Visual Identity Style Guide

Use this guide to ensure clarity of the Willamette University signature and consistency in visual style for all university communications.
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Contact
Questions regarding these guidelines should be directed to:
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Overview

Willamette University has a strong current and historical reputation of excellence in its programs and services, and an ever-growing community of people who are loyal to the university’s mission.

To reinforce our quality and reputation with the public — and to expand awareness of all the great things that we do — we must present the university in professional and consistent ways that will help all our audiences understand our contributions. Consistency also helps distinguish Willamette from its higher education competitors.

This guide will help you to understand and use Willamette’s visual style as you create projects such as websites, publications, marketing programs and digital communications.

Implementation

Willamette is an exceptional place, but the way we present our university can sometimes be varied and confusing to our audiences. That’s why it’s important for everyone who is communicating about Willamette to learn and use our visual identity.

The Visual Identity Program was developed by University Communications and Web Development in collaboration with the Visual Identity Working Group — representatives appointed by each dean and vice president.

Consistent use of these guidelines will make all of our communications look professional and reinforce Willamette’s excellence to the public.

Elements

Our team of design professionals has put together specific artwork, colors and typefaces that reflect the high quality of Willamette while communicating its distinctive identity.

These elements give our communications a coherent appearance that is immediately identifiable as Willamette. They include:

- University Signature (logo): The signature must be prominent on all university print, web and electronic communications. Do not create, augment this element — this helps your communication look professional and makes it recognizable to audiences as a Willamette project.
- Color palette: Whenever possible, use the official university colors: cardinal and gold. This reinforces that the communication is about Willamette, and also keeps it from being confused with other organizations or our competitors.
- Typography: We recommend specific fonts that are clean, readable and work in a variety of settings. Using these fonts will make your communication consistent with others from Willamette.

All logos and marks are reserved for official use by faculty or staff and may not be used to promote non-university activities or imply endorsement. Official university communications include, but are not limited to, print and digital communications, websites, merchandise, displays, promotional videos, advertising, business forms, signage, vehicles and uniforms.

Questions?

Contact Marketing Communications at 503-370-6667.
**Official University Signature**

The signature is available with the compass on the left (preferred) or in the center and may appear in full color, cardinal, black or reversed in white on dark or varying backgrounds.

College, department, unit or other distinctions must be developed by University Communications.

- Use the signature in a prominent position on all print, web and electronic communications.
- Don’t create, recreate or alter any elements.
- The proportion of the signature should remain unaltered.
- The signature must be clearly legible at all times.

These signature options may be downloaded from the University Communications website. (willamette.edu/dept/comm/graphic/logos/professionals/index.html)
Obsolete Identifying Elements

Only the current official university signature may identify the university. No other marks, graphics or phrases may replace or compete with the signature. Do not use the obsolete signature or any part of it (including the 20-bar cartographic border compass or the phrase “The First University in the West”) for identification purposes.
Scaling

To ensure legibility in print, the preferred left compass signature should not be used any smaller than 1" wide, and the centered compass signature should not be used any smaller than 2" wide. There may be additional sizing limitations based on other reproduction methods. Never use the mark in a way that the type becomes illegible.

Always scale the signature proportionally. Distortion in any way is unacceptable.

Clear Space

Always allow clear space around the signature that is free of other elements. When using the preferred signature, the clear space should be equal to the height of the words “Willamette University,” illustrated as X in the figure shown at right. When using the centered compass signature, the clear space should be equal to the diameter of the compass, illustrated as Y in the figure shown at the bottom right.
Backgrounds

The signature may only be used over a photograph if there is sufficient contrast between it and the image and if the color in the area of the signature is relatively continuous. It must be clear, legible and prominent in each instance.
College, Unit or Department Distinction

The college unit distinction pairs the name of a college with the signature. Approved college, unit or department distinctions can be used for either print communications or merchandise (this does not include business cards).

The university’s primary academic units and some administrative units and academic programs have approved versions of the official university signature. In these authorized configurations, the name of the unit appears in either the space below or to the right of the university signature. Approved college, unit or department distinctions can be used for electronic or print communications.

College, unit and department distinctions follow the same guidelines and usage as the official university signature.

No college, unit, department, program or university entity may create its own logo or alter official university marks. Please contact University Communications for further options in identification.

These signature options may be downloaded from the University Communications website. (willamette.edu/dept/comm/graphic/logos/professionals/index.html)
Social Media Graphics

Avatars
In the small space allowed for social media avatars, the use of cardinal and gold are of highest importance to communicate our visual identity and spirit.

General university avatars

Special Events
Facebook cover photos and other larger graphics can be created to support long or short-term special event sites. Please contact University Communications for further options.

College of Law
Atkinson Graduate School of Management

LAW

MBA
Other Identifying Elements

Compass

The graphic element that is based on a compass and suggests the university's mission of helping individuals determine their direction in life while reinforcing our location in the Pacific Northwest. This element may be used as complementary artwork or a design element in digital and print communications, but is not to appear in lieu of the university signature.

Shield

The university's circular graphic element is only for use on merchandise where use of the university signature is not feasible.

Seal

Use of this mark is restricted to communications closely related to the Office of the President. It is used on diplomas, certificates and other official documents.

Athletics

The Bearcats script, Bearcat head, Bearcat team marks, and other team specific artwork are used to designate NCAA Division III athletic team sports and to communicate school spirit.

Contact Sports Information about use of these marks.
(willamette.edu/athletics/sports_information)
Bearcat Paw
The graphic element that has previously been used primarily in athletic uniforms and apparel, is now available for general use as a spirit mark for academics, athletics, intramurals, etc.

Hallie Ford Museum of Art
Use of this mark is restricted to applications directly associated with the Hallie Ford Museum of Art, its products, programs and services.

Theatre
Use of this mark is restricted to applications directly associated with productions and communications from the Theatre department.

Zena Forest
Use of this mark is restricted to applications directly associated with Zena Forest, its products, programs and services.
Color Palette

Cardinal and gold are the university’s official colors and constitute our primary color palette. These colors should be prominent in all university communications. The secondary color palette provides colors to be used as accents to the primary color palette. Avoid using color combinations that directly or indirectly represent competitor or regional higher educational institutions.

### Primary

- **Cardinal**
  - Pantone 201
  - Pantone Metallic 10354
  - RGB: 121/23/22
  - Hex: #791716

- **Gold**
  - Pantone 465
  - RGB: 188/55/98
  - Hex: #bc9b62

### Secondary

- **Pantone 326**
  - c86 m0 y67 k0
  - RGB: 0/175/171
  - Hex: #00afab

- **Pantone 7625**
  - c3 m84 y81 k0
  - RGB: 132/80/62
  - Hex: #e8503e

- **Pantone 5825**
  - c86 m0 y41 k0
  - RGB: 121/23/22
  - Hex: #791716

- **Pantone 7549**
  - c0 m31 y100 k0
  - RGB: 255/183/0
  - Hex: #ff7f00

- **Pantone 7686**
  - c98 m77 y14 k2
  - RGB: 25/79/144
  - Hex: #194f90

- **Pantone 4625**
  - c44 m73 y80 k59
  - RGB: 81/44/30
  - Hex: #512c1e
Typography

Avenir

Avenir is a clean, readable modern typeface that works in both text and display settings. It is available in a wide range of weights, as shown below. Use of Avenir allows Willamette University to maintain a consistent look throughout our communications. Avenir is preferred for headlines, text and address blocks and other informational settings.

If Avenir is not available, use Arial.

Avenir 35 Light
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Avenir 45 Book
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Avenir 55 Roman
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Avenir 65 Medium
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Avenir 85 Heavy
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Avenir 95 Black
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Avenir 35 Light Oblique
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Avenir 45 Book Oblique
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Avenir 55 Roman Oblique
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Avenir 65 Medium Oblique
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Avenir 85 Heavy Oblique
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Avenir 95 Black Oblique
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789
Adobe Garamond

Adobe Garamond is a traditional serif typeface that works in both text and display settings. It is available in a range of weights, as shown below. Use of Adobe Garamond allows Willamette University to maintain a consistent look throughout our communications. Adobe Garamond is preferred as body copy and headings to complement the Avenir typeface.

If Adobe Garamond is not available, use Times New Roman.

Adobe Garamond Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Adobe Garamond Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Adobe Garamond Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Adobe Garamond Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Adobe Garamond Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Adobe Garamond Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Restricted Use Typeface

Copperplate is the official typeface of the university’s word mark and is reserved only for this use. Do not use Copperplate or similar typefaces.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789
Photography

Overview

Photography is an important aspect of promoting the university and its programs and services through faculty and students in print and digital communications. Marketing Communications provides images for the university’s most significant communications.

Priority is given to communications involving recruitment, fundraising, university-wide information, media and public relations. Freelance or student photographers are available if the Visual Media Manager is unavailable or photography is needed for documentary purposes.

Frank Miller
Visual Media Manager
503-370-6146
fmiller@willamette.edu

Athletics

All intercollegiate sports action photography is managed by the Department of Athletics. Contact Sports Information for more information.

willamette.edu/athletics/sports_information/
Visual Identity Resources

Planning
Russell Yost, 503-370-6280

Print Design
Melissa Kreutz-Gallardo, 503-370-6777

University Identity Standards
Mike Wright, 503-370-6885

Academic Design, Large-format Printing and Wayfinding
Chris Gramlich, 503-370-6653

Depending on the project’s scope and audience, University Communications or WITS Graphic Design Services may assist with your print needs. In general, WITS assists when projects have an internal audience, and Marketing Communications handles significant externally-facing projects. Learn more at:
willamette.edu/wits/production/
witamette.edu/dept/comm/

Print Services
Jennifer Mathany, 503-370-6717
Print, mail, order business cards or letterhead.
willamette.edu/dept/print_design/

Web Development
Brian Hoyt, 503-370-6864
willamette.edu/dept/webdev/

Athletics
Robert McKinney, 503-370-6110
willamette.edu/athletics/sports_information/

Apparel and Merchandise
Mike Wright, 503-370-6885
willamette.edu/dept/bookstore/staff/

Student organizations must complete an imprint request before apparel and merchandise is ordered.
(willamette.edu/committees/cmrr/pdf/irf.pdf)