



**WESTERN**  
WASHINGTON UNIVERSITY

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## **GRAPHIC IDENTITY GUIDELINES**

**Use of the University Logo,  
Seal and Other Marks**

**W**estern Washington University is proud of its national reputation for academic excellence. A public comprehensive university, Western is dedicated to providing the highest quality undergraduate and master's education in the Northwest.



A strong cohesive visual identity program provides a consistent presentation of the University and reinforces Western's reputation for quality. It unifies and strengthens the University and projects an image of excellence which is important in attracting highly qualified students, faculty and staff.

These guidelines, developed by a University Task Force and approved by the President's Council, detail how Western's visual identity is to be used in a variety of print, electronic media and signage situations in order to present a professional image to the public. It will be of benefit to the campus community in helping to establish clear standards for the use of Western's logo and in conveying the excellence in education for which Western is well known.

Having these guidelines readily available to all members of the campus community will complete the task set by Western's Board of Trustees when they approved the University logo on February 25, 1993.

A handwritten signature in cursive script that reads "Karen W. Morse".

*Karen W. Morse*  
*President*



# ABOUT THIS GUIDE

A strong, attractive and flexible visual identity program is an asset to the University. It creates a unified, easily recognizable image for Western which enhances the institution's public visibility. The Western logo is designed to be used for University stationery, publications developed by the staff or by academic and administrative units, and for other identity needs such as signs, banners and name tags.

Western Washington University's visual identity program was strengthened in 1992 by a task force comprised of faculty, staff and students which developed the University's logo and more clearly defined the use of the logo, University seal and other marks. The logo was approved by the Board of Trustees in 1993. These guidelines continue that effort so that members of the campus community will have information about how to use the components of the visual identity program appropriately.

## Purposes of the Visual Identity Program

- To heighten public awareness of Western Washington University
- To improve public recognition of the University
- To provide a consistent visual identity for the University's name

This manual provides guidelines for using Western's logo. If you need help or have questions about Western's visual identity program, please contact the Publications Supervisor at X/7438.



## THE UNIVERSITY LOGO

The term “logo” refers to the graphic element and set of words shown at right. The logo has two parts: the *logotype*, which is the name of the University, and the *graphic element*, which is the stylized representation of the Old Main entrance. The logotype appears in the Stone font (see page 12). The two parts are combined in specific alignment and proportions to form the logo. The logo is available in electronic form from Academic Technology & User Services (ATUS), X/7928, as well as on printed sheets from Publication Services.

*graphic element*



*logotype*



*Gold PMS 874*

*Blue PMS 280  
or Reflex Blue*

## Color

The University colors — blue and white — are some of its most obvious visual identifiers. For publication purposes, Western’s official ink colors are blue (PMS 280 or “reflex”) and gold (PMS 874).

The institutional logo is printed in Western’s ink colors: gold for the graphic element and blue for the logotype. Reflex blue is used on uncoated paper, such as the University letterhead, stationery and business cards; PMS 280 is used on coated paper. Official publications should use Western’s ink colors. The only appropriate two-color use of the logo is shown in the example above.

In some publications or other printed materials, the University logo may appear in white on the background color of the material being imprinted. This is termed “reversing out” or a “reverse.”

You are encouraged to use Western’s ink colors on all publications designed for the University’s external audiences.



*Reverse*



## IMPORTANT GUIDELINES FOR USING THE LOGO

### The logo represents Western Washington University

The logo represents all departments and offices. Individual units should be represented in such a way as to avoid developing competing logos.

### The graphic element and logotype must remain in the same proportion

Avoid re-sizing only in one direction.

#### *Correct Proportion*



#### *Incorrect Proportion*



#### *Incorrect Proportion*



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**The graphic element and logotype have been specifically created to form an integral logo**

The graphic element of the logo is not to be redrawn or the logotype retypeset into a different form or type style.

*Correct Graphic Element and Logotype*



*Incorrect Graphic Element*



*Incorrect Logotype*



**The graphic element and logotype must remain in the same relationship as designed**

The logo elements should not be split apart and rearranged or resized.

*Correct Relationship*



*Incorrect Relationship*



*Incorrect Relationship*



**Other design elements should not visually compete with the logo.**

Graphic elements that intrude upon the space of the logo or compromise its integrity as a visual unit should be avoided.



**The graphic element may not be separated from the logotype.**

The graphic element is not intended to be used in place of the logo, since by itself it in no way identifies the University.

*Correct Usage*



*Incorrect Usage*





## Logo Usage

The University logo is used on publications and other materials to visually promote a cohesive identity for Western Washington University to all audiences. Some examples of appropriate uses of the logo include:

- University envelopes, letterhead and business cards.
- Publications and documents that contain official information.
- University advertisements.
- Affirmation of the connection between a project or program and the University.

The examples on the two following pages show the use of the logo and the official layout of University stationery and business cards. There are general letterhead and department/program layouts.

Memos and faxes are also designed in keeping with the University's graphic identity (see examples on the following pages). You may acquire these templates through ATUS, X/7928.

Envelopes and general letterhead may be purchased through Central Stores. Business cards, letterhead and envelopes imprinted with a department or office name are ordered through Publication Services.



**WESTERN**  
WASHINGTON UNIVERSITY



**WESTERN**  
WASHINGTON UNIVERSITY

*An equal opportunity university*

Bellingham, Washington 98225-5996  
(360) 650-3000



**WESTERN**  
WASHINGTON UNIVERSITY

Your Name  
Your Title

Your Office  
Bellingham, WA 98225-9009  
<http://www.your.web>

Voice (360) 650-3000  
Fax (360) 650-3000  
email@admscc.wvu.edu

*Business Card 40% size*



**WESTERN**  
WASHINGTON UNIVERSITY

*An equal opportunity university*

Name of University Department

Bellingham, Washington 98225-5996  
(360) 650-3000

*Standard Letterhead 40% size*

*College, Department or Office  
Letterhead 40% size*



*Standard Envelope 40% size*



**MEMO**

Your Office's Name  
Bellingham, Washington 98225-5996  
Phone: (360) 650-3000  
Fax: (360) 650-3000

*An equal opportunity university*

**To:**  
**From:**  
**Date:**  
**Subject:**

*Standard Memo 40% size*



**FAX**

Your Office's Name  
Bellingham, Washington 98225  
Phone: (360) 650-3000  
Fax: (360) 650-3000

*An equal opportunity university*

**To:** Company Name: \_\_\_\_\_  
Attention: \_\_\_\_\_  
Fax Number: \_\_\_\_\_  
**From:** Contact Person: \_\_\_\_\_  
Date: \_\_\_\_\_  
Time: \_\_\_\_\_  
Total Pages: \_\_\_\_\_  
(including cover sheet)

**Memo:**

*Standard Fax 40% size*



## MORE VISUAL IDENTITY INFORMATION

### Referring to Western Washington University

In situations where the graphic element of the logo conflicts with a major design, the words “Western Washington University” or “Western” may be used instead of the logo. The words should appear in the Stone font. If there are space limitations in your printed material, it is appropriate to use “WWU.”

“Western Washington” is not an acceptable way to refer to the University.

### Font

The University has an official typographic identity which calls for the use of a specific type face or “font.” The University font is the Stone family of typefaces. The logotype in the logo is a combination of “Stone Serif” and “Stone Sans.”

Stone is used in official University publications. In producing departmental or other publications, use of the Stone font is encouraged. For information on acquiring the font, please call the Publication Services Supervisor at X/7438.

Stone Sans  
*Stone Sans*  
**Stone Sans**  
*Stone Sans*

Stone Serif  
*Stone Serif*  
**Stone Serif**  
*Stone Serif*

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## Other University Images

### The University Seal

The University Seal, shown at right, is the legal seal of the University and is to be used only for diplomas, transcripts, certificates and other legal documents as designated by the President's Office. As the official legal Seal of the institution, its usage must be constrained to formal applications.

The University Seal is not to be used on letterhead or as an alternative to the University logo. If you have questions about the appropriateness of using the Seal, please contact the Publications Supervisor at X/7438.

### Other Marks

A few other marks, or graphic elements, such as the Alumni, Athletics and Associated Students (AS) logos, are a part of Western's visual identity. These marks do not incorporate any part of the official Western logo, nor do the designs impinge on the correct use of the University logo.

## How to Obtain the Logo

The Publication Services office can supply you with the University logo in the appropriate format for your needs, in various printed sizes ready to paste onto your publication, as a film negative, or electronically. Please call the Publication Services Supervisor at X/7438 for help or more information about accessing the logo.



*University Seal*



*Alumni Logo*



*Athletics Logo*



*AS Logo*

## Other Materials

### Advertisements

Advertising, including faculty and staff recruitment announcements and notices of special programs and events, is a highly visible communication tool that reinforces Western's image as an institution of excellence. Ads should include the University logo and should be neatly and attractively designed. For help developing your ads, and for camera-ready logos to use on your ads, please contact the Publications Supervisor at X/7438.

### Merchandise

Western's logo is the property of the University. Application of the logo on resalable merchandise such as bumper stickers, sweatshirts and T-shirts, etc., is overseen by the Director of Alumni Relations. Please call X/3353, for more information.

### Vehicles

The use of the University logo on campus vehicles must conform to established state guidelines, with Western Washington University clearly and conspicuously marked on the lower left-hand corner of the rear window of passenger motor vehicles. Campus vehicles include those with 'E' plates, and those insured by Western. If you have questions regarding use of the logo on vehicles, please contact the Motor Pool, X/3413.

### Signage

Informal signage such as banners, placards, sandwich boards, and podium signage, may include the University



logo as long as that usage conforms to the guidelines outlined in this manual.

Permanent exterior and interior signs as well as building and off-campus vehicular signs used throughout the University are developed by the Office of Facilities and Master Planning. The established sign program specifies the Optima font on all exterior building identification signs. Off-campus vehicular directional signs specify the Optima font in conjunction with the University logo.

## Graphic Identity and the World Wide Web

Because of the changing nature of communicating through the World Wide Web, graphic standards continue to evolve. Use of the logo on institutional web pages is encouraged, since it promotes the University's identity and public visibility. In order to maintain consistency with other guidelines of the visual identity program, the University has set minimum standards for the University Home Page and other top level departmental and area pages. Academic Technology & User Services (ATUS) offers help in creating pages that reflect the University's graphic identity.

Two important graphic guidelines for University Web pages are as follows:

- Official University web pages should provide a link to Western's Home Page.
- Using the graphic files containing the logo that are available on-line and from ATUS is encouraged.

Contact the Web Services Supervisor at X/3096 for more information and to access the appropriate electronic version of Western's logo.



This publication is available in alternative formats: X/7434, TTY: (800) 833-6388

Approved by the President's Council, June 19, 1998

Task Force: Ron Bailey, Manager, Publishing Services; Chuck Hart, Manager, University Residences; Dale Hearth, Media Coordinator, College of Fine and Performing Arts; Susan Komsky, Ph.D., Director, ATUS; Gail Kuromiya, Assistant Facilities Designer, Facilities Management; Paul Madison, Director, Sports Information; Lynne Masland (Chair), Ph.D., Director, Public Information Office; T.J. Olney, Ph.D., Associate Professor, Finance, Marketing and Decision Sciences; and Robin Parks, Supervisor, Publication Services.