The campaign emphasizes the benefits of the WMU brand.

**Brand—what you want to communicate**

It is a promise that sets an expectation of an experience. A good brand is relevant, competitive and authentic. It is a long-term strategic choice.

**Campaign—how you communicate**

It is the creative communication platform that brings the brand to life in the minds and hearts of your target audience. Campaigns are built on a deep understanding of the benefits your brand delivers.
The W graphic

The radiating lines around the W were created for the GOLD Campaign. It is an optional graphic available for use to support visual consistency during the GOLD Campaign. Consistency can be achieved through the use of campaign colors, slogans, fonts, photography style and development of unique angular art for an individual unit. This art does not replace your unit logo, however, when you use it, do not place the unit logo on the same page. The samples in this book demonstrate appropriate use. In all cases, the W with radiating lines is placed separate from the nameplate (Western Michigan University).

**eps files**
- gold-W-gold-lines.eps
- gold-n-brown-W-gold-lines.eps
- black-W-black-lines.eps

**eps files placed into colored box**
- gold-W-gold-lines.eps placed into a brown box
- gold-n-brown-W-gold-lines.eps placed into a white box
- black-W-black-lines.eps placed into a white box

**jpg art will be limited**
- gold-W-white-lines.eps placed into a brown box
- gold-n-brown-W-white-lines.eps placed into a gold box
- white-W-white-lines.eps placed into a gold box
Create your own unique angular art, or use some of the files we have provided.

These are available in multiple colors.
The campaign colors were pulled from our visual identity program. Please use this palette during the GOLD Campaign. Pick one of the accent colors to add to your palette. For the undergraduate recruiting campaign samples in this book, sky blue was selected.

You may choose any accent color from the WMU standard color palette. Visit wmich.edu/visualidentity.

**WMU Brown**
- Spot: Pantone 4625
- CMYK: c0 m60 y100 k70
- HSL: 18, 50%, 18%
- RGB: 68, 36, 22
- Hex: #4a2416

**WMU Gold**
- Spot: custom mix *
- CMYK: c0 m28 y100 k6
- HSL: 41, 100%, 50%
- RGB: 255, 174, 0
- Hex: #ffae00

**Tangerine**
- Spot: Pantone 7413
- CMYK: c15 m70 y100 k0
- HSL: 30, 73%, 49%
- RGB: 216, 124, 33
- Hex: #d87c21

**Light Tan**
- Spot: Pantone 7402
- CMYK: c0 m6 y38 k0
- HSL: 49, 66%, 80%
- RGB: 237, 225, 170
- Hex: #ede1aa

**Dark Gray**
- Spot: Pantone 7531
- CMYK: c16 m28 y36 k49
- HSL: 28, 15%, 44%
- RGB: 129, 111, 95
- Hex: #816f5f

* The WMU Gold is available as a custom spot color mix for both a coated and uncoated stock. Contact Kim C. Nelson, Director of University Creative Services at (269) 387-8404 or kim.nelson@wmich.edu for more information.

**Khaki**
- Spot: Pantone 466
- CMYK: c5 m17 y42 k14
- HSL: 43, 39%, 60%
- RGB: 192, 170, 113
- Hex: #d0aa71

**Sienna**
- Spot: Pantone 1675
- CMYK: c5 m82 y100 k30
- HSL: 16, 70%, 39%
- RGB: 169, 67, 30
- Hex: #a9431e

**Sky Blue**
- Spot: Pantone 639
- CMYK: c100 m1 y5 k5
- HSL: 195, 100%, 38%
- RGB: 0, 145, 193
- Hex: #0091c1

**Color matching** will vary between computer monitor, digital printing, desktop printing, paper choice and spot vs. cmyk printing. A master color match guide is available from university relations.
Campaign fonts

**GOLD slogan font**

**Eurostile Demi**

If this font is not standard in your software, visit myfonts.com to purchase Eurostile Demi by Adobe.

If you have the Adobe Creative Suite, this font should be available as Eurostile Bold.

**Body copy font**

**SourceSansPro-Black**

**SourceSansPro-BlackIt**

**SourceSansPro-Bold**

**SourceSansPro-BoldIt**

**SourceSansPro-ExtraLight**

**SourceSansPro-ExtraLightIt**

**SourceSansPro-It**

**SourceSansPro-Light**

**SourceSansPro-LightIt**

**SourceSansPro-Regular**

**SourceSansPro-Semibold**

**SourceSansPro-SemiboldIt**

Visit fontsquirrel.com for a free download of Source Sans Pro.
Photography style

Photography for the GOLD Campaign should capture a slice of life. Prospective students are engaged by authentic situations and subjects that appear comfortable being photographed. Capturing movement reflects the energy found at WMU. When you are selecting images or directing a photographer to capture what you need, keep these things in mind:

- unposed groups
- subjects reflect authentic situations (slice of life)
- active learning
- take video as well as stills
- simple, yet unique
GOLD

There's something about WMU. You feel it the moment you step on campus. This is a rare place that requires much and rewards even more. Where you'll not only create your future, you'll find gold—gold in the moments and experiences you share, gold in the knowledge you gain, and gold that is at the heart of who you are and who you will become.

Gold is the color of success and the attitude that binds us. It makes us proud to be who we are. From down the block and the other side of the world; we are thinkers and dreamers, scientists, artists and inventors. We are grad students and undergrads, athletes and musicians. Together we are creating better, stronger, more polished versions of each other. Together we are gold.

CONDENSED VERSION

There's something about WMU. You feel it the moment you step on campus. Here, you'll not only create your future, you'll find gold—gold in the moments and experiences you share, gold in the knowledge you gain, and gold that is at the heart of who you are and who you will become. Come to Western Michigan University. Strike gold.

VARIATIONS TAILORED FOR DIFFERENT AUDIENCES

EXTENDED UNIVERSITY PROGRAMS

There's something about WMU. This is a rare place that requires much and rewards even more. Where you'll not only enhance your future, you'll find gold—gold in the moments and experiences you share and gold in the knowledge you gain. It is the color of success and the attitude that binds us. From down the block and across the country, we are grad students and undergrads, dedicated and hard working, full-time professionals and parents. Together we are creating better, stronger, more polished versions of each other. Together we are gold.

UNDERGRADUATE—STRIKE GOLD

There's something about WMU. You feel it the moment you step on campus. This is a rare place that requires much and rewards even more. Here you meet scientists, artists and inventors. You meet thinkers and dreamers. You meet athletes and musicians. You forge a lifelong bond with people who live down the block and on the other side of the world. Most important, you discover the polished, untapped potential that lies inside all of us. You strike gold—gold in the moments and experiences you share, gold in the knowledge you gain, and gold that is at the heart of who you are and who you will become. Come to Western Michigan University. Strike gold.
Sample campaign slogans

Stay gold.
Forever gold.
Pure gold.
The gold is standard.
The power of gold.
You’re golden.
Be golden.
Be gold.
Be the gold.
You’re the gold.
We’re golden.
Uncover gold.
Invent gold.
Gold. Standard.
Find your gold.
Find gold.
Make gold.
Get your gold on.
Strike gold.
Gold Power.
Gold Standard.
Choose gold.
Produce gold.

Language not to use

- Discover Gold
  *(Missouri Western State University)*

- Go Gold
  *(Childhood Cancer Awareness)*

- Go for the Gold
  *(overused, Olympics, Oakland University recruitment events)*

- Gold Scholarship
  *(Wayne State, Westminster University)*

- Student Gold Health Insurance
  *(Colorado University)*

- Black and Gold Days
  *(Vanderbilt University)*

- Black and Gold Society
  *(Oakland University)*

- Gold Parking
  *(University of Michigan)*

- Alumni Gold Club
  *(Ferris State)*

- Golden Opportunities at an Affordable Cost
  *(Flagler College)*

- The Gold Standard Online University
  *(Jones International University)*
How the campaign elements could work for a variety of units
Invitation postcard for an alumni gathering
Extended University Programs

THE POWER OF GOLD

There's something about WMU. You feel it the moment you step on campus. This is a rare place that rewards much and rewards even more. Where you'll not only create your future, you'll find gold. From down the block and the other side of the world. We are thinkers and dreamers. Scientists, artists and inventors. Gold is the color of success and the attitude that turns us.

WESTERN MICHIGAN UNIVERSITY

BUSINESS   ENGINEERING   TEACHING
COUNSELING   ADMINISTRATION   HEALTH AND HUMAN SERVICES

WMU-Grand Rapids offers 20+ degree programs

wmich.edu/grandrapids

Integrative Holistic Health and Wellness

Evening classes. Workday results.

THE POWER OF GOLD

WMU-Battle Creek

Visit wmich.edu/battlecreek for program details and admissions requirements.
Haworth College of Business

Dr. Steven Bertman, professor of Chemistry, will discuss "Sustainable Brewing Education in Kalamazoo" at 8 a.m. Friday, Jan. 29, in 2150 Schneider Hall on WMU’s campus.

Selected by the Sales Education Foundation as being in the top sales programs in the nation, the college’s sales and business marketing program has earned this designation eight times. Educational-Portal.com ranks the program #1 in the country. In addition, a team of WMU students won first place in the Russ Berrie National Sales Challenge, and senior Ryan Kohlstettl was named overall individual champion at the event.

The integrated supply management program is ranked #5 nationally for undergraduate education. WMU is fourth in the nation for the total number of students honored with Richter Scholarships in the past 10 years.

A team of nine Western Michigan University advertising and promotion students placed first in the EdVenture Partners’ Jobs for America’s Graduates Scholastic Achievement Award Challenge in Washington D.C. WMU has participated in the competition since 2005 and has placed in the top ten nationally each year.

Complimentary breakfast begins at 7:30 a.m. Parking available at the Fetzer Center lot #72F.
Experience the GOLD

wmich.edu/housing

Student success, value, convenience and community

wmich.edu/studentaffairs

Top 5 Things
Students need to know about Dining Centers

1. We have a variety of flexible meal plan choices.
2. Your meal plan is accepted at any dining center.
   - There are four self-serve style dining centers.
   - Meal plans can be used to access the dining center, order online carryout or at Draper Carryout Express.
   - To use your meal plan, simply have your WMU Bronco ID scanned at the door.
3. Many food choices are available.
   - Each menu has two versions. Vegetarian versions served at breakfast, lunch, and dinner.
   - "Cooked-to-order" options are available Monday through Friday, such as eggs or omelets and select grilled items.
   - A "specialty venue concept" is served in each dining center to further expand menu options.
4. Dining centers serve continuously.
   - Dining centers are open continuously from breakfast through dinner, Monday through Friday and for select hours on the weekend.
5. Dining Dollars are included with every meal plan.
   - A Dining Dollars account is a prepaid account used by swiping your WMU Bronco Card.
   - Dining Dollars are accepted at any WMU Campus Café or for guest meals in dining centers.
   - Add more Dining Dollars to your account online at wmich.edu/dining/payment/diningdollars.
   - Dining Dollars included with the meal plan do not carry over to the next semester.

WMU Dining Center Meal Plans

- Bronco Gold: $50 Dining Dollars per semester.
- 20 Meal: $75 Dining Dollars per semester.
- 15 Meal: $50 Dining Dollars per semester.
- 10 Meal: $25 Dining Dollars per semester.

Campus Dining Center Locations

Burnham Dining Center: Extreme Greens
Hoekje/Bigelow Dining Center: Marketplace Grill
Valley Dining Center: "Fresh and Healthy" food bar

wmich.edu/housing
Undergraduate admissions

Outdoor banner

Outdoor board

T-shirt design
There's something about WMU. You feel it the moment you step on campus. This is a rare place that requires much and rewards even more. Where you find only create your future, you'll find gold. Gold is the knowledge you gain. It's gold in the experiences you share. Gold is the moments and experiences you share. Gold is what makes us proud to be who we are. Thinkers and dreamers. Scientists, artists and inventors. Athletes and entrepreneurs. Gold is the color of success.
This isn’t about going through the motions. This is about going somewhere special.

At Western Michigan University, you'll find students and faculty in motion. This is a place where people are always looking forward, setting goals. Exploring. Creating. Inspiring. When you visit our campus, you feel the difference. This isn’t about going through the motions. This is about going somewhere special.
Section head here

Action point one.
Talking point two.

This taking point has some extra information that needs to be here.
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