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The color palette in this manual is for reference only. For color accuracy, use the PANTONE® color system. PANTONE® is the property of Pantone, Inc.

Use of Wichita State University’s logos and symbols is covered under university policy 20.11 in the Policies and Procedures Manual.

Reproduction of any logos or symbols is prohibited without the approval of Wichita State University. For licensing information, please contact the Licensing Resource Group, Inc. at (616) 395-0676.

For questions about this manual, please visit wichita.edu/visualstandards or contact University Relations at (316) 978-3045.

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Introduction

Wichita State University’s brand identity is built on consistency -- consistent quality in our teaching and research, consistent relationships with the community we serve and consistent use of words and images. These visual identity standards are intended to help us all achieve consistency in our communication.

The standards provide us with a single logo, introduced in 2009, that unifies our various colleges, departments and organizations. Like its predecessors, the logo incorporates wheat as a symbol representing our place and our history. Harking back to our earliest days when students shocked wheat as a means of financial support, the wheat symbol continues to represent the hard work and commitment to quality that WSU is known for as an innovative leader in higher education.

Many people helped make these standards a reality. From faculty and staff to students and alumni to community members -- all shared a common goal of making WSU’s communication more efficient and effective. Today, your ongoing assistance is needed to make this goal a reality. I ask that you carefully review these standards and see that they are implemented in your department or organization.

Thank you for your ongoing efforts in making Wichita State University a powerful brand, one built on a shared commitment to consistency in everything we do.

Barth Hague
Associate Vice President for University Relations
and Chief Marketing Officer
Visual Identity Standards Policy

The WSU Visual Identity Standards Manual details specific instructions and guidelines for the consistent use and implementation of the visual elements of the WSU Visual Identity Standards, as they relate to all forms of university communication. Adhering to these standards creates and enforces the awareness and image of Wichita State University. Well maintained visual brands are vital in creating the right impressions. By complying with these standards, Wichita State will be able to visually present a common front.

The following rules and guidelines have been developed with extensive advice and consultation from numerous departments, administration, staff, designers, students, faculty and alumni. The president and other senior administrators have approved the visual identity standards as a crucial step in advancing Wichita State’s brand image.

In an effort to develop a strong, highly recognizable and effective visual identity, and to do so through consistent application of visual standards over time, the only approved marks, logos, logotypes, seals and symbols are the ones described in this manual. No other versions of the approved visual standards elements may be used instead of or as replacements for these official WSU Visual Identity Standards elements.

Separate identifying marks, symbols and logos for WSU entities (colleges, departments, divisions, centers, etc.) are not permitted under this visual identity program. Previous logos are to be retired and replaced with new “naming units” as described on ppg. 17-18. New logos, marks and symbols may not be introduced. The only exception to this policy is for sanctioned student organizations, which may choose a separate identity or an official WSU naming unit.

The most recent version of this document can be found at: www.wichita.edu/visualstandards

To access visual identity artwork downloads (signatures, logo), order naming unit typeart and find further information about WSU Visual Identity Standards, please visit

www.wichita.edu/visualstandards
Signature Elements

**WSU Logo:** This three-letter acronym is the abbreviation adopted generations ago for Wichita State University. It is crowned by a stalk of wheat, which refers to the university’s heritage as Wheatshockers and to WuShock, the university’s mascot. Origins of this association date back more than a century to a time when students took on summer jobs harvesting and stacking shocks of wheat in the fields surrounding the campus. Crafted in the school’s traditional colors of black with an outline of yellow, the logo embodies the bold forward motion of Wichita State.

**Divider Bar:** This graphic device serves both to visually separate and create linkage between the logo and the logotype. The divider bar is designed to vary in length only when the signature is expanded to include secondary and tertiary information such as college names and departments.

**WSU Logotype:** The name of the university is designed to project a contemporary forward-thinking appearance while at the same time maintaining a classical aesthetic. Because it is a modified variation on the font Klavika, it cannot be reproduced by simply resetting. Always use the complete signature in digital form as provided by the university.

The signature is the physical combination of the WSU logo, the WSU logotype and the dotted line that serves as the connecting unit between the two. This combination of elements is referred to as a lock-up, as it literally locks these components together. They are placed in a specific scale and relationship to each other that prevents the independent altering of elements.

The primary signature is horizontal in orientation and is the preferred configuration. There is a centered vertical configuration of the signature that should be used only when limited space requires it.
Identity System: **WSU Signature**

**Horizontal Lock-up**
The preferred use whenever possible for the WSU signature is the horizontal lock-up. The individual parts of the signature should not be separated, and the typography should not be reset, as it was customized for this logotype. Never try to approximate or re-create these designs. Adherence to first-generation art assures consistency and ensures the long-term success of the signature.

**Clear Space Requirements**
Clear space must be provided between the signature and other graphic elements. The clear space requirements delineated here must be observed except in rare, pre-approved exceptions. These are the minimum requirements.

Give the signature room to stand out by allowing a clear space around it. The clear space should be equal to one half of the signature height.

**Minimum Signature Size**
The minimum size of the WSU signature should not be less than 1/4 inch in height for print usage. This measurement is taken from the top edge of the separator dot to the bottom edge of the “S” in the logo.

**Minimum Signature Size for Web**
For Web use, the minimum size of the WSU signature should not be less than 90 pixels in height (with clear space requirement included).
**Vertical Lock-up**
Use the preferred, horizontal signature lock-up whenever possible. When space is limited or if other layout variants create challenges for the horizontal lock-up, the vertical lock-up of the signature may be used. The individual parts of the signature should not be separated, and the typography should not be reset, as it was customized for this signature. Never try to approximate or re-create these designs. Adherence to first-generation art assures consistency and ensures the long-term success of the signature.

**Clear Space Requirements**
Clear space must be provided between the signature and other graphic elements. The clear space requirements delineated here must be observed except in rare, pre-approved exceptions. These are the minimum requirements.

**Minimum Signature Size**
The minimum size of the WSU signature should not be less than 7/16 inch in height for print usage. This measurement is taken from the top edge of the wheat to the bottom edge of the word “university” in the logotype.

**Minimum Signature Size for Web**
For Web use, the minimum size of the WSU signature should not be less than 153 pixels in height (with clear space requirement included).
**Identity System: WSU Logo by itself**

On certain specialty items (pens, ball caps, water bottles, etc.) the WSU logo may be reproduced without the entire signature lock-up and may be printed with the logo only. This applies only to specialty items whose size or space situations create an advantage for using the logo only.

Reproductions of the WSU logo on university communications such as printed material (brochures, notecards, postcards, fliers, etc.) must use either the preferred horizontal signature or the vertical signature (if horizontal signature is not conducive to space allocations). This also applies to Web, broadcast and fleet graphics applications.

As with the horizontal and vertical signature lock-ups, never try to approximate or re-create this design. Adherence to first-generation art assures consistency and ensures the long-term success of the logo.

---

**Clear Space Requirements**

Clear space must be provided between the logo and other graphic elements. The clear space requirements delineated here must be observed except in rare, pre-approved exceptions. These are the minimum requirements.

Give the logo room to stand out by allowing a clear space around it. The clear space should be equal to one quarter of the logo height.

---

**Minimum Logo Size**

The minimum size of the WSU logo should not be less than 1/4 inch in height for print usage. This measurement is taken from the top edge of wheat to the bottom edge of the “S” in the logo.

---

**Minimum Signature Size for Web**

For Web use, the minimum size of the WSU logo not locked up in signature format should not be less than 54 pixels in height (with clear space requirement included).
WSU Signature Color Standards

Color consistency is a very important aspect of maintaining a strong identity for WSU. Color consistency with the signature will help to build recognition of the WSU signature as well as convey a sense of organization, unity and professionalism.

To maintain color consistency between different types of materials, such as an uncoated paper and a coated paper for brochure printing, two different yellow colors have to be specified to make the yellows appear to be the same, visually. This is a common occurrence and solution when there is a substantial difference between the coated and uncoated versions of a color.

Two-Color WSU Signature

The preferred signature version is two colors (either Pantone® 116c and black for coated applications, or Pantone® 109u and black for uncoated applications). This gives another opportunity for use of the school colors and allows reinforcement of the signature in its most pure form. The signature should be used when possible on a white or very light background color. When other background colors must be used, please refer to the color background guidelines in the section “Use of WSU Signature on Colored Backgrounds.”

When the signature must be used with a photographic background, look for opportunities to build a graphic element into the design such as a white band or white section (but not an enclosure for the signature) that covers the photograph in the place where the signature is to appear. Another option when integrating the signature into photography is to use an area of transparency in the photo where the photo fades to white or an extremely light color where the signature is to be applied, giving it less visual interference from the background image. This also works well with the one-color signature.

The concept to work toward is building a “free space,” or a space that is free of background image that could adversely compete with the signature. The goal of the composition should be to provide the signature with a background that does not compete with it.

One-Color WSU Signature

When the WSU signature must be used in one color, the preferred color is black. The logo outline that is normally yellow is deleted. A slight adjustment in spacing is also made to accommodate this, so approved art should be used. Creating this art from the two-color version is prohibited, as subjectivity in placement allows for inconsistency. Working with the one-color signature in situations where it needs to be “reversed” to white is dealt with in the section “Use of WSU Signature on Colored Backgrounds.”
Photographic Backgrounds with Signature Placement
For advertising and collateral material photography can be a compelling background for the WSU signature. Make sure the placement of the signature is in a light or dark zone of the photo to create optimal contrast.

Avoid placing the signature against photography that will clash or cause the signature to vibrate visually. Never place the signature on an area that is visually busy or patterned. Look for a signature placement area that is relatively open and lacks contrasting detail.
Use of WSU Signature on Colored Backgrounds

The following standards are special exceptions for the use of the WSU signature when applied to various colored backgrounds. These applications may commonly occur on collateral material or merchandise.

These applications will often be determined based on the number of colors available for reproduction. In the examples on this page the color of the background that the signature is applied to is already determined and each color in the signature itself is used to determine the number of colors in the solution.

Because the WSU colors are black and yellow, these two background colors will be used often. Being the same color(s) as the signature presents special challenges that are exceptions to the rules. Note that the rules vary slightly when applied to other colored backgrounds.

**BLACK BACKGROUND, 1/C SIGNATURE**

When applying the signature, these options are preferred for one-color applications.

- **Option 1.** All white and the traditional yellow outline is deleted.
- **Option 2.** All yellow and the traditional yellow outline is deleted.

**BLACK BACKGROUND, 2/C SIGNATURE**

When applying the signature, these options are preferred for two-color applications.

- **Option 1.** Use logo in white with outline deleted. The vertical dotted line and logotype are created in yellow.
- **Option 2.** Use logo in yellow with outline deleted. The vertical dotted line and logotype are created in white.
- **Option 3.** Use logo outline in yellow and leave central logo in black. The vertical dotted line and logotype are created in white.

**YELLOW BACKGROUND, 1/C SIGNATURE**

When applying the signature, this option is preferred for a one-color application.

- **Option 1.** Use all black logo, dotted line and logotype, and the traditional yellow outline is deleted from the logo.

**YELLOW BACKGROUND, 2/C SIGNATURE**

When applying the signature, this option is preferred for a two-color application.

- **Option 1.** Use logo in black with a white outline. The vertical dotted line and logotype are created in black.

Alternate colored backgrounds might be used on collateral materials or merchandise or apparel. It is important to use a logo/signature that will offer appropriate contrast against the color in question. Light colors show up best on dark backgrounds and dark colors show up best on light-colored backgrounds.

(More on next page)
Use of WSU Signature on Colored Backgrounds (continued)
Determine whether the background color is light, dark or medium.
To do this, a contrast scale is provided for assistance.

DARK BACKGROUND, 1/C SIGNATURE
When applying the signature these options are preferred for one-color applications.
Option 1. All white and the traditional yellow outline is deleted.
Option 2. All yellow and the traditional yellow outline is deleted.

DARK BACKGROUND, 2/C SIGNATURE
When applying the signature these options are preferred for two-color applications.
Option 1. Use logo in white with outline deleted. The vertical dotted line and logotype are created in yellow.
Option 2. Use logo in yellow with outline deleted. The vertical dotted line and logotype are created in white.
Option 3. Use black logo with yellow outline. The vertical dotted line and logotype are created in white.

LIGHT BACKGROUND, 1/C SIGNATURE
When applying the signature this option is preferred for a one-color application.
Option 1. All black logo, dotted line and logotype, and the traditional yellow outline is deleted.

LIGHT BACKGROUND, 2/C SIGNATURE
When applying the signature this option is preferred for a two-color application.
Option 1. Use logo in black with yellow outline. The vertical dotted line and logotype are created in black.

TONE ON TONE, 1/C SIGNATURE
On garments using embroidery, there will be times when a tone-on-tone solution is acceptable. This is a subtle way of applying the signature that gives the impression of a blind emboss. This effect is achieved by selecting a color that is identical to the background or making it one step lighter or darker. Use the one-color version of art without the outline.

Determining: Signature Color

- **on a background between 0% (white) to 50% on a gray scale, signature should be black**
- **on a background between 50% to 100% on a gray scale, signature should be white or yellow**
Unacceptable Usage

It is highly important for maintaining a successful brand that the WSU logo and its signatures be handled correctly when displayed in any form. The examples on this page and the following illustrate unacceptable uses.

- Do not vertically rotate the logo, logotype or signatures.

- Do not combine any other WSU logo entities with the WSU logo, logotype or signatures.
  (Only exception is traditional WuShock for Athletics, but refer to the Athletics Dept. for that standard)

- Do not overlap or overprint any element or logo entity with the logo, logotype or signatures.
Unacceptable Usage
It is highly important for maintaining a successful brand that the WSU logo and its signatures be handled correctly when displayed in any form. The examples on this page and the following illustrate unacceptable uses.

- Do not distort or stretch any part of the logo, logotype or signatures.
- Do not reconfigure, resize or recolor any parts of the logo, logotype or signatures.
- Do not apply special effects to or build patterns from the logo, logotype.
- Do not apply an outline or enclose the logo, logotype or signatures.
Signatures showing Primary, Secondary and Tertiary Naming Units
An orderly system of hierarchy has been developed to accommodate the handling of department names in conjunction with the WSU signature. The examples on this and the following page illustrate proper arrangement within this hierarchical system as it applies to the order of organizational structure for entities within the university.

Primary Signature
The words “Wichita State University” always occupy the primary placement in the signature. There are no exceptions to this rule. This is a customized piece of art and should not be reset or rebuilt but rather sourced from provided art files.

Secondary Signature
In this example, “College of Engineering” occupies the secondary naming unit placement. This is reserved for the WSU college names/entities in situations such as correspondence, etc.

Tertiary Naming Unit
In this example, the name of the department occupies the third tier of hierarchy, referred to as the tertiary level.

To request a download of pre-approved typeset naming units, please visit www.wichita.edu/visualstandards. The naming units should always originate with pre-approved art and never be re-created or approximated in any way, due to typographic standards that have been established specifically for this purpose.
Signatures showing Primary, Secondary and Tertiary Naming Units (continued)
The examples on this page illustrate various university entities and how they properly fit into the visual identity standards system for naming unit hierarchy.

The naming units help define the order and affiliation with the university with connections such as departments belonging to their specific colleges, etc.
Signatures showing Primary, Secondary and Tertiary Naming Units
An orderly system of hierarchy has been developed to accommodate the handling of department names in conjunction with the WSU signature. The examples on this and the following page illustrate proper arrangement within this hierarchical system as it applies to the order of organizational structure for entities within the university.

Department of Intercollegiate Athletics Contact Info:
Use of any WSU Athletics logo without permission is strictly prohibited. To obtain permission and correct usage standards, please contact the Department of Intercollegiate Athletics.

phone: (316) 978-3264 | or marketing@goshockers.com
Identity System: The Wichita State University Seal

The Wichita State University Seal
The university seal is reserved for special applications of an official, special and solemn nature.

Requests for use of the seal should be directed to the vice president and general counsel.

Contact (316) 978-6791

The seal should be printed only in one-color to avoid reproduction issues with four-color process printing that could occur with some of the detailed line work. Embossing or foil stamping must be approved.

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The Wichita State University Seal
Typography

The typography of the WSU Visual Identity Standards system is composed of three core fonts. These fonts are Klavika, Bodoni and Adobe Garamond, and several specific family-member variants, which are detailed below.

The logotype component of the WSU signature was originally set in the typeface Klavika Regular Caps and then modified to the current, more customized appearance. For this reason, art files are provided for this component and it should not be reset or rebuilt in any circumstance.

Klavika’s relationship to the WSU logotype and the depth of this font family make it a good choice for use in university communications and collateral materials. Typesetting in Klavika Regular, upper and lower caps is prohibited to preserve a degree of visual separation and uniqueness for the WSU logotype. The rest of the Klavika font family and its variants, however, are ideal to use for many purposes. Listed below are the versions of Klavika that may be used in the WSU Visual Identity Standards system.

The Klavika Font Family is under license by WSU. For a copy of the fonts, contact University Relations.

**Klavika Bold Caps**

ABCDEFGHJKLMNPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 $%&)(,;:!?)

**Klavika Bold Caps TF**

ABCDEFGHJKLMNPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 $%&)(,;:!?)

**Klavika Bold Italic**

ABCDEFGHJKLMNPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 $%&)(,;:!?)

**Klavika Bold Italic Caps**

ABCDEFGHJKLMNPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 $%&)(,;:!?)

**Klavika Bold Italic Caps TF**

ABCDEFGHJKLMNPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 $%&)(,;:!?)

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Wichita State University Visual Identity Standards | current as of July 1, 2014

Page 21
Klavika Font Family – (continued)

**Klavika Bold Italic OSF**

```
ABCDEFGHJKLMNQPQRSTUWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $%&'(.,;::!?)
```

**Klavika Bold Italic OSTF**

```
ABCDEFGHJKLMNQPQRSTUWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $%&'(.,;::!?)
```

**Klavika Bold Italic TF**

```
ABCDEFGHJKLMNQPQRSTUWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $%&'(.,;::!?)
```

**Klavika Bold OSF**

```
ABCDEFGHJKLMNQPQRSTUWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $%&(.,;::!?)
```

**Klavika Bold OSTF**

```
ABCDEFGHJKLMNQPQRSTUWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $%&(.,;::!?)
```

**Klavika Bold Plain**

```
ABCDEFGHJKLMNQPQRSTUWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $%&(.,;::!?)
```

**Klavika Bold TF**

```
ABCDEFGHJKLMNQPQRSTUWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $%&(.,;::!?)
```
Klavika Font Family – (continued)

**Klavika Regular Caps**

\[
\begin{align*}
\text{ABCDEF} & \text{GHIJKLMNOPQRSTUVWXYZ} \\
\text{abcdefghijklmnopqrstuvwxyz} & \text{1234567890 $\%\&(.,;:!?)}
\end{align*}
\]

**Klavika Regular Caps TF**

\[
\begin{align*}
\text{ABCDEF} & \text{GHIJKLMNOPQRSTUVWXYZ} \\
\text{abcdefghijklmnopqrstuvwxyz} & \text{1234567890 $\%\&(.,;:!?)}
\end{align*}
\]

**Klavika Regular Italic**

\[
\begin{align*}
\text{ABCDEF} & \text{GHIJKLMNOPQRSTUVWXYZ} \\
\text{abcdefghijklmnopqrstuvwxyz} & \text{1234567890 $\%\&(.,;:!?)}
\end{align*}
\]

**Klavika Regular Italic Caps**

\[
\begin{align*}
\text{ABCDEF} & \text{GHIJKLMNOPQRSTUVWXYZ} \\
\text{abcdefghijklmnopqrstuvwxyz} & \text{1234567890 $\%\&(.,;:!?)}
\end{align*}
\]

**Klavika Regular Italic Caps TF**

\[
\begin{align*}
\text{ABCDEF} & \text{GHIJKLMNOPQRSTUVWXYZ} \\
\text{abcdefghijklmnopqrstuvwxyz} & \text{1234567890 $\%\&(.,;:!?)}
\end{align*}
\]

**Klavika Regular Italic OSF**

\[
\begin{align*}
\text{ABCDEF} & \text{GHIJKLMNOPQRSTUVWXYZ} \\
\text{abcdefghijklmnopqrstuvwxyz} & \text{1234567890 $\%\&(.,;:!?)}
\end{align*}
\]

**Klavika Regular Italic OSF**

\[
\begin{align*}
\text{ABCDEF} & \text{GHIJKLMNOPQRSTUVWXYZ} \\
\text{abcdefghijklmnopqrstuvwxyz} & \text{1234567890 $\%\&(.,;:!?)}
\end{align*}
\]
Klavika Font Family – (continued)

KLAVIKA Regular Italic TF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $%α-,.;:!?)

KLAVIKA Regular OSF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $%&,.;:!?)

KLAVIKA Regular OTSF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $%&,.;:!?)

KLAVIKA Regular Plain

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $%&,.;:!?)

KLAVIKA Regular TF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $%&,.;:!?)

Bodoni Font for use in WSU Visual Identity Standards System

Bodoni Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $%&,.;:!?)
Adobe Garamond Font Family for use in WSU Visual Identity Standards System

Adobe Garamond

ABCDEFGHJKLMNPQRSTUVWXYZ
abcdefgijklmnopqrstuvwxyz
1234567890 $%&'(,.;:<=>?)

Adobe Garamond Italic

ABCDEFGHJKLMNPQRSTUVWXYZ
abcdefgijklmnopqrstuvwxyz
1234567890 $%&'(,.;:<=>?)

Adobe Garamond Bold

ABCDEFGHJKLMNPQRSTUVWXYZ
abcdefgijklmnopqrstuvwxyz
1234567890 $%&'(,.;:<=>?)

Adobe Garamond Bold Italic

ABCDEFGHJKLMNPQRSTUVWXYZ
abcdefgijklmnopqrstuvwxyz
1234567890 $%&'(,.;:<=>?)
Typographic Standards (continued) Alternate Font

Although Adobe Garamond is the prescribed typeface for correspondence text, this may not be a resident font on all computers. If this is the case and Adobe Garamond is not readily available, the font Georgia is acceptable as a less preferred alternate. Georgia is a resident font on all PC and Mac systems, available in virtually every situation.

The preferred body copy font choice for use in digital applications such as computer screen display or digital projection is Georgia.

**Georgia Plain**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $%&(.;,;:!?)
```

**Georgia Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $%&(.;,;:!?)
```

**Georgia Italic**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $%&(.;,;:!?)
```

**Georgia Bold Italic**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $%&(.;,;:!?)
```
Working with WSU’s Color Palette Standards

To help build consistency with color decisions, the following color palettes have been developed. These palettes can be used to help with the process of color selection in publication and collateral materials design. There are three basic color palettes in the WSU Visual Identity Standards system: the Primary Palette, the Primary-Centric Palette and the Supplemental Palette.

To best support the visual identity standards, always use color in moderation. The Primary Palette has been built to help designers do this by limiting its function and color options. It consists of black, white and Pantone® 116c (yellow) for coated applications, and black, white and Pantone® 109u (yellow) for uncoated applications. Its function is to provide color choices for a flat background color area (a dominant field that is filled with any one of these colors). The limited amount of colors in this palette helps designers focus their efforts toward other elements of design (dynamic photography and interesting, highly functional relief elements), which are where the power and sophistication of this design program reside.

The Primary-Centric Palette consists of colors that are closer to yet slightly expanded from WSU’s Primary Palette. These colors are the safest colors to use to avoid color incompatibilities in design projects. Their origins are within the Primary Palette, and they can be relied upon in most cases to offer color choices that are more harmonious with that palette. It is ideal not to use these colors in a dominant way but rather as relief elements, providing more of a color “spike” or “highlight” to help feature or accent a part of a layout.

The third color palette is the Supplemental Palette, which is reserved for colors that go beyond the Primary-Centric Palette. An example of such an application might be when needing to color-code or differentiate between numerous pieces of similar printed literature. The colors from this palette venture further from the Primary Palette. However, these colors are lower in saturation to allow them to easily work with and connect to the Primary Palette in more of an accent or relief role. The best way to think about usage of this palette is “sparingly.”
Working with WSU’s Color Palette Standards (continued)

To further illustrate the way these three color palettes can offer easy, powerful and attractive design solutions while allowing designers to focus on the more critical aspects of the design pieces, an example of just one design solution using the three palettes has been included.

In the example of a typical brochure cover design, the largest background area or “field” of flat color is at the bottom and is filled with white from the Primary Palette. The subject of the brochure (in the band of text in the upper right) is accented with a small “spike” of color (dark violet) from the Supplemental Palette. This treatment as a relief element helps focus attention toward the subject while also providing an anchor for the text. The area around the white band that houses the subject text has been filled with a color from the Primary-Centric Palette, bringing more attention to the title while introducing another small area of color (this instance of color allows the designer a precedent for using the color perhaps on the interior of the brochure). Finally, the photograph provides an area of great visual interest and another dynamic source of color for the designer to explore. This is made possible in part because many of the color selections have been simplified by the three-palette system, allowing more time to be focused on composition and photographic interest.

This is just one simple example of how the system can work. Not all three of the palettes have to be used in the same design solution. Many times only one or two of the palettes may be required for the desired solution. The system is a tool to provide people responsible for design of WSU publications and collateral materials with more time for focusing on key...
University Stationery System Description
The WSU stationery system is one of the most widely used and most prolific pieces of the WSU identity. At every use it provides a face for the WSU identity to the public and a chance to communicate and solidify the WSU brand. For this reason, a comprehensive stationery system has been developed to accommodate the needs of the colleges, departments and other entities at WSU.

Due to the number of departments, schools, centers and campuses, it is imperative to maintain consistency in all pieces of WSU stationery. Using properly branded WSU stationery materials allows each of the university components to speak with a unified voice that complements the overall strength of Wichita State University as a brand.

Stationery materials (letterhead, envelopes and business cards) are printed with two colors, black and Pantone® 109u (yellow), and must be ordered through the official university stationery printer online at www.wichita.edu/stationery.

All stationery materials (letterhead, envelopes and business cards) must be preprinted on official paper approved for this purpose. Stationery materials may never be created using a non-approved printer or recreated digitally, such as in a Microsoft Word® template.

The only exception to this rule is WSU memohead. Memohead is available in a Microsoft Word® template form through University Relations. A small fee is charged for creating memohead templates for departments.

Examples of university stationery materials can be seen on the following pages.
University Stationery System

The stationery system is one of the most widely used and most prolific pieces of the WSU identity. At every use it provides a face for Wichita State’s public and a chance to communicate and solidify the WSU brand. For this reason, a comprehensive stationery system has been developed to accommodate the needs of the colleges and departments, etc., at Wichita State.

The stationery system is printed with two colors, black and Pantone® 109u (yellow).

The correspondence system is printed on uncoated paper, making this a case where the specified colors for printing must be black and Pantone® 109u (yellow).

For cases where the identity system will print on coated paper, the colors being specified for the identity components should be black and Pantone® 116c (yellow).

By specifying the appropriate yellow for the appropriate paper (coated or uncoated), we can maintain good color consistency on printed identity materials.
Specification for WSU Letterhead

For business letters composed on WSU stationery, the preferred typeface is Adobe Garamond, set at 11 pt using single line spacing, aligned left. When Adobe Garamond is not available, the font Georgia is acceptable as a less preferred alternate. Georgia is a resident font on all PC and Mac systems, available in virtually every situation.

A Microsoft Word® template, containing the appropriate formatting requirements for WSU letterhead, is available through University Relations.
Specifications for WSU Envelope
For addressing envelopes on WSU stationery, the preferred typeface is Adobe Garamond, set at 11 pt using single line spacing, aligned left. When Adobe Garamond is not available, the font Georgia is acceptable as a less preferred alternate. Georgia is a resident font on all PC and Mac systems, available in virtually every situation.
Collateral Stationery Items within WSU’s Stationery System

From time to time new needs for extensions of the stationery system will arise. Using the standards and graphic style established in this manual for the stationery system, it is easy to maintain uniformity on any new stationery materials that need to be created. Several of the current collateral items of the stationery system are displayed below.

While the preferred versions of the collateral stationery items are printed in two-color printing, when budget dictates a necessity for it, one-color printing may be used. Please visit www.wichita.edu/visualstandards.
Collateral Stationery Items within WSU’s Stationery System (continued)

MATERIALS IN THESE EXAMPLES ARE AT 25% OF ACTUAL SIZE

BOOKLET ENVELOPE AT ACTUAL SIZE IS 6-1/2 X 9-1/2

#7-3/4 MONARCH ENVELOPE AT ACTUAL SIZE IS 3-7/8 X 7-1/2

MONARCH LETTERHEAD AT ACTUAL SIZE IS 7-1/4 X 10

BOOKLET ENVELOPE AT ACTUAL SIZE IS 6 X 9

#6-3/4 PERSONAL ENVELOPE AT ACTUAL SIZE IS 3-5/8 X 6-1/2

PERSONAL LETTERHEAD AT ACTUAL SIZE IS 5-1/2 X 8-1/2

MEMORANDUM AT ACTUAL SIZE IS 8-1/2 X 11

#9 REPLY ENVELOPE AT ACTUAL SIZE IS 3-7/8 X 7-7/8

Note that WSU memohead is available in a Microsoft Word® template form through University Relations. A small fee is charged for creating memohead templates for departments.
Website Standards and Web Content Creation

Page Components
The components of a basic Wichita State University Web page are:

• Header
• DT footer
• WSU footer
• Navigation
Website Standards and Web Content Creation (continued)

WSU’s public website is the centerpiece of the university’s overall marketing program. It is built to fully support WSU Visual Identity Standards.

To help departments and other WSU entities develop a cohesive, interconnected and recognizable look for their websites, users must create and maintain Web content using the university’s Department Tools content management system. Using Department Tools (DT) builds consistency that strengthens the WSU identity while providing a structure for uniting a wide array of university-related information and content. Further, consistency in design and feature placement fosters a better user experience and helps users find information quicker.

Sign up for a Department Tools account at [www.wichita.edu/dt](http://www.wichita.edu/dt).
The required training is free. See the training schedule at [www.wichita.edu/dttraining](http://www.wichita.edu/dttraining).

Web pages at WSU need to comply with visual standards as well as Web standards. The design elements of the WSU website have undergone thorough usability testing and proper use of Department Tools will assure that pages are fully compliant with W3C and Section 508 standards.

Pages developed in Department Tools are integrated into the overall structure of wichita.edu. This means that they contribute to and benefit from built-in analytics, site search and campus emergency intervention processes. Pages that are non-compliant do not integrate into the system and are specifically contrary to the objectives for wichita.edu.

Here are the main elements in any Department Tools page:

**Header:** The header contains the following elements:
1) A WSU logo linked to the home page
2) A search box that allows users to search all of wichita.edu
3) A link to the A-Z index that allows users to search for content in our alphabetical index
4) A link to the Faculty/Staff directory that allows users to find phone numbers and department information for WSU employees
5) Standard navigation to key portions of wichita.edu

These items are coded, selected and arranged in a fashion that was validated by usability testing, and are compliant with W3C and Section 508 standards. Any variations of this format are unacceptable.

**DT Footer:** This is information to tell the user who maintains the site and how recently the content has been updated. It also allows users to contact the site administrator.

**WSU Footer:** This space, just below the DT footer provides contact information for Wichita State, as well as links to the A-Z Index, WSU policies, campus safety information, primary RSS feeds and a contact page. It also contains copyright information.
Website Standards and Web Content Creation (continued)

Navigation Panel: The navigation panel at the left-hand side of each page contains the following elements:

1) The name of the department or unit. This should be fairly specific. The name listed here should reflect the content of the website. For example, the Visual Standards website, which is maintained by University Relations, says “WSU Visual Identity Standards” instead of “University Relations.”

2) The navigation elements. There should always be fewer than 15 primary navigation elements in this space, because users have difficulty with long lists of navigational choices. All items should be upper-and-lower case. The top item should be a link to the department’s home page. Example: WSU Visual Identity Home.

3) The remaining items should link to content provided in the departmental website, with the most-used pages nearest the top of the list. DT Analytics shows which pages are most-used.

4) DT provides a method for putting a collapsible list of secondary navigation elements into a single primary navigation point. This is intended to keep from having too many navigation elements visible at one time. Only one list-type navigational element can be open at one time.

5) DT provides a landing page template that has an option for an “In The News” feature below the main navigation.

6) Contact information. By default, the university’s contact information populates this space. Each department should put their own contact information there instead to make it easier for users to reach the department.

The Content Area

This is the area that is managed by the Page Editor feature in Department Tools.

It is essential to create all content in a fashion that is consistent with the training and documentation for Department Tools. Departures from these methods create inconsistency for our users, who are learning what, where and how to expect content to appear.

Text styles: The text styles used in Department Tools have been tested and modified to assure that they are easily read and displayed by all users, search engines and browsers. Users who need larger text have abundant mechanisms in their browsers and computers to assure that their text is usable. The important thing is to provide a consistent user experience from site to site within wichita.edu.

Rules:

• All text should be styled “Normal” unless the text is a headline or subhead. Bold and italic styles may be used for emphasis.

• Underline should be used only for necessary bibliographical references, because users consistently interpret underlined text as hyperlinks.

• Each page must have an H1 heading at the top of the page, because search engines rely on that code to establish the relevance of a page. Pages without an H1 heading can be ignored by search engines. H2, H3 and H4 headings should be used as section headings (See examples on Page 37).

• Heading styles must never be used for paragraphs or long text. Users and search engines alike expect to see headings used as headings, and normal text used as normal text.

• Substitute fonts and sizes are not acceptable.

Internship Information and Materials

Please see the files below for information regarding internships and to download the forms students are required to submit as part of their internship assignments. Students must consult with their assigned faculty advisor and must submit all required advance paperwork prior to beginning an internship assignment. Students who do not adhere to stated policies and procedures (see the information files below) will not receive passing grades.
Website Standards and Web Content Creation (continued)

Text guidelines:
• Use headlines that simply state the nature of the content of the page. No trick headlines, no play on words, no “Welcome to...”
• Keep text short and easily understood.
• The WSU Writing Style Guide applies to Web content and should be used for reference where questions of style are concerned.
• It is occasionally appropriate to provide a brief summary statement with a “Read More” link to accommodate more committed readers.
• Use bullet points where appropriate to make text easily scannable.
• Remember to focus the message and the organization of the site on the user -- avoid WSU-isms, acronyms, officespeak.
   Our users don’t know what we know, so we need to write to them.

Text Styles in DT

This is “normal” text for a DT page.
This is bolded "normal" text for a DT page.
This is italic “normal” text for a DT page.

This is Heading 1
This is Heading 2
This is Heading 3
This is Heading 4
This is Heading 5
This is Heading 6

Images: Wichita State University Web pages are designed to be somewhat neutral in color scheme in order to allow photography to have a greater impact.

Rules:
• Only use photos for which permission is granted. All images must be property of WSU or its agents. If the photo is copyrighted by someone else, or from an unknown source, it may not be used.
• For original photos featuring the faces of students, faculty or staff, obtain written permission with a WSU Model Release, available here: http://www.wichita.edu/modelrelease
• All images must be sized precisely before being uploaded to a DT account. Failure to size images appropriately creates bandwidth problems for WSU servers and processes, as well as for users with slow web connections and handheld devices.
• Images should not overlap each other. This is a possible outcome when putting several images on one page using wraparound text. When this happens, it is best to either reduce the number of photos on the page or use tables to separate the photos and text.
• Every image needs to have an ALT tag that describes the content of the image. This applies even if the image has no important content. It is a requirement of Section 508, which mandates accessibility for all human users.
• Use photos to inform users, not to decorate pages.
Website Standards and Web Content Creation (continued)

Image guidelines
- Horizontal (landscape) photos are best for the Web, because vertical photos often require the user to scroll to see the entire image.
- Faces in photos should typically be at least the size of a dime. This may not be possible for group photos, which should be cropped as tightly as possible to make the faces recognizable.
- Photos with simple, uncluttered backgrounds usually work best.

Scripts
Scripting brings additional functionality to Web pages, but scripts can also cause serious problems. Department Tools Web pages use javascript extensively for display, as well as for analytics, search, and other administrative functions. To avoid scripting conflicts, the use of non-DT scripting is prohibited. If you have a third-party script you want to use, or if a website requires additional scripting, make the request through Bryan Masters at 978-3436.

Additional DT Templates
In addition to the basic DT page outlined on Page 35, Department Tools offers two other page styles: the DT landing page and the DT full-width template.

DT landing page template: This template is a modular design that creates a strong home page for a DT site. Among the features are: Photos that rotate on refresh, a news feature, two featured links areas, social media links and a program details administration for academic departments. Only one landing page can be created for each DT account.

DT full-width template: This template removes the navigation area from basic DT page. This template can be useful for running tables that require more horizontal space than the basic page allows, or for running DT photo galleries at their largest possible size. Because the site navigation is not present on this type page, it is important to include a link or links to pages in your site that carry the full navigation.
Basic Print Collateral Design Elements

A basic set of examples for designing print collateral materials following the WSU Visual Identity Standards is provided to show creative ways to work within these guidelines. This section helps illustrate possible ideas for designing printed items such as brochure covers, newsletters, postcards, fliers, etc., while providing maximum optimization of the WSU identity. These examples are merely options to spark ideas and also to show how much freedom there actually is for design while still following the visual identity standards.
**PowerPoint Design Templates**

To provide quick and consistent reference for developing PowerPoint presentations, templates that properly and effectively use the WSU identity are under development and will be included as an addendum to the visual identity standards. These templates will allow users to develop a cohesive, interconnected and recognizable look for their PowerPoint presentations. By following these standards, consistency can be developed that strengthens the WSU brand while providing a structure for uniting a wide array of university-related information.

For more information please visit: [www.webs.wichita.edu/visualstandards/powerpoint](http://www.webs.wichita.edu/visualstandards/powerpoint)
Building and Wayfinding Signage
The Office of Facilities Planning has developed a standard for working with signage at WSU, and this standard will continue to be followed to maintain consistency across the WSU campus. The WSU signature is available only for use in building signage in rare, pre-approved situations. Wayfinding signage has also been developed and followed effectively for clear and concise directional signs and will continue as the standard to which all future wayfinding signage will adhere. The system developed for building and wayfinding signage has a traditional and classical sensibility, which allows it to blend seamlessly with the new identity standards. For information about building or wayfinding signage or for any signage needs, please contact the Office of Facilities Planning at (316) 978-3030.

Example: This is a typical example of signage on campus used for building names. The Office of Facilities Planning can provide specifications and answer questions regarding any exterior or wayfinding signage at WSU.

Example: WSU has adopted a standard system for office signage. This system is used in most buildings across campus. The sign holders accept paper inserts that identify the office or room. For more information visit www.wichita.edu/roomsigns
**Fleet Graphics**

The WSU signature translates well to fleet graphics and serves to unite a diverse array of different fleet vehicles while providing an effective exposure for WSU’s identity. In some instances the preferred horizontal signature may not be ideal for logo size and proportion; in those cases switching to the vertical signature is allowed if doing so allows for a larger and more prominent visual impression. On all vehicles, the signature is required on the driver and passenger side doors; WSU fleet vehicles should be white, with horizontal (preferred) or vertical configurations of the signature in all black or black and Pantone® 116 (yellow).
Broadcast Standards

In any WSU video project, the WSU signature should appear near either the opening or close. The signature must follow the visual identity standards. It must not be animated to explode, erode, flip, melt, spin, extrude, become three-dimensional or disintegrate.

WSU Visual Identity Standards regarding typography apply in video projects when referring to the university, and the three core identity fonts (Klavika, Bodoni and Adobe Garamond) should be first choices when working with type.
List of Contact Information/Resources
This page contains good starting points in the event of questions or a need for help in the following areas:

• For questions about WSU Visual Identity Standards or help with use of the university logo, signature or other design elements:
  Contact University Relations at (316) 978-3045 or visit www.wichita.edu/visualstandards

• To request permission to use WSU Athletics logos:
  Contact the Department of Intercollegiate Athletics at (316) 978-3264 or marketing@goshockers.com

• To order business cards, envelopes and stationery supplies:
  Visit www.wichita.edu/stationery.

• For help with the WSU website or with using Department Tools:
  Contact University Relations/Web Services at (316) 978-3436 or go to www.wichita.edu/universityrelations.

• For help with building or directional/wayfinding signage:
  Contact Facilities Planning at (316) 978-3030 or visit www.wichita.edu/officesigns

• For permission to use the Wichita State University seal:
  Contact the WSU vice president and general counsel at (316) 978-6791

• For licensing information:
  Contact Licensing Resource Group, Inc. at (616) 395-0676
**Camera-Ready Art:** Copy and art that is ready to be photographed for a printer’s use. (In most cases this has been replaced with digital files. A more current term is “final art.”)

**CMYK** (Cyan, Magenta, Yellow, Black): The subtractive process colors used in process printing. Black is added to enhance color and contrast.

**EPS** (Encapsulated Postscript): A file format used to transfer graphic images within comparable applications. A desirable format because of wide compatibility with many design software programs.

**Font:** A complete assortment of letters, numbers, punctuation, etc. of a given size and design. Examples of different types of fonts would be PostScript Type 1, PostScript Type 3, OpenType and TrueType.

**GIF** (Graphic Interchange Format): Digital image format developed for Web -- a highly compressed file used for images that contain line art, solid colors and logos.

**Icon:** A simple graphic representation of a company, product, etc.

**Italic:** The style of letters that slant, in distinction from upright, or Roman, letters. An average italic face is slanted 11 degrees to the right. However, italic versions are usually specially developed letter-by-letter. Used for emphasis within text.

**JPEG** (Joint Photographic Experts Group): A file format used on the Internet as well as applications where high compression is a factor, such as email or high volumes of images. High compression can result in lack of image quality; be cautious with use in printed materials.

**Kerning:** Subtracting or adding space between two or more characters, making them closer together or farther apart. Can be done automatically or manually to compensate for letters that can fit closer.

**Logo:** A symbol or mark representing a company or product. This is usually a pictorial icon.

**Logotype:** The name of a school or company in a special design or type treatment, used as a trademark.

**Mark:** Used as shorthand for a logo or a signature.

**Naming Unit:** A grouping of the WSU signature locked into position with a college name or entity, set in a specific font and arrangement. This comprises a Secondary Naming Unit, while a Tertiary Naming Unit falls into a third level of hierarchy under Secondary Naming Unit placement. It is reserved for departments or information of a third level of importance and is the third item down in the group of WSU Signature, then Primary Naming Unit, then Tertiary Naming Unit. University Relations creates Naming Units.

**Pantone (PMS) Color** (Pantone Matching System): Color charts that have more than 700 color swatches of blended inks, used to identify, define or display special colors. Can be used in place of or alongside a Black or CMYK printing job. Pertinent to print only.

**PDF** (Portable Document File): A document able to view vector and bitmap data, and allow it to be printed or distributed digitally. A PDF can be viewed with Adobe Acrobat Reader, a free utility available at www.adobe.com.

**PICT:** A standard, uncompressed image format for which most Macintosh illustrations are encoded.

**Process Color:** The subtractive primaries, Yellow, Magenta and Cyan, plus Black in four-color process printing.

**Raster File:** As opposed to a vector file, raster is any format that is made up of bitmap information instead of mathematical vectors. Image files scaled up beyond their own resolution will degrade image quality. Example: TIFF, JPEG.

**Resolution:** For bitmap images, resolution refers to the number of dots in a given area. Traditionally stored in either DPI (dots per inch, for pre-press) or LPI (lines per inch, on press). High-resolution images average 300 DPI or more.

**RGB:** An electronic color module based on values of red, green and blue commonly used in electronic media.

**Signature:** The lock-up combination of a logo and logotype. This lock-up may include rules or other additional graphic elements.

**Spot Color:** Any color other than CMYK, usually from the Pantone library or other color matching system. Used in a variety of applications such as offset printing or silk screen printing.

**Symbol:** A logo or mark representing a company.

**TIFF** (Tagged Image File Format): A graphic format suitable for scanned images and other large bitmaps. TIFF is a neutral format designed for compatibility with all applications. For storing and compressing grayscale, 8- and 24-bit color images, it is the standard format for scanned images such as photographs or illustrations.

**Vector File:** As opposed to a bitmap or raster file, vector data is made up of mathematical representations of lines and shapes that are to appear on screen. Scaling vector images up or down does not degrade quality and is most often used for line art and logos for print applications. Example: EPS, Adobe Illustrator, Macromedia Freehand.
Wichita State University Intercollegiate Athletics Association operates as a separate but affiliated organization with WSU. Athletics’ marketing mission is unique in that it is focused both on athletic recruitment and development and on attracting patrons to events. For many years, WSU Athletics has utilized the WuShock logo as its primary logo. Research has confirmed that the WuShock logo is closely associated with athletic programs at WSU. For these reasons, WSU Athletics uses a separate signature from the rest of the university, but one that ties closely to all other aspects of WSU Visual Identity Standards.

**WSU Athletics Signature:** Like the WSU signature, the WSU Athletics Signature is a physical combination of elements (a logo, divider bar and WSU logotype) placed in a specific scale and relationship to each other that prevents the independent altering of elements. It utilizes the university’s system of color and typography, but instead of the WSU logo it uses the right-facing WuShock logo.

**Divider Bar:** This graphic device serves to visually separate and create a linkage between the logo and logotype. The divider bar is designed to vary in length only when the signature is expanded to include secondary and tertiary information such as athletic departments and programs.

**WSU Logotype:** The name of the university is designed to project a contemporary forward-thinking appearance while at the same time maintaining a classical aesthetic. Because it is a modified variation on the font Klavika, it cannot be reproduced by simply resetting. Always use the complete signature in digital form as provided by the university.

**The primary signature is horizontal** in orientation and is the **preferred** configuration. There is a centered vertical configuration of the signature that should be used only when limited space requires it.

**Use of the WSU Logo and Signature**
WSU Athletics is permitted to use the WSU logo and WSU signature as required on signage, literature, advertising and other applications. Strict adherence to WSU Visual Identity Standards is required.
**Horizontal Lock-up**
The preferred use whenever possible for the WSU Athletics signature is the horizontal lock-up. The individual parts of the signature should not be separated, and the typography should not be reset, as it was customized for this logotype. Never try to approximate or re-create these designs. Adherence to first-generation art assures consistency and ensures the long-term success of the signature.

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**Clear Space Requirements**

Clear space must be provided between the signature and other graphic elements. The clear space requirements delineated here must be observed except in rare, pre-approved exceptions. These are the minimum requirements.

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**Minimum Signature Size**
The minimum size of the WSU Athletics signature should not be less than 5/16 inch in height for print usage. This measurement is taken from the top to the bottom edges of the WuShock logo.

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**Minimum Signature Size for Web**

For Web use, the minimum size of the WSU Athletics signature should not be less than 125 pixels in height (with clear-space requirement included).
Wichita State University Athletics Signature Color Standards

WSU Athletics follows the same color standards as Wichita State University. Please refer to page 11 of the WSU Visual Identity Standards for color specification details.

Two-Color Wichita State University Athletics Signature

The preferred signature version is two colors (either Pantone 116c and black for coated applications, or Pantone 109u and black for uncoated applications). This offers the best visual connection to the university. The signature should be used when possible on a white or very light background color. When other background colors must be used, please refer to the color background guidelines in the section “Use of WSU Athletics Signature on Colored Backgrounds.”

When the signature must be used with a photographic background, look for opportunities to build a graphic element into the design such as a white band or white section (but not an enclosure for the signature) that covers the photograph in the place where the signature is to appear. Another option when integrating the signature into photography is to use an area of transparency in the photo where the photo fades to white or an extremely light color where the signature is to be applied, giving it less visual interference from the background image. This also works well with the one-color signature.

The concept to work toward is building a “free space,” or a space that is free of background image that could adversely compete with the signature. The goal of composition should be to provide the signature with a background that does not compete with it.

One-Color Wichita State University Athletics Signature

When the signature must be used in one color, the preferred color is black. Working with the one-color signature in situations where it needs to be “reversed” to white is dealt with in the section “Use of WSU Athletics Signature on Colored Backgrounds.”

Use of WSU Athletics Signature on Colored Backgrounds

WSU Athletics follows the same color standards as Wichita State University. Please refer to pages 13-14 of the WSU Visual Identity Standards for details about using WSU Athletics’ signature on colored backgrounds.

Photographic Backgrounds with Signature Placement

The use of photography can add a compelling element in advertising and collateral material. The WSU Athletics signature follows the same basic guidelines and standards as the WSU primary signature for placement on photographic backgrounds (WSU Visual Identity Standards p. 12). Make sure the placement of the signature is in a light or dark zone of the photo to create optimal contrast, and be sure to follow proper clear space guidelines.

Avoid placing the signature against photography that will clash or cause the signature to vibrate visually. Never place the signature on an area that is visually busy or patterned. Look for a signature placement area that is relatively open and lacks contrasting detail.
WSU Athletics Stationery System
The stationery system is a widely used and prolific piece of the WSU Athletics identity. At every use it provides a face for the WSU public and a chance to communicate and solidify the WSU Athletics and Wichita State University brands.

Stationery materials (letterhead, envelopes and business cards) are printed with two colors, black and Pantone® 109u (yellow), and must be ordered through the official university stationery printer online at www.wichita.edu/stationery.

All stationery materials (letterhead, envelopes and business cards) must be preprinted on official paper approved for this purpose. Stationery materials may never be created using a non-approved printer or recreated digitally, such as in a Microsoft Word® template.

The only exception to this rule is WSU memohead. Memohead is available in a Microsoft Word® template form through University Relations. A small fee is charged for creating memohead templates for departments.

LETTERHEAD AT ACTUAL SIZE IS 8 1/2" X 11"

Recipient
Title
Address
City, State, Zip

January 16, 2009

To whom it may concern


Sincerely,

Steve Bowers

BUSINESS CARD AT ACTUAL SIZE IS 3 1/2" X 2"

#10 BUSINESS ENVELOPE AT ACTUAL SIZE IS 9 1/2" X 4 1/8"

CORRESPONDENCE SYSTEM IN THIS EXAMPLE IS AT 55% OF ACTUAL SIZE
The Wichita State University Foundation is unique among all the other organizations affiliated with Wichita State University. First, it is a fully separate corporation with its own governance and funding system. Second, it desires a close connection to the university’s brand identity, yet it cannot appear to regulators as a subsidiary of WSU. For this reason, the foundation uses a separate signature and must ensure that its use of the WSU logo does not convey any subsidiary relationship.

**WSU Foundation Signature:** Like the WSU signature, the foundation’s signature is a physical combination of elements (an alignment rule and logotype) placed in a specific scale and relationship to each other that prevents the independent altering of elements. It utilizes the university’s system of color and typography, yet it is designed to stand alone from formal university identity. The WSU Foundation signature can never appear in close proximity to the university logo.

**Alignment Rule:** This graphic device provides an anchor for the logotype. It also helps to establish a color relationship to the university’s visual identity system.

**Logotype:** The foundation’s name is treated in the same modified variation of the Klavika font as the WSU logotype. It cannot be simply reproduced by typesetting; therefore, the foundation signature should always be used in a complete digital form provided by the university.

The primary signature is horizontal in orientation and is the preferred configuration. There is a centered vertical configuration of the signature that should be used only when limited space requires it.
Horizontal Lock-up
The preferred use whenever possible for the WSU Foundation signature is the horizontal lock-up. The individual parts of the signature should not be separated, and the typography should not be reset, as it was customized for this logotype. Never try to approximate or re-create these designs. Adherence to first-generation art assures consistency and ensures the long-term success of the signature.

Wichita State University Foundation

Clear Space Requirements
Clear space must be provided between the signature and other graphic elements. Clear space must also be provided between the signature and the WSU logo. The clear space requirements delineated here must be observed except in rare, pre-approved exceptions. These are the minimum requirements.

Give the signature room to stand out by allowing a clear space around it. This clear space should exist between the signature and any other graphic elements. The clear space should be equal to one half of the signature height.

A second clear space zone has been established to prevent the WSU logo from being placed too close to the WSU Foundation logotype, resulting in both entities appearing to be part of the same logo. This second space is equal to one and a half of the signature height.

Minimum Signature Size
The minimum size of the WSU Foundation signature should not be less than 1/4 inch in height for print usage. This measurement is taken from the top to the bottom edges of the alignment bar.

For Web use, the minimum size of the WSU Foundation signature should not be less than 90 pixels in height (with graphic element clear space requirement included).
Vertical Lock-up
Use the preferred, horizontal signature lock-up whenever possible. When space is limited or if other layout variants create challenges for the horizontal lock-up, the vertical lock-up of the signature may be used. The individual parts of the signature should not be separated, and the typography should not be reset, as it was customized for this signature. Never try to approximate or re-create these designs. Adherence to first-generation art assures consistency and ensures the long-term success of the signature.

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Clear Space Requirements
Clear space must be provided between the signature and other graphic elements. Clear space must also be provided between the signature and the WSU logo. The clear space requirements delineated here must be observed except in rare, pre-approved exceptions. These are the minimum requirements.

\[ \text{Clear Zone Applying to Any Graphic Elements} \]

Give the signature room to stand out by allowing a clear space around it. This clear space should exist between the signature and any other graphic elements. The clear space should be equal to one third of the signature height.

\[ \text{Clear Zone Applying to WSU Logo} \]

A second clear space zone has been established to prevent the WSU logo from being placed too close to the WSU Foundation logotype, resulting in both entities appearing to be part of the same logo. This second space is equal to the signature height.

Minimum Signature Size
The minimum size of the WSU Foundation signature should not be less than 5/16 inch in height for print usage. This measurement is taken from the top to the bottom edges of the alignment bar.

Minimum Signature Size for Web
For Web use, the minimum size of the WSU Foundation signature should not be less than 115 pixels in height (with graphic element clear space requirement included).
Wichita State University Foundation Signature Color Standards
The foundation follows the same color standards as Wichita State University. Please refer to page 11 of the WSU Visual Identity Standards for color specification details.

Two-Color Wichita State University Foundation Signature
The preferred signature version is two colors (either Pantone® 116c and black for coated applications, or Pantone® 109u and black for uncoated applications). This offers the best visual connection to the university. The signature should be used when possible on a white or very light background color. When other background colors must be used, please refer to the color background guidelines in the section “Use of WSU Foundation Signature on Colored Backgrounds.”

When the signature must be used with a photographic background, look for opportunities to build a graphic element into the design such as a white band or white section (but not an enclosure for the signature) that covers the photograph in the place where the signature is to appear. Another option when integrating the signature into photography is to use an area of transparency in the photo where the photo fades to white or an extremely light color where the signature is to be applied, giving it less visual interference from the background image. This also works well with the one-color signature.

The concept to work toward is building a “free space,” or a space that is free of background image that could adversely compete with the signature. The goal of the composition should be to provide the signature with a background that does not compete with it.

One-Color Wichita State University Foundation Signature
When the signature must be used in one color, the preferred color is black. Working with the one-color signature in situations where it needs to be reversed to white is dealt with in the section “Use of WSU Foundation Signature on Colored Backgrounds.”

Use of Wichita State University Foundation Signature on Colored Backgrounds
The WSU Foundation follows the same color standards as Wichita State University. Please refer to pages 13-14 of the WSU Visual Identity Standards for details about use of the foundation signature on colored backgrounds.
Photographic Backgrounds with Signature Placement

The use of photography can add a compelling element in advertising and collateral material. Make sure the placement of the signature is in a light or dark zone of the photo to create optimal contrast, and be sure to follow proper clear space guidelines (Addendum 2) to avoid confusion between the WSU logo and the WSU Foundation signature.

Avoid placing the signature against photography that will clash or cause the signature to vibrate visually. Never place the signature on an area that is visually busy or patterned. Look for a signature placement area that is relatively open and lacks contrasting detail.

Acceptable WSU Logo Application

It is acceptable not to use the WSU logo on foundation literature and other communication devices. The horizontal and vertical lock-ups may be centered on design applications as needed.

Unacceptable WSU Logo Application

These examples illustrate improper placement of the WSU logo in proximity to the WSU Foundation signature (clear space information can be found on Addendum 2, page 3).
WSU Foundation Stationery System

The stationery system is one of the most widely used and most prolific pieces of the foundation’s identity. At every use it provides a face for the WSU public and a chance to communicate and solidify the WSU Foundation brand.

Stationery materials (letterhead, envelopes and business cards) are printed with two colors, black and Pantone® 109U (yellow), and must be ordered through the official university stationery printer online at www.wichita.edu/stationery.

All stationery materials (letterhead, envelopes and business cards) must be preprinted on official paper approved for this purpose. Stationery materials may never be created using a non-approved printer or recreated digitally, such as in a Microsoft Word® template.

The only exception to this rule is WSU memohead. Memohead is available in a Microsoft Word® template form through University Relations. A small fee is charged for creating memohead templates for departments.