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 or the WSU Intercollegiate Athletic Association, Inc., 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 Licensing Resource Group, Inc. at (616) 395-0676.

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

©2009, 2011 Wichita State University. All rights reserved.
Introduction

Overview .................................................................................................................. 5
Visual Identity Standards Policy ................................................................. 6

Part 1  
IDENTITY SYSTEM

WSU Signature ........................................................................................................ 7
Signature Elements .............................................................................................. 7
Horizontal Lock-up ............................................................................................. 8
Vertical Lock-up ................................................................................................... 9
WSU Logo Used by Itself .................................................................................. 10
WSU Signature Color Standards ........................................................................ 11
Photographic Backgrounds with Signature Placement ..................................... 12
Use of WSU Signature on Colored Backgrounds ................................................ 13
Unacceptable Usage Examples ............................................................................ 15
Signatures showing Primary, Secondary and Tertiary Naming Units ............... 17
Athletics Logos: pertaining to WSU Identity ....................................................... 19
Wichita State University Seal ............................................................................. 20
Typographic Standards ....................................................................................... 21
Working with Color Palettes .............................................................................. 27

Part 2  
UNIVERSITY STATIONERY SYSTEM

Description .............................................................................................................. 29
WSU Conventional Stationery ............................................................................ 30
   Specifications WSU Letterhead ................................................................. 31
   Specifications WSU Envelope ..................................................................... 32
Collateral Stationery Items .................................................................................. 33

Part 3  
VISUAL STANDARDS FOR WEB PAGES

Web Standards and Content Creation ................................................................. 35

Part 4  
ADDITIONAL IDENTITY APPLICATIONS

Basic Print Collateral Design ............................................................................ 36
PowerPoint Design Templates .......................................................................... 37
Signage Building and Wayfinding ...................................................................... 38
Fleet Graphics ..................................................................................................... 40
Broadcast Standards ......................................................................................... 41

Part 5  
SUPPLEMENTARY RESOURCES

Help/Contact Information/Resources ............................................................... 42
Glossary ............................................................................................................... 43
Overview

Wichita State University’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 logo that unifies our various colleges, departments and organizations. Like its predecessors, the 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 wheat symbol continues to represent the hard work and commitment to quality that WSU is known for as Kansas’ only metropolitan research university.

The new logo also addresses a number of reproduction problems that existed with our previous logos. You’ll find this logo easier to use while our audiences will find it easier to identify.

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 making WSU’s communication more efficient and effective. Now, your assistance is essential to make this goal a reality. Carefully review these standards and see that they are implemented in your department or organization.

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 WSU Visual Identity Standards Manual details specific instructions and guidelines for the consistent use and implementation of the visual elements of the WSU 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 WSU Visual Identity Standards elements.

Separate identifying marks, symbols and logos for WSU entities (colleges, departments, divisions, centers, etc.) are not permitted under this visual identity program. Previous logos are to be retired and replaced with new “naming units” as described on ppg. 17-18. 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 WSU naming unit.

The most recent version of this document can be found at: [wichita.edu/visualstandards](http://wichita.edu/visualstandards)

---

**To access visual identity artwork downloads (signatures, logo), order naming unit type set art and find further information about WSU Visual Identity Standards, please visit**

[wichita.edu/visualstandards](http://wichita.edu/visualstandards)
Wichita State University’s signature is the combination of three elements.

**WSU 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.

**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 signature is expanded to include secondary and tertiary information such as college names and departments.

**WSU 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 signature in digital form as provided by the university.

**The signature** is the physical combination of the WSU logo, the WSU logotype and the dotted line that serves as the connecting unit between the two. This combination of elements is referred to as a lock-up, as it literally locks these components together. They are placed in a specific scale and relationship to each other that prevents the independent altering of elements.

**The primary signature is horizontal** in orientation and is the preferred configuration. There is a centered vertical configuration of the signature that should be used only when limited space requires it.
**Horizontal Lock-up**
The preferred use whenever possible for the WSU signature is the horizontal lock-up. The individual parts of the signature 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 signature.

---

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

---

**Minimum Signature Size**
The minimum size of the WSU signature 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.

---

**Signature Size for Web**
For web use, the minimum size of the WSU signature should not be less than 90 pixels in height (with clear space requirement included).
**Vertical Lock-up**
Use the preferred, horizontal signature lock-up whenever possible. When space is limited or if other layout variants create challenges for the horizontal lock-up, the vertical lock-up of the signature may be used. The individual parts of the signature should not be separated, and the typography should not be reset, as it was customized for this signature. Never try to approximate or re-create these designs. Adherence to first-generation art assures consistency and ensures the long-term success of the signature.

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

**Minimum Signature Size**
The minimum size of the WSU signature should not be less than 7/16 inch in height for print usage. This measurement is taken from the top edge of the wheat to the bottom edge of the word “university” in the logotype.

**Signature Size for Web**
For web use, the minimum size of the WSU signature should not be less than 153 pixels in height (with clear space requirement included).
**WSU Logo used by itself**

On certain specialty items (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 only. This applies only to specialty items whose size or space situations create an advantage for using the logo only.

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.

As with the horizontal and vertical signature lock-ups, never try to approximate or re-create this design. Adherence to first-generation art assures consistency and ensures the long-term success of the logo.

---

**Clear Space Requirements**

Clear space must be provided between the 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 logo room to stand out by allowing a clear space around it. The clear space should be equal to one quarter of the logo height.

---

**Minimum Logo Size**

The minimum size of the WSU logo should not be less than 1/4 inch in height for print usage.

---

**Signature Size for Web**

For web use, the minimum size of the WSU logo not locked up in signature format should not be less than 54 pixels in height (with clear space requirement included).
WSU Signature Color Standards

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

To maintain color consistency between different types of materials, such as an uncoated paper and a coated paper for brochure printing, two different yellow colors have to be specified to make the yellows appear to be the same, visually. This is a common occurrence and solution when there is a substantial difference between the coated and uncoated versions of a color.

Two-Color WSU Signature

The preferred signature version is two colors (either Pantone® 116c and black for coated applications, or Pantone® 109u and black for uncoated applications). This gives another opportunity for use of the school colors and allows reinforcement of the signature in its most pure form. The signature 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 WSU Signature on Colored Backgrounds.”

When the signature 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 signature) that covers the photograph in the place where the signature is to appear. Another option when integrating the signature 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 signature is to be applied, giving it less visual interference from the background image. This also works well with the one-color signature.

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 signature. The goal of the composition should be to provide the signature with a background that does not compete with it.

One-Color WSU Signature

When the WSU signature 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 signature in situations where it needs to be “reversed” to white is dealt with in the section “Use of WSU Signature on Colored Backgrounds.”
Photographic Backgrounds with Signature Placement
For advertising and collateral material photography can be a compelling background for the WSU signature. Make sure the placement of the signature is in a light or dark zone of the photo to create optimal contrast.

Avoid placing the signature against photography that will clash or cause the signature to vibrate visually. Never place the signature on an area that is visually busy or patterned. Look for a signature placement area that is relatively open and lacks contrasting detail.
Use of WSU Signature on Colored Backgrounds
The following standards are special exceptions for the use of the WSU signature when applied to various colored backgrounds. These applications may commonly occur on collateral material or merchandise.

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 signature is applied to is already determined and each color in the signature itself is used to determine the number of colors in the solution.

Because the WSU colors are black and yellow, these two background colors will be used often. Being the same color(s) as the signature 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 SIGNATURE
When applying the signature, 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 SIGNATURE
When applying the signature, 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 SIGNATURE
When applying the signature, 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 SIGNATURE
When applying the signature, 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 might be used on collateral materials or merchandise or apparel. It is important to use a logo/signature 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)
Use of WSU Signature on Colored Backgrounds (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 SIGNATURE**
When applying the signature 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 SIGNATURE**
When applying the signature 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 SIGNATURE**
When applying the signature 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 SIGNATURE**
When applying the signature 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 SIGNATURE**
On garments using embroidery, there will be times when a tone-on-tone solution is acceptable. This is a subtle way of applying the signature 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: Signature Color**

<table>
<thead>
<tr>
<th>White (white) to 50% on a gray scale, signature should be black</th>
<th>50%</th>
<th>Black on a background between 50% to 100% on a gray scale, signature should be white or yellow</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="White Colors" /></td>
<td><img src="image2" alt="50%" /></td>
<td><img src="image3" alt="Black Colors" /></td>
</tr>
<tr>
<td><img src="image4" alt="Tone on Tone" /></td>
<td><img src="image5" alt="Tone on Tone" /></td>
<td><img src="image6" alt="Tone on Tone" /></td>
</tr>
</tbody>
</table>
Unacceptable Usage

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

Do not vertically rotate the logo, logotype or signatures.

Do not combine any other WSU logo entities with the WSU logo, logotype or signatures. (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 logo, logotype or signatures.
Unacceptable Usage

It is highly important for maintaining a successful brand that the WSU logo and its signatures 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 logo, logotype or signatures.
- Do not reconfigure, resize or recolor any parts of the logo, logotype or signatures.
- Do not apply special effects to or build patterns from the logo, logotype.
- Do not apply an outline or enclose the logo, logotype or signatures.
Signatures showing Primary, Secondary and Tertiary Naming Units
An orderly system of hierarchy has been developed to accommodate the handling of department names in conjunction with the WSU signature. The examples on this and the following page illustrate proper arrangement within this hierarchical system as it applies to the order of organizational structure for entities within the university.

Primary Signature
The words “Wichita State University” always occupy the primary placement in the signature. There are no exceptions to this rule. This is a customized piece of art and should not be reset or rebuilt but rather sourced from provided art files.

Secondary Signature
In this example, “College of Engineering” occupies the secondary naming unit placement. This is reserved for the WSU college names/entities in situations such as correspondence, etc.

Tertiary Naming Unit
In this example, the name of the department occupies the third tier of hierarchy, referred to as the tertiary level.

To request a download of preapproved typeset naming units, please visit wichita.edu/visualstandards. The naming units should always originate with preapproved art and never be re-created or approximated in any way, due to typographic standards that have been established specifically for this purpose.
Signatures showing Primary, Secondary and Tertiary Naming Units (continued)

The examples on this page illustrate various university entities and how they properly fit into the visual identity standards system for naming unit hierarchy.

The naming units help define the order and affiliation with the university with connections such as departments belonging to their specific colleges, etc.
**Athletics logo**
WSU’s Department of Intercollegiate Athletics maintains several logos that are primarily for sole use in identifying athletics programs.

**Department of Intercollegiate Athletics Contact Info:**
Use of any WSU Athletics logo without permission is **strictly prohibited**. To obtain permission and correct usage standards, please contact the Department of Intercollegiate Athletics.

- phone: (316) 978-3264 | or marketing@goshockers.com
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 vice president and general counsel.

Contact: (316) 978-6791

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.
Typography
The typography of the WSU Visual Identity Standards system is composed of three core fonts. These fonts are Klavika, Bodoni and Adobe Garamond, and several specific family member variants, which are detailed below.

The logotype component of the WSU signature was originally set in the typeface Klavika Regular Caps and then modified to the current, more customized appearance. For this reason, art files are provided for this component, and it should not be reset or rebuilt in any circumstance.

Klavika's relationship to the WSU logotype and the depth of this font family make it a good choice for use in university communications and collateral materials. Typesetting in Klavika Regular, upper and lower caps is prohibited to preserve a degree of visual separation and uniqueness for the WSU logotype. The rest of the Klavika font family and its variants, however, are ideal to use for many purposes. Listed below are the versions of Klavika that may be used in the WSU Visual Identity Standards system.

The Klavika Font Family is under license by WSU. For a copy of the fonts, contact Strategic Communications.

Klavika Bold Caps

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(');:!?)

Klavika Bold Caps TF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(');:!?)

Klavika Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $%&(');:!?)

Klavika Bold Italic Caps

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(');:!?)

Klavika Bold Italic Caps TF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(');:!?)

Klavika Regular Caps

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(');:!?)

Klavika Regular Caps TF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(');:!?)

Klavika Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(');:!?)

Klavika Sans TF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(');:!?)

Klavika Textbook

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(');:!?)

Klavika Textbook TF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(');:!?)

Augie

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(');:!?)

Augie TF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(');:!?)

Isometric

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(');:!?)

Isometric TF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(');:!?)

Bodoni

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(');:!?)

Bodoni TF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(');:!?)

Adobe Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(');:!?)

Adobe Garamond TF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(');:!?)

Adobe Caslon

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(');:!?)

Adobe Caslon TF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(');:!?)

Adobe Palatino

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(');:!?)

Adobe Palatino TF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(');:!?)

Adobe Myriad

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(');:!?)

Adobe Myriad TF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(');:!?)

Adobe Charter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(');:!?)

Adobe Charter TF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(');:!?)

Adobe Chalkboard

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(');:!?)

Adobe Chalkboard TF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(');:!?)

Adobe Clean

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(');:!?)

Adobe Clean TF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(');:!?)

Gill Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(');:!?)

Gill Sans TF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(');:!?)

American Typewriter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(');:!?)

American Typewriter TF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(');:!?)

American Bookman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(');:!?)

American Bookman TF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(');:!?)

Wood Type

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(');:!?)

Wood Type TF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Klavika Font Family – (continued)

**Klavika Bold Italic OSF**

```
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefgijklmnopqrstuvwxyz
1234567890 $%&\(,.;::!?)
```

**Klavika Bold Italic OTSF**

```
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefgijklmnopqrstuvwxyz
1234567890 $%&\(,.;::!?)
```

**Klavika Bold OTF**

```
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefgijklmnopqrstuvwxyz
1234567890 $%&\(,.;::!?)
```

**Klavika Bold OTS**

```
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefgijklmnopqrstuvwxyz
1234567890 $%&\(,.;::!?)
```

**Klavika Bold-Plain**

```
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefgijklmnopqrstuvwxyz
1234567890 $%&\(,.;::!?)
```

**Klavika Bold TF**

```
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefgijklmnopqrstuvwxyz
1234567890 $%&\(,.;::!?)
```
Klavika Font Family – (continued)

Klavika Regular Caps

ABCDEFGHJKLMNOPQRSTUVWXYZ
1234567890 $%&\,

Klavika Regular Caps TF

ABCDEFGHJKLMNOPQRSTUVWXYZ
1234567890 $%&\,

Klavika Regular Italic

ABCDEFGHJKLMNOPQRSTUVWXYZ
1234567890 $%\,

Klavika Regular Italic Caps

ABCDEFGHJKLMNOPQRSTUVWXYZ
1234567890 $%&\,

Klavika Regular Italic Caps TF

ABCDEFGHJKLMNOPQRSTUVWXYZ
1234567890 $%&\,

Klavika Regular Italic OSF

ABCDEFGHJKLMNOPQRSTUVWXYZ
1234567890 $%\,

Klavika Regular Italic OSF

ABCDEFGHJKLMNOPQRSTUVWXYZ
1234567890 $%\,
Klavika Font Family – (continued)

Klavika Regular Italic TF

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $%¬-—;,.:!? 

Klavika Regular OSF

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $%&'(,,:,?:!?)

Klavika Regular OSTF

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $%&'(,,:,?:!?)

Klavika Regular Plain

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $%&'(,,:,?:!?)

Klavika Regular TF

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $%&'(,,:,?:!?)

Bodoni Font for use in WSU Visual Identity Standards System

Bodoni Book Italic

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $%&'(,,:,?:!?)
Adobe Garamond Font Family for use in WSU Visual Identity Standards System

**Adobe Garamond**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $%&'(.,;::!?)
```

**Adobe Garamond Italic**

```
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $%&'(.,;::!?)
```

**Adobe Garamond Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $%&'(.,;::!?)
```

**Adobe Garamond Bold Italic**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $%&'(.,;::!?)
```
Typographic Standards (continued) Alternate Font

Although Adobe Garamond is the prescribed typeface for correspondence text, this may not be a resident font on all computer systems. In 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.

The preferred body copy font choice for use in digital applications such as computer screen display or digital projection is Georgia.

**Georgia Plain**

```
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $&%(.,;:!?)
```

**Georgia Bold**

```
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $&%(.,;:!?)
```

**Georgia Italic**

```
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $&%(.,;:!?)
```

**Georgia Bold Italic**

```
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $&%(.,;:!?)
```
Working with WSU’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 WSU 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 applications, and black, white and Pantone® 109u (yellow) for uncoated 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 WSU’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.”
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.
**University Stationery System Description**

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

Due to the number of departments, schools, centers and campuses, it is imperative to maintain consistency in all pieces of WSU stationery. Using properly branded WSU 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 Pantone® 109u (yellow), and must be ordered through the official university stationery printer online at wichita.edu/stationery.

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 WSU memohead. Memohead is available in a Microsoft Word® template form through Strategic Communications. 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 WSU stationery system is one of the most widely used and most prolific pieces of the WSU identity. At every use it provides a face for the WSU identity to the public and a chance to communicate and solidify the WSU brand. For this reason, a comprehensive stationery system has been developed to accommodate the needs of the colleges and departments, etc. at Wichita State.

The stationery system is printed with two colors, black and Shocker yellow.

The correspondence system is printed on uncoated paper, making this a case where the specified colors for printing must be black and Pantone® 109u (yellow).

For cases where the identity system will print on coated paper, the colors being specified for the identity components should be black and Pantone® 116c (yellow).

By specifying the appropriate yellow for the appropriate paper (coated or uncoated), we can maintain good color consistency on printed identity materials.
Specification for WSU Letterhead

For business letters composed on WSU stationery, the preferred typeface is Adobe Garamond, set at 11 pt 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.

A Microsoft Word© template, containing the appropriate formatting requirements for WSU letterhead, is available through Strategic Communications.
Specifications for WSU Envelope
For addressing envelopes on WSU stationery, the preferred typeface is Adobe Garamond, set at 11 pt 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.

Wichita State University

College of Health Professions
1646 Fairmount Street
Wichita, KS 67260-0043

Address begins 2” (2.0”) down from top of envelope
Address is justified left, at 4 1/4” (4.75”) from left edge of envelope

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”
Collateral Stationery Items Within WSU’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.
Collateral Stationery Items Within WSU'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

#7-3/4 monarch envelope at actual size is 3 7/8 x 7 1/2

Monarch letterhead at actual size is 7 1/4 x 10

Booklet envelope at actual size is 6 x 9

#6 3/4 personal envelope at actual size is 5 5/8 x 6 1/2

Personal letterhead at actual size is 5 1/2 x 8 1/2

Memorandum at actual size is 8 1/2 x 11

Note that WSU memohead is available in a Microsoft Word® template form through Strategic Communications. A small fee is charged for creating memohead templates for departments.
Web Standards and Content Creation

WSU 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.
Basic Print Collateral Design Elements
A basic set of examples for designing print collateral materials following the WSU Visual Identity Standards is provided to show creative ways to work within these guidelines. This section helps illustrate possible ideas for designing printed items such as brochure covers, newsletters, postcards, fliers, etc. while providing maximum optimization of the WSU identity. These examples are merely options to spark ideas and also to show how much freedom there actually is for design while still following the visual identity standards.

For more information please visit: webs.wichita.edu/visualstandards/powerpoint

SAMPLE DESIGNS ARE AT 22% OF ACTUAL SIZE
PowerPoint Design Templates
To provide quick and consistent reference for developing PowerPoint presentations, templates that properly and effectively use the WSU identity are under development and will be included as an addendum to the visual identity standards. These templates will allow users to develop a cohesive, interconnected and recognizable look for their PowerPoint presentations. By following these standards, consistency can be developed that strengthens the WSU brand while providing a structure for uniting a wide array of university-related information.

For more information please visit: webs.wichita.edu/visualstandards/powerpoint
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 WSU 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 and/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/or logo should be spelled out using Klavika Bold Caps or companyspecific 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 ½” from the wall and the depth of each channel letter is 5”. 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 1/4” flat, cut-out aluminum, painted black and mounted 1/2” 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 WSU Old Town Buildings

The recommend the signage for WSU Old Town buildings carry forward the aesthetic established for the main campus.

BUILDING IDENTIFIER
Primary signage to identify a building includes the Wichita State University signature (logo, dots and wordmark), which is crafted out of aluminum, painted black and pinned off the walls. The words “WSU 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 WSU affiliates occupying space within a building may be added to the wall-mounted signs, if approved by the Office of Facilities Planning. WSU 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 Way Finding Guidelines
The Office of Facilities Planning has developed a standard signage system to maintain consistency among indoor signage and wayfinding applications throughout all WSU 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. WSU 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 WSU signature translates well to fleet graphics and serves to unite a diverse array of different fleet vehicles while providing an effective exposure for WSU’s identity. In some instances the preferred horizontal signature may not be ideal for logo size and proportion; in those cases switching to the vertical signature is allowed if doing so allows for a larger and more prominent visual impression. On all vehicles, the signature is required on the driver and passenger side doors; WSU fleet vehicles should be white, with horizontal (preferred) or vertical configurations of the signature in all black or black and Pantone® 116 (yellow).
Broadcast Standards
In any WSU video project, the WSU signature should appear near either the opening or close. The signature must follow the visual identity standards. It must not be animated to explode, erode, flip, melt, spin, extrude, become three-dimensional or disintegrate.

WSU 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.
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 WSU Visual Identity Standards or help with use of the university logo, signature or other design elements:
  Contact Strategic Communications at (316) 978-3045 or visit wichita.edu/visualstandards.

- To request permission to use WSU Athletics logos:
  Contact the Department of Intercollegiate Athletics at (316) 978-3264 or marketing@goshockers.com.

- To order business cards, envelopes and stationery supplies:
  Visit wichita.edu/stationery.

- For help with the WSU website or with using Omni Update:
  Visit wichita.edu/websupport.

- For help with building or directional/wayfinding signage:
  Contact Facilities Planning at (316) 978-3030.

- For permission to use the Wichita State University seal:
  Contact the WSU general counsel at (316) 978-6791.

- For licensing information:
  Contact Licensing Resource Group, Inc. at (616) 395-0676.
**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.”)

**CMYK** (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 signature.

**Naming Unit**: A grouping of the WSU signature locked into position with a college name or entity, set in a specific font and arrangement. This comprises a Secondary Naming Unit, while a Tertiary Naming Unit falls into a third level of hierarchy under Secondary Naming Unit placement. It is reserved for departments or information of a third level of importance and is the third item down in the group of WSU Signature, then Primary Naming Unit, then Tertiary Naming Unit. 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.

**Signature**: 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.

**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.
Wichita State University Intercollegiate Athletics Association operates as a separate but affiliated organization with WSU. 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, WSU Athletics has utilized the WuShock logo as its primary logo. Research has confirmed that the WuShock logo is closely associated with athletic programs at WSU. For these reasons, WSU Athletics uses a separate signature from the rest of the university, but one that ties closely to all other aspects of WSU Visual Identity Standards.

**WSU Athletics Signature:** Like the WSU signature, the WSU Athletics Signature is a physical combination of elements (a logo, divider bar and WSU 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, but instead of the WSU logo it uses the right-facing WuShock logo.

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

**WSU 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 signature in digital form as provided by the university.

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

**Use of the WSU Logo and Signature**
WSU Athletics is permitted to use the WSU logo and WSU signature as required on signage, literature, advertising and other applications. Strict adherence to WSU Visual Identity Standards is required.
Horizontal Lock-up
The preferred use whenever possible for the WSU Athletics signature is the horizontal lock-up. The individual parts of the signature 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 signature.

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

Minimum Signature Size
The minimum size of the WSU Athletics signature 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 Signature Size for web
For web use, the minimum size of the WSU Athletics signature should not be less than 125 pixels in height (with clear-space requirement included).
Wichita State University Athletics Signature Color Standards
WSU Athletics follows the same color standards as Wichita State University. Please refer to page 11 of the WSU Visual Identity Standards for color specification details.

Two-Color Wichita State University Athletics Signature
The preferred signature version is two colors (either Pantone 116c and black for coated applications, or Pantone 109u and black for uncoated applications). This offers the best visual connection to the university. The signature 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 WSU Athletics Signature on Colored Backgrounds.”

When the signature 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 signature) that covers the photograph in the place where the signature is to appear. Another option when integrating the signature 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 signature is to be applied, giving it less visual interference from the background image. This also works well with the one-color signature.

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 signature. The goal of composition should be to provide the signature with a background that does not compete with it.

One-Color Wichita State University Athletics Signature
When the signature must be used in one color, the preferred color is black. Working with the one-color signature in situations where it needs to be “reversed” to white is dealt with in the section “Use of WSU Athletics Signature on Colored Backgrounds.”

Use of WSU Athletics Signature on Colored Backgrounds
WSU Athletics follows the same color standards as Wichita State University. Please refer to pages 13-14 of the WSU Visual Identity Standards for details about using WSU Athletics’ signature on colored backgrounds.

Photographic Backgrounds with Signature Placement
The use of photography can add a compelling element in advertising and collateral material. The WSU Athletics signature follows the same basic guidelines and standards as the WSU primary signature for placement on photographic backgrounds (WSU Visual Identity Standards p. 12). Make sure the placement of the signature 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 signature against photography that will clash or cause the signature to vibrate visually. Never place the signature on an area that is visually busy or patterned. Look for a signature placement area that is relatively open and lacks contrasting detail.
**WSU Athletics Stationery System**

The stationery system is a widely used and prolific piece of the WSU Athletics identity. At every use it provides a face for the WSU public and a chance to communicate and solidify the WSU Athletics and Wichita State University brands.

Stationery materials (letterhead, envelopes and business cards) are printed with two colors, black and Pantone® 109u (yellow), and must be ordered through the official university stationery printer online at wichita.edu/stationery.

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 WSU memohead. Memohead is available in a Microsoft Word® template form through Strategic Communications. A small fee is charged for creating memohead templates for departments.

---

**WSU Athletics Correspondence System: WSU Athletics Conventional Stationery**

**LETTERHEAD AT ACTUAL SIZE IS 8 1/2” X 11”**

**BUSINESS CARD AT ACTUAL SIZE IS 3 1/2” X 2”**

**Mr. William Buckingham**

3209 W. Beckland Road

Wichita, Kansas 67209-3209

---

Mr. Williams Buckingham

3209 W. Beckland Road

Wichita, Kansas 67209-3209
The Wichita State University Foundation is unique among all the other organizations affiliated with Wichita State University. First, it is a fully separate corporation with its own governance and funding system. Second, it desires a close connection to the university’s brand identity, yet it cannot appear to regulators as a subsidiary of WSU. For this reason, the foundation uses a separate signature and must ensure that its use of the WSU logo does not convey any subsidiary relationship.

**WSU Foundation Signature:** Like the WSU signature, the foundation’s signature is a physical combination of elements (an alignment rule and 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, yet it is designed to stand alone from formal university identity. The WSU Foundation signature can never appear in close proximity to the university logo.

**Alignment Rule:** This graphic device provides an anchor for the logotype. It also helps to establish a color relationship to the university’s visual identity system.

**Logotype:** The foundation’s name is treated in the same modified variation of the Klavika font as the WSU logotype. It cannot be simply reproduced by typesetting; therefore, the foundation signature should always be used in a complete digital form provided by the university.

**The primary signature is horizontal** in orientation and is the preferred configuration. There is a centered vertical configuration of the signature that should be used only when limited space requires it.
Horizontal Lock-up
The preferred use whenever possible for the WSU Foundation signature is the horizontal lock-up. The individual parts of the signature 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 signature.

Wichita State University Foundation

Clear Space Requirements
Clear space must be provided between the signature and other graphic elements. Clear space must also be provided between the signature and the WSU logo. The clear space requirements delineated here must be observed except in rare, preapproved exceptions. These are the minimum requirements.

Give the signature room to stand out by allowing a clear space around it. This clear space should exist between the signature and any other graphic elements. The clear space should be equal to one half of the signature height.

A second clear space zone has been established to prevent the WSU logo from being placed too close to the WSU Foundation logotype, resulting in both entities appearing to be part of the same logo. This second space is equal to one and a half of the signature height.

Minimum Signature Size
The minimum size of the WSU Foundation signature should not be less than 1/4 inch in height for print usage. This measurement is taken from the top to the bottom edges of the alignment bar.

Minimum Signature Size for web
For web use, the minimum size of the WSU Foundation signature should not be less than 90 pixels in height (with graphic element clear space requirement included).
**Vertical Lock-up**

Use the preferred, horizontal signature lock-up whenever possible. When space is limited or if other layout variants create challenges for the horizontal lock-up, the vertical lock-up of the signature may be used. The individual parts of the signature should not be separated, and the typography should not be reset, as it was customized for this signature. Never try to approximate or re-create these designs. Adherence to first-generation art assures consistency and ensures the long-term success of the signature.

![Wichita State University Foundation Signature](image)

**Clear Space Requirements**

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

- = 1/3 signature height

Give the signature room to stand out by allowing a clear space around it. This clear space should exist between the signature and any other graphic elements. The clear space should be equal to one third of the signature height.

- = Clear zone applying to any graphic elements

A second clear space zone has been established to prevent the WSU logo from being placed too close to the WSU Foundation logotype, resulting in both entities appearing to be part of the same logo. This second space is equal to the signature height.

- = Clear zone applying to WSU logo

**Minimum Signature Size**

The minimum size of the WSU Foundation signature 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 alignment bar.

- 5/16 inch

**Minimum Signature Size for web**

For web use, the minimum size of the WSU Foundation signature should not be less than 115 pixels in height (with graphic element clear space requirement included).
Wichita State University Foundation Signature Color Standards
The foundation follows the same color standards as Wichita State University. Please refer to page 11 of the WSU Visual Identity Standards for color specification details.

Two-Color Wichita State University Foundation Signature
The preferred signature version is two colors (either Pantone® 116c and black for coated applications, or Pantone® 109u and black for uncoated applications). This offers the best visual connection to the university. **The signature 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 WSU Foundation Signature on Colored Backgrounds.”**

When the signature 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 signature) that covers the photograph in the place where the signature is to appear. Another option when integrating the signature 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 signature is to be applied, giving it less visual interference from the background image. This also works well with the one-color signature.

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 signature. The goal of the composition should be to provide the signature with a background that does not compete with it.

One-Color Wichita State University Foundation Signature
When the signature must be used in one color, the preferred color is black. Working with the one-color signature in situations where it needs to be reversed to white is dealt with in the section “Use of WSU Foundation Signature on Colored Backgrounds.”

Use of Wichita State University Foundation Signature on Colored Backgrounds
The WSU Foundation follows the same color standards as Wichita State University. Please refer to pages 13-14 of the WSU Visual Identity Standards for details about use of the foundation signature on colored backgrounds.
Photographic Backgrounds with Signature Placement
The use of photography can add a compelling element in advertising and collateral material. Make sure the placement of the signature is in a light or dark zone of the photo to create optimal contrast, and be sure to follow proper clear space guidelines (Addendum 2) to avoid confusion between the WSU logo and the WSU Foundation signature.

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

Acceptable WSU Logo Application
It is acceptable not to use the WSU logo on foundation literature and other communication devices. The horizontal and vertical lock-ups may be centered on design applications as needed.

Unacceptable WSU Logo Application
These examples illustrate improper placement of the WSU logo in proximity to the WSU Foundation signature (clear space information can be found on Addendum 2, page 3).
**WSU Foundation Stationery System**

The stationery system is one of the most widely used and most prolific pieces of the foundation’s identity. At every use it provides a face for the WSU public and a chance to communicate and solidify the WSU Foundation brand.

Stationery materials (letterhead, envelopes and business cards) are printed with two colors, black and Pantone® 109u (yellow), and must be ordered through the official university stationery printer online at wichita.edu/stationery.

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 WSU memohead. Memohead is available in a Microsoft Word® template form through Strategic Communications. A small fee is charged for creating memohead templates for departments.