



in this guide

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welcome



Wayne State College's visual identity is based on the logos, fonts, and colors detailed in this official branding guide.

Wayne State College approved a set of new logos in Spring 2020 to serve as the primary visual identity of the institution. To protect trademark registrations and promote strength and consistency in branding, use of our logos should adhere to the standards outlined in this guide.

Individual campus logos are created by the Office of College Relations. They are not to be created by campus offices or programs on their own, or by campus vendors.

Our official logos are available for employees on the G drive at
G:\\wscdocuments_and_forms\\College Relations\\-Wayne State College Logos or upon request by contacting:

Kristi Nelson
Marketing Coordinator
krnelso1@wsc.edu

primary elements

There are four primary graphic elements that are used when representing the Wayne State College identity. Designed with sensibilities to each other, they may be used independently or in conjunction with each other, represented in the following pages of the WSC Brand Guide.

WAYNE
STATE COLLEGE

Wordmark



Clawed W



Wildcat



Athletics paw

typefaces

Suggested Type families

FIRA SANS

Fira Sans Black
Fira Sans ExtraBold
Fira Sans SemiBold
Fira Sans Medium
Fira Sans Regular
Fira Sans Light
Fira Sans ExtraLight

Fira Sans is a humanist sans-serif typeface that looks great when used as paragraph or headline text in print, display, and web. Wayne State uses this font in the majority of its publications produced by the college. Fira Sans is licensed under the Open Font License and is free to download and install from the Google Fonts website.

<https://fonts.google.com/specimen/Fira+Sans>

OSWALD

OSWALD BOLD
OSWALD DEMIBOLD
OSWALD MEDIUM

Oswald is a reworking of a classic gothic typeface. Wayne State uses this font primarily for headlines in all-caps fashion, as its bold yet striking simplicity demand attention of the human eye. Oswald is licensed under the Open Font License and is free to download and install from the Google Fonts website.

<https://fonts.google.com/specimen/Oswald>

ARIAL

Arial Black
Arial Bold
Arial Regular
Arial Narrow Bold
Arial Narrow

Arial is one of the most widely used sans-serif typeface and comes packaged with all versions of Microsoft Windows and Apple Mac OS X computer systems used at Wayne State. For those looking to approximate our approved typefaces for use in email or other electronically distributed documents, Arial is recommended to help maintain accessibility, compatibility, and legibility for all users across campus.

Note: For assistance or instructions on installing fonts to a campus computer, please contact the Service Center at 402-375-7107.

approved logos (vertical W)

Only approved logos may be used when representing Wayne State College. Below are the approved primary and secondary vertical WSC logos. Suggested uses for 1- and 2-color reverse are also provided.



G:\\wscdocuments_and_forms\\College Relations\\-Wayne State College Logos\\General WSC Logos

approved logos (horizontal W)

Only approved logos may be used when representing Wayne State College. Below are the approved primary and secondary horizontal WSC logos. Suggested uses for 1- and 2-color color reverse are also provided.



Primary Horizontal Logo



Secondary Horizontal Logo



Primary One-Color Horizontal



Primary Solid Horizontal



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approved logos (W icon)

Only approved logos may be used when representing Wayne State College. Below are the approved primary and secondary clawed W's. Suggested uses for 1- and 2-color color reverse are also provided.



Primary Vertical Logo



Secondary Vertical Logo



Primary One-Color Vertical



Primary Solid Vertical



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approved logos (wildcat)

Only approved logos may be used when representing Wayne State College. Below are the approved uses for the 1- and 2-color wildcat logos, including reverse color options.



Wildcat Vertical Logo



Wildcat Horizontal Logo



Wildcat Horizontal Logo



Wildcat Horizontal Logo



Wildcat One-Color Horizontal Logo



Wildcat Reverse Logo



Wildcat One-Color Reverse Logo

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approved logos (wildcat icon)

Only approved logos may be used when representing Wayne State College. Suggested uses for 1- and 2-color color reverse are also provided.



Wildcat Left



Wildcat Right



Wildcat One-Color Left



Wildcat One-Color Right



Wildcat Reverse



Wildcat One-Color Reverse

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approved logos (offices, departments, and programs)

Wayne State College strives to promote our brand in a professional, uncluttered, and unified manner. To maintain consistency and ensure brand recognition, no office or department is allowed to have their own unique logo or wordmark without direct consent from College Relations and the President of Wayne State College. The samples presented below are available to all offices, departments, and programs on campus. Many of these options are currently available on the G drive. To obtain a logo for your office, please contact College Relations.



G:\wscdocuments_and_forms\College Relations\~Wayne State College Logos\School, Department, and Office Logos

Any of college's approved logos and color combinations may be used when representing an office, department, or program. Samples of logo options are presented below. There may be instances where adjustments to our marks are required in order to facilitate print or merchandise production. Please contact College Relations to obtain a logo or approval of a logo needed for such purposes.



approved logos (athletics)

The paw logo represents NCAA DII athletic programs at Wayne State College. Use of the paw for purposes other than athletics must be approved by College Relations and the WSC Athletic Director. When used, integrity of the paw must be maintained through proper usage. Examples of improper usage of WSC logos are presented later in this guide. Examples of improper logo use include stretching, skewing, and altering or inverting colors.



Wildcat Paw



colors

The official colors of Wayne State College are black and gold. This combination of colors represents a legacy of strength, confidence, excitement, and growth at our institution, while also inspiring success, ambition, and creativity within our students and the surrounding community.



PMS 123C
C0 | M23 | Y91 | K0
R255 | G198 | B41
Hex #FFC629



PMS Black
C0 | M8 | Y0 | K100
R44 | G42 | B41
Hex #000000



White
C0 | M0 | Y0 | K0
R255 | G255 | B255
Hex #FFFFFF

www.pantone.com/color-finder

improper use (W logo)

Improper usage guidelines apply to all accepted forms of the WSC logo, brand variations, and graphic elements. Improper use of the logo is not accepted for print or reproduction purposes, as it weakens our identity and stands to present the college in an unprofessional manner.



Do not stretch



Do not skew



Do not alter scale of elements



Do not alter colors



Do not invert colors

improper use (wildcat logo)



Do not stretch



Do not skew



Do not alter scale of elements



Do not alter colors

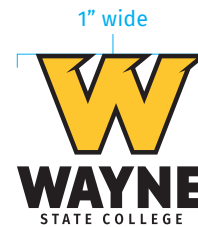


Do not invert colors

clear space

Clear space must exist around all logo lockups. Use the following guidelines for proper spacing when moving up or down in scale.

Vertical Clear Space



Vertical logos should not be less than 1" wide

Horizontal Clear Space



Horizontal logos should not be less than .4" high