



WESTERN OREGON UNIVERSITY BRAND IDENTITY GUIDELINES



WOU Strategic Communications & Marketing is excited to share a new communications resource, WOU's Brand Identity Toolkit, with all who are involved in creating and distributing communications on behalf of the university. Establishing and sustaining a consistent, compelling institutional brand, and communicating that brand effectively to target audiences is critical in helping the University fulfill its mission.

An easy-access guide, the toolkit is designed to familiarize you with visual identity and style standards adopted by WOU and serves as a quick reference on how to apply the brand to communications materials. University wordmark files, assorted templates, and FAQs are among the many other resources included within the toolkit.

New templates and resources will continue to be developed and added to assist users. You are encouraged to explore the toolkit, ask questions about current resources, and also, share ideas for new resources.

We look forward to working with our many university partners as we continue to grow this valuable communications resource.

For additional information or questions, please contact Strategic Communication & Marketing at:

Western Oregon University
Lieuallen Administration Suite 302
345 Monmouth Ave. N.
Monmouth, OR 97361
503-838-8349
visuanod@wou.edu

MESSAGE FROM THE PRESIDENT

The visual identity of Western Oregon University is more than just a logo or a name, it says who we are. Developed in 2010, the university and mascot logos mark the image of a strong institution with a mission of teaching, educating and service. It's important, therefore, that we reinforce this image consistently in all we do. To support and promote this effort, the Publications and Creative Services (PCS) staff will assist all areas of campus in creating material that will send consistent, unified messages in all forms of communication.

The highest levels of leadership—including the president's administrative council, the WOU Board of Trustees and other campus leaders—are confident that to build and protect the university's brand, deliberate campus-wide measures must be taken to create a consistent approach to its visual identity and standards for communication. To this end, the vice president and general counsel is responsible for the procedures and guidelines that extend across all departments and organizations and dealings with commercial vendors.



President Rex Fuller

TRADEMARK

The WOU signature and logos are licensed trademarks of the university. Those seeking to reproduce the signature or logos on promotional items, including apparel, must do so through a vendor licensed through our partners at Learfield Licensing Partners. Items printed and distributed by non-licensed vendors are in violation of trademark and copyright laws. To inquire about licensing, contact WOU's Learfield representative Jacob Krebs at jkrebs@learfield.com.

For questions, contact PCS at visuanod@wou.edu or 503-838-8349.

UNIVERSITY LOGO

Western Oregon University's primary logo consists of two main components: the words "Western Oregon University" (also known as the wordmark) and the Western Oregon University torch shield. The torch shield is a companion to the spirit mascot shield logo, and features a representation of a torch and flame (and if you look closely, you'll see a "W" created out of the top of the flame).



While this is the preferred way to use the university logo, the shield and wordmark can be used separately, depending on the application.

UNIVERSITY SECONDARY LOGOS

The university logo may be used with the names of Western Oregon University's colleges, departments and other units; these logos should appear exactly as shown in the examples below and not be recreated in any way.



M A S C O T L O G O S

The Western Oregon University mascot logos were designed to create a consistent brand for the WOU Wolves. There are many variations to choose from so that there should be a design compatible with any application. The primary logo features a wolf, the official mascot of Western's sports teams and the words "Western Oregon Wolves." Use of the trademarked Primary Mascot logo is restricted to NCAA Division II-related programs and events. It must be reproduced using authorized digital files with the approved university colors.

Primary Mascot logo



Primary wordmark



Wolves Shield logo



WOU Wolf Shield logo



ALTERNATE COLOR OPTIONS

Tone-on tone reproductions are acceptable, eg: silver foil or WOU gray over gray. Confirm artwork with PCS at visuanod@wou.edu.

WORDMARKS : A R C H E D

In addition to the Western Oregon athletic marks, there is also a set of wordmarks which further create a consistent brand for the WOU Wolves. The wordmarks are not intended to be used as logo identifiers. They are intended for use on uniforms and retail merchandise.

The wordmark “Oregon_Word” should not be used without the word “Western.”

Western Oregon_Word Arched



Western_Word Arched



Oregon_Word Arched



Wolves_Word Arched



WOU_Mono Arched



Logos that do not contain “Western Oregon” or “WOU” are typically used when either the school name or the WOU monogram have been previously presented. For example, the “Wolves Shield” can be used inside a brochure if the university logo or the name of the school has been used on the cover.

WORDMARKS: FLAT

Western Oregon_Word Flat



Western_Word Flat



Oregon_Word Flat



Wolves_Word Flat



WOU_Mono Flat



W_Monogram



WOU_Mono Stacked



When the "W" monogram logo is used on a garment, if possible, it is preferred that the school name or WOU is identified on the same piece.

BANNER TEXT: PRIMARY MASCOT LOGO

Exceptions are made for specific needs of the Athletic Department. If you need to have a customized logo, please contact Barbara Dearing, executive director of Intercollegiate Athletics at 503-838-8094. All wording must be approved by the Athletic Department. Banner text is intended for varsity sports.

DIVISION II TEAMS

Baseball, Cross Country, Football, Men's Basketball, Soccer, Softball, Track & Field, Volleyball, and Women's Basketball



BANNER TEXT EXCEPTIONS

Athletics, Tailgate Team, Athletic Auction, Wolves Club



UNIVERSITY SEAL

The WOU Seal incorporates an illustration of Campbell Hall, the oldest building at Western Oregon University and among all Oregon public institutions of higher education, with the university's founding date, 1856.

It is to be used only for official use, such as certificates, diplomas, transcripts, medallions, and plaques. In order to maintain legibility of the seal, it should appear no smaller than 3/4-inch in circumference.

WOU Seal



HOW TO OBTAIN A LOGO

You can obtain high- and low-resolution electronic versions of the university's logos at wou.edu/publications or contact PCS at 503-838-8349 or visuanod@wou.edu. Files for Mac and PC are available in JPEG, TIFF or EPS format. No logo may be redrawn, reset or altered in any way.

COLOR PALETTE

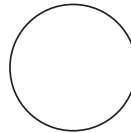
Consistent use of the official colors distinguishes Western Oregon University from other institutions. These colors reinforce and strengthen the brand and create a unified look that crosses all disciplines. All university materials and messages, especially those directed to outside audiences, must adhere to the university's color standards.

PRIMARY COLORS

Color is one of the most important elements of the Western Oregon University identity system. The colors directly below are the official primary colors for all of the WOU logos and wordmarks. If these colors are not available the logos should be printed in all black.



PMS 186 (WOU red)
CMYK 0 100 81 4
RGB 227 24 55



White
CMYK 0 0 0 0
RGB 255 255 255

SECONDARY COLORS

The colors below are the official secondary colors for all of the WOU logos and should be used to compliment the primary colors. WOU Gray or WOU Silver are optional colors. The official logos are available in three-, two-, and one-color versions.



Black (WOU black)
CMYK 0 0 0 100
RGB 35 31 32



PMS 421 (WOU gray)
CMYK 0 0 0 26
RGB 196 198 200

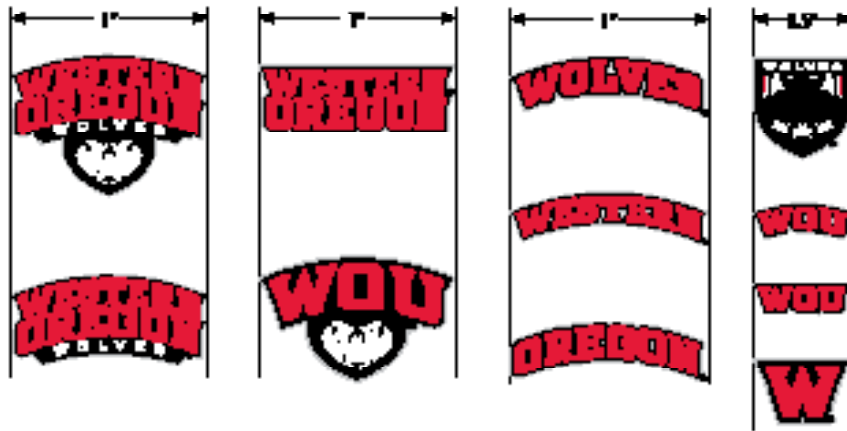


PMS 877 (WOU silver)
CMYK 0 0 0 40
RGB 167 169 172

*Pantone® is a registered trademark of Pantone, Inc. The colors shown on this page and throughout this manual are not intended to match the PANTONE Color Standards. For the PANTONE Color Standards, refer to the current edition of the PANTONE Color Formula Guide.

MINIMUM LOGO SIZES

Each of the Western Oregon University logos has a minimum allowable size. In order to ensure clear reproduction and legibility, the logos must not be used any smaller than the sizes shown below. It is preferred when possible the logos used larger than the minimum size allowed. Exceptions may be considered when creating a textile used to create a background pattern.



SAFE ZONES: UNIVERSITY LOGO

Each of the Western Oregon University logos has an established safe zone. This safe zone is intended to maintain the logo's integrity and to avoid visual confusion.

In order to maintain legibility of the wordmark, blank space should be left around it equal to the letter height of the word "UNIVERSITY." When using the shield alone, blank space should be at the top and lower edges of the shield, and maintain a square dimension around the perimeter. Ideally, no other type or graphic element should fall within the safe zone - exceptions may be made for apparel and merchandise.



Typically, type or graphic element should not fall within the safe zone - exceptions may be considered for apparel and merchandise - and overlap of logo marks may be permitted.

SAFE ZONES: MASCOT AND WORDMARK LOGOS

Each of the Western Oregon University mascot and wordmark logos has an established safe zone. This safe zone is intended to maintain the logo's integrity and to avoid visual confusion. The safe zone for the horizontal WOU mascot logo and wordmarks is equal to one fifth of the height of the logo (A).

The safe zone for the more square WOU mascot logos and wordmarks is equal to one eighth of the height of the logo (B). This safe zone spacing is uniform on all sides of the logo. Examples for each Western Oregon mascot logo's specific safe zone is shown below.

ONE FIFTH OF THE HEIGHT OF THE WORDMARKS (A)



ONE EIGHTH OF THE HEIGHT OF THE LOGO (B)



Ideally, no other type or graphic element should fall within the safe zone on printed materials and athletic uniforms - exceptions may be made for apparel and merchandise - and overlap of logo marks may be appropriate for the design.

COLOR OPTIONS: UNIVERSITY LOGO

Western Oregon University's visual identity is maintained by using the right words, photography, fonts, color and design. Tools such as the primary logo and other marks, the color palette, the university fonts and the official writing standards, must be used properly to ensure that materials produced by all units stay true to WOU's style and visual identity.

The WOU official university and mascot logos are the foundation upon which WOU will build a lasting and indelible visual identity. They articulate and symbolize the core values, beliefs and traditions of the university.



UNIVERSITY SHIELD



Logos that do not contain "Western Oregon" or "WOU" are typically used when either the school name or the WOU monogram have been previously presented. The university shield may be used as a stand-alone graphic element in certain situations. Contact PCS for assistance.

COLOR OPTIONS: PRIMARY MASCOT LOGO

Division II teams: Baseball, Cross Country, Football, Men's Basketball, Soccer, Softball, Track & Field, Volleyball, and Women's Basketball

Primary Mascot logo
3-color (black/red/gray)*



Primary Mascot logo: Two-color options



2-color (black/red)



2-color (black/gray)



2-color (red/white)*

Primary Mascot logo: One-color options



1-color (black)*



1-color (red)*



1-color (white)

Never reverse the logo art :



Backgrounds should be carefully considered: light colored backgrounds are preferred to maintain contrast for the text and the wolf face.)

* In order to maintain the white background space in design, four-color imprinting will be necessary when reproducing the Primary Mascot Logo onto apparel or merchandise.

COLOR OPTIONS: WOU WOLF SHIELD

Logos that do not contain “Western Oregon” or “WOU” are typically used when either the school name or the WOU monogram have been previously presented. For example, the Wolves Shield logo can be used inside a brochure if the university logo or the name of the school has been used on the cover. Merchandise and/or apparel items may choose to use the Wolves Shield alone. **Four- and/or three-color art may be necessary** for proper reproduction of the logos, in order to preserve the white areas in the design.

Wolves Shield logo
3-color (black/red/gray)



Wolves Shield logo
2-color (black/red)
2-color (black/gray)



Wolves Shield logo
1-color (black)
1-color (red)
1-color (gray)
*1-color (white)**



COLOR OPTIONS: WOLVES SHIELD

The WOU Wolf Shield logo may be used for all areas of campus, including athletics, and student clubs and organizations. If you need to have a customized logo, please contact Denise Visuaño, director of PCS at visuanod@wou.edu or by phone at 503-838-8349.

WOU Wolf Shield logo
3-color (red/black/gray)



WOU Wolf Shield logo



2-color (black/red)



2-color (black/gray)



*2-color (red/white)**



1-color (black)



1-color (red)+



*1-color (white)**

The WOU Wolf Shield: the companion font for departments, sports or student club is Avenir, Western's official academic san serif font.

COLOR OPTIONS:
WORDMARKS ARCHED

Western Oregon_Word Arched
3-color (black/red/gray)



Western Oregon_Word Arched
2-color (black/red)



Western Oregon_Word Arched
2-color (gray/black)

Western Oregon_Word Arched
2-color (white/black)



Western Oregon_Word Arched
2-color (white/red)

Western Oregon_Word Arched
1-color (black)



Western Oregon_Word Arched
1-color (white)

Western Oregon_Word Arched
1-color (red)



Logos listed below can also be used in above color combinations:

Western_Word Arched



Wolves_Word Arched

Oregon_Word Arched[^]



WOU_Mono Arched

[^] Note: this graphic (Oregon_Word) must always be used with the Western_Word Arched wordmark, never alone.

COLOR OPTIONS:
WORDMARKS FLAT

Western Oregon_Word Flat
3-color (red/black/gray)



Western Oregon_Word Flat
2-color (red/black)



Western Oregon_Word Flat
2-color (gray/black)

Western Oregon_Word Flat
2-color (white/black)



Western Oregon_Word Flat
2-color (white/red)

Western Oregon_Word Flat
1-color (black)



Western Oregon_Word Flat
1-color (white)*

Western Oregon_Word Flat
1-color (red)



Logos listed below can also be used in above color combinations:

Western_Word Flat



WOU_Mono Flat

Oregon_Word Flat^



W_Monogram

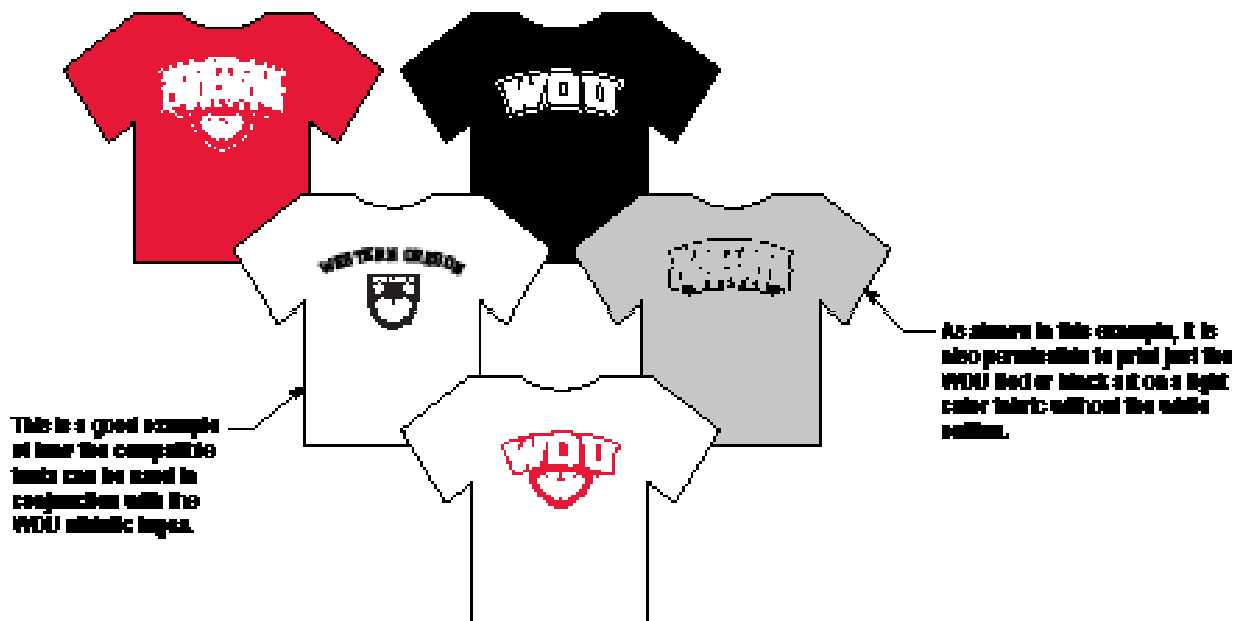
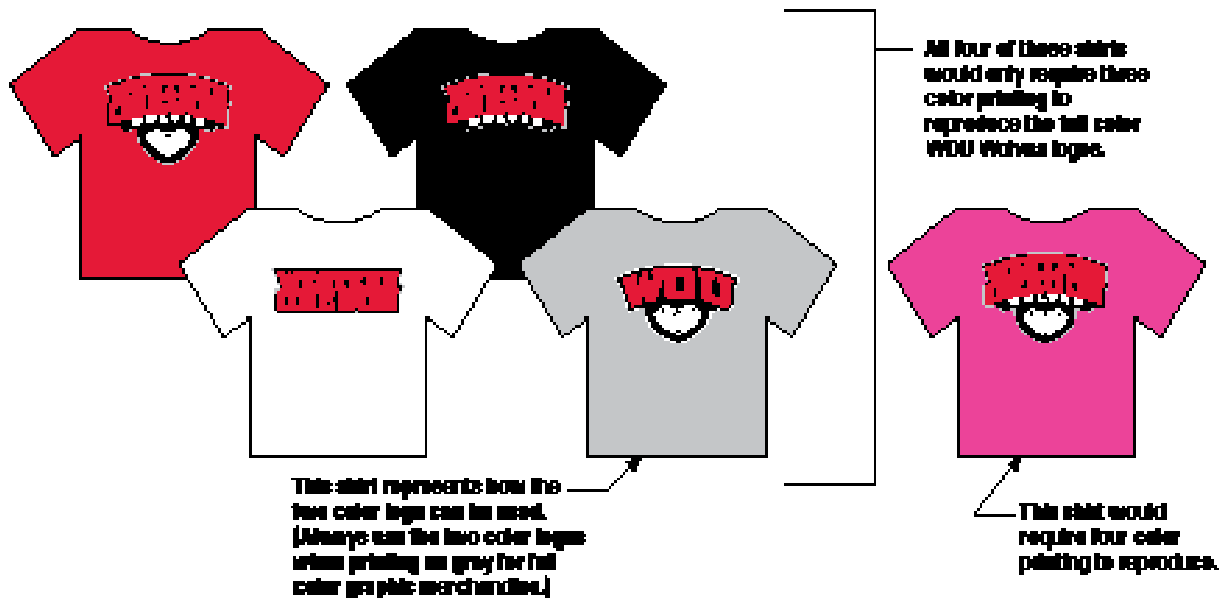
Wolves_Word Flat



WOU_Mono Stacked

RETAIL GRAPHICS: MERCHANDISE AND APPAREL

In retail design, if the fabric color matches one of the official colors exactly (WOU Red, black, WOU Gray or white), the fabric can show through in place of printing that color.



UNIVERSITY APPAREL

Apparel featuring official WOU logos must follow the usage procedures detailed in this guide. Since the logo is trademarked, any organization or company outside of the university that wishes to use the WOU logo on any piece of merchandise, including apparel, must enter into a licensing or logo-use agreement with the university.

COLOR REPRODUCTION: MASCOT LOGOS FOR APPAREL AND MERCHANDISE

Because of the complexity of the university and mascot logos, we have worked with trademark and licensing and approved merchandise and apparel manufactures to take the guesswork and challenges out of clean production.

Please visit Learfield Licensing Partners online at learfieldlicensing.com, or contact our trademark and licensing representative, Jacob Krebs (jkrebs@learfieldlicensing.com) for a list of approved vendors who have these files.

The logos may be used in four-, three-, two- or one-color. Four -color printing may be required to maintain official logo colors. Note: all logos have white “containing” shapes included for use on non-white backgrounds. To use the logo in all white on a background, select the white layer from the all black logo and allow the solid background to show through.

As shown in the examples on the following pages, most of the artwork has been created with a built-in outline shape that allows it to work clearly on any background. For this reason it is not necessary to alter the logos before placing them on any color, photograph or complex background. A complex background may include patterned or textured fabric. The WOU logos may be reproduced as a textile pattern for merchandise or apparel (an exception to the print minimum file size, page 11).

COLOR REPRODUCTION: FOR MERCHANDISE/VENDORS

FOUR-COLOR

Primary Mascot logo
4-color (black/red/gray/white)
Logo used on non-WOU background color.



THREE-COLOR

Primary Mascot logo
3-color (black/gray/white)
Red background used in place of fourth color.



Primary Mascot logo
3-color (red/gray/white)
Black background used in place of fourth color.



COLOR REPRODUCTION: FOR MERCHANDISE/VENDORS

TWO-COLOR

*White/black logo:
"Western Oregon" text
is transparent, allowing
garment color to be
revealed.*



*Red/white logo:
Background area is
transparent, allowing
garment color to be
revealed.*



*Black/white logo
Background area is
transparent, allowing
garment color to be
revealed.*



COLOR REPRODUCTION: FOR MERCHANDISE/VENDORS

ONE-COLOR

Primary Mascot logo
1-color (white)
Logo with any
background color



Primary Mascot logo
1-color (gray)
Logo printed with dark
background



Primary Mascot logo
1-color (red)
Logo printed with light /
neutral background only



LOGO OPTIONS: SPECIALTY MARKS

The WOU Wolf Shield logo may be used for all areas of campus, including athletics, and student clubs and organizations. If you need to have a customized logo, please contact DeniseVisuaño, director of Publications and Creative Services at visuanod@wou.edu or by phone at 503-838-8349.

WOU Veterans Camo logo (Veteran Success Center use only)



Wolf inside state of Oregon line art



Wolf inside WOU Mono Wolf Flat logo



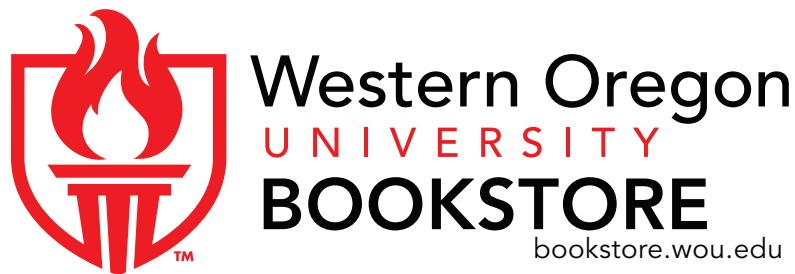
LOGO OPTIONS:
DEPARTMENT/STUDENT CLUBS
WITH WOU WOLF OR "W" LOGO

The WOU Wolf Shield logo or "W" may be used for all areas of campus, including athletics, and student clubs and organizations. If you need to have a customized logo, please contact Denise Visuaño, director of PCS at visuanod@wou.edu or by phone at 503-838-8349.



LOGO OPTIONS:
DEPARTMENT/STUDENT CLUBS
WITH UNIVERSITY LOGO

The university's academic logo (torch shield) may be used for all areas of campus, including athletics, and student clubs and organizations. If you need to have a customized logo, please contact Denise Visuaño, director of PCS at visuanod@wou.edu or by phone at 503-838-8349.

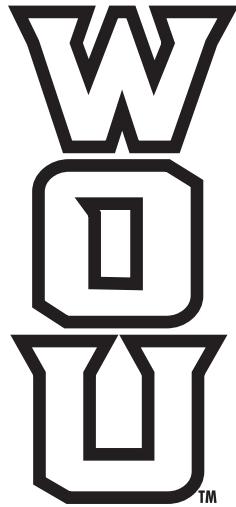


ASWOU logo (Associated Students of Western Oregon University use only)

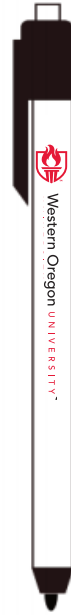


LOGO OPTIONS: VERTICAL DISPLAY

In some uses, a vertically stacked logo may be preferred. Examples of logo placement on products such as pens, buttons and vertical banners are shown below. In addition to the normal usage—such as on websites, letterhead, business cards and brochures—the university logos are also often displayed on material produced for special occasions.



WOU Mono Vertical logo



SPECIAL LOGO CASES

In limited cases, a unique logo may be developed for fundraising campaigns, milestone anniversary celebrations (colleges, departments, etc.), offices and/or departments that have a strong external presence, etc. These logos will be designed to utilize the WOU brand as closely as possible. Consult PCS for consideration and approval of special logos or marks.



WOU Wolf Shield specialty options, contact PCS to request usage requirements.

LOGO APPAREL GUIDELINES

Applying the official WOU logos to apparel, such as clothing, hats and other accessories, is an excellent way to extend our brand.

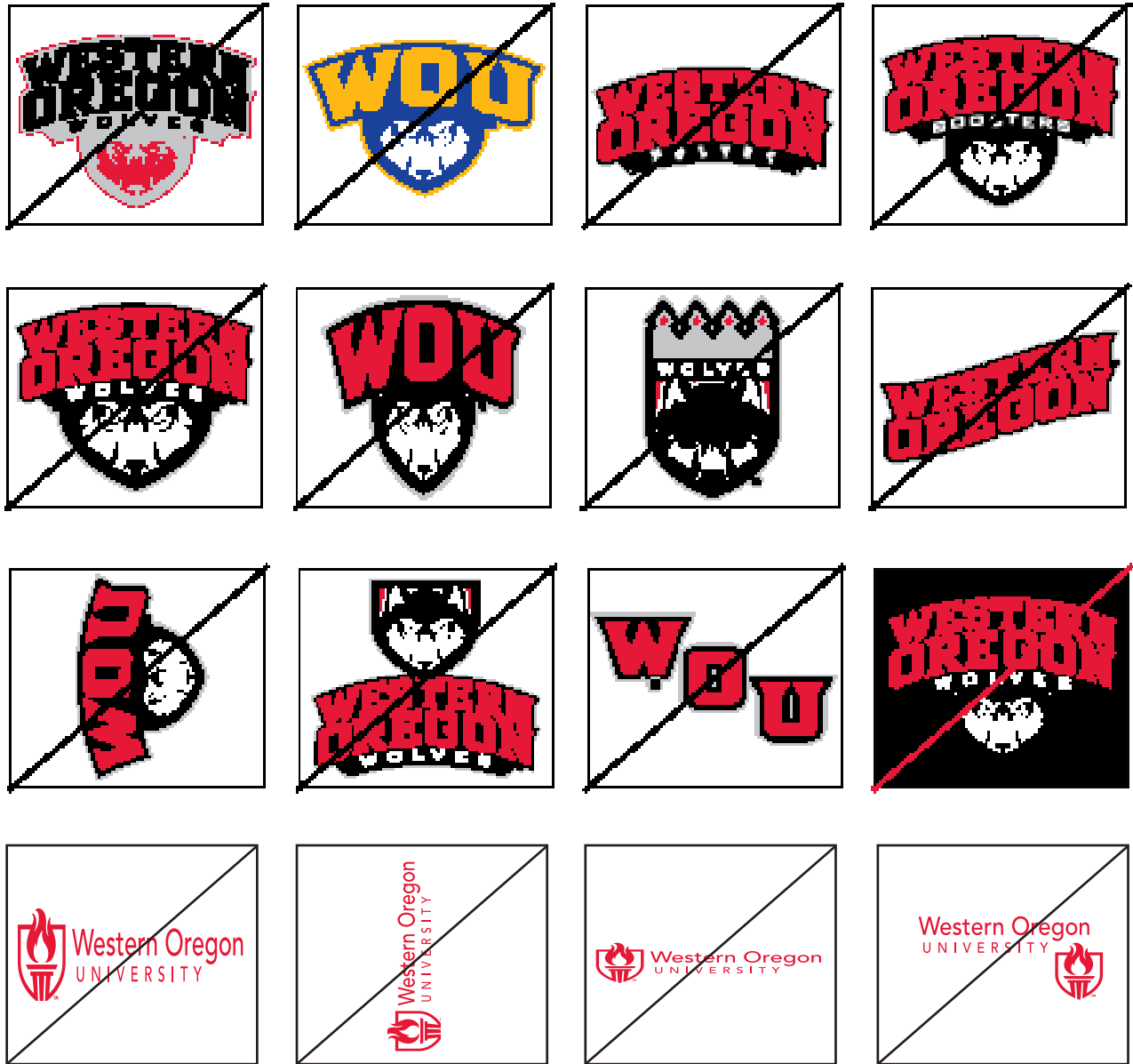
The following guidelines will help you in applying the WOU logos to apparel to achieve the greatest impact. These guidelines apply to all logos in our brand hierarchy:

- Do not stretch the logo. Proportions of all WOU logos must remain the same whether reduced or enlarged.
- The WOU logos should not be placed in a box or circle or other graphic element that is not part of the official logo.
- The WOU logos have copyrighted protection and must not be altered.
- Always use an approved WOU logos instead of creating your own, and do not use a scanned, recreated, re-proportioned or otherwise modified version of the logo. To obtain an approved WOU logo, visit the logos page.
- Do not alter the colors of the logo. Use an approved version of the logo that is most suitable to the background material on which it is placed. For example, the reversed white version may work best on a dark background.
- The WOU seal is to be used on official university documents and should not be used on apparel.

Thank you for the important role you play in building our brand and creating awareness of the enormous impact Western Oregon University has in our community. Your help in applying these guidelines consistently will ensure our efforts have the greatest effect possible. If you have any questions about using the new logo on apparel, please contact PCS for assistance at 503-838-8349.

IMPORTANCE OF GRAPHIC STANDARDS

In order for Western Oregon University to maintain the design integrity of its brand, and maximize each logo's effectiveness as an identifier, it is required that all logos be applied as indicated in this manual.



Please note that other apparel representing the university without the WOU logo should reflect the university brand and instill institutional pride through us of the school colors.

WESTERN'S TYPEFACES

In all campus communication efforts, typography and fonts can unify materials and add another element that defines Western Oregon University's look and voice. The university has adopted two official fonts, Minion and Avenir.

Minion is a traditional font best suited for projects that are more formal, as well as for academic and educational projects. This font is preferred for all university and general campus correspondence. Avenir is strong, yet neutral, contemporary sans serif font. It's considered readable and friendly, and works well with the university's established identity.

FONT S: INSTITUTIONAL

AVENIR (LIGHT)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 0123456789

AVENIR (BOOK)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 0123456789

AVENIR (MEDIUM)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 0123456789

AVENIR (HEAVY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 0123456789

AVENIR (BLACK)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 0123456789

AVENIR (OBLIQUE)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 0123456789

MINION (REGULAR)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 0123456789

MINION (SEMI-BOLD)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 0123456789

MINION (BOLD)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 0123456789

MINION (ITALIC)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 0123456789

Avenir and Minion are the primary fonts for university correspondence on personal computers. Avenir is the font used for the university logo.

Arial may substitute if Avenir is not available, and Garamond if Minion is not available.

WOU Bold and Bank Gothic are the two fonts used to create the mascot/athletic logomarks.

Google Sans is the font used for the WOU website.

For more information on using and/or purchasing the Minion and Avenir fonts, contact PCS.

ATHLETIC TYPEFACES

In all campus communication efforts, typography and fonts can unify materials and add another element that defines Western Oregon University's look and voice. Compatible fonts for the Western Oregon athletic identity are WOU Bold and Bank Gothic BT (Medium). Bank Gothic is the font used in the banner text of the Western Oregon athletic logos.

WOU Bold is a custom font designed to match the mascot logos and is available from Publications and Creative Services (PCS).

Bank Gothic is the best font choice when typography is used near one of the athletic logos - exceptions may be considered for apparel and merchandise.

FONT S: ATHLETIC

WOU BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ • 0123456789**

BANK GOTHIC LT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ • 0123456789

BANK GOTHIC MD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ • 0123456789

USING THE WESTERN OREGON UNIVERSITY LOGOS WITH OTHER SYMBOLS

Only the university logos shown in this booklet are to be used for official university publications. Advance permission must be obtained from PCS to create a secondary logo for a special initiative or unit (such as accreditation requirements, an anniversary, campaign, special institute, center or other university entity). Areas with existing secondary logos should contact PCS for assistance on how to comply with university standards.

Approval from PCS is needed if the Western Oregon University logo is to appear on the same page with that of another organization, such as co-sponsorship of an event or program.

SPECIALTY APPLICATIONS

If you are planning a specialty application of the Western Oregon University logo (such as clothing, caps, mugs, bumper stickers or T-shirts), contact PCS for guidance and assistance to ensure compliance with university standards. Special logo treatments also may be needed, depending on what is being created.

WEB LOGOS

All university Web pages must include the official university logo. For guidance on using a logo online, please contact PCS.

AUTHORIZATION FOR USE OF MARKS

Western's verbiage or graphics are registered with the state of Oregon. Any use of the logomark, ligature or seal for purposes other than those described are prohibited. Permission for use of these graphics by any off-campus entity or profitable venture must be obtained in writing from Publications and Creative Services (institutional logos and/or wordmarks) or the Intercollegiate Athletics office (mascot logos and/or wordmarks).

Duplication of the logomark, ligature and seal must be of high quality and presented in a consistent fashion. Electronic versions are available through PCS, available as .jpg, .tif and .eps files. The wordmark, shield and seal may not be altered, recreated, or modified in any way.

For additional information regarding the use of the WOU institutional and mascot logos, and for approvals for their use, please contact:

Publications and Creative Services
Western Oregon University
345 Monmouth Ave. N.
Monmouth, OR 97361
503-838-8349
visuanod@wou.edu