Visual identity systems are designed to be used for a long time, rarely change and live beyond and outside of campaigns.

Campaigns typically live for three to five years and utilize key components of the visual identity system.

As a Universitywide effort created with great intention and scope, campaigns require some adaptation of the visual identity.

Visit wmich.edu/brand to request our WMU Brand Book, which will outline our current campaign, Rethink Smart.

wmich.edu/brand/visualidentity
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Our logo represents all of Western Michigan University. It will unify our brand, bringing together all aspects of Western Michigan University.

The degree to which we use our logo and visual identity consistently and correctly will determine the positive impact it can have in strengthening our brand. That’s where you come in. WMU has staff at all levels to communicate about the institution. Marketing professionals, writers, designers and web developers maintain much of the University’s official face to the world. But we all need to express Western’s visual identity correctly, too. Faculty, staff, students and outside partners are invited to make use of these assets where appropriate and are expected to apply the standards set forth in this guide. When everyone works from the same playbook, a unified visual brand emerges.
University Logo

The most essential visual asset to Western Michigan University’s brand is the logo. It identifies us, represents us and assures audiences that WMU stands behind the content. It is the most recognizable element of our visual identity and is visible across nearly every point of engagement with our University, nationally and internationally. It should always be consistent in our communication.

The brand mark (the W within the circle) and the word mark (the University name) were carefully rendered and must not be reset with any other font. This mark should be used in all University communication.

The brand mark should appear with the word mark and are only separated in rare circumstances.

The W should always remain in the circle.

No graphics are permitted inside the W or the circle.

The word mark must not be reset with any other font.

Please contact the Office of Marketing and Strategic Communications for approval to use the brand mark without the word mark.
University Logo Configurations

The WMU logo exists in three configurations—primary, stacked and horizontal. These configurations of the logo were developed to accommodate any size or spacing issues.

The brand mark should appear with the word mark and are only separated in rare circumstances.

Please contact the Office of Marketing and Strategic Communications for approval to use the brand mark without the word mark.

Primary
The primary configuration sets the typography on three lines, with the brand mark on the left.
This configuration should be your first choice.

Stacked
The stacked configuration sets the typography on three lines, with the circle W icon visually centered above the type block. This is best suited for spaces with in spaces that have a vertical orientation.

Long Horizontal
The long horizontal configuration sets the typography on a single line, with the brand mark on the left. This version is best-suited for websites, media and presentation templates, and should be used exclusively for applications that are long and narrow or require the brand mark to be less than 1” in height.
Logo Colors

The colors used in all University logos are 7406 C Gold and 4625 C Brown. Accurate color reproduction requires the use of specific color formulas for different criteria. For detailed information about color printing, see page 20.

Full Color

This is the primary choice for all applications that accommodate full color.

One Color

These are appropriate when only one color application is available.

Reversed

These are appropriate when only one color application is available.
Minimum Size and Clear Space

Clear space must surround all WMU logos, including unit logos, to ensure legibility and prominence. The size of the clear space around all logos must be at least the width of the top of the W that appears in the word “Western.” Contact the Office of Marketing and Strategic Communications at (269) 387-8400 to obtain permission to use the promotional art at any size smaller than described here. A decreased size may be necessary for printing on promotional items, for instance.

The height of all University logos is, at minimum, 1” in print.

To determine the appropriate amount of clear space around the logo, use the width of the W in “Western.”

Note that the amount of clear space will increase or decrease in proportion to the size of the logo.
Examples of Minimum Size and Clear Space

Appropriate clear space ensures legibility. Other visual elements or the edge of a canvas should not be within the clear space.

**Correct**

There is enough clear space between the logo and the edge of the canvas. The photo and graphic effects are not placed on top of the logo.

**Incorrect**

The logo is too close to the edge of the canvas, and the dot pattern is placed on top of the logo.
Logo Placement Over Images

The WMU logo can be reversed out of any color photograph as long as sufficient contrast exists. Avoid complex patterns that make the word mark difficult to read. See the examples below.

Correct Use

Incorrect Use
Mistakes to Avoid

These standards apply to all official University logos and logo versions as described in these guidelines. The set of examples shown here does not cover every possible noncompliance. Always use unaltered logos.

- Do not separate the brand mark from the word mark without approval from the Office of Marketing and Strategic Communications.
- Do not remove the W from its container.
- Do not screen the logo.
- Do not squeeze or stretch horizontally or vertically.
- Do not use colors other than those specified in this document.
- Do not change the color of any part of the University logo.
- Make sure colors are printing correctly.
- Do not cover the logo with art or type.
- Do not rotate, skew or invert the logo.
- Do not use drop shadows or other visual effects.
- Do not use the brand mark in words, headlines or sentences.
- Do not alter the placement or scale of the logo's elements.
- Do not alter or replace the typeface of the logo.
- Do not crop the logo in any way.
- Do not rearrange the logo's elements.
- Do not place photos or graphics inside the circle.
- Do not place photos or graphics inside the W.
- Retire old logos.
The signature system establishes the college, department and division logos throughout the University. The unit logo lockup is the combination of the brand mark, word mark and unit name.

Customized logos for individual units are created by integrating the name of the unit with the University logo using specific templates.

Two templates are available: primary and stacked.

**Western Michigan University**

College of Health and Human Services

Primary

Stacked
Mistakes to Avoid
The Long Horizontal logo is not part of the signature system.

Incorrect

![Western Michigan University Logo](image)

College of Health and Human Services

The Long Horizontal logo is not part of the signature system.

Apparel Logo
A promotional mark appropriate for embroidery can be found on page 33. For more information, contact the Office of Marketing and Strategic Communications.

Logo Generator
The Office of Marketing and Strategic Communications has provided a self-service tool for creating unit logos through the University’s web content management system. CMS users with the “manager” role can access the logo generator by clicking on “Utilities” in the CMS toolbar.
Logo Colors

The colors used in all University logos are 7406 C Gold and 4625 C Brown. Accurate color reproduction requires the use of specific color formulas for different criteria. For detailed information about color printing, see page 20.

Full Color

Western Michigan University
College of Health and Human Services

One Color

Western Michigan University
College of Health and Human Services

Reversed

Western Michigan University
College of Health and Human Services

Western Michigan University
College of Health and Human Services

Western Michigan University
College of Health and Human Services
Minimum Size and Clear Space

Clear space must surround all WMU logos to ensure legibility and prominence. The size of the clear space around all logos must be at least the width of the top of the W that appears in the word “Western.” Contact the Office of Marketing and Strategic Communications at (269) 387-8400 to obtain permission to use the promotional art at any size smaller than described here. A decreased size may be necessary for printing on promotional items, for instance.

The height of all University logos is, at minimum, 1” in print.

To determine the appropriate amount of clear space around the logo, use the width of the W in “Western.”

Note the amount of clear space will increase or decrease in proportion to the size of the logo.
Examples of Minimum Size and Clear Space

Appropriate clear space ensures legibility. Other visual elements or the edge of a canvas should not be within the clear space.

Correct

There is enough clear space between the logo and the edge of the canvas. The photo and graphic effects are not placed on top of the logo.

Incorrect

The logo is too close to the edge of the canvas, and the dot pattern is placed on top of the logo.
Listing Multiple Units

There are two situations in which multiple units must be represented together: when an entity exists as a collaboration among units, such as colleges, and when multiple entities sponsor an external event.

Collaboration Among Units

There are rare cases where a unit is part of more than one division or college. Contact the Office of Marketing and Strategic Communications to develop a logo for that use.

Multiple Sponsors

In cases where multiple units need to be listed, the University logo should be used and the unit names listed nearby, outside of the clear space. See examples below.

Student Leadership Summit on Advocacy

Friday, Oct. 23 Featuring Shaun King

Register at studentsmakingchange.com
Open to the public

Lewis Walker Institute
Office of Diversity and Inclusion
Officially Named Colleges

It is appropriate for named colleges to have a slightly different unit logo and for additional marks to be used in limited applications. The Office of Marketing and Strategic Communications develops the art. See examples below.

*Western Michigan University*

**HAWORTH**
College of Business

Horizontal Unit Logo

*Western Michigan University*

**HAWORTH**
College of Business

Stacked Unit Logo

*Western Michigan University*

**HAWORTH**
College of Business

Short Logo
This special configuration is appropriate for limited uses such as podium art or apparel.
In 1957, the year Western Michigan University became a university, WMU art professor John Kemper made a sketch on the back of his faculty identification card that would eventually be adopted as the official seal of WMU. It has four components:

**Five stars** symbolize the main academic units in place when WMU gained university status—the schools of Applied Arts and Sciences, Business, Education, Liberal Arts and Sciences, and Graduate Studies.

**A tree** signifies the University’s continuing growth, and its roots acknowledge the institution’s firm planting through its creation by the Michigan Legislature in 1903.

**A stone arch** symbolizes a gateway to knowledge as well as solid growth. The missing keystone indicates the University’s growth is incomplete, with much more to be accomplished and discovered.

**A pyramid** stands for the building of knowledge and features a flame at its apex to signify enlightenment—WMU’s true purpose.

The University seal is our most sacred mark. It is reserved for the official documents, such as diplomas, and use by the president of the University. The Office of Marketing and Strategic Communications manages the use and application of the seal, in coordination with the Office of the President. The University seal is not for general use and may only be used with approval from the Office of Marketing and Strategic Communications.
Primary Color Palette

Our primary colors are brown and gold. Gold plays the dominant role in our identity and community. They represent WMU at the highest level and should be present in all communications.

Always use at 100% full color. Do not alter transparency or screen.

---

**7406 Gold**

- **Pantone coated:** 7406
- **Pantone uncoated:** 120
- **CMYK coated:** c0, m13, y100, k1
- **CMYK uncoated:** c0, m11, y92, k0
- **HSL:** 49, 100%, 47.3%
- **RGB:** 241, 197, 0
- **Hex:** #F1C500
- **Thread:** Madeira 1124 gold

---

**4625 Brown**

- **Pantone coated:** 4625
- **Pantone uncoated:** 4625
- **CMYK coated:** c14, m75, y91, k76
- **CMYK uncoated:** c14, m75, y91, k76
- **HSL:** 17, 45.2%, 12.2%
- **RGB:** 83, 46, 31
- **Hex:** #532E1F
- **Thread:** Madeira 1059 brown

---

**White**

- **HSL:** 0, 100%, 100%
- **RGB:** 255, 255, 255
- **Hex:** #FFFFFF

---
Neutral Color Palette

The neutral color palette adds sophistication and contrast to our color system. 

*Always use at 100% full color. Do not alter transparency or screen.*

**PMS 401**
- **Pantone coated:** 401
- **Pantone uncoated:** 401
- **CMYK coated:** c28, m25, y28, k3
- **CMYK uncoated:** c24, m22, y26, k5
- **HSL:** 32, 8%, 68%
- **RGB:** 180, 174, 167
- **Hex:** #B4AEA7

**PMS 5497**
- **Pantone coated:** 5497
- **Pantone uncoated:** 5497
- **CMYK coated:** c48, m24, y29, k7
- **CMYK uncoated:** c49, m23, y29, k14
- **HSL:** 180, 8.6%, 54.5%
- **RGB:** 129, 149, 149
- **Hex:** #819595

**PMS 7531**
- **Pantone coated:** 7531
- **Pantone uncoated:** 7531
- **CMYK coated:** c37, m44, y56, k31
- **CMYK uncoated:** c34, m38, y46, k27
- **HSL:** 20, 7.2%, 51%
- **RGB:** 139, 127, 121
- **Hex:** #8B7F79
Accent Color Palette

Use the accent colors sparingly. Do not use for large floods of color. Always use at 100% full color. Do not alter transparency or screen.

PMS 3285
Pantone coated: 3285
Pantone uncoated: 3285
CMYK coated: c100, m0, y57, k1
CMYK uncoated: c100, m0, y56, k9
HSL: 174, 100%, 28.2%
RGB: 0, 144, 129
Hex: #009081

PMS 1665
Pantone coated: 1665
Pantone uncoated: 1665
CMYK coated: c0, m82, y100, k0
CMYK uncoated: c0, m72, y100, k0
HSL: 12, 75.0%, 59.2%
RGB: 229, 104, 73
Hex: #E56849

PMS 200
Pantone coated: 200
Pantone uncoated: 200
CMYK coated: c20, m100, y100, k12
CMYK uncoated: c20, m100, y100, k12
HSL: 0, 100%, 35.3%
RGB: 180, 0, 0
Hex: #B40000

PMS 2567
Pantone coated: 2567
Pantone uncoated: 2567
CMYK coated: c24, m38, y0, k0
CMYK uncoated: c25, m40, y0, k0
HSL: 273, 45.5%, 74.1%
RGB: 192, 159, 219
Hex: #C09FDB

PMS 639
Pantone coated: 639
Pantone uncoated: 639
CMYK coated: c97, m4, y3, k2
CMYK uncoated: c94, m3, y2, k1
HSL: 194, 100%, 40%
RGB: 0, 156, 204
Hex: #009CCC

PMS 383
Pantone coated: 383
Pantone uncoated: 383
CMYK coated: c19, m0, y100, k18
CMYK uncoated: c30, m4, y100, k20
HSL: 67, 48.1%, 40.8%
RGB: 142, 154, 54
Hex: #8E9A36
Brand Typography

Using a limited group of complementary typefaces (fonts) contributes to a strong brand identity. Consistent typography is one unifying element that pulls our work together and creates harmony among Western documents and publications.

Over time, you may see other fonts used as part of a specific Western marketing campaign or event. Do not use any typeface other than those specified here unless approved by the Office of Marketing and Strategic Communications. Specific uses, such as mathematical or scientific symbols, may require use of additional font resources.
Typography Palette

Preferred Font

Montserrat is the University’s preferred typeface for all marketing and communication materials. This typeface is appropriate for print and digital use, and the font family includes a range of weights.

fonts.google.com/specimen/Montserrat

Note the exception that Source Sans Pro is the University’s approved typeface for our wayfinding signage.

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789
?!@‘”% * # $( ) [] {} .:,;

REGULAR
ITALIC
MEDIUM
MEDIUM ITALIC
SEMIBOLD
SEMIBOLD ITALIC
BOLD
BOLD ITALIC
EXTRA BOLD
EXTRA BOLD ITALIC
BLACK
BLACK ITALIC
Alternate Fonts

Sans Serif Font: Arial
If Montserrat is not available, Arial is an acceptable substitute.

Serif Font: Georgia
Occasionally, using a serif typeface may be preferred to lend formality or a traditional feel to a printed piece, such as a letter or invitation. Georgia is the approved serif typeface for the WMU brand.

Both font families are available as part of most software packages and supported by MacOS and Windows.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
? ! & ‘ ’ “ ” % * # $ ( ) [ ] { } . : , ;

REGULAR BOLD
ITALIC BOLD ITALIC

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
? ! & ‘ ’ “ ” % * # $ ( ) [ ] { } . : , ;

REGULAR BOLD
ITALIC BOLD ITALIC
Photography

People are the primary focus of all our photography. Every image should relate to Western students, faculty, staff or our community. When our campus, buildings or facilities are the photo subject, the images should reflect a thriving University.

When available, always use natural light. Brighter is better, unless the desired tone or intent of the image calls for a darker environment.

To represent WMU accurately, strive to show a wide range of student experiences. Every photo can’t represent every student, but a suite of photos used together should authentically reflect the diversity of our campus community.

When people are the focus, students can engage the camera directly, but posing can detract from an authentic story.
Cropping

A photograph can communicate differently depending on how it’s presented.

- Focus the viewer’s attention on the main person or activity.
- Crop images carefully to maximize storytelling and emotional resonance.
- Leave out unnecessary details.
- Minimize empty or busy backgrounds, especially with group shots.
- Don’t always center your subject, and don’t cut off limbs at the joint.
- Tighter cropping on faces usually increases the dramatic impact, so leave some breathing room.

Videography

Videography is an extension of photography and should be evaluated with similar considerations.

- Think about framing and editing a scene as you would cropping a photo.
- When editing, give priority to the elements that tell or support the desired story, and remove elements that don’t.
- Aim for brevity. A video longer than two minutes must have extremely compelling content to hold the viewer’s attention.

https://youtu.be/NmGMmmy6fUQ
Photography Online Database

The Office of Marketing and Strategic Communications maintains and regularly updates the University’s photo and video database, hosted on SmugMug.com. These photos are for official use only and are cataloged by topic and date. Contact the Office of Marketing and Strategic Communications to gain access.

**Gain access to WMU’s SmugMug gallery**

If you have a story that supports Western’s marketing or campaign efforts, we want to know about it. Event photography that provides opportunity for making arresting and compelling images will also be considered for assignment. If you have taken high-quality photos that tell a WMU story, please share them with the Office of Marketing and Strategic Communications so they can be considered for use by the University.

**Request photography**

Formal Headshots

Sessions for formal portraits are announced in the WMU Today email sent to all faculty and staff.
Brand Architecture

The master brand is the logo from which all other logos in the institution are derived.

Signature System

The signature system is a framework for logos for the vast majority of the institution. It creates a unit-specific identity that is clearly connected to the master brand.

Western Michigan University
College of Health and Human Services

Western Michigan University
College of Business

Athletics

The brand architecture creates a unified identity for the University, including athletics.

Western Michigan
BRONCOS

Affiliated Brands and Self-Branded Retail

In some cases, a nonacademic, nonathletic entity will have an affiliated identity. This strategy is used when the entity must convey a sense of independence from the University or needs to be differentiated from similar units on campus that provide similar but distinct services.

Western Herald

Miller Auditorium

Student Organizations

Officially registered student organizations may use the University name and colors only but are not required to do so. With approval on a case-by-case basis, they may also use the master brand mark.

Club

Sunseeker
POINTS OF PRIDE

• Integrated supply management has been ranked as a top program for undergraduate education for more than a decade by Gartner.
• A team of food marketing students took first place at the National Grocers Association Student Case Study Competition.
• A team of digital marketing and eCommerce students placed first in the Purdue Northwest Digital Marketing Competition and also claimed a category award for Best Research.
• Two Haworth College of Business students were selected for highly competitive Benjamin A. Gilman International Scholarships to study abroad.
• Celebrating 20 years, the Greenleaf Trust Scholarship has supported 71 scholars by awarding $1.3 million in funds and hosting 23 internships.
• Two undergraduate business information systems students got the rare experience of presenting research at the Conference on Health IT and Analytics in Washington, D.C.
• The recently renewed chapter of the National Association of Black Accountants attended NABA’s Regional Conference in St. Louis, Missouri.
• WMU sales and business marketing students competed in the State Farm Marketing and Sales Competition, with one student taking top honors in the customer service role-play category. This victory makes WMU the most successful university in the national event’s history.
• A team of leadership and business strategy students launched Bronconess, a purpose-driven wine. More than 6,000 bottles have been sold in 100 stores, generating $26,000 for business scholarships.

Guidelines in Practice

Standard art has been created to meet the need for consistency across units for the most commonly purchased materials.
Templates
These basic templates are built in Microsoft PowerPoint with optional fonts and can be used as is or as PDFs. The templates are designed to be easy to use and follow University brand guidelines for graphic elements and logo size, color and placement. You will find templates for Microsoft PowerPoint presentations, postcards, brochures, invitations and posters.

wmich.edu/brand/apply/templates
Stationery

A coordinated system of stationery is important to presenting the University's brand identity clearly and consistently. Letterheads, envelopes and business cards often serve as the first graphic representation of the University. By using the standardized formats available, every college, school, department and unit can show its proper affiliation to the University.

All Western Michigan University letterheads, envelopes and business cards should be ordered through the Purchasing website.

wmich.edu/logisticalservices/purchasing/purchasing-forms

Electronic Letterhead

Please download the template when creating your art.

wmich.edu/brand/apply/templates

Individual's name
Title

1303 W. Michigan Ave., Kalamazoo, MI 49008-mailstop
Phone: (269) xxx-xxxx • Cell: (xxx) xxx-xxxx
wmich.edu/xxx
3065 Seibert Administration Building
additional line for more information
Apparel

When selecting T-shirts or polos for unit staff members, choose brown, gold, white or gray. The logo should be printed or embroidered in brown, gold or white.

WMU’s embroidery thread colors are below.
- Madeira 1059 brown
- Madeira 1124 gold

Lapel Art

Western Michigan University

Unit Name Here

This configuration may also be used for promotional items for a variety of sizes.
Name Tag

Name tags are printed in brown and gold on a white substrate. Magnetic clasps are preferred.
Social Media Icon

Social media accounts should use the University brand mark for their profile image. The unit name will be read in the profile name. See the best practice examples below.
Promotional Items

Promotional items include merchandise such as magnets, stickers, mugs, pens and pennants. These products may have specifications that are a challenge. Art may need to be configured to fit a tiny space. If you are unable to follow visual identity guidelines, reach out to the Office of Marketing and Strategic Communications to review your design. Always request a sample from the vendor to assure color will be accurate. See examples below.
Contacts and Resources

Contacts

Marketing and Creative Services
Kim C. Nelson
Office of Marketing and Strategic Communications
kim.nelson@wmich.edu

Public Relations and News
Paula Davis
Office of Marketing and Strategic Communications
paula.davis@wmich.edu

Web Design and Electronic Communications
Dan Lobelle
Office of Marketing and Strategic Communications
Daniel.lobelle@wmich.edu

Social Media Manager
Kaitlin Petrillo
Office of Marketing and Strategic Communications
kaitlin.petrillo@wmich.edu

Secure an External Vendor
Nicholas Cutler
Purchasing
nick.cutler@wmich.edu

Wayfinding and Building Signs
Eleonora Philopoulos
Facilities Management
Eleonora.philopoulos@wmich.edu

Archival Photography
Zhang Legacy Collections Center: Archives and Regional History
arch-collect@wmich.edu

Resources

Printed Stationery
printlinkonline.com/corporate/wmu

Electronic Stationery
wmich.edu/brand/apply/templates

Download Fonts
Montserrat
fonts.google.com/specimen/Montserrat

Photography Request
wmich.edu/marcom/creative/photography/photo-request

Photography Database
wmich.edu/marcom/creative/photography/photo-request

Project Templates
wmich.edu/brand/apply/templates

Brand Guide Book
Link to request form

WMU Writing Style
wmich.edu/writing

Social Media Guidelines
wmich.edu/social