

Primary Logo



The primary logo for Texas Wesleyan University is shown above. Give the logo adequate clear space with the 'x' height as shown. For any vendor requests, please refer to the Office of Marketing & Communications. All logo formats may be acquired upon approval of use.

The Texas Wesleyan logo must always appear no less than 1.5" wide or 108 pixels.

No logo version is to be altered in any way.

Primary Colors

For print:



Pantone 2757
C and U
Dark Blue (Primary)

Process (CMYK):
100 / 82 / 0 / 45



Pantone 116 C
Pantone 108 U
Yellow (Primary)

Process (CMYK):
0 / 16 / 100 / 0

For web:

Hex # 002460

RGB:
0 / 36 / 95

Hex # fed000

RGB:
254 / 208 / 0

Fonts

The main University font is Adobe Caslon Pro, where this is not available Times New Roman may be used. For web use, Adobe Caslon and Arial are the preferred fonts.

Secondary Logos

Vertical Logo



Texas Wesleyan
UNIVERSITY

Stacked Vertical Logo



Stacked Left Logo, reversed



Simplified Logos

One and two color logos are available for use on on light and dark materials with limited production capabilities.



***Please note** the difference in icons when used on a dark background.

Taglines

The University tagline may be used along with the logo given the appropriate clear space in proportion to the logo. The tagline for printed materials is shown on the left in Adobe Caslon. The digital version is shown on the right in Trade Gothic Condensed No. 20. Colors are either blue or yellow.

Smaller. Smarter.

SMALLER. SMARTER.

Department Logos

Department logos follow the same usage and variation guidelines set by the main brand identity.



Athletics



For use by Texas Wesleyan University athletics. The primary mark is shown above. A small selection of the secondary logos are shown below and may be used where appropriate.

The main athletics font is Copperplate Bold.



For more information, refer to the full brand standards at txwes.edu/brand.

Any use of the brand must be approved by the Office of Marketing & Communications prior to actual use. Contact Shelly Jackman at sejackman@txwes.edu.