VISUAL IDENTITY GUIDELINES

2023 Edition
WHY VISUAL IDENTITY STANDARDS?

In the late 1990s, the internet created a portal to the world like we had never experienced. Today, technologies and apps in the palms of our hands connect us to students half-way around the world in seconds. Therefore, it is important to have a visual look that is consistent. Our story can be told with words, symbols, colors, speeches, pictures and even video but, in order to do it effectively, we must all communicate with unified visuals.

Visual identity is critical to any brand, whether it be a restaurant chain or a shoe manufacturer. The same is true for a university, especially one like ours that has external campus locations throughout the United States and the world. Visitors who intentionally seek us, and even those who stumble upon us through Google™ searches, should recognize us right away.

Colors, messages, shapes and images all play a role in the visual identity and the brand. This guidebook should help us function as a family unit on the web, on social media or in collateral handouts to our students, donors and alumni.

University policy designates a limited number of logos to be used to represent the University and its divisions. With few exceptions, logo creation and usage is restricted to represent only the top-level and most visible entities within the University. For the purpose of strengthening the parent institution, individual University departments and offices do not have their own logos. Consistency is key when building an identity system and for overall brand recognition.

**It is imperative that all designs featuring the logos be approved through the Office of Marketing and Communications as outlined in university policy 7.4.1-3 on the university website.**

**Please note that our university logos are federally trademarked.**
As the center of the graphic identity program, the university academic mark is used on stationery, external publications, posters, ads, brochures, office forms and other media that communicate with our audiences. Using this official mark properly ensures brand awareness by all who see it.

The logotype must be used as designed. Altering it in any way will compromise its effectiveness and the Wayland brand. Adding elements or changing spacing, fonts or colors distorts the brand and does not represent unity across our multiple campuses. The horizontal logo is preferred except where that simply will not work in the design. Clarity is key. Make sure the background, whether it be a photo or colored area, has good contrast in order to read the entire logo with ease.

When ordering promotional items from commercial vendors such as printers or embroidery companies, please allow the Office of Marketing & Communications to provide the proper file for best results.
LOGO COLOR EXAMPLES

The two-color primary logo is preferred. However, when used on colored backgrounds or photos, you may be required to use another version for best results. Below they are listed in priority order.
CLEAR SPACE

For the wordmark to communicate effectively, it should not be crowded or overwhelmed by other elements. “Clear space” refers to the area surrounding the mark that should be kept free from visual distraction. No graphic element or text of any kind should be placed within this clear space. The recommended clear space is equal to the letter “W” in the University word mark (X = height of letter W), as shown.
Consistent and proper usage of the wordmark is essential for ensuring the desired perception of Wayland Baptist University. Improper usage is confusing and could possibly lead to the eventual loss of copyright/trademark. Several examples of incorrect usage are shown on this page. However, it is not an exhaustive collection.

1. Do not recreate the logo with different fonts.
2. Do not resize any of the elements.
3. Do not realign any of the elements.
4. Do not stretch to be disproportional.
5. Do not drop, add or substitute words.

NON-APPROVED USAGE
FLAME ICON

The flame is an iconic part of our campus and our history. The flame takes its origins from the two torches in the presidential seal. In 1997, the current logo was developed to include a flame. Modeled after the Kaltwasser flame on the LRC tower on the home campus, the flame helps to differentiate Wayland from other schools and ties all of our external campus locations together as part of the Wayland brand.

The flame is part of the official logo and has special rules when being used as a stand-alone design element. The flame may not appear on a piece by itself without the official logo or wordmark present. When used as a design element, it should be part of good design and not just space filler. For visual clarity, the flame should never be smaller than 3/4 inch tall.

The flame should always be a solid color using the official yellow-gold (preferred), or white in the all white logo, or black in the all black logo. If used as a large background design element, it may be used as a percentage of white or black only. The flame should never appear, as a tinted hue, or as blue or any other color. Full color, stained-glass representations of the flame are only permitted in photos.

The flame should always appear flat and not be given any special dimensional effects such as a bevel, embossed or 3-D. Special edition, commemorative or alternate uses of the flame must be designed and approved through the Office of Marketing and Communications before their use. All designs using the flame should be approved by the Office of Marketing & Communications prior to production or distribution.
UNAPPROVED LOGO USAGE

Below are a few of the unapproved logo uses. Do not use these styles in design.

- Tilt or Skew
- 3-D or Shadow
- Words across or below Flame
- Transparent or percentage
- Blue or other colors
- Flipped or reversed

Also, the flame should not be used to create custom logos, department or campus seals, or other graphics. No elements should be added to or subtracted from the flame.
OFFICIAL COLORS

The Wayland color palette consists of two primary colors. Please adhere to these specifications and use preferred vendors and reproduction methods to ensure consistency on all documents, web and social media uploads.

The primary colors should be used on all marketing and communication materials to strengthen the Wayland brand. It is important that our brand looks consistent not only in terms of layout, but also reproduction. Using the official logos will ensure good color.

When communicating to an external vendor use the codes. A name like “Royal Blue” may look different across vendors and manufacturers.

Bear in mind that colors produced with the CMYK printing formula may not work as well on a mobile device or web page which uses the RGB formula. The same is true for paint or screen-printing ink which do not convert exactly from these print formulas. Communicate with the vendor and the office of Marketing and Communications to ensure use of the appropriate logos and proper colors for the end product.
COLOR GRADIENTS AND TINTING

On large areas of single colors like backgrounds, you may want a gradient color for good design. These are the brand-preferred combinations.

Combining the two primary colors to form a gradient, creates an unattractive shade of grayish-green that does not fit the brand. A percentage of color or tinting the colors also produced unbranded colors. Instead of tinting, special effect backgrounds should be done with overlay and transparency.

Soft Gold is a special use only color for gradient applications. It is not part of the secondary color pallet.

Tinting or any percentage of color is not allowed. The percentages shown here are for illustration only.

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**Yellow Gold**

**Soft Gold**

**Yellow Gold**

**Shadow Blue**

**True Blue**

**Shadow Blue**

**True Blue**

**Shadow Blue**

**True Blue**

**Yellow Gold**

60% 20% 60% 20%
IDENTITY STRIPE

Wayland’s brand identity system utilizes a variety of on-brand visual elements. The use of our blue is the most important element to the brand, as it helps distinguish us from others who utilize blue in their brand. Equally important is how the yellow nestles up to the blue.

Note: The yellow color should not touch the blue area and be separated by a white line or blank space. The angle of the stripe should only be 7°, 45°, or 90° and the white space should be smaller than the yellow space. The stripe can also be curved as a design element. When yellow is the preferred background color, the stripe rule still applies.
SECONDARY OR ACCENT COLORS

Secondary colors should always be used sparingly in your design. Accent colors can be used as accent elements such as bullet points, small backgrounds, divider lines, buttons, call out boxes, or in charts and graphs to help distinguish levels.

Secondary or accent colors should never replace any of the primary colors in the logo or main wordmark. These select colors have been chosen because they can create an aesthetically pleasing visual when used in proximity to the logo or with our primary colors. They are to be used to add to the design and not to dominate it.

ACCENT COLORS - CMYK FOR PRINT AND HEX COLORS FOR SCREENS

- **WBU Shadow Blue**
  - C=100
  - M=68
  - Y=0
  - K=60
  - #00275a

- **WBU Shadow Blue**
  - C=100
  - M=68
  - Y=0
  - K=60
  - #00275a

- **Sky Blue**
  - C=85
  - M=24
  - Y=0
  - K=0
  - #0096d6

- **Sky Blue**
  - C=85
  - M=24
  - Y=0
  - K=0
  - #0096d6

- **Accent Orange**
  - C=0
  - M=69
  - Y=100
  - K=0
  - #f37121

- **Accent Orange**
  - C=0
  - M=69
  - Y=100
  - K=0
  - #f37121

- **Accent Brown**
  - C=40
  - M=69
  - Y=100
  - K=40
  - #6e431b

- **Accent Brown**
  - C=40
  - M=69
  - Y=100
  - K=40
  - #6e431b

- **Accent Green**
  - C=69
  - M=9
  - Y=100
  - K=0
  - #5bac46

- **Accent Green**
  - C=69
  - M=9
  - Y=100
  - K=0
  - #5bac46

- **Accent Dark Gray**
  - C=3
  - M=1
  - Y=0
  - K=61
  - #797d81

- **Accent Silver**
  - C=9
  - M=3
  - Y=0
  - K=16
  - #c3ccd7

- **Accent Silver**
  - C=9
  - M=3
  - Y=0
  - K=16
  - #c3ccd7

- **Accent Red**
  - C=7
  - M=100
  - Y=100
  - K=23
  - #b3171c

- **Accent Red**
  - C=7
  - M=100
  - Y=100
  - K=23
  - #b3171c

- **Accent Silver**
  - C=9
  - M=3
  - Y=0
  - K=16
  - #c3ccd7

- **Accent Silver**
  - C=9
  - M=3
  - Y=0
  - K=16
  - #c3ccd7
TYPOGRAPHY

All official materials printed or distributed by Wayland Baptist University should follow the approved standards for usage of typography (fonts). It is important to follow guidelines for both external and internal documents to help build and maintain the visual brand. The use of character typography can diminish the professionalism of our brand. There are instances where special fonts may be used for program or event titles, but the Wayland name should most always be in one of the approved fonts.

Professional Printing

Serifa Bold (HEADLINES)
Wayland WAYLAND

Adobe Garamond Pro
Wayland WAYLAND

Helvetica Neue Bold
Wayland WAYLAND

Internal printing (Word)

Garamond
Wayland WAYLAND

Arial Bold
Wayland WAYLAND

Rockwell Bold
Wayland WAYLAND

Wayland Headlines Feature Serifa Font

Serifa bold is our headline font for most documents and it aligns with our website design.
Optional fonts:
Georgia, Minion and Times New Roman are also appropriate fonts for use in text-heavy documents. **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 on the previous page in order to maintain a professional and unified brand. Marketing and Communications can assist.

Using non-branded fonts and/or colors in advertisements, websites, social media posts or publications can create brand confusion for viewers.
WORDMARKS

Wordmarks are a non-graphic means of identifying Wayland Baptist University without the use of the graphic elements like the W or the flame. They are an integral part of the brand and their use is certainly encouraged. The main font is Adobe Garamond Pro and Serifa Bold is great for headlines as it matches our website. Do not refer to us as Wayland Baptist without the word University. You can use Wayland or WBU on second references.

Wayland Baptist University
Wayland (Adobe Garamond Pro)

Wayland Baptist University
Wayland (Serifa Bold)

WBU
Wayland (non-athletic use) (Helvetica Neue or Arial)

Wayland
WBU (athletic use only) (Atletico)
WORDMARKS (continued)

While there is no official logo for the various schools, it is important to note that three of our schools bear the name of a benefactor who contributed financially to the university. Please remember to refer to those schools by their full name on first reference. In headlines or large signage, the benefactor name font should be about half the size of the school name. When written inline, all letters should be the same size. This style should also be applied to the other schools who are not yet named.

Left Justified

Don A. Williams
School of Education

Kenneth L. Mattox
School of Mathematics and Sciences

Ben and Bertha Mieth
School of Nursing

Centered

Don A. Williams
School of Education

Kenneth L. Mattox
School of Mathematics and Sciences

Ben and Bertha Mieth
School of Nursing

Inline

Don A. Williams School of Education

Kenneth L. Mattox School of Mathematics and Sciences

Ben and Bertha Mieth School of Nursing
THE UNIVERSITY SEAL

The university seal represents the origin of Wayland Baptist University and our mission set forth by our founders. As our most formal logo, it is reserved for official Police, Board of Trustees, and Office of the President events which include diplomas and materials pertaining to graduation. Use of the seal should be primarily for formal and official documents such as diplomas, programs for events hosted by the president, and any other legal agreements binding to the University. If it is to be used on diplomas, awards or accolades, it should include the signature of the presiding university president and/or Board of Trustee chair.

Gold printing is only achieved with metallic ink or foil stamping. Both methods are expensive and not cost effective for the quantity of materials we normally produce. True Blue Seal is the preferred use for the president’s office materials. However, if you need to produce a gold-looking design for special occasions, contact the Office of Marketing and Communications for approval.

The full-color logo is reserved exclusively for historical use and the single color logos (preference to True Blue) are required in contemporary design.

NOTE:

This colorful seal is retired from contemporary use. This full-color seal is reserved for special circumstances or unique events hosted by the Office of the President. Examples may include special throw-back events, gifts or souvenir-style publications documenting school history such as yearbooks, anniversary editions or historical publications.
EMAIL PLANNING

Targeted

While everyone appreciates an attractive email it is equally important to recognize that people receive numerous email communications every day. Many of these messages are deleted without being read. Your message may not be seen because it was not clearly targeted to your specific recipient.

• When practical, include the name of your recipient in the opening of the message
• Provide a clear contact that your recipient can use for additional information

Clarity

Most email messages are only viewed for three to five seconds and not read in detail. Therefore, it is essential that recipients can understand what is being communicated and how they can take action quickly.

• Organize information for quick scanning
• Use spacing and good design to clearly point to your message

Subject Line

Like good outdoor billboards, the subject line of your email message should convey both the message and a reason to open an email. Best practice is to communicate a clear title for your email using three to seven words.

Professional

Remember that we are a professional organization. First impressions are important, so our Wayland emails should look professional and unified and be void of personal messages and graphics. You can sound friendly without sounding unprofessional.

Personal and political comments do not belong in emails.

Signatures should look professional and represent the university and the views of the university, not personal viewpoints. The creation of this policy will help protect the employee and the university from legal action by other groups that might interpret a quotation on a signature line as inappropriate.
Sometimes your email messages require a phone call or direct mail to properly respond to them. An email signature is important so recipients can quickly respond to you by methods other than an email reply. Official emails should look professional and consistent so our students receive a unified message no matter what department or program sends them the email. The signature should be clean and simple using a lean amount of information. For example, you do not need your email address in your signature as it is easily obtainable from the email they just received. Include your phone number so people can call you easily. Don’t include a fax number if you rarely receive a fax.

First and Last Name, Highest Degree Earned (degree optional)
Title/Position | Academic Title (if applicable)
(direct phone number) office | (personal phone number) mobile (optional)
fax number (optional if used frequently) | toll free (optional)
(space for clarity)
Mailing address
P.S. section (optional) (avoid personal preferences or references)

If you use the P.S. section, include only one of the following options.
1. University or athletic logo
2. Wayland social media hashtag (Example: #WeAreWayland)
3. A hyperlink to a specific Wayland program (Example: Give to Wayland here!) The link should be active and direct the reader to the site upon click.

Use Arial Bold for your name so it stands out.
Use Arial Regular for the remaining text.
If you want to use the logo in your signature, ask Marketing for the optimized one so you get the best look.

EXAMPLES

Jack Pearson, Ph.D.
Vice President | Professor of Engineering
(806) 291-1400 office | (806) 791-2107 mobile
Wayland Baptist University
1900 W. 7th Street CMB 1221
Plainview, TX 79072

Rebecca Pearson, M.A.F.
Graphic Artist and Social Media Manager
(806) 291-1400 office | (806) 791-2107 mobile
Wayland Baptist University
1900 W. 7th Street CMB 1221
Plainview, TX 79072

#WeAreWayland
The “Texas W” logo was retired on July 1, 2018. This logo and all other versions of athletic logos or graphics are no longer in use as identifiers for current Wayland Baptist University athletics. Use of these logos is now reserved exclusively for historical publications and “throwback” events. New materials, uniforms, equipment or other sports graphics should feature the “Chisled-W” or the new Pioneer Pete mascot with the words Pioneers.
ATHLETIC AND SPIRIT LOGO

The Chiseled-W features a 3-D look that is in line with competitor’s logos and other regional and national logos. Having a unified way to identify the sports teams increases brand awareness when our teams are featured in the media. This logo is designed to be used as a sports logo or a spirit logo. The older “Texas W” graphic is now retired.

Athletic Primary Colors

WBU True Blue
C=100
M=67
Y=0
K=23
Pantone 293-C
#084a8e web
Madeira thread (Marine) 1134

WBU Yellow-Gold
C=0
M=16
Y=100
K=0
Pantone 109-C
#eec301 web
Madeira thread (Golden Rod) 1171

Athletic Shadow Color

Blue Shadow
C=100
M=68
Y=0
K=60
Pantone 540-C
#00275a web
Madeira thread (Navy) 1043

Special paint colors are designated for painting with Sherwin-Williams brand paint.

True Blue=SW6966
Blue Shadow=SW9177
Yellow Gold=SW6903
CLEAR SPACE

Provide a minimum clear space around the logo equal to the X-height of the blue box on the name-bar and spaced as shown. This is the minimum clearance the logo should have in proximity to other elements. It can have more space. This creates prominence and clarity. The official Athletic and Swpirit logo should use proper clear space to separate the logo from elements of other (even internal) entities. The trademark symbol should be used in all applications. For clarity the “Chiseled W” logo should never be printed smaller than 1/2-inch high. Embroidered logos should be no smaller than 1-1/2 inch high and always at a legible size using the proper thread colors.

1/2 inch
Minimum Size for printing

1-1/2 inch
Minimum Size for embroidery
SPECIAL NOTE ABOUT THE LOGO

It is important to note the chisel creates a shadow. The darker color should always appear as the shadow on the lower-left side of the logo. **The black and white versions of the logo are NOT interchangeable.** All uses should be approved by the Office of Marketing and Communications prior to printing or production. To maintain the 3-D effect, there is no 2-color, blue and gold logo option.

**Alternate Versions**

The athletic and spirit logo is available in all black, all white or grayscale applications.

Black only logo for use on white or light colored backgrounds when only one color is available.

White only logo for use on any dark colored background when only one color is available.

Grayscale logo for use on white background when only one color is available but tinting or shading is allowed.
PIONEER ATHLETIC & SPIRIT MASCOT GRAPHIC

The Pioneer mascot is known as Pioneer Pete. The re-branded mascot was launched in August of 2023 to coincide with new sports and the addition of membership into the NCCAA division. The use of the full-color mascot is the first preference on all mens’ and womens’ Wayland sports except the Flying Queens women’s basketball team. It is also a great way to instill spirit on campus through student activities and can be used as a spirit mark for fun events. Do not add elements to the mascot graphic.

Pioneer with white trim for use on colored backgrounds, even non-branded colors. The white trim allows the mascot to standout from the colored surface.
MASCOT COLORS

The mascot colors complement the main school colors. The blue is slightly different from the True Blue to allow the hat band accent to be in higher contrast with the hat.

Hat/facial hair
CMYK 0,0,0,100
Hex #000000
Pantone Black

Neckerchief/"w"
CMYK 0, 16, 100, 0
Hex #eec301
Pantone 109C

Hat band accent
CMYK 80, 41, 0, 0
Hex #2682c5
Pantone 2184C

Skin tone
CMYK 5, 25, 58, 0
Hex #f1c27c
Pantone 1355C

Silver trim
CMYK 9, 3, 0, 16
Hex #c3ccd7
Pantone 428C
ALTERNATE VERSIONS

Sometimes the background may be white or you may need to use single color versions to fit budgets or styles. Use the following for branding guidelines.

Pioneer with silver trim for use on white backgrounds. The silver trim helps the mascot stand out on the white surface.

Pioneer black only with white trim for use on colored backgrounds.
ALTERNATE WHITE ONLY VERSIONS (continued)

As always, the graphic is preferred in full color, but occasions call for an all-white logo. The white-only logo is for use on medium to dark colors only and the hat and mustache will take on the color of the background, so be aware of its appearance.
SPECIAL NOTES ON THE MASCOT

The all-white and all-black logos are NOT interchangeable. Vendors will often take the all-black logo and swap black for white, which does not work. If you need all-white, make sure you use the White-Only logo specifically.

Proper White Only logo. All Black logo swapped for White.

Do not use all-white logo on light colored backgrounds. The all-white logo should have strong contrast against the background.

Do not modify the mascot by changing the main color or adjust the skin tone.

The mascot can be paired with Pioneers, Wayland or WBU, but not with academic programs or departments.
MASCOT AND OTHER LOGOS

The mascot is not a logo and therefore should be paired with the name Pioneers or be near enough to our university logo to help viewers associate it with Wayland. The clear space is shown by the X-box. Do not display the mascot graphic too close to the other university logos without a separator.

This page features approved examples of pairing Pioneer Pete and an example of an upapproved mix.
MASCOT FACE DIRECTION
The mascot should face right and show the right cheek and ear as first preference and to maintain a branded look. However, in special instances it can be flipped to show the left side when conditions merit and only when the correct facing direction is not ideal.

Preferred and first choice direction for good branding.

OPTIONAL direction when the first choice is not available. This should be an extremely limited use of the mascot.
ATHLETIC FONT

Just as important to the brand is the way our sports teams appear in printed form. An athletic font is critical to unifying the look of our athletic program as we continue to compete on national stages. The athletic font is Atletico, which is a contemporary, yet rugged font that is a nod to some of the original graphics seen on vintage athletic apparel or in archival photos. This font is for athletic use only.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

EXAMPLES OF FONT USE

WAYLAND PIONEER

SOCER

Welcome Back Pioneers
The women’s basketball program is a unique and storied part of the Wayland story. Their unique name, Flying Queens, was earned in the late 1940s when their first sponsor the Harvest Queen Mill helped fund the program and the school adopted the name Queens for the ladies. A few years later sponsors Claude and Wilda Hutcherson of Hutcherson Flying Service began flying the team to locations far away to find competitive women’s opponents. That unique situation earned them the nickname The Flying Queens. In the 1950s the teams won a record setting 131 consecutive games. That record stands today as no other basketball team, men’s or women’s, has surpassed that mark.

In 2019, the Naismith Basketball Hall of Fame enshrined the program from 1948-1982 for all its contributions to women’s basketball. Enshrinement is the highest honor at the Naismith Basketball Hall of Fame. That same year, the university secured the rights to the name Flying Queens as a federally registered trademark.

When writing the name Flying Queens in documents, emails or other copy, the use of the registration mark is optional. However, in headlines and larger uses, the name Flying Queens should include the registration mark as shown below. For headlines and larger text, use the keyboard shortcut (alt R for PC or command R on Mac) to get the ® mark, or contact the University's Office of Marketing and Communications for the correct graphics file.

This logo and its variations was used in the 50s and 60s and is most frequently used as historical reference to the program and by the Hutcherson Flying Queen Foundation. Due to the legacy nature of the program, it may be used by the current women’s basketball program for promotion and recruiting.
SCHOOL SPIRIT CASUAL LOGO

This logo is the spirit logo and is for casual wear, athletic and non-academic events. It is a common logo for all Wayland students, no matter which campus they attend, to show their school pride on and off campus. It does not replace the official university academic mark and should not be used in academic marketing. Departments or campus locations should not be added to the logo. As often as possible, make sure the registration mark is visible.

Digital printing and new techniques make full color reproduction more affordable than once thought. Make every effort to reproduce the logo in full color as the first option on t-shirts, promotional items, banners, etc. Use the alternative color options when needed.
ALUMNI ASSOCIATION LOGO

The Alumni Association logo incorporates fonts from the university logo and the new spirit mark as a basis. This universal logo is used for all alumni, no matter which campus they consider home.
UNIVERSITY BUSINESS CARDS

University business cards should be ordered directly through the portal in order to maintain a professional, unified look and to save on cost. A WBU credit card is required to order cards or you can contact the Office of Marketing and Communications for assistance. Below is an example of the academic business cards for faculty and staff employees. There is an option for printing on the back of the card during ordering.

EMPLOYEES

Name in Adobe Garamond Pro Bold 11pt
Title or Titles in Adobe Garamond Italic (use ampersand between titles) 8pt

These columns are in Helvetica Neue Regular 8pt type with 10pt spacing

**Left column:**
- email
- Mailing address

**Right Column:**
- Office phone
- Mobile or Fax
- Simple Web address

TO ORDER EMPLOYEE CARDS:
portal.slategroup.com/waylandbaptist
Username: WBUorders
Password: Wayland#1908
ATHLETIC BUSINESS CARDS

Patrick Nelson
Associate Athletic Director
Athletic Marketing & Media Relations

Wayland Baptist University Athletics
nelsonp@wbu.edu
1900 West 7th St. CMB 1260
Plainview, Texas 79072
office (806)-291-3805
fax (806)-292-1344
wbuathletics.com

ATHLETIC COACHES AND STAFF

TO ORDER ATHLETIC CARDS:
portal.slategroup.com/waylandbaptist
Username: WBUorders
Password: Wayland#1908

PRESIDENT’S CARDS

Bobby L. Hall, Ed.D.
President

halb@wbu.edu
1900 West 7th St. CMB 1299
Plainview, Texas 79072
office (806)-291-3400
mobile (806)-555-7755
wbu.edu

Business cards for the President and members of his Cabinet are available by special order. Contact the office of Marketing and Communications for orders.

PRESIDENT
SPECIAL SECONDARY VERTICAL OPTION

In most cases, the horizontal logo will serve the designer well. It should always be considered the first choice when selecting the academic mark to maintain good branding. However, in situations where a vertical stacked logo is clearly a better fit or the only fit, you may select the vertical option with approval from the Office of Marketing & Communications. Users may obtain the vertical option from the Office of Marketing and Communications as they are needed.
The popularity and effectiveness of social media makes it an essential part of any integrated marketing plan. Facebook, Twitter, Instagram, Pinterest, TikTok, SnapChat, YouTube, LinkedIn, Google+, and blog platforms can be effective means of communication to Wayland Baptist University’s target audiences, partners and community.

With the use of so many social media outlets, it is important that there be some oversight of these channels and that the university brand and message remain consistent.

The following are requirements and recommendations for the use of social media by WBU entities. Marketing and Communications can offer assistance with using social media and setting up university specific accounts.

- **Complete the social media profile and return to the Digital Media Coordinator. (contact Marketing and Communication for profile form)**

- An approved Wayland Baptist University logo (or organization logo) should be represented on the site. It is recommended that the same logo be used across different social media platforms for consistency. Contact Marketing and Communications for appropriate images and logos.

- The dominant colors should be Wayland Baptist University colors.

- Social media accounts should be established by an administrator with an official university email address. There must be at least one WBU employee as an administrator. **The Marketing and Communication must be an administrator on each profile.**

- Photos, video or music on the sites must be appropriate for Wayland Baptist University and the university must have legal rights to distribute the image, video or music.
SPECIAL NOTES

For external campus messaging we are using the tagline:

**Flexible. Affordable. Fast.**

You can use periods or have the three words written without punctuation depending on your design and where the copy fits in the advertising platform. Be consistent within the document, signage or advertising campaign. Do not use synonyms or reorder the list.

**QR CODES**

The use of QR codes made a tremendous comeback, almost from extinction, in 2020 during the Covid pandemic. Please note that QR codes are designed for print or display signage and are a quick way to direct someone to a web page or form. Do NOT use QR codes in emails, on social media posts, on web pages. Instead, use direct links (hyperlinks). If your QR code is designed to capture leads, it is important to prepare the backend so the data can be captured and distributed to the right office. The Office of Marketing and Communications can build QR codes for free.

**PDF AND THE WEB**

Whenever possible create a web page rather than post a PDF. Making the content into a web page may take a little more time, but the user experience for the student will be much better. Fillable PDFs are great and preferred over having the student download a paper form to complete. However, if the PDF can be converted to an online form that is preferred and will increase our website accessibility score.

**AP STYLE**

The university Marketing and Communication recommends AP style in writing for marketing and advertising materials. For example, AP style for “online” is one word without hypens.
This set of guidelines is designed to help Wayland Baptist University with its visual image in the eye of consumers, students and media. It is important to carefully consider the guidelines in this handbook before publication or production begins.

It is imperative that all designs featuring the logos be approved through the Office of Marketing and Communications as outlined in university policy 7.4.1-3 on the website.

An extensive amount of research was involved in assembling this guidebook. However, situations may arise that require an update to the guidelines. The Office of Marketing and Communications may update this set of guidelines as needed to help protect and enhance the brand experience. Requests for assistance in design or development of wordmarks or special-use logos should be directed to the Office of Marketing and Communications.

Thank you for your cooperation in helping Wayland Baptist University unlock its full potential through smart branding.
The included logos are registered trademarks and all graphics within are copyright 2023 Wayland Baptist University.