



# VISUAL IDENTITY QUICK REFERENCE

Need help? Contact the Office of Marketing and Communications 806-291-3588

## THE UNIVERSITY ACADEMIC MARK



## ATHLETIC AND SPIRIT MARK

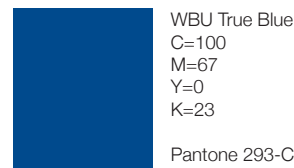


## PRESIDENTIAL SEAL

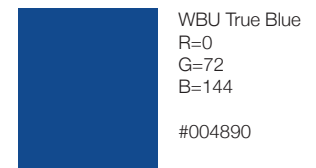
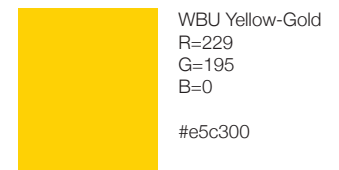
*Reserved for President and Board of Trustees use*



### PRIMARY COLORS CMYK PRINT



### WEB OR MOBILE COLORS RGB or HEX



### ATHLETIC SHADOW COLOR



*This color is primarily for the Athletic Logo and should not be used in the Academic Mark. It may be used as a background or accent color in non-athletic settings.*



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## OFFICIAL TYPOGRAPHY

### Professional Printing (off-site)

**Adobe Garamond Pro**

Wayland  
WAYLAND

**Helvetica Neue**

Wayland  
WAYLAND

### Optional fonts:

Georgia, Minion, Helvetica and Times New Roman are also appropriate fonts for the body copy use in text-heavy documents.

### Internal printing (Microsoft Office)

**Garamond**

Wayland  
WAYLAND

**Arial**

Wayland  
WAYLAND

***NOTE: No fonts should be used to “hand-make” or substitute for the official logo. The academic logo should always be used in its graphic form.***

*When referring to the university in titles or as a stand-alone text element, avoid writing the name “Wayland” or “Wayland Baptist University” in fonts other than the approved font families mentioned above in order to maintain a professional and unified brand.*

~~Wayland  
Wayland~~

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