VISUAL IDENTITY GUIDELINES
WHY VISUAL IDENTITY STANDARDS?

In the 1990s, the internet created a portal to the world like we had never experienced. Today, with technologies and apps that connect us to students half-way around the world in seconds, it is so 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.

The standards within this guidebook allow us to easily create documents and messages with a unified feel, while at the same time we can offer special nuances in the touch-points we have on our various campuses.
THE UNIVERSITY ACADEMIC MARK

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.

It should be featured on every piece produced for Wayland Baptist University that refers to our core goal which is academic achievement.

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. University policy 7.4.3 states that materials using the logos should be approved through the Office of Marketing & Communications prior to production.

Generally, the first choice for any application should be the official logo in full color. If space or color is limited, you may choose one of the other logo versions from the Office of Marketing & Communications web page. There is no grandfather clause for any other version of the logo and the logo may not be altered in any way.
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.
Clear space

Provide clear space around the logo equal to the X-height of the “W” character and spaced as shown. This is the minimum clearance the logo should have in proximity to other elements. However, it can have more space if it improves the design. This creates prominence and clarity. The academic logo should use proper clear space to separate the logo from elements of other (even internal) entities. When used near other elements or graphics, the logo should be prominent.
In addition, the logo should never be rotated or re-proportioned beyond its original appearance. Do not recreate the logo using other fonts or reposition the elements in any way. Below are a few examples of logo NO NOs.

**Do not recreate the logo with different fonts.**

**Do not resize any of the elements.**

**Do not realign any of the elements.**

**Do not stretch to be disproportional.**

**Do not squeeze to be disproportional.**

**Do not add or substitute words.**
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 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 1/2 inch tall. Designs should be approved by the Office of Marketing & Communications.

The flame is always to be used as a solid in the official yellow-gold (preferred) unless used as an oversized design element and not “tinted.” If used as a large background design element, it can be used as a percentage of white or black. The flame should never appear blue or any other color.

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.
UNAPPROVED LOGO USAGE

Below are a few of the unapproved logo uses. Do not use these styles any longer.

Tilt or Skew
3-D or Shadow
Words across or below Flame

Also, the flame should not be used to create custom seals or other graphics. No elements should be added 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. We have tested these colors and they are designed to work best with modern digital printing methods and it takes the guesswork out of printing, web and mobile design. Using the official logos will ensure good color. When communicating to an external vendor, these are the numbers you will need.

Because many elements may contribute to a shift in color output in printing, it is always best practice to see final proofs and/or do a press check when possible.

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 Marketing and Communications to ensure use of the appropriate logos and proper colors for the end product.
SECONDARY OR ACCENT COLORS FOR PRINT

Secondary colors are great for adding color, shading and dimension to your design. Accent colors should be used for design elements such as bullet points, divider lines, buttons, call out boxes, backgrounds, etc.

Secondary and accent colors should never replace the primary colors in the logo and should always be used cautiously and sparingly in your design. Pay special attention to good, strong color contrast and make legibility the priority when combining colors in your design.

These select colors have been chosen because they can create an aesthetically pleasing visual when used near the logo or with our primary colors. They are to be used to add to the design and not to dominate it. Some sample uses are on the next page.

ACCENT COLORS CMYK for Printed and HEX colors for PowerPoint

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

- **WBU Light Blue**
  - CMYK: C=100, M=34, Y=0, K=0
  - HEX: #0084cb

- **Accent Orange**
  - CMYK: C=0, M=58, Y=100, K=23
  - HEX: #c46c16

- **Accent Lime**
  - CMYK: C=40, M=0, Y=100, K=7
  - HEX: #9bc134

- **Accent Fuchsia**
  - CMYK: C=30, M=100, Y=0, K=10
  - HEX: #a41681

- **Accent Gold**
  - CMYK: C=0, M=33, Y=100, K=23
  - HEX: #cb9f0b

- **Accent Red**
  - CMYK: C=0, M=100, Y=83, K=23
  - HEX: #be122a

- **Accent Brown**
  - CMYK: C=0, M=51, Y=90, K=49
  - HEX: #915515

- **Accent Lime**
  - CMYK: C=40, M=0, Y=100, K=7
  - HEX: #9bc134
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**Wayland Wins!**

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Our Growth

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<th>SAMPLE</th>
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<tr>
<td>2000</td>
<td></td>
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<tr>
<td>2010</td>
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<td>2020</td>
<td></td>
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<td>2030</td>
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Captivating Headline
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“I will always remember my time at Wayland.”
A Grand view!
Wayland offers a summer tour of the Grand Canyon for all alumni.
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 always be in one of the approved fonts.

Examples of brand approved fonts are as follows:

### Professional Printing

**Adobe Garamond Pro**

Wayland  
WAYLAND

**Wayland**

**WAYLAND**

### Internal printing (Word)

**Garamond**

Wayland  
WAYLAND

**Wayland**

**WAYLAND**

**Helvetica Neue**

Wayland  
WAYLAND

**Arial**

Wayland  
WAYLAND

**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 above in order to maintain a professional and unified brand.*
THE UNIVERSITY SEAL

The university seal represents the origin of Wayland Baptist University and our mission set forth by our founders. Today, it is reserved for official Police, Board of Trustees and Office of the President events which include diplomas and materials pertaining to graduation. 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.

True gold printing is only achieved with metallic ink or foil stamping, however, if you need to produce a gold-looking design with the CMYK process, the proper logo can be obtained by contacting the Office of Marketing and Communications.

The full-color logo is reserved for historical use and the single color logos are preferred in contemporary design.

This colored logo 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 throw-back events, gifts or souvenir-style publications documenting school history such as yearbooks, anniversary editions or historical publications.

BLACK        TRU BLUE        WHITE        LIGHT GOLD

HISTORIC USE
EMAIL PLANNING

Targeted

While everyone appreciates an attractive email it is equally important to recognize that people receive substantial 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. 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, download the optimized one from the Visual Identity Guidelines web page so you get the best look.**

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**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
RETIRED ATHLETIC LOGOS

The “Texas W” logo was retired on July 1, 2018. The logo and all similar versions or graphics are no longer in use as an identifier for current Wayland Baptist athletics. Use of these logos is now reserved exclusively for historical publications and “throwback” events.

TEXAS W LOGO
ATHLETIC AND SPIRIT LOGO

The new 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.

![Wayland logo](image)

**Athletic Primary Colors**

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK Values</th>
<th>Pantone Code</th>
<th>Web Code</th>
<th>Thread Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBU True Blue</td>
<td>C=100, M=67, Y=0, K=23</td>
<td>293-C</td>
<td>#004890 web</td>
<td>Madeira thread (Marine) 1134</td>
</tr>
<tr>
<td>WBU Yellow-Gold</td>
<td>C=0, M=16, Y=100, K=0</td>
<td>109-C</td>
<td>#e5c300 web</td>
<td>Madeira thread (Golden Rod) 1171</td>
</tr>
</tbody>
</table>

**Athletic Shadow Color**

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue Shadow</td>
<td>C=100, M=68, Y=0, K=60</td>
</tr>
</tbody>
</table>

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

Maintaining consistency should also be applied to logo clarity. 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 spirit 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.
Special Note

It is important to note the chisel creates a shadow. The shadow should always appear on the lower-left side. 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 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.
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.

abcdefgijklmnopqrstuvwxyz
1234567890

EXAMPLES OF FONT USE

WAYLAND PIONEER

SOCCER

WAYLAND PIONEER

VOLLEYBALL
HUTCHERSON GYM FLOOR

score table

WAYLAND BAPTIST UNIVERSITY
2018 Design by Office of Marketing & Communications
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.
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 are encouraged. The main font is Adobe Garamond Pro.

Wayland Baptist University

Wayland

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

WBU (athletic use only) (Atletico)
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.
ACADEMIC BUSINESS CARDS

University business cards should be ordered directly through the Office of Marketing and Communications in order to maintain a unified look and save on cost. Below is an example of the academic business cards for faculty and staff.

Dan Jacobson, Ph.D.
Executive Director & Assistant Professor of Business

dan.jacobson@wbu.edu
95-1091 Ainamakua Drive
Mililani, Hawaii 96789

office (808)-564-3348
mobile (808)-369-6325
wbu.edu/hawaii

Ron Appling
Director of Human Resources | Office of Human Resources

applingr@wbu.edu
1900 West 7th St. CMB 1274
Plainview, Texas 79072

office (806)-291-3451
fax (806)-291-1981
wbu.edu

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: Right Column:
email Office phone
Mailing address Mobile or Fax
Simple Web address
PRESIDENT, CABINET
AND ATHLETIC BUSINESS CARDS

Bobby L. Hall, Ed.D.
President
hallb@wbu.edu
1900 West 7th St. CMB 1299
Plainview, Texas 79072
office (806)-291-3400
mobile (806)-555-7755
wbu.edu

Kevin Lewis
Associate Athletic Director
Athletic Marketing & Media Relations
lewisk@wbu.edu
1900 West 7th St. CMB 1260
Plainview, Texas 79072
office (806)-291-3805
fax (806)-292-1344
wbuathletics.com

President
and Cabinet members

Wayland Baptist University Athletics

Athletic coaches and staff
SECONDARY VERTICAL OPTION

In most cases, the horizontal logo will serve the designer well. It should be considered the first choice when selecting the academic mark to maintain good branding.

However, in situations where a vertical logo is clearly a better fit, you may select the vertical option with approval from the Office of Marketing & Communications. Each campus will have this option and may obtain the vertical option from the Office of Marketing and Communications as they are needed.
EXTERNAL LOGOS

Since 1974, Wayland has offered courses through our external campuses. These original sites were designed to be an external arm of the university to reach students where they live and serve. The courses offered remain the same academically for all students and our brand should reflect our common thread. The official university academic mark is preferred in most publications, but in some instances, you may need to refer to the city in which the external campus site resides. Below are the official logos for each of the external campuses.
SOCIAL MEDIA

The popularity and effectiveness of social media makes it an essential part of any integrated marketing plan. Facebook, Twitter, Instagram, Pinterest, Tumblr, 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 Communications 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.

• Photos on the sites must be Wayland Baptist University specific and the university must have legal rights to distribute the image.

• NOTE: If you are using human subjects on any social media platform that requires a profile photo or cover photo, it should always be a group of people.
POST SCRIPT

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 consider these aforementioned guidelines 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 7.4.3 on the website.

A tremendous 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.