



WRIGHT STATE
UNIVERSITY

Brandbook

Wright State University Institutional Identity Standards Manual

JUNE 2017

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BRANDING TERMS

Here are some terms you may not be familiar with, but that are used often in the *Brandbook* and on the website:

ASSETS *Assets are all the components that work together to make the brand. Assets include marks, colors, fonts, taglines, etc.*

LOCKUP *A combination of graphic elements and words that make up a finished logo layout.*

LOGO *A logo is a branding asset that is often made up of a graphic element with the name of the organization it represents.*

MARK *A mark is a general term that refers to a logo, wordmark, symbol, etc.*

WORDMARK *A wordmark is usually the type element of the logo without the graphic element.*

OUR BRAND

Wright State University is tied to a history of exceptional ingenuity and courage thanks to our namesakes, the Wright brothers.

Orville and Wilbur Wright were not pilots. They were not aviators. They were bicycle shop operators. They were self-trained engineers, mathematicians, physicists, and philosophers. They were raised to ask questions, inspired to think beyond the known, and encouraged to dream. Through their passion and undeterred efforts, and without the extravagant support afforded to others seeking a similar feat, they taught the world to balance in thin air, perfecting their flying techniques in a field near Wright State.

Inspired by the pioneering spirit of the Wright brothers, Wright State intentionally creates pathways to success for its students through diverse educational opportunities. By offering exceptional programs at an exceptional value, Wright State puts quality education within reach. We meet students where they are, then join them on a journey to where they want to go.

If two bicycle shop owners can solve one of mankind's biggest challenges, then we, too, can achieve anything. We are not afraid to try new things, and, just as importantly, we're not afraid to fail. This determination, this grit, this fearlessness, this desire for forward progress—it's all part of the Wright State brand.

More than a name, logo, or color, our brand is a feeling...a promise...a belief. A brand is the message we present and exhibit, within our walls and to the outside world.

Our brand is everything we say and do, and how we say and do it.

THE *BRANDBOOK*

After nearly two years of extensive research—including input from thousands of members of our internal and external communities—and refinement, we are pleased to share this guide with you.

The *Brandbook* will allow us to shift from being in the reactive position of answering questions about who we are, to the proactive position of shaping people's ideas and perspective about us. We want everyone who hears the name Wright State to immediately associate us with the pioneering spirit of the Wright brothers and to believe in the transformative impact we have on the lives of our students and on the communities we serve.

This guide is essential to presenting a shared, consistent message about the university, both today and as we move forward into the future.

WHO SHOULD USE THE *BRANDBOOK*?

Everyone at every level of the university should treat this as a priority, an opportunity. Strengthened by a shared vision and voice, we will attract even more students, faculty, staff, donors, partners, and supporters who believe in our mission and goals.

Please set aside time to immerse yourself in this document. Your consistent effort will make a difference.

QUESTIONS?

If you have any questions or need additional guidance, please contact the Office of Marketing at (937) 912-0646. We are your partners in celebrating, shaping, and sharing the Wright State University brand.

PERSONALITY AND TONE

Our personality can best be described as “People First.”

We are inclusive, considerate, and sensitive to the needs of others. We provide reasonable assistance without being asked. When someone reaches out for help, we help. We have a can-do attitude. The phrases “I don’t know” and “that’s not my job” do not exist in our vocabulary.

Our tone is reflective of the following qualities that are derived from our personality, institutional core values, and mission statement.

Inclusive: We take pride in being inclusive, not exclusive.

Relevant: We focus on what is important now and moving forward.

Impactful: We make a difference in meaningful ways.

Fearless: We do not let the possibility of failure hold us back.

Persistent: We are determined, goal-minded, and purposeful.

Agile: We are imaginative, resourceful, and nimble.

Focused: We motivate students and each other.

Approachable: We put others at ease.

Taking our lead from the pioneering spirit of our namesakes, the Wright brothers, Wright State University will continue to be known for our advancements, our accessibility, our inclusiveness, and our entrepreneurial spirit in the 21st century and beyond.

It’s a matter of perception.

Our identity is not what *we* say it is; it is the perception of those around us. In order for our Wright State personality and tone to be received in the way we wish, we must each embrace these elements and consistently deliver them in ways that are authentic and sincere.

Don’t just read it. Live it.

It is not enough to put these statements on a website or write them on a white board. We must make a concerted effort to live the Wright State way. In person, online, or in print, we take the time and effort to show and tell who we are.

People-first actions:

- If someone looks lost, we take the time to escort them to their destination.
- If someone is having a problem, we listen and either resolve the issue or escort them to the correct person who is empowered to resolve the issue.
- If someone dials the wrong number, we look up the name and phone number of who they can contact.
- If someone emails, we provide a timely, positive, and professional response.
- If someone is waiting in a lobby, we offer a smile and warm greeting and offer to locate assistance.
- If someone talks about Wright State in person or online, we take the time to acknowledge their statements in a positive, value-added manner.

People-first word choices:

- We use inclusive language, e.g., chairperson instead of chairman.
- We use each individual’s preferred pronouns, e.g., they/them/theirs instead of he/him/his or she/her/hers.
- We use conversational language, relating to people on a human level.
- We use positive, optimistic, encouraging, and transparent language.

People-first statements, individually and collectively:

- I/we see the potential in you.
- I/we believe in you.
- I/we will help you.
- I/we understand.
- I/we am/are listening.

...and we follow through.

KEY MESSAGES

Rather than restrict our entire communications platform to a single tagline, we created the following statements to help guide our messages. These points are essential to the story we are telling about Wright State.

No one point is more important than another, so you can use any statement or combination of ideas you deem necessary to communicate your message. By incorporating them into our everyday vocabulary, we can elevate the identity of our university in a purposeful, targeted manner.

A Human-Centered Perspective

We create an inclusive environment where people are cared for, where they are respected, and where they can be authentic.

A Smart Investment

We ensure motivated students, faculty, and staff can achieve their ambitions and better serve themselves and their communities.

A Culture of Innovation

We take risks, challenge the status quo, and continually explore ways to do things better.

Fueled by a Pioneering Spirit

We accept the challenge to continue the Wright brothers' daring spirit by believing we can achieve anything.

Strength in Diversity

We foster a diverse campus that resembles the world. Our students, faculty, staff, and alumni are exposed to new cultures, lifestyles, and thinking, making them well-rounded global citizens.

On the Rise

We inspire people to be much more than they thought they could ever be, and we are confident the best is yet to come.

THE ELEVATOR SPEECH

The elevator speech answers the question “Who is Wright State?” It is designed to quickly paint a picture of who our university is and what makes it unique. It’s Wright State in a nutshell, and can be used in text or spoken to your audience.

“Named for Ohio’s world-famous Wright brothers, Wright State University offers an exceptional, inclusive, and valuable education that puts pioneering students on the path to future success.”

Why:

Like the Wright brothers, we believe each person has the ability to soar, to achieve their dreams. We believe in helping people uncover and develop their potential.

What:

We transform the lives of our students and the communities we serve through more than 200 academic programs offered by eight colleges, three schools, and two campuses.

How:

We conduct scholarly research, engage in meaningful community service, drive economic revitalization, and empower our students, faculty, staff, and alumni to make a positive impact.

Referring to the university:

- Use *Wright State University* for the first mention; *Wright State* may be used thereafter. Do not refer to the university as *WSU*.
- Do not capitalize university when it appears alone, e.g., “The university is preparing for tomorrow’s event.”
- Wright State has one regional campus, *Wright State University–Lake Campus*. On second mention, it can be referred to as *Lake Campus*.
- While the larger campus is located in the city of Fairborn in Greene County, we refer to it as being in Dayton, Ohio, so others may have a more immediate sense of our location.
- When mentioning both Wright State campuses, they should be referred to in second mentions as the *Dayton Campus* and the *Lake Campus*. Avoid using the phrases *Main Campus* and *Branch Campus*.

UNIVERSITY MARKS AND SYMBOLS

Wright State University regulates and controls the use of the university's name and other marks, words, logos, and symbols. Requests for their use can be made through the Office of Marketing.

When a university department or student organization becomes involved in developing products bearing Wright State University's marks, such activities should be coordinated through the Office of Marketing, accompanied by artwork or graphics and details as to how the university mark will be used. The artwork or graphics must be approved by the Office of Marketing.

All departments and student organizations must use Printing Services or a licensed manufacturer to produce the items. A list of licensed vendors is available at the Office of General Counsel or the Office of Strategic Procurement.

CONTACTS FOR ASSISTANCE

Please consult **wright.edu/brandbook** for the most current information on Wright State's branding guidelines, policies, and best practices and a downloadable, printable PDF of this document.

Brandbook website

wright.edu/brandbook

Office of Marketing

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We are here to help!

Please contact us with any questions, comments, or issues you may have. In a timely manner, we can provide you with helpful information, logo files in a variety of formats, and solutions to branding problems you may encounter.

DOWNLOAD FILES NAMING CONVENTION

This is how we name our brand asset files. Each logo will be given a unique number. This consistent naming convention makes it more convenient to find exactly what you need.

Many files are available for download from wright.edu/brandbook. If a particular mark is discontinued, the mark and its unique identity number will be removed from the downloads page.

03_WRIGHTSTATE_BIPLANE_V_FULL.JPG

1. 2. 3. 4. 5. 6.

1. unique file number
2. unit identifier
3. branding element identifier
4. intended orientation of element (vertical, horizontal)
5. color designation—FULL (full color), K (all black), REV (all white), or GRN (all green)
6. file extension

DOWNLOAD FILETYPES

Depending on your intended use, we have provided a variety of file types in the following formats:

.JPG *These files are primarily used in digital applications and with certain software like Microsoft Word or PowerPoint when you are creating your own printed items.*

.PNG *These files are used on the web and in certain software like Microsoft Word or PowerPoint. Our files have a transparent background so that the logo can be placed over a texture without being inside a white box.*

.EPS *Used primarily for printed materials, including promotional items, these vector files contain Pantone® colors, most commonly used by professional designers. These files may not be compatible with certain software products like Microsoft Word or PowerPoint.*

If you need a specific file type that does not appear to be available, contact the Office of Marketing for assistance.







RECOMMENDED BRAND ARCHITECTURE

The Wright State brand represents diverse units on campus. The Wright State community and our united identity is depicted in the following chart.

Our branding system is consistent and flexible. Its structure creates a family of brands that support each other and strengthen the core brand.

Wright State has eight branding categories. In all cases, the brand manager determines these designations and the Office of Marketing supports and enforces this structure.

This chart illustrates these categories with graphics and a brief list of sample category members. Because many entities make up the Wright State community, and because groups are added and eliminated, this is not an exhaustive list. If it is unclear which category your group falls under, or which type of logo you should be using, contact the Office of Marketing for assistance.

COLLEGES/ACADEMIC UNITS	NONACADEMIC UNITS	CAMPUS CENTERS/SPACES	VARIANCES
 COLLEGE OF LIBERAL ARTS	 UNIVERSITY LIBRARIES	 WOMEN'S CENTER	<p><i>The following three colleges have been granted a variance from the standard university branding heirarchy:</i></p>
<p><i>Colleges and academic units that fall under the common university branding:</i></p> <ul style="list-style-type: none"> College of Education and Human Services College of Engineering and Computer Science College of Liberal Arts College of Science and Mathematics The Graduate School School of Professional Psychology University College Wright State University—Miami Valley College of Nursing and Health 	<p><i>Abridged list of nonacademic units that fall under the common university branding:</i></p> <ul style="list-style-type: none"> Emergency Management Enrollment Management Facilities Management Foundation Office of Disability Services Office of LGBTQA Affairs Office of the President Office of the Registrar Office of Communications University Libraries 	<p><i>Abridged list of centers/spaces that fall under the common university branding:</i></p> <ul style="list-style-type: none"> Bolinga Black Cultural Resources Center Charles and Renate Frydman Educational Resource Center LGBTQA Community Engagement Room New Media Incubator Robert and Elaine Stein Galleries Student Technology Assistance Center Women's Center 	<p>Boonshoft School of Medicine</p>  <hr/> <p>Lake Campus</p>  <hr/> <p>Raj Sooin College of Business</p> 

EXCLUSIONS

Certain entities and groups are excluded from the standard university brand architecture depicted on page 8. Organizations that are student-run, primarily self-funded, or partnered with the university are not included in the standard branding architecture. These groups are not excluded from following the guidelines outlined here. A limited listing of examples appears below.

OHIO CENTERS OF EXCELLENCE

Ohio Centers of Excellence must include in its logo an appropriate Wright State wordmark. Examples include:

- CELIA
- CEPRO
- KNO.E.SIS
- NCMR

AFFILIATES AND INITIATIVES

Internal and external affiliates partnering with Wright State, such as:

- Alumni Association
- Applied Policy Research Institute
- STEM School
- Wright State Research Institute (WSRI)
- Wright State University Nutter Center

VENDORS

Vendors providing services for the Wright State community may incorporate Wright State branding, with permission. These include:

- Hospitality Services/Chartwells
- Student Legal Services
- Printing Services/Xerox

STUDENT GROUPS AND ORGANIZATIONS

Student organizations are not included in the university's standard brand architecture. These include The Guardian, Student Government, the University Activities Board, student organizations, sports clubs, and Greek organizations.

However, all student groups are strongly encouraged to show pride in Wright State University by including officially approved university branding assets in their marketing and promotional materials. The Office of Marketing is available to help student organizations with Wright State branding.

**PRIMARY
LOGO OPTIONS**

The primary university logo lockup consists of two elements: the biplane graphic and the stacked Wright State University wordmark.

The primary university logo and wordmarks are the official trademarks and primary symbols of Wright State University. They are not permitted to be altered or repropotioned in any way, except as specified in this manual. To maintain art integrity, they must be reproduced from original files.



The Wright State primary logo is based on the photograph “First Flight,” by John T. Daniels. Wright State University was named to honor aviation pioneers Orville and Wilbur Wright, who invented the world’s first successful airplane in their Dayton bicycle shop.

<i>primary corporate logo, full color</i>		The full-color logo should be used whenever possible. In certain situations, it is not possible to use this logo, so the following three options are acceptable for use in the specified situations.
<i>one-color green</i>		Use of the green logo is permitted when color is limited, or in situations where print quality may be unpredictable.
<i>reversed</i>		The reversed logo is used when logo appears in white on a solid background, such as the green block demonstrated here. The logo can only appear in this format on a solid-color background.
<i>black and white</i>		The one-color black logo is used in the case of single-color printing, or if print quality is unpredictable.

WORDMARKS

The primary wordmark may be used whenever the primary university logo is not appropriate. Wordmarks appear only in green, reverse, or black. A gold wordmark may appear only on a green field and is available upon request.

The wordmark may be reversed out of a dark portion of a photograph as long as the words are completely legible.

The Wright State wordmark is made up of customized lettering, so do not attempt to typeset these words as a wordmark.

WRIGHT STATE UNIVERSITY

green wordmark

WRIGHT STATE
UNIVERSITY

green stacked wordmark

WRIGHT STATE UNIVERSITY

reversed wordmark

WRIGHT STATE
UNIVERSITY

reversed stacked wordmark

WRIGHT STATE UNIVERSITY

black wordmark

WRIGHT STATE
UNIVERSITY

black stacked wordmark

**LIMITED USE
THREE-LINE WORDMARK**

This limited-use wordmark is available primarily for social media applications, but may be used in situations of restricted space with prior approval from the Office of Marketing.

WRIGHT
STATE
UNIVERSITY

WRIGHT
STATE
UNIVERSITY

WRIGHT
STATE
UNIVERSITY

ACADEMIC LOGOS

These lockups are designed for colleges within the university. Colleges are identified clearly, while retaining the visual hierarchy of the university logo.

These lockups follow all of the color usage restrictions and rules as the primary university logo (green, reverse, and black usage permitted under the same conditions).

Lockups are provided free of charge to all units. To request a logo, contact the Office of Marketing.



COLLEGE OF
**SCIENCE AND
MATHEMATICS**



COLLEGE OF
**EDUCATION AND
HUMAN SERVICES**



WRIGHT STATE UNIVERSITY-
MIAMI VALLEY COLLEGE OF
NURSING AND HEALTH

ACADEMIC DEPARTMENT LOGOS

These lockups are designed for academic departments and other academic units within the colleges. The department name may appear with or without its respective college name.

Lockups are provided free of charge to all units. To request a logo, contact the Office of Marketing.



COLLEGE OF LIBERAL ARTS
**RELIGION, PHILOSOPHY,
AND CLASSICS**



**RELIGION, PHILOSOPHY,
AND CLASSICS**

NONACADEMIC LOGOS

These lockups are designed for nonacademic units and departments within the university. Units and departments are identified clearly, while retaining the visual hierarchy of the university logo.

These lockups follow all of the color usage restrictions and rules as the primary university logo (green, reverse, and black usage permitted under the same conditions). The department name may appear with or without its respective unit name.

Lockups are provided free of charge to all units. To request a logo, contact the Office of Marketing.



LGBTQA AFFAIRS



**UNIVERSITY
LIBRARIES**



**FACILITIES
MANAGEMENT
PHYSICAL PLANT**



**EMERGENCY
MANAGEMENT**

LAKE CAMPUS

The logo for Wright State University–Lake Campus is restricted to marketing, communications, and materials developed for Lake Campus. These lockups follow all of the color usage restrictions and rules as the primary university logo (green, reverse, and black usage permitted under the same conditions).

Lake Campus is identified clearly, while retaining the visual hierarchy of the university logo. Department sublogos follow the same order, and are available by contacting the Office of Marketing.

full-color logo



The full-color logo should be used whenever possible. In certain situations, it is not possible to use this logo, so the following three options are acceptable for use in the specified situations.

green logo



Use of the green logo is permitted when color is limited, or in situations where print quality may be unpredictable.

reversed logo



The reversed logo is used when logo appears in white on a solid background, such as the green block demonstrated here. The logo can only appear in this format on a solid-color background.

black logo



The one-color black logo is used in the case of single-color printing, or if print quality is unpredictable.

USING MARKS

All university marks are registered trademarks and must be used in accordance with the guidelines outlined in the *Brandbook*. This includes secondary and tertiary marks, to which all these same rules apply.

All Wright State publications with an external audience and funded using university money should be designed and produced through the Office of Marketing and clearly identified as coming from Wright State University.

The primary corporate mark or the primary wordmark must appear prominently on all university publications, communications, and digital media*. In addition, the primary corporate mark should appear on the back of each publication and/or next to the return address of a mail piece. On mailing panels and envelopes, the return address should include the primary corporate mark in full color, unless color is not possible. When a mark is used in the return address, it is not necessary to include “Wright State University” with the address information.

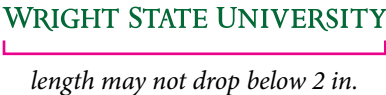
*In social media, official channels may use the approved ‘W’ social media profile picture. Refer to the social media section of the *Brandbook* for more information.

CLEAR SPACE

Maintaining clear space around the all marks ensures they remain legible. The clear space is to be free of photos, text, and graphic elements. An amount equal to the height of the ‘W’ must be maintained as clear space on all four sides of the mark. Use this guideline for all wordmarks, as well.



MINIMUM SIZE



COBRANDING

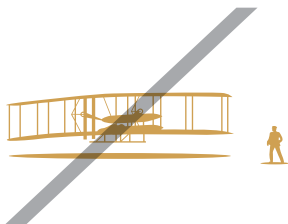


Permission must always be granted when cobranding. Please contact the Office of Marketing for further information.

UNACCEPTABLE USAGE

We *think* we've seen it all, but are always surprised by some new alterations that show up. As a rule of thumb, if you change the logo at all, it is probably in violation, so talk to a branding contact before printing, airing, or posting.

All university marks are registered trademarks and must be used in accordance with the guidelines outlined in the *Brandbook*. This includes secondary and tertiary marks, to which all these same rules apply.



The biplane and/or Wilbur Wright figure may never be isolated from the logo.



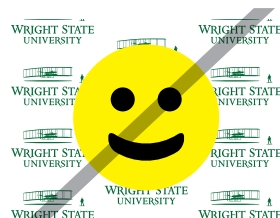
The logo may never be distorted, such as this example of condensing.



The logo may never appear in unapproved colors.



The logo may never be customized.



Parts of marks and logos cannot be obscured.



Marks may not appear in gold, EXCEPT on solid green, such as when printed on a tablecloth.



Marks may not be placed on patterns or backgrounds that make them hard to read.



Marks and logos may not be outlined.



Original element proportions may not be changed.

On promotional items and apparel only, an exception is made for the use of the acronym "WSU" as long as "Wright State University" or "Wright State" is **adjacent** to "WSU." This clarifies that "WSU" is not referring to any other university with the same initials. Examples of use appear to the the right.



not acceptable



acceptable

LOGO PHASEOUT

The following logos and campaigns were used recently, but are now discontinued. Do not produce new materials using these assets.

FORMER BRANDING ASSETS

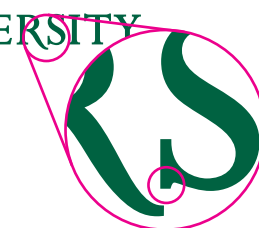
WRIGHT STATE UNIVERSITY



WRIGHT STATE
UNIVERSITY

WRIGHT STATE
UNIVERSITY

The former wordmark includes a serif on the 's' in "university". The 's' has been modified in the new version. The easiest way to spot the old biplane logo is by the word "UNIVERSITY," which is in italics.



FORMER CAMPAIGN ASSETS



WRIGHT STATE
UNIVERSITY

CHANGING LIVES

COUNT ON
WRIGHT STATE

DARE TO DO.

WRIGHT STATE UNIVERSITY

UNIVERSITY PRINT AND DIGITAL PALETTES

The primary print color palette is the official Wright State green and gold and should be used prominently in Wright State publications. White can be used as an auxiliary color when needed (such as the biplane logo appearing in white on a dark background).

These colors are used in the production of printed materials and digital media. The primary green and gold colors are based on the Pantone Matching System® numbers 349 and 7407, respectively. These core colors should dominate all communications.



The secondary palette is to be used only to support and complement the primary color palette. It was designed to work with the Wright State green and gold, and should only be used as accent colors to provide visual interest. This ensures a more consistent use of color across all marketing and communications.

The Wright State colors and brand must be recognizable and prominent. *Avoid color combinations that could represent other universities and colleges.*








These colors are authorized for use on the web and for other digital media, such as email, Microsoft PowerPoint presentations, video, electronic newsletters, etc.






Secondary colors can be used in limited capacity to accent the project or to allow a more individualized layout when used consistently. Do not build a layout around secondary colors. If the project does not look like it comes from Wright State, it is a violation of the university's brand.

PRIMARY PALETTE





	
WRIGHT STATE GREEN	WRIGHT STATE GOLD
PMS: 349	PMS: 7407
CMYK: 90/33/100/26	CMYK: 20/35/80/0
RGB: 2/105/55	RGB: 206/160/82
HEX: 026937	HEX: CEA052

SECONDARY PALETTE





							
RED	ORANGE	YELLOW	LEAF	PISTACHIO	TEAL	LAVENDER	GOLDENROD
PMS: 202	PMS: 471	PMS: 1205	PMS: 7490	PMS: 346	PMS: 7716	PMS: 5145	PMS: 1225
CMYK: 30/95/75/30	CMYK: 20/70/100/10	CMYK: 0/10/55/0	CMYK: 60/20/90/5	CMYK: 65/0/60/0	CMYK: 80/20/45/0	CMYK: 40/60/30/0	CMYK: 0/20/80/0
RGB: 135/35/50	RGB: 185/95/40	RGB: 255/225/135	RGB: 115/155/75	RGB: 75/185/135	RGB: 0/145/145	RGB: 160/120/145	RGB: 255/200/70
HEX: 872332	HEX: B95F28	HEX: FFE187	HEX: 739B4B	HEX: 9AD3B7	HEX: 1B9B97	HEX: A3768E	HEX: FFCC4E

							
BLUE GREY	MEDIUM BLUE	VIOLET	TAN	AQUA	BROWN	BEIGE	BLACK
PMS: 7542	PMS: 7699	PMS: 5195	PMS: 7530	PMS: 7715	PMS: 462	PMS: 7402	PMS: Black 6
CMYK: 35/15/20/10	CMYK: 80/55/35/10	CMYK: 55/75/45/25	CMYK: 35/40/50/0	CMYK: 90/45/50/20	CMYK: 50/60/85/45	CMYK: 5/10/45/0	CMYK: 80/70/60/75
RGB: 165/190/195	RGB: 65/100/130	RGB: 105/70/90	RGB: 170/150/130	RGB: 0/100/105	RGB: 95/70/40	RGB: 240/220/155	RGB: 20/25/30
HEX: A5BEC3	HEX: 416482	HEX: 69465A	HEX: AA9682	HEX: 09656C	HEX: 614728	HEX: F0DC9C	HEX: 161A21

WEB SECONDARY PALETTE

			
DARK GREEN	DEEP GOLD	FADED GOLD	OFF WHITE
RGB: 6/61/28	RGB: 175/132/70	RGB: 228/222/199	RGB: 242/241/235
HEX: 063D1C	HEX: AF8446	HEX: E4DEC7	HEX: F2F1EB

LAKE CAMPUS SECONDARY PALETTE

			
MASCOT GREEN	DEEP LAKE BLUE	DROP OFF BLUE	SHORELINE BLUE
PMS: 347	PMS: 2955	PMS: 7690	PMS: 298
CMYK: 95/10/100/0	CMYK: 100/80/35/30	CMYK: 90/45/15/0	CMYK: 65/15/0/0
RGB: 0/150/70	RGB: 15/55/95	RGB: 0/120/170	RGB: 70/170/225
HEX: 009646	HEX: 0D375E	HEX: 0078AA	HEX: 46AAE1

ATHLETICS COLORS
AND MARKS

All university athletics marks are registered trademarks and must be used in accordance with the guidelines outlined in this *Brandbook*. This includes secondary and tertiary marks, to which all these same rules apply.

Athletics marks are restricted to athletics-related marketing and communications. They should not be used on printed materials or websites that promote academics or university programs and services without permission from the Office of Marketing. However, athletics marks can be used on materials to promote school spirit. An example of this would include Homecoming publications.

COLOR PALETTE

These colors make up the elements of the various athletic marks, and can be used in athletics applications.

RAIDER GREEN	RAIDER GOLD	McLIN GOLD	NUTTER ORANGE
PMS: 349	PMS: 7407	PMS: 7401	PMS: 1595
CMYK: 90/33/100/26	CMYK: 20/35/80/0	CMYK: 0/10/40/0	CMYK: 10/75/100/0
RGB: 2/105/55	RGB: 206/160/82	RGB: 255/225/165	RGB: 222/99/40
HEX: 026937	HEX: CEA052	HEX: FFE1A5	HEX: DE6328

PRIMARY
ATHLETICS MARK

The primary athletics mark should be used as often as possible. The acceptable minimum width for printed applications of these marks is 1.5 in.



**ATHLETICS
WORDMARKS**

All athletics wordmarks are registered trademarks and must be used in accordance with the guidelines outlined in this *Brandbook*.

**PRIMARY
ATHLETICS WORDMARK**

The primary athletics mark should be used as often as possible. The acceptable minimum width for printed applications of these marks is 1.5 in.



ADDITIONAL MARKS

These marks may be used in situations where the primary mark is not feasible. The acceptable minimum width for printed applications of these marks is 1 in.



SPECIAL USE ATHLETICS MARKS

The acceptable minimum width for printed applications of these marks is 1 in. These marks may be used in special situations, with prior approval. Contact the Office of Marketing for information.

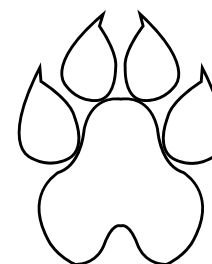
ATHLETICS ALPHABET

The athletics alphabet is a series of letters designed exclusively for use by Wright State Athletics. Each letter is available as an .eps file, and letters are combined to create branded words, such as BASKETBALL, as shown in the example. This is NOT a font.



PAW PRINT

The paw print mark is reserved for the exclusive use of Wright State sports clubs.



YOUTH MARK

The youth mark is used primarily for promotion of athletics-related youth events and merchandise.



LAKE CAMPUS MASCOT

The Laker mascot is designed exclusively for use by Lake Campus Athletics.



UNACCEPTABLE USAGE

As a rule of thumb, if you change the logo at all, it is probably in violation, so talk to a branding contact before printing, airing, or posting.

All athletics marks are registered trademarks and must be used in accordance with the guidelines outlined in this *Brandbook*. This includes secondary and tertiary marks, to which all these same rules apply.



Don't manipulate the art.



Don't add or combine elements.

WSU

Don't depict "WSU" by itself; it must also include "Wright State University."



Don't change the colors.



Don't rotate the logo.



Don't use unapproved lines of type with marks.

LOGO PHASEOUT

As of March 2017, the following athletics marks have been discontinued and may no longer be reproduced.



TYPOGRAPHY

These typefaces have been chosen for legibility and availability. Each font includes a range of weights and widths that can accommodate any need.

Univers is a contemporary sans serif font, and typically is useful as headlines, callouts, sidebars, etc., although it is not limited to these uses. If Univers is not available, we suggest Source Sans, which offers a clean alternative.

Minion Pro is a typeface also found on many computers and is most often used as body copy in brochures, for example. If Minion is not available, we recommend Garamond, which looks very similar.

If the listed fonts are not available, substitute a similar typeface such as Arial or Times.

PRIMARY SANS SERIF: UNIVERS LT STANDARD

Univers LT Standard Light
Univers LT Standard Light Oblique
 Univers LT Standard Roman
Univers LT Standard Roman Oblique
Univers LT Standard Bold
Univers LT Standard Bold Oblique

Univers LT Standard Condensed
 Univers LT Standard Condensed Oblique
 Univers LT Standard Condensed Medium
Univers LT Standard Condensed Oblique Medium
Univers LT Standard Bold Condensed
Univers LT Standard Bold Condensed Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
 ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
 ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
 ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
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ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
 ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

PRIMARY SERIF: MINION PRO

Minion Pro Regular
Minion Pro Italic
 Minion Pro Medium
Minion Pro Medium Italic
Minion Pro Bold
Minion Pro Bold Italic

Minion Pro Condensed
Minion Pro Condensed Italic
 Minion Pro Medium Condensed
Minion Pro Medium Condensed Italic
Minion Pro Bold Condensed
Minion Pro Bold Condensed Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
 ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
 ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
 ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
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ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

SECONDARY SANS SERIF: SOURCE SANS

Source Sans Light
Source Sans Light Italic
 Source Sans
Sources Sans Italic
Source Sans Bold
Source Sans Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
 ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
 ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
 ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

SECONDARY SERIF: ADOBE GARAMOND PRO

Adobe Garamond Pro Regular
Adobe Garamond Pro Regular Italic
 Adobe Garamond Pro Semibold
Adobe Garamond Pro Semibold Italic
Adobe Garamond Pro Bold
Adobe Garamond Pro Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
 ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
 ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
 ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

PROMOTIONAL ITEMS

By producing your promotional items in the spirit of our visual identity, you strengthen the Wright State brand. The Wright State colors and brand must be recognizable and prominent on all promotional items. All items must contain at least one branding element, such as a biplane logo or wordmark somewhere in the design.

Wright State's primary colors should be the dominant colors that are used in the promotional item. For example, T-shirts, pens, mugs, etc., must be in acceptable shades of green, gold, gray, black, white, or off-white. Secondary colors can be used in a limited capacity as accents or to create a more individualized design. However, secondary colors should not be the prominent basis of the design.

If the promotional item and design do not convey that it is from, by, and about Wright State University, it is not in compliance.



MERCHANDISING AND LICENSING

The university has entered into an agreement with Learfield, which protects, promotes, and controls the commercial and noncommercial use of Wright State University's registered trademarks, words, logos, and symbols. This agreement includes items produced for revenue generation and items used for gifts and promotional purposes.

When a university department or student organization becomes involved in developing products bearing Wright State University's marks, such activities must be coordinated through the Office of Marketing, accompanied by artwork or graphics and details as to how the university mark will be used. The artwork or graphics must be approved by the Office of Marketing.

All departments and student organizations must use a licensed manufacturer to produce the items. A list of licensed vendors is available through Printing Services, the Office of General Counsel, or the Office of Strategic Procurement.

UNIVERSITY BUSINESS CARD



CARDHOLDER'S INFORMATION

This side reflects pertinent contact information about the cardholder, and has fairly flexible content:

1. Name (credentials optional)
Title(s)
2. Department
Physical location (optional)
3. Wright State email address
wright.edu URL(s)
4. Telephone/cell phone/fax number(s)

UNIVERSITY INFORMATION

This side reflects pertinent contact information about the university, and is not flexible:

5. University's biplane logo
6. University's website
7. Campus address (or off-campus mailing address)
8. Social Media Directory (even if you don't use social media, this is an important form of communication for our market.)

BUSINESS CARD TEMPLATE

Consistency is paramount in branding. We have developed a template that economizes the physical limitations of a business card in a modern, clean layout that includes only the cardholder's vital contact information. Type size and leading remains consistent, despite the amount of information, to build a uniform branding system.

As per University Policy, all university business cards must be ordered through Printing Services, without exception. This ensures that the proper layout, color, and marks are used in the production.

Information Bundles

The business card template is set up in a series of bundled information. The limit to the number of items in a bundle is dictated by the total number of lines remaining. Although this format economizes the card greatly, there is only so much physical space, so it may be necessary to abridge some of your details. Each information bundle is separated by 12 pts. leading, and lines within bundles are separated by 9 pts. leading.

The type size on cards is 8 pts. This accommodates longer names and titles, and allows more space for the cardholder's information.

Negative Space

The card is designed so the negative space collects at the horizontal center of the card. More negative space will appear for cardholders with less contact information, and those with more information will have less negative space. This is all part of the design.

TEMPLATE EXCEPTIONS

The university business card template does not support the display of information on the back, except for the following three modifications:

1. An *emergency* or crisis-related hotline phone number may be displayed with its name
2. An ADA-compliant version of the cardholder's name and phone number
3. A generic appointment blank, as shown here, to be used by advisors, for example.

Su | M | T | W | T | F | Sa


DATE _____

TIME _____

A generic appointment reminder has been created for advisors, for example. This is an exception that may appear on the back of the card.

CAMPUS SPACE TEMPLATE

A template has been designed for the needs of a campus space, illustrated in the fictitious card shown here. The card is printed only in black ink, and follows the consistency of the regular format, but is designed to display information specific to the space.

<p>Chris and Sam Davidson Media Resource Center 100 Kingston Hall Mon.–Thu. 9 a.m.–4 p.m. Fri. 9 a.m.–noon</p>	 WRIGHT STATE UNIVERSITY
<p>wright.edu/dlrc Multimedia Room: (937) 775-7777 FAX: (937) 775-7777</p>	<p>wright.edu 3640 Colonel Glenn Hwy. Dayton, OH 45435-0001 <i>Social Media Directory:</i> wright.edu/social</p>

The template designed for a campus space is consistent but varies depending on the information needs of the space.

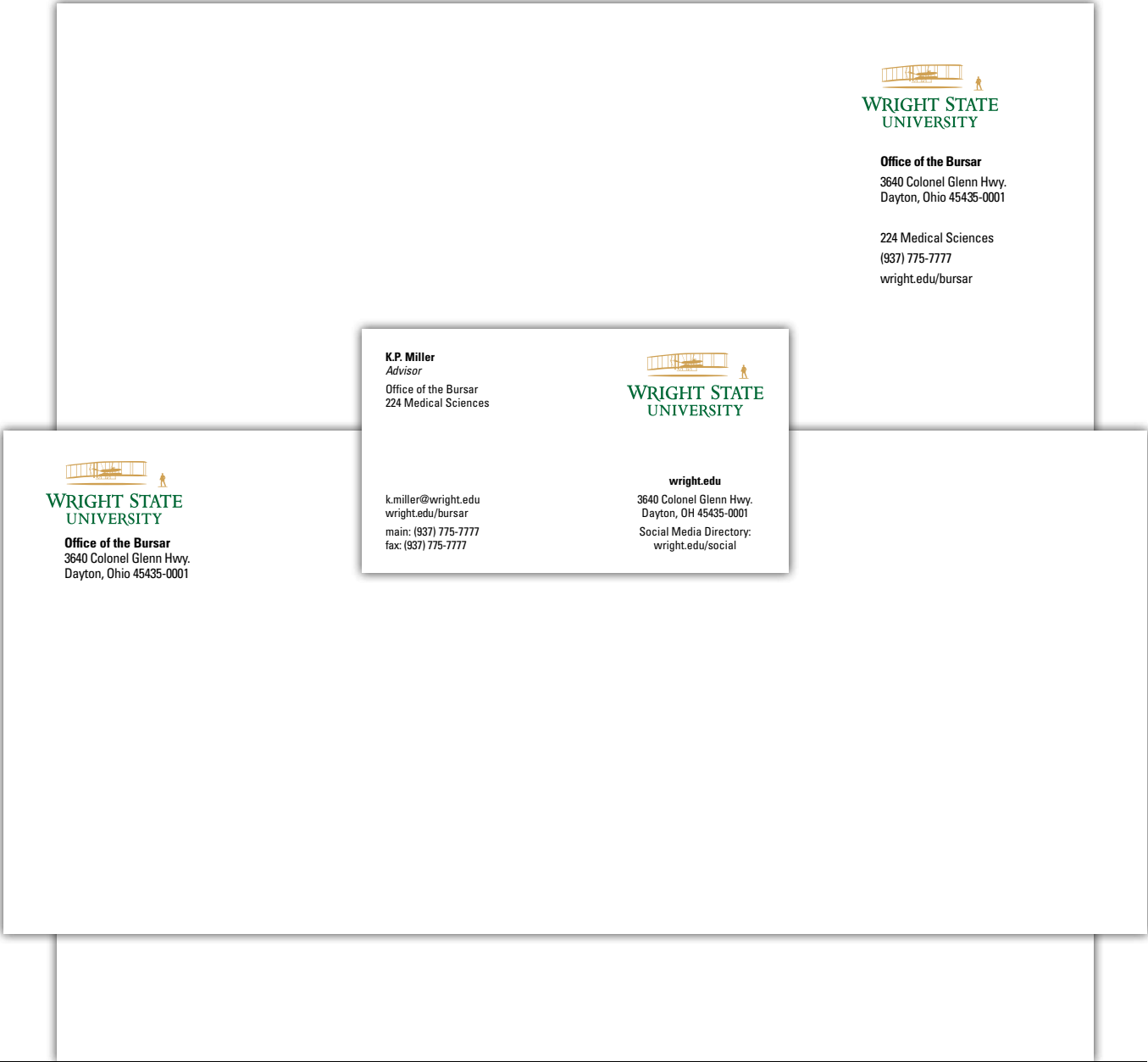
UNIVERSITY
LETTERHEAD

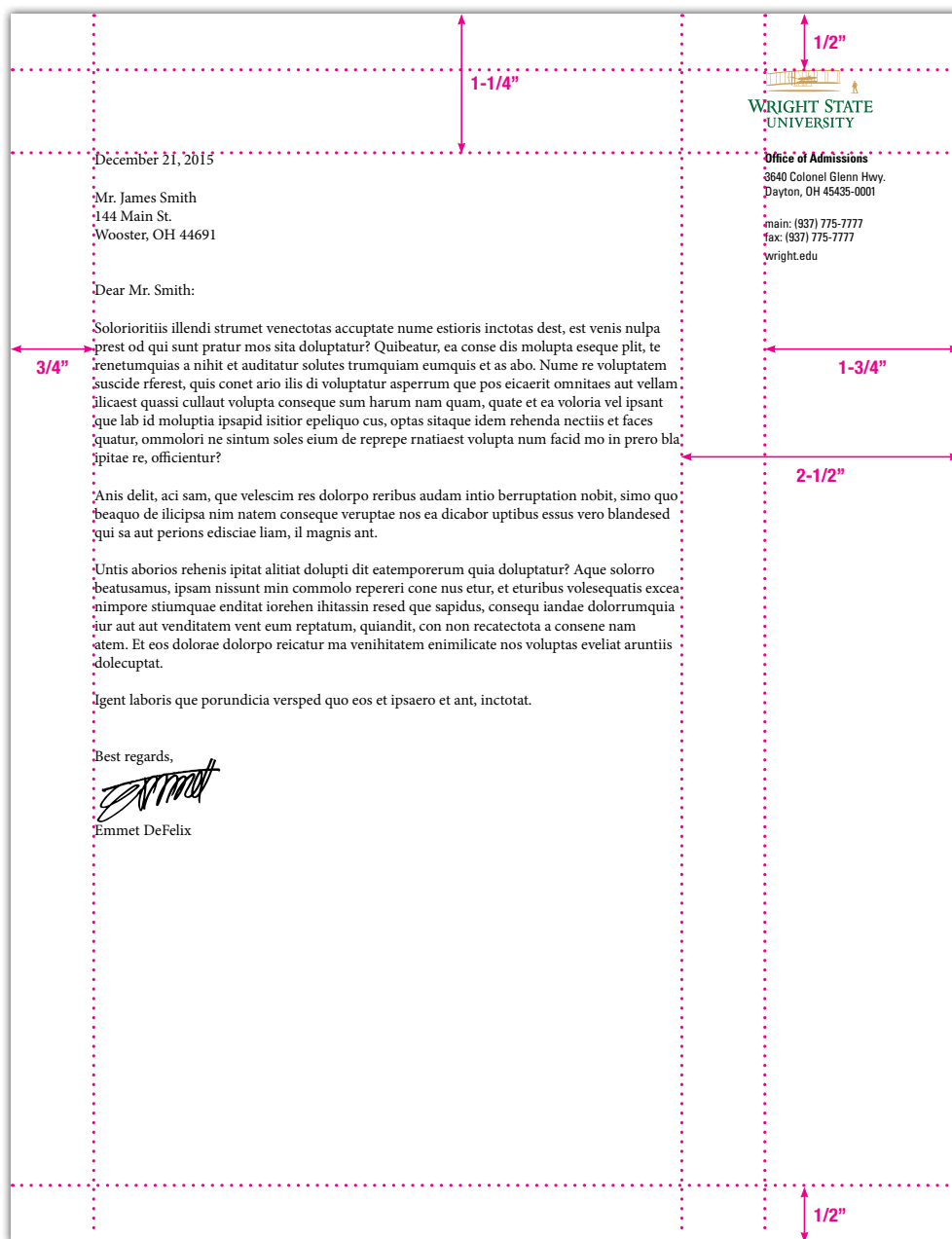
The Wright State University letterhead uses the primary mark and approved colors.

Like the business card template, the letterhead organizes information into groups separated by increased leading. The official USPS-designated mailing address for all units is located after the unit name, followed (with an extra space) by the campus location. Phone and fax numbers are next, followed by either the unit or university URL.

The return address on all envelopes incorporates the USPS-designated address, which may include the unit name but may NOT include the campus location.

To order stationery, matching envelopes, and business cards, call Printing Services at (937) 775-2117.





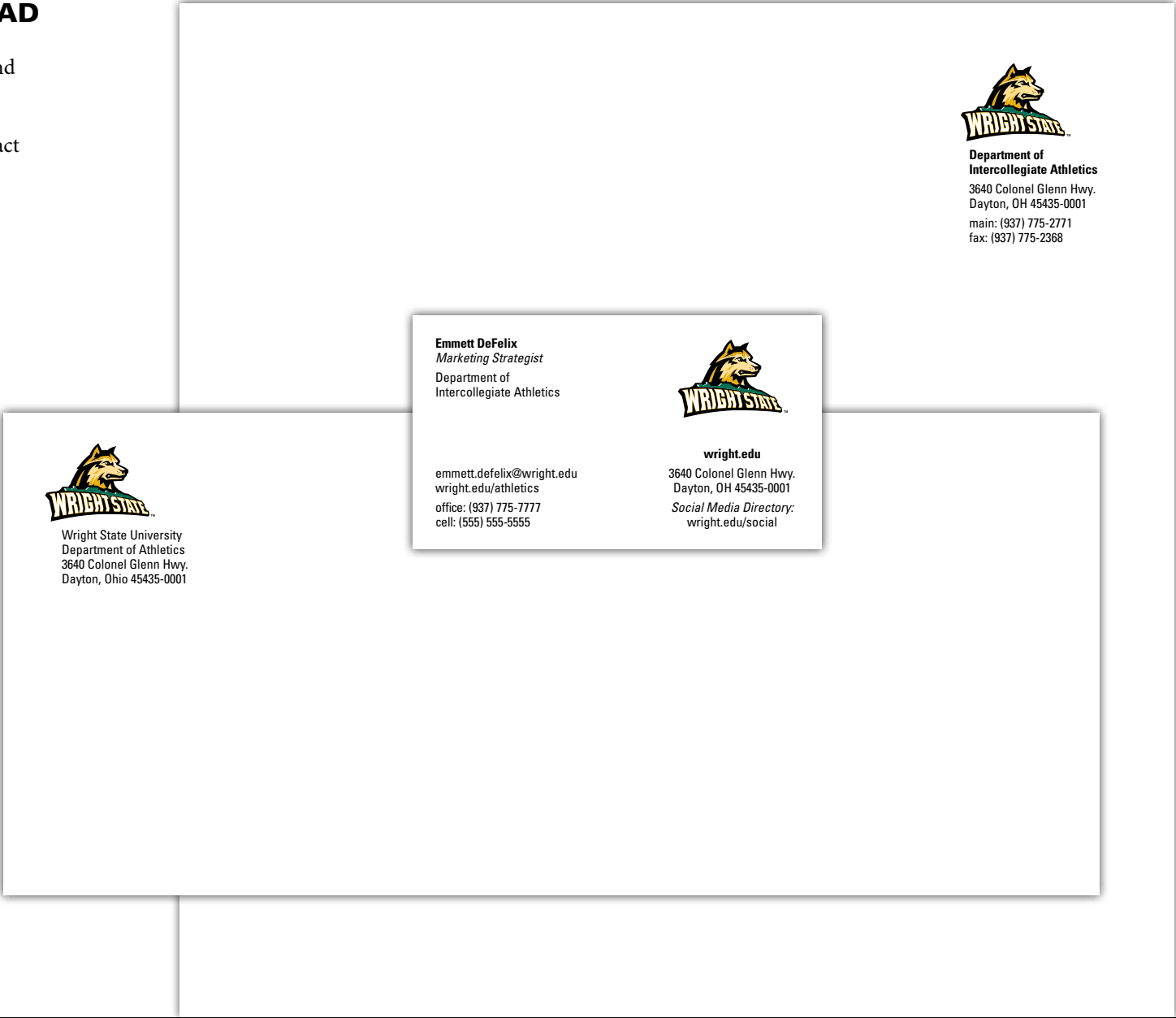
LETTERHEAD MARGINS

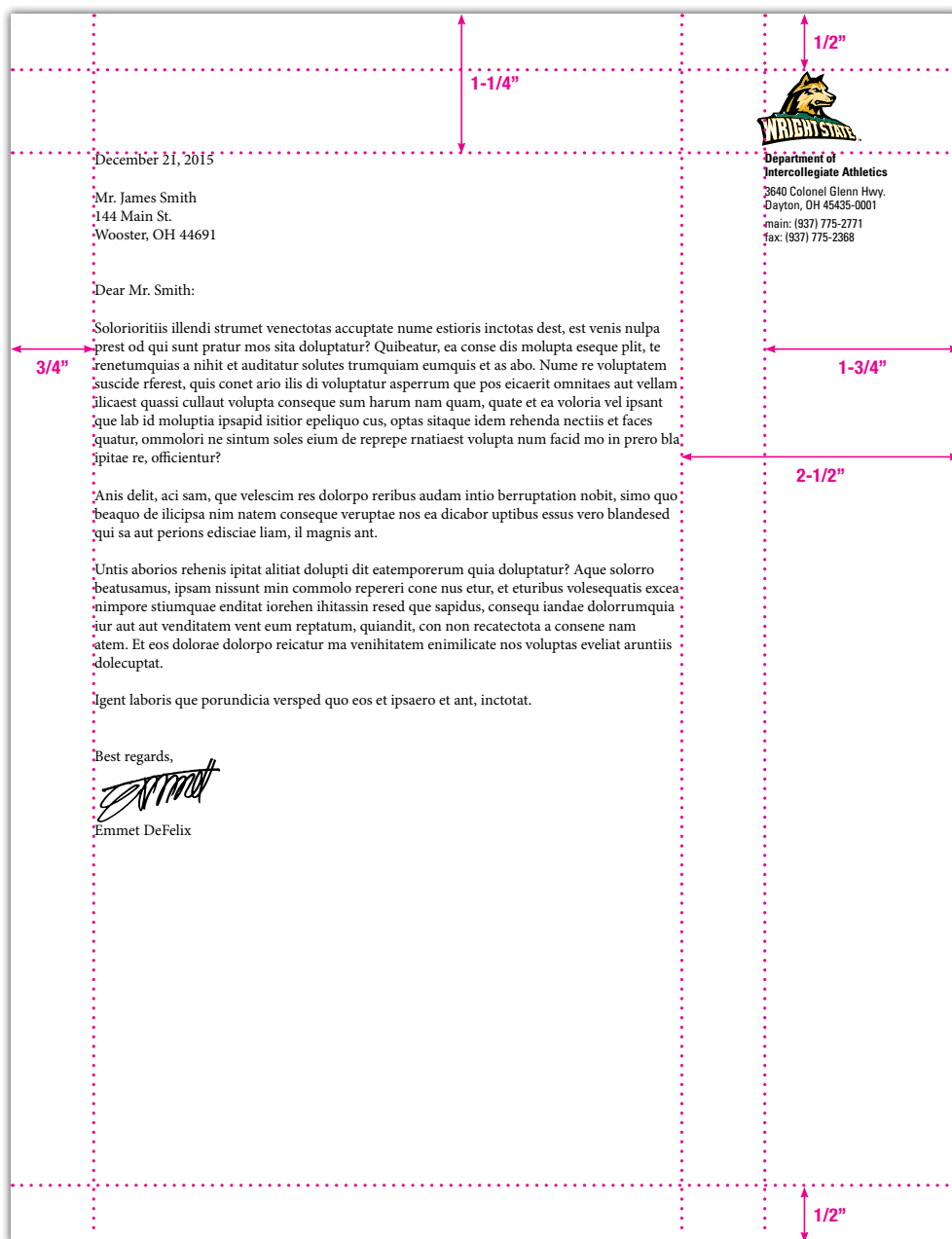
When setting up your document for printing on letterhead, the left margin should be set at 0.75 inch, while the right margin should be set at 2.5 inches. Set the top margin at 1.25 inches, and the bottom of the letter should not go lower than 0.5 inch.

ATHLETICS LETTERHEAD

The Wright State Athletics letterhead uses the primary mark and approved colors.

To order stationery, matching envelopes, and business cards, contact Printing Services at (937) 775-2117.





LETTERHEAD MARGINS

When setting up your document for printing on letterhead, the left margin should be set at 0.75 inch, while the right margin should be set at 2.5 inches. Set the top margin at 1.25 inches, and the bottom of the letter should not go lower than 0.5 inch.

PHOTOGRAPHY

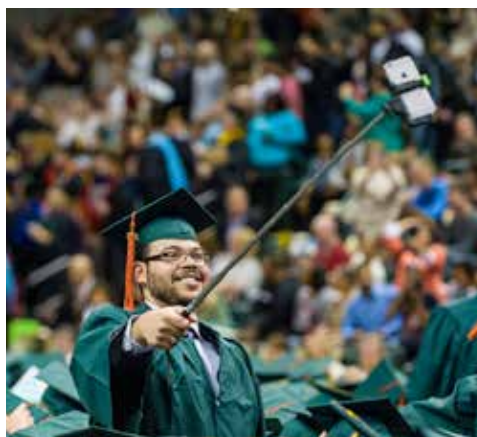
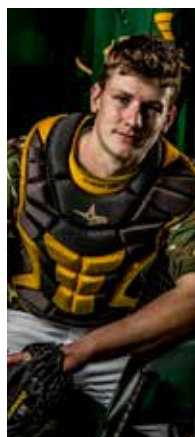
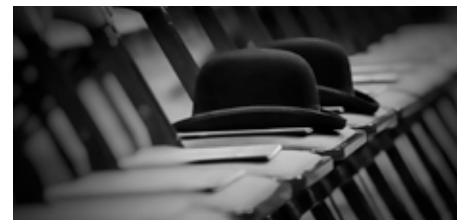
It's our mission to provide the highest level of storytelling through high-quality visual communications that supports the Wright State brand. We aim to serve the university community by providing imagery that communicates a strong narrative through photography. Collaborating with colleagues across the university, we capture authentic, iconic images representative of the Wright State community and campus life.

Whether photographing news, campus events, campus scenery, portraits, lifestyle, sporting events, documentary, editorial, or other assignments, our goal is to deliver a feeling of being in the moment, a sense of place, and a feeling of authentic interaction.

It is imperative that trademarks, logos, mascots, branding or any visual elements representing other universities not appear in Wright State marketing materials or events. These include photography, print, digital, and social media marketing materials, as well as broadcast media interviews and official university events.

Corporate and nonprofit logos should be avoided and never featured in visual or broadcast media unless the organization is an official partner or sponsor of Wright State University.

To initiate a photo shoot, please visit wright.edu/marketing/services or contact the Office of Marketing at (937) 912-0646.





VIDEO

All videos that represent Wright State University should utilize the appropriate approved branding standards for social media, web, and other digital platforms. Please refer to the branding standards on this site or the downloadable *Brandbook* for logo and additional graphic standards.

The Office of Marketing can assist you in ensuring that production quality, graphics, narration, format, and other video elements portray the university and your unit in a professional and effective manner.

It is imperative that trademarks, logos, mascots, branding or any visual elements representing other universities not appear in Wright State marketing materials or events. These include photography, print, digital, and social media marketing materials, as well as broadcast media interviews and official university events.

Corporate and nonprofit logos should be avoided and never featured in visual or broadcast media unless the organization is an official partner or sponsor of Wright State University.

Please contact the Office of Marketing as early as possible so that we can provide the resources and services to achieve your marketing goals and video concepts. Visit wright.edu/marketing/services or contact the Office of Marketing at (937) 912-0646.

ADVERTISING

Advertising to promote the university strives to:

- strengthen the university's mission, values, and awareness of the university's brand
- achieve the unique objectives of each client's recruiting and marketing campaign
- maintain a level of quality consistent with the university's brand standards
- maximize the return on the university's total advertising investment.

External university advertising must be reviewed and approved by the Office of Marketing. The purpose of the review process is to ensure that our advertising tactics:

- support the university's overall marketing strategy
- accurately represent the university
- comply with legal and regulatory guidelines
- maximize opportunities for volume discounts for multiple media-buys.

The Purchasing Department will not approve the acquisition of outside services to produce advertisements or honor invoices for payment by Accounts Payable, Office of the Controller, without the authorization of the Office of Marketing.

Approval is required for advertising to external audiences including print, TV, radio, interior or exterior billboards, posters and banners, social media, online and other digital ads, and sponsorships. Exceptions are non-display classified advertising for personnel recruiting and Nutter Center event advertising.

Please contact the Office of Marketing in the early stages of planning your recruiting strategies, program launches, or event marketing. Our staff will help you design and implement integrated advertising campaigns and support materials. Visit wright.edu/marketing/services for more information about our advertising services.

PERSONNEL RECRUITING ADVERTISING

Standards have been established for recruitment ads to project a uniform identity for Wright State University. Making Wright State recruitment ads identifiable at a glance strengthens the university's public image and leverages our recruiting investment. To advertise for a faculty or staff position, review the hiring toolkit at wright.edu/human-resources/policies-and-resources/hiring-toolkit and contact the Office of Human Resources.



**PIONEERS
OF POTENTIAL.**

At Wright State, we see the potential in you.

In 1892, the Wright brothers, founded the Wright Cycle Company in Dayton, Ohio, and began to experiment with the crazy notion of flying machines—and you know the rest of the story.

At Wright State, like our namesakes, we strive to be pioneers leading the way forward.

At Wright State, one goal is central: we are the pioneers of potential.

**WRIGHT STATE
UNIVERSITY**

Visit wright.edu/admissions to learn more.

example of a print ad in one style of the Pioneers of Potential campaign

SIGNAGE AND WAYFINDING

All signage should be processed, fabricated, and installed through the Physical Plant Sign Shop to ensure all sign standards are followed. Large architectural complexes, such as Wright State University, require an effective system of visual communication that projects a uniform institutional identity, while at the same time integrating well with the present and future campus environment.

Sign elements fall into four basic categories according to function or the information they provide:

1. Identification Signs—These signs name a place, facility, or thing
2. Information Signs—These signs give specific, detailed information such as building directories, open hours, schedules, etc.
3. Directional Signs—These signs provide a guide for vehicular or pedestrian traffic
4. Regulative and Prohibitive Signs—These signs denote regulations and restrictions, or have even stronger emphasis if there is danger involved

Good signage provides a harmonious and aesthetically pleasing arrangement in the following three areas of design:

1. Communication—What signs say, to whom, and for what purpose; how they say it; where the signs are located; and how well signs communicate
2. Graphic Design—How typography, maps, diagrams, iconic and coded symbols, and colors are used to organize information, emphasize messages, and help create an overall visual identity
3. Hardware Design—How signs are fabricated and installed, their size and shape, and how they are maintained and integrated within the physical environment

Typography

The Helvetica type family will be used for signage. Helvetica Medium is the most frequently used typeface in signage because it reads most easily and quickly. It has a simple, timeless, classic quality and is especially desirable in architectural signing. Additionally, it integrates well with the existing Wright State University architecture.

A system of letter spacing, word spacing, and line spacing will be used that provides maximum legibility. Uppercase and lowercase letters will be used.

Color

Permanent External Signs—The sign base color will be duranodic bronze. Vinyl for signage does not come in PMS colors. Imitation gold vinyl has been selected to represent the university standard gold (PMS 139) for typeface and graphic elements.

Sign Locations

Signs will be placed in standard locations where they can easily be found. Wherever possible, signs will be placed together in a unified system to avoid clutter to the landscape. Site signage will be located so as not to become an obstacle or to conflict with exit signs or pedestrian traffic. Signs will be placed to allow safe pedestrian clearance, vertically and laterally. Site location should avoid conflict with door openings or vehicular operations. Signs will be located wherever possible in the “natural line of vision.” Consideration of those with limited head mobility and reduced peripheral vision will be given. Interior signage will be placed where it can easily be found, with consideration for tactile signs where possible.

ADA Compliance

Wright State University makes every attempt to comply with ADA signage requirements, policies, and best practices in its presentation of wayfinding, as outlined in the *2010 ADA Standards for Accessible Design*. We consult with signage professionals when creating new wayfinding signage for ADA compliance.

WEB

Web standards and framework are aligned with the Wright State brand to ensure a strong, consistent online visual identity. Most of these required elements are already included in the site design.

The university uses a content management system (CMS). Please visit wright.edu/marketing/services/web for services and the user guide.

Audiences

In person, print, and online, the Wright State brand messages must be communicated to our audiences, which consists of prospective students, current students, faculty, staff, alumni, donors, visitors, and other university stakeholders. A website does not need to appeal to all of these audience types at once, but must establish a primary audience and a visual hierarchy in order to communicate its message easily.

For example, the university's homepage, wright.edu, has a primary audience of prospective students and visitors. Our secondary audience for the homepage includes current students, faculty, staff, alumni, donors, and other university stakeholders. Therefore, a majority of content is targeted to the primary audience first, while being navigable to our secondary audiences.

Required Elements

On all Wright State websites, the following is required:

- Header and Footer—The Wright State header and footer are located at the top and bottom of all Wright State websites. This consistency reinforces the Wright State brand. The header and footer are not to be altered or edited in any way.

Header

- The header features the one-line Wright State wordmark (and any following subdivisions), six universal links, and the search bar. This does not include the horizontal navigation.
- The search bar searches Wright State websites and pages.
- The header is not to be altered in any way.

Footer

- The footer features the Wright State logo, university contact information, social media links, and other legal information. This does not include the mega footer above it.
- The footer is not to be altered in any way.

Navigation

The horizontal navigation text in the header can be customized to each college, school, or division's needs. This is usually determined by a planning meeting between the web team and campus partner. The navigation must be easily understood by an external audience and apply to a college, school, or division. The color, font size, and font color are not to be altered in any way as it matches the official header above it.

Web Fonts

All Wright State websites must use the established web fonts: Roboto and Minion Pro. The web team maintains these fonts on sites in our CMS. Web fonts are chosen for their readability on screens. It's strongly suggested to use dark text on a white background.

Web Colors

- Wright State University has an established web color palette that is already built into the design. The background for all main page content is automatically white.

Textual Link Colors

- All links (or URLs) in paragraph text will display as the primary green and be underlined. This helps the audience to quickly differentiate a web link from regular text and establishes consistency.
- Anything outside paragraph text will still display as the primary green, but will not be underlined. An example of this would be on the university homepage where links act like section headers.
- The rollover color for all links will display as the primary gold.

Icons

Wright State uses a standard library for icons. These will display in Wright State primary gold.

Buttons

- Buttons are primarily used to establish and highlight a call to action (CTA). Examples of CTA button content are “Apply Now,” “Register for Classes,” or “Visit the Office of Marketing.” The audience will recognize that the button suggests the action to be completed on the linked page.
- Buttons are not to be used for regular linking to other pages. This can be accomplished by using textual links.
- Buttons are displayed in the primary green with white text, with a rollover color in an official secondary color. Having a button in the official green will show the audience it’s a link and a CTA.
- There may be other instances where the button appears in the primary gold. These are reserved for audience-specific landing pages.

Naming Conventions and Redirects

- All websites and URLs will begin with **wright.edu/** or a subdomain, such as **liberal-arts.wright.edu/**. The page or office name will follow the slash (/). The CMS automatically generates an appropriate URL for every page.
- Divisions and university-level offices are hosted on **wright.edu**.
- Redirects are a way to give a long URL a shortened alias. For example, **wright.edu/office-of-marketing** can use a redirect such as **wright.edu/marketing**. These are useful to the audience by keeping

them from typing a long URL. Request redirects through the Office of Marketing or the web team. Please check to see if your desired redirect URL is already in use. The Office of Marketing and web team will also suggest alternate redirects, if needed, and reserve the right to refuse redirects.

Headings

- There are five levels of headings offered in the CMS text editor: heading two (h2) to heading six (h6). Heading two is the most important heading, while heading six is the least important. Heading level one is reserved for the page title.
- Use headings appropriately across the page. You do not need to use all five headings to structure your pages. Using too many headings on a page will make it hard for users to scan and differentiate content. Do not skip heading levels.
- Do not use headings for regular text, such as “Call us at (123) 456-7890” or for a full paragraph of text.
- Google’s search engine is aware of improper usage of headings and it could negatively affect your page’s search results.

Imagery

- Photos add visual interest to web pages. Please use photos at a minimum (depending on the web page’s content and goal). Having too many images on one web page can slow down load time.
- Please determine first if a photo is adding interest to your page or site. If not, it could cause a distraction or frustration to your audience navigating your web content. Large photos cause the page to be longer and forces the audience to scroll through your content.
- Rotators (sliders or carousels) are being phased out on Wright State websites. This is due to users either ignoring them or the sliders resulting in low click-through rates. If a rotator is not updated on a regular schedule, it becomes stale and users ignore them. If a rotator is not going to be updated, a rotator should not be used.

SOCIAL MEDIA

Social media allows people and businesses to communicate and interact with others by sharing and receiving information through various mediums and platforms. It's a communications tool that is constantly expanding and evolving.

It is important to communicate with your audience in a consistent and professional manner. Social media communications coming from a Wright State-affiliated channel can be enhanced by using the university's brand and messaging.

All social media accounts recognized by Wright State will be listed in the *Social Media Directory* at wright.edu/social. Social media administrators may email links to university-affiliated social media profiles to socialmedia@wright.edu for consideration. Refer to the Office of Marketing website for best practices and more.

Profile Images

Social media profile pictures are typically small and either square or circular in shape. Increasingly these images are viewed on a mobile device, making the graphic even smaller. Excessive wording can take away from the visual impact of a profile image, and the text can be almost impossible to read. Therefore, any text in profile pictures must be kept to a minimum.

Wright State-affiliated social media accounts should use the university-approved 'W' profile image, customized for your college, department, office, or unit. Doing so authenticates your relationship to Wright State, differentiates from competing accounts, and establishes uniform quality, credibility, and user experiences.

The three-line wordmark is reserved for the university's main social media channels, managed by the Office of Marketing and the Office of Communications. The biplane logo and other elements from the official logo should not be used as a profile picture.

The square profile images are ideal for Facebook, LinkedIn, and YouTube; the circle profile images are ideal for Twitter, Instagram, Pinterest, and Google+. Note that the circular images require even less text than the square images.

Cover Images

The Office of Marketing can assist with designing cover images for your social media accounts. Various photography and graphics can also be used to express your channel's personality. The Office of Marketing also has an online download library for cover images that you are welcome to use.

Snapchat Geofilters

Snapchat filters have limited space, therefore the Wright State wordmark will always appear at the bottom. Other graphics can be placed at the bottom or top of the screens, but the center of the screen must be clear for the user's face. Any supplemental graphics should not cover the Wright State wordmark.

The Office of Marketing can design event geofilters for you to submit for use, though we cannot guarantee the designs will be approved by Snapchat. There is no charge for the design, but you will have to pay Snapchat for your geofilter promotion. Cost varies by event duration and by how large of an area you are fencing in for the filter's use.



EMAIL PROFILE IMAGES

Some mail servers, like Microsoft Outlook, allow users to upload their own profile images. It is highly recommended that you use your own professional photo or nothing at all. Avoid photos that do not physically represent you, as this is not representative of Wright State University, and does not appear clear, consistent, unified, and professional.

RECOMMENDED EMAIL SIGNATURES

When we communicate with our audience, whether it's a faculty member or a prospective student, Wright State needs to appear clear, consistent, unified, and professional. An email signature is similar to a printed business card, except it's in digital form. A printed business card is presented in the manner mentioned previously. Email signatures should be presented in a similar, consistent manner.

Email signatures should not include off-brand colors, images, quotes, or off-brand slogans. To maximize mobile device viewing and in consideration of email recipient limits, use of images and logos should be avoided.

Email sent from your Wright State account is considered public record, and thus your signature should be professional and representative of the university.

College and department messaging can be used, but only with approval of unit leadership and the Office of Marketing. Examples of these can include accreditation or campaign messaging.

Arial is Wright State's chosen font for electronic needs, which should be used for these email signatures. This font size should be 12 pts., and can be changed in the signature preferences of your email program. In these settings, you can also create a link for your email address and unit's website.

On-Campus Options

In these templates, there are options to include a physical location, along with the campus mailing address. The physical location is optional.

Firstname Lastname, Ph.D. *(add additional credentials if necessary)*

Title

College Name, Academic/Operating unit or Department Name

Wright State University | 3640 Colonel Glenn Hwy. | Dayton, OH 45435-0001

Located in 100 Name Hall

tel: (000) 000-0000 | cell: (000) 000-0000 | fax: (000) 000-0000

firstname.lastname@wright.edu | wright.edu *(or your unit's website)*

Firstname Lastname, Ph.D. *(add additional credentials if necessary)*

Title

College Name, Academic/Operating unit or Department Name

Wright State University | 3640 Colonel Glenn Hwy. | Dayton, OH 45435-0001

tel: (000) 000-0000 | cell: (000) 000-0000 | fax: (000) 000-0000

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DOWNLOADS

Download a PDF of the *Wright State University Brandbook* and read through the guidelines to understand how to successfully use the official logos, wordmarks, colors, etc. Please contact the Office of Marketing if you have any questions about proper usage of these assets, or have a special request for any subsidiary logos.

Downloadable assets are available at wright.edu/brand/downloads and are only approved for official university communications and university-related promotions.

Branding Assets

All current marks are available for download.

Microsoft PowerPoint Templates

These templates include six cover designs, and two inside slide designs. Instructions on how to choose these designs are included in the PowerPoint template file. Arial is Wright State's preferred font for electronic needs and should be used for PowerPoint presentations using the Wright State Brand. If you would like to request a specific photo for your cover slide, please contact the Office of Marketing.

Also available are college-level versions of these templates. Please contact the Office of Marketing to have one created for your college.

Wallpapers

We have provided free Wright State University branded artwork for computer desktops and monitors.

Photography

Photos taken by our Photographic Services are available for order and purchase through the university's online photo store, hosted by SmugMug.

Social Media Assets

Social media profile images, cover images, and Snapchat geofilters can be created and/or customized by the Office of Marketing, free of charge.

Printable Name Badge

A free customizable Word template is available for eight-up printable name badges, like Avery® 5395 and similarly formatted sheets.

Electronic Stationery—letterhead

This Microsoft Word letterhead template is able to be printed on preprinted university letterhead.

Minion Pro is Wright State's chosen typeface. If Minion is not available, Garamond is recommended, which looks very similar. These fonts should be used when using these letterhead templates.

To order stationery, matching envelopes, and business cards, contact Printing Services at (937) 775-2117.

Research Poster Template

Use these templates for your research posters using the Wright State brand. Each template includes eight designs. Instructions on how to choose these designs are included in the PowerPoint template file. Arial is Wright State's chosen font for electronic needs, which should be used for research posters using the Wright State brand.

EEOC, Title IX statements

Available as a Microsoft Word documents or PDFs.