Visual Identity Guidelines

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Document and Publication Services (DPS) offers a wide variety of preparation, production, distribution, and related services—from concept to delivery—including design, layout, editing, printing, copying, finishing, binding, variable data and mail preparation, and mail. As a self-supporting operation, DPS provides all services to the University community on a cost-recovery basis. The charges for these services reflect their actual cost and compare very favorably to commercial rates in the University’s service region.

DPS strives to meet the needs of the University by making cost-effective use of University and outside resources as well as high-quality materials while ensuring adherence to Western's established visual identity and values.

Conforming to the Visual Identity Guidelines ensures the success of Western Illinois University’s visual identity through consistency of use. This manual contains approved standard graphic elements of the Western Illinois University identity system. All documents produced for Western Illinois University related to official University business and distributed within or outside of the University must adhere to the Visual Identity Guidelines.

If you have any questions regarding DPS or University policies or procedures as outlined in these guidelines, please do not hesitate to contact DPS at (309) 298-1000.

DPS may identify and address nonconformance to the Visual Identity Guidelines at any point in the preparation, production, or distribution process. When customers present items to DPS that do not meet the standards outlined in these guidelines, DPS offers those customers the option of either (1) paying DPS to make any required changes to those pieces or (2) making the required changes themselves and resubmitting those items to DPS.
The University Signature

The signature (logo) exists as the keystone of Western Illinois University’s visual identity. This singular graphic element, approved by the University in 2001, consists of two components: (1) the University mark, which depicts a stylized version of the Sherman Hall tower, and (2) the capital letter presentation of the University’s full name in an Adobe Perpetua font. The complete University name always accompanies the mark. Users of the signature must follow all color, typography, and reproduction specifications. DPS will place the University signature on any printed piece at no additional charge.

Colors

The University signature may appear only in University purple (Pantone 2607) or in black on a solid white or light background. Light backgrounds may include light grey and 30% (or less) screened color backgrounds.

When placing the logo on a photo background, encase it in a solid white box (see “Spacing and Sizing” on the following page). The logo may appear on photo backgrounds screened at 30% or less (in most cases).

When used on a purple or black background, the logo appears with a white border (keyline) around the mark and with white type.
Spacing and Sizing

The logo may not appear with a width of less than 3/8". No other page elements may appear closer than 1/3 of the width of the mark from any part of the logo.

Incorrect Usage

Do not use the signature mark in any way that does not conform to the visual identity standards determined by the University. Do not alter its properties in any way—that is, do not crop, tilt, skew, stretch, or scale the mark disproportionately; do not surround the mark with other competing shapes; and do not separate the tower from the text. If you have questions about usage, contact DPS.

Do not crop. Do not tilt or skew. Do not stretch or scale the mark disproportionately. Do not place the signature in black over a dark background.

Do not place the signature over a heavily patterned background. Do not reverse out the signature. Do not screen the signature color. Do not separate the name from the mark.
Positioning

If in order to reduce visual clutter on the front of a publication the University signature is positioned on the back of the publication, the words “Western Illinois University” must appear in a predominant fashion on the front of the publication. The University signature that is placed on the back of the publication may be aligned to the left or right, not centered. Placing the words “Western Illinois University” or the University signature at the top of the page on the front of a publication is encouraged. Consequently, the piece is easily identifiable as a Western Illinois University publication when displayed in a rack or some other display unit that may cover the bottom of the piece. On posters, position the logo in the lower left or right corner, and size it no larger than 1/10 of the width of the poster. On newsletters, place the logo in the masthead.
Use with Other Logos

When used with other logos, the University signature must have greater emphasis.

Use of University Seal

The University seal serves as a formal mark, used typically on legal documents, and requires approval for its use. Contact DPS for more information about obtaining approval for use of the University seal.

Intercollegiate Athletics

Western Illinois University’s athletics logos, updated in 2009, include the Western Illinois sweep, full-body Rocky mascot, Rocky head, Western Illinois Marine-style logo, and stylized typography. Athletics logos exist as the trademark property of Western Illinois University and the trademark (™) designation must always appear.

University entities should always use the Sherman Hall tower (institutional) logo as the predominant mark to identify the University. This is true for a variety of media formats, including publications, the Web, and television. Usage of the athletics logos in all media formats requires authorization from Intercollegiate Athletics and/or University Marketing. With permission from Intercollegiate Athletics and/or University Marketing, other University entities may use Athletics marks, but only to supplement the institutional logo.

The logos may be printed only in University purple (Pantone 2607) and gold (Pantone 116) or in black on non-color pieces. Rocky’s teeth and the whites of his eyes must be white.
Primary Logo
The primary logo is the “Western Illinois” sweep with Rocky head and “LEATHERNECKS.” The sweep with Rocky head can be used without “LEATHERNECKS” if the word appears elsewhere in a piece in a prominent location.

Do not use the sweep and “LEATHERNECKS” (or other sport or organization name) without the Rocky head. Do not replace the Rocky head with another graphic.

Secondary Logo
The secondary logo is the “Western Illinois” sweep with Marine-style logo, Rocky head, and “LEATHERNECKS.”

Do not use the sweep and “LEATHERNECKS” (or other sport or organization name) without the Marine-style logo. Use of the Marine-style logo without the Western Illinois Sweep is only allowed when express permission is granted by Intercollegiate Athletics. Do not replace the Marine-style logo with another graphic.

Additional Acceptable Uses for Both Primary and Secondary Logos
“LEATHERNECKS” may be replaced with a sport or organization name (preferably in a single line of text). Graphics currently exist for all of the sports’ names; names of other organizations must use the Franklin Gothic Heavy Italic typeface (available with Microsoft Office 2007).

Complementary logos
The Rocky head may be used alone if “Western Illinois” appears elsewhere in a piece in a prominent location. Intercollegiate Athletics does not use the Paw logo in association with its athletics teams.

Nickname
- Use “Leatherneck” when describing a team (e.g., “The Leatherneck volleyball team won its match.”)
- If both a male and female team for a particular sport exist at the University, “Men’s” or “Women’s” may be used in conjunction with the sport name if desired. For example, use “Leatherneck Men’s Basketball” and “Leatherneck Women’s Basketball” to distinguish the two teams. “Leatherneck Basketball” is also acceptable for both. Do not use “Leatherneck Women’s Volleyball,” for example, because no men’s team exists; use “Leatherneck Volleyball.”
- It is not acceptable to use “Necks” or “Lady Leathernecks.” No variations of “Leatherneck” are permitted.
- While “Leatherneck” can refer to any member of the Western Illinois University community, Athletics will often use “Fighting Leathernecks” to refer specifically to athletics teams.

Typeface
The typeface to be used for text below the “Western Illinois” sweep is Franklin Gothic Heavy Italic (available with Microsoft Office 2007).
University Branded Merchandise

Any **commercial vendor or manufacturer** seeking to produce hard goods (mugs, pens, buttons, etc.) or soft goods (t-shirts, sweatshirts, hats, etc.) for retail sale that feature the Western Illinois University bell tower (institutional) logo, athletics logos, University word marks such as the words “Western Illinois University,” or any other University logos **must be licensed**. Licensing Resource Group manages all merchant and manufacturer licensing matters for the University, except for Adidas products that are sold as a part of the “Rocky’s Locker” stations. For further information on how to become a licensed vendor that is legally permitted to manufacture or sell Western Illinois University merchandise to or at retail outlets, visit wiu.edu/trademark. For information or questions concerning “Rocky’s Locker” merchandise, contact Intercollegiate Athletics at (309) 298-1106.

Any **on-campus group** that wants to create hard goods (mugs, pens, buttons, etc.) or soft goods (t-shirts, sweatshirts, hats, etc.) for non-retail use that feature the Western Illinois University bell tower (institutional) logo, athletics logos, University word marks such as the words “Western Illinois University,” or any other University logos by an officially sanctioned University student organization, official University department, or division **must receive permission from University Marketing**. Licensed merchants may be used to produce hard or soft goods for University groups or departments.

For University organizations that are an official part of the Division of Student Services, such as the Office of Student Activities and Campus Recreation, there are designated staff members in those offices who are authorized to grant permission for official University logo use for their registered student organizations.

For further information and to download a request form for the use of University logos, visit wiu.edu/trademark. For additional inquiries, e-mail licensing@wiu.edu or call University Marketing at (309) 298-1861.

**Logo and Merchandise Colors**

University logos may be presented in color or black-only versions as illustrated in this guide. The logos may be printed only in University purple (Pantone 2607) and gold (Pantone 116) or in black on non-color pieces. Rocky’s teeth and the whites of his eyes must be white. All logos are trademarked property of the University and must contain a trademark (™) designation.

On occasion, University Marketing will permit use of the logos in white on a fashion color background. Permission must be received from University Marketing for the use of a logo printed in white on a fashion color background. Fashion colors include gray, pink, navy, light blue, green, light green, brown, etc.

Color combinations that are prohibited because they are color schemes of other universities in our region include orange and blue (University of Illinois), red and white (Illinois State University), and black and gold (University of Iowa).

For further information, visit wiu.edu/trademark. For additional inquiries, e-mail licensing@wiu.edu or call University Marketing at (309) 298-1861.
University Marketing Logos and Their Usage

In addition to the institutional logo and the primary, secondary, and complementary athletics logos, University Marketing has a range of other logos that may be utilized on hard or soft goods or publications with permission from University Marketing. These logos are categorized as “preferred,” “restricted,” and “alternate Rocky.” All logos are trademarked property of the University and must contain a trademark designation. For further information and to download a request form for the use of University logos, visit wiu.edu/trademark. For additional inquiries, e-mail licensing@wiu.edu or call University Marketing at (309) 298-1861.

Institutional Logos
The University’s official name is “Western Illinois University” as illustrated on the institutional logos for the University and for the Quad Cities campus.

Other logos sanctioned by the University refer to the University as “Western Illinois” as illustrated in the primary, secondary, and complementary athletics logos. In addition to the athletics logos, the following logos are sanctioned by the University for use with permission from University Marketing:

University Marketing Permitted Logos
There are circumstances in which University Marketing will permit restricted use logos to be utilized. While the University is always referred to as “Western Illinois” to ensure that the University is clearly identified in any logo that is used for international, national, or regional purposes (see samples below), University Marketing understands that locally the University is referred to as “WIU.”

There are occasions in which University Marketing will allow the use of the “WIU” sweep with Rocky head or the paw logos. Examples include a small percentage of hard or soft goods sold locally; certain University publications; and items utilized by the Division of Student Services to create school spirit, including items for the Office of Student Activities and Student Development and Orientation.
University Marketing Restricted Use Logos
Permission to utilize restricted use logos must be obtained from University Marketing. For further information and to download a request form for the use of University logos, visit wiu.edu/trademark. For additional inquiries, e-mail licensing@wiu.edu or call University Marketing at (309) 298-1861.

University Special Use Logos
As a general rule, there are only two sanctioned Rocky logos as illustrated in this guide: (1) the full-body Rocky mascot and (2) the Rocky head.

On rare occasions, the University will permit the creation and use of a special variation of the Rocky logo to identify a University sanctioned, University-wide initiative such as the University’s Sustainability Initiative with its “Rocky Sustains” logo and the University’s Master Plan Construction projects with the “Rocky Builds” logo. In addition, the Office of Student Activities works with Intercollegiate Athletics and University Marketing each year to create an official Homecoming logo utilizing an alternate Rocky. For further information, call University Marketing at (309) 298-1861.

Do not alter Rocky or any logo in any way without the expressed permission of Intercollegiate Athletics and University Marketing.
Typography

Use Adobe Perpetua, the typeface of the University signature, as the primary typeface for headlines and address blocks. Use Garamond as the primary body text typeface in stationery and publications. Use Adobe Trade Gothic as the secondary complementary typeface for headlines and body text to allow for creative flexibility and enhanced readability.

Headlines and Address Blocks – Primary Typeface
Adobe Perpetua
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  1234567890
Adobe Perpetua Small Caps
Adobe Perpetua Italic Old Style
Adobe Perpetua Roman Bold Old Style
Adobe Perpetua Roman Bold Italic Old Style

Body Text – Primary Typeface
Garamond
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  1234567890
Garamond Small Caps
Garamond Italic
Garamond Bold
Garamond Bold Italic

Headlines and Body Text – Secondary Typeface
Adobe Trade Gothic Light
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  1234567890
Adobe Trade Gothic Light Oblique
Adobe Trade Gothic Regular
Adobe Trade Gothic Oblique
Adobe Trade Gothic Bold
Adobe Trade Gothic Bold Two
Adobe Trade Gothic Bold Two Oblique

University Mailing Addresses

United States Postal Service guidelines require that Western Illinois University mailing addresses include the following information in the order specified:

1. Name of individual and/or department for whom the mail piece is intended
2. Building name followed by room number (Macomb campus)
3. Street address: 1 University Circle or 3561 60th Street
4. City, state, and ZIP(+4): Macomb, IL 61455-1390 or Moline, IL 61265

Correct
University Relations
Sherman Hall 302
1 University Circle
Macomb, IL 61455-1390

Correct
John Doe
Department of Accountancy
3561 60th Street
Moline, IL 61265

Incorrect
University Relations
302 Sherman Hall
Macomb, IL 61455

Note that the room number always follows the building name. Also, note that the Macomb ZIP code should include the “-1390” (+4) designation.
Ordering Stationery and Other Identity Items

DPS produces all official Western Illinois University business cards, letterhead, envelopes, departmental flat sheets, and fax cover memos. In order to obtain any of these products, make an online request.

Access the necessary form, as well as procedural and pricing information, as follows:

• Visit the DPS homepage at wiu.edu/DPS.
• Hover over Popular DPS Links in the navigation menu on the left-hand side of the page to access the popular links fly-out menu.
• Select Place an Order from the fly-out menu.
• Select the desired product or service from the drop-down menu; then, click the Submit button.
Business Card Procedures

Customers may order business cards in multiples of 24. In order for graduate students to request business cards, they must have the approval of their departments.

DPS provides proofs in Adobe Acrobat (PDF) format via e-mail. (DPS can provide hardcopy proofs and proof cards upon request for those who do not have e-mail access.) Clients should carefully review proofs and mark any necessary changes. Clients may sign off on a project without further changes or with changes as indicated. DPS requires a client’s explicit approval (via e-mail or handwritten signature) before printing a project; the client assumes the cost for all reprinting that results from errors not discovered on an approved proof.

Allow three days following the approval of the proof for delivery of business cards.
Letterhead and Envelope Procedures

DPS provides proofs in Adobe Acrobat (PDF) format via e-mail. (DPS can provide hardcopy proofs and proof cards upon request for those who do not have e-mail access.) Clients should carefully review proofs and mark any necessary changes. Clients may sign off on a project without further changes or with changes as indicated. DPS requires a client’s explicit approval (via e-mail or handwritten signature) before printing a project; the client assumes the cost for all reprinting that results from errors not discovered on an approved proof.

Allow ten days following the approval of the proof for delivery of letterhead and envelopes.

In addition to corresponding envelopes for letterhead, DPS also produces a wide variety of envelopes designed for other purposes. Visit our website at wiu.edu/DPS or contact us for more information.

Letterhead Stationery Usage

DPS prints letterhead stationery on a premium recycled writing paper, obtainable by customers through DPS.

The strong presentation of the University signature, along with contact and address information in the footer, boldly identifies Western Illinois University. The text area defined with standardized margins enhances the image of the University signature (see the following page).

<table>
<thead>
<tr>
<th>Word</th>
<th>WordPerfect</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Typeface</strong></td>
<td>Garamond</td>
</tr>
<tr>
<td><strong>Size</strong></td>
<td>10 pt.</td>
</tr>
<tr>
<td><strong>Line Spacing</strong></td>
<td>1.5 preferred</td>
</tr>
<tr>
<td>Select format, paragraph, indents and spacing, line spacing</td>
<td>1.5 preferred Select format, line, spacing</td>
</tr>
<tr>
<td><strong>Margins</strong></td>
<td></td>
</tr>
<tr>
<td><strong>First Page</strong></td>
<td></td>
</tr>
<tr>
<td>Top</td>
<td>2.66 in.</td>
</tr>
<tr>
<td>Bottom</td>
<td>0.91 in.</td>
</tr>
<tr>
<td>Left</td>
<td>1.83 in.</td>
</tr>
<tr>
<td>Right</td>
<td>0.75 in.</td>
</tr>
<tr>
<td><strong>Second Page</strong></td>
<td></td>
</tr>
<tr>
<td>Top</td>
<td>1.00 in.</td>
</tr>
<tr>
<td>Bottom</td>
<td>0.91 in.</td>
</tr>
<tr>
<td>Left</td>
<td>1.83 in.</td>
</tr>
<tr>
<td>Right</td>
<td>0.75 in.</td>
</tr>
</tbody>
</table>
Nov. 6, 2006

Mrs. Jane Jones
123 Main Street
Macomb, Illinois 61455

Dear Mrs. Jones:

I am writing to introduce myself as Joan Smith, the manager of the University Circle, Macomb.

Please find attached my resume and a copy of my转发本月内完成的项目报告。报告中详细说明了我在项目中的角色和职责。报告还讨论了我在项目中的成就和所面临的挑战。我期待有机会向您展示我的工作成果。

Sincerely,

Joan Smith
Manager
Fax Cover Memos

DPS provides proofs in Adobe Acrobat (PDF) format via e-mail. (DPS can provide hardcopy proofs and proof cards upon request for those who do not have e-mail access.) Clients should carefully review proofs and mark any necessary changes. Clients may sign off on a project without further changes or with changes as indicated. DPS requires a client’s explicit approval (via e-mail or handwritten signature) before printing a project; the client assumes the cost for all reprinting that results from errors not discovered on an approved proof.

Allow five days following the approval of the proof for delivery of fax cover memos.

DPS provides fax cover memos as Adobe Acrobat (PDF) files that allow customers to either (1) enter information electronically then print the memo or (2) print a blank copy of the memo and complete it manually.
Departmental Flat Sheet Procedures

Each year, Undergraduate Admissions will pay for the first 150 copies ordered by a department that qualifies to update its flat sheet. Undergraduate Admissions mandates that departments review all fields of study undergraduate flat sheets each school year. In addition to printing costs, first-time flat sheets require a set-up fee, which Undergraduate Admissions covers for fields of study that qualify. In addition, departments may order additional copies of flat sheets at their own expense.

DPS provides proofs in Adobe Acrobat (PDF) format via e-mail. (DPS can provide hardcopy proofs and proof cards upon request for those who do not have e-mail access.) Clients should carefully review proofs and mark any necessary changes. Clients may sign off on a project without further changes or with changes as indicated. DPS requires a client’s explicit approval (via e-mail or handwritten signature) before printing a project; the client assumes the cost for all reprinting that results from errors not discovered on an approved proof.

Allow approximately two weeks for delivery of new flat sheets and three days for reorders without changes.

For additional information about ordering flat sheets, contact DPS.
Mailing Labels, Note Cards, and Reply Cards

Mailing labels for nonstandard envelopes (see wiu.edu/DPS for available standard envelopes), very small quantities of large envelopes, boxes, and other unusually shaped packaging must also include the University signature and adhere to standards (purple or black) as pictured below. (Standards prohibit the use of mailing labels in place of preprinted envelopes.) Contact DPS to order labels that conform to standards.

Note cards should include the University signature. Contact DPS for further information about options for creating personalized note cards.

Reply cards should also bear the University signature. Contact DPS to order reply cards.

Mailing Labels

Note Cards

Reply Cards

Logo Application

DPS will apply the University logo on print pieces in accordance with these guidelines at no cost.
Campus, Vehicle, and Outdoor Signage

University signage will incorporate the visual identity as funding permits. This includes campus and vehicle signage.

Commercial Use and Licensing

The University asserts ownership of its name and any other trademark or symbol associated with or referring to the University. Any product bearing identifying marks and logos that can be interpreted as representing Western Illinois University requires a license. Licensing Resource Group manages all merchant and manufacturer licensing matters for the University. For more information on licensing, see the “University Branded Merchandise” section of these guidelines, visit wiu.edu/trademark, or contact University Marketing at (309) 298-1861 or via e-mail at licensing@wiu.edu.

Additional Information

If you have questions concerning the guidelines outlined in this manual, please feel free to contact DPS (see back cover).