



| *Visual Identity* **STANDARDS** |

CURRENT AS OF  **SUMMER 2022**

This is the approved Visual Identity Standards Manual for Wichita State University. All logos and symbols in this manual are the property of Wichita State University and may not be reproduced without permission.

The color palette in this manual is for reference only. For color accuracy, use the PANTONE® color system. PANTONE® is the property of Pantone, Inc.

Use of Wichita State University's logos and symbols is covered under university policy 20.11 in the Policies and Procedures Manual.

Reproduction of any logos or symbols is prohibited without the approval of Wichita State University. For licensing information, please contact the Office of Tech Transfer and Commercialization at (316) 978-6980."

❖ For questions about this manual, please visit wichita.edu/visualstandards ❖
or contact Strategic Communications at (316) 978-3045.

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Overview

Wichita State's brand identity is built on consistency – consistent quality in our teaching and research, consistent relationships with the community we serve, and consistent use of words and images. These visual identity standards are intended to help us all achieve consistency in our communication.

The standards provide us with a single institutional logo that unifies our various colleges, departments and organizations. Like its predecessors, the institutional logo incorporates wheat as a symbol representing our place and our history. Harking back to our earliest days when students shocked wheat as a means of financial support, the use of wheat within the logo continues to represent the hard work and commitment to quality that Wichita State is known for as Kansas' only urban-based research university.

Many people helped make these standards a reality. From faculty and staff to students and alumni to community members – all shared a common goal of strengthening Wichita State's brand to give it a more recognizable presence. Now your assistance is essential to make this goal a reality. Carefully review these standards and see that they are properly implemented and followed.

Thank you for your ongoing efforts in making Wichita State University a powerful brand, built on a shared commitment to consistency in everything we do.

Visual Identity Standards Policy

The Wichita State Visual Identity Standards Manual details specific instructions and guidelines for the consistent use and implementation of the visual elements of the Wichita State Visual Identity Standards, as they relate to all forms of university communication. Adhering to these standards creates and enforces the awareness and image of Wichita State University. Well-maintained visual brands are vital in creating the right impressions. By complying with these standards, Wichita State will be able to visually present a common front.

The following rules and guidelines have been developed with extensive advice and consultation from numerous departments, administration, staff, designers, students, faculty and alumni.

In an effort to develop a strong, highly recognizable and effective visual identity, and to do so through consistent application of visual standards over time, **the only approved marks, logos, logotypes, seals and symbols are the ones described in this manual.** No other versions of the approved visual standards elements may be used instead of or as replacements for these official Wichita State Visual Identity Standards elements.

Separate identifying marks, symbols and logos for Wichita State entities (colleges, departments, divisions, centers, etc.) are not permitted under this visual identity program. New logos, marks and symbols may not be introduced. The only exception to this policy is for sanctioned student organizations, which may choose a separate identity or an official Wichita State naming unit.

The most recent version of this document can be found at: ***wichita.edu/visualstandards***

**TO ACCESS VISUAL IDENTITY ARTWORK DOWNLOADS (TEMPLATES, LOGO), AND FIND FURTHER INFORMATION ABOUT
WICHITA STATE VISUAL IDENTITY STANDARDS, PLEASE VISIT**

❖❖❖ **wichita.edu/visualstandards** ❖❖❖

Wichita State Institutional Horizontal Logo

The preferred use whenever possible is the Wichita State institutional horizontal logo. The individual parts of the institutional logo should not be separated, and the typography should not be reset, as it was customized for this logotype. Never try to approximate or re-create these designs. Adherence to first-generation art assures consistency and ensures the long-term success of the Institutional logo.



WICHITA STATE
UNIVERSITY

Vertical Logo

Use the preferred, horizontal institutional logo whenever possible. When space is limited or if other layout variants create challenges for the horizontal logo, the vertical version of the institutional logo may be used. As with the institutional logo, the individual parts of the logo should not be separated, and the typography should not be reset.

Clear Space Requirements

Clear space must be provided between the Institutional logo and other graphic elements. The clear space requirements delineated here must be observed except in rare, pre-approved exceptions. These are the minimum requirements.

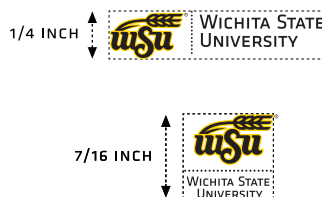


Give the institutional logo room to stand out by allowing a clear space around it. The clear space should be equal to one half of the institutional logo height.



Minimum Institutional logo Size

The minimum size of the Wichita State Institutional logo should not be less than 1/4 inch in height for print usage. This measurement is taken from the top edge of the separator dot to the bottom edge of the "S" in the logo.



Institutional logo Size for Web

For web use, the minimum size of the Wichita State institutional logo should not be less than 90 pixels in height (with clear space requirement included).

Signature Elements

Wichita State University's institutional logo is the combination of three elements.



Wichita State Logo: This three-letter acronym is the abbreviation adopted generations ago for Wichita State University. It is crowned by a stalk of wheat, which refers to the university's heritage as Wheatshockers and to WuShock, the university's mascot. Origins of this association date back more than a century to a time when students took on summer jobs harvesting and stacking shocks of wheat in the fields surrounding the campus. Crafted in the school's traditional colors of black with an outline of yellow, the logo embodies the bold forward motion of Wichita State.

On certain specialty items whose size or space situations create an advantage for using the logo only (pens, ball caps, water bottles, etc.) the WSU logo may be reproduced without the entire signature lock-up and may be printed with the logo; however "Wichita State" must appear somewhere on the item.

Reproductions of the WSU logo on university communications such as printed material (brochures, notecards, postcards, fliers, etc.) must use either the preferred horizontal signature or the vertical signature (if horizontal signature is not conducive to space allocations). This also applies to web, broadcast and fleet graphics applications.

Divider Bar: This graphic device serves both to visually separate and create linkage between the logo and the logotype. The divider bar is designed to vary in length only when the institutional logo is expanded to include secondary and tertiary information such as college names and departments.

Wichita State University Logotype: The name of the university is designed to project a contemporary forward-thinking appearance while at the same time maintaining a classical aesthetic. Because it is a modified variation on the font Klavika, it cannot be reproduced by simply resetting. Always use the complete Institutional logo in digital form as provided by the university.

The institutional logo is the physical combination of the Wichita State logo, the Wichita State University logotype and the dotted line that serves as the connecting unit between the two. They are placed in a specific scale and relationship to each other that prevents the independent altering of elements.

The primary institutional logo is horizontal in orientation and is the **preferred** configuration. There is a centered vertical configuration of the institutional logo that should be used only when limited space requires it.

Wichita State Institutional logo Color Standards

Color consistency is a very important aspect of maintaining a strong identity for Wichita State. Color consistency with the Institutional logo will help to build recognition of the Wichita State institutional logo as well as convey a sense of organization, unity and professionalism.



Wichita State's official colors: Shocker Yellow™

Pantone 116C
C:0, M:14, Y:100 B:0
RGB: R:255 G:219 B:0
Hex: FFDB00

Black

Pantone Black
C:0, M:0, Y:0 B:100
RGB: R:0 G:0 B:0
Hex:000000

Wichita State University Primary Colors

Wichita State has two primary colors: Shocker Yellow™ and black. These two colors are also reflected in the institutional logo and spirit marks

Two-Color Wichita State institutional logo

The preferred institutional logo version is the two color version. This gives another opportunity for use of the school colors and allows reinforcement of the Institutional logo in its most pure form. **The institutional logo should be used when possible on a white or very light background color. When other background colors must be used, please refer to the color background guidelines in the section "Use of Wichita State Institutional logo on Colored Backgrounds."**

Clarification on Shocker Yellow™

- Many times, promotional items are only available in a small number of colors, so the closest yellow to Shocker Yellow™ should be selected in these cases.
- For offset printing, the Pantone Match System® (PMS) colors should be:
 - Pantone® 116c should be selected for COATED paper to provide the closest match to Shocker Yellow™
 - Pantone® 109u for UNCOATED paper to provide the closest match to Shocker Yellow™

The reason for the difference: UNCOATED paper absorbs more ink, so PMS 116 on uncoated paper tends to look orange. This is why PMS 109 is preferred when offset printing on UNCOATED paper. It provides the closest match to Shocker Yellow™.

One-Color Wichita State institutional logo

When the Wichita State institutional logo must be used in one color, the preferred color is black. The logo outline that is normally yellow is deleted. A slight adjustment in spacing is also made to accommodate this, so approved art should be used. Creating this art from the two-color version is prohibited, as subjectivity in placement allows for inconsistency. Working with the one-color institutional logo in situations where it needs to be "reversed" to white is dealt with in the section "Use of Wichita State Institutional logo on Colored Backgrounds."



WICHITA STATE
UNIVERSITY



Photographic Backgrounds with institutional logo Placement

For advertising and collateral material photography can be a compelling background for the Wichita State institutional logo. Make sure the placement of the institutional logo is in a light or dark zone of the photo to create optimal contrast.

Avoid placing the institutional logo against photography that will clash or cause the institutional logo to vibrate visually. Never place the institutional logo on an area that is visually busy or patterned. Look for a Institutional logo placement area that is relatively open and lacks contrasting detail.

When the institutional logo must be used with a photographic background, look for opportunities to build a graphic element into the design such as a white band or white section (but not an enclosure for the institutional logo) that covers the photograph in the place where the institutional logo is to appear. Another option when integrating the institutional logo into photography is to use an area of transparency in the photo where the photo fades to white or an extremely light color where the institutional logo is to be applied, giving it less visual interference from the background image. This also works well with the one-color institutional logo.

The concept to work toward is building a “free space” or a space that is free of background image that could adversely compete with the institutional logo. The goal of the composition should be to provide the institutional logo with a background that does not compete with it.



Use of Wichita State institutional logo on Colored Backgrounds for Collateral Materials

The following standards are exceptions for the use of the Wichita State institutional logo when applied to various colored backgrounds. These applications may commonly occur on collateral material.

These applications will often be determined based on the number of colors available for reproduction. In the examples on this page, the color of the background that the institutional logo is applied to is already determined and each color in the institutional logo itself is used to determine the number of colors in the solution.

Because the Wichita State colors are black and Shocker yellow™, these two background colors will be used often. Being the same color(s) as the institutional logo presents special challenges that are exceptions to the rules. Note that the rules vary slightly when applied to other colored backgrounds.

BLACK BACKGROUND, 1/C institutional logo

When applying the institutional logo, these options are preferred for one-color applications.

Option 1. All white and the traditional yellow outline is deleted.

Option 2. All yellow and the traditional yellow outline is deleted.

BLACK BACKGROUND, 2/C institutional logo

When applying the Institutional logo, these options are preferred for two-color applications.

Option 1. Use logo in white with outline deleted. The vertical dotted line and logotype are created in yellow.

Option 2. Use logo in yellow with outline deleted. The vertical dotted line and logotype are created in white.

Option 3. Use logo outline in yellow and leave central logo in black. The vertical dotted line and logotype are created in white.

YELLOW BACKGROUND, 1/C institutional logo

When applying the institutional logo, this option is preferred for a one-color application.

Option 1. Use all black logo, dotted line and logotype, and the traditional yellow outline is deleted from the logo.

YELLOW BACKGROUND, 2/C institutional logo

When applying the institutional logo, this option is preferred for a two-color application.

Option 1. Use logo in black with a white outline. The vertical dotted line and logotype are created in black.

Alternate colored backgrounds may be used on collateral materials. It is important to use a logo/Institutional logo that will offer appropriate contrast against the color in question. Light colors show up best on dark backgrounds and dark colors show up best on light-colored backgrounds.

(More on next page)

Preferred Institutional logo use on white background



Use of Wichita State institutional logo on Colored Backgrounds for Collateral Materials (continued)

Determine whether the background color is light, dark or medium. To do this, a contrast scale is provided for assistance.

DARK BACKGROUND, 1/C institutional logo

When applying the institutional logo these options are preferred for one-color applications.

Option 1. All white and the traditional yellow outline is deleted.

Option 2. All yellow and the traditional yellow outline is deleted.

DARK BACKGROUND, 2/C institutional logo

When applying the institutional logo these options are preferred for two-color applications.

Option 1. Use logo in white with outline deleted. The vertical dotted line and logotype are created in yellow.

Option 2. Use logo in yellow with outline deleted. The vertical dotted line and logotype are created in white.

Option 3. Use black logo with yellow outline. The vertical dotted line and logotype are created in white.

LIGHT BACKGROUND, 1/C institutional logo

When applying the institutional logo this option is preferred for a one-color application.

Option 1. All black logo, dotted line and logotype, and the traditional yellow outline is deleted.

LIGHT BACKGROUND, 2/C institutional logo

When applying the institutional logo this option is preferred for a two-color application.

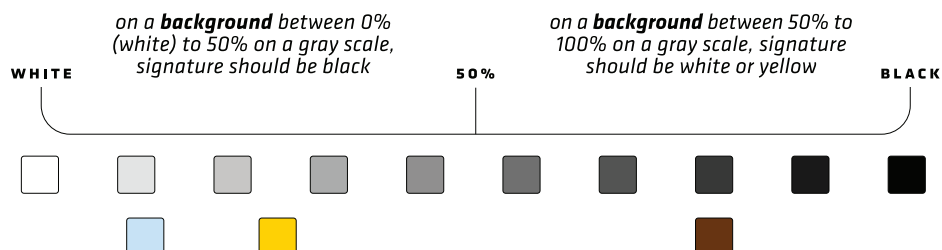
Option 1. Use logo in black with yellow outline. The vertical dotted line and logotype are created in black.

TONE ON TONE, 1/C institutional logo

On garments using embroidery, there will be times when a tone-on-tone solution is acceptable. This is a subtle way of applying the institutional logo that gives the impression of a blind emboss. This effect is achieved by selecting a color that is identical to the background or making it one step lighter or darker. Use the one-color version of art without the outline.



Determining: INSTITUTIONAL LOGO



Unacceptable Usage

It is highly important for maintaining a successful brand that the Wichita State institutional logo be handled correctly when displayed in any form. The examples on this page and the following illustrate unacceptable uses.



⚡ DO NOT TILT THE INSTITUTIONAL LOGO OR LOGOTYPE.



⚡ DO NOT VERTICALLY ROTATE THE INSTITUTIONAL LOGO OR LOGOTYPE.



⚡ DO NOT COMBINE ANY OTHER WICHITA STATE LOGO ENTITIES WITH THE INSTITUTIONAL LOGO OR LOGOTYPE.
(ONLY EXCEPTION IS TRADITIONAL WUSHOCK FOR ATHLETICS, BUT REFER TO THE ATHLETICS DEPT. FOR THAT STANDARD)



⚡ DO NOT OVERLAP OR OVERPRINT ANY ELEMENT OR LOGO ENTITY WITH THE INSTITUTIONAL LOGO OR LOGOTYPE..

Unacceptable Usage

It is highly important for maintaining a successful brand that the Wichita State institutional logo be handled correctly when displayed in any form. The examples on this page and the following illustrate unacceptable uses.



Ⓢ DO NOT DISTORT OR STRETCH ANY PART OF THE INSTITUTIONAL LOGO OR LOGOTYPE.



Ⓢ DO NOT RECONFIGURE, RESIZE OR RECOLOR ANY PARTS OF THE INSTITUTIONAL LOGO OR LOGOTYPE.



Ⓢ DO NOT APPLY SPECIAL EFFECTS TO OR BUILD PATTERNS FROM INSTITUTIONAL LOGO OR LOGOTYPE.



Ⓢ DO NOT APPLY AN OUTLINE OR ENCLOSE THE INSTITUTIONAL LOGO OR LOGOTYPE.

Working with Wichita State's Color Palette Standards

To help build consistency with color decisions, the following color palettes have been developed. These palettes can be used to help with the process of color selection in publication and collateral materials design. There are three basic color palettes in the Wichita State Visual Identity Standards system: the primary palette, the primary-centric palette and the supplemental palette.

To best support the visual identity standards, always use color in moderation. The primary palette has been built to help designers do this by limiting its function and color options. It consists of black, white and Pantone® 116c (yellow) for coated paper applications, and black, white and Pantone® 109u (yellow) for uncoated paper applications. Its function is to provide color choices for a flat background color area (a dominant field that is filled with any one of these colors). The limited amount of colors in this palette helps designers focus their efforts toward other elements of design (dynamic photography and interesting, highly functional relief elements), which are where the power and sophistication of this design program reside.

The primary-centric palette consists of colors that are closer to yet slightly expanded from Wichita State's primary palette. These colors are the safest colors to use to avoid color incompatibilities in design projects. Their origins are within the primary palette, and they can be relied upon in most cases to offer color choices that are more harmonious with that palette. It is ideal not to use these colors in a dominant way but rather as relief elements, providing more of a color spike or highlight to help feature or accent a part of a layout.

The third color palette is the supplemental palette, which is reserved for colors that go beyond the primary-centric palette. An example of such an application might be when needing to color-code or differentiate between numerous pieces of similar printed literature. The colors from this palette venture further from the primary palette. However, these colors are lower in saturation to allow them to easily work with and connect to the primary palette in more of an accent or relief role. The best way to think about usage of this palette is sparingly.

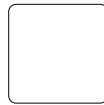
PRIMARY PALETTE



BLACK



SHOCKER YELLOW™



WHITE

(color palette design example diagrammed on next page)

PRIMARY-CENTRIC PALETTE

PANTONE®438
C58, M66, Y59, K46



PANTONE®1345
CO, M14, Y47, K0



PANTONE®422
CO, M0, Y0, K33



PANTONE®COOL GRAY 3
CO, M0, Y0, K17



PANTONE®436
C24, M25, Y26, K0



PANTONE®1385
CO, M44, Y100, K7



PANTONE®146
CO, M43, Y100, K33



PANTONE®9160
C2, M8, Y25, K0



FROM PANTONE® PASTEL COLOR FORMULA GUIDE

THE COLORS SHOWN IN THE SWATCHES ARE ONLY FOR REFERENCE AND WILL NOT PRINT ACCURATELY ON INKJET OR LASER COLOR PRINTERS. THEY WILL NOT VIEW ACCURATELY ON SCREEN. THE WAY TO HAVE A PRECISE VISUAL REPRESENTATION OF HOW THESE COLORS LOOK IS BY MATCHING TO A PANTONE® COLOR SYSTEM GUIDE USING THE NUMBERS PROVIDED WITH THESE SWATCHES.

SUPPLEMENTAL PALETTE

PANTONE®683
C11, M100, Y0, K43



PANTONE®7526
CO, M65, Y100, K35



PANTONE®7498
C25, M0, Y100, K80



PANTONE®7477
C80, M0, Y10, K68



PANTONE®2768
C100, M78, Y0, K44



PANTONE®1817
CO, M90, Y100, K66



PANTONE®681
C21, M61, Y0, K4



PANTONE®173
CO, M69, Y100, K4



PANTONE®7492
C12, M0, Y50, K7



PANTONE®7458
C40, M0, Y5, K6



PANTONE®2727
C71, M42, Y0, K0



PANTONE®1807
CO, M100, Y96, K28



Working with WSU's Color Palette Standards (continued)

To further illustrate the way these three color palettes can offer easy, powerful and attractive design solutions while allowing designers to focus on the more critical aspects of the design pieces, an example of just one design solution using the three palettes has been included.

In the example of a typical brochure cover design, the largest background area or field of flat color is at the bottom and is filled with white from the primary palette. The subject of the brochure (in the band of text in the upper right) is accented with a small spike of color (dark violet) from the supplemental palette. This treatment as a relief element helps focus attention toward the subject while also providing an anchor for the text. The area around the white band that houses the subject text has been filled with a color from the primary-centric palette, bringing more attention to the title while introducing another small area of color (this instance of color allows the designer a precedent for using the color perhaps on the interior of the brochure). Finally, the photograph provides an area of great visual interest and another dynamic source of color for the designer to explore. This is made possible in part because many of the color selections have been simplified by the three-palette system, allowing more time to be focused on composition and photographic interest.

This is just one simple example of how the system can work. Not all three of the palettes have to be used in the same design solution. Many times only one or two of the palettes may be required for the desired solution. The system is a tool to provide people responsible for design of WSU publications and collateral materials with more time for focusing on key areas that will help elevate and unify design communication pieces.



Typography

The typography of the Wichita State Visual Identity Standards system is composed of the following fonts: Klavika, and Adobe Garamond. Web fonts are Roboto and Titillium.

The Klavika font family is under license by Wichita State. For a copy of the fonts, contact Strategic Communications.

Primary Font

Klavika

light | regular | **medium** | **bold** | condensed | *italic* | *condensed italic*

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Secondary Font

Adobe Garamond

regular | *italic* | semibold | *semibold italic* | **bold** | *bold italic*

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Alternate Secondary font

Although Adobe Garamond is the prescribed typeface for correspondence text, this may not be a resident font on all computers. If this is the case and Adobe Garamond is not readily available, the font Georgia is acceptable as a less preferred alternate. Georgia is a resident font on all PC and MAC systems, and is available in virtually every situation.

Georgia

regular | *italic* | **bold** | *bold italic*

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Identity System: THE WICHITA STATE UNIVERSITY SEAL

The Wichita State University Seal

The university seal is reserved for special applications of an official, special and solemn nature.

Requests for use of the seal should be directed to the Wichita State president's office or Strategic Communications.

Contact the president's office at (316) 978-3001, or Strategic Communications at (316) 978-3045.

The seal should be printed only in one color to avoid reproduction issues with four-color process printing that could occur with some of the detailed line work. Embossing or foil stamping must be approved.



The Wichita State University Seal

Identity System: **WICHITA STATE AFFILIATE LOGOS**

Wichita State affiliate logos

Affiliate logos are not to be used in any external promotions, marketing, or merchandising efforts without the expressed consent of the contacts listed below each logo.



Contact: (316) 978-5597



Contact: (316) 677-1006



Contact: (316) 978-4483



Contact: (316) 978-2738



Contact: (316) 665-1801



Contact: (316) 978-3290



WICHITA STATE
UNIVERSITY

Contact: (316) 978-5559

Naming units for colleges, departments, centers and institutes

The naming policy for the Wichita State organizations is an important element of the design hierarchy. When adhered to correctly, the naming units provide a way for organizations to have a greater sense of identity, increased recognition, and easier application on promotional items and other materials.

With so many organizations in the Wichita State family, it's important to follow these brand policies and recommendations to maintain consistency. Proper use of naming units will strengthen the organization's individuality while building overall brand equity in the university.

Naming units

When adhered to correctly, naming units provide a way for colleges, departments, centers, and institutes to have a greater sense of identity, increased recognition, and easier application on promotional items and other materials. Each unit uses the university brand fonts and should be used consistently. Do not separate the naming unit's sections in any way, and do not pair with fonts other than what is prescribed in this policy. Naming units must always be endorsed by the Wichita State University Institutional logo.



Wichita State University's naming unit structure is the combination of these two elements:

Descriptor: The first part of the college, department, center, or institute name is called the descriptor. Although all names are very different, this first section is typically descriptive in nature to the organization. Klavika Regular Small Caps is used for this part. Always use this font style first in the unit.

Emphasis: The second part of a naming unit is emphasized to highlight the unique quality of the organization. Klavika Bold Small Caps is used for this part and should always appear last in the unit.

Together the descriptor and emphasis make up the naming unit. This font style combination is reserved for the naming units only. All naming units should be used with this styling consistently to preserve a special appearance for organizations within the university. Naming units must always be endorsed by the Wichita State University Institutional logo.



← INSTITUTIONAL LOGO ENDORSEMENT

← CENTERED NAMING UNIT

TIP

Naming units are set up in the branding templates. You can find them here:

**wichita.edu/sc
Tools and Resources –
Templates**

• Branded templates are setup with:

Naming Unit format

WSU yellow ink

WSU logo

Klavika

Naming Unit Options

The naming units are designed to be flexible in order to best fit an application while providing the greatest visibility of that organization. Always use the prescribed fonts in the manner described by this policy. Parts of the naming unit should never be separated or used with any other fonts. Naming units must always be endorsed by the Wichita State University Institutional logo.

Single Line

When space allows for the naming unit to reside on one line, use this option.

W. FRANK BARTON SCHOOL OF BUSINESS

.....

Left-Justified

When the application allows for a left-justified naming unit, use this option. The line breaks at the change of font style from Klavika Regular to Bold.

**W. FRANK BARTON
SCHOOL OF BUSINESS**

.....

Centered

When the application allows for a centered naming unit, use this option.

**W. FRANK BARTON
SCHOOL OF BUSINESS**

.....

Naming Units: HOW TO SET UP

How to set up naming units

The naming units are designed to be flexible to best fit an application while providing the greatest visibility of that organization. Always use the prescribed fonts in the manner described by this policy. The different parts of the naming unit should not be separated or used with any other fonts.

Specifics

When setting up a naming unit, type size and line spacing should always be the same.



When to line break

When dealing with a long naming unit, you may need to break the name into three lines. The goal is to keep the overall shape like a rectangle.



Which word to emphasize

Use this rule to choose the correct word or words to be emphasize with the bold font style: only emphasize words that are essential to the name or the organization. Often, these words are the core of what the organization is.

COMMUNITY **SERVICE BOARD**

Naming Units: **ENDORSEMENT**

Endorsement: Naming units require endorsement of Wichita State University's primary institutional logo. The primary Wichita State institutional logo should always appear in proximity to the college, department, center, or institute.

When endorsing a college, department, center, or institute, the primary Wichita State institutional logo should be placed at the bottom of the application and below the name of the organization. The primary Wichita State Institutional logo will follow standard brand policies.

See subsequent pages for examples.

W. FRANK BARTON SCHOOL OF BUSINESS



Naming Units: **DISCIPLINES**

Disciplines: Disciplines serve to provide clarity in that particular area of academics for a the college, department, center, or institute it is associated with. Each unit is designed in such a way to build consistency and familiarity among all disciplines. These units should not be altered or reconfigured in any way.

Disciplines should be used sparingly and only in proximity to the college, department, center, or institute's name unit associated with it.

See subsequent pages for examples.

➔ | BUSINESS

➔ | HEALTH

➔ | HONORS

➔ | ENGINEERING

➔ | APPLIED
STUDIES

➔ | LIBERAL ARTS
AND SCIENCES

➔ | GRADUATE
SCHOOL

➔ | INNOVATION
AND DESIGN

Naming Units: EXAMPLES

Naming unit and discipline examples

Naming units and disciplines are designed to be flexible to best fit an application while providing the greatest visibility for that particular organization. Always use the prescribed fonts and graphics according to naming units and disciplines policies described in this document.

BUSINESS ← DISCIPLINE

**MORE CHOICES FOR
YOUR CAREER PATH**

**LEARN MORE ABOUT
BARTON DEGREES**

Global experience and professional skills.

The W. Frank Barton School of Business is home to some of the best programs, brightest minds and biggest opportunities in Kansas. From the largest selection of AACSB-accredited programs in the state to the limitless opportunities for applied learning in Kansas' business hub, Barton School students have everything they need for career success.

wichita.edu/academics/business

SINGLE LINE NAMING UNIT → **W. FRANK BARTON SCHOOL OF BUSINESS**

↑ PRIMARY INSTITUTIONAL LOGO ENDORSEMENT

WICHITA STATE UNIVERSITY

University Stationery System Description

The Wichita State stationery system is one of the most widely used and most prolific pieces of the identity. At every use it provides a face to the public and a chance to communicate and solidify the Wichita State brand. For this reason, a comprehensive stationery system has been developed to accommodate the needs of the colleges, departments and other entities at Wichita State.

Due to the number of departments, schools, centers and campuses, it is imperative to maintain consistency in all pieces of Wichita State stationery. Using properly branded stationery materials allows each of the university components to speak with a unified voice that complements the overall strength of Wichita State University as a brand.

Stationery materials (letterhead, envelopes and business cards) are printed with two colors; black and Shocker Yellow™, and must be ordered through the official university stationery printer online at wichita.edu/services/printing.

All stationery materials (letterhead, envelopes and business cards) must be preprinted on official paper approved for this purpose. Stationery materials may never be created using a nonapproved printer or recreated digitally, such as in a Microsoft Word® template.

The only exception to this rule is Wichita State memohead. Memohead is available in a Microsoft Word® template form through Shocker Printing. A small fee is charged for creating memohead templates for departments.

Examples of university stationery materials can be seen on the following pages.

University Stationery System

The stationery system is one of the most widely used and most prolific pieces of the Wichita State identity. At every use it provides a face for the university to the public and a chance to communicate and solidify the Wichita State brand. For this reason, a comprehensive stationery system has been developed to accommodate the needs of the colleges and departments at Wichita State.

The stationery system is printed with two colors; black and Shocker Yellow™.

LETTERHEAD AT ACTUAL SIZE IS 8 1/2" X 11"

**W. FRANK BARTON
SCHOOL OF BUSINESS**

 WICHITA STATE UNIVERSITY

Recipient
Title
Address
City, State, Zip

October 21, 2020

To whom it may concern

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.


Sincerely

Mrs. Keziah Jackson

1845 Fairmount Street | Wichita, KS 67270-0043
(316) 978-3600 | (800) 340-7472

wichita.edu

BUSINESS CARD AT ACTUAL SIZE IS 3 1/2" X 2"


 WICHITA STATE UNIVERSITY wichita.edu

Keziah Jackson, Director of Student and Community Initiatives and Senior Marketing Lecturer

W. FRANK BARTON SCHOOL OF BUSINESS

124 Clinton Hall, 1845 N. Fairmount, Wichita, KS 67260-0048
keziah.jackson@wichita.edu | (316) 978-6018

FRONT

 WICHITA STATE UNIVERSITY

W. FRANK BARTON
SCHOOL OF BUSINESS

124 Clinton Hall, 1845 N. Fairmount
Wichita, KS 67260-0048

Mr. Williams Buckingham
3209 W. Beckland Road
Wichita, Kansas 67209-3209

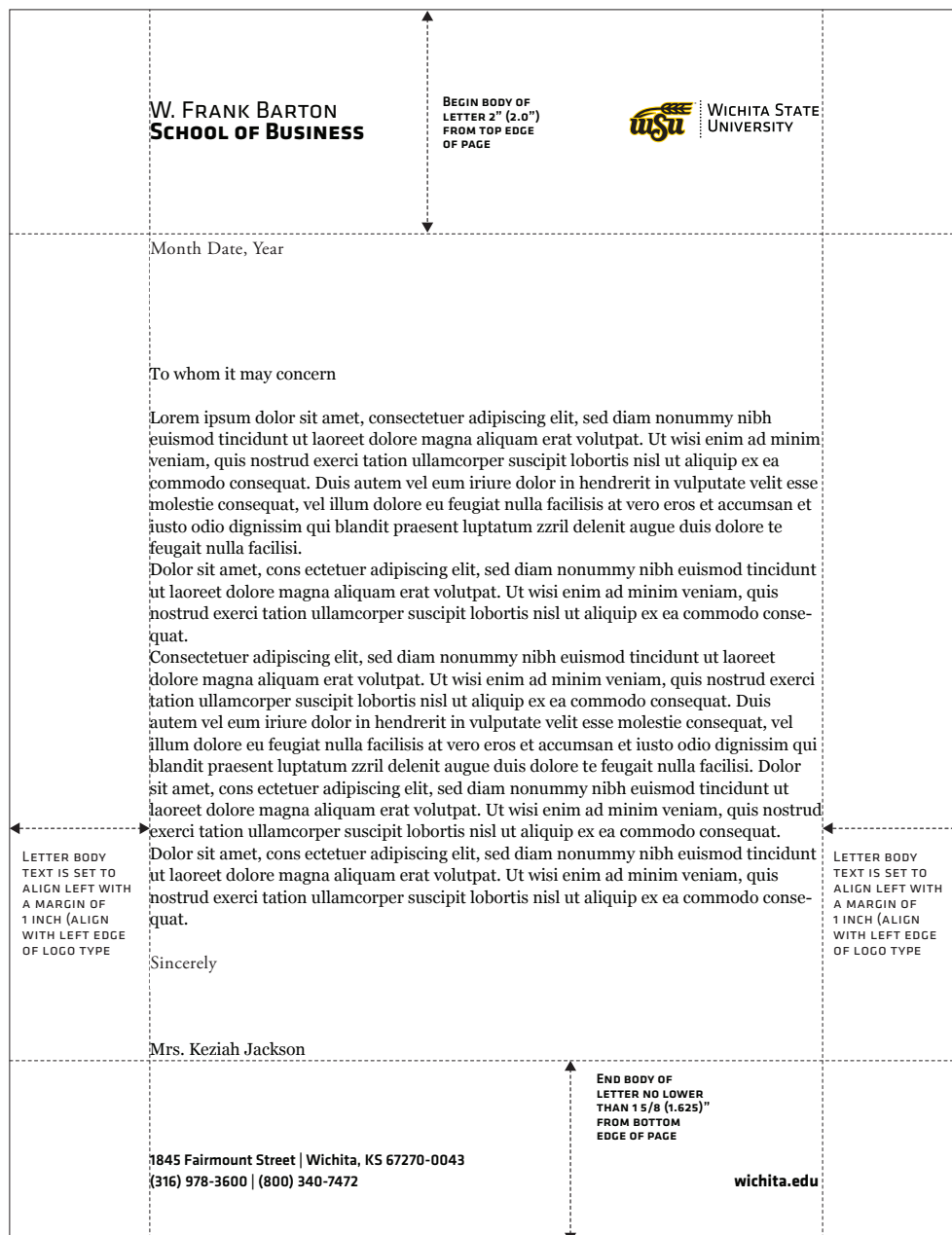
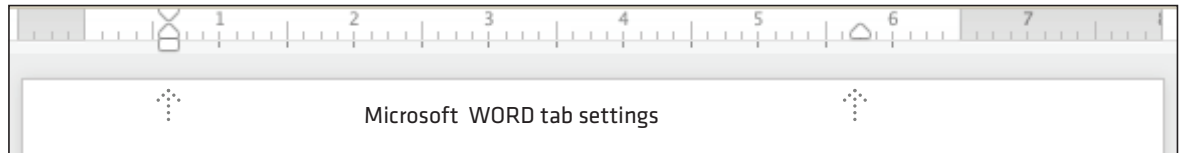
#10 BUSINESS ENVELOPE AT ACTUAL SIZE IS 9-1/2" X 4-1/8"

CORRESPONDENCE SYSTEM IN THIS EXAMPLE IS AT 55% OF ACTUAL SIZE

Specification for Letterhead

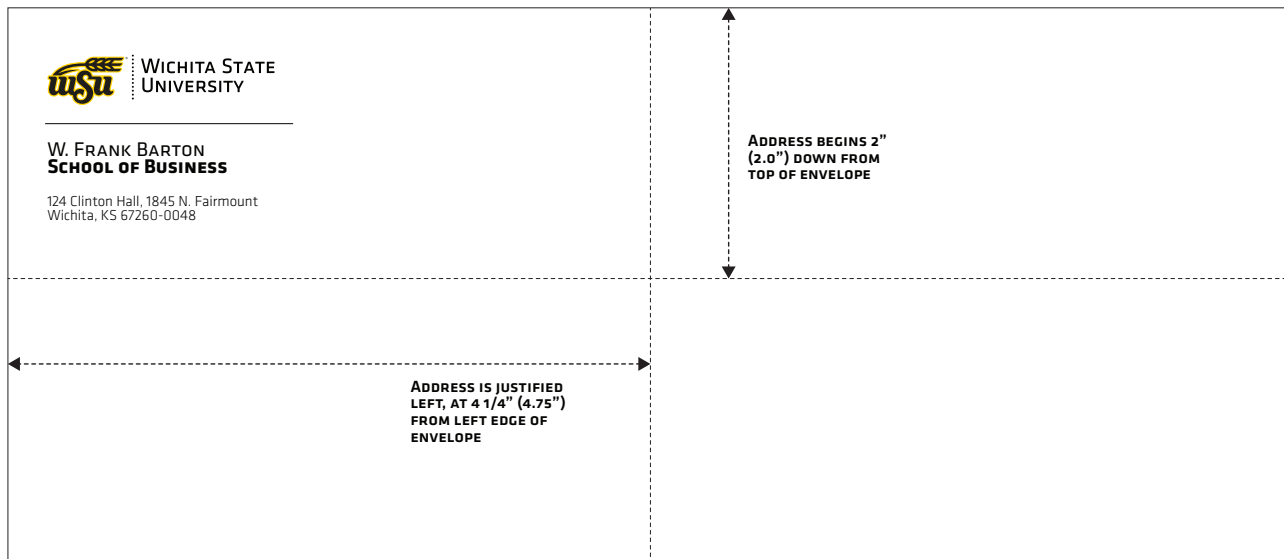
For business letters composed on Wichita State stationery, the preferred typeface is Adobe Garamond, set at 11 point using single-line spacing, aligned left. When Adobe Garamond is not available, the font Georgia is acceptable as a less preferred alternate. Georgia is a resident font on all PC and Mac systems and is available in virtually every situation.

The stationery system is printed with two colors; black and Shocker Yellow™.



Specifications for Wichita State Envelope

For addressing envelopes on Wichita State stationery, the preferred typeface is Adobe Garamond, set at 11 point using single-line spacing, aligned left. When Adobe Garamond is not available, the font Georgia is acceptable as a less preferred alternate. Georgia is a resident font on all PC and Mac systems and is available in virtually every situation.

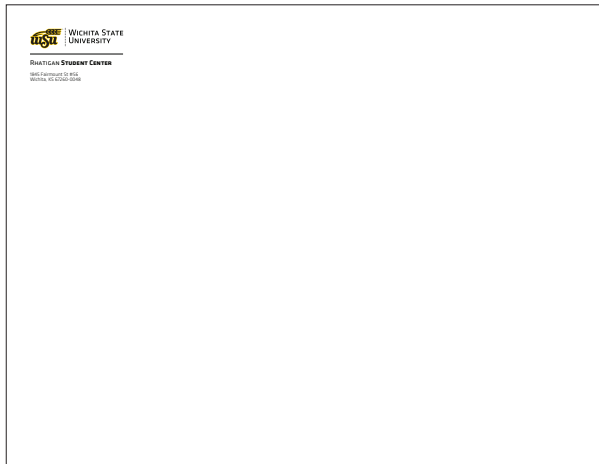


#10 BUSINESS ENVELOPE AT ACTUAL SIZE IS 9 1/2" X 4 1/8"

Collateral Stationery Items Within Wichita State's Stationery System

From time to time new needs for extensions of the stationery system will arise. Using the standards and graphic style established in this manual for the stationery system, it is easy to maintain uniformity on any new stationery materials that need to be created. Several of the current collateral items of the stationery system are displayed below.

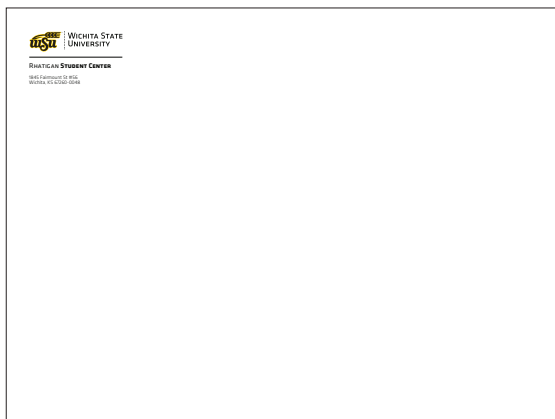
While the preferred versions of the collateral stationery items are printed in two-color printing, when budget dictates a necessity for it, one-color printing may be used. Please visit wichita.edu/visualstandards.



LARGE WHITE BOOKLET ENVELOPE
AT ACTUAL SIZE IS 10" X 13"



A6 ENVELOPE FOR NOTECARDS
AT ACTUAL SIZE IS 4.75" X 6.5"

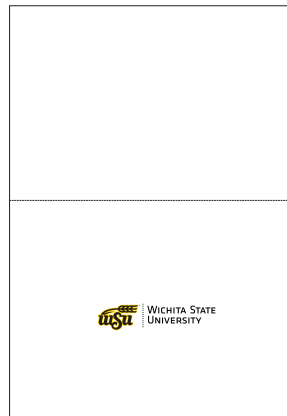


LARGE WHITE BOOKLET ENVELOPE
AT ACTUAL SIZE IS 9" X 12"

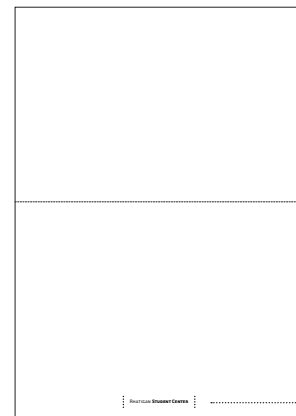
OUTSIDE:
ORGANIZATION NAME IMPRINTS
ON INSIDE ARE AVAILABLE
-SEE EXAMPLE AT RIGHT-



INSIDE:
DEPARTMENT NAME IMPRINT
AT BOTTOM ON INSIDE
-EXAMPLE BELOW-

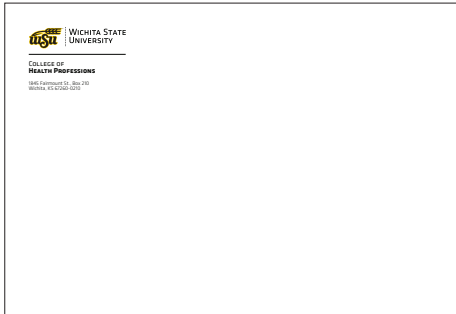


STANDARD NOTECARD
AT ACTUAL SIZE (FLAT) IS 6 1/4" X 9"



Collateral Stationery Items Within Wichita State's Stationery System (continued)

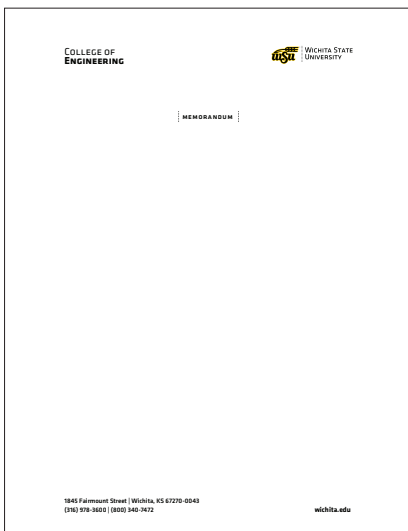
MATERIALS IN THESE EXAMPLES ARE AT 25% OF ACTUAL SIZE.



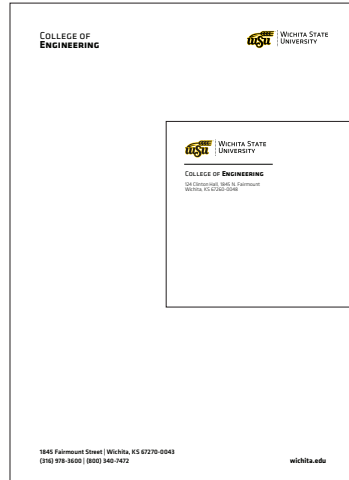
BOOKLET ENVELOPE AT ACTUAL SIZE IS 6-1/2 X 9-1/2



BOOKLET ENVELOPE AT ACTUAL SIZE IS 6 X 9

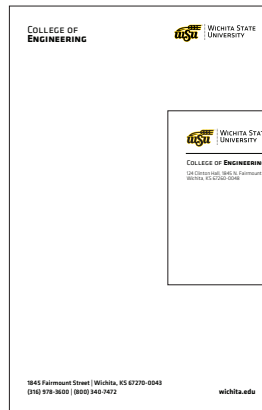


MEMORANDUM AT ACTUAL SIZE IS 6 X 9



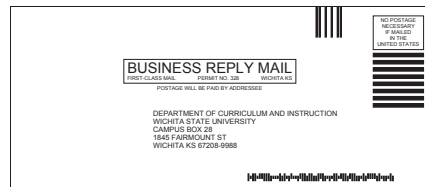
MONARCH LETTERHEAD AT ACTUAL SIZE IS 3-7/8 X 7-1/2

#7-3/4 MONARCH ENVELOPE AT ACTUAL SIZE IS 3-7/8 X 7-1/2



PERSONAL LETTERHEAD AT ACTUAL SIZE IS 5-1/2 X 8-1/2

#6-3/4 PERSONAL ENVELOPE AT ACTUAL SIZE IS 3-5/8 X 6-1/2



#9 REPLY ENVELOPE AT ACTUAL SIZE IS 3-7/8 X 7-7/8

Note that memohead is available in a Microsoft Word® template form through Shocker Printing Solutions. A small fee is charged for creating memohead templates for departments.

Spirit Marks

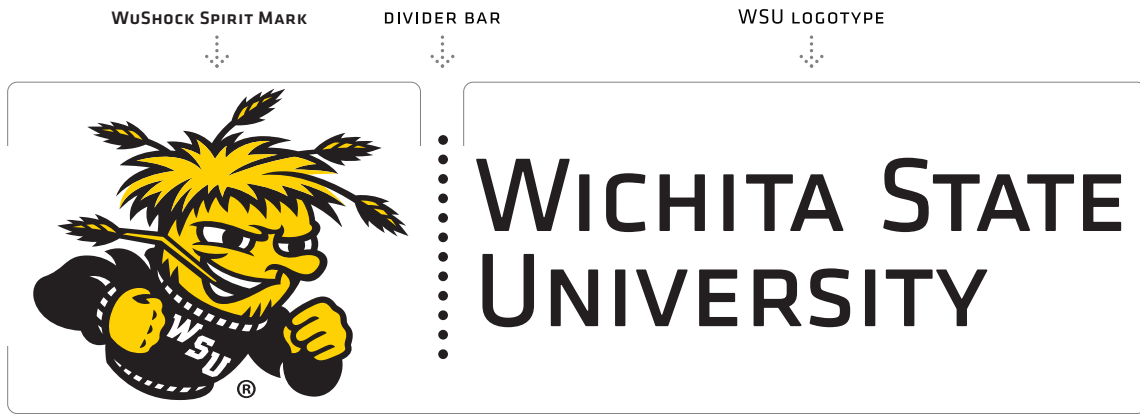
Wichita State maintains a portfolio of spirit marks on certain specialty items with size or space situations that create an advantage for using the WSU logo only (pens, ball caps, water bottles, etc.) the WSU logo may be reproduced without the entire signature lock-up and may be printed with the logo, however "Wichita State" or "Wichita State University" must appear somewhere on the item.



WICHITA STATE



Spirit Mark



WICHITA STATE ATHLETICS SPIRIT MARK AS A WHOLE UNIT

Wichita State University Intercollegiate Athletics Association operates as a separate but affiliated organization with Wichita State University. Athletics' marketing mission is unique in that it is focused both on athletic recruitment and development and on attracting patrons to events. For many years, Wichita State Athletics has utilized the WuShock logo as its primary logo. Research has confirmed that the WuShock logo is closely associated with athletic programs at Wichita State. For these reasons, Wichita State Athletics uses a separate Spirit Mark from the rest of the university, but one that ties closely to all other aspects of Wichita State Visual Identity Standards.

Wichita State Athletics Spirit Mark: is a physical combination of elements (a Spirit Mark, divider bar and Wichita State logotype) placed in a specific scale and relationship to each other that prevents the independent altering of elements. It utilizes the university's system of color and typography.

Divider Bar: This graphic device serves to visually separate and create a linkage between the Spirit Mark and logotype. The divider bar is designed to vary in length only when the Spirit Mark is expanded to include secondary and tertiary information such as athletic departments and programs.

Wichita State University Logotype: The name of the university is designed to project a contemporary forward-thinking appearance while at the same time maintaining a classical aesthetic. Because it is a modified variation on the font Klavika, it cannot be reproduced by simply resetting. Always use the complete Spirit Mark in digital form as provided by the university.

The primary Spirit Mark is horizontal in orientation and is the **preferred** configuration. There is a centered vertical configuration of the Spirit Mark that should be used only when limited space requires it.

Use of the Wichita State Logo and Spirit Mark

Athletics is permitted to use the Wichita State logo and Wichita State University logotype as required on signage, literature, advertising and other applications. Strict adherence to Wichita State Visual Identity Standards is required.

Horizontal Lock-up

The preferred use whenever possible for the Wichita State Athletics Spirit Mark is the horizontal lock-up. The individual parts of the Spirit Mark should not be separated, and the typography should not be reset, as it was customized for this logotype. Never try to approximate or re-create these designs. Adherence to first-generation art assures consistency and ensures the long-term success of the Spirit Mark.

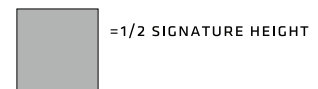


Clear Space Requirements

Clear space must be provided between the Spirit Mark and other graphic elements. The clear space requirements delineated here must be observed except in rare, pre-approved exceptions. These are the minimum requirements.



Give the Spirit Mark room to stand out by allowing a clear space around it. The clear space should be equal to one half of the Spirit Mark height.



Minimum Spirit Mark Size

The minimum size of the Wichita State Athletics Institutional logo should not be less than 5/16 inch in height for print usage. This measurement is taken from the top to the bottom edges of the



WuShock logo.

Minimum Spirit Mark Size for web

For web use, the minimum size of the Wichita State Athletics Institutional logo should not be less than 125 pixels in height (with clear-space requirement included).

Wichita State University Athletics Spirit Mark Color Standards

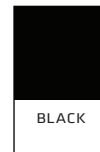
Wichita State Athletics follows the same color standards as Wichita State University. Please refer to page 8 of this guide for color specification details.



WICHITA STATE
UNIVERSITY



SHOCKER
YELLOW



BLACK

Wichita State's official colors are Shocker Yellow™ and Black

Two-Color Wichita State University Athletics Spirit Mark

The preferred Spirit Mark version is two colors (either Shocker Yellow and black, or black only). This offers the best visual connection to the university. **The Spirit Mark should be used when possible on a white or very light background color. When other background colors must be used, please refer to the color background guidelines in the section "Use of Wichita State Athletics Spirit Mark on Colored Backgrounds."**

When the Spirit Mark must be used with a photographic background, look for opportunities to build a graphic element into the design such as a white band or white section (but not an enclosure for the Spirit Mark) that covers the photograph in the place where the Spirit Mark is to appear. Another option when integrating the Spirit Mark into photography is to use an area of transparency in the photo where the photo fades to white or an extremely light color where the Spirit Mark is to be applied, giving it less visual interference from the background image. This also works well with the one-color Spirit Mark.

The concept to work toward is building a free space or a space that is free of background images that could adversely compete with the Spirit Mark. The goal of composition should be to provide the Spirit Mark with a background that does not compete with it.

One-Color Wichita State University Athletics Spirit Mark

When the Spirit Mark must be used in one color, the preferred color is black. Working with the one-color Spirit Mark in situations where it needs to be reversed to white is dealt with in the section "Use of Wichita State Athletics Spirit Mark on Colored Backgrounds."



WICHITA STATE
UNIVERSITY



BLACK

Use of Wichita State Athletics Spirit Mark on Colored Backgrounds

Wichita State Athletics follows the same color standards as Wichita State University. Please refer to pages 13-14 of the Wichita State Visual Identity Standards for details about using Wichita State Athletics' Institutional logo on colored backgrounds.

Photographic Backgrounds with Spirit Mark Placement

The use of photography can add a compelling element in advertising and collateral material. The Wichita State Athletics Spirit Mark follows the same basic guidelines and standards as the Wichita State primary Institutional logo for placement on photographic backgrounds (Wichita State Visual Identity Standards on page 9). Make sure the placement of the Spirit Mark is in a light or dark zone of the photo to create optimal contrast, and be sure to follow proper clear space guidelines.

Avoid placing the Spirit Mark against photography that will clash or cause the Spirit Mark to vibrate visually. Never place the Spirit Mark on an area that is visually busy or patterned. Look for a placement area that is relatively open and lacks contrasting detail.

Identity System: WICHITA STATE COMMERCIALIZATION

The marks of Wichita State University are controlled under a licensing program administered by CLC. Any use of these marks will require written approval from CLC.

- University Seal (logo 59) is only permitted on graduation merchandise and other events hosted by the President's Office. See page 19 of this guide for further information.
- Logos 1-71 are shown with preferred background colors. Alternate background colors are permitted on a case by case basis.
- No use of current players' name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.
- Wichita State University maintains a separate collection of indicia related to vintage marks. An additional license agreement is needed for this collection.
- Clear space must be provided between Logos 1-71 and other graphic elements. Except for rare instances, the clear space surrounding any logo should be equal to one half of the logo height.
- WuShock must be used as a single word.
- The preferred colors for merchandise are black, white, and Shocker Yellow. Other color combinations are available on a case-by-case basis.
- Wichita State will not approve the use of indicia in connection with products or designs that present an unacceptable risk of liability or could be harmful to the mission or image of the university.
- All Wichita State marks on merchandise must incorporate the appropriate trademark designation symbols.
- It is preferred that (space permitting) all merchandise explicitly states WICHITA STATE UNIVERSITY or WICHITA STATE on the item. Exceptions to this expectation will be made on a case by case basis.

Wichita State University			Verbiage			
Current Revision Date: 06/21/21			Wichita State University™	Fear the Wheat™	Eck Stadium™	Shocker Yellow™
Established: 1895	Location: Wichita, KS	Mascot: Shockers	Wichita State™	Shocker Nation®	Tyler Field™	Shock the World™
Mascot Name: WuShock (or Wu)	Conference: America Athletic Conference (AAC)		Shockers®	Rockin' the Roundhouse™	Cesna Stadium™	
Shocker Yellow		Black		White		
PANTONE 116 C C: 0 M: 10 Y: 98 K: 0 R: 255 G: 205 B: 0 HEX: FFCDD0		PANTONE Process Black C C: 0 M: 0 Y: 0 K: 100 R: 39 G: 37 B: 31 HEX: 27251F		White C: 0 M: 0 Y: 0 K: 0 R: 255 G: 255 B: 255 HEX: FFFFFF		
Approved University colors or the "PANTONE"® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. "PANTONE"® is a registered trademark of PANTONE, Inc.						



Web Standards and Content Creation

Wichita State websites use the design tools available within our Content Management System (CMS).

For more information on web design standards, including guidelines on web templates, selecting images and digital messaging, visit wichita.edu/webguides.

Broadcast Standards

In any university video project, the Wichita State primary Institutional logo should appear near either the opening or close. The institutional logo must follow the visual identity standards. It must not be animated to explode, erode, flip, melt, spin, extrude, become three-dimensional or disintegrate.

Wichita State Visual identity standards regarding typography apply in video projects when referring to the university, and the three core identity fonts (Klavika, Bodoni and Adobe Garamond) should be first choices when working with type.

Campus-Wide Outdoor Signage and Guidelines

The Office of Facilities Planning has developed a standard signage system to maintain consistency among outdoor signage and wayfinding applications across the Wichita State campus. The signage system was designed to provide the greatest visibility and assistance to vehicle and pedestrian traffic while introducing a branded, cohesive and innovative aesthetic to the entire campus. For information about building or wayfinding signage, or for any signage needs, please contact the Office of Facilities Planning at (316) 978-3030.

VEHICULAR DIRECTIONAL

Vehicular directional signs should be placed near entrances to campus and at intersections. The content of these signs is intended to direct vehicular traffic to locations frequented by visitors and members of the public.

MAPS

Map signs should be placed along the perimeter of campus near parking lots and at bus stops. These signs direct foot traffic into the campus.

PEDESTRIAN DIRECTIONAL

Pedestrian directional signs should be placed at or near sidewalk cross-sections. These signs intended to confirm that an individual is headed in the correct direction to their destination, which was first identified on a map sign.

BUILDING IDENTIFIERS

Building signs should be placed near the primary entrance of a building or along roadways. These signs are intended to be visible from a distance and provide confirmation of a building or facility's location to both vehicular and pedestrian traffic.

WALL-MOUNTED ENTRANCE

Wall-mounted signs should be placed at the main entrance(s) of a building. The primary type is W-a, secondary is W-b and tertiary is W-c. The space next to an entrance and the makeup of that space (e.g. brick, glass, etc.) will determine which sign type should be installed. For information about building or wayfinding signage, please contact the Office of Facilities Planning at (316) 978-3030.

Outdoor Signage Guidelines for Innovation Campus Buildings

The campus-wide outdoor signage system will be applied to all Innovation Campus buildings. However, when the need arises for additional signage on the facade, which pertains to the corporate occupant of the building, the following guidelines are provided.

PARTNER COMPANY NAMES

The company name and logo should be spelled out using Klavika Bold Caps or company-specific font. The individual letters are achieved using channel lettering internally illuminated with white LEDs, face-lit white acrylic and

micro-perforated film applied (to be black during the day, illuminated white at night), and where letters are mounted a half inch from the wall and the depth of each channel letter is 5 inches. Exact measurements will depend on the dimensions of the structure on which they are mounted.

PARTNER COMPANY LOGOS

Preference will be given to corporate logos created using quarter inch flat, cut-out aluminum, painted black and mounted a half inch from the wall. When standing alone, and not combined with channel letters, logos may be backlit. Final color and design will need to be reviewed and approved by the architectural review committee.

POWER AND WIRING

All wiring and power supplies should be concealed within raceways, preferably behind exterior walls.

Outdoor Signage Guidelines for Wichita State Old Town Buildings

The recommend the signage for Wichita State Old Town buildings carries forward the aesthetic established for the main campus.

BUILDING IDENTIFIER

Primary signage to identify a building includes the Wichita State University Institutional logo (logo, dots and wordmark), which is crafted out of aluminum, painted black and pinned off the walls. The words "Wichita State Old Town" are crafted from illuminated channel letters with a black micro-perf surface on the front face.

POWER AND WIRING

All wiring and power supplies should be concealed within raceways, preferably behind exterior walls.

WALL-MOUNTED ENTRANCE

Wall-mounted signs should be placed at the public entrance(s) of a building. The primary type is W-a, secondary is W-b, and tertiary is W-c. The space next to an entrance and the makeup of that space (e.g. brick, glass, etc.) will determine which sign type should be installed. The name of Wichita State affiliates occupying space within a building may be added to the wall-mounted signs, if approved by the Office of Facilities Planning. Wichita State affiliates in need of custom signage solutions should contact Gardner Design at (316) 691-8808 or mail@gardnerdesign.com. For information about building or wayfinding signage, please contact the Office of Facilities Planning at (316) 978-3030.

Indoor Signage and Wayfinding Guidelines

The Office of Facilities Planning has developed a standard signage system to maintain consistency among indoor signage and wayfinding applications throughout all Wichita State buildings. The signage system was designed to provide the greatest visibility and assistance to visitors of any and every building and facility, while applying a branded, cohesive and innovative aesthetic to the campus.

BUILDING DIRECTORIES

Building directory signs should be placed where they are visible upon entry to a building. Content of these signs should be limited to spaces that are accessible and frequented by visitors and the public. Individual offices and classrooms, unless otherwise approved, should not be included on building directories.

WAYFINDING

Wayfinding signs help guide visitors throughout a building. They should be placed near access points, such as elevators and stairwells to point visitors in the correct direction.

PERPENDICULAR

Perpendicular signs help identify highly frequented spaces that are not easily visible from an entry point. The presence of these signs should be limited throughout buildings and hallways so as not to overwhelm an area with signage.

PERPENDICULAR RESTROOM

Identify restroom spaces with these signs. Limit to one per restroom area, not per restroom.

RESTROOM

Restroom signs identify individual restrooms. These signs are attached to the wall, and exact placement should follow ADA requirements.

OFFICE, CLASSROOM, MEETING ROOM AND CUBICLE

These signs identify individual offices, classrooms, meeting rooms and cubicles. The signs accept paper inserts that can be personalized and changed as needed. Visit wichita.edu/roomsigns for instructions and templates to print these inserts.

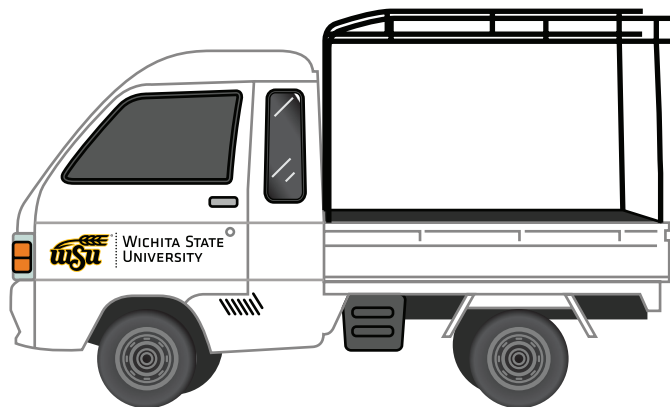
UTILITY ROOM AND ACCESS SPACE

These signs identify utility rooms and access spaces. They are attached to the wall, and exact placement should follow ADA requirements. Wichita State affiliates in need of custom signage solutions should contact Gardner Design at (316) 691-8808 or mail@gardnerdesign.com. For information about building or wayfinding signage, please contact the Office of Facilities Planning at (316) 978-3030.

Fleet Graphics

The Wichita State institutional logo translates well to fleet graphics and serves to unite a diverse array of different fleet vehicles while providing an effective exposure for Wichita State's identity. In some instances, the preferred horizontal institutional logo may not be ideal for logo size and proportion. In those cases, switching to the vertical institutional logo is allowed if doing so allows for a larger and more prominent visual impression. On all vehicles, the institutional logo is required on the driver and passenger side doors. Wichita State fleet vehicles should be white with horizontal (preferred) or vertical configurations of the institutional logo in all black or black and Shocker Yellow™.

Pursuant to University policy and state law, and to preserve the longevity of campus property and ensure uniformity of university visual standards, employees are prohibited from placing any non-Wichita State branded stickers, clings, signs, logos, or vinyls on or to WSU-owned or leased vehicles or transportable equipment. This shall include cars, trucks, trailers, golf cars, and utility vehicles.



List of Contact Information/Resources

This page contains good starting points in the event of questions or a need for help in the following areas:

➤ **For questions about Wichita State Visual Identity Standards or help with use of the university logo, institutional logo or other design elements:**

Contact Strategic Communications at (316) 978-3045 or visit wichita.edu/visualstandards.

➤ **To request permission to use Wichita State Athletics Spirit Marks**

Contact the Department of Intercollegiate Athletics at (316) 303-6005 or marketing@goshockers.com.

➤ **To order business cards, envelopes and stationery supplies:**

Visit wichita.edu/stationery.

➤ **For help with the Wichita State website or with using Omni CMS:**

Visit wichita.edu/websupport

➤ **For help with building or directional or wayfinding signage:**

Contact Facilities Planning at (316) 978-3030.

➤ **For permission to use the Wichita State University seal:**

Contact the Wichita State President's office at (316) 978-3001, or Strategic Communications at (316) 978-3045.

➤ **For licensing information:**

Contact Licensing at (316) 978-3197.

Camera-Ready Art: Copy and art that is ready to be photographed for a printer's use. (In most cases this has been replaced with digital files. A more current term is "final art.")

CYMK (Cyan, Magenta, Yellow, Black): The subtractive process colors used in process printing. Black is added to enhance color and contrast.

EPS (Encapsulated Postscript): A file format used to transfer graphic images within comparable applications. A desirable format because of wide compatibility with many design software programs.

Font: A complete assortment of letters, numbers, punctuation, etc. of a given size and design. Examples of different types of fonts would be PostScript Type 1, PostScript Type 3, OpenType and TrueType.

GIF (Graphic Interchange Format): Digital image format developed for Web -- a highly compressed file used for images that contain line art, solid colors and logos.

Icon: A simple graphic representation of a company, product, etc.

Italic: The style of letters that slant, in distinction from upright, or Roman, letters. An average italic face is slanted 11 degrees to the right. However, italic versions are usually specially developed letter-by-letter. Used for emphasis within text.

JPEG (Joint Photographic Experts Group): A file format used on the internet as well as applications where high compression is a factor, such as email or high volumes of images. High compression can result in lack of image quality; be cautious with use in printed materials.

Kerning: Subtracting or adding space between two or more characters, making them closer together or farther apart. Can be done automatically or manually to compensate for letters that can fit closer.

Logo: A symbol or mark representing a company or product. This is usually a pictorial icon.

Logotype: The name of a school or company in a special design or type treatment, used as a trademark.

Mark: Used as shorthand for a logo or a Institutional logo.

Naming Unit: A grouping of a college, department, center or institute's name, set in a specific font and arrangement. Strategic Communications creates Naming Units.

Pantone (PMS) Color (Pantone Matching System): Color charts that have more than 700 color swatches of blended inks, used to identify, define or display special colors. Can be used in place of or alongside a Black or CMYK printing job. Pertinent to print only.

PDF (Portable Document File): A document able to view vector and bitmap data, and allow it to be printed or distributed digitally. A PDF can be viewed with Adobe Acrobat Reader, a free utility available at adobe.com.

PICT: A standard, uncompressed image format for which most Macintosh illustrations are encoded.

Process Color: The subtractive primaries, Yellow, Magenta and Cyan, plus Black in four-color process printing.

Raster File: As opposed to a vector file, raster is any format that is made up of bitmap information instead of mathematical vectors. Image files scaled up beyond their own resolution will degrade image quality. Example: TIFF, JPEG.

Resolution: For bitmap images, resolution refers to the number of dots in a given area. Traditionally stored in either DPI (dots per inch, for pre-press) or LPI (lines per inch, on press). High-resolution images average 300 DPI or more.

RGB: An electronic color module based on values of red, green and blue commonly used in electronic media.

Institutional logo: The lock-up combination of a logo and logotype. This lock-up may include rules or other additional graphic elements.

Spot Color: Any color other than CMYK, usually from the Pantone library or other color matching system. Used in a variety of applications such as offset printing or silk screen printing.

Spirit Mark: The Athletics combination of a logo and logotype. This lock-up may include rules or other additional graphic elements.

Symbol: A logo or mark representing a company.

TIFF (Tagged Image File Format): A graphic format suitable for scanned images and other large bitmaps. TIFF is a neutral format designed for compatibility with all applications. For storing and compressing grayscale, 8- and 24-bit color images, it is the standard format for scanned images such as photographs or illustrations.

Vector File: As opposed to a bitmap or raster file, vector data is made up of mathematical representations of lines and shapes that are to appear on screen. Scaling vector images up or down does not degrade quality and is most often used for line art and logos for print applications. Example: EPS, Adobe Illustrator, Macromedia Freehand.