



Texas Wesleyan  
UNIVERSITY

**SMALLER.**

**SMARTER.**

**BRAND STANDARDS**

▶ **[TXWES.EDU/BRAND](https://txwes.edu/brand)**

# FIRST THINGS FIRST

The Texas Wesleyan University brand is the heart and soul of how our organization must be presented to our students, our alumni, stakeholders and the public at-large.

The brand is the key in revealing to our audience exactly what it is Texas Wesleyan stands for. It speaks for the University when we cannot, and therefore must convey the same style, attitude and message as would a Texas Wesleyan representative.

Countless universities produce brand standards filled with logo standards and typefaces, but they typically tend to skip the most important part: how to create a deliberate student and faculty experience.

By putting this Brand Standards in your hands, we are entrusting the Texas Wesleyan University brand to your care.

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# WE ARE TEXAS WESLEYAN

Texas Wesleyan University is a campus with a sense of tradition and innovation, as symbolized by our historic buildings and new facilities.

Located in a neighborhood in east Fort Worth, just minutes away from big-city Metroplex opportunities, Texas Wesleyan is overwhelmingly proud of our focused, busy and diverse students who arrive expecting excellence and a complete college experience.

We pride ourselves on being a private, affordable University on a safe, small campus just seven minutes from downtown Fort Worth, Texas.

With a focus in the liberal arts and sciences, education, and business, Texas Wesleyan is where motivated students prepare for graduate school and leadership in professional careers.

By the very nature of who we are and what we do, Texas Wesleyan has always been acutely aware of how our everyday decisions directly affect students' lives. It has always been our calling and responsibility to provide a quality education, experience and lifestyle to our students, faculty and administration.

Guided by this conscious decision, Texas Wesleyan has chosen a path that sets us apart from the crowd and asks more from our students to better their future.

**Smaller. Smarter.**

# UNIVERSITY BRAND STANDARDS

Our brand is what a person thinks of when they hear the name Texas Wesleyan. It is what exists in the minds of students, donors, professors, the public, scientific and educational communities. The goal is to trade these varying perceptions with a finely tuned brand identity that gives all Texas Wesleyan audiences a consistent, quality experience. It creates trust and builds recognition by creating preferences for Texas Wesleyan via support of its mission, student and alumni achievements, commitment to education and independent spirit.

## Mission

Texas Wesleyan University, founded in 1890 in Fort Worth, Texas, is a United Methodist institution with a tradition in the liberal arts and sciences and a focus on professional and career preparation. Our mission at Texas Wesleyan University is to develop students to their full potential as individuals and as members of the world community. The University is committed to the principles that each student deserves personal attention and that all members of the academic community must have freedom to pursue independent thought and to exercise intellectual curiosity. The University actively seeks and employs faculty and staff with commitment and dedication to teaching, inspiring, and serving students. Texas Wesleyan University recognizes its responsibility to the community by providing leadership and talent through programs that enable and enrich society.

The University endeavors to create a learning environment where each student is provided an opportunity to pursue individual excellence, to think clearly and creatively, and to communicate effectively. The University also strives to develop a sense of civic responsibility and spiritual sensitivity, with a commitment to moral discrimination and action. Texas Wesleyan strives to develop informed, responsible and articulate citizens.

## Vision

**Texas Wesleyan aspires to be a values- and student-centered university where motivated students prepare for graduate school and leadership in professional careers.**

This vision is premised upon the understanding that professional employers seek individuals who have attained the essential skills of critical thinking, analytical reasoning and creative problem solving. Texas Wesleyan believes that the best way for undergraduate students to learn these skills is in a liberal arts setting through intentionally small classes led by gifted faculty who are committed to student success. This vision also recognizes that most students will need graduate professional degrees to further their careers and that these same skills are required for admission to and successful completion of graduate professional programs.

Realizing that most students will enter the workforce before returning to graduate school, Texas Wesleyan University will maintain graduate professional programs of high quality in formats that are accessible to working adults. These programs will focus on deepening and broadening critical thinking, analytical reasoning and creative problem solving skills in the context of professional content.

# BRAND PROMISE:

Our size makes a difference. It's why students succeed here.

# TAGLINE:

Smaller. Smarter.

# MESSAGE PILLARS:

## Intentionally Small

We're the little guy, and we like it that way because we know that big ideas start in small classes. We're small by design, so we can keep the focus on our students. Professors and students are friends on Facebook. Students text professors questions about assignments. The biggest lecture hall on campus? It could fit in a big school's "small" lecture hall.

## Engaging Educators

About that small-class thing: Our full-time faculty members are in those small classes, asking questions and pushing students to think in new ways. Add to that fieldwork, internships and study abroad, where students experience real world concepts in real time, and you'll see why our students love it here. Just talk to one of our professors for a few minutes; you'll be ready to sign up for a class, too.

## Critical Thinkers

The world needs bold thinkers to challenge and lead, and many students will need graduate degrees to get there. We see that, and that's why we emphasize critical thinking and analytical reasoning. They are the skills that prepare students for graduate school and professional careers. Students learn more than facts – they learn to think for themselves.

## Movers & Shakers

How do you spot a Wesleyan grad? Look in Congress, the state legislature, or behind the bench in a courtroom. Spot executives and managers in all types of businesses large and small, or look in a local classroom and watch a teacher inspire a child. Across many fields, our graduates are problem solvers who relish new challenges and love to step up to the plate. And why not? They practiced it here.

## Top-Tier Value

We're an excellent university, and we're affordable. *U.S. News & World Report* has ranked us in the No. 1 tier of regional universities four years in a row, and our bottom line price is below many in our class. And our students know we're affordable, too. Last year, 99 percent of entering undergraduates received scholarships and/or grants.

## A Texas-Sized Reputation

As the longest-serving higher education institution in Fort Worth, we're a small school with a big legacy. While they were at it, they ranked our pioneering graduate nurse anesthesia program a "Best Grad School" in nursing anesthesia. Big things really do come in small packages.

# PURPOSE OF BRAND STANDARDS

The Texas Wesleyan University logo is a readily identifiable symbol visually representing the institution, its attributes, its student body and its alumni. Texas Wesleyan faculty, staff, and students must adhere to official standards for use of its logo, in order to maintain a single-family identity and promote the Texas Wesleyan brand to potential student populations.

**Any use of brand elements (logos, photos, templates, etc.) must be approved by the Office of Marketing & Communications prior to actual use (printing, display, posting, etc.).**

Through use of a uniform set of standards, the departments and programs within Texas Wesleyan can enhance their reputation while promoting the overall organizational image. As the Texas Wesleyan logo achieves more prominent visibility locally, regionally, nationally and internationally, each individual program and center will benefit from cross-promotional efforts.

The following brand standards were produced in order to ensure proper use of the Texas Wesleyan logo, approved typography, preferred paper stock, colors and placements. Each entity within must adhere to the guidelines herein and make the information available to any outside persons or organizations developing materials for use by Texas Wesleyan.

Marketing pieces include any printed or electronic material distributed by Texas Wesleyan and include but are not limited to: letterhead packages, postcards, invitations, announcements advertisements, directories, letters, thank-you notes, brochures, newsletters, websites, microsites, email signatures, videos, e-blasts, etc.

# GENERAL GUIDELINES

This set of Brand Standards has been developed to educate and provide capabilities to maintain graphic standards, collaborate with outside persons or organizations, and create design specific for use. The manual outlines the format for relaying the Texas Wesleyan message cohesively to avoid confusion and gain public recognition. Examples and templates are provided as a basis to uphold brand integrity.

Texas Wesleyan encourages the use of its name on all organization publications. To ensure accuracy of information where the Texas Wesleyan name is concerned, follow the guidelines outlined in this policy manual. For answers to questions or for approval on matters not addressed in the manual, please contact the Office of Marketing & Communications. All inquiries involving correct usage will be handled promptly, assuring that materials carrying the Texas Wesleyan name represent the highest standards of graphic unity.

## The “Texas Wesleyan” Name

The “Texas Wesleyan” name is just as important as using the logo. Consistency in using the name builds brand awareness and reflects on the identity.

- The official name “Texas Wesleyan University,” “Texas Wesleyan,” “Flames”, logo and accompanying logo marks are trademarks.
- In legal documents, at least one reference to the entity will be “Texas Wesleyan University” with additional references as “Texas Wesleyan.”
- Informal postcards, announcements, invitations, print ads and mailers: initial reference to the entity can be “Texas Wesleyan” if the logo with the spelled-out name is featured on the piece.
- In editorial writing, spell out the name referenced in the beginning of a work. Further instances in the piece can be “Texas Wesleyan,” after the initial reference , and “Wesleyan” after that.

## Collaboration is Key

In many instances, collaboration with outside persons or organizations is vital to achieving Texas Wesleyan’s marketing needs. Texas Wesleyan encourages partnerships which promote the Texas Wesleyan brand, so long as it is kept at a professional level and is equally beneficial to both parties.

- Outside vendors or agencies will provide a clear and accurate cost estimate of services or products before beginning. Final cost will be determined upon approval of content, processes and design.
- Selection of graphic elements, type, paper, photographs, design, format, materials and method of production should be made in accordance with this manual.
- Final editorial responsibility rests with a Texas Wesleyan representative.
- All products and services using the Texas Wesleyan brand identity must be reviewed by the Office of Marketing & Communications prior to production and distribution.

Any use of the Texas Wesleyan brand identity that is not produced and/or distributed by the Office of Marketing & Communications must have prior approval.

Purchase Orders (POs) for unapproved usage will not be cleared by the Purchasing Department. To assure that outside vendors receive payment, always include email or written confirmation of approval by the Office of Marketing & Communications when submitting POs. This will help expedite the process and ensure timely vendor payment.

Departments and Offices that fail to follow this procedure will be personally responsible for vendor payment.

# GRAPHIC IDENTITY

Presenting a desirable, unified image is accomplished by repetition of consistent visual impression through form, style and logo. In an effort to standardize utilization of the Texas Wesleyan logo, the Texas Wesleyan Office of Communications has prepared the following Brand Standard guidelines.

Everyone who has occasion to use the Texas Wesleyan name or logo in print, electronic communication or video should become familiar with the contents of this manual. This manual contains basic information essential for the proper implementation and usage of the Texas Wesleyan name. The following definitions may be helpful:

**Brand Identity:** A desired image acquired and communicated by Texas Wesleyan to the public through consistent visual, verbal and written communications.

**Graphic Identity System:** A system of visual communications, graphically coordinated in such a way that the public easily identifies Texas Wesleyan and its activities.

**Wordmark or Logotype:** Texas Wesleyan's name, designed in a unique and individual form.

**Signature:** Texas Wesleyan's name (wordmark) and symbol used as a unit in a variety of authorized arrangements that describe the organization.

**Symbol:** A graphic device (mark) that distinguishes Texas Wesleyan, its activities and products or services, and promotes immediate identification of these by the public.

**Compatible Typography:** A typestyle that complements the signature used for supplementary copy such as address blocks and advertisements.

**Official Colors:** The color combination chosen to represent the University.

# THE TEXAS WESLEYAN LOGO



Texas Wesleyan  
UNIVERSITY

As the centerpiece of the graphic identity program, the logotype is used on stationery, internal publications, flyers, ads, brochures, office forms and other media which communicate the organization to the public.

It should not be used as a focal point except when its purpose is to identify the organization, as on stationery and signs. Generally, it should not be prominently featured on the covers of publications, but rather as a signature. (Example: in small print on the front cover or on the back.)

The logotype must be used as designed. Altering it in any way will compromise its effectiveness and

the Texas Wesleyan brand. Reproduction quality proofs of the art in various sizes are supplied in the back of this manual.

The logotype has been designed with variations for use in horizontal, vertical and small space areas. Generally, the first choice for any application should be the “main logo” presented.

If space is limited, you may choose one of the other logo versions with approval from the Office of Marketing & Communications.

**Again, no logo version is to be altered in any way.**

# UNIVERSITY LOGO USAGE

The Texas Wesleyan logo consists of three main elements: the University name, the shield icon and the tagline. Occasionally, the contact information (URL and a phone number) will also be present.

All logos may be acquired in EPS, PDF, JPG, TIFF and PNG formats and are available through the Office of Marketing & Communications. Please refer to the Office of Marketing & Communications for any vendor requests. If a specific file type other than the ones listed is needed, contact the Office of Marketing & Communications. Vector-

based formats of the logos are the files that are titled with an “.EPS” extension and are preferred by most commercial printers and publishers. The logotypes are approved for use in marketing pieces, printed material and advertising for Texas Wesleyan entities.

Please do not copy any of the approved graphics from the web or sources other than the Office of Marketing & Communications. Also, do not try to recreate the logos yourself. Only the approved versions may be used for reproduction.



Texas Wesleyan  
UNIVERSITY

# PRIMARY LOGO

The Texas Wesleyan primary logo is preferred over all other logo marks and should be used as the standard logo whenever possible. For some uses, due to space or layout constraints, the primary logo is not as effective as needed. In such instances, a secondary logo format may be utilized, but the primary logo is always given priority.

Color Space: CMYK / RGB, on light and dark backgrounds



Color Space: Two Color PMS Spot, on light and dark backgrounds



Color Space: Grayscale / One Color Spot, on light and dark backgrounds



## Simplified Logos

For use on materials with limited production capabilities such as vinyl production, embroidery, embossing or die-cutting materials.

2 color on light backgrounds:



2 color on dark backgrounds:



1 color on light backgrounds:



1 color on dark backgrounds:



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

## Logo Variations and Use

For visual impact and design identity, there are cases in which the complete Texas Wesleyan logo may be redundant or not fit within the design composition. Here is a guide of variations on the Texas Wesleyan logo that maintains design standards and provides flexibility for use. The same standards for color, spacing, size and scale still apply to logo variations.

Each logo variation and icon is given the same treatment as the main logo when used on light and dark backgrounds as the main identity. Please reference the correct logo to usage for the media it is to be used with, i.e. print, web or advertising. All file types and use guidelines are provided for each logo variation within the Texas Wesleyan logo package.

### Main Horizontal Logo

This logo is preferred over the following stacked logo variations.



### Stacked Left Logo

Secondary to all other full logo marks.



### Vertical Logo

Secondary to the main horizontal logo, but preferred over the following stacked logo variations.



### Shield Icon

Can be used as a stand alone element, which must include "Texas Wesleyan" within in the same piece.



### Stacked Vertical Logo

Secondary to the main horizontal logo and standard vertical logo above.



### Historical Icons

This icon is not for public use, and is to be used on a presidential level **ONLY**. Which includes events such as commencement.



## Texas Wesleyan Department Logos

When marketing materials are specifically distributed from an internal Texas Wesleyan department, the department's official Texas Wesleyan logo may be used. Departmental logos are used in conjunction with the main brand.

Department logos follow the same usage and variation guidelines set by the main brand identity. Department logos maintain font size in relation to the main icon.

New departmental logos can be created using the departmental logo template file. General guidelines for setup at this size are provided below and are specific to departmental logos.

Main University Logo at 5.25" wide



Texas Wesleyan  
SCHOOL OF BUSINESS ADMINISTRATION

Departmental Subhead - centered with logotype  
Font is Gotham, Medium set at 10 pt, Letter Kerning set to 100

(\*Template is to be used at this size (5.25 wide), then scaled larger or smaller for use. Font size will scale accordingly and will need to be maintained at this set ratio.)



Texas Wesleyan  
SCHOOL OF BUSINESS ADMINISTRATION



Texas Wesleyan  
SCHOOL OF NATURAL & SOCIAL SCIENCES



Texas Wesleyan  
GRADUATE PROGRAMS OF NURSE ANESTHESIA



Texas Wesleyan  
SCHOOL OF EDUCATION



Texas Wesleyan  
SCHOOL OF ARTS & LETTERS

## Use on a Solid Background

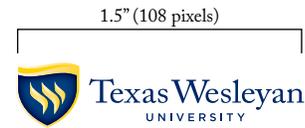
If the logo is to be used on a solid background of either black, another approved color or background, the logotype is reversed to white. Unique opportunities where the logo is placed on a solid background and the logo is embossed, debossed, or treated with a distinguished varnish, the white or full color version may or may not be used. These specific situations will be reviewed independently and must have proper approval from the Office of Marketing & Communications.

One Color Background: Black / Spot Color



## Minimum Size

To protect legibility of the name typography and impact of the logo, the Texas Wesleyan logo must always appear no less than 1.5” wide or 108 pixels.



## Clear Space

Additionally, appropriate white space surrounding the logo must be used at all times. Use of appropriate space maintains the integrity of the logotype. This clear space isolates the logo from distracting graphic elements such as copy, photography or background pattern, giving the logo the prominence and impact it deserves. Always be sure to maintain no less than the minimum amount of clear space, shown here, equal to one-third the height of the logo.

“Clear space” does not include any textured or patterned background elements that may be present behind the logo. Care must be given when using background textures or patterns to insure there is enough contrast between the logo and the background color.



## CORRECT Examples of Use:



### Scale

The logo may be sized proportionately (by holding the shift key and scaling in size), but may never be stretched, expanded or condensed (in height or width).

### Digital Presentation

The vector version of the logo should be used in all electronic, reflective or transmissive medium (print, signage, digital). The most common file formats for this include EPS and PDF for print, and PNG for projection systems. Please direct format or presentation medium questions to the Office of Marketing and Communications.

### Signage

If the Texas Wesleyan logo is to be used on signage of any sort, please use a vector file (.EPS or .PDF) to maintain the clarity of the logo.

### Watermarks & Embossing

When used as a watermark or emboss, the logo should be used with all the elements as one solid color. For a photo watermark, the logo is to be one color and set to a visible transparency no less than 20% opacity. In most cases, the one color, black or white logo is to be used for producing the watermark or emboss. Embossing will require paper and other processes to be defined. Confirm with the printer or manufacturer all details.

## INCORRECT Examples of Use:

Do not adjust the positioning of the descriptor in relationship to the icon or tagline. Incorrect examples of use include ALL logo variations.

Do not increase the size of the icon or descriptor in relation to each other.



Do not change the colors within the logo.



Do not stretch or skew horizontally or vertically.



# OFFICIAL UNIVERSITY COLORS

## Primary Colors

For solid print use, the logo should appear in Pantone Matching System® (PMS) colors 116 C (yellow), Pantone 2757 C (dark blue). See the *Use on a Solid Color* section for specifications for use on a solid background color.



Pantone 2757 C & U Dark Blue (Primary Color)  
Web Values R = 0 G = 36 B = 95  
Web Hex # 002460  
Four Color C = 100 M = 82 Y = 0 K = 45



Pantone 116 C Yellow (Primary Color)  
Pantone 108 U Yellow (When using uncoated paper)  
Web Values R = 254 G = 208 B = 0  
Web Hex # fed000  
Four Color C = 0 M = 16 Y = 100 K = 0

In the case of four-color printing, advertising, web or use other than solid two-color printing, there is a shadow effect applied within the shield that utilizes a blue color with a dark blue shadow applied. A Pantone color for the blue is provided, but not to be used in solid color printing.



Pantone 288 C & U Blue (Used with Pantone 2757)  
Web Values R = 0 G = 75 B = 141  
Web Hex # 004b8d  
Four Color C = 100 M = 67 Y = 0 K = 23

## Secondary Colors

Collateral and supporting materials may utilize the secondary color palette in coordination with the primary colors. Secondary colors are used to highlight and enhance design and be used sparingly as to not overpower the color scheme. Only one secondary color should be used within the composition at a time with the primary colors. Whenever possible, colors should complement tones used in photography or other design elements. The colors convey emotions of inviting, smart and classic.



Pantone 7687 C  
Web Values R = 17 G = 55 B = 123  
Web Hex # 11377b  
Four Color C = 97 M = 80 Y = 0 K = 30



Pantone 7461 C  
Web Values R = 0 G = 114 B = 188  
Web Hex # 0072bc  
Four Color C = 100 M = 50 Y = 0 K = 0



Pantone 395 C  
Web Values R = 224 G = 210 B = 33  
Web Hex # f7ec22  
Four Color C = 6 M = 0 Y = 94 K = 0



Pantone 283 C  
Web Values R = 150 G = 192 B = 230  
Web Hex # 96c0e6  
Four Color C = 39 M = 14 Y = 0 K = 0



Pantone Warm Gray 8 C  
Web Values R = 161 G = 160 B = 164  
Web Hex # a1a0a4  
Four Color C = 0 M = 1 Y = 0 K = 43



Pantone 7540 C  
Web Values R = 77 G = 77 B = 79  
Web Hex # 4d4d4f  
Four Color C = 0 M = 0 Y = 0 K = 85

# OFFICIAL UNIVERSITY TAGLINE

## Smaller. Smarter.

In marketing materials (brochures, advertising campaigns, etc.) for all audiences, it is appropriate to include the marketing tagline, “Smaller. Smarter,” which appears with the logo in some treatments. The tagline is descriptive to the ideals of Texas Wesleyan, intelligent, simple and conveys an element of the University’s personality. The tagline should not be used in other design treatments without prior approval from the Office of Marketing & Communications. It is neither expected nor desired that the tagline will be repeatedly used in body text.

The Office of Marketing & Communications may, at its discretion, also use alternative treatments of the tagline, including “See why Smaller *is* Smarter.” and “Smaller *is* Smarter.”

### Font Style

The font used for printed materials is Adobe Caslon Pro Regular. Trade Gothic Condensed No. 20 may also be used with the block graphic in all caps. The font size is consistent throughout. When presented on a light background, the tagline should be in the standard dark blue, (Pantone 2757). On a dark blue background the tagline can be in the standard yellow, (Pantone 116).

# SUB-BRANDING

## Taglines

We discourage the development or use of additional taglines associated with the Texas Wesleyan logo or the logo treatments for programs, centers, etc. This refers to lines of text that are “attached” to the logo as a signature statement on materials. However, this does not preclude the development of marketing themes that could be used in program-specific materials. The words can be used as a headline, subhead or graphic element on a layout. These marketing themes may last for a single campaign, or for many years, if appropriate.

## Themes

Program, campus organization, or department sub-brand themes should be consistent with the overall school brand. They should support the core brand characteristics—not conflict or compete with them—and should be presented in a manner that does not crowd or replace the school or logo or tagline. Sub-branding should not include the introduction of variations from the standard Texas Wesleyan logos, colors or graphic templates without prior consultation with the Office of Marketing & Communications.

## Campus Organizations

Recognized Campus Organizations are independent and autonomous from the University and are responsible for managing their own affairs. Events and activities conducted by Recognized Student Organizations shall not be considered University-sponsored under this policy unless the Director of Student Affairs or his/her designee confirms University sponsorship in writing. Recognized Campus Organizations shall adhere to guidelines and practices appropriate to the relationship established in this policy, including, but not limited to:

**Use of the Texas Wesleyan Name, Logos and Marks:** Recognized Campus Organizations shall not use the Texas Wesleyan University name, any abbreviations thereof, or the University logo or wordmark in

conjunction with the name of the organization, including use for promotional materials or clothing. Student groups may use the word “University” or may indicate the geographical designation “at Texas Wesleyan University”. Recognized Campus Organizations may use the primary logo and its variations in accordance with University graphic standards and policies. These images may not be used in a way that expresses or implies University endorsement or approval of the student group or its programs and activities. The Office of Marketing & Communications must approve the use of University branding on all materials before publishing.

**Recognized Campus Organizations may not use the name of the University or any University logo:** In connection with alcoholic beverages, cigarettes or other tobacco products, sexually oriented products or services, religious products or services, political parties or partisan political activities, gaming or games of chance, firearms, or as an endorsement of a product or service.

In addition, the name of the University or any University logo may not be used in a manner that suggests or implies University endorsement of a point of view or personal, religious, or political opinion, business, activity, movement, or program that is not official University business. If there is potential for confusion in a statement describing affiliation with the University, the organization should use a disclaimer stating that the University is not involved in the business, activity, movement, etc.

## Outside Organizations

Any organization using the Texas Wesleyan campus for its activities (i.e., summer camps) may not use any Wesleyan logo or image to imply Wesleyan co-sponsorship, unless that is the case. The approved Wesleyan logos may be used in association with directions to campus or in providing information about the University. Requests for exceptions should be made through the Office of Marketing & Communications.

# ART USAGE

“Art” refers to any visual element used to create a design or marketing piece. Visuals include, but are not limited to: logos, photography, colors, layout and typography. The consistency of the core campaign visuals is vital in maintaining the synergy of the organization. The following guidelines outline visuals usage to create a consistent visual message:

- Photography is to be used in conjunction with the stylized graphic elements.
- Visuals are not to be cropped, skewed or manipulated to fit a space. Visuals can be scaled proportionally to accommodate.
- Never alter the placement or lighten or darken the shade of colors within artwork. If design elements must be moved within a layout composition, the original design element is to be used. For example, if the composition of the logo cannot be changed to be placed within a space, an approved logo variation should be used. The original colors of the artwork are to be used, except in special cases such as watermarks or embossing.
- When presenting materials to the public, visuals should be in color as often as possible. This may not always be the case, as in newspaper advertising and other constraints. Full color is given preference over black and white.

# PHOTOGRAPHY

Photography is an important and essential element within any marketing piece. In order to maintain the high level of professionalism and unity within Texas Wesleyan’s brand, these guidelines should be followed.

All images reprinted within marketing pieces should be of high quality and at least 300dpi at 100% size of actual reproduction. Poor quality images that are either unfocused or poorly scanned should be avoided. Preference should be made toward clear, easily identifiable images.

The Office of Marketing & Communications has a large inventory of photos taken on campus specifically for Texas Wesleyan University using real students and professors. Any department or group on campus are able to utilize these images with approval. The ultimate goal is to provide each department with approved Texas Wesleyan photos. To obtain these photos, please contact Marketing & Communications.

Any photography taken for Texas Wesleyan can be assumed as owned by Texas Wesleyan unless indicated otherwise by the photographer. Photographs that include individuals must have documentation on file that proves the subjects signed an official photo release form. This form provides the subject’s consent to use their image in the University’s marketing efforts. The form may be obtained from the Office of Marketing & Communications.

Stock photography is not recommended, but may be used under certain circumstances. Texas Wesleyan may incur a charge for use of stock images unless prior purchase or usage rights have been secured. When working with outside entities for design and/or printing, please inform them of the photos available through Marketing & Communications first, then ensure reproduction rights have been secured prior to using any stock images. If an image is in question, please contact the Office of Marketing & Communications for assistance.



# TYPOGRAPHY

## Externally Produced Pieces

For externally produced pieces, additional font options are available that are to be used as a last resort, or to adhere to online standards. There are, however, preferred fonts as listed below.

### Headline Options:

Times Roman:                    ABC123abc

Color: white, dark blue or yellow depending on background color, must contrast with background for legibility

Font Size: 16 pt. and up

### Sub-Headline Options:

Times Roman:                    ABC123abc

Color: white, dark blue or yellow depending on background color, must contrast with background for legibility

Font Size: 12pt and up

### Body Text Options:

Arial:                                ABC123abc

Color: black or white depending on background color, must contrast with background for legibility

Font Size: 8-12 pt., not to exceed sub-headline size

\*Note: both Times Roman and Arial are standard fonts and are web safe. In the rare instance a vendor does not have these fonts it is safe to provide them a font for use within font restrictions as they are so commonly used.

# USE OF GRAPHIC ELEMENTS

The Texas Wesleyan graphic elements are vital to the University's brand recognition. The use of these elements is standardized, but allows for flexibility in design through all outlets, print and digital.

## Graphic Styles

The primary diagonal graphic is the standard and given preference for the background design elements.

The diagonal lines, set at 42° can be used as a full background element with layering effects, or as a single element to hold text. Body copy can be placed against the full background and contact information is acceptable for use at a legible size and contrasting color.

Solid, rectangular lines at the top or bottom across the edge can be used to provide room for highlighted headlines or web addresses.

The lines are designed for various aspects and add a fresh and unique element to each collateral piece. To add another layer of visual interest and depth, the background lines can be layered on top of images which adds contrast to the overall design.

Variations on the overall theme are acceptable with approval from the Office of Marketing & Communications. Color schemes as well as background patterns may be altered for variety among collateral materials. Changing the overall shape, angle or dynamics of the graphic is not acceptable within the brand standards.



# USE OF GRAPHIC ELEMENTS

## Headlines

Headline text should always be set to Trade Gothic Bold Condensed No. 20. on a clean background. Colors should be contrasting and legible with variations allowed for emphasis.



## Links

Conversion links should also be displayed in Trade Gothic Bold Condensed No. 20. A right facing triangle icon should precede the link (set to the same height of the text) and the link should be contained with a contrasting colored box for emphasis, but this is flexible based on the needs of the design.



# USE OF GRAPHIC ELEMENTS

## Print Examples

Here are a few examples of current print designs.

## SO, WHO DO YOU WANT TO BE?

This is a small start to a big future. It's up to you, and it all starts with what interests you pursue. Outdoor kid? Maybe biology. Deep thinker? Check out religion. No matter what your interests are, Texas Wesleyan can help make them real. So, go ahead, dream – our programs have you covered.

We're divided into **four** undergraduate schools:

- School of Arts & Letters
- School of Business Administration (AACSB accredited)
- School of Education
- School of Natural & Social Sciences

### MAJORS & DEGREES

<ul style="list-style-type: none"> <li>Athletic Training</li> <li>Biology                             <ul style="list-style-type: none"> <li>➤ Secondary Life Science</li> </ul> </li> <li>Business Administration                             <ul style="list-style-type: none"> <li>➤ Accounting Concentration (Dual Degree Available)</li> <li>➤ Accounting: Forensic Investigation/Fraud Examination (Dual Degree Available)</li> <li>➤ Finance Concentration</li> <li>➤ General Business Concentration</li> <li>➤ Management Concentration</li> <li>➤ Marketing Concentration</li> </ul> </li> <li>Biochemistry                             <ul style="list-style-type: none"> <li>➤ Health Science Emphasis</li> </ul> </li> <li>Chemistry                             <ul style="list-style-type: none"> <li>➤ Teaching Emphasis</li> </ul> </li> <li>Computer Science</li> <li>Criminal Justice</li> <li>Education: Early Childhood Grade 6 Bilingual                             <ul style="list-style-type: none"> <li>➤ Dual Degree Available</li> </ul> </li> <li>Education: Early Childhood Grade 6 ESL Certification                             <ul style="list-style-type: none"> <li>➤ Dual Degree Available</li> </ul> </li> <li>English                             <ul style="list-style-type: none"> <li>➤ Writing Concentration</li> <li>➤ Literature Concentration</li> <li>➤ Secondary Certification</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Exercise Science</li> <li>History                             <ul style="list-style-type: none"> <li>➤ Secondary Certification</li> </ul> </li> <li>Liberal Studies</li> <li>Mass Communication                             <ul style="list-style-type: none"> <li>➤ Advertising-Public Relations Concentration</li> <li>➤ Journalism Concentration</li> <li>➤ Radio-Television Concentration</li> </ul> </li> <li>Music                             <ul style="list-style-type: none"> <li>➤ B.M. with All-Level Certification</li> </ul> </li> <li>Paralegal</li> <li>Political Science                             <ul style="list-style-type: none"> <li>➤ Pre-Law Emphasis</li> </ul> </li> <li>Psychology</li> <li>Religion &amp; Humanities                             <ul style="list-style-type: none"> <li>➤ Christian Education Emphasis</li> <li>➤ Comparative Religions Emphasis</li> <li>➤ Pre-Seminary Emphasis</li> </ul> </li> <li>Spanish                             <ul style="list-style-type: none"> <li>➤ Secondary Certification</li> </ul> </li> <li>Sociology</li> <li>Theatre Arts</li> </ul>
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**Yeah, yeah, what will it cost per year?**

Tuition: \$20,642  
Fees: \$2,502  
Room & Board: \$8,520

**Guess what?**

We're chock full of scholarships (and financial aid).

▶ GO TO [TXWES.EDU/SMARTAID](http://TXWES.EDU/SMARTAID) AND CHECK IT OUT.

**WANT TO APPLY?** ▶ [TXWES.EDU/TXWESAPPLY](http://TXWES.EDU/TXWESAPPLY)

Oh, and come visit us!  
▶ [TXWES.EDU/TXWESVISIT](http://TXWES.EDU/TXWESVISIT)

## THINKING ABOUT TEXAS WESLEYAN?

AWESOME! HERE ARE SOME IMPORTANT DATES YOU SHOULD KEEP IN MIND.



### APPLICATION DATES

- ▶ **JAN. 15 – PRIORITY APPLICATION DATE**  
Get a priority pass to more scholarships, exclusive orientation sessions and free stuff
- ▶ **AUG. 15 – FINAL APPLICATION DATE**

### BLUE & GOLD DAYS

Open house days for first-year students

- ▶ **SAT., SEPT. 20**
- ▶ **SAT., OCT. 18**
- ▶ **MON., NOV. 10**
- ▶ **SAT., JAN. 7**
- ▶ **SAT., MARCH 21**

### FIRST-YEAR SCHOLARSHIP DAY

Compete for extra scholarships – including a shot at free tuition

▶ **FRI., FEB. 27**

### GO WESLEYAN DAY

Admitted students get to know each other

- ▶ **SAT., FEB. 28**
- ▶ **SAT., APRIL 25**

### DISCOVER WESLEYAN DAY

A pre-senior visit day where you can get to know Texas Wesleyan

▶ **SAT., APRIL 18**





## COME SEE US.

GO TO [TXWES.EDU/VISIT](http://TXWES.EDU/VISIT) AND SCHEDULE A TIME TODAY.

**OFFICE OF ADMISSIONS**  
1201 Wesleyan Street  
Fort Worth, Texas 76105  
Phone: 817-531-4422  
Fax: 817-531-7515  
[admissions@txwes.edu](mailto:admissions@txwes.edu)

# YOU'RE ACCEPTED! WHAT'S NEXT?

▶ [TXWES.EDU/MYCHECKLIST](http://TXWES.EDU/MYCHECKLIST)





**ONE-ON-ONE TIME WITH YOUR PROFESSORS**

## 18:1 STUDENT-TO-TEACHER RATIO

**\$16,557 AVERAGE NEW STUDENT FINANCIAL AID PACKAGE**

**125 YEARS OF HISTORY**

**ON-CAMPUS HOUSING WITH RESIDENCE HALLS AND APARTMENT-STYLE LIVING**

**THE "SMALLER. SMARTER." ADVANTAGE**

# RESOURCE TOOLBOX

## ▶ TXWES.EDU/BRAND

This website is set up with several templates and resources developed by Marketing & Communications to streamline the design process. There are print and digital templates available to use with approval from the office of Marketing & Communications. Templates include everything from school and university message sheets to flyers, presentation and logo assets. Everyone on campus is encouraged to use these templates, including faculty, staff and students.

Visit [txwes.edu/brand](http://txwes.edu/brand) and use the sub navigation on the right side to read about the brand standards and access templates.

**Any use of the brand elements (logos, photos, templates, etc.) must be approved by the Office of Marketing & Communications prior to actual use (printing, display, posting, etc.).**

The screenshot displays the 'Resource Toolbox' website. At the top, it says 'Home / Brand / Resource Toolbox'. The main content area is divided into sections: 'Brand Resources' with three PDF links for 'Brand Style Guide (Sept. 2013)', 'Quick Brand Guide (Nov. 2014)', and 'Athletics Quick Guide (Nov. 2014)'; 'Print Resources' with a list of 'University Message Sheets', 'School Message Sheets', and 'Print Templates'; and 'Digital Resources' with a list of 'University Logos', 'PowerPoint Templates', 'Email Signatures', and 'Desktop Wallpapers'. A right-hand sidebar titled 'SMALLER. SMARTER.' contains a navigation menu with 'Our Brand', 'Our Values', 'See the Campaign', 'Brand Style Guide', '▶ Resource Toolbox', and 'Share Your Story'. The footer includes the 'Smaller. Smarter.' logo, a list of links (Ramlink, BlackBoard, University Email, Faculty & Staff, Privacy Policy, Calendar, Misp, Employment, A-Z Index), and copyright information for Methodist Institution Since 1800.

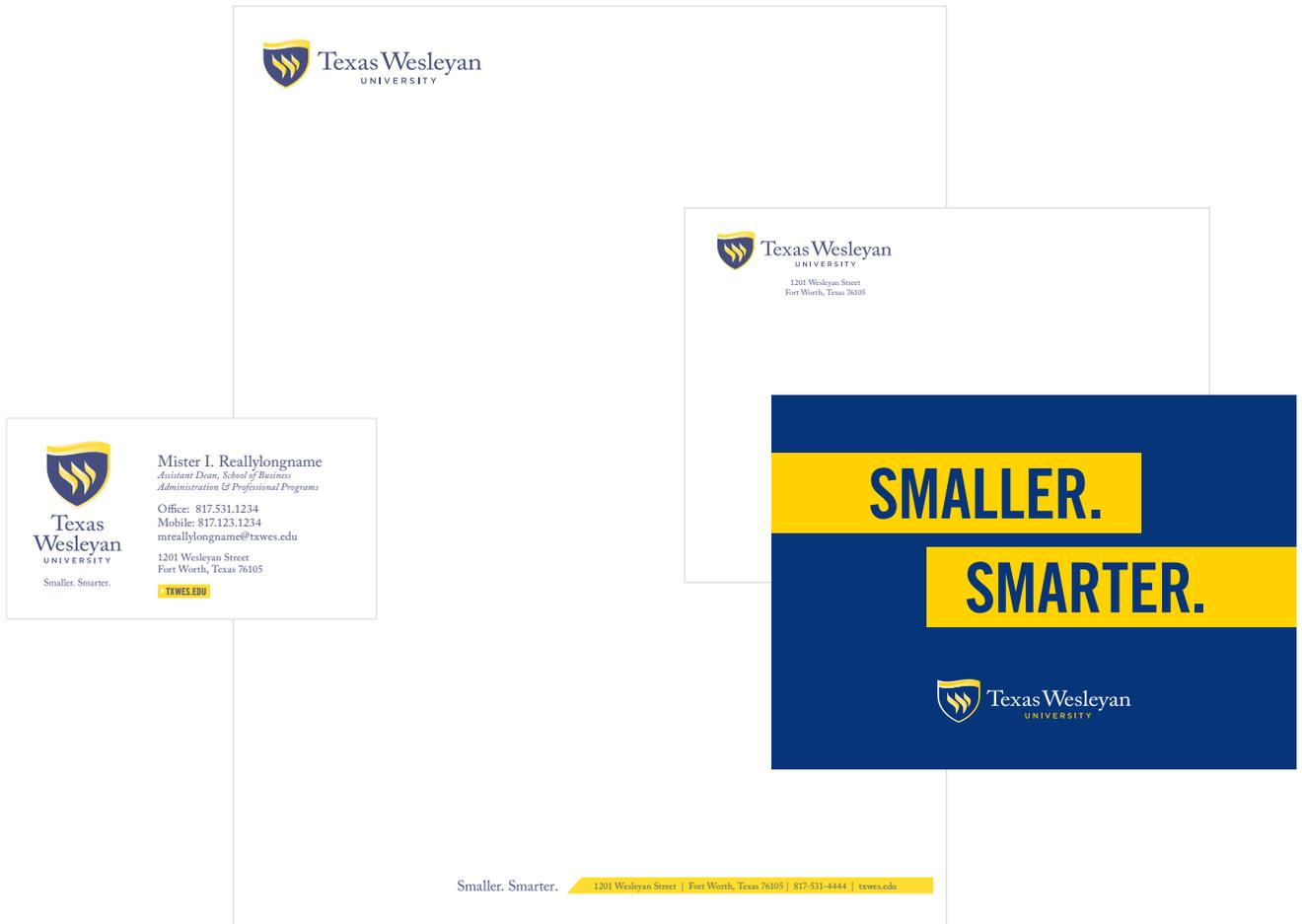
# UNIVERSITY BUSINESS PACKAGE SUITE

The Texas Wesleyan business package suite consists of four main pieces: letterhead, business envelope, business card and note card with corresponding envelope. Each piece coordinates with the main brand and utilizes the two color Pantone logo. The logo is simplified slightly for printing without the fade in the shield. Two-color printing is preferred for cost and production efficiency. In addition, two-sided business cards are optional, subject to the approval of each department supervisor.

These pieces are to be used as the standard with variations on the letterhead for customizing use for individual departments or offices.

## Name Badges

Official name badges may be ordered through the Purchasing Department.



# PROOFING

Departments on campus are encouraged to submit design jobs to the Office of Marketing & Communications through an online portal.

Once a design has been created, you will be asked to proof it. If the design is approved as is, we will proceed to submit the files to the vendor (if necessary). If minor changes are needed, we allow two (2) rounds of minor changes that will be made in a timely manner. If after two rounds, changes are still needed, a meeting will need to be scheduled with the creative services manager.

Once the changes have been discussed, you will

- Receive a new draft within ten (10) business days and
- Will be charged an hourly rate of \$30 per hour with a one (1) hour minimum.

Minor changes consist of text changes and small adjustments to element positioning, etc. Note that text changes must be given electronically and in a manner that allows us to copy and paste the new text. Major changes consist of more significant modifications to the design. Major changes must be reprioritized in the job workflow and are assigned a new due date. This includes adding a photo(s) or changing sections of text, resizing design, etc.

If departments create their own design, work with an outside vendor or utilize the [Resource Toolbox](#) they must obtain approval of the final proof from the Office of Marketing & Communications prior to printing. At minimum, a PDF file of the piece must be submitted for review.

# PAPER STOCK

By using a common paper stock for Texas Wesleyan marketing pieces, uniformity in color, texture and richness can be achieved. While it is cost prohibitive to use the exact stock for every piece, preference should be given to the white house stock from any of the approved printing companies.

This stock should be at a minimum brightness of 97%, a cover weight of no less than 80 lbs. and a text weight of no less than 60 lbs. If another stock can be used at a significant discount, it must meet the brightness and weight specifications previously mentioned.

The specifications for paper apply to all mailers, invitations, view books, magazines, announcements or other printed collateral from Texas Wesleyan. Finish can either be uncoated, matte or gloss.

When a family of pieces is created, (i.e.: pocket folder, brochure, inserts, note cards and invitations) all pieces should be from the same stock and should incorporate the same finish whenever possible.

For individual pieces that are not part of a larger family of marketing pieces, (i.e. proposals, letters, copies and presentations) exceptions to the preferred stock will be made. The quality standards on weight must be maintained, however.

Letterhead package suite uses 70 lb. text for letterhead and envelopes and 110 lb. cover stock for business cards.

# ELECTRONIC BRAND STANDARDS

This section of the style guide details the requirements and tips to properly use Texas Wesleyan branding in your communications.

Electronic communications are now so prevalent that expectations of quality are high and tolerance for substandard work is no longer acceptable. In order to achieve the professional quality expected of university materials, it is necessary to understand how print and electronic communications differ.

The most basic difference between the two is light. This difference seems subtle but impacts the quality and fidelity of all presentations.

- Print materials utilize reflected light to display images, type and color.
- Electronic presentations utilize transmissions of light to present the same materials.

The most common means of electronic presentations include web pages and email, followed by projected presentations including slide shows, video and interactive signage. Essentially they all work the same, but it is critical to identify the intended medium before optimizing the presentation for the intended viewing audience.

## PRESENTATION OPTIMIZATION

Web and Email – best viewed within arm’s length or closer for optimal viewing. This medium is best used for communicating specific information, university processes, or programs.

Presentations, Video, and Signage – intended to be viewed from a longer distance depending on the size. Emphasis must be placed on brevity of messages as these message formats are meant to convey simple ideas ... quickly

# WEB AND EMAIL STANDARDS

Any website, and preferably emails as well, that fall within the Texas Wesleyan brand hierarchy must meet certain minimum standards by including:

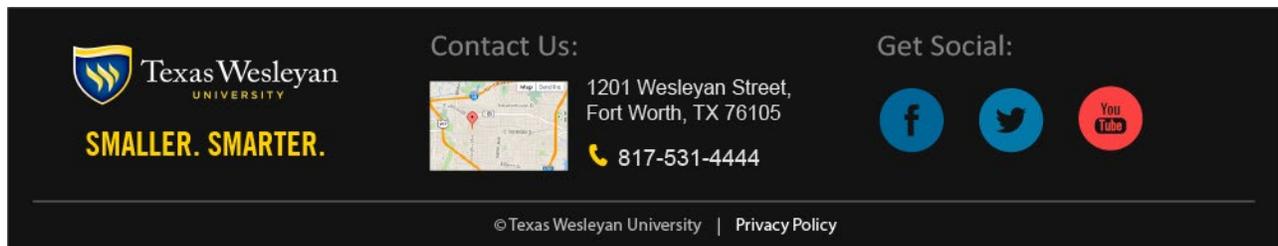
## Header Information

- The Logo and the words “Texas Wesleyan University” located in the top left, links to homepage.
- Quick links on the top
- A link to campus directory
- A menu bar with a search box on the left



## Footer information:

- Copyright statement: © [current year] All Rights Reserved
- Social Media Icons
- Contact information



## Academic departments are encouraged to include:

- Information for prospective students, including links to the Office of Admissions and the Office of Graduate Admissions, as appropriate.
- Information distinguishing undergraduate program offerings (if applicable)
- In addition to these standards, all messages should comply with established campus marketing and communications policies, including accessible design.

# WEBSITE PLANNING

## Site architecture

As you begin developing a website, consider these factors:

- Identify the primary audience for your site.
- Identify a user's major tasks.
- Organize information by audience, task, or both.
- Match link labels to the title of the page that corresponds to the link.
- Label items logically, and if a term or name of an office isn't intuitive or clear, provide details.
- Avoid using icons or graphics as the only source of labeling information.

## Site navigation

- Use a similar navigation and aesthetic scheme as the university website to make it easier for users shifting between the Texas Wesleyan home page and other university sites.
- Don't link pages back to the same page in navigation.
- Include the organization name on all pages, either as part of the title or header of the page.
- Make it clear to users where they are in the information hierarchy of your site. Present the structure in a clear and consistent manner and indicate the location within the hierarchy.
- Coordinate with the web services offices to include standard website search and navigation bread crumb trails on each page.

# EMAIL PLANNING

## Personalization

While everyone appreciates an attractive email it is equally important to recognize that people receive substantial email communications every day. Most of these messages are deleted without being read. The main reasons your message may not be seen might be because the message was not clearly targeted to your specific recipient.

- When practical, include the name of your recipient in the opening of the message
- Provide a clear contact that your recipient can contact for additional information

## Clarity

Most email messages are only viewed for 3-7 seconds. It is therefore essential that recipients can understand what is being communicated and how they can take action quickly.

- Organize information for quick scanning
- Use good design to clearly draw the readers eye to clickable links to complete requested tasks.

## Subject Line

Like good billboards, the subject line of your email message must convey not only the message but a reason to open an email. Please spend enough time to communicate a clear title for your email from five to seven words.

# OFFICIAL UNIVERSITY COLORS

All electronic (transmissive) presentations are comprised of three colors that together can be combined to approximate the millions of colors viewable to the human eye. The lowest values always indicate the lack of light and the higher values greater light. Colors are red, green, and blue (RGB) and are specified in the format of the appropriate medium.

## Web and Email

Color is specified as hexadecimal numbers (base 16) from 0 through 9 plus a through f. Each primary color is represented by a two digit value in the format Red, Green, and Blue (02AF3). This specification is a representation of distance and angle radius from a simplified color spectrum from black 000000 to white ffffff.

When using Texas Wesleyan official colors (yellow, blue, dark blue and black) on the web make sure you are using the correct color specifications.

Avoid using large areas of black in designs: yellow, dark blue and white should be the predominant colors in a design, with black and blue for accents.

# OFFICIAL UNIVERSITY COLORS

## Primary Colors, Web and Email

Please note, Hexadecimal colors do not support transparency. Please utilize the RGB colors if you need to present a screened or transparent university color on the web or email.



Yellow (Primary Color)

Web Values R = 254 G = 208 B = 0

Web Hex # fed000



Dark Blue (Primary Color)

Web Values R = 0 G = 36 B = 95

Web Hex # 002460



Blue

Web Values R = 0 G = 75 B = 141

Web Hex # 004b8d



Black

Web Values R = 0 G = 0 B = 0

Web Hex # 000000

# OFFICIAL UNIVERSITY COLORS

## Secondary Colors, Web and Email

A secondary palette of colors may be used in addition to the official yellow, dark blue, blue and black, providing flexibility when producing a website, yet protecting the integrity of the university's brand. These particular colors have been selected to complement designs that use the official colors.

Any of the colors in this secondary palette are acceptable for use as backgrounds, subheads, or other design elements on a website. However, these colors must not replace official colors in the university's logo. Do not modify or tint the official logo colors in any way.



Dark Grey  
Web Values R = 148 G = 148 B = 148  
Web Hex # 949494



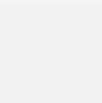
Light Blue  
Web Values R = 102 G = 153 B = 204  
Web Hex# 6699cc



Medium Grey  
Web Values R = 202 G = 202 B = 202  
Web Hex # cacaca



White  
Web Values R = 148 G = 148 B = 148  
Web Hex # 000000



Light Grey  
Web Values R = 242 G = 242 B = 242  
Web Hex # f2f2f2

# OFFICIAL UNIVERSITY COLORS

## Primary Colors, Presentations, Video and Signage



Yellow (Primary Color)

Web Values R = 254 G = 208 B = 0



Dark Blue (Primary Color)

Web Values R = 0 G = 36 B = 95



Blue

Web Values R = 0 G = 75 B = 141



Black

Web Values R = 0 G = 0 B = 0

Color is specified in decimal format with each color being designated by an intensity of light from 0 through 256.

When using Texas Wesleyan official colors (yellow, blue, dark blue and black) on the web make sure you are using the correct color specifications.

Avoid using large areas of black in designs: yellow, dark blue and white should be the predominant colors in a design, with black and blue for accents.

# OFFICIAL UNIVERSITY COLORS

## Secondary Colors, Presentations, Video and Signage

As for the web, secondary palette of colors may be used in addition to the official yellow, dark blue, blue and black colors. These particular colors have been selected to compliment designs that use the official colors.

Any of the colors in this secondary palette are acceptable for use as backgrounds, subheads, or other design elements. These colors must not replace official colors in the university's logo. Do not modify or tint the official logo colors in any way.



Dark Grey  
Web Values R = 148 G = 148 B = 148



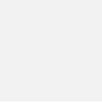
Yellow (86%)  
Web Values R = 254 G = 208 B = 0



Medium Grey  
Web Values R = 202 G = 202 B = 202



Light Blue  
Web Values R = 102 G = 153 B = 204



Light Grey  
Web Values R = 242 G = 242 B = 242

# TYPOGRAPHY

## Page Title:

Times New Roman            ABC123abc

Color: Yellow Web Hex # fed000  
Web Values: R = 250   G = 208   B = 148

Size: 2.45-3em

Attributes: The header should be placed on the blue background.

## Section Title:

**TRADE GOTHIC BOLD CONDENSED NO. 20    ABC123**

Color: Dark grey Hex# 666666  
Web Values: R = 102   G = 102   B = 102

grey, white and black depending on the background color

Size: 1.65em, 1.4em

Attributes: All caps, with tighter kerning

## Headline:

**Arial Bold:                                    ABC123abc**

Color: Dark Grey Web Hex # 666666  
Web Values: R = 102   G = 102   B = 102

Size: 1.5em

Attributes: The header should be placed on the grey header bar.

## Article Title:

**Arial Bold:                                    ABC123abc**

Color: Dark Grey Web Hex # 666666  
Web Values: R = 102   G = 102   B = 102  
Blue (for hyperlink use) Web Hex # 004b8d

Web Values: R = 0   G = 75   B = 141

Size: 1.65em, 1.4em

**Arial:    ABC123abc**

Color: Black Web Hex # 000000  
Web Values: R = 0   G = 0   B = 0  
Blue (for hyperlink use) Web Hex # 004b8d  
Web Values: R = 0   G = 75   B = 141

Size: 1.5em

## Navigation:

**Arial:    ABC123abc**

Color: Dark Grey Web Hex # 666666  
Web Values: R = 102   G = 102   B = 102  
Blue (for hyperlink use) Web Hex # 004b8d  
Web Values: R = 0   G = 75   B = 141  
Yellow (for hyperlink use) Hex# fed000  
Web Values: R = 254   G = 208   B = 0

Size: 1.25em (first level), 1em (secondary level)

## Body Text Options:

**Arial:    ABC123abc**

Color: Dark Grey Web Hex # 666666  
Web Values: R = 102   G = 102   B = 102  
Blue (for hyperlink use) Web Hex # 004b8d  
Web Values: R = 0   G = 75   B = 141

Size: 1 em

# ELECTRONIC LOGOS

Transmissive use of the university logo must be full color and adhere to overall usage guidelines. It is located on the top left corner on the header and should have clear space around it. When practical the logo needs to link to the university homepage.



The Texas Wesleyan logo consists of three main elements:

- University name
- Shield icon
- Tagline

The logo should be placed on the blue or white background preferably. The logo color, for all three main elements, cannot be changed from approved formats (see page 9).

## Availability

All logos are available in specific sizes for SVG and PNG formats through the Office of Marketing & Communications. Please refer to the Office of Marketing & Communications for any vendor requests. If a specific file type other than the ones listed is needed, contact the Office of Marketing & Communications.

Do not copy any of the approved graphics from the web or sources other than the Office of Marketing & Communications.

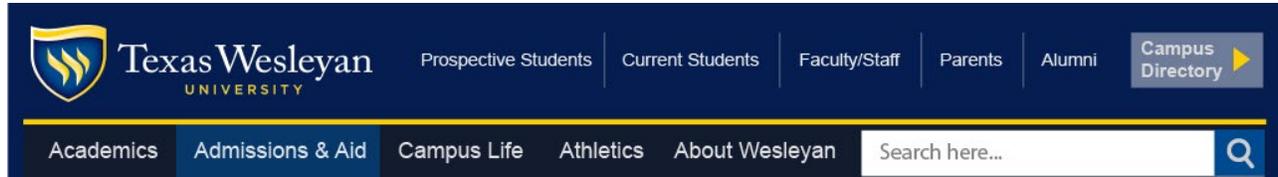
## Logo Size

At all times, the logo should be used at a minimum size to ensure legibility and clear communication on the presentation design. Each medium requires a different standard of size appropriate to the medium but all use should abide by the following universal rules:

- Logos should be sized proportionally to the presentation
- Logos should be legible with type and edges clearly defined
- Logos should be set out from other design elements to provide a clear and uncluttered presentation
- Logo design ratios should not be altered to fit a design
- Additional or changed text cannot be used with the logo

# WEBSITE LOGO USAGE

## Homepage



## Department Page



The width of the logo should no larger than the 35% of the width of the whole website central area. It is also should be no smaller than 30% of the website. Most department website may use the department logo, instead of the university logo. Department logos follow the same usage and variation guidelines set by the main brand identity. Department logos maintain font size in relation to the main icon.

## Email and E-Newsletter Logo Usage



The width of the logo should no larger than the 50% of the width of the whole email or e-newsletter. It is also should be no smaller than 40% of the page.

# WEBSITE LOGO USAGE

Additionally, appropriate white space surrounding the logo must be used at all times. Use of appropriate space maintains the integrity of the logotype. Always be sure to maintain no less than the minimum amount of clear space, shown here, equal to one-third the height of the logo. “Clear space” does not include any textured or patterned background elements that may be present behind the logo.



## Background



This one pixel image should be set as the background pattern and used on the back of the logos when they are used for web and email/e-newsletter.

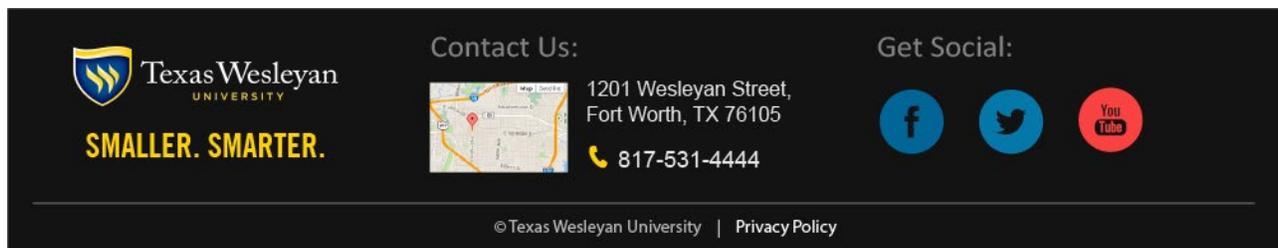
## Tagline Usage

### SMALLER. SMARTER.

The tagline “Smaller. Smarter.” is used on the website footer. Most often presented on the black or dark blue background, the tagline will be in yellow. On a yellow background the tagline will be in blue. The font used is Trade Gothic Condensed No. 20 in all caps and should not be changed. The blue tagline can also be used on the white background on emails and e-newsletters..

The logo links to the site: [txwes.edu/smarter](http://txwes.edu/smarter)

The width of the tagline should no larger than the 30% of the width of the whole website central area. It is also should be no smaller than 25% of the website. The quick links and the contact information should be place in the columns on the right, divided by the white line pillars. The copyright line is on the bottom black bar.

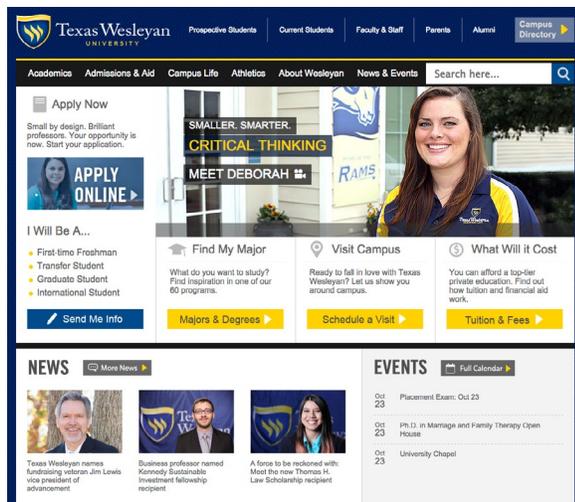


# WEB TEMPLATES

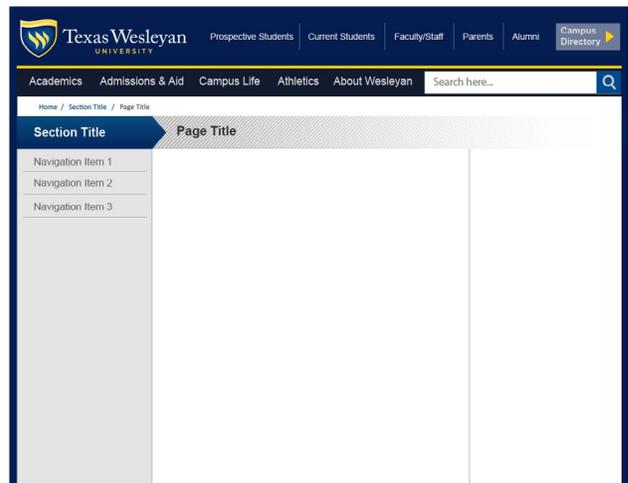
This template should be used for school- and college-level sites linked from the Texas Wesleyan home page, sites that have an institutional scope beyond a single department, and administrative units that serve the entire campus.

Texas Wesleyan units that have been approved to have separate designs must still follow minimum web standards.

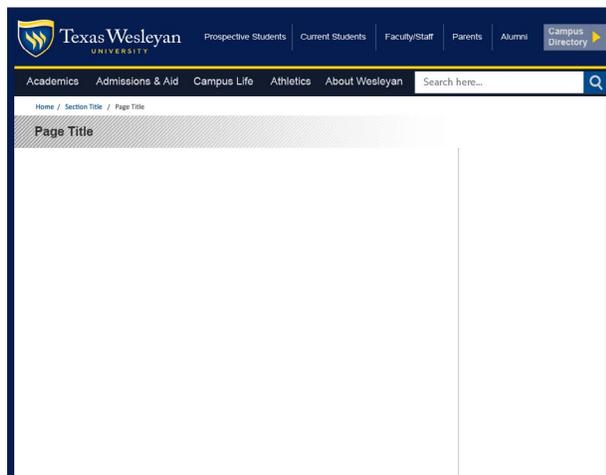
Top Menu, Top Right Photo Rotator  
Sample Page: txwes.edu



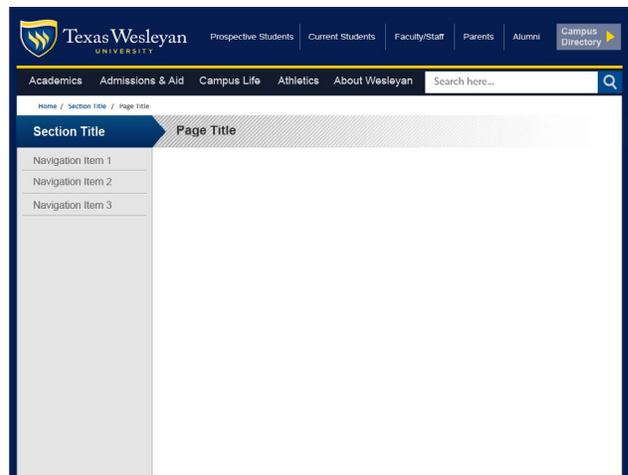
Top Menu, Top Navigation, Left Navigation, Right Sidebar  
Sample Page: txwes.edu/admissions



Top Menu, Left Navigation, Right Sidebar  
Sample Page: txwes.edu/news-and-events

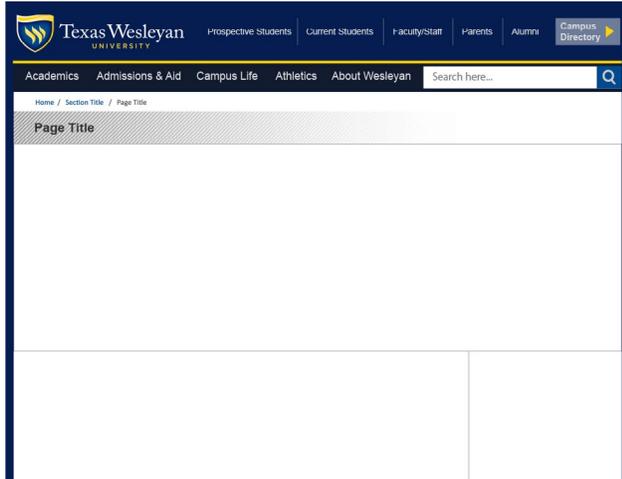


Top Menu, Top Navigation, Left Navigation  
Sample Page: txwes.edu/admissions/when-we-say-smaller

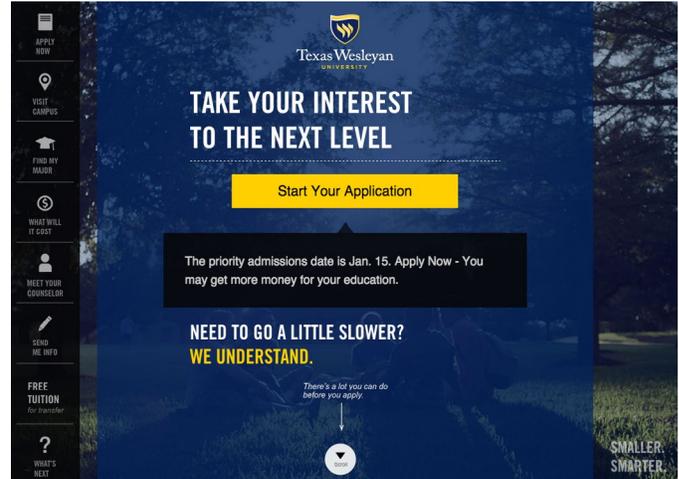


# WEB TEMPLATES

Top Menu, Top Photo Rotator, Right Navigation  
 Sample Page: txwes.edu/brand



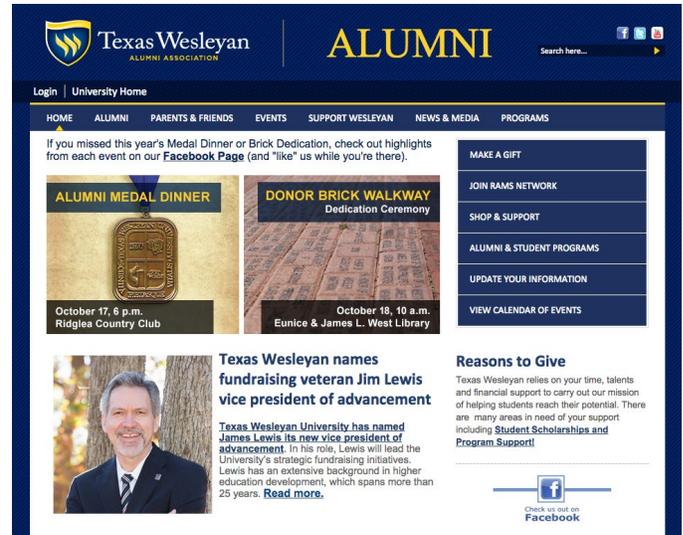
Smaller Smarter Site  
 Sample Page: txwes.edu/smarter



Department Website I  
 Sample Page: ramsports.net/



Department Website II  
 Sample Page: alumni.txwes.edu/



# EMAIL TEMPLATES

Email header:



Email headers should include the University logo on the left side, as shown above. The supporting elements can include the department name below the logo, the overlay blue box and an image. The department name and the logo need to be divided by the pillar as shown below. The entire width of the email is 640px.

Email header option 1 (logo + department name):



Email header option 2 (Alumni Email only):



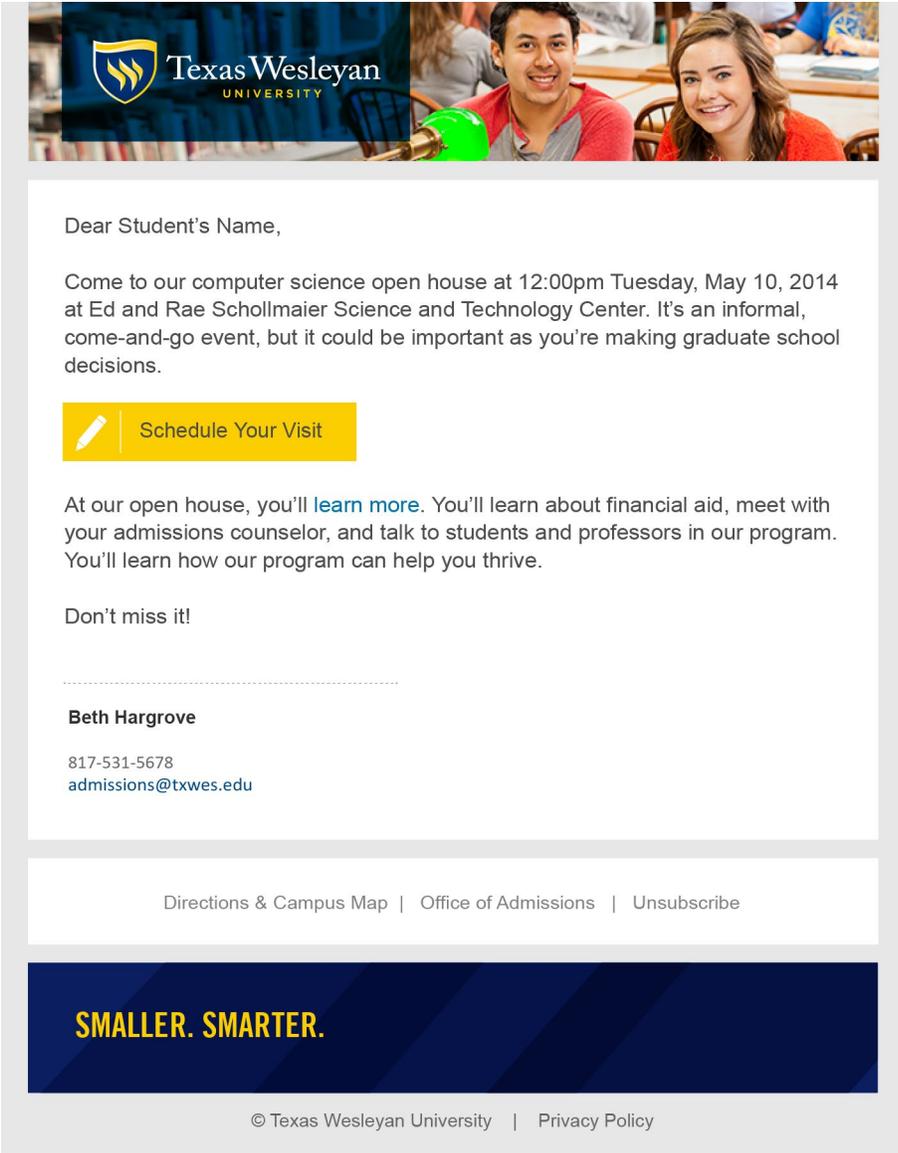
Email footer:



Email footers should include the tagline “Smaller. Smarter.” on the left side and it links to [txwes.edu/smarter](http://txwes.edu/smarter)

# EMAIL TEMPLATES

## Email Template:



The email template features a header image with the Texas Wesleyan University logo and a photo of two students. The main body contains a personalized greeting, event details for a computer science open house on May 10, 2014, and a yellow button labeled 'Schedule Your Visit' with a pencil icon. Below the button is a paragraph about the event, followed by a 'Don't miss it!' section and contact information for Beth Hargrove. A footer bar includes links for 'Directions & Campus Map', 'Office of Admissions', and 'Unsubscribe'. A dark blue banner at the bottom contains the slogan 'SMALLER. SMARTER.' and a copyright notice for Texas Wesleyan University with a link to the 'Privacy Policy'.

 **Texas Wesleyan**  
UNIVERSITY

Dear Student's Name,

Come to our computer science open house at 12:00pm Tuesday, May 10, 2014 at Ed and Rae Schollmaier Science and Technology Center. It's an informal, come-and-go event, but it could be important as you're making graduate school decisions.

 | [Schedule Your Visit](#)

At our open house, you'll [learn more](#). You'll learn about financial aid, meet with your admissions counselor, and talk to students and professors in our program. You'll learn how our program can help you thrive.

Don't miss it!

.....

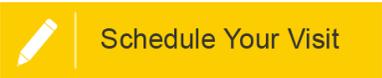
**Beth Hargrove**  
817-531-5678  
[admissions@txwes.edu](mailto:admissions@txwes.edu)

[Directions & Campus Map](#) | [Office of Admissions](#) | [Unsubscribe](#)

**SMALLER. SMARTER.**

© Texas Wesleyan University | [Privacy Policy](#)

## Email Button:



# GRAPHIC STYLE

## Icons:

Icons are widely used on buttons, section headers and other places on the website. The style of the icon should be clean, simple and using the single solid color. The icon should be able to easily deliver the related meaning within a simple flat shape.



## Buttons:



## Banners:

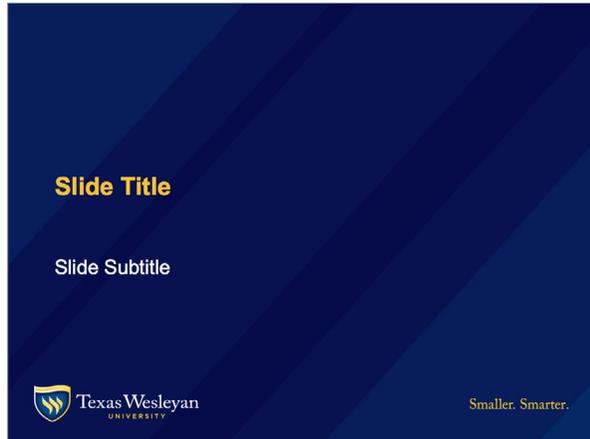
Banners are used on the website to market a highlighted page or event.



# PRESENTATIONS

These templates are available in the Resource Toolbox at [txwes.edu/brand](http://txwes.edu/brand).

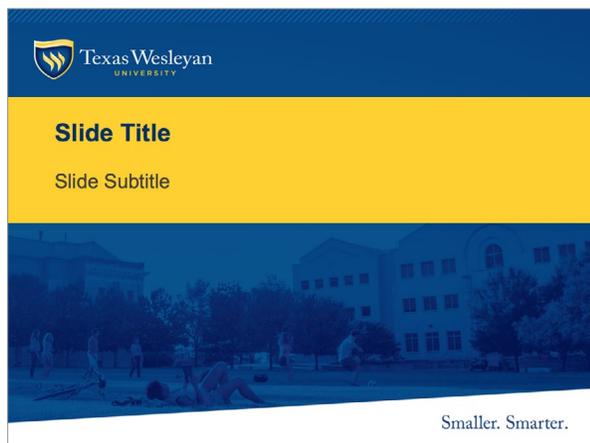
Option 1, Title Page



Option 1, Interior Page



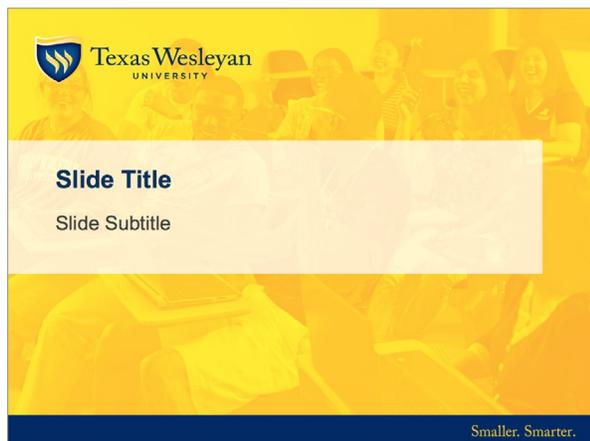
Option 2, Title Page



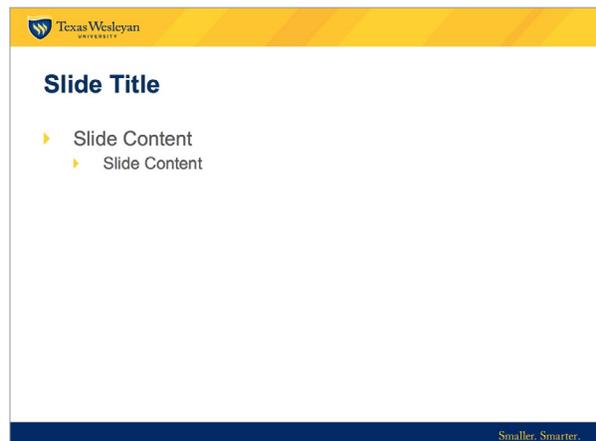
Option 2, Interior Page



Option 3, Title Page



Option 3, Interior Page



# VIDEO STANDARDS

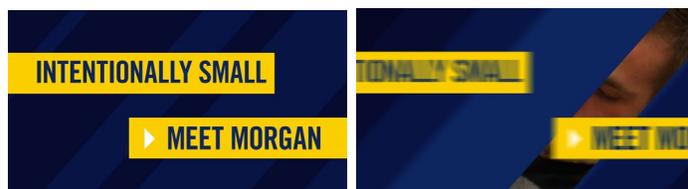
For the production of digital video for the use by Texas Wesleyan University. Videos should be shot with a clear composition that is well lit and balanced. Transitions should be clean

## Title Screen

Font: Trade Gothic Bold Condensed No. 20

Design: Text placed onto yellow bars on standard diagonal background with slow movement

Motion: Screen splits to reveal video content



## Graphics

The lower 3rd graphic will animate in through the diagonal line. It is displayed for 5-7 seconds and utilizes the available clear space on either side of the screen. It can be any brand color that contrast to increase readability.

All graphics should utilize the brand fonts and colors. If any icons are used, they should follow the simple flat design style (page 45).



## Branded Watermarks (Bugs)

The simplified 1 color Texas Wesleyan shield should be present during b-roll at the lower right corner during the content portion of every video.

The shield should be white with an opacity set to 40%, and should be clearly visible.



## End Screen

The end graphic of every video should always be the animation of the Texas Wesleyan shield with “Smaller. Smarter” and the website. The wide diagonal background will animate in to the middle to close the video.



# SOCIAL MEDIA

Social media profiles should always have the Texas Wesleyan logo as the profile picture. The full profile page should follow branding guides with background colors, patterns and themes.

## Facebook



## Twitter



# ATHLETIC BRAND STANDARDS

The Athletic Brand Standards ensure the proper use of all athletic logos for use on printed and visual materials. Adherence to the athletic brand standards will help create and maintain a clearly defined athletics program and identity.

The brand standards include the Texas Wesleyan color specifications, athletic logos, ram logo, athletics logo, Rams logotype and uniform specifications. The specific use for each version is outlined within this guide and allows for flexibility of use on multiple media. It is important to note a hierarchy of primary versus secondary uses for each logo variation and the audience for which the logo will be presented.

Athletics should contact the Office of Marketing & Communications regarding brand standards, acceptable uses and other questions regarding the brand and logos.



## Athletics Logos

The Texas Wesleyan athletic marks were designed to create a consistent brand for University athletics. At the same time there are many variations to choose from so that there should be a design compatible to any application. The preferred logo is the primary mark shown above. Logos that do not contain “Texas Wesleyan” are for use only when the school name or logotype have been previously presented. For example, the “ram” alone design can be used inside a brochure if a logo or words identifying the University have been used on the cover.

All artwork and variations are available in EPS, PDF, JPG, TIFF and PNG formats and are distributed by the Office of Marketing & Communications. Please refer to the Office of Marketing & Communications for any vendor requests. If a specific file type other than the ones listed is needed, contact the

Office of Marketing & Communications. Vector-based formats of the logos are the files that are titled with an “.EPS” extension and are preferred by most commercial printers and publishers. The logotypes are approved for use in marketing and promotional pieces, plotted material and advertising for Texas Wesleyan athletics.

## Website

The Athletics website differs from the main university website. The URL is [ramsports.net](http://ramsports.net) and must be show on all external posters, signs and promotional items. The website is to be type set in the main Athletics font: Copperplate Bold. An example is show below:

**RAMSPORTS.NET**

# OFFICIAL ATHLETIC COLORS

## Primary Colors

For solid print use, the logo should appear in Pantone Matching System® (PMS) colors 116 C (yellow), Pantone 2757 C (dark blue).



Pantone 116 C Yellow  
Pantone 108 U Yellow (When using uncoated paper)  
Web Values R = 254 G = 208 B = 0  
Web Hex # fed000  
Four Color C = 0 M = 16 Y = 100 K = 0



Pantone 2757 C Dark Blue  
Web Values R = 0 G = 36 B = 95  
Web Hex # 002460  
Four Color C = 100 M = 82 Y = 0 K = 45

\*Note: the lighter blue color at the bottom of the athletics banner shield is a 70% screen of Pantone 2757

## Secondary Colors

In addition to the primary colors, the athletic brand utilizes black, white and gray as support colors. If the primary colors are not available, the logos should be printed in all-black. Logotype logos may also be used in all-white on either black or Texas Wesleyan blue backgrounds. Athletic logos are never to be reversed to solid white. For dark color backgrounds, a white or gray border is utilized to differentiate the logo from the background.



Black  
Web Values R = 0 G = 0 B = 0  
Web Hex # 000000  
Four Color C = 0 M = 0 Y = 0 K = 100



White  
Web Values R = 255 G = 255 B = 255  
Web Hex # ffffff  
Four Color C = 0 M = 0 Y = 0 K = 0



20% Gray  
Web Values R = 210 G = 210 B = 210  
Web Hex # d2d2d2  
Four Color C = 0 M = 0 Y = 0 K = 20

# OFFICIAL ATHLETIC FONTS

Typography is an essential and key element of the Athletic Brand Standards. Using the designated typefaces ensures familiarity with the brand.

The main athletics typeface is called Copperplate Bold and is a classic typeface that works well in headlines. The logotype with the shaded appear-

ance has been custom designed and is not available as a typeset font. The shaded font styling is only to be used as a logo treatment and not to be recreated without permission from the Office of Marketing & Communications. There may be cases, such as signage or a special event, where the custom shaded font is desired.

**AA BB Cc Dd Ee Ff**  
**Gg Hh Ii Jj Kk Ll Mm**  
**Nn Oo Pp Qq Rr Ss Tt**  
**Uu Vv Ww Xx Yy Zz**  
**1234567890**

The secondary athletic font is called Liberator and is mainly used on a sports teams apparel. This font is a simple block font displayed in one color with an optional arc of 20%. See page 45 for an example.

**ABCDEF GH12345**

# THE ATHLETIC LOGOS

The athletic marks consist of three main elements: the ram, Texas Wesleyan Athletics logotype and the main banner frame. Each variation is included as separate entities and combinations together to be used appropriately for recognition across multiple mediums.

## Primary Marks

### Full Athletics Shield



### Ram Icon



### Athletics Shield



Secondary Marks

Rams Full Shield



Rams Shield



Athletics Wordmarks



Rams Wordmarks



# ATHLETIC LOGOS USAGE

## Scale

The logo may be sized proportionately but never expanded or condensed (height or width).

## Digital Plotting

The EPS version of the logo should be used in digital format printing if it is a color piece. (JPG logo file used for images displayed on monitors or projections such as E-Newsletters, Powerpoint, web, etc.)

## Signage

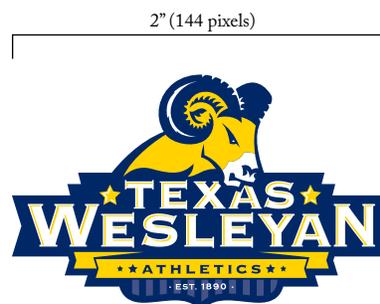
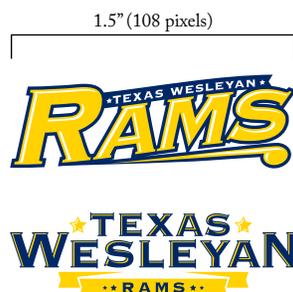
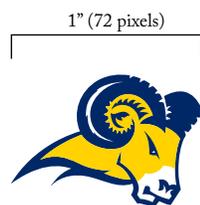
If athletics logos are to be used on signage of any sort, please use a vector file (.EPS or .PDF) to maintain the clarity of the logo.

## Watermarks & Embossing

When used as a watermark or emboss, the logo should be used with all the elements as one solid color. For a photo watermark, the logo is to be one color and set to a visible transparency no less than 20% opacity. In most cases, the one color, black or white logo is to be used for producing the watermark or emboss. Embossing will require paper and other processes to be defined. Confirm with the printer or manufacturer all details.

## Minimum Sizes

To protect legibility of the name typography and impact of the logo, each athletic logo style has a minimum size.



## Clear Space

Appropriate clear space surrounding the logo must be used at all times. Use of appropriate space maintains the integrity of the logo. This clear space isolates the logo from distracting graphic elements giving the logo the prominence and impact it deserves. Always be sure to maintain no less than the minimum amount of clear space, shown here, equal to one-third the height of the logo. The registered TM symbol is included as part of the logo.

“Clear space” does not include any textured or patterned background elements that may be present behind the logo. Care must be given when using background textures, patterns or photos to insure there is enough contrast between the logo and the background color.

Clear space applies to ALL versions of the athletic logos.



## CORRECT Examples of Use:



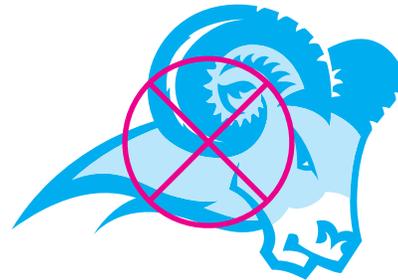
## INCORRECT Examples of Use:

Do not adjust the positioning of the descriptor in relationship to the icon or tagline. Incorrect examples of use apply to ALL logo variations.

Do not increase the size of the icon or descriptor in relation to each other.



Do not change the colors within the logo.



Do not stretch or skew horizontally or vertically.



# LOGO COLOR VARIATIONS

Each athletic logo has variations for full color, one color, grayscale and one solid color use. Solid color logos are to be used solely for applications where the logo must be used as one solid color only. Applications include, but are not limited to, one-color embroidery, vinyl signage or special processes such as die-cutting. Solid color logos must be approved by the Office of Marketing & Communications for use to ensure they are correctly used.

Whether used on Texas Wesleyan blue or black background, the athletic logos are not to be reversed to white, with the exception of logotype marks. In the case of the ram or banner shield logos, a 10% black/gray outline should be used.



# Texas Wesleyan Ram, on light and dark backgrounds

Full Color



One Color (Shaded areas are a 20% screen)



Grayscale (Shaded areas are a 20% screen)



One Color Solid Use



# Texas Wesleyan Athletics Shield, on light and dark backgrounds

Full Color



One Color (Light shaded areas are a 20% screen, 70% screen in lower banner area)



Grayscale (Light shaded areas are a 20% screen, 70% screen in lower banner area)



One Color Solid Use



# Texas Wesleyan Athletics Full Shield, on light and dark backgrounds

Full Color



One Color (Light shaded areas are a 20% screen, 70% screen in lower banner area)



Grayscale (Light shaded areas are a 20% screen, 70% screen in lower banner area)



One Color Solid Use



# Texas Wesleyan Rams Shield, on light and dark backgrounds

Full Color



One Color (Light shaded areas are a 20% screen, 70% screen in lower banner area)



Grayscale (Light shaded areas are a 20% screen, 70% screen in lower banner area)



One Color Solid Use



# Texas Wesleyan Rams Full Shield, on light and dark backgrounds

Full Color



One Color (Light shaded areas are a 20% screen, 70% screen in lower banner area)



Grayscale (Light shaded areas are a 20% screen, 70% screen in lower banner area)



One Color Solid Use



Texas Wesleyan Athletics Wordmark, on light and dark backgrounds

Full Color



One Color (Shaded areas are a 20% screen)



Grayscale (Shaded areas are a 20% screen)



One Color Solid Use



Texas Wesleyan Athletics Wordmark for All Sports

Baseball Tees

Basketball Tees



# Texas Wesleyan Athletics Wordmark for All Sports

Cross Country Tees

Golf Tees



# Texas Wesleyan Athletics Wordmark for All Sports

Lady Rams Tees

Soccer Tees



# Texas Wesleyan Athletics Wordmark for All Sports

Softball Tees

Table Tennis Tees



# Texas Wesleyan Athletics Wordmark for All Sports

Track & Field Tees

Volleyball Tees



# Texas Wesleyan Rams Wordmark

Full Color



Full Color



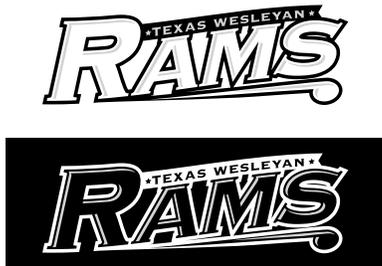
One Color (Shaded areas are a 20% screen)



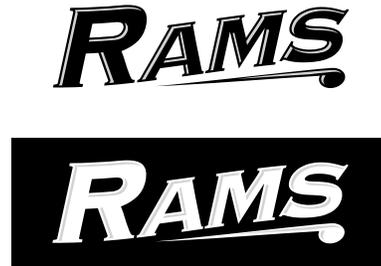
One Color (Shaded areas are a 20% screen)



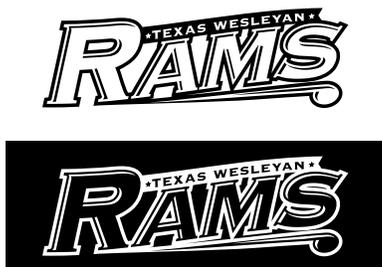
Grayscale (Shaded areas are a 20% screen)



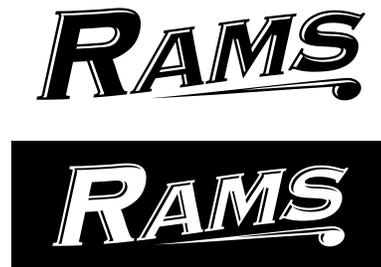
Grayscale (Shaded areas are a 20% screen)



One Color Solid Use



One Color Solid Use



# UNIFORM EXAMPLE

Using the athletic brand standards, the multiple logo variations for uniform and merchandising design options are limitless. Here are some basic guidelines to follow:

To ensure brand recognition, use the Ram icon in conjunction with a wordmark which spells out the school name: Texas Wesleyan. Until the Ram gains brand recognition, it is important to have the full name on apparel and uniforms.

Keep the design simple with multiple areas for logos and icons. The main focus of the overall design should be focused on a main icon, with unique placement of logos.

Bigger is not always better. Simple and elegant uses of the logos will have greater impact and appeal to a broader audience than a collage of huge logos.



# Contact

For internal and external communication/marketing information about any of the subjects described in this guide, please contact the following representatives:

## John Veilleux

Vice President for Marketing & Communications

Phone: 817-531-4269

Email: [jveilleux@txwes.edu](mailto:jveilleux@txwes.edu)

## Darren White

Director of Marketing & Communications

Phone: 817-531-5808

Email: [dwhite@txwes.edu](mailto:dwhite@txwes.edu)

For brand approval & usage please contact:

## Shelly Jackman

Art Director

Phone: 817-531-5816

Email: [sejackman@txwes.edu](mailto:sejackman@txwes.edu)