



GRAPHIC  
STANDARDS  
&  
COMMUNICATIONS  
GUIDE

# CONTENTS

From the President.....	2
University Policy.....	3
Talking Points.....	4
University Mission	
System Approach	
Office of Communications & PR.....	5
Who We Are	
What We Do	
Things to Know	
University Symbols.....	7
The University Seal	
The University Logo	
Graphic Standards.....	9
Stationery and Cards.....	10
Promoting Events.....	11
Media Relations.....	12
Photography & Web .....	13
Style Matters.....	14
Contact Us.....	Inside Back Cover

# FROM THE PRESIDENT

Dear Wayland Baptist University Staff Member,

As you know, we live in a very competitive environment. WBU has to tell its story clearly, consistently and effectively. We must promote an accurate and positive image to the general public and especially to our targeted audiences. This system Graphic Style Guide, prepared by our staff in the Office of Communications and PR, is an important document to help us present this unified message.

The staff in the Office of Communications is responsible for creating materials that reflect WBU's position as a national leader in faith-based higher education. Each piece we produce – including everything from advertising and publications to stationery and business cards – tells the Wayland story directly or indirectly. Obviously, the success of this effort depends on the willingness of our entire staff to take the time and expend the energy necessary to adhere to the guidelines contained herein.

A consistent and holistic presentation of the university and its program is a critical element of name recognition in today's marketplace. It will become even more important as we look at a future that will be increasingly media and competition driven.

I sincerely and respectfully request your cooperation in adopting these guidelines so that WBU shares a clear, consistent message.

God bless you,



Paul W. Armes  
President

# UNIVERSITY POLICY

The guidelines in this document are designed to make your jobs easier as we help to promote the various people and programs of Wayland Baptist University. The guidelines are in keeping with the following university policies that govern the best practices for protecting our image and message.

We appreciate your adherence to these policies.

■ Per University policy (No. 7.4.3) **any promotional piece, brochure, flyer, etc. should be approved by the Office of Communications and PR for correct use of the logo and graphic design.** Anything to be distributed to more than 50 people outside your campus falls under this rule, eliminating things like interoffice memos, seminar handouts or syllabi. We are most concerned about things that go to prospective students, the general public or a large audience (like advertising efforts).

■ Per University policy (No. 7.4.2) our office is responsible for media relations and, as such, **we require all contacts from the media to be coordinated through the office.** In most cases, others will be called upon to provide expertise or quotes for media projects, but we will coordinate those efforts and keep track of what is going out. Once we have put a media person in touch with you, we no longer need to be in the mix unless you need us to be.

# TALKING POINTS

The following information is provided for your reference in sharing information about the university.

## **The Mission**

Wayland Baptist University exists to educate students in an academically challenging and distinctively Christian environment for professional success, lifelong learning and service to God and humankind.

## **The System Approach**

Wayland Baptist University is a system with the headquarters in Plainview, Texas. That campus offers a more traditional, residential program geared toward the 18-22-year-old student with the standard semester format and several summer microterms.

Outside Plainview, Wayland has 12 other locations offering degree programs for adult students, with classes offered in the evenings and on weekends on a quarterly basis. Those campuses are located in Amarillo, Lubbock, Wichita Falls and San Antonio, Texas; Clovis and Albuquerque, N.M.; Phoenix and Sierra Vista, Ariz.; Altus, Okla.; Anchorage and Fairbanks, Alaska; and Aiea, Hawaii.

Wayland also maintains an external campus presence with the Kenya Baptist Theological College in Africa to provide degree programs for ministry students there.

Regardless of location, Wayland prides itself on the integration of faith and learning, caring faculty and a low student-to-teacher ratio where students can succeed.

# PR & COMMUNICATIONS

## Who we are

The Office of Communications and PR serves the entire WBU system by providing creative services to offices and campuses for the purpose of promotion, marketing and general awareness. The office maintains the graphic consistency standards and applies those to all work done.

## What we do

Services provided by the Office of Communications and PR include the following:

- Graphic design and publications
  - ◆ Brochures, posters, flyers
  - ◆ Advertising/direct mail pieces
  - ◆ Invitations, event programs
  - ◆ Magazines/newsletters
  - ◆ Business cards and stationery
- Publicity/Media Relations
  - ◆ Media releases and features
  - ◆ Connecting media with contacts
- Photography
- Yearbook Oversight
- Multimedia Projects
  - ◆ Power Point presentations
- Campus Spirit Initiatives

## Things to know

- Like most universities, we use the **Associated Press Stylebook** as a guide for word usage because it is more acceptable for media.
- Designing **printed pieces** involves time and work, so it helps to have things in mind when bringing such a project to our office. You should know to whom the piece is aimed, how many

# PR & COMMUNICATIONS

## Continued

pieces you will need and some idea of what content is needed. You do not have to write the copy, but if you have some ideas of what you want to convey, it will guide our writing. Also, know what your budget limitations are up front. All costs associated with printing are your responsibility.

- Several individuals proof materials before they leave our office. But **proofreading and editing** is also the responsibility of the person ordering a project in order to assure complete accuracy. You will be asked to proof your project before it goes to a professional printer and sign off on it.

- We manage an extensive archive of **photography** from previous years as well as many current photos of faculty, staff and students. We also have a digital studio in our offices for portraiture and take many photos at events and in campus settings. We also have a database of photos from all of our campuses to use for system promotional needs.

- **Printing your specially designed brochures or other pieces** can be done through a variety of printers in the area. We will bid your job to ensure the best pricing and work directly with the printer to submit artwork that meets their specifications. You will be involved in the process in proofing and in approving the bids.

- We want to help you **promote your event** or program to the target market. To that end, we need as much advance notice as you can give to ensure we have time to plan and implement.

# UNIVERSITY SYMBOLS

## The University Seal

The Wayland seal is typically reserved for official documents such as certificates, diplomas, transcripts and other institutional literature. Other uses must be approved through the Office of Communications and PR. The seal is also used on stationery for administrative offices.



When used, the seal should be reproduced from authorized sources and should not be redrawn, reportioned or modified in any way.



## The University Logo

The official logo appears on most every printed piece published for the university. It is an identifying marker and adds to the branding efforts. The logo includes both the flame icon and the logotype, placed to the right of the flame. The flame is a reproduction of the Kaltwasser flame adorning the Mabee Learning Resources Center. The logotype text “Wayland Baptist University” follows to the right and is set using the Garamond font.

The logo should be used from the original digital files and not redrawn, reportioned or modified in any way. In certain instances, the Office of Communications and PR will approve a vertical version of the logo if the need arises. In

# UNIVERSITY SYMBOLS

## Logo, Continued

either instance, the file should be obtained from the Office of Communications for use.

- ◆ The logo may be used in color using PMS 116 gold for the flame and PMS 280 blue for the text. If used in one color, the logo may be used in PMS 280 blue or in black or it may be reversed in white on a solid background. No other type may be added to the logo with the exception of the name of an external campus location (see example below). The Office of Communications will provide such logos.

- ◆ **Do not** use the logo from the university Web site to



reproduce on another printed piece. The low-resolution format used for the Web will not reproduce clearly.

- ◆ As a rule, printed pieces and promotional materials should at least include the logo in one location. Internal memos or campus mail do not have to bear the logo, but if they do, the usual guidelines apply.

- ◆ For promotional items such as cups, pens and the like, it is not necessary to use the official logo. However, please consult the Office of Communications and PR about such projects so the design can be approved. Logo renditions using different fonts are not acceptable.

- ◆ If a project is printed without approval from the Office of Communications and it uses the logo incorrectly, you will be required to reprint the project at your cost.

# GRAPHIC STANDARDS

The following guidelines exist to help the system maintain consistency in its graphic look, which aids in branding the university regardless of which market the campus is located. Your attention to these factors will help us ensure that consistency.

- ◆ Advertisements, brochures, flyers and any other printed **pieces should reflect the current graphic design scheme** in terms of layout, general design and photo usage. The Office of Communications and PR works with other offices to ensure the seamless design between pieces for recruiting and those for university branding.

- ◆ To that end, we require that the creation of the above pieces be **coordinated through our offices**, from initial design to printing should a professional printer be needed. In many cases, we are able to do a project in a more timely manner, using templates and a ready resource of photos and other artwork, than your own personnel can. We can do proofing through email, especially for our external campuses, and turn a project around quickly, provided we have all the information from you going into it.

- ◆ **Projects for external campuses** will follow the same design formats, with pictures of their students and facilities used. Our office strives to present an accurate university image for every market and reflect that campus' distinctive setting, while remaining true to the overall graphic identity.

# STATIONERY & CARDS

The Office of Communications and PR oversees ordering of university stationery and business cards for the entire system. Orders are placed around the end of August and again in the early spring, around February. Offices are responsible for the cost of their stationery.

Offices and campuses are responsible for monitoring their stationery usage and predicting future needs. Ordering in bulk saves each office money, so we try to avoid ordering at other times of the year when quantities are smaller.

- ◆ The university seal is used on stationery and business cards for university administrators and their offices. The seal is printed in gold and the text in black, all on white linen stock.

- ◆ The university logo is used on stationery and business cards for all other offices and all external campuses. The stationery features the logo in blue and gold, with other text in blue, all on white linen stock. Offices may also choose bond stock for stationery.

- ◆ Special custom stationery has been approved on a case-by-case basis for certain offices or entities. Approval has to come through the Office of Communications and PR and printed along with the system order.

- ◆ Business cards follow a set layout format and we make every effort to keep that format. When turning in an order form, please provide the official title approved through Human Resources for your position, along with all pertinent information and account numbers.

- ◆ Errors on your part in ordering that result in reprinting stationery or cards will result in additional charges to your office.

# PROMOTING EVENTS

The Office of Communications and PR wants to help you promote your programs, special events or accomplishments as part of our mission to build up the university image. Our staff will use our best resources (and others if necessary) to help you in promotional efforts, but this requires consideration on your part in the following areas:

- ◆ **Advance notice:** We need to know at least a month before your event, especially if there is a need for special printed pieces or advance media releases. The more time you can provide, the better. The more involved we need to be, the greater advance we need.

- ◆ **Target market:** In order to get your message to the right audience, we need to know who you're trying to reach.

- ◆ **Avenues to explore:** Be prepared to discuss the need for printed pieces, direct mail, advertising, media releases, organizational assistance or other options and what you may need to properly promote your project. We also want to provide full-circle guidance in the form of promotion both in-house (Web site, university publications, outdoor marquee, etc.) and outside the university.

- ◆ **Budget constraints:** You'll need to know ahead of time what you can spend so we can tailor any printed pieces or advertising to your budget. For the most part, those costs are your responsibility, and we can help you get the best possible deal.

# MEDIA RELATIONS

Media coverage is important to Wayland. It can position our professors and staff members in the community as the true experts they are in their fields, can help promote WBU programs and can enhance the university's image.

Even if the story concerns a seemingly negative situation, WBU's image can be enhanced with appropriate responses.

## **When a reporter calls**

Most reporters in our regional media will contact the Director of Communications first for interviews, sources and information. The Office of Communications maintains a file of employees listing areas of expertise for this reason. The director may contact you to be that expert, depending on the situation. If you feel comfortable with the assignment, the director will either put the reporter directly in contact with you or will arrange an interview in person on campus. The director can be there if you feel more comfortable having a university spokesperson present.

As a good rule of thumb, if you are contacted directly by a reporter, please politely forward the call to the Office of Communications & PR, ext. 3586.

Once you have been put in contact with a reporter, please answer their questions honestly keeping the university's image and mission in mind. If asked for personal opinions or conjecture about a situation, use your best judgment in answering so that both you and the university remain in a good light. PR personnel can help prepare you for media interviews by request.

# PHOTOGRAPHY & WEB

The Office of Communications & PR makes every effort to have photographic coverage of all major university events, and we maintain an archive of photos for various uses. Keep in mind the following tips:

- ◆ Should a media photographer attend your event, please make every effort to fulfill their requests if needed. Photographers should receive free admission to any event.
- ◆ Photos taken by Wayland photographers remain the property of the university. Most photography is now done digitally, but prints can be obtained for a fee through our offices. We reserve the right to restrict use of any photos, however.
- ◆ The PR office maintains an in-house studio for portraiture in our offices. Please call first if needing a photo. If you need special photos taken elsewhere, please call.

## **Web site Issues**

The university Web site is an important part of the overall marketing and promotions mix, and thus is monitored for correct logo usage and content in keeping with Wayland's mission.

The university Web site is maintained by a Webmaster, Charlotte Schumacher, who can be reached at ext. 3549. She can help design pages or update information, or will help your office with content management access.

A Web Task Force meets regularly to discuss overarching Web issues in relation to function and design, with Schumacher leading the group.

# STYLE MATTERS

The following guidelines help in writing about the university:

**campus addresses** - You may denote CMB ### after the 1900 West 7th St. address for Plainview offices, but do not use “PO Box” or “Box” or your items go to the city post office.

**dates** - It’s June 11, 2006, and June 2006.

**facilities** - The proper long version of a university facility should be used on first reference in formal writing, and the name can then be shortened as follows on second reference:

- ◆ J.E. and L.E. Mabee Learning Resources Center; shortened Mabee LRC or LRC
- ◆ McClung University Center, shortened McClung Center or UC
- ◆ Harral Memorial Auditorium, shortened Harral Auditorium or Harral
- ◆ Van Howeling Educational Complex, shortened Van Howeling
- ◆ J.V. Hilliard Field, shortened Hilliard Field
- ◆ Hutcherson Center

**numbers** - Spell out numbers one through nine; use numerals for ages and credit hours.

**semesters** - It’s Fall 2005 or the fall of 2005.

**states and cities** - When specifying a city, you abbreviate the state to the AP abbreviation, not the two-letter postal abbreviations.

**technical jargon** - The correct style is Internet (always capitalized), email (no hyphen), Web site (Web in caps, two words).

**titles** - For faculty, full titles and “Dr.” are used on first reference only. Titles are not capitalized in sentence form unless the word would be capitalized otherwise.

# CONTACT US

Please call us if we can assist you with any of the projects mentioned in this brochure, or if we can help you plan the best promotion for your event, program or campus.



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