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The Importance of Visual Identity

A unified, unique and strong visual identity is a critical element of any organization’s image. This set of coordinated branding elements, including logos and standard colors and typography, establishes a consistent, distinctive visual presence for an institution and helps its many constituencies recognize and remember it.

The University of West Georgia Visual Identity Program provides a foundation for clearly communicating the university’s identity and visually linking its many divisions, offices, departments, centers, programs, colleges and schools to project a unified, professional image that enhances UWG’s reputation nationally and globally. Consistency is key to the effective presentation of UWG’s image, and your adherence to the visual identity guidelines helps emphasize the university’s connectedness and promote its distinctiveness as an educational leader.

UWG Visual Identity Program

The University of West Georgia’s Visual Identity Program is comprised of the university trademarks, mascot, official colors and typefaces, and the guidelines for their use. A UWG trademark is any mark, symbol, word or letters that have become associated with the university, including, but not limited to, its name, seal, wordmark, flame marks, shields and athletics logos. These trademarks are the property of the Board of Regents of the University System of Georgia, and many are registered in the U.S. Patent and Trademark Office. Use of UWG’s visual identity is essential to successfully communicating the university’s image, and the visual identity guidelines were created to protect the integrity of UWG’s trademarks and ensure their application in an appropriate, graphically appealing manner.

Where To Go for Help

The Board of Regents sets guidelines for the use of University System trademarks and assigns UWG responsibility for monitoring and controlling its marks. UWG’s visual identity program is a work in progress, and the most current information is available online at:

www.westga.edu/ucm

The following UWG offices are responsible for specific tasks and approvals as indicated:

Design and Copywriting Services, Marketing, Web and Special Approvals

The Office of University Communications and Marketing is the steward of the UWG brand and visual guidelines. Its primary responsibility is to create a strong, unified visual identity through consistent communications, marketing and advertising. Please contact this office with design and copywriting needs and for approval of marketing pieces (including advertisements, banners and signs, brochures, fliers, programs and web pages), external communication pieces, and communication pieces intended for current students, prospective students and parents.

UCM SHOULD BECOME YOUR FIRST POINT OF CONTACT FOR ALL SUCH NEEDS.

Requests should be accompanied by a completed project brief form, available on the UCM website at www.westga.edu/ucm.

Phone: 678-839-6483 • E-mail: ucm@westga.edu

Print Publications

Publications and Printing produces quality print products for university programs, departments and colleges as well as student organizations, faculty, staff and individual students. Please contact this office for assistance in ordering stationary and business cards, creating materials for student organizations, quick copy needs and reprints of materials already designed or approved by UCM.

Phone: 678-839-6483 • E-mail: pubprint@westga.edu

Licensing and Merchandising

The Trademark Licensing Office is responsible for managing contracts associated with licensing and merchandising, including sign up of new vendors and collection of fees. Please contact this office with questions regarding setting up a new vendor or the licensing process.

Phone: 678-839-5077 • E-mail: trademarklicensing@westga.edu

Board of Regents Policy on Trademarks

(7.11.08)

A. All trademarks* of institutions of the University System of Georgia constitute property of the Board of Regents of the University System of Georgia, and all applications for registration under federal and state laws pertaining to trademark registration shall be made in the name of the Board of Regents of the University System of Georgia.

B. Authorization by the Board of Regents shall be required for the private or commercial use by any person, firm, association, corporation, institution or other entity of any trademark developed by, or associated with, the University System of Georgia or any of its institutions.

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* For purposes of this policy, the term “trademark” shall include all trademarks, service marks, trade names, seals, symbols, designs, slogans or logotypes developed by, or associated with, the University System or any of its institutions, or not yet registered under federal and state trademark statutes.
Overview

C. The presidents of University System institutions are authorized to execute on behalf of the Board of Regents certain applications for trademark and service mark registration, declarations of continuing use, declarations concerning use of specimens, conversions of applications from Principal to Supplemental Register, applications for renewal and license agreements which permit the manufacture, sale, use or distribution of services or goods bearing University System trademarks representative of the institution. Notice of trademark and service mark applications shall be sent to the chancellor within 10 days after filing (BR Minutes, 1990-91, pp. 388-389).

D. License agreements shall name the Board of Regents as licensor, and shall be effective for the

period of time as specified in the agreement. All such license agreements shall be executed on forms approved by the attorney general, and, if not, shall be null and void and of no effect whatsoever. Funds derived from such license agreements shall remain at the institution, shall be used for educational purposes and shall not inure to the benefit of any individual. A signed or conformed copy of each license agreement shall be filed in the office of the chief fiscal officer of the institution (BR Minutes, 1990-91, pp. 388-389).

E. The content of licensing agreements authorized as aforesaid shall follow guidelines as established and promulgated by the chancellor (BR Minutes, 1982-83, pp. 124-25).

Registered University Trademarks

The University Name

The words “University of West Georgia,” “UWG” and “Go West UWG,” when used in any form, are registered university trademarks and should adhere to all trademark standards. On first reference, the university should be referred to as “University of West Georgia.” On subsequent references, “UWG” may be used. The use of “West Georgia” to refer to the university is discouraged due to potential name confusion with other area institutions of higher learning.

Other trademarked names associated with the university include “UWG Wolves” and “The Advanced Academy of Georgia.”

The Wordmark

A wordmark is a type of trademark comprised of text. The University of West Georgia wordmark is the primary element in the university’s visual identity. Two versions of the wordmark — stacked and horizontal — allow flexibility in differing graphic situations. The wordmark was created soon after UWG became a university. The work of Atlanta graphic designer Robert Evans, it was selected by vote of the Faculty Senate in March 1997 from among more than 90 submissions by faculty, staff, students, alumni, community members and graphic designers.

The wordmark is set in a modified form of Stone Serif, a contemporary typeface based on classic proportions, chosen to represent university tradition. The words “West Georgia” are set prominently in upper and lower case for maximum legibility and emphasis. The word “University” is set in small caps; in contrast, the preposition “of” ends the line with a graceful italic. The “i” in Georgia is dotted with a flame, symbolizing the spark of intellect or the flame of knowledge. A dynamic shape, it gives the wordmark a sense of vitality and movement.

Use

A version of the wordmark must appear prominently on all UWG publications, printed pieces and other visual materials that represent the university to the public. This includes web pages, advertising, official signage, film titles, videotapes, slide presentations and certain university vehicles. An exception is granted to UWG athletics programs, which are represented by several athletics trademarks. (See pages 11-13 for the Wolves logos.) The wordmark is not required on fliers, posters, signs and other visual materials intended only for distribution or display on campus. (See “Internal Materials” on page 15 for guidelines on identifying the university on such materials.)

The wordmark also may be used for merchandising or promotional items, subject to the requirements of the university’s licensing program. (See page 17 for licensing guidelines.)

The following color standards apply to the wordmark:

• A one-color wordmark may be printed in PMS 286 blue, white or black.
• A two-color wordmark may utilize PMS 286 blue for the text and PMS 185 red for the flame or white for the text and PMS 185 red for the flame (as shown).
• All other color usages must be approved by UCM prior to use.
Registered University Trademarks

Two-color Stacked Wordmark

One-color Stacked Wordmark

Black Stacked Wordmark

Reversed Stacked Wordmark

Reversed Stacked Wordmark with Red Flame

Two-color Horizontal Wordmark

One-color Horizontal Wordmark

Black Horizontal Wordmark

Reversed Horizontal Wordmark

Reversed Horizontal Wordmark with Red Flame

Incorrect color distorted Horizontal Wordmark with no registration mark
Registered University Trademarks

The University Seal

The university seal is adapted from the Great Seal of Georgia, which was adopted by the State Constitution of 1798. Three pillars in the center of the university seal support an arch, emblematic of the three branches of government — the legislative, judicial and executive. A soldier with a drawn sword stands ready to defend the constitution and its principles of wisdom, justice and moderation. The seal also displays UWG’s founding date of 1906 and identifies the university as a member of the University System of Georgia.

Use

The seal is used to authenticate official university materials such as diplomas, transcripts, legal documents and some certificates. It is also used on ceremonial banners, flags, programs and invitations associated with such official, ceremonial events as commencement and presidential inaugurations.

The seal is not a marketing symbol and should not be used as a graphic element on any other publications or materials.

UWG with Flame

The UWG with Flame mark consists of the initials UWG overlaying the flame. The flame symbolizes the spark of intellect or the flame of knowledge.

Use

The UWG with Flame may not be used on merchandise and promotional items, and should not be used alone on publications and printed materials that represent the university to the public.

Flame

A stand-alone version of the flame mark is also available to be used as a design element.

Use

The flame may be used as a design element on university visual materials relating to academic colleges or programs, but it should be accompanied by the university name or other approved trademark. The flame may be printed in black, white or PMS 185 red. Any other color usage must be approved by UCM in advance. The flame may be screened in a tint of PMS 286 blue only.

Incorrect use of PMS 185 screened and distorted flame
Registered University Trademarks

Shields

An integral part of the Go West branding campaign, the shield images represent the spirit of discovery that is such a part of UWG’s culture. The use of the shield on external materials is critical to reinforcing the brand image created by our mass media initiatives.

UWG Shield (Interstate Style)

The UWG shield consists of the words “Go West UWG” contained within a four-point shield, with “GO WEST” in capital letters on top of the shield and the letters “UWG” on the bottom of the shield.

Use

Use of this shield on internal, external and electronic communications, materials, merchandise and promotional items is strongly encouraged as a means of reinforcing the brand. The shield may not appear on any external communications, advertisements, or marketing materials without the presence of an approved university wordmark unless approved in advance by UCM. This includes use on any and all merchandising and promotional items. The UWG shield may be used in either the distressed or clean format, as appropriate. The following color standards apply to the UWG shield:

• A one-color logo may be printed in white or black.
• A two-color logo may utilize PMS 286 blue for the lower portion of the shield and PMS 185 red for the upper portion of the shield with the letters and distressing (if used) remaining transparent so that the substrate color shows through. The two-color logo may only be used on a white or approved parchment background unless approved in advance by UCM.
• A three-color logo may utilize PMS 286 blue for the lower portion of the shield and PMS 185 red for the upper portion of the shield with the letters, outline and distressing (if used) in white.
• The shield may not be screened without prior approval from UCM.
• All other color usage must be approved by UCM prior to use.
Registered University Trademarks

**Wordmark/ UWG Shield Combination Logo**

This combination logo consists of the horizontal wordmark and the clean version of the modern UWG shield placed in line with one another with the wordmark to the left and the shield to the right. The elements are separated by a vertical line of dots. The combination logo may be printed in any approved color combination specified on page 2. If the wordmark is printed in two-color, the shield should be printed in two-color and the dots should be printed in PMS 286 blue. When used with a one-color wordmark, the shield and dots should be printed in the same color as the logo. Contact UCM to set up your combination wordmark/UWG shield logo.

**Use**

This logo may be used to satisfy the requirement that the shield be used in conjunction with a wordmark.

**Go West Shield (Highway Style)**

The Go West shield consists of the words “Go West” contained within a six-point shield, with a large “GO” in capital letters on top of “WEST” in smaller capital letters within the shield.

**Use**

This shield may not be used for any purpose without the advance approval of UCM.
Trademark Modification and Secondary Logos

University trademarks may not be modified or combined with other logos. No parts of the marks may be used in the designs of any other logos, including logos for university units. The proliferation of secondary logos dilutes the University of West Georgia brand and weakens public recognition of the university and of its units’ affiliation with the institution.

In rare instances, permission to create a secondary UWG logo may be granted by the vice president for University Advancement. Such logos must be consistent with the university’s visual identity criteria and are subject to design approval. For further guidance, contact the Office of University Communications and Marketing.

Logos for University Units, Departments, Colleges and Programs

No unauthorized wordmark, logo or other graphic element may be used to represent the university or any of its units, including divisions, offices, departments, centers, programs, colleges and schools. Academic and administrative units of the university and campus organizations and programs have three options for identifying themselves, all of which clearly affiliate the unit with the university and its brand:

1. Wordmarked Unit Logo
2. Athletics Unit Logo
3. Go West Unit Logo

Alternate fonts and colors may not be used. Unit names should always appear in initial caps, meaning that the first letter of each word (excluding articles and the words “of,” “and” and “for”) is capitalized with the other letters in lowercase. The unit’s name should not be printed over the university trademark or made to appear as if it is part of the mark. Long unit names should be printed on two lines. Unit names should always be printed in Gill Sans font. No additional text treatments or visuals may be combined with any unit logo. Contact UCM for development of all secondary unit logos.

Wordmarked Unit Logo

This logo consists of either the horizontal or the stacked wordmark placed above the unit name. A thin line is evenly spaced between the two elements. The wordmark may be printed in any approved color combination specified on page 2. When used with a two-color wordmark, the unit name should be printed in PMS 286 blue and the line should be printed in PMS 185 red. When used with a one-color wordmark, the unit name and line should be printed in the same color as the wordmark.
Athletics Secondary Marks and Mascot

Athletics Unit Logo
This logo consists of one of three approved athletics logos (West Georgia Wolf Head, UWG Wolves Wordmark or Wolf Eyes) placed above the unit name. A thin line is evenly spaced between the two inside lower corners of the logo banner. The athletics logo may be printed in any approved color combination specified on page 11-13. When used with a two- or three-color logo, the unit name should be printed in PMS 286 blue and the line should be printed in PWM 185 red. When used with a one-color logo, the unit name and line should be printed in the same color as the logo.

Go West Unit Logo
This logo consists of the horizontal wordmark placed above the unit name. A thin line is evenly spaced between the two elements. The clean version of the UWG shield appears to the right of the wordmark/unit name and is roughly the same height as the combined marks. The shield and wordmark/unit name are separated by a vertical line of dots. The Go West logo may be printed in any approved color combination specified on page 5. If the wordmark is printed in two-color, the shield should be printed in two-color, the unit name and dots should be printed in PMS 286 blue and the line should be printed in PMS 185 red. When used with a one-color wordmark, shield, unit name, dots and line should be printed in the same color as the logo.

Program and Event Icons
In some cases, university-sponsored programs and events whose primary target audience is current students may be permitted to use a program or event icon that has been developed by UCM. Program icons may only be used on campus and must appear in conjunction with an approved university wordmark. Event icon usage is expanded to include external promotion. All formal communications related to such programs or events, and all marketing, advertising and communications targeting any audience other than current students, must utilize an approved unit logo rather than the program or event icon. In rare cases, university-sponsored events or fundraisers that appeal to both an on- and off-campus audience may also be permitted to use an event icon that has been developed by UCM. To be eligible, such an event must:
- Recur on a regular basis, with no longer than two years between scheduled events
- Be intended to raise funds for or awareness of UWG, or otherwise benefit the university
- Be formally sponsored by the university

All program and event icons must be visually consistent with UWG’s brand elements and must be approved by UCM prior to use. Icons may not be modified, combined with other logos or otherwise altered.

Student and Alumni Logos
To show their affiliation with the university, student and alumni organizations may use a UWG wordmark, the modern UWG shield or an approved or athletics trademark on their visual materials in conjunction with their organization’s name or distinct non-UWG logo. The university trademark may not be combined with the organization’s logo or made to appear to be part of it in any way.
Athletics Trademarks

University of West Georgia Athletics is represented by several different trademarks that promote the Wolves teams and the Department of Athletics. The athletics trademarks include two wolf head variations, one wordmark and the wolf eyes mark, as well as a junior wolf head targeted at youthful audiences.

(See below for the junior wolf head and see pages 10-13 for depictions of the other athletics marks in their various approved color configurations.) In addition to the options shown on these pages, the wolf head, WG wolf head and UWG wolves wordmark may be printed in white. In addition, “UWG Wolves” is a registered trademark.

Please note that while the paw print graphic may be used as an additional graphic element, the logo incorporating the paw print and wordmark is no longer in use. The paw print may appear with a logo or wordmark, but not in place of one. In addition, no wordmark or other logo may incorporate or overlay the paw print design.

Use

All athletics trademarks but the junior wolf head may be used on any visual materials that represent the Department of Athletics, its teams or programs to the public, including merchandise and promotional items. They may also be used to promote fun, community-building UWG programs and events, such as student and alumni activities, and faculty and staff socials and campaigns. The junior wolf head is reserved for visual materials, merchandise and promotional items intended for infants and children, such as children’s apparel and Junior Wolves Club materials.

Athletics trademarks that do not include the text “West Georgia Wolves” or “UWG Wolves” should be accompanied by “UWG Wolves” or the university name on publications and other printed pieces, web pages, advertising and official signage.
Athletics Marks and Mascot

Wolfie, the Athletics Mascot

UWG’s team mascot and biggest fan is Wolfie. Created soon after UWG’s athletics teams became the Wolves in 2006, the big blue wolf character promotes school spirit by attending many Wolves games and participating in numerous events on and off campus.

Use

In addition to cheering on the Wolves and making celebrity appearances at events, Wolfie may be photographed in special settings and the photos used in designs of visual materials that promote UWG athletics, including merchandise and promotional items. He may also be used in visual materials that promote such fun, community-building events and programs as student and alumni activities, and faculty and staff socials and campaigns.

Wolfie is not a trademark and must be used in conjunction with a Wolves team name, the university name, an athletics trademark or the UWG wordmark on visual materials intended to represent the university to the public.

Drawn or otherwise non-photographic depictions of Wolfie should not appear on the materials, communications, merchandise, advertisements or other materials of any university-sponsored event, program, department, unit or college.

Photos of Wolfie may be obtained through the Office of University Communications and Marketing. To book Wolfie for an event, contact the Office of the Vice President for University Advancement at 678-839-6447.

Special photos of Wolfie, the Wolves’ team mascot, may be requested for use in visual materials to promote UWG athletics and other fun, community-building programs and events.

PMS 286 Blue Wolf Paw
Black Wolf Paw
Gray Wolf Paw
Reversed Wolf Paw
Athletics Trademarks

Three Colors

- Wolf Head
- WG Wolf Head
- UWG Wolves Wordmark
- Wolf Eyes

Two Colors

- ✘ Incorrect Use of Wolf Eyes combined with partial WG Wolf Head
Athletics Trademarks

One Color

Black

Wolf Head Incorrect Use
Athletics Trademarks

Reversed

Reversed with Red Accents

Wolf Head

WG Wolf Head

UWG Wolves Wordmark

Wolf Eyes

Wolf Eyes Incorrect Use
Taglines, Slogans and Key Initiative Lines

1. Tag Lines
A tag line is a phrase or sentence associated with a product or brand (such as Coke’s “The pause that refreshes.”) The official UWG tagline is “Go West.” This phrase may be used in conjunction with the shield, with a UWG wordmark or with an approved athletics logo. It may also be used as part of text in printed materials. The “G” and the “W” are always capitalized, even when used mid-text. The words may additionally be bolded or printed in all capitals, but no other text treatments are permitted unless approved in advance by UCM.

2. Approved Slogans
A slogan is a memorable motto or phrase used to reinforce the intended emotional message of a logo or brand. The official university slogans listed below (subject to change for refreshing as the campaign matures) may also be used with the shield or with the wordmark/shield combination logo as per the examples shown. Taglines should not be used with unit logos. University taglines should not be used with event or program icons. No tagline should be used with event or program icons unless such tagline is designed as part of the icon. University taglines may not be altered unless approved by UCM. All tag lines and slogans should be printed in Hamilton or Gill Sans font.

Approved university campaign slogans:
- Amazing things happen when you Go West.
- Think in a whole different direction. Go West.
- Get a change of perspective. Go West.
- Run with the Wolves. Go West.
- A little west of all the rest. Go West.
- Set your course wisely. Go West.
- The best and the brightest Go West.

3. Key Initiative Lines
From time to time, UCM may develop key initiative lines used to indicate programs or events that fall within a key university initiative. These lines should only be used on materials pertaining to university-sponsored events and programs that fall clearly within the bounds of the initiative. These lines are followed by a clean, modern shield roughly the same height as the text line. Grammar and punctuation should not be altered from the approved version. Key Initiative lines should be printed in Hamilton or Gill Sans font and no text treatments should be applied without prior approval from UCM. Currently, those lines include:

- Go West. Go Green. – Applies to sustainability or other UWG “green” events such as Earth Week, Water Conference and Georgia Power Energy Conservation program
- Go West. Go Greek. – Applies to university-sponsored programs and events relating to fraternity and sorority life
- Live West. – Applies to all activities related to the Department of Housing & Residence Life

Incorrect Use of Key Initiative Line

Correct Use of Key Initiative Line

Amazing things happen when you GO WEST.

Go West Shield with tagline
Use by UWG Units and Individuals

To maximize the impact of the University of West Georgia’s visual identity, all university units must use the appropriate trademark on UWG publications and printed pieces, as well as all other visual materials that represent the university to the public, including web pages, advertising, official signage, film titles, videotapes, slide presentations and certain university vehicles. When consistently applied, UWG’s visual identity standards demonstrate that the university’s many departments, offices, colleges and divisions are committed to a common mission and speak with a shared voice.

Guidelines for the type of materials on which each trademark can be used are listed with the trademark descriptions under “Registered University Trademarks” on pages 3-6, “Secondary Logos” on page 7 and “Athletics Marks and Mascot” on page 8-10. Other usage information for university units, faculty, staff, students and campus organizations is listed below. All trademarks must be reproduced in accordance with the visual identity design standards described on pages 18-24.

Class Projects

Students may use university trademarks on materials produced as part of class assignments without permission, provided the materials are not meant for public distribution. The use of UWG marks on class projects intended for resale or giveaway must be approved by the Trademark Licensing Office.

Internal Materials

A UWG trademark is not required on posters, fliers, signs or multimedia materials intended for distribution or display only on campus. On such materials, affiliation with UWG should be indicated by the inclusion of the university name, but the sponsoring unit’s name may take visual precedence. (See sample poster at right.)

Merchandise

UWG units, faculty, staff, alumni and official student and campus organizations and programs may purchase or have produced merchandise or promotional items bearing the university name or UWG trademarks subject to the following requirements. Most cases will not require a license agreement, but the design for all such items must be approved in writing in advance by the Trademark Licensing Office.

Items for Resale — UWG-marked items purchased or produced for resale must be obtained from a licensed supplier, but no royalty payments will be required.

Items To Be Given Away — UWG-marked items purchased or produced for giveaway must be obtained from a licensed supplier, but no royalty payments will be required.

Student Use

Student organizations must follow the policy on trademark use in the Registered Student Organizations Handbook when using university trademarks. The handbook is available through the Center for Student Involvement or on the UWG Web site at www.westga.edu/csi/index_4565.php.

Web Sites

Official UWG units, such as colleges, schools, divisions, offices, departments, programs and centers; student and other campus organizations; and individual faculty, staff and students may use university trademarks on their web pages without approval if the site is not used for commercial purposes. The site must be hosted on a university server that contains the URL “westga.edu” and the trademarks must be reproduced in accordance with the visual identity design standards described on pages 18-24.

Permission for other online uses must be obtained from the Office of University Communications and Marketing, which monitors the Web for visual identity compliance.

Posters, fliers, signs and multimedia materials to be distributed or displayed outside of campus require a UWG trademark. See “Internal Materials” at left for more information.
Guidelines for Use

Use by Non-UWG Entities and Individuals

The University of West Georgia names and trademarks, many of which are registered in the U.S. Patent and Trademark Office, are the property of the Board of Regents of the University System of Georgia. The use of these names and trademarks by non-UWG entities and individuals is limited by state law, federal trademark law and Board of Regents policies.

The UWG seal may not be used for any purpose by non-university entities or individuals. The following guidelines apply to the use of other UWG trademarks, including, but not limited to, the university name, wordmark, flame marks, shields and athletics logos, by off-campus organizations, businesses and individuals. They also apply to the use of photos of the UWG mascot, Wolfie. All trademarks must be reproduced in accordance with the visual identity design standards described on pages 18-24.

Advertising and Associated Use

Licensees and retailers of licensed University of West Georgia merchandise may use university trademarks only in the promotion of their licensed UWG merchandise. The use of any University of West Georgia name or trademark is prohibited in any other advertisements or in conjunction with activities that associate the University of West Georgia with any other organization, business or individual without written authorization and copy and design approval by the Office of University Communications and Marketing. This includes any association that indicates support for the university or any of its programs.

The use of University of West Georgia names or trademarks by non-UWG organizations, businesses or individuals is strictly prohibited without permission.

Sales and Gifts

The use of any University of West Georgia name or trademark on any product or in connection with a manufacturer, wholesaler, screen printer, in-store producer or any other supplier must be managed under a license agreement. License agreements are managed by the Trademark Licensing Office. Items that are purchased or produced for resale or giveaway must be obtained from a licensed supplier.

Web Sites

Alumni and friends of UWG may apply to the Office of University Communications and Marketing for permission to use university trademarks on their web pages if the site is not used for commercial purposes. The trademarks must be reproduced in accordance with the visual identity design standards described on pages 18-24. Other non-university entities and individuals should contact the Office of University Communications and Marketing for information about online trademark use.
Licensing and Merchandise

Trademark Protection
The University of West Georgia requires that all manufacturers of products bearing UWG trademarks or images of the UWG athletics mascot be licensed through the Trademark Licensing Office. UWG trademarks include, but are not limited to, the university name, wordmark, flame marks, shield, trademarked words and athletics logos. The university licensing program protects UWG’s brand and reputation by ensuring that only approved configurations of the university’s marks appear before the public, and that the products bearing the marks are of good quality.

Manufacturers pay royalties to the university for use of its trademarks. These royalties are used to fund the licensing program and provide an added source of revenue to support other programs.

Licensing Guidelines
UWG’s licensing program is administered by the Trademark Licensing Office, a unit of Business and Auxiliary Services in the Division of Business and Finance. (See “Where To Go for Help” on page 1 for contact information.)

Obtaining a License
To become an official licensee of the University of West Georgia, contact the Trademark Licensing Office for a licensing application. Complete and submit the application to:

University of West Georgia
Trademark Licensing Office
University Community Center
1601 Maple Street
Carrollton, Georgia 30118

In addition to the licensing application, the following items must also be submitted to Trademark Licensing:

1. Samples of each product to bear a UWG trademark
2. Two completed, signed copies of the License Agreement
3. Contract fee of $50
   (Make checks payable to the University of West Georgia. This is not an advance against future royalties.)

Royalties
The University of West Georgia royalty rate is eight percent of the wholesale selling price. The $50 contract fee is not an advance against royalties. Royalties are payable quarterly and are due within 30 days of the close of each calendar quarter.

Licensed, University of West Georgia-branded merchandise includes a wide range of apparel, as well as many other products. A variety of trademarked items is available through the University Bookstore.
Design Standards

Reproduction Criteria

As trademarks, UWG’s wordmark and other graphic marks are protected by federal law and may be reproduced only in their approved configurations and colors. (Some exceptions to color specifications may be granted for merchandise and promotional items through the Trademark Licensing Office.)

The wordmark and other trademarks may not be altered, deconstructed, embellished, ornamented, flipped or rotated, and type and other logos should not be positioned so as to appear to be a part of the UWG marks. When enlarging or reducing a trademark, be careful not to distort or skew its proportions. (This can usually be avoided by holding down the shift key when stretching the art.)

All reproductions of trademarks should be at a high level of technical quality. Photocopies, laser prints and Web files of trademarks are not suitable for print reproduction, and marks formatted for printing should not be used on the web. Trademarks appropriately formatted for various uses are available from several sources. (See “Where To Go for Help” on page 1 for contact information.)

Trademark Symbols

Use of the symbol “®” or “™” is required next to the appropriate trademarks on all merchandise and promotional items. The “®” symbol indicates that a trademark is federally registered in a certain class of goods. It is used on the university wordmark, seal, shield, wolf eye and flame marks. The “™” symbol is used to claim common-law trademark rights on a mark that is not federally registered. It is used on all other UWG athletics logos.

University Colors

The university’s official colors are blue (PMS 286) and red (PMS 185). PMS is an abbreviation for the Pantone Matching System, an industry-standard set of printing ink colors.

Blue is the primary color, and red is used as an accent. Gray (PMS 429) is a secondary color used in UWG athletics marks and as an additional accent color in the design of publications and other visual materials.

Pantone colors may be matched by CMYK equivalents for printing in process color. See below for equivalents.

<table>
<thead>
<tr>
<th>PMS Color</th>
<th>CMYK Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>286 Blue</td>
<td>Cyan - 100</td>
</tr>
<tr>
<td></td>
<td>Magenta - 66</td>
</tr>
<tr>
<td></td>
<td>Yellow - 0</td>
</tr>
<tr>
<td></td>
<td>Black - 2</td>
</tr>
<tr>
<td>185 Red</td>
<td>Cyan - 0</td>
</tr>
<tr>
<td></td>
<td>Magenta - 91</td>
</tr>
<tr>
<td></td>
<td>Yellow - 76</td>
</tr>
<tr>
<td></td>
<td>Black - 0</td>
</tr>
<tr>
<td>429 Gray</td>
<td>Cyan - 3</td>
</tr>
<tr>
<td></td>
<td>Magenta - 0</td>
</tr>
<tr>
<td></td>
<td>Yellow - 0</td>
</tr>
<tr>
<td></td>
<td>Black - 32</td>
</tr>
</tbody>
</table>

Use

Whenever possible, the university wordmark and other trademarks should print in the official university colors: blue, red and gray for three-color marks; blue and red for two-color marks; and blue for one-color marks.

When these colors are not available, UWG trademarks may be reproduced in one of the following ways:

- In black
- Reversed out in white
- Reversed out in white with red accents
- Embossed
- Foil-stamped

If none of these options is possible, a trademark may print in one (never two) of the main colors of the design in which it is to appear.

UWG blue, red and gray should also be the principal colors used in the design of the university’s recruiting, fundraising and marketing materials, as well as web pages, official signage, vehicles and other branding materials. UWG blue and gray may be screened to different tints as needed. However, UWG red should not be screened unless approved by UCM as PMS185 red can appear pink in some formats.
Design Standards

Official Typefaces

Official university typefaces should be used in the design of all UWG materials, as well as official signage, vehicles and other branding items. Unit names used in wordmarked unit logos and Go West unit logos must use Gill Sans.

A separate set of typefaces is recommended for use on the web to ensure maximum readability. Special display fonts may be used online if the text is converted to JPG format and placed as an image.

To provide a variety of design options, official typefaces include several fonts that are complementary in form.

If the official typefaces are not available, the acceptable alternate typefaces are widely available and may be substituted: All other use of typefaces must be approved in advance by UCM.

Official Typefaces

Body Text:
Gill Sans

Headlines and Other Display Type
Hamilton
Gill Sans

Typefaces for Web Use

Body text:
Tahoma

Headers:

Arial

12-Point Samples of text options:

Gill Sans: Get a change of perspective. Go West.

Hamilton: Get a change of perspective. Go West.

Arial: Get a change of perspective. Go West.

Century Gothic: Get a change of perspective. Go West.

Tahoma: Get a change of perspective. Go West.

Verdana: Get a change of perspective. Go West.

Acceptable Alternate Typefaces

Body Text:
Arial
Century Gothic

Headlines and Other Display Type
Arial

Typefaces for Web Use

Body Text:
Arial
Verdana
Design Standards

Stationery and Business Card Requirements

Official UWG letterhead, envelopes and business cards must follow the specifications illustrated to maintain the institutional identity and to comply with federal postal standards for automated mail. All university units but the Department of Athletics and its teams and programs must use the UWG wordmark on business cards. Athletics programs use an athletics logo. All university units except the Department of Athletics have a choice of two letterhead styles as illustrated: wordmark letterhead and Go West letterhead. The wordmark letterhead prints on watermarked university bond white. The Go West letterhead prints on royal fiber cream #70 text weight paper only. This letterhead style may not be printed on bond, plain white or other paper. Please note: while UWG is moving away from serif fonts, the contact information on official university letterhead will continue to be printed in ITC Stone Serif font.

All stationery and business cards must be purchased through the on-campus procurement system. They are available in UWG blue and red or in black. Generic letterhead and envelopes are available from the Central Stores warehouse. Although economical, generic stationery is not individualized. Stationery printed with a university unit’s name and contact information must be produced by the Department of Publications and Printing. Small-size letterhead and note sheets are also available through Publications and Printing.

The name of the unit is followed by “Carrollton, Georgia” with the appropriate ZIP code. The bottom of the line “Carrollton, Georgia” is always aligned with the bottom of the logo. For academic departments, the appropriate college is listed under “Carrollton, Georgia.” For non-academic departments, the appropriate division is listed.

Telephone and fax numbers and Web and e-mail addresses are listed at the bottom of the letterhead along with information identifying UWG as a unit of the University System of Georgia and an affirmative action, equal opportunity institution.
Design Standards

Blank royal fiber cream paper is available in both text and cover weights from Publications and Printing. This paper may be used for university-sponsored hand-outs, mailer inserts and other items not printed on letterhead. The cover weight may be used for university handbook covers as appropriate. Publications and Printing can also supply #10 envelopes, with or without a window, printed with “Go West” in blue. No other Go West slogan or variation on the Go West theme should be printed without permission of UCM, but UCM will be glad to work with departments to determine appropriate verbiage.

To ensure high-quality reproduction and compliance with visual identity standards, letterhead and business cards created or adapted by individual university units may not be used. Low-resolution or laser-printed copies should not be used as originals.

Go West Letterhead Sample (not to scale)

All fonts are Gill Sans, set up as shown. The name of the unit is followed by “Carrollton, Georgia” with the appropriate ZIP code. The bottom of the line “Carrollton, Georgia” is always aligned with the bottom of the logo.

For academic departments, the appropriate college is listed under “Carrollton, Georgia.” For non-academic departments, the appropriate division is listed.

Telephone and fax numbers and Web and e-mail addresses are listed at the bottom of the letterhead along with information identifying UWG as a unit of the University System of Georgia and an affirmative action, equal opportunity institution.
Design Standards

No. 10 Envelope Samples (not to scale)

The name of the unit is followed by “Carrollton, Georgia” with the appropriate ZIP code. The bottom of the line “Carrollton, Georgia” is always aligned with the bottom of the logo.

Four-digit ZIP code extensions for regular mail and delivery-point bar codes differ for each university unit. Publications and Printing can provide the correct ZIP code and bar-code treatment for the various types of mail.

No image or type should be printed below the delivery address lines because this can interfere with the automated mail sorting process. Envelopes or mailers printed with words or images below this point may be ejected from the mail automation system and processed by hand. Such pieces will incur an additional postage charge and may be significantly delayed in their delivery.

Elements of No. 9 and No. 10 Business Reply Envelopes (not to scale)

Every item on a business reply envelope must be in its proper place.

Pre-addressed return (business reply) envelopes must carry the 30117 ZIP code plus a standard university ZIP extension and bar code provided by the U.S. Postal Service.
Standard Business Card Samples

Information on business cards appears in a standardized order and may contain up to six lines of data (telephone numbers, e-mail addresses, pager numbers, Web addresses, etc.). If desired, the appropriate college or school name may be added under the university logo.

Athletics Business Card Sample

Only athletics business cards do not use the UWG wordmark. Instead they feature the WG wolf head logo.
**Design Standards**

### Advertisement Standards

Departments or programs may, from time to time, purchase and place print or online advertisements in student, local, industry or other publications. In order to leverage the marketing impact made by our mass media campaign, and to retain consistency in our communications, all such ads should contain an approved university wordmark, wordmarked unit logo or Go West unit logo. Such ads should also contain textual and graphic elements that are consistent with the Go West campaign. While individual departments and programs may create their own ads and submit them to UCM for approval, units are strongly encouraged to take advantage of UCM’s professional design and copywriting capabilities for ads, brochures and other materials and communications. Examples of custom advertisements are available on the UCM web page. While UCM will work with units to meet deadlines, the timeframe for design services often entails a minimum three-week timeline, so units are urged to plan in advance. To request assistance, complete the project brief form on the UCM web page.

### Electronic Templates

Branded electronic templates are available on the UCM site. These include e-signatures, PowerPoint templates, computer wallpaper and agenda, meeting report, communication and planning forms as well as slogan and key initiative art. Faculty and staff are encouraged to take advantage of these templates. UCM will continue to make additional related materials available on its website.

### A Word of Thanks

UWG would like to thank our faculty and staff for their patience and positive contributions as we have worked to craft policy around the new Go West brand. While growing pains always arise during the launch and dissemination of a branding campaign, our UWG family has shown tremendous support of the campaign and excitement about the favorable attention we’ve been receiving from students, parents, the community and beyond. Please remember that the driving purpose behind these guidelines is to create a strong, consistent and clearly identifiable image for the university that will excite right-fit students about UWG, bring them in our door, encourage them to be active, involved members of our community, inspire them to complete their degrees here and instill a sense of school spirit that will help secure their support and involvement after graduation.
Visual Identity Management

Marketing, Web and Special Approvals
Office of University Communications and Marketing
678-839-6464

Licensing and Merchandising
Trademark Licensing Office
Business and Auxiliary Services
678-839-5077

Print Publications
Department of Publications and Printing
678-839-6483

www.westga.edu/ucm