University of West Georgia

UWG Visual Identity Guidelines
Fiscal Year 2015

Presentation to PAC

February 3, 2015
Go bold.
Brand Standards.
Brand Identity.

• Establish formal policy to ensure consistency in our public presentation
  – Protect our university marks
  – Maintain the integrity of the UWG brand
• Create procedures for mandatory campus compliance.
• Refine guidelines to more clearly define standards and compliance expectations for the university brand identity standards among campus colleagues and partners.
• Develop resources to assist with the new guidelines and expectations.
  – Faculty/staff creative cache
UWG Marks.

- Official marks and usage
  - University, athletics, and unit logos
- Retired marks
  - Athletics, and university marks
- Graphic elements
- UCM roles and project scope
  - Internal marketing pieces
  - Internal non-marketing pieces
  - Use of contractors and consultants
UWG Marks.

Acceptable marks

Richards College of Business

Economics

Richards College of Business

Department of Economics

Richards College of Business

Richards College of Business

University of West Georgia

Economics

Richards College of Business

Richards College of Business

Department of Economics

Richards College of Business
UWG Marks.

Retired marks (examples)
UWG Marks.

Graphic elements
UWG Marks.

Official university logos and marks

- Wordmarks and logos
- Athletics wordmark
- Go West UWG interstate shield
Official university text marks

Recently retired marks
- UWG with flame
- West Georgia wolf head
- Partial West Georgia wolf head
- Wolf paw
- UWG with West Georgia banner

Wolf Eye mark
- Reserved as a bookstore exclusive and may not be licensed or used by any other university entity.
- Student organizations already using this mark as part of their logos as of July 1, 2014 may continue to use the mark only in that context.
Official university text marks

- Non-registered graphic elements
  - In addition to official marks, the university regularly uses several graphic elements in its design projects.
  - In no event should text or other images overlay any of these graphic elements.
  - Graphic elements are not marks and may not be used in place of them.

- Go West highway shield
  - This element is reserved for use by UCM, primarily in paid advertising.

- Wolf head
  - University constituencies may use this element in student-centric marketing and programming.
Official university logos and marks

- UWG is represented by several graphic or image-based marks.
  - Select marks and associated text are registered for protection with the United States Patent and Trademark Office (USPTO).

- University seal
  - Authenticates official university documents and marks official university events, such as commencement and presidential events.
  - The seal may not be used on other materials, including merchandise, except as approved UCM.

- University approved marks must appear on every public-facing university publication, whether electronic or print.
Official university text marks

Guidelines for use

- Text marks are those that consist only of text and do not include graphic elements or images.
- All of the university’s text marks have been registered with the USPTO and are protected.
- Marks include:
  - University of West Georgia
  - Go West
  - UWG
  - West Georgia
  - UWG Wolves
  - West Georgia Wolves
  - Advanced Academy of Georgia
Program and event icons

- Wolfie
  - Wolfie is the official mascot.
  - Photos of Wolfie, available in the UCM photo file, may be used on university materials.
  - Drawn, illustrated, digitally created, or other non-photographic representations, and digitally or manually altered photographs of Wolfie, may not be used without advance approval from UCM.
  - Wolfie is not a trademark and may not be used without the official university logos.
Internal marketing pieces

- Posters, fliers, and text-only yard signs that will remain strictly on campus (not including those placed on Maple Street or at any entrance) do not require UCM creation or review
  - Sponsoring department is responsible for ensuring that such signs meet all standards set forth in this document.

- Due to growing campus needs, UCM will prioritize projects based on high-visibility events and external pieces. As a result, on-campus only materials do not have to be created or reviewed by UCM.
  - As possible, we are happy to assist in the design of such materials.
  - For your convenience, poster and other templates for use will soon be available.

- Research posters used in presentations by faculty and students are not included. These may be formatted at the creator’s discretion, except that any use of logos must adhere to the university visual identity guidelines.
– **Internal marketing pieces**

  • Non-marketing pieces, such as course documents, letters, and syllabi, do not require UCM approval. UCM does not design these materials. These materials may not be posted off-campus.

  • Merchandise and promotional items
    – Please refer to guidelines for specifics.
External Print Pieces

- **External print pieces**

  - All external materials that will be mailed, distributed, displayed, or otherwise shown off-campus must be designed by UCM's professional design staff in accordance with university visual identity brand standards, the current look/feel, and principles of good design and communication.

  - Electronic posters, fliers, newsletters, invitations, etc. that will be sent to addresses other than westga.edu or mywestga.edu, and communications for high-level events sent to those addresses, must follow the same standards as off-campus print pieces and must be developed by UCM.

  - Please refer to the guidelines for specifics.
External print pieces

- Stationary and business cards
  - Official designs should be used for stationary and business cards.
  - New versions for these elements will be created to reflect the new brand look and feel shortly.

- Graduate Assistants, Student Assistants and students participating in international studies may be issued a UWG business card - with the permission of their faculty/departmental advisor or supervisor.
  - The card must clearly state the individual name and title (student status) and be produced in limited quantities.
– **University photos and videos**

  • **Currency**
    - All faculty and staff photos and videos used on websites and in publications should reflect current employees.
    - UCM plans to release a new gallery for university photo selection (SmugMug).*

  • **Releases**
    - All photos and videos used to promote the university in any way require a talent release form from each participant. If the participant is a minor, a parent or guardian must sign.
    - Photos and videos taken on property other than school grounds or public property must include a location release agreement.
    - Both forms are available on the UCM website.
– Video hosting
  • All web and email videos should be hosted on a YouTube account with websites and emails linking to their location.

– Professional videos
  • Professional videos are those shot, edited, and/or produced by UCM staff or by an outside contractor hired for the purpose. UCM must review prior to release.

– Professional event video
  • Live event coverage/production is available through UCM for select campus events.
  • These videos must be filmed and edited in accordance with UCM’s professional video standards and may not be altered, reproduced, or copied by any party.
Visual Services.

- Self-shot videos

  - Videos produced by anyone other than UCM or an outside contractor must follow the best practices located on the UCM website.
“Communications” collectively describes all the text and verbal communication used to market the university or its constituencies or events. These activities are managed through UCM communication services. UCM is the contact and creator of official university communications – all publicity, press, promotion, etc., should be managed by UCM.
Outsourcing.

• **Use of contractors/consultants**
  – Any and all contractors and consultants engaged in marketing and promoting the university or any of its constituencies must be approved in advance by UCM prior to a UWG entity outsourcing a project or initiative and/or entering into a vendor agreement, to ensure that the deliverable (product) is consistent with UWG’s brand standards, current look/feel/voice standards, and principles of good design and communication.
  – UCM will work with purchasing to create a list of preferred vendors.
  – UCM will determine if a project requires outside assistance.
External Vendors.

- Contracts and Insertion Orders for purchase of media
  - With the exception of recruitment ads placed through or in conjunction with human resources, no university constituency may independently place, purchase or arrange for advertising without prior collaboration with UCM.
  - UCM will work with our internal partners to achieve better rate structures, placement/position, etc., and generate bulk discounts, if applicable.
  - Reaching out to UCM also provides a heads up for any creative needs.
Resources.

• Faculty/staff creative cache
  – UCM is creating a faculty/staff cache and will be growing the content and expanding communications resources on an ongoing basis.
  – This will be a secure area available only to current employees and will contain the following:
  – Contents
    • Templates for posters, fliers, post cards, handbills, powerpoint presentations, email headers, digital screens, official university and unit logos, preferred typefaces, social media icons, electronic letterhead, certificates, and a standard/universal template for UWG official metal nametags for institutional consistency
Next Steps.

- Signed policy and procedures documents
- Issuance of new visual identity guidelines
- Publication of the faculty/staff creative cache
- Meetings with UCM to address any specifics
Let’s Get GOING!

Thank you for your support in achieving our goal of creating a consistent, cohesive, and powerful brand presence.