A message from the president: Consistency is critical to a powerful brand

The visual identity of Western Oregon University is more than just a logo or a name. The immediate recognition of Western Oregon University and its mission, values and distinctions is even more than image or reputation. Consistency in the way our publications and collateral pieces look and read will help the university build and maintain its reputation. Continuing this practice will help us establish an image so distinguished that people will automatically associate Western Oregon University with a level of excellence that will be seen as an industry standard that others will strive to achieve.

The highest levels of leadership — including the president’s administrative council, the WOU Foundation Board and other campus leaders — are confident that to build and protect the university’s brand, deliberate campuswide measures must be taken to create a consistent approach to its visual identity and standards for communication. To this end, the Public Relations office is responsible for the procedures and guidelines that must extend across all academic units, athletic entities and dealings with commercial vendors.

President John P. Minahan
Color is one of the most important elements of the Western Oregon University identity system. The colors on the left are the official primary colors for all of the Western Oregon University logos and wordmarks. If these colors are not available the logos should be printed in all black.

**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.**

**P R I M A R Y  C O L O R S**

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

**S E C O N D A R Y  C O L O R S**

The colors on the left are the official secondary colors for all of the Western Oregon University logos and should be used to compliment the primary colors. WOU Gray and Silver are optional colors. The academic logos are available in one- and two-color versions (for examples see page 5).

*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.
Western Oregon University’s visual identity is maintained by using just 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 Western Oregon University official primary logo and other marks 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.
ACADEMIC GRAPHIC STANDARDS

PRIMARY LOGO: ONE COLOR

Western Oregon University

Western Oregon University

Western Oregon University

Western Oregon University
The Western Oregon University marks were designed to create a consistent “look and feel” with between the academic and athletic marks and logos.

The “WOU Shield” can be used on brochures, posters, etc., only if the school name or WOU is identified in a prominent place.
The seal incorporates an illustration of Campbell Hall, the oldest building at Western and in the Oregon State System of Higher Education, with the University’s founding date, 1856.

It is to be used only on official items, such as certificates, diplomas, transcripts, medallions, and plaques. It should not be combined with another logo. In order to maintain legibility of the seal, it should appear no smaller than 3/4-inch in circumference.
REPRODUCTION OF MARKS

Each of the Western Oregon University logos have an established safe zone. This safe zone is intended to maintain the logo’s integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown.

In order to maintain legibility of the wordmark in every application, 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.
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 that when possible the logos be used larger than their minimum size.
In all campus communication efforts, typography and fonts can unify materials and add another element that defines Western Oregon University’s look and voice.

Western Oregon University adopted two official fonts, Minion and Avenir.

**TYPOGRAPHY / FONTS**

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 publications, as well as for general campus correspondence. Avenir is strong, yet neutral, contemporary font. It’s considered readable and friendly, and works well with the university’s established identity.

If those fonts are not available, Garamond is an alternate font to Minion and Arial is an alternate font to Avenir. Arial should be used on the Web. For more information on using and/or purchasing the Minion and Avenir fonts, contact the Public Relations office.

Minion (regular)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z • 0 1 2 3 4 5 6 7 8 9
a b c d e f g h i j k l m n o p q r s t u v w x y z

Avenir (light)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z • 0 1 2 3 4 5 6 7 8 9
a b c d e f g h i j k l m n o p q r s t u v w x y z
WRITING STANDARDS

Whether you’re composing copy for a letter, a brochure, a flier or a webpage, the writing comes first. These guidelines are not designed to dictate what to write or how to write, they simply are a resource for how to refer to specific stylistic elements when you write.

The university adopted its guidelines from two primary reference works: The Associated Press Stylebook and Webster’s New Collegiate Dictionary. Every effort should be made to adopt these guidelines when developing copy for external publications or simple correspondence.

Go online to view WOU’s writing standards at wou.edu/president/public_relations
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 the Public Relations office.

Duplication of the logomark, ligature and seal must be of high quality and presented in a consistent fashion. Electronic versions are available through the Public Relations office, 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 academic logos, and for approvals for their use, please contact:

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