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Evaluating the Visual Identity Program guidelines

Kim Nelson, Director of University Creative Services

Academic Leadership Academy: 2014-2015

Project summary

The focus of this project is to pull together individuals from across campus who are responsible for visual communication and form a Designers on Campus group. During 2014 and 2015, this group has met to discuss a variety of design topics, share ideas and show completed work. The group has provided valuable input into revising WMU's Visual Identity Program guidelines. This ongoing project will result in a new release of the guidelines in early January, 2016.

- Fonts
- Color palette
- Templates in both InDesign and Microsoft Word
- Photography
- Approved unit logo
- Language
- Promotion

Fonts

Select fonts that are easily accessible by all units and at no cost to the University

The specified fonts for the University have been Univers, Garamond and Notepad. While Garamond comes standard with most software, Univers does not and licenses are sold per machine. It is very costly to cover all machines on campus and could mean tens of thousands of dollars moving forward. Source Sans Pro is an open source font designed by Adobe and is available for download free of charge. This font is also used for WMU's web pages. Print designers require a condensed font as well, so Open Sans Condensed has been selected to pair with Source Sans. Open Sans Condensed is also free.

Eliminate the current script font

Our script font, Notepad, has been very problematic. It is a trendy font with poor kerning. Rather than including a script font as part of the guidelines, we will offer suggestions that can be updated as needed. Script fonts are often trendy and need to be selected to fit the individual project.

Specify fonts for Microsoft Office software

Many users have difficulty installing fonts or require true type fonts. To remedy this problem, fonts have been specified for use in PowerPoint presentations and Word documents. Arial, Arial Narrow and Garamond are the desired combinations.

Fonts

Source Sans Pro

Regular
The quick brown fox jumped at WMU.

Italic
The quick brown fox jumped at WMU.

Semibold
The quick brown fox jumped at WMU.

Semibold italic
The quick brown fox jumped at WMU.

Bold
The quick brown fox jumped at WMU.

Bold italic
The quick brown fox jumped at WMU.

Black
The quick brown fox jumped at WMU.

Black italic
The quick brown fox jumped at WMU.

Light
The quick brown fox jumped at WMU.

Light italic
The quick brown fox jumped at WMU.

Extra light
The quick brown fox jumped at WMU.

Extra light italic
The quick brown fox jumped at WMU.

Open Sans Condensed

Light
The quick brown fox jumped at WMU.

Light italic
The quick brown fox jumped at WMU.

Condensed
The quick brown fox jumped at WMU.

Garamond

Regular
The quick brown fox jumped at WMU.

Italic
The quick brown fox jumped at WMU.

Semibold
The quick brown fox jumped at WMU.

Semibold italic
The quick brown fox jumped at WMU.

Bold
The quick brown fox jumped at WMU.

Bold italic
The quick brown fox jumped at WMU.

Arial

Regular
The quick brown fox jumped at WMU.

Italic
The quick brown fox jumped at WMU.

Bold
The quick brown fox jumped at WMU.

Bold italic
The quick brown fox jumped at WMU.

Arial Narrow

Regular
The quick brown fox jumped at WMU.



Italic
The quick brown fox jumped at WMU.

Bold
The quick brown fox jumped at WMU.


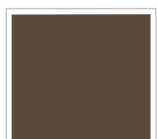
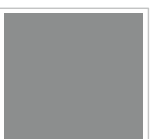
Bold italic
The quick brown fox jumped at WMU.

Color Palette

Primary colors should always be used at 100% and be a strong part of the color scheme.







 4625 C	 131 C
coated: c0 m65 y100 k79 uncoated: c40 m55 y70 k30 HEX: #331900 RGB: r87 g39 b0	coated and uncoated: c1 m35 y100 k6 HEX: #eeb111 RGB: r238 g177 b17

Metallic colors should always be used at 100% and only as a spot ink.




 874 C	 8622 C	 877 C
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Colors from the palettes below may be used in any percentage of full color.






Secondary colors may cover the page.

 464 C	 466 C	 167 C	 7413 C	 123 C	 7402 C
coated: c13 m51 y87 k48 uncoated: c12 m36 y84 k29 HEX: #835c26 RGB: r130 g52 b38	coated: c5 m75 y42 k14 uncoated: c25 m33 y68 k8 HEX: #c7b37f RGB: r189 g79 b127	coated: c3 m76 y100 k15 uncoated: c35 m8 y97 k14 HEX: #d4d119 RGB: r189 g79 b25	coated: c15 m70 y100 k0 uncoated: c0 m40 y90 k5 HEX: #cc6000 RGB: r213 g108 b42	coated: c0 m21 y88 k0 uncoated: c0 m15 y76 k0 HEX: #fde021 RGB: r253 g200 b47	coated: c0 m6 y38 k0 uncoated: c2 m6 y43 k0 HEX: #fde021 RGB: r253 g221 b156

Neutral colors

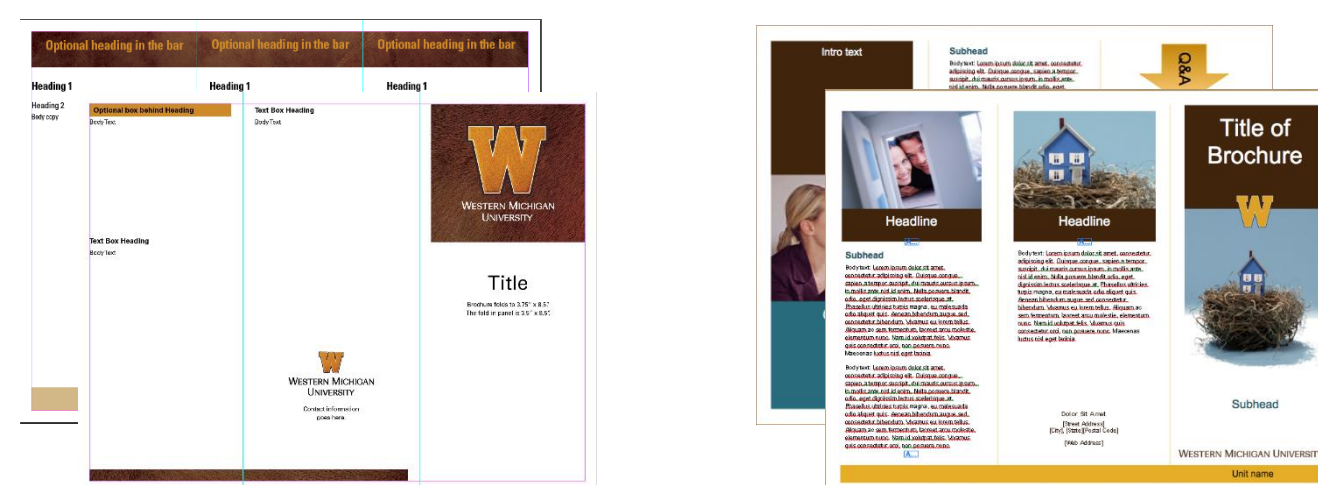
 black C	 7531 C	 7529 C
coated and uncoated: c20 m20 y18 k100	coated: c16 m28 y36 k49 uncoated: c38 m30 y40 k30 HEX: #666666 RGB: r126 g109 b95	coated: c7 m14 y20 k21 uncoated: c20 m10 y20 k10 HEX: #999999 RGB: r192 g178 b165

Accent colors must not dominate primary colors.

 562 C	 200 C	 5135 C	 639 C	 376 C
coated: c33 m10 y41 k37 uncoated: c39 m10 y40 k10 HEX: #009999 RGB: r0 g117 b115	coated: c10 m100 y100 k20 uncoated: c0 m100 y90 k5 HEX: #cc0000 RGB: r181 g25 b30	coated: c37 m61 y9 k26 uncoated: c0 m60 y5 k10 HEX: #4a36a0 RGB: r131 g22 b132	coated: c100 m1 y5 k5 uncoated: c5 m1 y11 k2 HEX: #0099cc RGB: r0 g153 b204	coated: c53 m0 y96 k0 uncoated: c48 m0 y95 k0 HEX: #7aa800 RGB: r87 g99 b0

Templates available for download

Trifold brochures



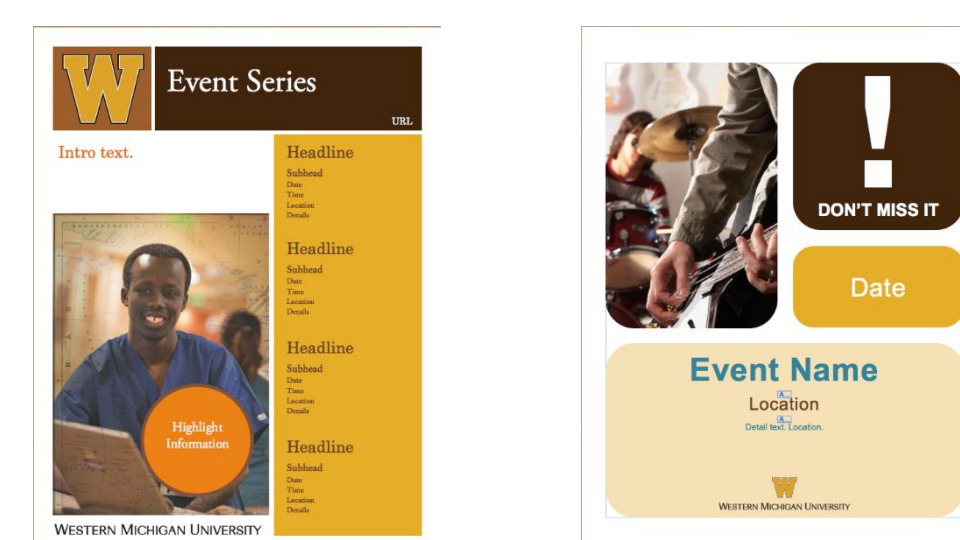
Postcards



Newsletters



Flyers



PowerPoint presentations



Flyers



Colors

Expand the color palette to support creativity

Designers on campus had many suggestions: brighter accents, ability to use percentages of the colors, seasonal colors, additional background colors and the ability to use more of the accent colors in relationship with our primary colors. Efforts have been made to incorporate these suggestions while continuing to maintain WMU's primary colors: gold and brown.

Next steps

Move photography archives online

This is a huge undertaking that will involve many of the staff in University Relations. I hope to have this underway, but not completed by early January.

Supply all units with their approved unit logo

A large percentage of the University community have their approved logo. In January, we will reach out to those who do not and supply them with their logos.

Clarify language in the guide

Over the past three years, I have collected all the comments and recorded questions. The area most in need of clarification continues to be logo usage. Especially, the custom logo restrictions. This will be addressed in the final draft to be released in January.

Promote application of the guidelines in all visual communication

As part of the release, a printed guide, along with a CD will be available for each department in addition to the online version. This revision will also be reflected in the Behind the W training. I encourage you to enroll at wmich.edu/behindthew.

Contact information

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