges, departments, centers, administrative offices or divisions and all other campus units need to use one of the following acceptable logo uses in their sub-branding materials such as web pages or print collateral: either the horizontal college logo below OR the official university logo in conjunction with a pre-existing college logo. The Western logo must not be subordinate in either placement or size in any of these applications; if you have any questions about this policy or need your college logo built and sent to you as a print- or web-ready image, contact the Office of University Communications at x3350.
The University Tagline: Active Minds Changing Lives
A tagline is a shorthand description of our brand using a term that is easily accessible to our target audiences. Use the tagline in outward- or inward-facing documents or projects as needed; it is not required, but when used, helps further penetration of the brand’s message.
When using the tagline, it should appear in either of the two university fonts: Garamond or Avenir, as below, and with the first letter of each word capitalized, with no comma.

CORRECT USES:

Active Minds Changing Lives
(Avenir)

Active Minds Changing Lives
(Garamond)

INCORRECT USES:

Active Minds Changing Lives
(incorrect font)

Active minds, changing lives
(comma, lower case)
Western’s Spirit Marks

The Western Washington University family of marks, mascot and name are reserved strictly for the use by the Athletic Department, approved university entities and approved licensees. Note that Athletics is authorized to use its own color palette for approved spirit marks, uniforms, and promotional materials (see next page).

Publications
The athletic logo should never be used in place of the Western logo, but may be used in addition to the Western logo in selected publications to promote Western spirit. For special written permission to use the athletic logo in WWU publications, contact WWU Athletic Marketing.

Advertising
The use of the Western athletics logo, trademarks, mascot or name is prohibited in advertising that promotes non-athletic related activities and entities. For more information, contact WWU Athletic Marketing.

Licensed products
The athletic logo is available to organizations that have a signed trademark license agreement with the university. For more information, contact WWU Athletic Marketing (an affiliate of the collegiate licensing company.)
The Collegiate Licensing Company (CLC) is the licensing representative for WWU. As WWU’s representative, CLC is responsible for administering the licensing program; including processing applications, collecting royalties and enforcing proper usage. If you are interested in obtaining a license to produce WWU merchandise, contact CLC to obtain an application.
# APPROVED SPIRIT SPECIFICS

## VERBIAGE

<table>
<thead>
<tr>
<th>Western Washington University®</th>
<th>Vikings™</th>
</tr>
</thead>
<tbody>
<tr>
<td>WWU Vikings™</td>
<td></td>
</tr>
<tr>
<td>Western™</td>
<td></td>
</tr>
<tr>
<td>Western Washington Vikings™</td>
<td></td>
</tr>
</tbody>
</table>

## GENERAL INFORMATION

<table>
<thead>
<tr>
<th>LOCATION:</th>
<th>BELLINGHAM, WA</th>
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<tbody>
<tr>
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</tr>
<tr>
<td>SCHOOL NICKNAME:</td>
<td>VIKINGS</td>
</tr>
<tr>
<td>ESTABLISHED DATE:</td>
<td>1893</td>
</tr>
<tr>
<td>CONFERENCE:</td>
<td>GREAT NORTHEAST ATHLETIC CONFERENCE</td>
</tr>
</tbody>
</table>

## WORD MARKS

<table>
<thead>
<tr>
<th>15</th>
<th>19</th>
<th>21</th>
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</thead>
<tbody>
<tr>
<td><img src="image1" alt="Vikings" /></td>
<td><img src="image2" alt="ABCDEF GHIJKLM NOPQRS TUVWWXYZ 1234567890" /></td>
<td><img src="image3" alt="YOUTH MARK" /></td>
</tr>
</tbody>
</table>

## FONT MARKS

<table>
<thead>
<tr>
<th>16</th>
<th>20</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Vikings" /></td>
<td><img src="image2" alt="ABCDEF GHIJKLM NOPQRS TUVWWXYZ 1234567890" /></td>
</tr>
</tbody>
</table>

## ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale: **No**
- Alterations to seal permitted: **No**
- Overlaying / Intersecting graphics permitted with seal: **Yes**
- University licenses consumables: **Yes**
- University licenses health & beauty products: **Yes**
- University permits numbers on products for resale: **No**
- Mascot caricatures permitted: **No**
- Cross licensing with other marks permitted: **No**
- NO USE of current player's name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.
- NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.
Garamond is the name given to a group of old-style serif typefaces named after the punch-cutter Claude Garamond (c. 1480–1561). A direct relationship between Garamond’s letterforms and contemporary type can be found in the Roman versions of the typefaces Adobe Garamond, Granjon, Sabon, and Stempel Garamond. Garamond’s letterforms convey a sense of fluidity and consistency. Garamond is considered to be among the most legible and readable serif typefaces for use in print (offline) applications. It has also been noted to be one of the most eco-friendly major fonts when it comes to ink usage.

Adobe Garamond Pro

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Adobe Garamond Pro
Avenir was originally released in 1988 with three weights, each with a roman and oblique version, and used font designer Adrian Frutiger’s two-digit weight and width convention for names: 45 (book); 46 (book oblique); 55 (text weight); 56 (text weight oblique); and, 75 (bold) and 76 (bold oblique). The typeface family was later expanded to six weights, each with a roman and oblique version.
Western letterhead, envelopes, notepads and stationery can be ordered online at www.wwu.edu/printandcopy. A desktop template of letterhead is available online at www.wwu.edu/identity.
ALL SAMPLES SHOWN ARE 65% OF ACTUAL SIZE.
Applications: Print Collateral

Get Ready For Renewal!

Campus residents are invited to renew their room for next year during Housing Renewal 2011-2012. The renewal process is conducted online and returning residents enjoy the privilege of selecting their own rooms, roommates and suitemates. Room selection privileges are granted on a first come, first served basis using virtual ticketing computer. Room Raffle Tickets. Housing Renewal is a two step, five stage process, to ensure more students are able to complete information.

1. Sign Your Contract & Set Your Dates

2. Confirmation Email

3. Virtual Ticket

4. Apply Online

5. Obtain Your Virtual Ticket

Once your renewal application on file, you are ready to get your virtual ticket online at housing.wwu.edu/apps/assignments/apply. If you do not obtain a virtual ticket, your renewal application will be withdrawn.

A couple days after you submit your renewal application at STEP 1, an email is sent through CONFIRMATION email to your student email. If you do not at STEP 2, you are not eligible to continue. Be sure to visit the ticket site before ticketing begins so you know how it works. If you do not obtain a virtual ticket, your renewal application will be withdrawn.

Once you have a renewal application on file, you are ready to get your virtual ticket online at housing.wwu.edu/apps/assignments/apply. If you do not obtain a virtual ticket, your renewal application will be withdrawn.

1. Submit Your Renewal Application

2. Obtain Your Virtual Ticket

3. Receive Your Confirmation Email

4. Check Your Room Selection Time

5. Sign Your Contract & Select Your Room

Sign your contract & select your room. Students select their rooms by room-squatting, by choosing a room in Room Selection, or by applying online and returning residents enjoy the privilege of selecting their own rooms, roommates and suitemates. Room selection privileges are granted on a first come, first served basis using virtual ticketing computer. Room Raffle Tickets. Housing Renewal is a two step, five stage process. To ensure more students are able to complete information.

Open up

BRAND GUIDE

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BANNERS, VARIOUS SIZES
Appropriate for indoor and outdoor use.
POWERPOINT TEMPLATE
Samples of a PowerPoint templates available to download.
Other templates are available online at www.wwu.edu/identity.
**WWU graphic identity program**
University Communications
John Thompson, assistant director
WWU marketing manager
360-650-3350
john.thompson@wwu.edu
news.wwu.edu

**WWU stationery system**
Print and Copy Services
Craig Wood, prepress/printer
360-650-2419
craig.wood@wwu.edu

**Online templates (coming Fall 2011)**
University Communications/ATUS
www.wwu.edu/identity

**Editorial style**
University Communications
Paul Cocke, director
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paul.cocke@wwu.edu
news.wwu.edu

**Marketing strategies and advertising**
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John Thompson, assistant director
WWU marketing manager
360-650-3350
john.thompson@wwu.edu
news.wwu.edu

**Trademarks and licensing**
Athletic Marketing
Steve Brummel, director
360-650-7758
steve.brummel@wwu.edu
www.wwuvikings.com

**Copying, digital printing and print production**
Print and Copy Services
Rosemary Sterling, director
360-650-2987
rosemmary.sterling@wwu.edu
www.wwu.edu/printandcopy/

**Mailing services**
Mail Processing
Judy Magnuson, manager
360-650-3770
judith.magnuson@wwu.edu

**Graphic design services**
University Communications
Chris Baker, graphic designer
360-650-2253
chris.baker@wwu.edu

University Communications
Derek Bryson graphic designer
360-650-2159
derek.bryson@wwu.edu