

**WASHBURN.**  
UNIVERSITY

**A Guide To The  
Washburn University  
Identity**



“This book is designed as  
a resource for all of  
Washburn University. It helps  
us understand how to present  
ourselves to the world at large.”

## A MESSAGE FROM DR. MAZACHEK, PRESIDENT, WASHBURN UNIVERSITY

Washburn is an amazing university that holds a special place in our hearts. Sharing that love and spirit with others is an important mission for all of us. It helps us attract the best students and promote the University's character and traditions.

A strong brand is a vital part of fulfilling that mission. I firmly believe we have established such a brand and this guide helps all of us put Washburn University's best foot forward.

We have a number of schools, areas, programs and individuals at Washburn. That makes us a strong institution, but it also can be confusing to those outside of the Washburn family. That makes it even more important that we project a unified voice to the world – that our identity is expressed to the public in an engaging and recognizable manner.

This brand book provides the guidelines for maintaining that vital consistency in our messaging and approach. From visual elements to the specific fonts we use in our communications, this is your field manual for giving Washburn University its unique voice.

I encourage all the faculty and staff to become familiar with our brand guide. In it, you will find the particulars of how we speak about Washburn and promote ourselves. But more importantly, it will help us express our passion for the work we do here on behalf of our students and our community.

I appreciate all that you do and Go Bods!

A handwritten signature in black ink, reading "JuliAnn Mazachek". The signature is fluid and cursive, with the first name "JuliAnn" and last name "Mazachek" clearly legible.

Dr. JuliAnn Mazachek,  
*President*

*Washburn University*



Be true to  
your school.

–The Beach Boys

It's only fitting we begin the Washburn University brand book with a lyric from the Beach Boys. After all, they may be the very definition of a brand – often imitated, never duplicated. And when you hear them, there's no mistaking them for anyone else.

The same holds true for the Washburn University brand. It has been created to help ensure that this university stands out among its peers and competitors. It has been designed to best tell the Washburn University story in a manner that befits not only the university, but appeals to the potential students, faculty and staff that will continue to propel Washburn University on its path to greatness.

**And, again like the Beach Boys, harmony is everything.** For the Washburn University brand to be clear and consistent, we, the men and women of Washburn University, must be purposeful in our communication. We must know our parts and sing them loudly, proudly and boldly.

We must be true to our school.



**WHAT DOES  
WASHBURN UNIVERSITY  
STAND FOR?**

# WE EXIST SOLELY TO HELP YOU BECOME YOUR BEST SELF.

This is our essence.

**Our reason for being.** Whether we teach economics or serve in the Office of the Registrar, what unites us is our desire to help others be their best.

This essence of the Washburn University brand encompasses all that we do. And for our students, our brand is defined by how they *experience* what we do.

By living out the Washburn University brand, we're able to provide an experience that is rich, robust and meaningful in the lives of our students. Not only them, but in ourselves as well, as we seek to live out a cause more noble even than education; transformation.

**Consistency is the key to our brand's success.** And achieving that consistency calls for simplicity, discipline and focus. Every single one of our interactions with those we wish to attract to Washburn University has the potential to strengthen our brand equity. Or to weaken it. So we call upon a united effort of every department, every program, every office, every single Washburn University faculty and staff member to learn the simple rules set forth in this brand guide. To have the discipline to put those simple rules into action. And to have the focus to be consistent and intentional with your interactions. After all, *you* are the Washburn University brand.

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# BRAND ARCHITECTURE



Consider this the Cliff's Notes® for your Washburn University Brand Guidelines. Not everyone will need to refer, for instance, to the proper spacing of the university logo, or the correct way to make videos ready for YouTube®.

On the other hand, everyone who works at Washburn University should have a working knowledge of the major tenets of the brand. So here they are, in an easy to read and understand format. With this single sheet you'll be able to ensure that any and all communications, both internal and external, follow brand protocols.

From the noble purpose of the brand essence to the particulars of the brand voice, this sheet will help you become integral to the success of the university, and will serve as a constant reminder that your work here shares a common theme; To help others become the best version of themselves.



# BRAND ARCHITECTURE

## Brand essence

*A distillation of brand position*

## Brand values

*Code of behavior*

## Brand promise

*Commitment to customer*

## Brand experience

*Proof of promise*

## Brand voice

*How the brand speaks*

<p>Washburn University exists solely to help you become your best self.</p>	<p>Integrity Fairness Collaboration Respect Accountability</p>	<p>At Washburn, you will be encouraged to find your best self.</p> <p>Not only encouraged, but equipped, enabled, and prepared to take your best self into post-collegiate life, ready to make your unique mark in this world.</p> <p>Because at Washburn University it isn't about us. It's about you.</p>	<p>Credible Respectful Accountable Helpful Encouraging Personal</p>	<p>Personal Authentic Inviting Compassionate Passionate Unpretentious</p>
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## THE LOGO

**This is our mark. Our first impression. It is what begins to separate us from our competitors, and what identifies us to our community. It's not simply a mix of typeface and color – it is a graphic representation of who we are and what we stand for. So it's understandable that we're more than a little protective of it.**

**WASHBURN**<sup>®</sup>  
**U N I V E R S I T Y**

**Primary  
Wordmark**

— WASHBURN  
BLUE  
PANTONE 654  
— 100% BLACK



## THE LOGO: A CLOSER LOOK

### PREFERRED USE

Always use the wordmark shown here. Also available are two one-color logos, one in Washburn Blue, or Pantone 654, and one in black. A reversed version for dark background use is also available. No other colors or combinations are allowed.

### LOGO SIZING

To ensure legibility in print media, the logo may not be reproduced in sizes of less than 1" in width. The minimum size for electronic media is 72 pixels in width.

### CLEARANCE

Clear, uncluttered space surrounding the logo maintains the mark's integrity, impact and legibility. Allow minimum clearance of the height of the capital W on all four sides.

# THE LOGO: A CLOSER LOOK

## ONE-COLOR OPTIONS



## KEEP CLEAR SPACE

TEXT OR OBJECTS OUTSIDE OF CLEAR ZONE OK



MAINTAIN A SPACE PROPORTIONAL TO THE HEIGHT OF THE CAPITAL W ALL THE WAY AROUND THE LOGO

## REVERSED VERSION



## LOGO LEGIBILITY: SIZE STANDARDS

1" MINIMUM LOGO WIDTH/72 PIXELS



REVERSE LOGOS CAN BE FEATURED IN THE FOLLOWING WASHBURN UNIVERSITY BRAND COLORS. THE WORD "UNIVERSITY" CAN BE EITHER COMPLETELY WHITE, OR IN THE BRAND GRAY, AS SHOWN ON THE EXAMPLES HERE.



# A FEW SIMPLE EXAMPLES

Building brand equity and increasing brand recognition is surprisingly easy.

## **RULE ONE:**

Only use approved, unaltered versions of the WU logomark.

## **RULE TWO:**

If you don't have the correct file or file type contact [wurelations@washburn.edu](mailto:wurelations@washburn.edu) or call 785-670-1154.

In short, feel free to use the logo, but only when you use it correctly. Not sure? For more information call University Relations at 785-670-1154.

A fairly lengthy but by no means exhaustive list of things not to do with the logo:

## **DON'T**

- Re-create the logomark
- Use the logomark within text
- Swap colors
- Use an incomplete or improperly sized logo
- Outline the logo, alter or replace typefaces
- Use old logos or unapproved taglines
- Rotate the logo
- Use any type of effect or skew
- Rearrange the logo elements
- Place the logo on a background that distracts or overpowers the logo
- Use a drop shadow
- Combine the logomark with any other marks, graphic elements or words, except as specified

# JUST DON'T DO IT.



WASHBURN<sup>™</sup>  
UNIVERSITY

USE UNAUTHORIZED COLORS



WASHBURN<sup>™</sup>  
UNIVERSITY

OUTLINE THE LOGO



WASHBURN<sup>™</sup>  
UNIVERSITY

SKEW, BEND, WARP, ROTATE OR  
ANIMATE THE LOGO



WASHBURN<sup>™</sup>  
UNIVERSITY

ADD A DROP SHADOW



WASHBURN<sup>™</sup>  
ADVANCED LOGO STUDIES

REPLACE TYPEFACES



USE BACKGROUNDS THAT  
DISTRACT OR OVERPOWER THE LOGO

# UNIVERSITY STRUCTURE

The Washburn University logo is the main identifier for the university. That said, there is a system for including all of the other groups and divisions within the university.

## PRIMARY UNIT LOGOS

Primary units will always be notated in bold, upstyle (all capital letters) gray Gotham typeface, and always below the Washburn University logo (see examples at right).

**Groups and divisions within the university may not create their own logos or alter the structure mentioned above.**





**PRIMARY UNIT CONSTRUCTION**



**UNIVERSITY SEAL**

This official seal is a registered mark of the university and its usage is limited to the discretion of the Office of The President.



# UNIVERSITY STRUCTURE

## SECONDARY UNIT LOGOS

Secondary units will be notated in Washburn Blue, downstyle (initial caps on words of three or more letters) Garamond type.

Secondary units may not create their own logos or alter the structure mentioned above.

A listing of primary and secondary units is shown on the next page.

**WASHBURN**  
UNIVERSITY

University Relations

WASHBURN BLUE  
PANTONE 654

.13" OF SPACE BE-  
TWEEN  
SECONDARY UNIT

**WASHBURN**  
UNIVERSITY

Strategic Analysis and Reporting

SECONDARY UNIT  
LINE NOT TO EXCEED  
LENGTH OF WORDMARK

**WASHBURN**  
UNIVERSITY

Washburn Law Clinic

THE SIZE RELATIONSHIP  
OF THE UNIT LOGOTYPE  
IS 1/2 THE HEIGHT OF  
THE A IN THE PRIMARY  
LOGO

## Verbiage

Bod™

Bods™

Ichabod™

Ichabods®

QUEST™

Washburn™

Washburn Ichabods™

Washburn University Institute of Technology™

Washburn Tech™

Washburn University®

WU™

## PRIMARY AND SECONDARY UNITS

### COLLEGE OF ARTS AND SCIENCES

<i>Departments:</i>	Mathematics & Statistics
Art	Modern Languages
Biology	Music
Chemistry	Philosophy
Communication Studies	Physics/Astronomy
Computer Information Sciences	Political Science
Education	Psychology
English	Sociology/ Anthropology
History	Theatre
Kinesiology	University Band
Mass Media	Crane Observatory

### SCHOOL OF APPLIED STUDIES

<i>Departments:</i>	
Allied Health	
Human Services	
Criminal Justice & Legal Studies	
Social Work	

### SCHOOL OF BUSINESS

Master of Accountancy
Master of Business Administration
Accountancy
Business Administration
Kansas Small Business Development Center

### SCHOOL OF NURSING

### SCHOOL OF LAW

Law Library
Washburn Law Clinic
Law School Alumni Association

### WASHBURN INSTITUTE OF TECHNOLOGY

### MEMORIAL UNION

#### OFFICE OF THE PRESIDENT

University Relations
University Counsel
Equal Opportunity
Strategic Analysis and Reporting

#### VP OF ACADEMIC AFFAIRS

Center for Teaching and Learning Excellence
Honors Program
Leadership Institute
Washburn Transformational Experience
LinC
International Programs
Academic Outreach
Mulvane Museum of Art
Mabee Library
Student Success Center
Academic Advising
First Year Experience
Tutoring and Writing Center

#### VP OF ADMINISTRATION & TREASURER

Washburn University Police Department
Information Technology Services
Facilities Services
Finance
Purchasing
Employee Wellness Program
Human Resources
Business Services
University Mailing and Printing Services
Ichabod Shop
Washburn Dining Services

### VP OF STUDENT LIFE

Student Recreation and Wellness Center
Student Activities and Greek Life
Multicultural Affairs
Student Health
Residential Living
Career Services

### ATHLETICS

Football
Men's Basketball*
Women's Basketball*
Softball
Baseball
Golf
Men's Tennis*
Women's Tennis*
Men's Track & Field*
Women's Track & Field*
Soccer
Volleyball
Cross Country

*\*The gender designation may  
be dropped as appropriate*

### ENROLLMENT MANAGEMENT

Admissions
Financial Aid
Registrar
Student One Stop

**Additions to this list must  
be requested through  
University Relations and  
approved by the University  
Marketing Committee**

The very essence of  
Washburn University



**ICHABOD**

# BEING AN ICHABOD

Enthusiastic. Courteous. Sincere in the search for truth and knowledge.  
Studios and serious, but a friend to all.

That is the spirit of Ichabod Washburn, and the spirit that lives on  
here at Washburn University.

And, while the Ichabod is not a formal logo of the University,  
he is most certainly our Mascot. More than that, he is a constant  
reminder of what it means to truly be an Ichabod from Washburn University.

As such, he is held in high esteem. And, while he is the embodiment of the  
Washburn brand, he is not a substitute for any brand marks, logos or wordmarks.

**The Ichabod is trademarked by Washburn University and any and  
all usage must be pre-approved. For more information contact  
wurelations@washburn.edu or 785-670-1154.**

# RULES FOR MR. ICHABOD

There is only one acceptable version of the Mr. Ichabod Icon, and it is shown below. (There is also an official left-facing version.)\_ All usage of Mr. Ichabod must be approved by Washburn Public Relations.



Mr. Ichabod may be used in lockup (directly alongside) the logo. In this usage, Mr. Ichabod **MUST** be on the left side of the logo and facing right as shown above.

When used with the logo, Mr. Ichabod should be twice the height of the W in Washburn. The bottom of his bow tie should align with the top of the W. The right, outstretched foot

should align with the left side of the W as shown by the guide marks in the example.

He may appear in the same piece of communications (ad, brochure, and flyer) where he is not directly to the right of the University logo. If he is directly to the left, the “lockup” rules apply

Mr. Ichabod is not the logo but rather the mascot and an icon of the university. He may also be used with words other than the wordmark. If used with the words “Washburn University” those words should not mimic the wordmark.

Mr. Ichabod is a trademarked icon, and may not be altered in any way. He will normally appear in authorized colors:

- Washburn Blue (pantone 654)
- Black (or shades thereof)
- Reversed to a solid color of gray or white

While Mr. Ichabod Icon is representative of a person, he is not to be personalized in any way. For instance, do not replace his top hat with a football helmet, or substitute a laptop for his textbook.



NORMALLY, YOU WOULD NOT USE MR. ICHABOD IN COLORS OTHER THAN OUR BRAND BLUE OR BLACK, HOWEVER YOU MAY GET A SPECIAL EXCEPTION FOR ITEMS SUCH AS A ST. PATRICK'S DAYTEE SHIRT BY CONTACTING PUBLIC RELATIONS

# CROPPING THE ICHABOD.

## DO NOT CROP EXCESSIVELY



It is permissible to crop the Ichabod Icon for graphic use, but never so tightly that his head and arms are out of picture.



TIGHTEST PERMISSIBLE  
HORIZONTAL CROP



PERMISSIBLE CROP



TIGHTEST  
PERMISSIBLE  
VERTICAL CROP

# THE SPIRIT W



## The Washburn Spirit Mark

This mark is the graphic embodiment of the Washburn University fighting spirit, and is used by the Athletic Department.

It may be used for equipment, signage and uniforms for sanctioned Washburn University Athletic events and is also available for other uses such as recruitment. It is, however, a less formal mark and the nature of the communication needs to be considered.

The mark, however, is the primary mark for athletics and may also be used as a graphic element for athletic event promotions and editorial coverage of news and events related to Washburn Athletics. Other event promotions will normally use the more formal logo.

The mark is not a substitute for the Washburn University logo, **nor is it to be used side-by-side (in lockup) with the University logo**, as seen in this example:



The mark may be used in conjunction with the Washburn University logo, but only as secondary graphic element (either smaller in size than the University logo, or screened back in color so that the University logo is more prominent).



# THE SPIRIT W

Washburn University Athletic teams may use the Spirit Mark as a mark for their sports as shown in the examples below.



**FOOTBALL**



**BASKETBALL**



All of the logos (and not just the W) as well as the other Washburn name and other university verbiage such as Ichabods are licensed under a program administered through Learfield Licensing Partners.

**All merchandise must be purchased through licensed vendors.** For further information, refer to Washburn University Policies, Regulations and Procedures Manual – Policy P (Trademark Licensing).

# THE SCALES OF JUSTICE



The Washburn University School of Law has not only an illustrious past, but a history almost as long as the University itself.

Befitting an institution with a legacy spanning more than a century, the School of Law has been afforded their own Heritage Mark, the familiar ‘Scales of Justice, W’ seen here.

With the new brand, however, the Heritage Mark will no longer be used in conjunction with the Washburn University logo. Rather, it will be used as a standalone mark, never side-by-side (in lockup) with the Washburn University logo. See examples of appropriate and inappropriate usage of the Washburn University School of Law Heritage Mark.



## APPROVED SCHOOL OF LAW LOGO



The scales are available in Washburn Blue and black.

## THE SCHOOL OF LAW LOGO

The mark is not a substitute for the Washburn University logo, nor is it to be used side-by-side (in lockup) with the University logo, as seen in this example.

Like the Ichabod, the Heritage Mark MAY appear above the logo in certain usages such as on a pin, shirt or hat.

## GETTING TECHNICAL: WASHBURN UNIVERSITY INSTITUTE OF TECHNOLOGY



The Washburn University Institute of Technology has been a tremendous success story since joining the Washburn family in 2008. It has been affectionately known as Washburn Tech, and that's fine, when following these guidelines:

### LOGO USAGE

Washburn Tech may continue to use an updated version of its previous logo, now known as the informal logo. It may be used on advertising, apparel and signs. The formal logo can be used anywhere in place of the informal logo and is the preferred logo for use on letterhead.

The informal logo may also be used on uniforms authorized by Washburn Tech and may appear with the program or department name below the logo. For instance, a uniform with "Electrical Technology" below the logo. The program name shouldn't be wider than the logo and should be in Univers Italic or similar type style

### APPROVED WASHBURN UNIVERSITY INSTITUTE OF TECHNOLOGY LOGO



### INSTITUTE OF TECHNOLOGY

### FORMAL LOGO



### INFORMAL LOGO



### ELECTRICAL TECHNOLOGY

### INFORMAL LOGO WITH PROGRAM NAME

## GETTING TECHNICAL: WASHBURN UNIVERSITY INSTITUTE OF TECHNOLOGY

The Washburn University Institute of Technology has been a tremendous success story since joining the Washburn family in 2008. It has been affectionately known as Washburn Tech, and that's fine, when following these guidelines:

### TWO: FORMAL NAME AND INFORMAL NAME USAGE

For advertising and marketing purposes (ads, brochures, and banner ads) it is admissible to use Washburn Tech, even in the first or only mention, provided that the formal logo is also a part of the communication. (see example mock ad)

In all other communications, the formal Washburn University Institute of Technology must be used in the first mention, as in, "The Washburn University Institute of Technology (Washburn Tech) today announced..." In all subsequent mentions, the informal 'Washburn Tech' name may be used.

### COLLATERAL MATERIALS/BRANDED MERCHANDISE

These materials may use either the formal logo or the informal logo. They can also use the formal logo along with the informal name in the copy.



**COME TO  
WASHBURN  
TECH**

The Emporunt pora quamus autem entia quis arripissimus nus entis quo tempurum volupis teapricabo. Ut facperitica matense quasit ant abo. Et rest, ne expilits dollorp orporep erumet ad quamus etur?

Il, ommo volporpo repulit aut aurant evendae dolesitae eat.

Ribus. Corrovitatur maximus et ut quiam facae sunt omihli ma nonsequis rent debis aut est, solet aut volorep quassum facae quo to in rem. Omnimollit faciat laborenis aut pero bea dita demporatit pa suntio qui aminuifaut lab inuallat lunditiae quilla alio veritit, quia a conlanto dolo dolonectum quissim velique paripit quam, officae. Nam si debito saurita ea vel noncetempit tem fugassimae ipaum et valore.



**SCHEDULE  
YOUR VISIT TODAY  
877.588.7140  
[WWW.WASHBURNTECH.EDU](http://WWW.WASHBURNTECH.EDU)**

# STUDENT ORGANIZATIONS



Student Organizations and clubs are the lifeblood of the University, and are encouraged to show their organization/school pride in as many ways as they like. That said, there are some simple and easy-to-follow guidelines to follow to ensure brand compliance.

## USING THE WASHBURN UNIVERSITY LOGO

The logo stands alone. No other mark, symbol or writing can be attached to it to form a new logo. And, as a rule, the logo must have clear space around it on all sides at a distance no less than the height of the “W” in Washburn.

Other simple logo rules are:

- Do not re-create the logo, use the approved versions only
- Do not place the logo within text
- Do not use alternative colors
- Do not crop/cut off the logo
- Do not make the logo smaller than 1" in width
- Do not outline, drop shadow or alter the logo in any other way

## ADDING YOUR ORGANIZATION NAME

Again, we want to encourage usage so we've made it as easy as possible to join your name with the Washburn University name. Simply treat your club or organization the same as University secondary units are treated on page 18 of this brand book. In short, your name will appear below Washburn University in the logo, initial caps on letters of 3+ words, and in Garamond typeface.

## HE'S YOUR ICHABOD, TOO!

And he's a fine ambassador for any organization, so please use him freely. But with respect.

- Ichabod may appear in Washburn Blue (pantone 654), black, or reversed in solid gray or white. Other colors only in special circumstances and only after getting clearance from University Relations.
- For rules on cropping Ichabod and a full list of regulations with helpful examples, see pages 20-23.

# STUDENT ORGANIZATIONS

## USING THE SPIRIT MARK

Nothing speaks to the Washburn experience quite like the spirit of our student body, so show yours with pride. The Spirit Mark is a great way to 'be true to your school,' just be sure to stay true by not placing the Spirit Mark next to the logo or by placing type directly under it. And, just as with the logo, leave space on all four sides equal to the height of the "W" in "WASHBURN."



## USING THE WORDS "WASHBURN UNIVERSITY"

In short, feel free! There are but a few restrictions on using the university name, and you will find them in this brand book. If you have any questions, please contact University Relations at [wurelations@washburn.edu](mailto:wurelations@washburn.edu) or call 785-670-1154.

Finally, it's important to know that any merchandise featuring the school logo, Spirit Mark, Ichabod or word mark must be purchased through a licensed vendor partner. A complete list of such vendors is available on the University website.



# COLOR

# COLOR USAGE

The Washburn University color palette is a system that fits in perfectly with the brand's tone of voice, and is current without being trendy.

The foundations of the brand are in cool grays and blues, with secondary colors that help give visual depth and interest. These accent colors, along with their according tints, values and hue gradations, may be used to support the main color palette.

Please know that white space is essential for clear communication that is easy on the eye, and that white space is actually considered a color and a major component of any design.

Colors can speak louder than words. They help emphasize, invoke emotion, even energize and inspire.

	PANTONE	CMYK	RGB	HEX
PRIMARY	654	100/82/32/12	0/58/112	#003A70
	543	38/11/4/0	163/200/227	#A3C8E3
	7454	67/35/13/1	96/142/181	#608EB5
	124	6/35/100/1	236/170/0	#ECAA00
	WARM GRAY 4	31/27/31/3	181/173/166	#B5ADA6
SECONDARY	377	57/21/100/5	121/154/5	#799A05
	144	1/53/100/0	242/139/0	#F28B00
	BLACK	0/0/0/100	0/0/0	#000000

## GRADIENTS



Tints, values, and same hue gradations, as shown here, may be used as needed to support the main color palette, and provide the perfect accent.

## EMBROIDERED



## THREAD COLOR

ROBISON-ANTON 2439 NAVY



# TYPOGRAPHY

THAT  
IS **POWERFUL**

Stately

In the service of ideas  
both big and small

## **GOTHAM**

Clean, modern and bold.  
Use for headlines.

## Adobe Garamond

Classic, timeless and lasting.  
Use for headlines, subheads,  
and as an option for text.

## Univers

Clean, easy-to-read, this  
modern font can be used  
for text in both regular and  
condensed versions.

We have chosen fonts that best represent  
our brand, combining form with function  
while being both bold and inviting.

# GOTHAM

---

<b>REGULAR</b>	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz • 1234567890</b>
<b>BLACK</b>	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz • 1234567890</b>
<b>ULTRA</b>	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz • 1234567890</b>

# Adobe Garamond

---

<b>REGULAR</b>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz • 1234567890
<b>ITALIC</b>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz • 1234567890</i>

# Univers

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<b>ROMAN</b>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz • 1234567890
<b>CONDENSED</b>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz • 1234567890

Additional fonts are available within these families, and are approved for use. These are the primary ones that work with the majority of your communication needs.

# TYPOGRAPHY

We have chosen web fonts that best represent our brand, combining form with function while being both bold & inviting.

## MYRIAD PRO

---

REGULAR	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz • 1234567890
SEMI BOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz • 1234567890
BOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz • 1234567890

## Georgia

---

REGULAR	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz • 1234567890
ITALIC	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz • 1234567890</i>

Additional fonts are available within these families, and are approved for use. These are the primary ones that work with the majority of your communication needs.

# BRAND

# W

# C

# I

# O

# V



Whether printed, tweeted, posted or spoken, the way we use words is what brings the Washburn University to life.

If the essence of the Washburn University brand is to help others become their best selves, then the way we speak is the key to making that essence believable and desirable.

## THE WASHBURN UNIVERSITY BRAND VOICE CONSISTS OF THE FOLLOWING CHARACTERISTICS:

**PERSONAL** Strive to use personal pronouns rather than generalities. Instead of saying, “Students here enjoy our intimate campus,” say, “You’ll enjoy an intimate campus.”

**AUTHENTIC** Be genuine. It’s enough. Washburn University is not located in the ‘cultural hub of the Midwest,’ it’s located in Topeka, the State Capitol.

**INVITING** Make the person you’re talking to feel wanted. Instead of saying, “This is a highly competitive environment where only the strong survive,” try, “We’ll give you the tools to be your best, and an environment where you can prove it.”

**COMPASSIONATE** Be understanding, be forgiving, and be empathetic. People tend to listen best when they feel they’re talking to someone who understands their situation.

**PASSIONATE** Remember, passion is contagious. It’s not just okay to be enthusiastic about Washburn, it’s fantastic.

**UNPRETENTIOUS** Don’t speak down to your audience. Be mindful of your audience and subject matter – it’s perfectly fine to be informal.

One final note: The goal is not to capture every facet of the brand voice in every sentence you write. The better way to look at things is to ask, “Does what I just wrote break any one of the aspects of the Washburn voice?”

# IDENTITY



They say you only get one chance to make a first impression. Our business cards help ensure that it's a lasting one. These cards are designed to act as an extension of our employees – helpful, informative, professional.

# IDENTITY COLLATERAL

## Business Card and Name Tag

### NAME TAG



### BUSINESS CARDS



Washburn Law and Washburn Tech may substitute their primary unit logo. Washburn Tech may also substitute the informal logo

For use by athletics only.



Patrick M. Early, APR  
Director University Relations  
785.670.1711  
Patrick.early@washburn.edu



Patrick M. Early, APR  
Director University Relations  
785.670.1711  
Patrick.early@washburn.edu

### Letterhead Options



Patrick M. Early, APR  
Director University Relations  
785.670.1711  
Patrick.early@washburn.edu



1700 SW College Avenue  
Topeka, KS 66621

1700 SW College Avenue

### Envelope

1700 SW College Avenue • Topeka, KS 66621

For use by athletics only.

# IDENTITY COLLATERAL

## Email Signature

The diagram shows an email signature block with the following text and callouts:

- Sarah Long Name**: Callout: 3 pixel tall black rule (pointing to the line above the name), Myriad Pro 18 pixels (pointing to the name).
- Assistant Director  
University Relations: Callout: Georgia 12 pixels, WU Blue (pointing to the text).
- WASHBURN UNIVERSITY** logo: Callout: Logo 125 pixels x 24 pixels (pointing to the logo).
- washburn.edu  
OFFICE: **785-670-3333**  
Morgan Hall  
1700 SW College Avenue  
Topeka, KS 66621: Callout: Myriad Pro Regular 12 pixels, Washburn Blue (pointing to the text).



## Flags



UNIVERSITY FLAG



UNIVERSITY FLAG

# PRINT COMMUNICATION GUIDELINES

## **Brochures, Postcards, Banners, etc.**

The Office of University Relations will, naturally, be most familiar with all Washburn University brand guidelines.

It only makes sense, then, that they stand by ready to assist you with any print communications needs. To facilitate the process, they have created the accompanying Print Communications Assistance Form. Simply fill out the form, and the staff at University Relations will develop a branded piece custom-tailored to your audience and your needs.

Contact Washburn University Relations at [wurelations@washburn.edu](mailto:wurelations@washburn.edu) or call 785-670-1154 for more information and to receive the form.

# PHOTO STYLE & USAGE

The photos we take and share help us tell the stories of Washburn University. So it's important that you be intentional when taking or selecting a photograph for university usage.

A few simple guidelines will help you do just that.



**Be passionate.** One of the beautiful things about campus life is the passion of students and faculty. Be it a game of touch football by the dorms, or a spirited debate in the classroom, show your passion for life and learning.



**Be inviting.** Use correct lighting and framing in your photographs. A warm image tells a warm story.

A picture is worth a thousand words.  
Make each one count.



**Be authentic.** Aim for realism and believability. Avoid photography (original or stock) that seems 'staged' or is obviously manipulated. Nobody studies for finals in perfectly pressed clothes and a giant smile plastered on their face.

## MODEL RELEASES

Before publishing photos that feature individuals, written permission from the subject must be provided. To obtain release forms, contact the Office of University Relations at [wurelations@washburn.edu](mailto:wurelations@washburn.edu) or call 785-670-1154.

# PHOTO STYLE & USAGE

Professional photographers spend years perfecting their craft. Luckily, the everyday photographer can benefit from those years of experience.

Take time to notice and master a few of the basics for better photography with this small guide to some elementary do's and don'ts.

Notice the framing. The subject is in the right third of the photo. The 'rule of thirds' says to divide your field into thirds and place your subject in any of those thirds.

The subject looks natural – as though the photographer were a 'fly on the wall' capturing an authentic moment in time.

A beautiful day captured beautifully. Notice the framing and natural look of the photograph.

## DO THIS.



# PHOTO STYLE & USAGE

Poor framing. There are subjects in two of the thirds. Your viewer will be unsure of what is the most important subject.



The subjects look posed and unnatural. The Washburn University brand voice is about being authentic, not staged.



A beautiful day, to be sure. But not so beautiful are the bright traffic cones and yellow tape in the background. Be aware of your surroundings and pay attention to everything in your shot.



The better the photo,  
the better the story.

# NOT THIS.

# TRADEMARK & LICENSING

**1. PURPOSE.** To set forth the regulations and procedures for the implementation of the University's name and trademark licensing program.

**2. DEFINITIONS.** For the purpose of the licensing program, these definitions apply.

**2.1 "SERVICE MARK"** means the distinctive letter, word, phrase, logo, or symbol used to distinguish services the University provides from services provided by other organizations.

**2.2 "TRADEMARK"** (mark) means a distinctive letter, word, phrase, logo, symbol, or nickname, associated with the University and used on products, and can be distinguished from those of other organizations. "Trademark" also includes intellectual property rights held by the University.

**3. RESPONSIBLE ADMINISTRATOR.** The Director of University Relations or designee shall be responsible for the administration of the licensing program.

**4. LICENSING PROGRAM INTENT.** The University's licensing program shall be designed to:

- License an entity to use a University service mark or mark for any purpose;
- Ensure the University name and trademarks are used appropriately, consistently, with high-quality reproduction, and to avoid misrepresentation of the University;
- Allow the University to share in the benefits derived from the commercial use of its service marks or marks;

- Establish a cooperative relationship with licensees to assist in the further development of a market of officially licensed products of the University; and,
- Promote a relationship by which both the University and its licensees will benefit.

**5. ROYALTY.** The University shall require payment of a royalty by the licensee, and shall reserve the right to adjust the licensing program and the rate of the royalty fee as market trends warrant.

**5.1 ATHLETIC UNIFORMS EXCEPTION.** All athletic and sports-themed items require licensing approval. An exception to the payment of royalty fees is granted for official game uniforms to be worn in competition by players of University designated intercollegiate athletic teams. This exception does not apply to athletic or sport themed replica or authentic items to be resold, donated, given, or given in kind to the general public.

**5.1.1** For any official University uniform to be exempt from royalty fees, the purchase of such uniform must be accomplished by purchase order in accordance with University purchasing regulations as set forth in Subject R, Purchasing and Financial Obligations. The vendor order form and/or the University purchase order shall contain sufficient information to provide justification for the exemption.

**5.1.2** Only orders placed in accordance with the University purchasing regulations may be exempt from royalty fees.

*continued*

# TRADEMARK & LICENSING

**5.2 Other University Use Exceptions.** An exception is granted for print products, including but not limited to, letter-head, business cards, and brochures whether produced by University Mail and Printing Services (UMAPS) or any other licensee for use by Departments or Department sub-units.

**6. LICENSING PROGRAM MANAGEMENT.** The University shall contract with a marketing company specializing in the collegiate marketplace to support the responsible administrator in the performance of the daily administrative activities.

## **6.1 RESPONSIBLE ADMINISTRATOR RESPONSIBILITIES.**

The responsibilities shall include, but not be limited to:

- Processing license applications;
- Coordinating artwork approvals;
- Considering the intended use of the service mark or mark for appropriateness;
- Reviewing sample products for conformance to quality and safety standards;
- Submitting promotional materials and products to the University for final approval;
- Issuing the license;
- Collecting the established royalty fee from the licensee and submitting to the University its share; and,
- Enforcement of licensed trademark rights.



## FAQ

# Have questions? We're here to help.

Q. I want to produce a T-shirt and some give-away items with a University mark. Do I need approval from someone?

A. All giveaways must be purchased through a licensed vendor. For more information, contact Washburn University Relations at [wurelations@washburn.edu](mailto:wurelations@washburn.edu) or call 785-670-1154.

Q. What is the Washburn University wordmark?

A. The Washburn University wordmark is the standardized graphic representation of the Washburn University name. See page 16 for more information.

Q. I've designed a logo for my department and want to use it with the Washburn University wordmark. Is that OK?

A. No supplementary logos are to be used with the wordmark. We all benefit when a consistent graphic identity represents Washburn University. See page 16 for more information.

Q. Which seal should I use?

A. The University Seal is designated for use of the Office of the President. The President's Seal may be used only with the permission of the Washburn University president. See page 17.

Q. How can I use the Ichabod?

A. Please refer to page 22 on Ichabod usage and contact [wurelations@washburn.edu](mailto:wurelations@washburn.edu) and 785-670-1154.

Q. Why do I need to follow brand guidelines?

A. Washburn University is a single institution, a trademark that stands for quality in higher education, research, health care, and a variety of other programs and activities. Given this diversity, it is necessary to establish a set of guidelines that position the University's identity under one unified set of standards.

Q. How do I order letterhead, envelopes and business cards?

A. Please contact University Relations at [wurelations@washburn.edu](mailto:wurelations@washburn.edu) and 785-670-1154.

Q. What if I have more questions?

A. Please contact [wurelations@washburn.edu](mailto:wurelations@washburn.edu) and 785-670-1154.



Morgan Hall 119  
1700 SW College Ave.  
Topeka, KS 66621

Current as of  
June 15, 2023