

Sustainability Identity Guidelines

1. The President's University Wide Sustainability Committee Identity may not be altered.
2. Identity may not be stretched or pulled horizontally or vertically. It must maintain the proper existing ratio.
3. If printed in color, please use the specified Pantone process or Pantone spot/solid colors.
4. The typeface is part of the identity and may not be altered.
5. The "W" in the identity may not stand alone from the rest of the identity and the "W" must remain a negative space, revealing the background.
6. When the identity is used on the web use the art that is the correct resolution jpeg.
7. The type in the identity may not take on any color.
8. The black line art version is only for use on engraved material.

Sustainability Identity With Western Michigan University Name Guidelines



WESTERN MICHIGAN UNIVERSITY

PROCESS COLORS

Pantone S 18-4 (Gold) C=0, M=25, Y= 80, K=0
Gray (70% Black) K=70



SPOT/SOLID COLORS

Pantone 142C (Gold)
Pantone Cool Gray 10 (Gray)



PROCESS COLORS

Pantone DS 294-4 C (Green) C=30, M=0, Y=60, K=0
Gray (70% Black) K=70



SPOT/SOLID COLORS

Pantone 374C (Green)
Pantone Cool Gray 10 (Gray)



PROCESS COLORS

Pantone DS 203-6 C (Turquoise) C=40, M=25, Y=0, K=0
Gray (70% Black) K=70



SPOT/SOLID COLORS

Spot Color Pantone 326C (Turquoise)
Pantone Cool Gray 10 (Gray)



PROCESS COLORS

Pantone DS 250-3 C (Blue) C=70, M=0, Y=30, K=0
Gray (70% Black) K=70



SPOT/SOLID COLORS

Spot Color Pantone 7451C (Blue)
Pantone Cool Gray 10 (Gray)



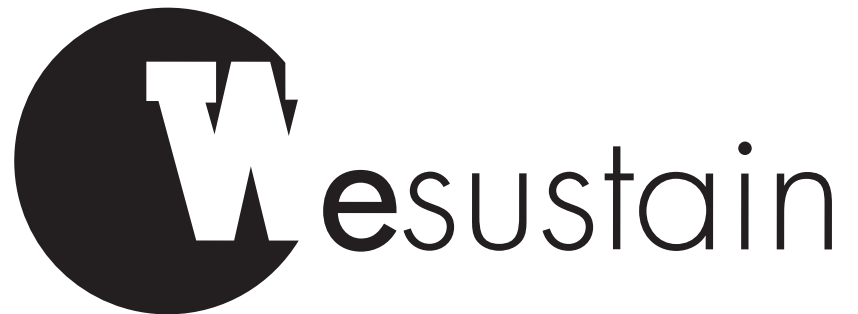
Gray Scale Version Identity Guidelines

1. Black & white version is only for printed pieces where color is not permitted.
2. Minimum size variation of the identity for printed pieces in black & white or color is 1.25" x 0.4477"
3. Minimum size variation of merchandise for pens and pencils is 0.25" x 0.6979."
3. The identity is 50% of black (Gray) and 100% black.



Black & White Identity Line Art Guidelines

1. Only for use on engraved media or in a situation where gray is unavailable.
2. The Identity is 100% black in all situations.



Sustainability Identity Examples of Photo Use

