

WSU Graphic Guidelines



Trade Gothic (regular)
Trade Gothic (light)
Trade Gothic (oblique)
Trade Gothic (bold)
Trade Gothic (bold oblique)
Trade Gothic (extended)
Trade Gothic (bold extended)
Trade Gothic (condensed)
Trade Gothic (condensed oblique)
Trade Gothic (condensed bold)
Trade Gothic (condensed bold oblique)

PMN Caecilia (light)
PMN Caecilia (regular)
PMN Caecilia (italic)
PMN Caecilia (bold)
PMN Caecilia (bold italic)

LOGOS

Your logo should go on everything you do – brochures, event posters, email signatures, pens

Dept Logos

- Most logos can be found on WSU Branding Website: weber.edu/brand
- If your dept's logo is not listed or needs a new logo, contact us and we will send it to you

Clubs and Orgs Logos (see handout)

If you are creating a new logo or revising an old one, you have three options:

1. WSU Standard logo
2. University athletic/spirit logo
3. Unique logo that doesn't use any of the WSU marks or variations of the marks

Logo Usage

weber.edu/brand/logo_usage.html

Other Logos for Event Advertising

If you are advertising an event, you may need to include:

- Student Fees logo - if student fees helped fund your event
- Family Friendly logo - if spouses and children are welcome at your event
- ASL logo - if your event will have an interpreter
- If you do not have these logo, contact us and we will send them to you

COLORS

weber.edu/brand/color_palette.html

- Use the correct purple and gray (see website)
- Not everything you do has to be purple, however everything you do should be within the WSU color palette.
- If use Adobe software and want the swatch library, contact us and we will send it to you

FONTS

weber.edu/brand/fonts_print.html

WSU Fonts

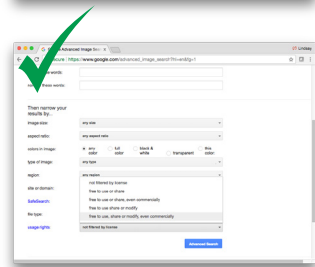
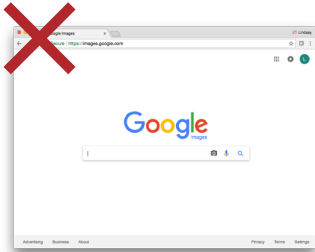
- Use WSU fonts for almost everything: Trade Gothic and Caecilia
- If you don't have them, use these options: Arimo (free), Arial and Georgia (on your computer already)

Other Fonts

- You can use other fonts sparingly, but you have to buy the commercial license or use fonts that are free for commercial use (we are not permitted to use fonts free for personal use)
- Resources for fonts that are free for commercial use: fonts.google.com, fontsqirrel.com
- Every letter must be legible – not everyone reads the same way – be sensitive to that and make sure every letter in the font you chose is legible. Avoid fonts like these:



WSU Graphic Guidelines



IMAGES

weber.edu/brand/photo.html
weber.edu/samarketing/photography.html

Free Images

The majority of the images online are illegal for us to use (including google images), however there are a few free image websites and an advanced search option we can use.

Gallery of free WSU photos: weber.edu/brand/photo.html

The following websites offer images that are free, good quality and can be used commercially:

- freeimages.com
- pixabay.com
- unsplash.com
- stocksnap.io
- pexels.com



Photo release needed

Google Advanced Image Search:

You can search for images that have been released from copyrights under Creative Commons CC0 using Google Advanced Image Search.

- Go to: images.google.com
- Click on 'settings' in the bottom right corner
- Choose 'advanced search.' That will open the 'Advanced Image Search' page.
- On the 'Advanced Image Search' page, type in what you are looking for in the first box
- In the 'usage rights' (the last box) select 'free to use or share, even commercially'.
- You can use any images from that search, be sure to check if the photo quality is good.



No photo release needed

Paid Images

Professional Photography:

- For photos of students or facilities to for your website or to advertise for your department, consider hiring a professional photographer
- To hire a professional photographer, contact John Kowalewski (jkowalewski@weber.edu, x7069). The cost is about \$30/hour during business hours.
- For staff head-shots, contact: Ryan Belnap (ryanbelnap1@weber.edu x6865) to set up free professional shots for your department.

Stock Photography:

- You can use any stock photography site to purchase photos
- Based on our experience, shutterstock tends to have quality photos at more reasonable prices



Photo for web: 72 dpi, not suitable for print

Using Images

Permission:

- If you are using photos of WSU students, make sure they fill out the photo release form: weber.edu/samarketing/photography.html
- If you are taking photos or video at your own event, you should post crowd release notices to let people know that by attending the event they agree have their photo taken and/or be recorded. We have posters and lawn signs that you can check out and post at your event. Contact Dani McKean (daniellemckean@weber.edu) to reserve them.
- If you are taking photos of a crowd of people or a public space and not showing anyone's likeness, then a photo release is not needed



Photo for print: 300 dpi

Quality:

- For print, photos must be at least 300 dpi
- For web, photos must be 72 dpi
- Do not stretch or distort photos. If you can't crop a photo to fit your design, do not use it.

WSU Graphic Guidelines

PRINTING RESOURCES ON CAMPUS

Benefits

- Low prices
- Take dept cost codes
- Profit goes back to university (scholarships, Student Affairs programs, WSU Police, etc.)
- Environmentally responsible - paper from sustainably managed forests and at least 10% PCW

Copy Center

- Capabilities: Posters, flyers, postcards, booklets, simple brochures, etc., under 1,000 copies
- Print time: 1 - 2 days
- Location: Shepherd Union Room 201, just inside the north entrance
- Contact: copycenter@weber.edu, 801-626-6738

Wildcat Design and Print (Previously Printing Services)

- Capabilities: Posters, flyers, postcards, bookmarks, etc., over 1,000; complex brochures and booklets; large-format printing
- Print time: 3 - 5 days
- They can also print all types of banners, clothing, canvas, pens, foil stamping, embossing, and much more (longer printing time)
- Location: Receiving and Distribution Building, Room 104 (Top of campus, under the Mail Center and Property Control)
- Contact: printing@weber.edu, 801-626-6107

What to send

- File: they prefer PDFs with crop and bleed marks if needed, but can print from anything if necessary
- Printing Instructions (note: avoid using gloss paper, it is not recyclable)
- Cost code
- Due date

SOFTWARE

If you need Adobe CS software on your work computer, contact the STAs at: 801-626-8628



Copy Center



Wildcat Design and Print



WSU Graphic Guidelines



BEST PRACTICES

Call to Action

What do you want students to do? RSVP for an event, make an appointment, visit a website for more info (make sure the website is updated), just show up, etc.

Contact info

- Always include your website
- Phone number, email address, and/or office location may also be helpful

Only Use Terms Familiar to Students

- Avoid using abbreviations and acronyms
- Avoid using terms that are vague or could have multiple meanings

If you do not know what is familiar to students, ask them. Staff working in each office often think students are more familiar with their services than they actually are.

Disability Accommodations Statement

Events hosted by WSU are required to have one of the two disability accommodations statements list below on event marketing materials (within reason, this text will obviously not fit on most digital marketing).

Full statement:

Weber State University, in compliance with the Americans with Disabilities Act, ensures equal access to all University functions, activities, and programs for individuals with disabilities. Please contact (DEPARTMENT HOSTING EVENT) at 801-626-(XXXX) at least one week prior an event to request accommodations in relation to a disability.

Short statement:

Please contact (DEPARTMENT HOSTING EVENT) at 801-626-(XXXX) by (DATE -at least one week prior an event) to request accommodations in relation to a disability.

Use of WSU Marks

- Do not use the official wildcat or pawprint mark (they are exclusively for athletics-clubs/orgs logos are an exception to this rule)
- Do not use any versions of a wildcat or paw print
- Do not use the flaming W outside of an official WSU logo

RESOURCES

1. WSU branding website: weber.edu/brand
2. Student Affairs Marketing website: weber.edu/samarketing
3. Contact us - we are here to help, but we are a small dept and don't have the support to review all your work

Dani McKean

Director of Student Affairs Marketing
801-626-8036
daniellemckean@weber.edu

Lindsay Holland

Graphic Designer
801-626-7859
lindsayholland@weber.edu

Student Clubs and Organizations LOGO GUIDELINES

OPTION 1: University signature. *Must include the words "club" or "student organization" in the name.*



OPTION 2: University athletic/spirit mark. *Most options/variations.*



OPTION 3: Unique logo that doesn't use any official WSU marks. *Cannot include any variations of a W, shield or wildcat.*

