POLICY & PROCEDURE DOCUMENT

NUMBER: 08.1040

DIVISION: Public Affairs

TITLE: WKU Logo Usage; Communication & Branding

DATE: August 8, 2011

Policy for: WKU Branding and Communication Consistency
Authorized by: Robbin Taylor, VP of Public Affairs
Issued by: WKU Marketing and Communications

I. Purpose and Scope

The WKU brand is more than logos, colors, mascots, and taglines. The brand is the overall perception of the University by all audiences. All WKU faculty and staff have an obligation to continue to build the University's brand awareness through verbal, written, face-to-face or online communications. By presenting professional, consistent messages and a unified "look" for WKU, the University's reputation, name recognition and brand become stronger.

II. Policy

A. Logo Usage

1. Only use official WKU Logos downloaded from the University Publications website at http://www.wku.edu/publications. The WKU logo was not created from a typeface. It is specially made of custom-designed type forms. Do not attempt to re-create the WKU logo from a type font. The name "WKU" may appear in text in any typeface as long as it is not a substitute for official WKU logo artwork.

    a. All previous or provisional versions of the WKU logo should be deleted and replaced with the most current logo.

    b. Do not use scanned copies, website logos, or "homemade" versions of the logo.

    c. Use of the cupola element of the logo by itself requires approval from WKU Marketing & Communications.

d. If your unit is funded in whole or in part by the University, then you are required to use the WKU Logo exclusively. No other unit logos may be used for print or on the website. University Publications can create customized logo signatures.

e. Always use the registered trademark WKU logo, ® rather than the copyright WKU logo, ©.

2. Who should use the WKU logo?

a. If you serve the academic mission of WKU whether through teaching, administration, student recruitment, institutional advancement or providing support services, then you should use the WKU logo and no other logos.

b. If your unit has an independent relationship to the community, represents a regional or national organization, has different funding than WKU, or is housed on a WKU campus for convenience, then your unit may develop an independent logo, without borrowing from the WKU logo.

c. Such units may display both their own logo and the WKU logo as long as the WKU logo requirements are met (see Communications & Branding Manual for requirements).

d. No WKU logo should be used by any non-university entity to imply a relationship with the University without express permission from WKU Marketing and Communications.

e. University social, fraternal, advocacy, hobby and religious organizations may not use any WKU logo, or any part thereof, for promotion.

f. University academic, performing, and intramural athletic organizations may use the WKU logo or a logo signature to represent WKU in competition or conference with chapters from other universities.

3. Size Specifications

a. The WKU element should be no shorter than .75" when used in print.

b. Do not distort the logo or change the aspect ratio or make alterations of any kind to the WKU logo.

4. WKU Logo Colors

a. The WKU, the Cupola, and the optional square element of the WKU logo may use any of the WKU colors (see Communications & Branding Manual for exact color matching).

b. The WKU logo may appear in one color against any solid color background but may not use color graduations or be placed on complicated backgrounds.

5. Logo Signatures

   a. For visual unity and improved institutional recognition, University units, departments, colleges, schools and regional campuses should use WKU logo "signatures" instead of distinct unit logos. Logo signatures must be custom-created by University Publications.

6. Restricted and Obsolete Logos

   a. Use of the University Seal is restricted for use by the President's Office, on commencement materials, on certificates and official university documents, and on high-quality souvenir items. It may be used as a historical reference, but should not be used as a WKU logo in current publications.

   b. The University Logo that was used between 1990 and 2007 and the Centennial Logo that was used from 2005-2007 are now obsolete and should not be used in any current publications.

   c. Athletics logos are for use by Athletics Communications/Media Relations and the WKU Athletics teams only. Athletics Communications/Media Relations must approve any other use of athletic logos.

   d. Big Red may be used in academic publications as a symbol of the student body.

7. WKU Stationery and Business Cards

   a. University stationery and business cards must be purchased exclusively through the Printing Services Website using the current approved vendor. Use only approved layouts for letterhead and envelopes, business cards and business reply mail. University Publications must approve any variations.

8. Departmental Brochures

   a. Official division, college and departmental brochures should be designed by University Publications and must adhere to the standards outlined in the Communication & Branding Manual.

B. Publications

1. Items printed with state funds require two statements regarding printing with state funds and equal opportunity. These items may be printed in the smallest legible type size. They are not required on imprinted promotional items such as pens, mugs, flash drives, etc.

   a. © 2011 [or current year] Western Kentucky University. Printing paid from state funds, KRS 57.375.

   b. Western Kentucky University is an equal opportunity institution of higher education and upon request provides reasonable accommodation to individuals with disabilities. www.wku.edu/eoo

C. Website

1. The University's website should be used for official University business only. All web pages representing official WKU departments, recognized affiliates and conducting official University business or residing on the wku.edu domain should be consistent in design and style in keeping with the WKU brand.

2. The following elements should be included on all official University web pages. Many of these elements are provided in standardized templates that are available through the Enterprise Content Management System, OmniUpdate Campus.

   a. WKU Logo in prominent position on the page and that links back to wku.edu
   b. Page Title
   c. WKU-branded Header and Footer
   d. Use of official university color palette
   e. Use of official university typography
   f. Link back to your college, department or division home page
   g. Faculty/Staff directory
   h. Contact Information for your college, department or division
   i. W3C Web Content Accessibility to provide optimal access for visitors with disabilities
   j. Analytic tracking code (Google Analytics)

D. Social Media/RSS Feeds

1. Many units across campus have adopted the use of social and interactive media tools to supplement their internal and external messages. When using social media, the content must be kept updated and relevant.

   a. Identify your University social media presence(s) as "official"
   b. Use an approved version of the WKU logo
   c. WKU should be used in the title (e.g. WKU Department of XYZ or XYZ at WKU)
   d. Information should always be professional, relevant, and timely
   e. Interaction with students should be kept to a business-only nature
   f. Do not use or create false profile names
   g. WKU does not tolerate any form of harassment

E. Merchandise and Promotional Items

1. The University has a state contract with two approved vendors from which to purchase promotional items when using state funds. Promotional items such as pens, flash drives, string bags, mugs, etc., should only be purchased from one of these approved vendors (see Communications & Branding Manual for vendor information).

2. The marks of WKU, including the University logo and all Athletic marks, are controlled under a licensing program administered by the Collegiate Licensing Company (CLC). Licensing ensures that the University's symbols and marks are used appropriately and that vendors will stand behind their products. Purchase items that bear the WKU logo or other marks only from licensed vendors. A list of licensed vendors can be obtained from WKU Athletic Marketing or from the WKU Marketing & Communications website.

3. Items ordered for resale are subject to a 10% royalty fee. Items ordered for giveaway purposes only are not subject to the royalty fee.

F. Digital Signage

1. WKU Digital Signage is managed by the Communication Technologies Department.

   a. Digital signage may be used to display WKU related content such as emergency messages and/or messages from the President or Provost and to promote campus events or to share other important messages with students, faculty and staff.

   b. Digital signage may not be used for vendor promotion or advertising, political ads, personal or classified ads.

III. Related Policies & Documents

See also:
• Policy 08.1010 / 05.1010:   Web Governance – Participation in WKU Enterprise Content Management System

• Policy 08.1020 / 05.1020:   Web Governance – Web Standards Committee

• Policy: 08.1030 / 05.1030:   Web Governance – Appropriate Use of the WKU Enterprise Content Management System (ECMS)

• WKU Communication & Branding Manual (http://www.wku.edu/marketingandcommunications)