

Brand Guide

open up

pairing exploration





Intellectual vigor



discover what



Brand Guidelines

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you love to do

revel in the free

Brand Defined

Brands live in the hearts and minds of people who care about them. The power of that goodwill comes from consistent delivery of experiences that match expectations at every touch point, every day.

Though highly valuable, brands are not fixed assets. Brands move fluidly based on market forces and the degree to which organizations make continuous investments to stay relevant and emotionally resonant. Fundamentally, branding is about who you are and what you stand for at the core. A source of competitive advantage, it involves taking what is most ownable and true, and representing it in a striking way.

The role of the Western Washington University (Western) brand strategy is to increase the overlap between how we see ourselves and how others see us. With concerted effort to implement our strategy, our identity and image will overlap more completely.

We'd like for more potential students, faculty and staff to discover the great things Western delivers as a culture and a community. We'd also like to deepen the connection alumni and current students, faculty and staff have with the university. To move in that direction, every contact matters—the way the phone is answered, the way curriculum is delivered, life on campus, the full range of marketing communications and so forth.

dom to question

Brand Positioning

In a single sentence, the brand positioning statement clarifies our strategy as an institution. This statement makes clear who our primary audience is, the focus of our energy as an institution. It defines the kind of learning environment we strive to cultivate along with the types of colleges and universities that we consider our competitive sphere. Finally, it includes the strongest reason to believe in and support Western.

For ambitious, open-minded learners, Western
target audience
is the premier undergraduate-centered university
category of competition
that fosters a dynamic collaborative environment
reason to believe
at an intimate scale, where students fully engage,
reveling in the freedom to develop their intellec-
tual potential and achieve their personal goals.



Brand Personality

Brand personality traits express the character of the organization. They define the tone and manner of all communications, internal and external. Our brand personality is a critical part of our identity.

Engaging
an immersive and
dynamic approach in
everything we do

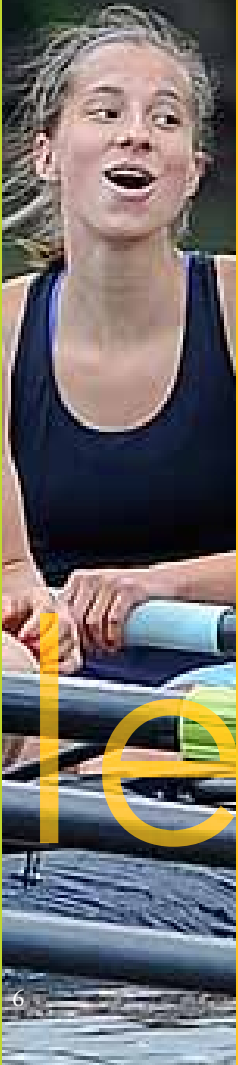
Adventurous
thriving on new
challenges, fearless
pursuit of dreams

Inviting
inclusive and
supportive

Collaborative
interactive learning
up close and personal
with faculty and staff

Distinctive
academic excellence
with innovative
learning, commitment
to a purposed life

curious by nature



Brand Voice

The brand positioning and brand personality come together in imagery and words that create a distinctive voice for our brand. You'll notice bold, saturated color befitting the leadership role we aim to play among peers in higher education. Confidence comes through in the direct eye contact of people in color photography. Through our logo, we convey the importance of place in the Western experience. The language we use to communicate our brand is purposeful and strong yet at times poetic, suggesting a degree of warmth, personal connection and community spirit.

Who We Are

The following paragraph describes our promise, building on a century-long legacy of passionate service to students.

Western welcomes students at the front door of discovery. We invite you to connect, create and join in community with others who thrive on learning. Students and faculty are fully engaged here, working side-by-side to develop new ideas that challenge our understanding of ourselves and our world. We think of education as an adventure. So go ahead and immerse yourself, and forge your own path to the future. You will make your mark here and go on to lead the positive change you want to see in the world.

Tagline

A tagline is a shorthand description of our brand positioning in terms that are accessible to our primary target audience – students. When using the tagline, it should appear in the correct font, Garamond, and with the initial letters capitalized.

Active Minds Changing Lives

paint your own big picture

Visual Identity

Our visual identity, (including but not limited to a logo, graphics, color and photography), helps us understand the brand personality by beginning to place it in a tangible context. The visuals add meaning to the words as the words add meaning to the visuals.

The purpose in defining a visual identity is to represent what Western stands for in visual communication, to create a consistent and ownable look that is distinctly ours. The identity both springs from and reinforces our position as a premier undergraduate-centered university.

Color

Western comes to life in full color. It is everywhere. Bold, saturated and adventurous. While not trendy, fashionable or traditionally collegiate, Western's colors are as distinctive, complex and diverse as our student body. The photography is full color. Color is also used as a graphic device punctuating and adding emphasis, often depicted in vertical stripes (as in book bindings in a library stack).

Pantone 294

C=100 M=58 Y=0 K=21 • R=0 G=63 B=135 • 003F87

Pantone 2925

C=85 M=24 Y=0 K=0 • R=0 G=131 B=214 • 0083D6

Pantone 1797

C=0 M=100 Y=99 K=4 • R=204 G=45 B=48 • CC2D30

A B C a b c

Avenir

A B C a b c

Adobe Garamond Pro

Type

The selection of typestyles for Western offers the basic foundation for all communication of the Western brand. Avenir is a progressive, sans-serif font that has been selected for it's inherent readability, variations in weight and its even stroke which provides optimal legibility in small applications.

As a complement, Garamond's letterforms convey fluidity and a sense of movement that are not only distinctive but also highly legible, both small and reversed out of color backgrounds.

C=0 M=24 Y=94 K=0 • R=255 G=198 B=30 • FFC61E

Pantone 123

C=29 M=0 Y=100 K=0 • R=186 G=216 B=10 • BAD80A

Pantone 382



down-to-earth

take the day

Photography

While photography at Western may often capture natural surroundings and the University environment, it is as much about attitude as atmosphere. Students and surroundings are ideally photographed from a unique perspective or images are cropped to maximize graphic interest and impact.

The choice of images may be metaphorical to aid in emphasizing specific brand elements, such as dynamic learning, close connections or intellectual freedom.

People captured in the moment, active, engrossed and candid, allow them to express more personality. However, direct eye contact can be a powerful expression of confidence that is so Western.

caring & compassionate culture

by storm



Graphic Elements

Use of spot graphics is limited as photography and color take center stage. The use of subtle, mono-weight white and colored lines layered on brilliant photography may be used to reinforce or add emphasis to text in a graphic manner. At times lines may form circular shapes and wrap words or small messages and even connect to suggest a chain or pathway.



extracurricular everything



reach out, he

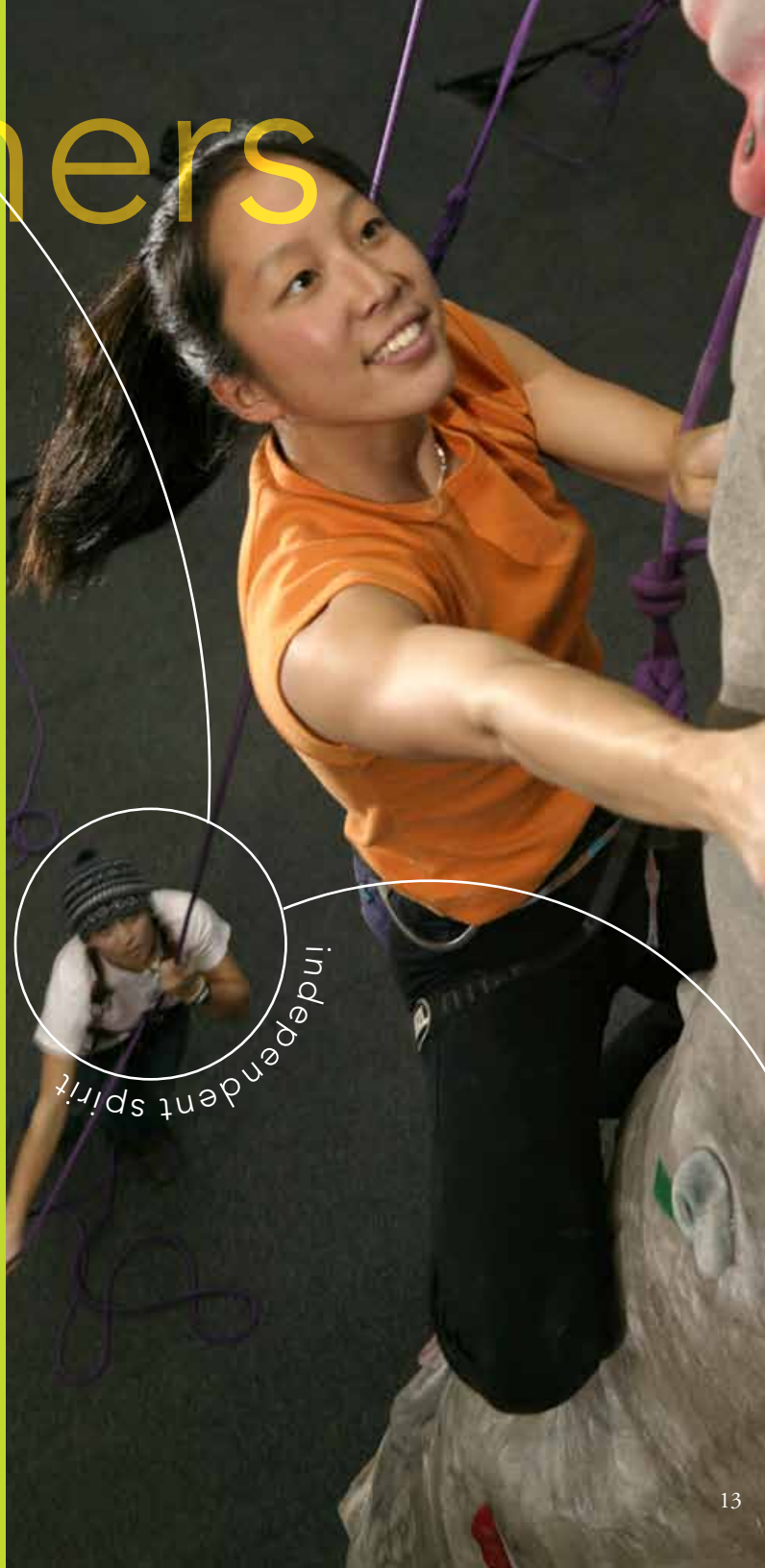
Logo

Our logo consists of two elements—the type, which is the name of the university, and the graphic representation of the Mount Baker and water. The logo is available in electronic form from Western’s University Communications team.

Whenever possible use the logo in full color. Never change the color or font, screen back, add a shadow, add a symbol, stretch or rotate the logo.



Help others



independent spirit



Primary Color Logo



Greyscale Logo

treat the



Minimum logo size is 1-inch wide.



X== height of the W. Recommended clear space around the logo is 1/2 X.





sustainable values

earth like family



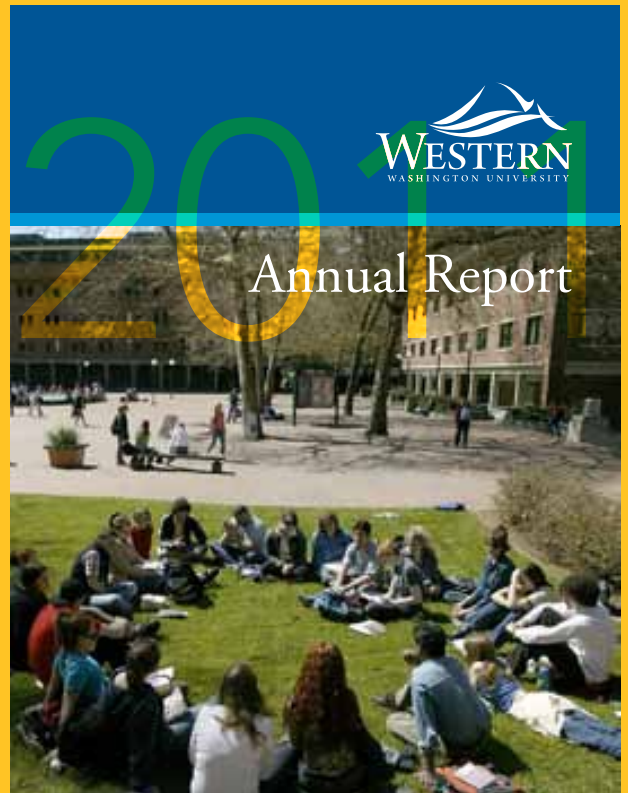
WESTERN
WASHINGTON UNIVERSITY

Reverse Logo

define



Banner



Report Cover

yourself



Poster





Resources

The University Communications team is responsible for Western's brand management. We're here to help you! Please contact us if you have questions or need more detailed information about how to best use our brand strategy and design guidelines. We can also assist you in working through the use of the university brand in conjunction with sub-brands at the college/departmen-tal level.

University Communications
phone: 360.650.3350

Activation

We need to accelerate our momentum now more than ever, as we envision the promise of further growth and enrichment of the Western experience for students, faculty, staff, alumni and volunteers. Please join us in pushing forward to achieve the next phase of our incredible potential.

Because building our brand depends on consistency at every contact point, what we all do matters. We need to work harder to make a lasting impression, to become the university of choice, to attract and retain community members, and to contribute, as global citizens, to making the world a better place.

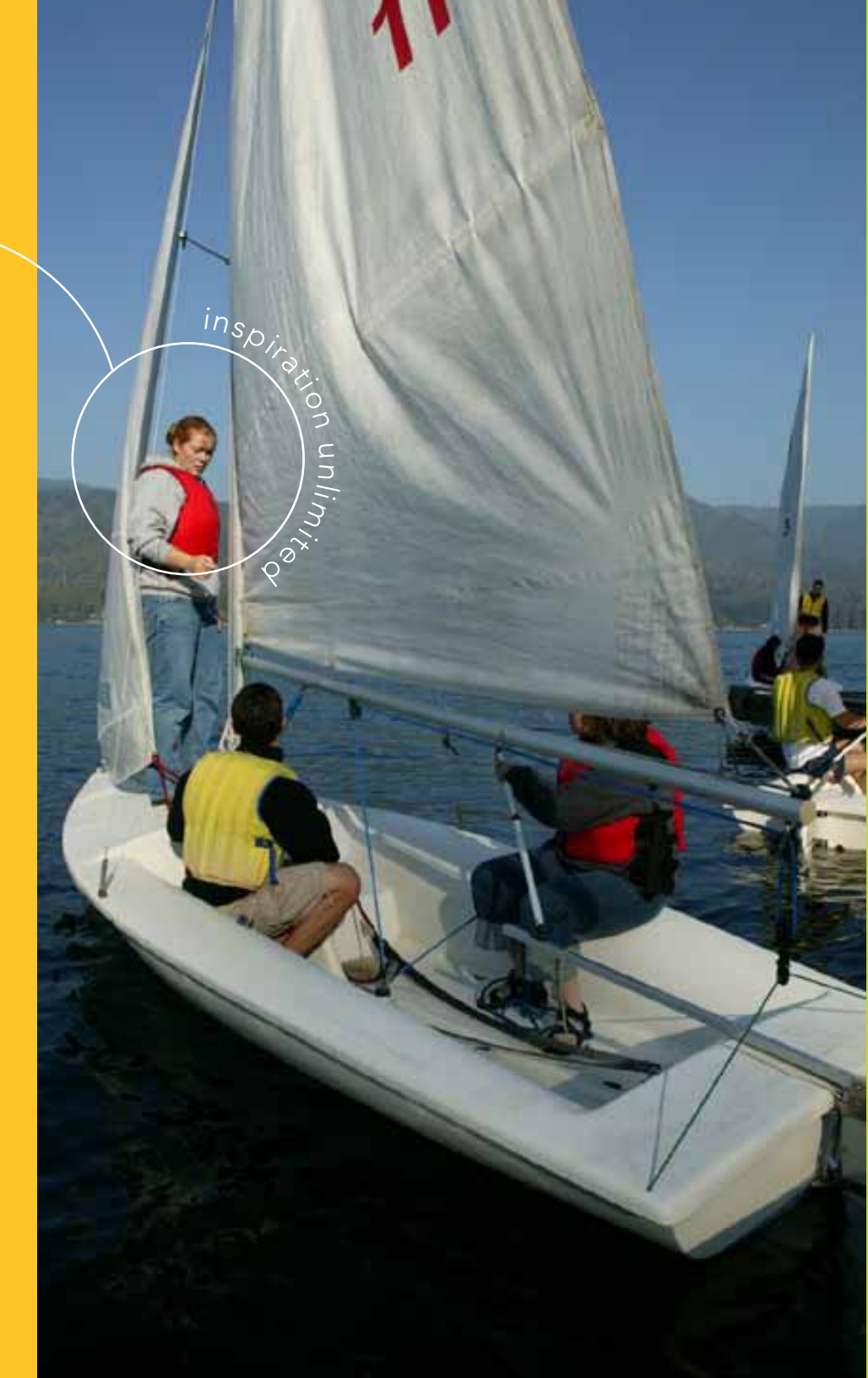
Let's go!



dynamic culture



drawaits



inspiration unlimited

