



# UNIVERSITY OF WEST GEORGIA BRAND BASICS

For the full detailed brand guidelines visit [westga.edu/ucm](http://westga.edu/ucm)

## UWG OFFICIAL MARKS

The Shield, as it is commonly known, is the university's primary and iconic brand mark. It is also associated with the Go West campaign. Use of the shield on merchandise, promotional items, and print and electronic marketing materials is strongly encouraged.



UNIVERSITY OF  
WEST GEORGIA



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## ATHLETICS WORDMARK

This is the official mark of UWG Wolves Athletics and is used primarily by the athletics department and programs on marketing materials, communications, promotional items, uniforms, etc. Departments and units outside athletics may use this mark only with prior approval from UCM.



## NON-REGISTERED GRAPHIC ELEMENTS

The university regularly uses the Wolf Head in its design projects or specific programming as a graphic element. In no event should text or other images overlay any graphic element. The Wolf Head is a graphic element and not a mark and may be used in student-centric marketing.

## Helvetica Neue LT STD Bold Condensed

Helvetica Neue LT STD  
Roman

## TYPOGRAPHY

Typography is a powerful brand tool that can leverage the impact of what's being communicated. Our typography choices are modern, clean, flexible, and uniquely UWG.

## COLORS

Our color palette consists of two primary colors, one secondary color, and two official complementary colors.

Red  
PMS 485 C  
C0 M96 Y95 K5  
R226 G43 B40

Blue  
PMS 2935 C  
C98 M57 Y5 K5  
R0 G101 B166

Dark Gray  
PMS 7540 C  
C45 M34 Y35 K58  
R77 G81 B82

Light Blue  
PMS 298 C  
C71 M1 Y5 K0  
R0 G188 B230

Light Gray  
PMS 428 C  
C0 M0 Y0 K25  
R199 G200 B202