



BUILDING A BRILLIANT BRAND



BRAND GUIDANCE

WHAT
IS A BRAND?

WHY
IT'S IMPORTANT?

WHAT
IS OUR BRAND?



WEBER STATE UNIVERSITY

BRAND GUIDANCE

WHAT
IS A BRAND?

WHY
IT'S IMPORTANT?

WHAT
IS OUR BRAND?



WEBER STATE UNIVERSITY

“ A brand is the **sum of all expressions** by which an entity* intends to be recognized. ”

**person, organization, company, city, nation, etc.*



EXPRESSIONS INCLUDE:

- **Visual elements**
- **Marketing campaigns**
- **Events**
- **Community involvement**
- **Written & verbal communications**
- **Student services**
- **Degrees & programs**
- **University processes**
- **Campus experience**

BRAND GUIDANCE

WHAT
IS A BRAND?

WHY
IT'S IMPORTANT?

WHAT
IS OUR BRAND?



WEBER STATE UNIVERSITY

“ How a brand is perceived and the way it makes people feel determines the overall success or failure of a brand. ”



STRONG BRANDS:

- ✓ **Improve perception & recognition**
- ✓ **Strengthen trust & loyalty**
- ✓ **Persuade & inspire**
- ✓ **Enable self-expression**
(we are what we buy or do)
- ✓ **Increase revenue & value**

BRAND GUIDANCE

WHAT
IS A BRAND?

WHY
IT'S IMPORTANT?

WHAT
IS OUR BRAND?



WEBER STATE UNIVERSITY



WEBER STATE UNIVERSITY



POSITIONING STATEMENT:

We are Weber.

We put teaching first. We forge strong connections. We are dedicated and resourceful, down to earth and forward thinking. **We know how to challenge you, and we care enough to do it.** We are proudly rooted in our community while we pioneer beyond boundaries. We are unique in our ability to welcome everyone who has a dream — to learn, to grow, to lead, to excel, to find your passion, to provide for your family — and we offer the personalized opportunities, experiences and support to transform that dream into reality.

Our doors, and minds, are open.



BRAND ATTRIBUTES:

PERSONALITY

- Straight talkers
- Practical
- Down to earth
- Know when to be serious and when to have fun

VALUE PROPOSITION

We provide open access to quality education and personalized experiences at a reasonable cost.

BRAND ESSENCE

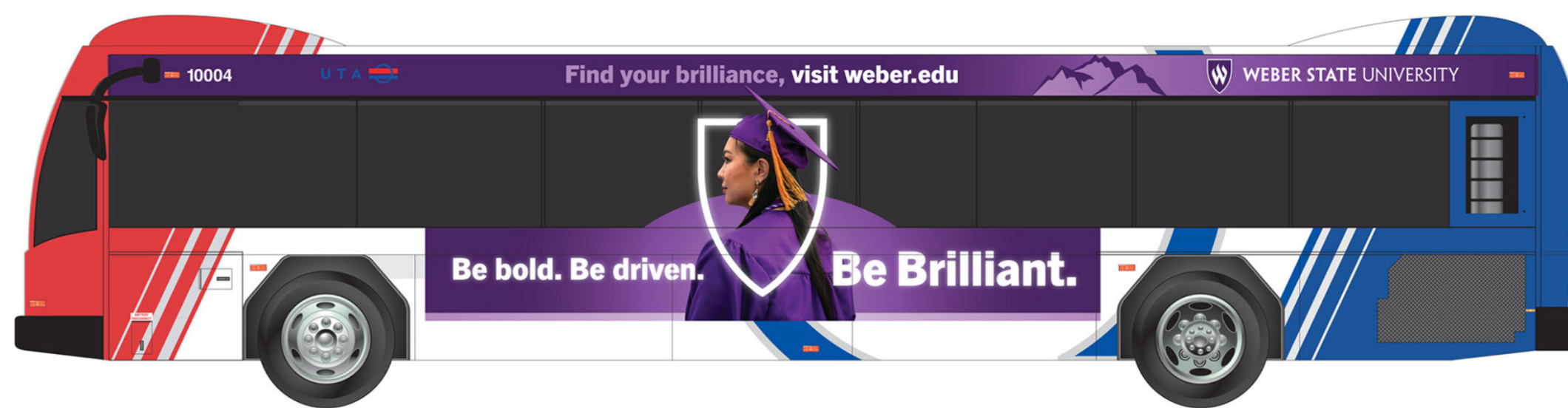
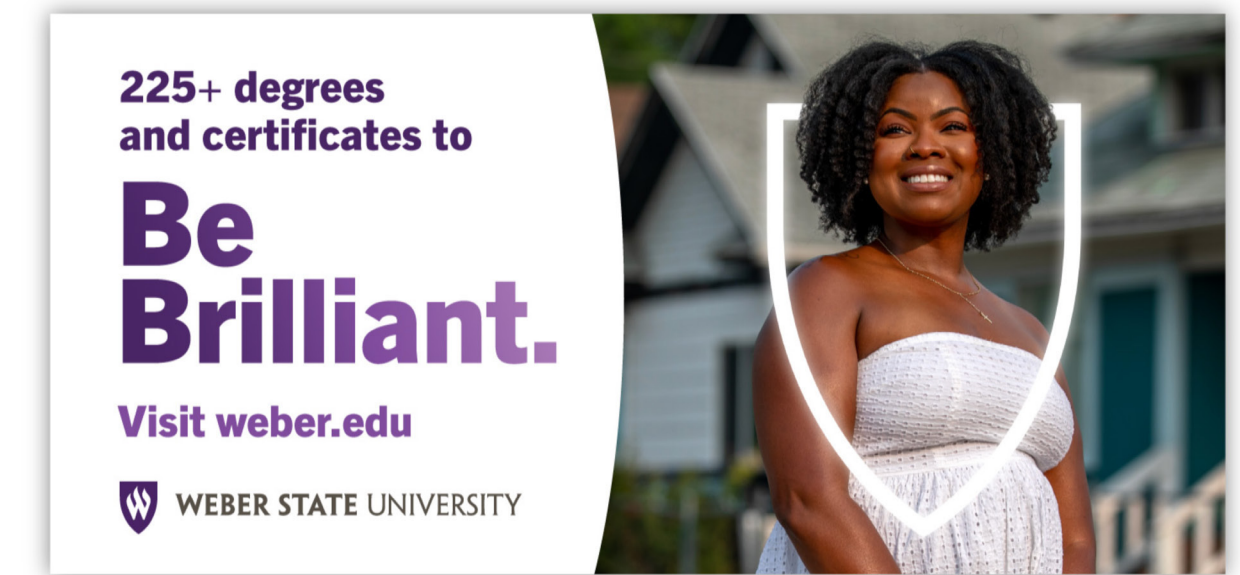
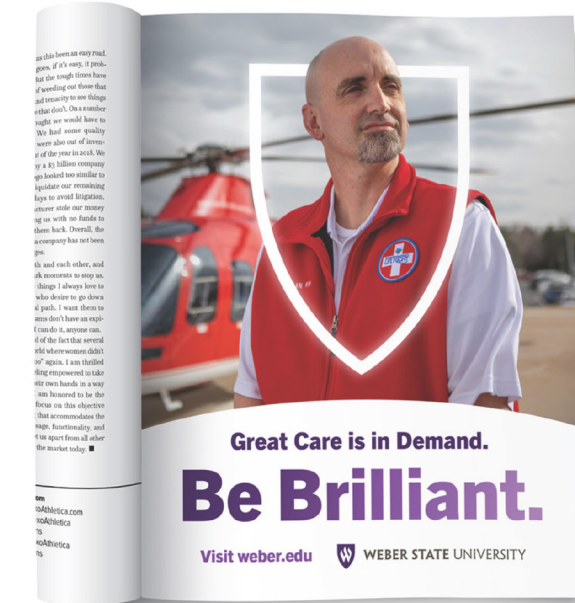
Weber is opportunity.

CURRENT CAMPAIGN



**Be
Brilliant.**

Be Brilliant.





VISUAL ELEMENTS

UNIVERSITY LOGOS



PRIMARY SIGNATURES



WEBER STATE
UNIVERSITY



SECONDARY SIGNATURES



WEBER STATE
UNIVERSITY

Marketing & Communications



WEBER STATE UNIVERSITY

Marketing & Communications

VISUAL ELEMENTS

ATHLETIC LOGOS



PRIMARY LOGO



PRIMARY WORDMARKS



SECONDARY MARKS



WEBER STATE

ATHLETICS



ATHLETICS

VISUAL ELEMENTS

STUDENT CLUB/ORG LOGO OPTIONS

OPTION 1 — ACADEMIC



**WEBER STATE
UNIVERSITY**

Name of Your Club
or Org Goes Here

OPTION 2 — ATHLETIC



Name of Your Club
or Org Goes Here

OPTION 3 — UNIQUE LOGO

Cannot include any variations
of a W, shield, or wildcat.



Childcare Club

SPECIAL USE MARKS



PRESIDENTIAL SEAL

OFFICIAL UNIVERSITY DOCUMENTS ONLY. Approval required for use.



ATHLETIC GO W

ATHLETIC USE ONLY. The Go W must be sparingly and cannot be used in conjunction with other athletic marks. It is a standalone mark.



LOGO USAGE GUIDELINES



CO-BRANDING TREATMENTS



WEBER STATE
UNIVERSITY

College of Engineering, Applied Science & Technology
Linguist College of Arts & Humanities WSU Student
Association



WEBER STATE
UNIVERSITY



OGDEN-WEBER
TECHNICAL COLLEGE



DAVISTECH
DAVIS TECHNICAL COLLEGE

VISUAL ELEMENTS

LOGO USAGE GUIDELINES



COLOR VARIATIONS



LOGO USAGE GUIDELINES



CLEAR SPACE



MINIMUM SIZE



LOGO USAGE GUIDELINES



IMPROPER SHIELD USAGE



LOGO USAGE GUIDELINES



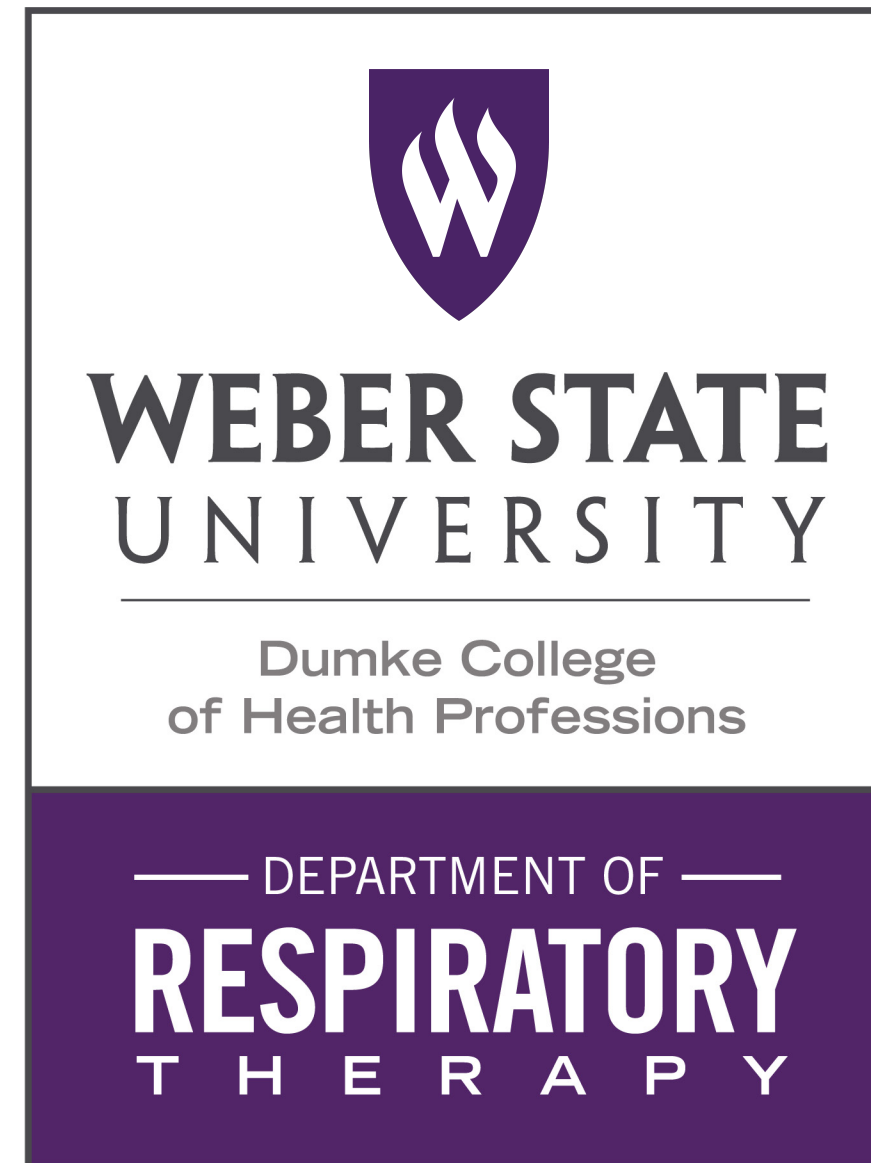
AI-GENERATED LOGOS



ACADEMIC PROGRAM LOGO USAGE



**Academic Marks
Are Now Retired**



REMINDER FOR ACADEMIC DEPARTMENTS

The primary role of WSU brand marks is not to inform, but to reassure audiences that if they are familiar with the Weber State or college name, they can have the same level of confidence in the specific department or program being advertised.

ACADEMIC PROGRAM LOGO USAGE

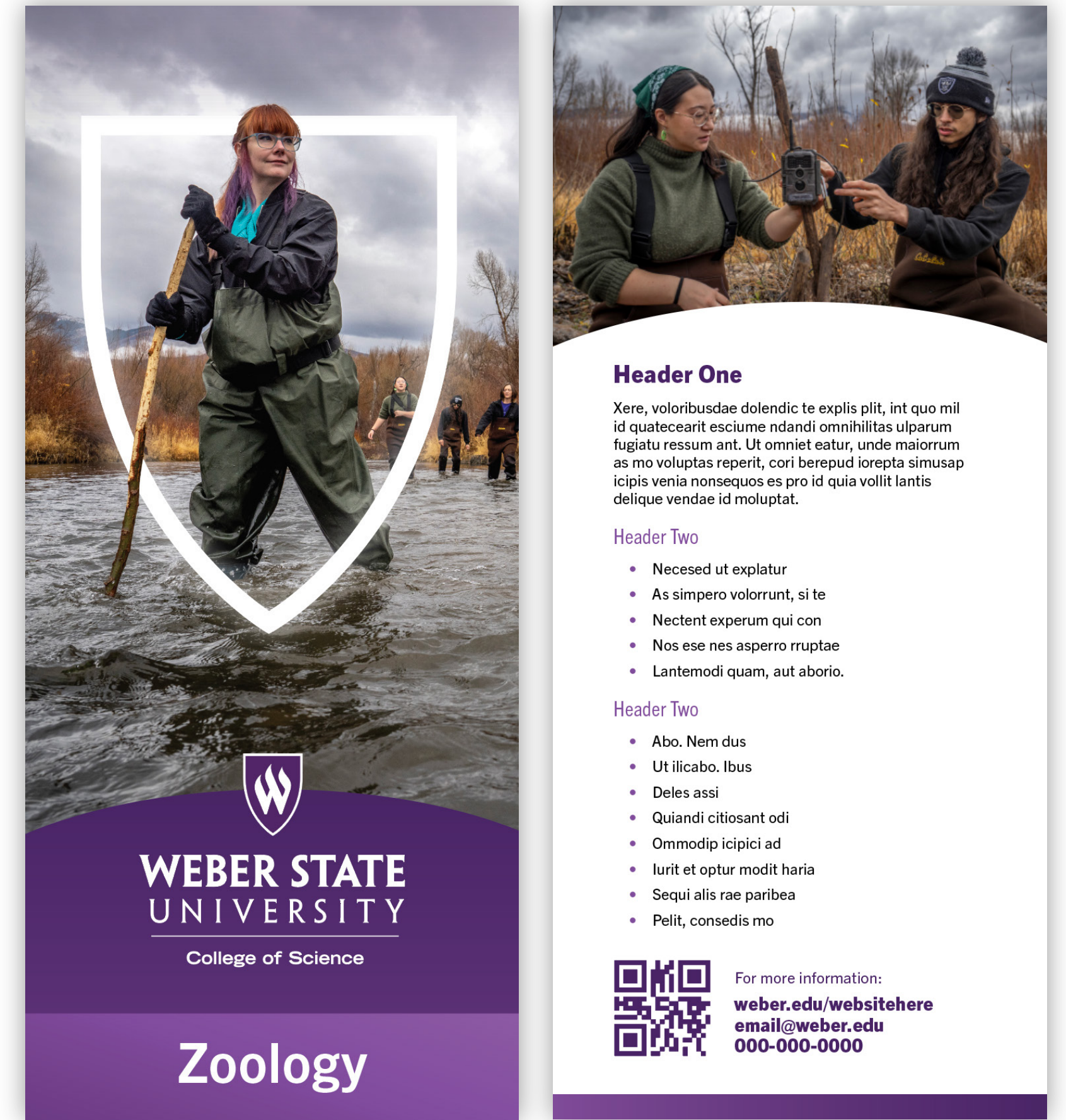
USE COLLEGE LOGO

Make Your Program Name Prominent!

BI-FOLD EXAMPLE



RACK CARD EXAMPLE



VISUAL ELEMENTS

COLOR PALETTE



PRIMARY

Wildcat Purple Pantone 2617 CMYK: 84/100/28/18 RGB: 73/35/101 HEX: #492365
University Gray Pantone 425 CMYK: 67/61/55/38 RGB: 74/73/77 HEX: #4B4945

COMPLEMENTARY PURPLES

Purple Rush CMYK: 66/77/4/0 RGB: 112/86/158 HEX: #70569e	Lovely Lilac CMYK: 36/41/2/0 RGB: 165/149/196 HEX: #a595c4	Frosted Thistle CMYK: 19/21/2/0 RGB: 203/195/220 HEX: #cbc3dc	Purple Cloud CMYK: 3,5,0,0 RGB: 243/239/246 HEX: #f3e~6
Grape Juice CMYK: 58/83/1/0 RGB: 129/77/157 HEX: #814d9d	Bee Balm CMYK: 38/61/0/0 RGB: 162/117/179 HEX: #a275b3	Soft Lavender CMYK: 15/23/0/0 RGB: 211/194/223 HEX: #d3c2df	Snow Drift CMYK: 3/4/1/0 RGB: 243/240/244 HEX: #f3f0f4

✓ **Use a color contrast check to ensure color usage meets standards for accessibility.**

SECONDARY COLORS

Thermal Spring CMYK: 69/1/25/0 RGB: 45/187/196 HEX: #2dbbc4	Fern CMYK: 48/0/91/0 RGB: 145/199/79 HEX: #91c74f	Sunshine CMYK: 5/34/99/0 RGB: 239/173/33 HEX: #efad21	Meadow Flower CMYK: 0/76/64/0 RGB: 241/99/87 HEX: #f16357
-----------------------------------------------------------------------------	-------------------------------------------------------------------	-----------------------------------------------------------------------	---------------------------------------------------------------------------



PRIMARY

Trade Gothic

Headings | Subheadings | Short Body | Emphasis

Regular
Regular Italic
Bold
Bold Italic
Heavy
Heavy Italic

Condensed
Condensed Italic
Bold Condensed
Bold Condensed Italic
Heavy Condensed
Heavy Condensed Italic

Extended
Bold Extended

SECONDARY

Caecilia

Body | Quotations

Roman
Roman Italic
Bold
Bold Italic
Heavy
Heavy Italic

PHOTOGRAPHY



PHOTO STANDARDS

Show Personal Connections | Be Authentic | Show Action | Demonstrate Quality

VISUAL ELEMENTS

AI IMAGE-GENERATION



AI-GENERATED CAMPUS IMAGE



GENUINE CAMPUS IMAGE



WALDO IMAGES



PHOTOS



SPIRIT WALDO APPROVAL REQUIRED.



VINTAGE WALDO ALUMNI & ATHLETIC USE ONLY.



GRAPHIC ELEMENTS



MOUNTAIN SILHOUETTE



BRAG BADGES



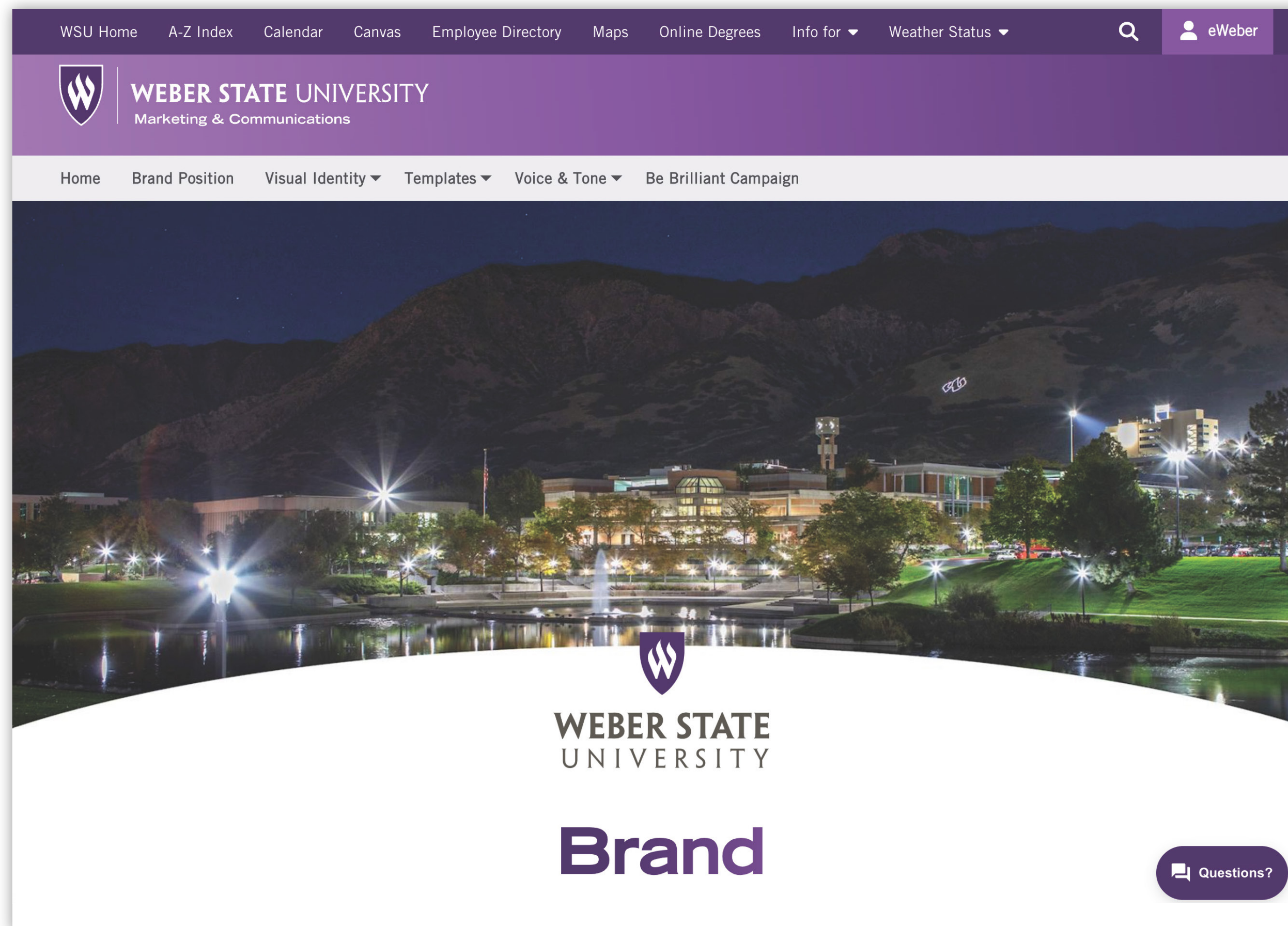


**CREATING FOR
YOUR DEPARTMENT**

BRAND RESOURCES



VISIT: **weber.edu/Brand**



Positioning statement

Visual elements

Writing style guide

Social media guide

Web style guide

Photo library

Campaign assets

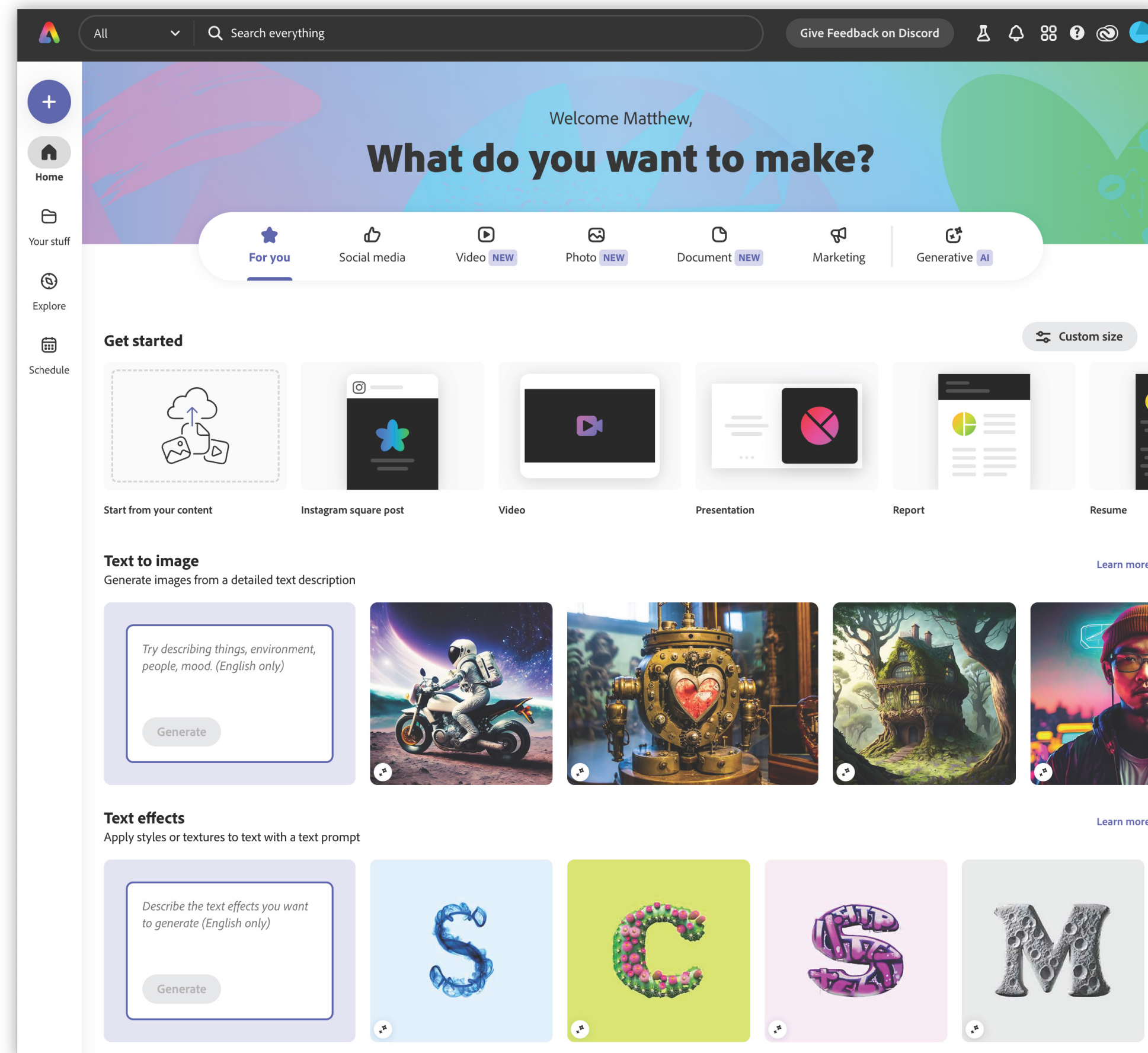
Templates

Project request form

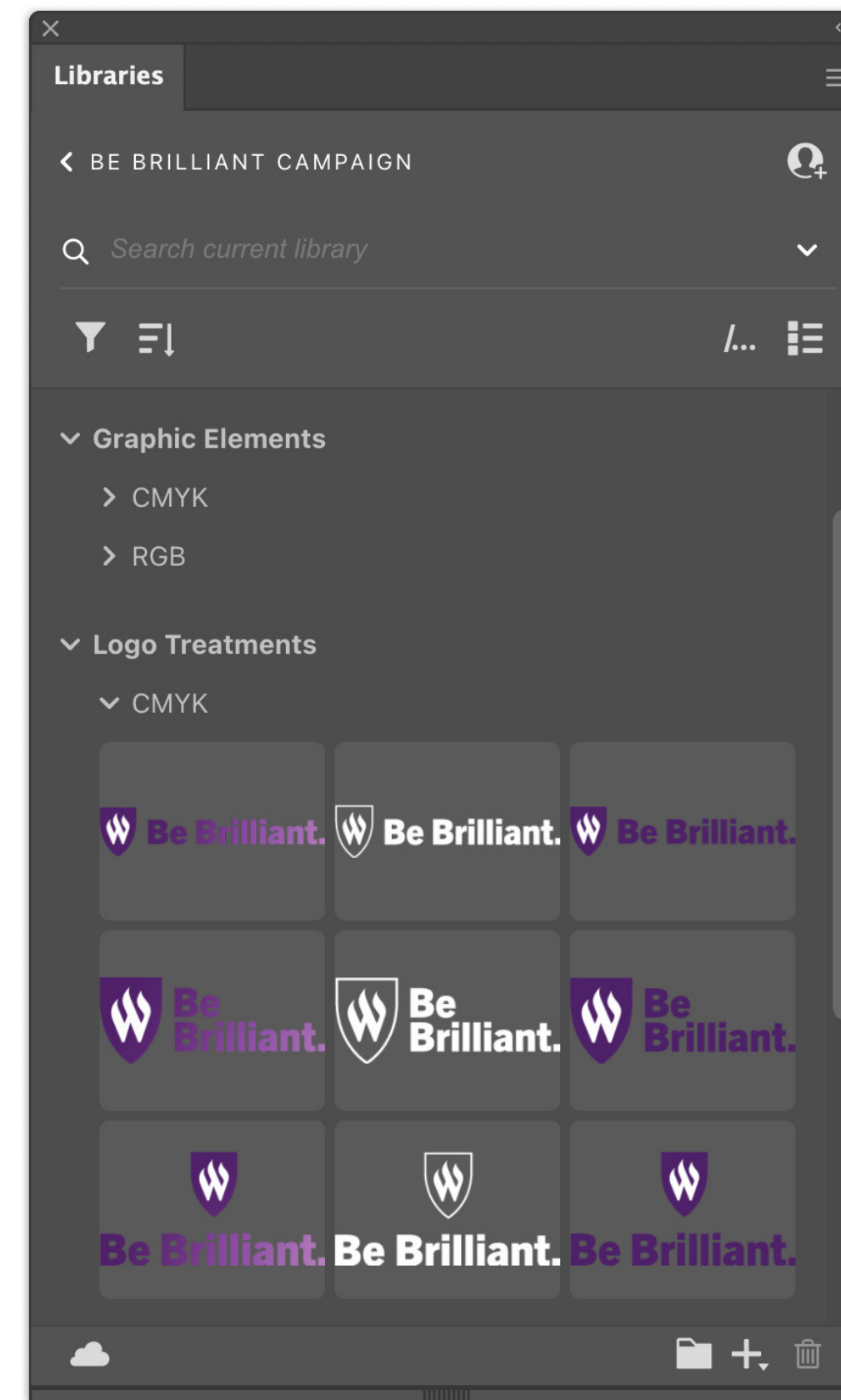
WSU TEMPLATES & ASSET LIBRARIES



ADOBE EXPRESS



ADOBE CC LIBRARIES



- Logos
- Colors
- Photos
- Campaign elements
- Templates

CREATING FOR YOUR DEPARTMENT

WSU TEMPLATES & ASSET LIBRARIES



CREATING FOR YOUR DEPARTMENT



PROJECT CHECKLIST:

✓ START WITH WHY

Why is this needed?

✓ WHO IS YOUR AUDIENCE?

- What challenges do you and/or your audience face?

✓ WHAT IS YOUR MESSAGE?

- What problem are you solving and how are you doing it?
- Have you provided all the necessary information?

✓ WHERE CAN YOU MOST EFFECTIVELY REACH YOUR AUDIENCE.

- Is the platform/delivery method the best for your audience?

✓ WHEN DOES THIS NEED TO OCCUR?

- Work backwards to define necessary milestones.



DESIGN TIPS FOR SUCCESS



Establish **Heirarchy**



Simplify Design
& Message



Make Use of
Available Resources



WEEKLY CRITIQUE

Thursdays, 10 –11 a.m. via Zoom

PROJECT REQUESTS

weber.edu/brand



Questions?

MATT ZACHER

matthewzacher1@weber.edu

CHELSEA MAKI

chelseamaki@weber.edu

JENNILYN KEINSLEY

jennilynkeinsley@weber.edu