Contacts and resources

If you have any questions about the branding guidebook, please contact one of the following resources at the College of Aviation:

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A strong visual identity is a powerful communication tool for any institution.
Introduction

The use of consistent colors, logos, fonts and images in print and electronic communication signals a sense of unity and common purpose among and across all of the units that fall under the umbrella of Western Michigan University’s College of Aviation.

This brand guidebook is designed to be flexible enough to meet the needs of Western Michigan University and its multiple audiences, while creating a strong brand presence for the College of Aviation in the higher education marketplace. The visual identity program of Western Michigan University supersedes the requirements of this brand book. The visual identity program of the College of Aviation is used to compliment and augment the branding of the University.

The visual identity guidelines are intended to cover all print and electronic publications, signs, promotional materials and the plethora of visual tools used to represent the College of Aviation to University audiences, including, but not limited to, promotional gear, uniforms, vehicle wraps and printed materials. While each such visual representation may not be included in these general guidelines, design assistance for all such needs is available through the College of Aviation’s Recruitment and Outreach Department.

Four major design elements are used to communicate the University’s visual brand identity consistently in print and electronic communications:
- W and name
- Color palette
- Typography
- High-quality photography
The promotional W mark is the block W with Western Michigan University and College of Aviation text underneath. This mark should be used in all College of Aviation communication, including—but not limited to—advertising, recruitment publications, promotional products and websites. For spirit wear, uniforms, and other scenarios deemed appropriate by the College of Aviation’s Recruitment and Outreach Department, the novelty mark may be used.

**Area of Non-Interference:**
For maximum visual effect, both the block W and the novelty mark must have sufficient white space on all sides, and it must remain separate from all other graphic elements. The rectangular area equal to the size of the “W” top as displayed will serve as a guide. Allow a minimum of the rectangular width as clear space around all four sides of either logo. No type, bars, patterns or other competing elements should appear in this area. This area, referred to as the area of non-interference, will preserve the visual impact and legibility of the WMU Aviation logo.

In instances where space is limited, such as forms or advertisements, the clear space guide may not apply. In such cases, contact the WMU College of Aviation Recruitment and Outreach Department.

**Color requirements:**
The colors for the University promotional W mark, novelty mark and signatures are custom mix gold, Pantone 4625 brown, and white. The University promotional mark may ONLY be reproduced in these colors as illustrated in this document. Downloads are available online at wmich.edu/aviation/vip. Printing the promotional mark in brown is only permitted when placing on top of a gold background or when printing brown for a one-color piece.
Examples of common errors

Do not cover or alter the W with art or type.

Logos must be sized proportionally. Do not squeeze horizontally or vertically.

Do not change the color of the promotional W mark.

Please note the following also applies for the novelty mark.

Do not change the opacity to less than 100 percent.

The promotional W mark should only be placed on a brown, gold, or white background.

The promotional W mark must not be combined with other WMU logos.
Approved logos

**Gold W with brown type**
Suitable for cmyk or two-color printing (custom mix gold and 4625 brown). Do not alter the color of this art.

**Gold W with white type**
Suitable for cmyk or two-color printing (custom mix gold and white). Do not alter the color of this art.

**Brown W**
Suitable for cmyk or one-color printing (4625 brown). MUST only be used when placing on top of a gold background or when printing brown for a one-color piece.

**Black**
Suitable for cmyk, black and white or grayscale printing. Do not alter the color of this art.

Art file may be downloaded at [wmich.edu/aviation/vip](http://wmich.edu/aviation/vip)

Logos on pages 8 and 9 must be used in all College of Aviation communication, including—but not limited to—advertising, recruitment publications, promotional products and websites.
Gold and brown type signature one line
Suitable for cmyk or one-color printing (custom mix gold and 4625 brown). Do not alter the color of this art.

Gold and white type signature one line
Suitable for cmyk or two-color printing (custom mix gold and white). Do not alter the color of this art.

Black signature one line
Suitable for cmyk, black and white or grayscale printing. Do not alter the color of this art.
Gold novelty mark
Suitable for cmyk or one-color printing (custom mix gold and 4625 brown). Do not alter the color of this art.

Brown novelty mark
Suitable for cmyk or one-color printing (4625 brown). MUST only be used when placing on top of a gold background or when printing brown for a one-color piece.

Black novelty mark
Suitable for cmyk, black and white or grayscale printing. Do not alter the color of this art.

The novelty mark may be used for spirit wear, uniforms, and other scenarios deemed appropriate by the Recruitment and Outreach Department.

Do not use the aircraft symbol by itself to represent the College of Aviation.
Department placement

Departments may use the novelty mark to distinguish themselves on apparel and uniforms. All apparel must meet the branding guidebook standards at all times. Department names may be placed underneath the novelty mark. Placement above or on either side is prohibited. Arched text is also prohibited.

Example of approved department placement

Example of non-approved department placement
# Color palette

## Primary colors

Always used at 100 percent and a strong part of the color scheme.

<table>
<thead>
<tr>
<th>WMU Brown</th>
<th>WMU Gold</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Spot:</strong> Pantone 4625</td>
<td><strong>Spot:</strong> custom mix</td>
</tr>
<tr>
<td>CMYK: c0 m60 y100 k79</td>
<td>CMYK: c0 m28 y100 k6</td>
</tr>
<tr>
<td>HSL: 18, 50%, 18%</td>
<td>HSL: 41, 100%, 50%</td>
</tr>
<tr>
<td>RGB: 68, 36, 22</td>
<td>RGB: 255, 174, 0</td>
</tr>
<tr>
<td>Hex: #442416</td>
<td>Hex: #ffae00</td>
</tr>
</tbody>
</table>

## Accent colors

May only make up 20 percent or less of layout and used only to distinguish between the three College of Aviation programs.

<table>
<thead>
<tr>
<th>Sky Blue</th>
<th>Green Apple</th>
<th>Plum</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Aviation Flight Science</strong></td>
<td><strong>Aviation Mgmt and Ops</strong></td>
<td><strong>Aviation Technical Ops</strong></td>
</tr>
<tr>
<td><strong>Spot:</strong> Pantone 639</td>
<td><strong>Spot:</strong> 376</td>
<td><strong>Spot:</strong> 5135</td>
</tr>
<tr>
<td>CMYK: c100 m1 y5 k5</td>
<td>CMYK: c53 m0 y96 k0</td>
<td>CMYK: c37 m61 y9 k26</td>
</tr>
<tr>
<td>HSL: 195, 100%, 38%</td>
<td>HSL: 80, 100%, 36%</td>
<td>HSL: 311, 17%, 45%</td>
</tr>
<tr>
<td>RGB: 0, 145, 193</td>
<td>RGB: 122, 183, 0</td>
<td>RGB: 134, 95, 127</td>
</tr>
<tr>
<td>Hex: #0091c1</td>
<td>Hex: #7ab700</td>
<td>Hex: #865f7f</td>
</tr>
</tbody>
</table>

The University’s official colors are Brown (Pantone 4625) and Gold (custom mix).

The following guidelines apply when working with the WMU color palettes:

- Primary colors must be used on all materials to ensure that the promotional W mark is produced in the proper color combinations.
- Accent colors may be used in small amounts (20 percent or less of the layout) in addition to the primary color palette. The accent colors are **ONLY** used to distinguish between the three College of Aviation programs—as assigned in this guidebook.
- The W mark and novelty mark may only be placed on white, WMU Brown, or WMU Gold colors. Other colors—such as gray—may only be used with permission from the Recruitment and Outreach Department.

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 in the Recruitment and Outreach Department or at University Relations.
Apparel and uniforms

In order to have a strong, cohesive brand, apparel and uniforms must adhere to the branding guidelines of the College of Aviation at all times. This includes—but not limited to—all apparel and items sold in the College of Aviation Spirit Shop and apparel worn as uniforms issued by the College or personally bought and worn as a uniform. For example, purchasing a shirt and having it embroidered by his or herself must follow the branding guidelines. Wearing shirt colors other than brown or gold as a uniform and using the official W mark or novelty mark is strictly prohibited. On all items and apparel, the W and novelty mark must be either brown or gold in color. From time to time, the College of Aviation tailors its identity to suit unique projects. Exceptions for special uses of the logo must be approved through the College of Aviation’s Recruitment and Outreach Department. All items in the College of Aviation Spirit Shop have been approved.

Examples of approved apparel

Examples of non-approved apparel

You may not use black novelty mark.

Apparel color must be either brown or gold. Using any other color must be approved by the Recruitment and Outreach Department.
Embroidery

You may embroider the College of Aviation novelty mark on brown and gold apparel. The brown novelty mark must be placed on gold apparel and the gold novelty mark must be placed on brown apparel.

Approved Embroidery Thread Colors

- **Gold** - Madeira thread: 1137 Gold
- **Brown** - Marathon thread: 1310 Brown

If choosing to embroider the College of Aviation novelty mark, it must be on either brown or gold apparel. In certain exceptions, and with approval from the College of Aviation’s Recruitment and Outreach Department, you may embroider an apparel color that is not brown or gold. If approved, you may choose from one of the two following embroidery options:

- **Brown embroidery with gold outline**
  Suitable for lighter color shirts.

- **Gold embroidery with brown outline**
  Suitable for darker color shirts.
The Office of University Relations maintains and regularly updates the University’s photo database. This office works with contracted photographers to cover events, showcase new facilities and capture student culture.

All photos taken by the College of Aviation’s Recruitment and Outreach Department are owned by the University. All official photos representing the College of Aviation must be approved by the Recruitment and Outreach Department before distribution. This includes—but not limited to—events and team pictures. It is important that you do not use old images of the College in non-historical references.

**Formal headshots**
Sessions for formal headshots usually occur the week before the WMU Board of Trustees meeting and are announced through WMU Today. Other sessions may be scheduled through the Office of University Relations. Headshots for use in web departmental directories are required to be an official university photo and produced by the Office of University Relations.
“You have to stay true to your heritage; that’s what your brand is about.” - Alice Temperly
Typography

Source Sans Pro, Open Sans, Adobe Garamond and Arial font families have been selected as the primary typefaces for the University for its classic style, variety of weights and legibility. The following families of type should be used for all print publications. Add script or stylized fonts sparingly. The primary font used on all College of Aviation print publications should be Source Sans Pro. For a complete list of approved University fonts, please visit wmich.edu/visualidentity/typography

Source Sans Pro
(extra light, extra light italic, light, light italic, regular, italic, semibold, semibold italic, bold, bold italic, black, and black italic)

Visit fontsquirrel.com for a free download.

Nametag Template

Using a standardized nametag is important to demonstrate a unified program and campus. Moving forward, the nametag template will be the accepted version for all College of Aviation faculty and staff.

To download the nametag template, please visit the College of Aviation visual identity website.

The dimension of the nametag will be as following:
- 3.5 inches wide
- 1.5 inches tall
Trademarks

WMU trademarks are the property of Western Michigan University. All uses, either print or electronic, must be approved in advance by the College of Aviation’s Recruitment and Outreach Department. Unauthorized use of WMU trademarks is prohibited. The University, in cooperation with our licensing agent, Licensing Resource Group, vigorously enforces our trademark rights.

Internal Use
For University use such as letterhead, brochures, reports, etc., there is no licensing approval required. However, the visual identity guidelines must be followed. The trademarks may not be altered and should be reproduced using a high-quality master image. These are available from the WMU licensing office or the Office of University Relations.

External Use
University departments may, with permission of the licensing director, use University marks to raise funds for their own organization or charitable support. Items acquired for such purposes must be acquired from licensees and have the design artwork approved by the WMU licensing office. The licensee or organization will be required to pay royalties on the product in such cases. The trademarks may not be changed. Alteration of the trademarks may dilute them and weaken their protection.

Student Organization Use
Student organizations that have items produced bearing WMU marks are required to buy them from licensed vendors and have the design artwork approved by the WMU licensing office (licensed vendors will submit the artwork for you). If the items are for sale to the public, then the licensee or organization will also be required to pay royalties. The trademarks may not be altered. Alteration of the trademarks may dilute them and weaken their protection.

Unauthorized use
The WMU licensing office works in cooperation with Licensing Resource Group to enforce the University’s trademark rights. The University is committed to protecting WMU trademarks and the reputation they represent. No use of WMU trademarks is permitted without written consent of the Western Michigan University licensing office.

Western Michigan University’s trademarks
- Western Michigan University
- Western Michigan University Broncos
- Western Michigan
- Western Michigan Broncos
- WMU Broncos
- WMU
Glossary

**Commercial use**
A business undertaking with the intent to make a profit.

**Copyright**
The legal right granted to an author, publisher, or distributor to exclusive publication, production, sale, or distribution of an artistic work.

**Clear space**
The area that must separate the WMU promotional W mark from surrounding type of graphic elements.

**Fonts**
A typeface or a collection of all characters comprising the entire character set of a typeface.

**Four-color process or cmyk**
The method of separating color and/or photos with filters into four process colors: cyan, magenta, yellow, and black.

**Grayscale**
An image printed in black and in one or more shades of gray.

**Infringement**
Unauthorized use of a trademark or service mark that belongs to another; or use of a trademark or service mark so similar to that of another as to cause the likelihood of confusion in the minds of the public as to the source (affiliation or sponsorship) of the product or service.

**Nameplate**
The Western Michigan University name carefully rendered as vector art.

**Promotional W mark**
It is the promotional W mark used with or without the Western Michigan University nameplate.

**Pixel art**
Photographic images are made up of pixels and cannot be enlarged without loss of quality. For printed publications, a resolution of at least 300 ppi must be maintained.

**Signature**
The promotional W mark combined with the nameplate.

**Vector art**
Line art created in Adobe Illustrator, or other vector graphic editor programs, that can be enlarged with no loss of quality.

**Visual identity guidelines**
The set of formal guidelines describing WMU's names, symbols, logos, trademarks, service marks, designs, seals, or any combination of these marks, which correlate to the Western Michigan University licensing program.
How were the guidelines developed?
The guidelines were developed based on best practices in higher education visual identity programs after a review of such programs at universities comparable in size, complexity and stature to WMU. The promotional W mark usage and color palettes were developed in consultation with personnel across the College of Aviation who produce communication and marketing materials for both academic and nonacademic units. Initial guidelines were reviewed by members of the College of Aviation staff and faculty. Feedback was invited over a period of time, and the guidelines were refined based on the feedback of members of that committee and the units they represent. The guidelines were then reviewed by the College’s senior leadership, including the Director of Recruitment and Outreach, and endorsed by the Dean.

Do I need to discard my old stationery and brochures?
Existing stationery and brochures should be used until it is time to reorder or produce a new generation of materials. Your next project and those now in design should incorporate the guidelines.

Is it OK to use the University seal instead of the promotional W mark?
The University Seal is the formal identity mark of Western Michigan University. It is used for stationery (letterheads, envelopes, and business cards), diplomas, legal documents, and other formal visual representations of the University. The use of the University seal on other printed materials requires the approval of the director of University creative services in the Office of Marketing and Strategic Communications.

Why did my logo print fuzzy or pixelated when it looked fine on screen?
Screen resolution is 72 ppi. For a quality print, 300 ppi is needed. For best results, always use the EPS file for printed material.

We’ve been working hard to “brand” our unit, and these new guidelines conflict with our efforts. What’s wrong with having multiple strong brands within the University community?
The best brand for any unit on campus is the Western Michigan University brand. As the saying goes in the marketing industry, it is far better to build a branded house than a house of brands. That simple premise is at the heart of the issue these guidelines are intended to address. We need to embrace a single strong brand. The alternative is a series of smaller, weaker brands that continue to diffuse the public perception of WMU. While units on campus may feel strongly that they need to differentiate themselves, the easiest and most productive way to do that is through using the WMU brand and linking that unit’s reputation to the strength and stature of the WMU name. External audiences rarely think about the individual units within the University. They see us all, appropriately, as Western Michigan University.

Is it OK to use the chenille W?
The chenille W has proven to be difficult to reproduce with color consistency and loses quality when enlarging. The chenille W is no longer offered as part of the visual identity program.

Who do I talk to if my unit has logo/mark needs that fall outside the guidelines?
Do not hesitate to contact the College of Aviation’s Recruitment and Outreach Department to pose questions about the new guidelines or request design assistance.
Protecting our brand

The College of Aviation identity is a reflection of the entire College, and every effort must be made to maintain identity consistency to protect the College of Aviation brand. For additional questions about usage of the College of Aviation’s logos, please contact any of the following resources listed below.

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