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STRATEGY
BRAND ATTRIBUTES

ACADEMIC EXCELLENCE
REFRESHINGLY ORIGINAL
FORWARD THINKING
VERSATILE
COLLABORATIVE
FOR CURIOUS PROBLEM SOLVERS, WWU IS A CATALYST FOR PROGRESS THAT DELIVERS TRANSFORMATIVE LEARNING THROUGH A GENUINE FOCUS ON STUDENTS.

WESTERN OFFERS A COLLABORATIVE OF INDEPENDENT MINDS CREATING A BETTER FUTURE.
Most higher education advertising looks exactly the same: professors in lab coats, generic shots of campuses at sunset, and smiling students wearing backpacks. Western is a different kind of school and needs a different kind of campaign. This direction is bold, thought-provoking, and inspiring. It’s meant to catch your eye, grab your heart, and show people that this isn’t your typical run-of-the-mill university.
WESTERN ISN’T A PLACE WHERE YOU SHOW UP FOR FOUR YEARS, LEARN A FEW THINGS, AND GET A JOB THAT BORES YOU.

THAT’S FOR NORMAL SCHOOLS.

WESTERN WANTS PEOPLE WITH AN APPETITE FOR AMBITION.

PEOPLE WHO WANT TO LEARN ABOUT THE UNIVERSE AND THEN CHANGE IT.

WE HAVE STUDENTS DESIGNING AND BUILDING SOLAR-POWERED TINY HOMES.

A PROFESSOR WHO IS ON THE MARS CURIOSITY ROVER TEAM.

AND GRADUATES WHO TEACH CODE TO 5TH GRADERS.

THROUGH CLOSE RELATIONSHIPS WITH PROFESSORS, A FAMILY-LIKE ATMOSPHERE, AND ACADEMIC EXCELLENCE, WE HELP PEOPLE DEVELOP THEIR PASSION.

AND WE INSPIRE THEM TO PURSUE IT WITH EVERYTHING THEY’VE GOT.

WE DON’T JUST WANT YOU TO GET A DEGREE, WE WANT YOU TO MAKE WAVES.
‘Make Waves’ is our rallying cry and tagline for the campaign. It’s meant to inspire students, alumni, donors, and faculty to make their mark on the world—and give the campaign a bold voice that’s not typically seen in collegiate advertising.
MAKE WAVES: PRINT

Western’s ‘Make Waves’ print ads pair singular, striking, vibrant images with witty and clever headlines. The ads are split in two and each portion occupies 50% of the page – for both horizontal (2-page layout) and vertical or stacked (1-page layout). Overall, the body copy highlights what makes Western unique: its close relationship between students and professors. Each ad will hone in on a specific story of students, faculty, and alumni working together to Make Waves in the world.

In a horizontal layout (2-page layout), the right side is the “Hero Image Panel” – this includes the image, a callout for the specific WWU college, and a URL – www.edu/makewaves. The left side is the “Headline Panel” – featuring the headline with the body copy that describes the headline and image, and the campaign logo lockup anchored to the bottom and centered.

In a vertical layout (1-page layout), the top panel is the “Headline Panel” – featuring the headline with the body copy that describes the headline and image, and the campaign logo lockup anchored to the bottom and centered. The bottom panel is the “Hero Image Panel” – this includes the image, a callout for the specific WWU college, and a URL – www.edu/makewaves.
OUR NOISE POLICY: MAKE A LOT OF IT.

Hear that? It’s the sound of giving back. Audio Technology, Music, and Society students at Fairhaven College of Interdisciplinary Studies help run Bellingham Girls Rock Camp. They teach young girls how to shred on guitars, blast drums, belt lyrics, and capture it all in a professional recording. The camp uses music to inspire female empowerment and create social change. Yeah, it gets a little loud sometimes. But hey, that’s rock n’ roll.

Learn more about how you can support scholarships at our Fairhaven College of Interdisciplinary Studies at www.edu/makewaves.
MAKE WAVES: OUT OF HOME

Western’s ‘Make Waves’ Out of Home ads are similar to the print, but without the body copy. The headlines and images will grab the attention of passersby and encourage them to go online and learn more.
THE FIRE IN OUR BELLY IS HOTTER THAN LAVA.
COLORS

WESTERN LIGHT BLUE
PANTONE 2925
C-85 | M-24 | Y-0 | K-0
R-0 | G-131 | B-214
#0083D6

WESTERN BLUE
PANTONE 294
C-100 | M-58 | Y-0 | K-21
R-0 | G-63 | B-135
#003F87
The font for headlines is “Knockout No. 94 Ultimate Sumo”. The size and weight gives our ads a big, bold feel. It’s impossible to miss and matches the powerfulness of the imagery and headlines.

The font for body copy is “Knockout No. 30 Junior Welterweight”. It’s part of the Knockout family, so it gives the ads a consistent feel. The size and weight are skinnier than the headlines to increase legibility and present our information in a clear way.

The font “Knockout No. 31 Junior Middleweight” is used for the copy on the photograph half of the ads that show the specific college and corresponding URL. It’s still in the Knockout font family, but provides differentiation between separate pieces of information.
LOGO USAGE

When used in conjunction with Western’s logo, the ‘MAKE WAVES’ tagline is always underneath the mark and separated by a thin Western Light Blue rule. The logo should always be used as a complete asset and never manipulated.

The Western Make Waves logo should always be used, as is, when creating assets that will be used for the Make Waves Camping

When used in both Print and Out of Home, the logo should be anchored to the bottom of the headline panel and centered below the body copy in Print or the headline in Out of Home.

The size should not exceed 25% of the vertical height of the headline panel. The size should never be smaller than 1” tall in Print, or 50 pixels tall @ 72 pixels/inch for web.

A period should always follow the tag line ‘Make Waves’. This lends itself towards being a strong statement and call-to-action.
LOGO USAGE: DON’TS

- No drop shadows, bevels or other effects.
- Never change the stroke width of the line rule.
- Don’t change logo colors.
- Don’t change the positioning or size relationships of the logo.
- Don’t change the orientation of the logo.
- Don’t distort.
PHOTOGRAPHY

The campaign’s imagery is strong, striking, and beautiful. The pictures look more like an ad for Nike than for a college. Using photography from sites like Unsplash (free) or Dissolve (paid) enables the ads to have a dramatic and powerful look to capture each story without having to be literal or specific. They capture the emotion and energy of the stories we feature without the need to highlight individuals and specifics which allows for more flexibility and longevity of the imagery.

KEY WORDS: SYMMETRICAL, BOLD, SINGULAR, MINIMAL, VIVID, FOCUSED, EVOCATIVE, INTRIGUING, INCLUSIVE, ADVENTUROUS
THANK YOU