



KENTUCKY
WESLEYAN
COLLEGE
— 1858 —

BRANDING GUIDELINES 2018



TABLE OF CONTENTS



1.0 BRAND GUIDELINES

1.1 Introduction 5

2.0 BRAND OVERVIEW

2.1 Introduction 7

2.2 Talking Points 8

2.3 Boilerplate 9

2.4 Trademark and Licensing 10

3.0 BRAND ARCHITECTURE

3.1 Introduction 12

3.2 Color 13

3.3 Typography 14

3.4 Campaign Graphics 15

4.0 IDENTITY

4.1 Introduction 17

4.2 Logo Construction 18

4.3 Logo Don'ts 21

4.4 Logo Use & Background Colors 22

4.5 Logo Color on Imagery 23

4.6 Official Institutional Seal Marks 24

4.7 Sub-Brand Logos 25

5.0 OTHER TEMPLATES

5.1 Institutional Business Cards 27

5.2 Athletics Department Business Cards 28

6.0 DIGITAL MEDIA

6.1 Introduction 30

6.2 E-mail Signatures 31

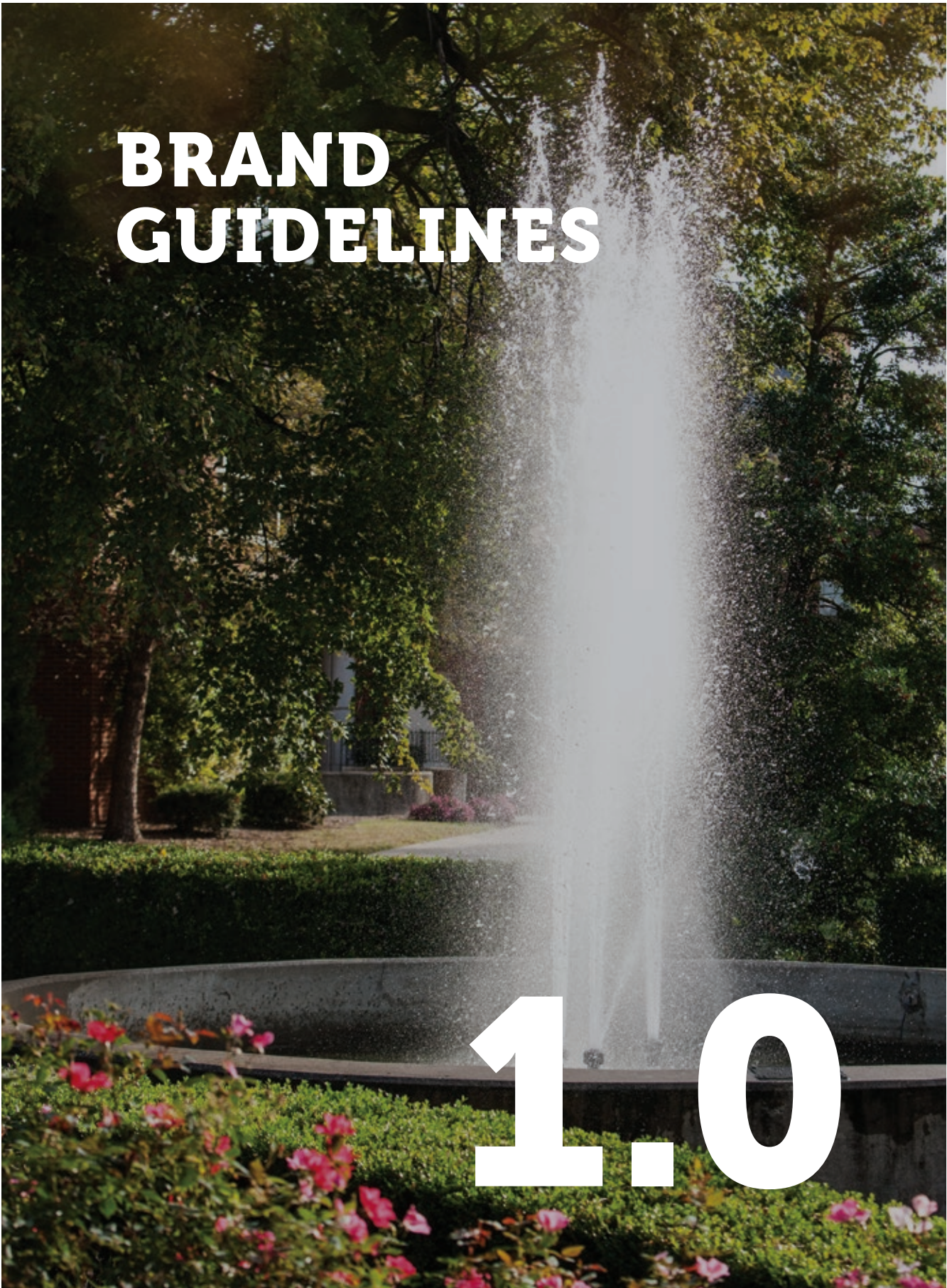
7.0 SOCIAL MEDIA

7.1 Introduction 33

7.2 Guidelines 34

BRAND GUIDELINES

1.0



1.1 BRAND GUIDELINES

INTRODUCTION

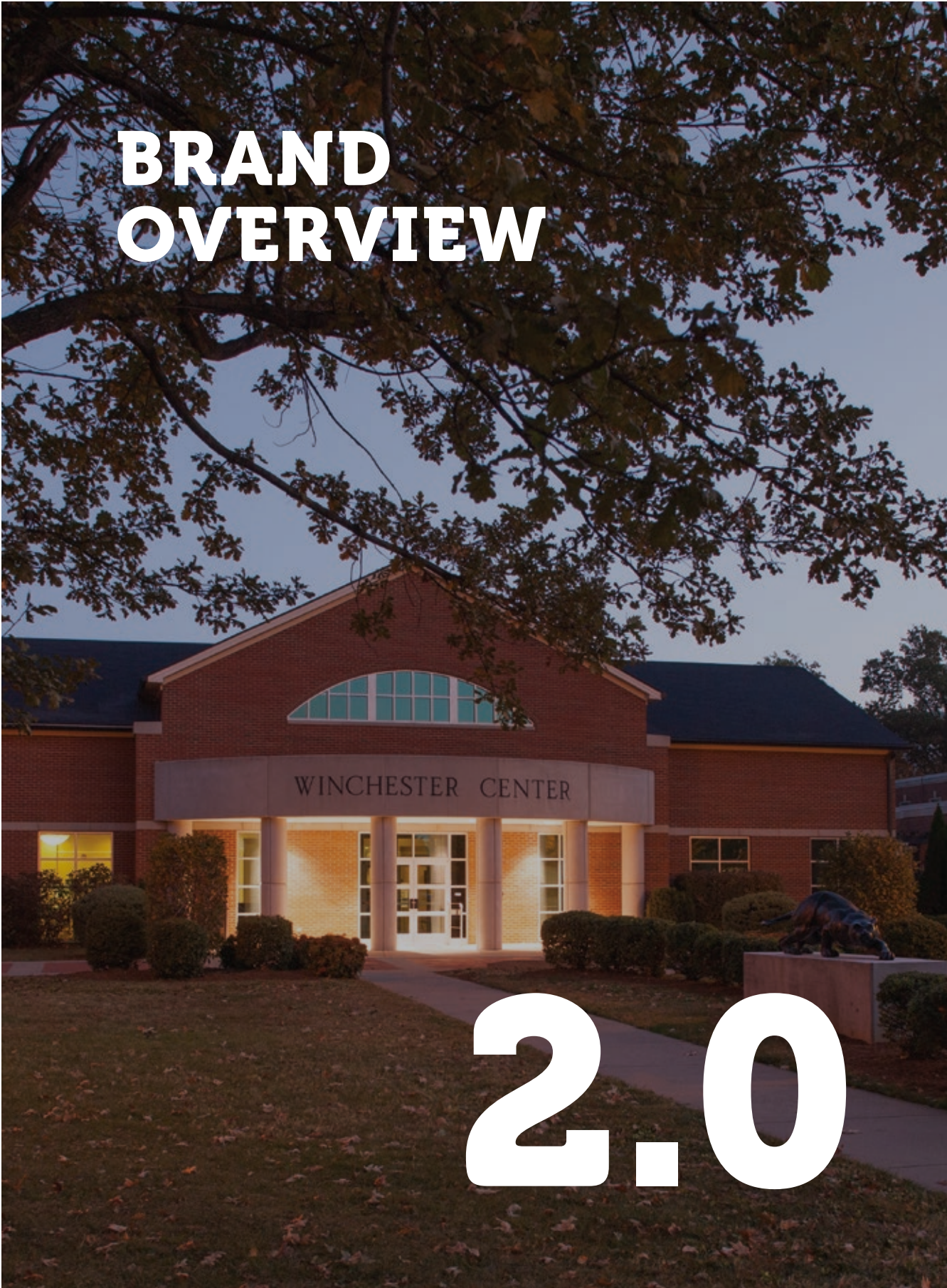
Our college brand is the sum of all the visual impressions, messages and experiences associated with Kentucky Wesleyan College.

We must carefully maintain a consistent and coherent brand identity to enable Wesleyan to communicate its unique personality across all media to all audiences. The responsibility to protect the integrity of brand identity lies with everyone – staff, faculty, students, alumni, friends and all stakeholders.

The formalization of a comprehensive branding guide will ensure collaboration across the College community. The resulting set of standards and guidelines dictates how Wesleyan should be represented in all internal and external communications. The institutional Branding Team has been charged with managing the brand through oversight of the visual and editorial identity of all areas of the College.



BRAND OVERVIEW



WINCHESTER CENTER

2.0

2.1

BRAND OVERVIEW INTRODUCTION

The Kentucky Wesleyan brand is comprised of multiple elements, promises and beliefs.

More than just a set of logos, the institutional brand is our visual and verbal statement to the world.

Visual elements such as colors, typeface, images and graphics communicate our message in a clear and consistent way. A tone of voice is established through our brand narrative, talking points and sample texts. When all of these elements are used properly, they create both an experience and a promise that are the Wesleyan brand.

Following these guidelines will ensure all of your communication efforts are speaking our language – the language of success.



2.2

BRAND OVERVIEW

TALKING POINTS

These talking points are the highlights of our brand and what we represent.

They are aligned with the college's mission and values, and should be utilized whenever we describe the institution.

OUR MISSION....

- Kentucky Wesleyan College, in partnership with the United Methodist Church, fosters a liberal arts education that nourishes and prepares students intellectually, spiritually and physically to achieve success in life.

OUR BELIEFS...

- An education must be personalized – developing the heart, soul and the mind
- Students should graduate prepared not just for a career, but a career with a calling

OUR GUIDING PRINCIPLES...

- We believe everything we do to be guided by The Wesleyan Way:
 - We succeed with honor.
 - We support one another.
 - We compete with integrity.
 - We love one another.

2.3

BRAND OVERVIEW

BOILERPLATE

The following is the text that can be used to describe Kentucky Wesleyan College on press releases, reports and other materials.

This is not promotional copy but simply describes the College:

- Kentucky Wesleyan College earned a #8 ranking in 2017 from U.S. News & World Report as a Best Regional College in the South, along with a #3 ranking in the South in the category of “Great Schools, Great Prices,” which measures academic quality compared to cost of attendance.
- At Wesleyan, you’ll enjoy one-on-one relationships with your professors. They will guide you through a rigorous academic setting, while helping you find yourself and embrace your passion.
- Wesleyan is located in Owensboro, Kentucky, a thriving city nestled on the banks of the Ohio River just 40 minutes east of Evansville, Indiana and less than two hours from both Nashville, Tennessee; and Louisville, Kentucky; and just three hours from both St. Louis, Missouri and Indianapolis, Indiana. Daviess County is home to 110,000 residents.
- Owensboro’s revitalized downtown area features a state-of-the-art convention center, several new hotels and a range of entertainment options with unique restaurants and shops. Twenty-five parks, totaling 953 acres, encircle the city, which hosts over 20 annual festivals – attracting visitors from throughout the region.

The College follows AP style for all communication pieces.

2.4

BRAND OVERVIEW

TRADEMARK AND LICENSING



All Kentucky Wesleyan College trademarks are the exclusive property of Wesleyan and are protected by the Commonwealth of Kentucky.

Regulation of use of Wesleyan marks is essential to protect the College from liability and to protect against the dilution of the institutional brand identity. Authorization to use the Kentucky Wesleyan College name and trademarks is required in all instances. The responsibility for authorization lies with the Executive Director of External Relations in conjunction with the Vice President of Advancement and the College's Branding Team.



Merchandise such as t-shirts, sweatshirts, mugs, uniforms and similar items that are produced with the College name or marks are considered licensable and are subject to the College's trademark and licensing policies. These items must be approved by the External Relations department prior to production.

Please send an electronic sample to ekenny@kwc.edu.

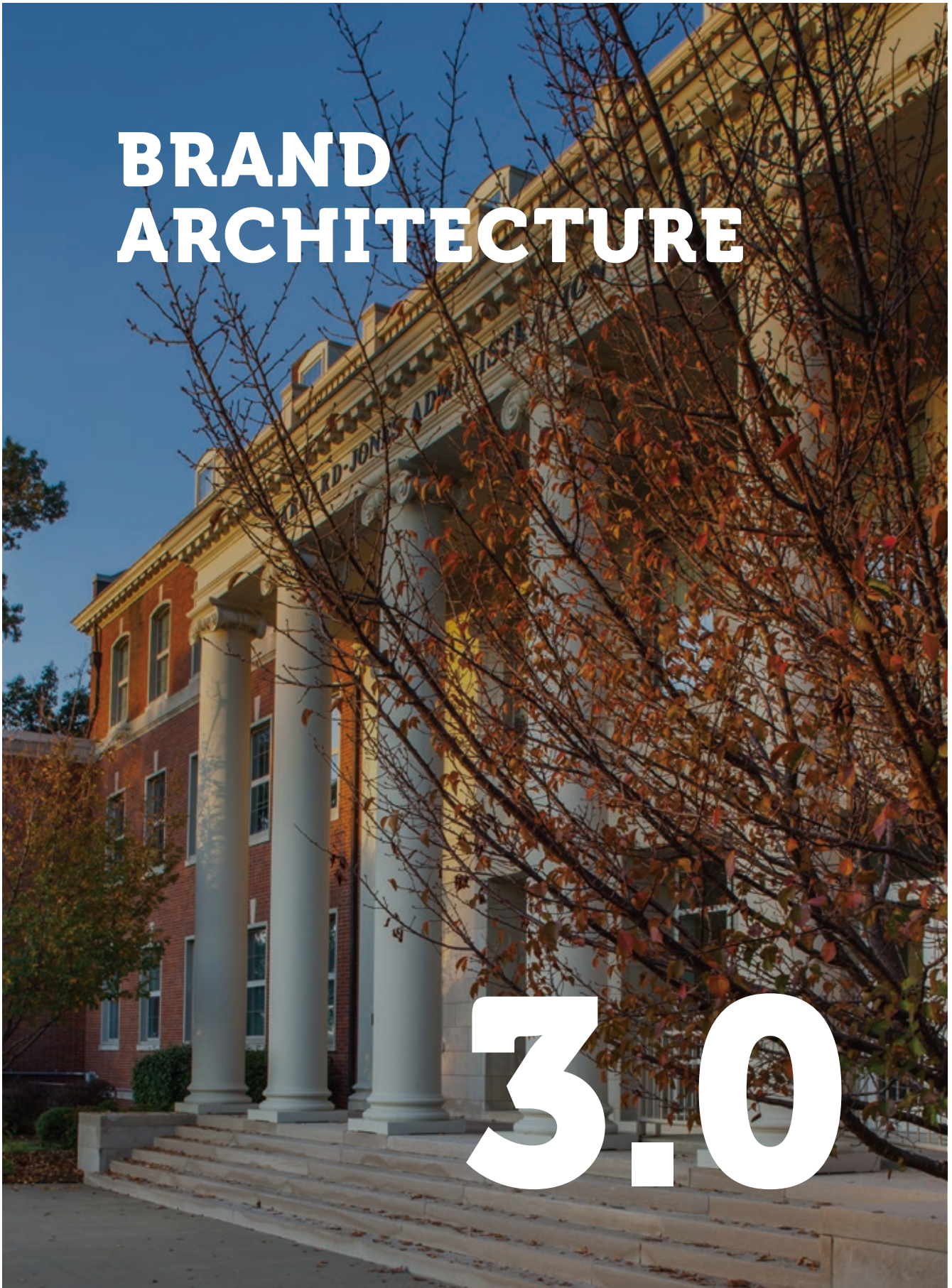
All review requests will be handled promptly.

Licensing Program

The College licensing program generates royalty revenue from the sale of licensed goods and benefits the educational goals of the institution. For inquiries about the licensing program, contact Kyle McGinnis at Learfield Licensing Partners at kyle.mcginis@learfieldlicensing.com or visit www.learfieldlicensing.com.

BRAND ARCHITECTURE

3.0



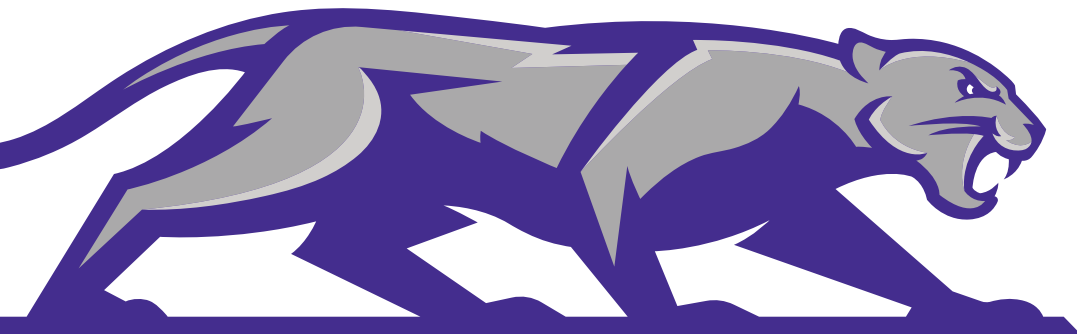
3.1

BRAND ARCHITECTURE

INTRODUCTION

It is critically important that the Wesleyan brand conveys our values and culture to the community and prospective students through aesthetically sound and visually engaging elements such as tone, color, typography, imagery and supporting graphic elements.

The flexibility of the visual system of marks, logos and typography requires careful attention to detail. Following these guidelines and the recommendations of the Institutional Branding Team will ensure consistency and the strengthening of the College brand.

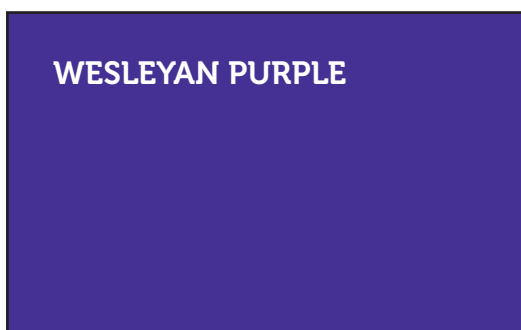


3.2

BRAND ARCHITECTURE

COLOR

Primary Color



Pantone	PMS Violet C <i>(coated paper)</i> PMS Violet U <i>(uncoated paper)</i>
CMYK	90 / 99 / 0 / 0 <i>(coated paper)</i> 52 / 60 / 0 / 0 <i>(uncoated paper)</i>
RGB	57 / 32 / 130
Hex	#392082

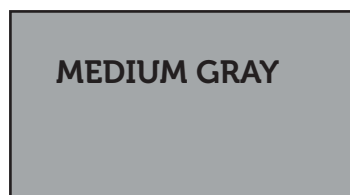
The color palette below consists of primary and secondary colors. The consistent use of these colors will create strong recognition and strengthen the identity. The Wesleyan logos must ALWAYS use the primary colors.

Kentucky Wesleyan College uses the Pantone® Color Matching System to communicate color intent. A best practice in color development is to always communicate your desired color as a Pantone® number. Process builds and web-safe color breakdowns are included below each Pantone color. This will help properly manage output expectation when attempting to match a color target. Pantone® is the property of Pantone LLC.

Secondary Colors



Pantone	White
CMYK	0 / 0 / 0 / 0
RGB	0 / 0 / 0
Hex	#FFFFFF



Pantone	PMS Cool Gray 6 C
CMYK	16 / 11 / 11 / 27
RGB	167 / 168 / 170
Hex	#A7A8AA



Pantone	PMS Cool Gray 2 C
CMYK	5 / 2 / 5 / 11
RGB	208 / 208 / 206
Hex	#D0D0CE

3.3

BRAND ARCHITECTURE

TYPOGRAPHY

Cupola Logo

Font: Goudy Old Style

A B C D E F G H I J K L M
 N O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m
 n o p q r s t u v w x y z
 0 1 2 3 4 5 6 7 8 9

Find Yourself/Wesleyan Way

Font: Museo Family (500)

A B C D E F G H I J K L M
 N O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m
 n o p q r s t u v w x y z
 0 1 2 3 4 5 6 7 8 9

Institutional Seal/President's Circle Logo

Font: Olde English

A B C D E F G H I J K L M
 N O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m
 n o p q r s t u v w x y z
 0 1 2 3 4 5 6 7 8 9

Font: Arial

A B C D E F G H I J K L M
 N O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m
 n o p q r s t u v w x y z
 0 1 2 3 4 5 6 7 8 9

Athletics

Font: Full Speed Ahead

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

*Athletics Secondary Typeface/
 Secondary Usage*

Font: Encode Sans Condensed Black

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

3.4

BRAND ARCHITECTURE CAMPAIGN GRAPHICS



Campaign graphics are visual elements used to communicate a marketing message for a particular program or event in conjunction with the brand identity.

While these graphics are often an effective way to create consistency throughout a marketing campaign, they risk being mistaken for an official logo. The following guidelines are designed to avoid confusion and protect the integrity of the College brand. These guidelines apply to all communications including, but not limited to, brochures, ads, websites, videos, apparel and any other promotional item.

Campaign graphics:

- May be used only in the presence of an official Wesleyan logo
- May be screened in the background as long as the official Wesleyan logo is not overlaid
- Cannot be used on letterhead or other stationary in any form
- Must adhere to guidelines set forth in the Brand Guidelines
- Must be approved by External Relations before production
- A date (Homecoming 2018, Move-in Day 2018, etc.) must be incorporated into the campaign graphic

**Note: In certain circumstances, a campaign graphic may be used without a date. This determination will be made on a case-by-case basis at the discretion of External Relations.*



The College does not allow other businesses or entities to use the Kentucky Wesleyan College name or logo to promote their products, services or events. Any use of the Wesleyan name or logo must be approved by the institutional Branding Team prior to use.

IDENTITY



4.0

4.1

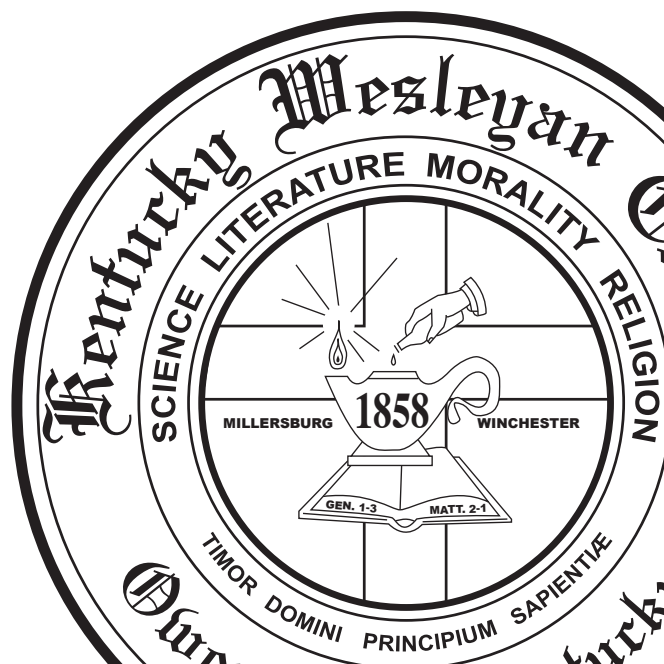
IDENTITY

INTRODUCTION

The careful maintenance of a consistent and coherent visual brand identity will help Kentucky Wesleyan College communicate its unique personality across a wide range of media and communication vehicles.

These flexible, yet rigorous guidelines have been developed to ensure Wesleyan's brand is expressed consistently, and that all audiences – internal and external – experience Wesleyan at its best.

If you have questions about these guidelines, please contact ekenny@kwc.edu.



4.2

IDENTITY

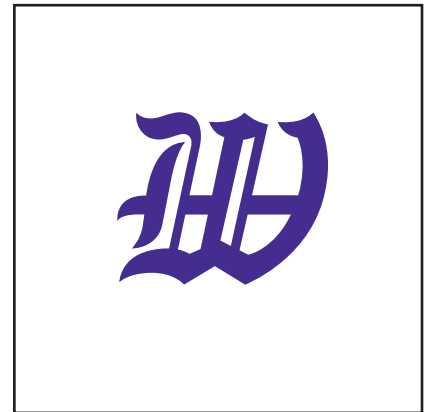
LOGO

CONSTRUCTION

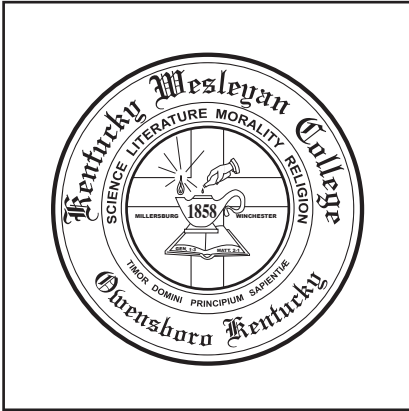
There are nine institutional logos in the Kentucky Wesleyan College logo set as well as a set of athletic and spirit marks. Sub-brand logos are built off of this foundation and can be seen on subsequent pages in this guide.



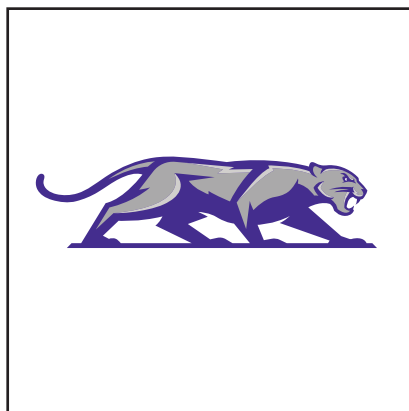
Institutional Marks



Institutional Seal Marks



Athletic Marks



Athletic Marks (continued)



4.3 IDENTITY LOGO DON'TS

Wesleyan logos should never be modified, altered or reproduced **in any way**. This page represents a sampling of improper usage of different logos. Please be sure to follow this guide carefully when applying College logos to materials. Always scale the logo proportionately.



DO NOT use unapproved colors in the logo



DO NOT expand or condense the logo



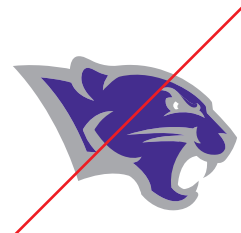
DO NOT rotate the logo



DO NOT use unapproved text in the logo



DO NOT flip the logo or any of its elements



DO NOT invert the colors of a multi-color logo



DO NOT use the Wesleyan Purple version of the logo on a dark background



DO NOT recreate or change the typeface of the logo



DO NOT combine institutional and athletic

4.4

IDENTITY**LOGO USE &
BACKGROUND COLORS**

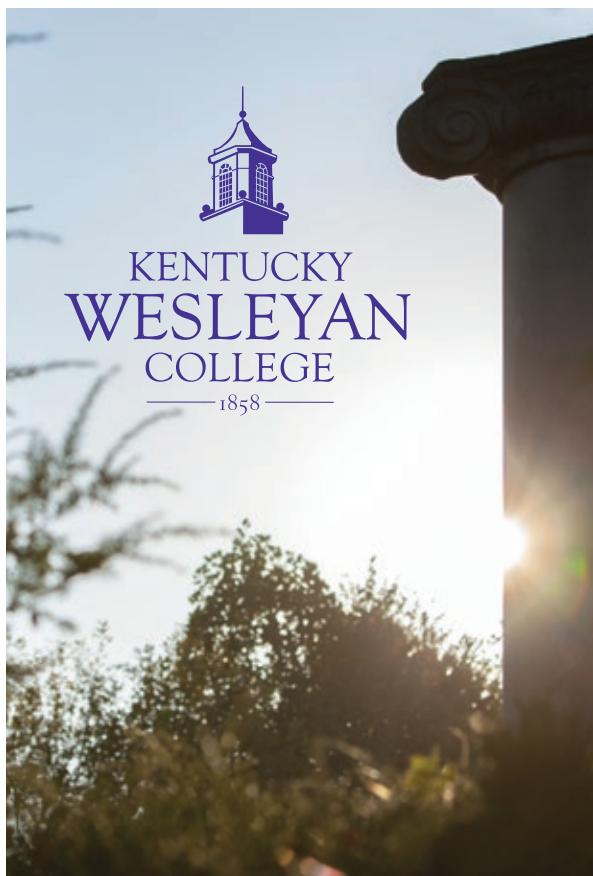
The preferred background colors are those outlined in the Approved Colors Section (3.2). This applies to all logos and wordmarks. Reproduction of any logos or wordmarks is prohibited without the expressed written consent of Kentucky Wesleyan College and Learfield Licensing Partners.



4.5

IDENTITY**LOGO COLOR ON IMAGERY**

On a photographic or textured background, Wesleyan logos can be used in color or reversed-out in white or black. These demonstrations show which colors look best on varying types of backgrounds. Because every image is different, be sure to choose a color with a strong contrast to the background. Place the logo in an area of the image that is not busy in order to enhance legibility.



4.6

IDENTITY**OFFICIAL INSTITUTIONAL
SEAL MARKS**

The school's official seal is one of Wesleyan's oldest and most enduring symbols.

The official seal is for use as an academic symbol and is reserved for use by the President and Board of Trustees for academic documents. There are some uses with college architecture.

The use of the seal must be approved through the Branding Team and the President's Office. Primary applications are: Diplomas, Presidential Stationery and Events, and Transcripts.

**Official Institutional Seal Usage**

The official seal can be printed in PMS Violet C (Wesleyan Purple), black, or white (on dark background). The use of gold ink or foil may be used in some instances but must be approved by the Branding Team prior to production.

The seal should in no way be distorted or altered. This includes changing the font or words on the seal. The official seal has both a color version and a black and white version. Both versions can be sized down to a minimum diameter of .75."

**President's Circle Seal Usage**

The official President's Circle seal may only be used by the Office of Advancement for purposes directly pertaining to President's Circle communication or items specifically pertaining to those members.

4.7

IDENTITY**SUB-BRAND LOGOS**

Additional logos include sub-brand and College facility or departmental logos.

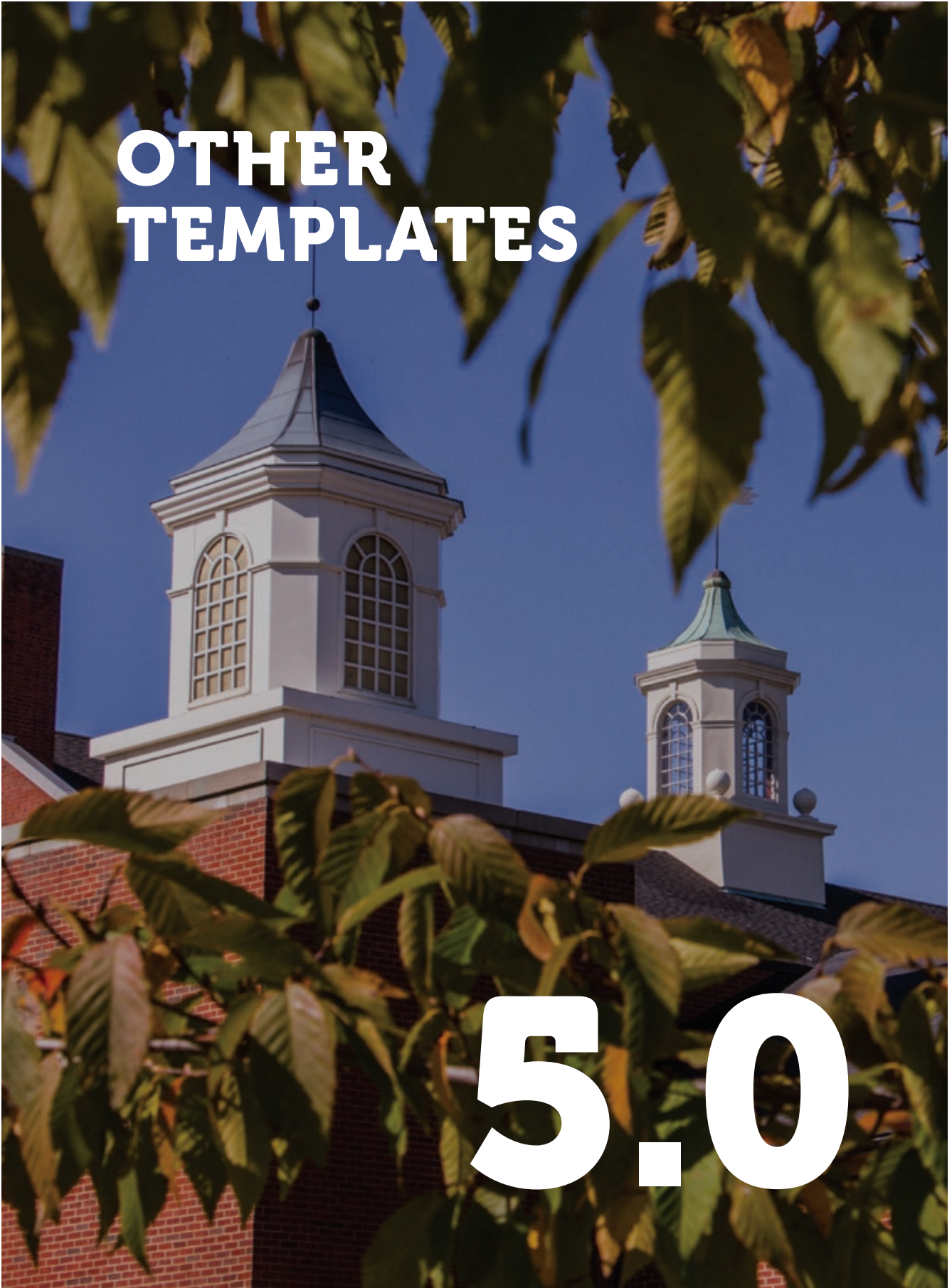
These logos must be created by the External Relations department via the institutional Branding Team.

Please note, this page illustrates a sampling of sub-brand logos and is not a complete listing.

To obtain a specific logo, please contact the Institutional Branding Team at ekenny@kwc.edu.

OTHER TEMPLATES

5.0



5.1

OTHER TEMPLATES

INSTITUTIONAL BUSINESS CARDS



FORMAT

2 x 3 1/2"

(shown at 100% of actual size)

LOGO

Ink 1/0 Pantone Violet

PAPER

80.0lb CL Laid Avon Brill White Cover
provided typeset

WEB URL

kwc.edu Goudy Old Style Regular

NAME

Univers 65 Bold

TITLE

Univers 57 Condensed Oblique

ADDRESS AND PHONE

Univers 47 Light Condensed



5.2

OTHER TEMPLATES**ATHLETICS DEPARTMENT
BUSINESS CARDS****FORMAT**

2 x 3 1/2"

(shown at 100% of actual size)

LOGO

Ink 1/0 Pantone Violet

PAPER80.0lb CL Laid Avon Brill White Cover
provided typeset**WEB URL**

kwpanthers.com Goudy Old Style Regular

NAME

Univers 65 Bold

TITLE

Univers 57 Condensed Oblique

ADDRESS AND PHONE

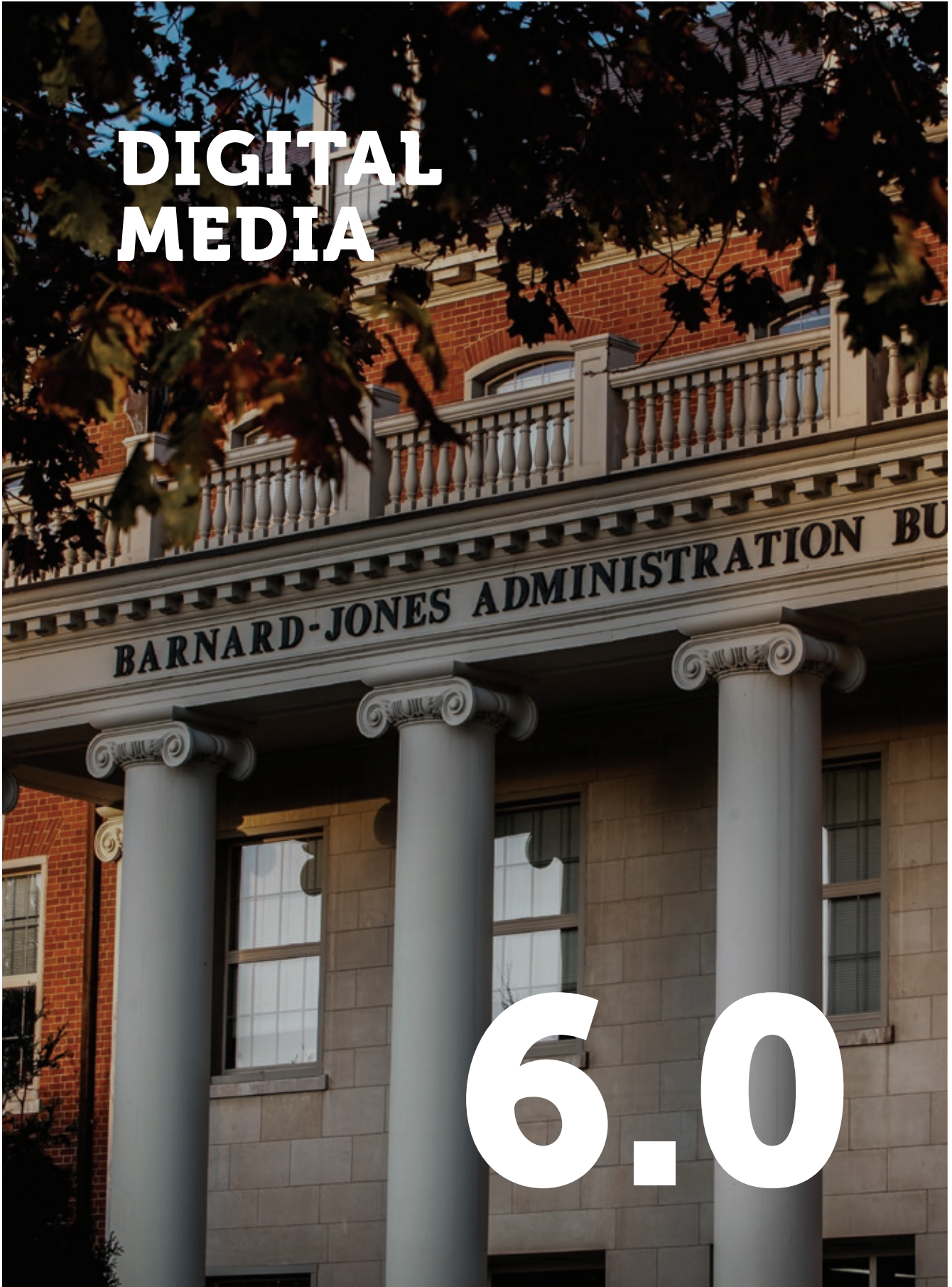
Univers 47 Light Condensed



DIGITAL MEDIA

BARNARD-JONES ADMINISTRATION BU

6.0



6.1

DIGITAL MEDIA

INTRODUCTION

Kentucky Wesleyan's digital media is the most widely distributed form of communication for the College.

A great deal of attention and care must be taken to ensure that video, photography and social media platforms that represent the College, and its departments and organizations within, maintain the College brand and reputation. These forms of communication must be of the highest quality and accurately and effectively communicate the unique aspects of Kentucky Wesleyan College.



6.2

DIGITAL MEDIA

E-MAIL SIGNATURES

The Kentucky Wesleyan e-mail system is part of the College brand and the guidelines must be adhered to in order to best communicate the image of the institution.

While departments, units and other organizations within the College need to promote their respective areas, e-mail represents a communication from the College as a whole. Therefore, the presentation of a uniform e-mail signature is essential to maintaining consistent preservation of the integrity of our marks and logos. Any additional logos, graphics or other content cannot be added to an e-mail signature. Contact information, however, can certainly change depending on the department or individual.

Institutional Example:

Thomas W. Keith, MBA, M.Ed.
Vice President for Advancement



Kentucky Wesleyan College
3000 Frederica Street
Owensboro, KY 42301

O: 270.852.3142
C: 555.555.5555
F: 270.852.3190
tkeith@kwc.edu

Athletics Example:

Robert Mallory
Director of Athletics

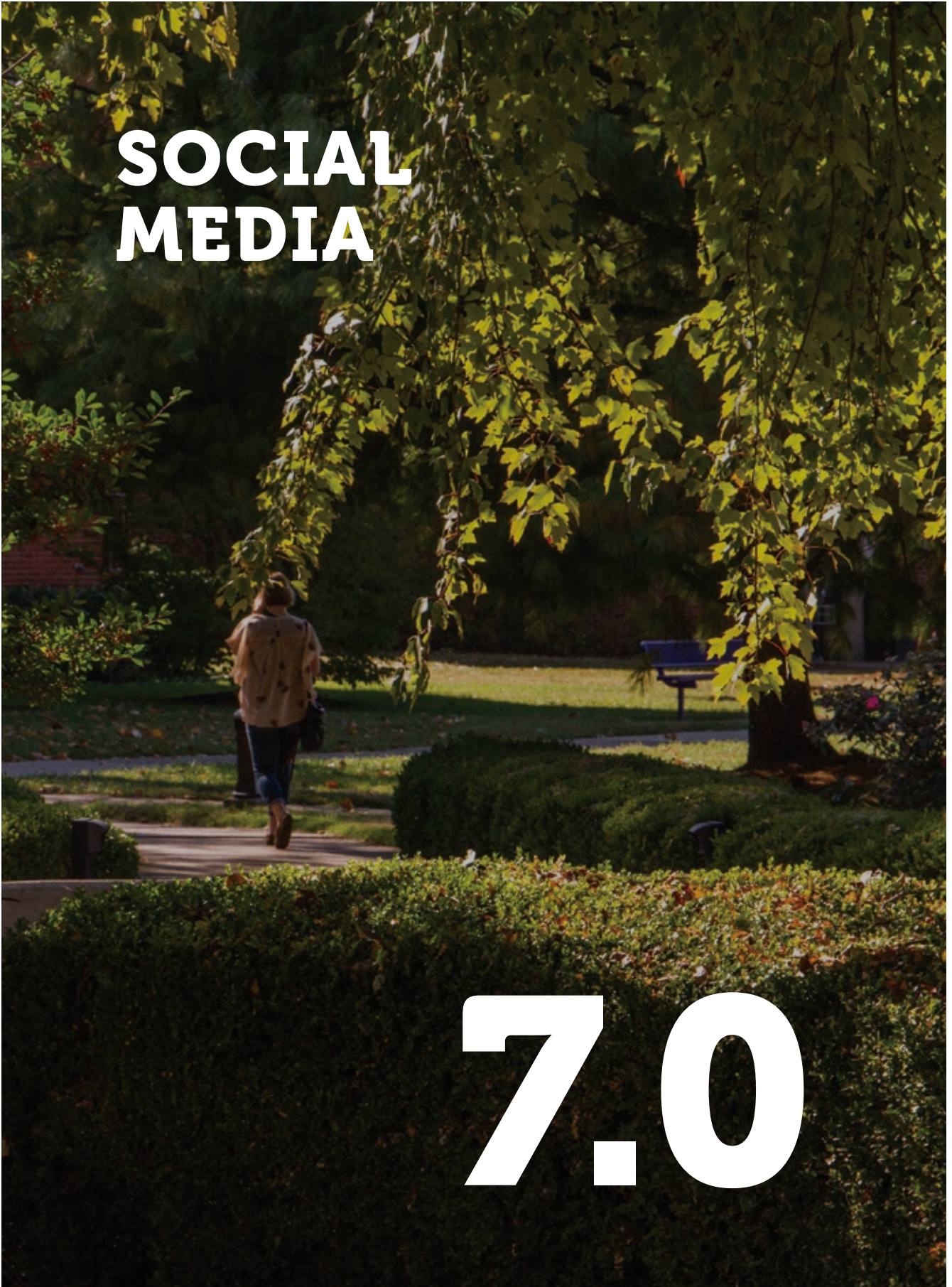


Kentucky Wesleyan College
3000 Frederica Street
Owensboro, KY 42301

O: 270.852.3330
C: 555.555.5555
F: 270.852.3190
rmallory@kwc.edu

SOCIAL MEDIA

7.0



7.1

SOCIAL MEDIA

INTRODUCTION

At Kentucky Wesleyan College, we understand that social media can be a fun and rewarding way to share your life and opinions with co-workers, family and friends around the world.

However, use of social media also presents certain risks and carries with it certain responsibilities. To assist you in making responsible decisions about your use of social media, we have established this policy for appropriate use of social media.

This policy applies to all Kentucky Wesleyan employees and to anyone who manages or posts on behalf of Kentucky Wesleyan College.



7.2

SOCIAL MEDIA GUIDELINES

Responsibilities

In the rapidly expanding world of electronic communication, social media can mean many things. Social media includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's web log or blog, journal or diary, personal website, social networking or affinity website, web bulletin board or a chat room, whether or not associated or affiliated with Kentucky Wesleyan College, as well as any other form of electronic communication.

Ultimately, you are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that any of your conduct that adversely affects your job performance, the performance of fellow employees or otherwise adversely affects the campus community, students, vendors, people who work on behalf of Kentucky Wesleyan College or Kentucky Wesleyan College's legitimate business interests may result in disciplinary action up to and including termination.

KNOW AND FOLLOW THE RULES - Carefully read these guidelines, the Kentucky Wesleyan College Employee Handbook, the Student Information Privacy Policy, the Information Technology Policy Handbook and the Sexual Harassment and Assault Policy, and ensure your postings are consistent with these policies. Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including termination.

7.2

SOCIAL MEDIA

GUIDELINES (continued)

BE RESPECTFUL - Always be fair and courteous to fellow faculty, staff, students or other constituents who work on behalf of Kentucky Wesleyan College. Also, keep in mind that you are more likely to resolve work-related complaints by speaking directly with your co-workers than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage faculty, staff, students or constituents or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion or any other status protected by law or company policy.

BE HONEST AND ACCURATE - Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about Kentucky Wesleyan College, faculty, staff, students, or other constituents working on behalf of Kentucky Wesleyan College or competitors.

POST ONLY APPROPRIATE AND RESPECTFUL CONTENT - Maintain the confidentiality of Kentucky Wesleyan College and private or confidential information. Do not post internal reports, policies, procedures or other internal business-related confidential communications.

7.2

SOCIAL MEDIA

GUIDELINES (continued)

Express only your personal opinions. Never represent yourself as a spokesperson for Kentucky Wesleyan College. If Kentucky Wesleyan College is a subject of the content you are creating, be clear and open about the fact that you are an associate and make it clear that your views do not represent those of Kentucky Wesleyan College, faculty, staff, students or other constituents working on behalf of Kentucky Wesleyan College. If you do publish a blog or post online related to the work you do or subjects associated with Kentucky Wesleyan College, make it clear that you are not speaking on behalf of Kentucky Wesleyan College. It is best to include a disclaimer such as “The postings on this site are my own and do not necessarily reflect the views of Kentucky Wesleyan College.”

USING SOCIAL MEDIA AT WORK - Refrain from using social media while on work time or on equipment we provide, unless it is work-related as authorized by your manager. Do not use Kentucky Wesleyan College email addresses to register on social networks, blogs or other online tools utilized for personal use.

RETALIATION IS PROHIBITED - Kentucky Wesleyan College prohibits taking negative action against any associate for reporting a possible deviation from this policy or for cooperating in an investigation. Any associate who retaliates against another associate for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination.

7.2

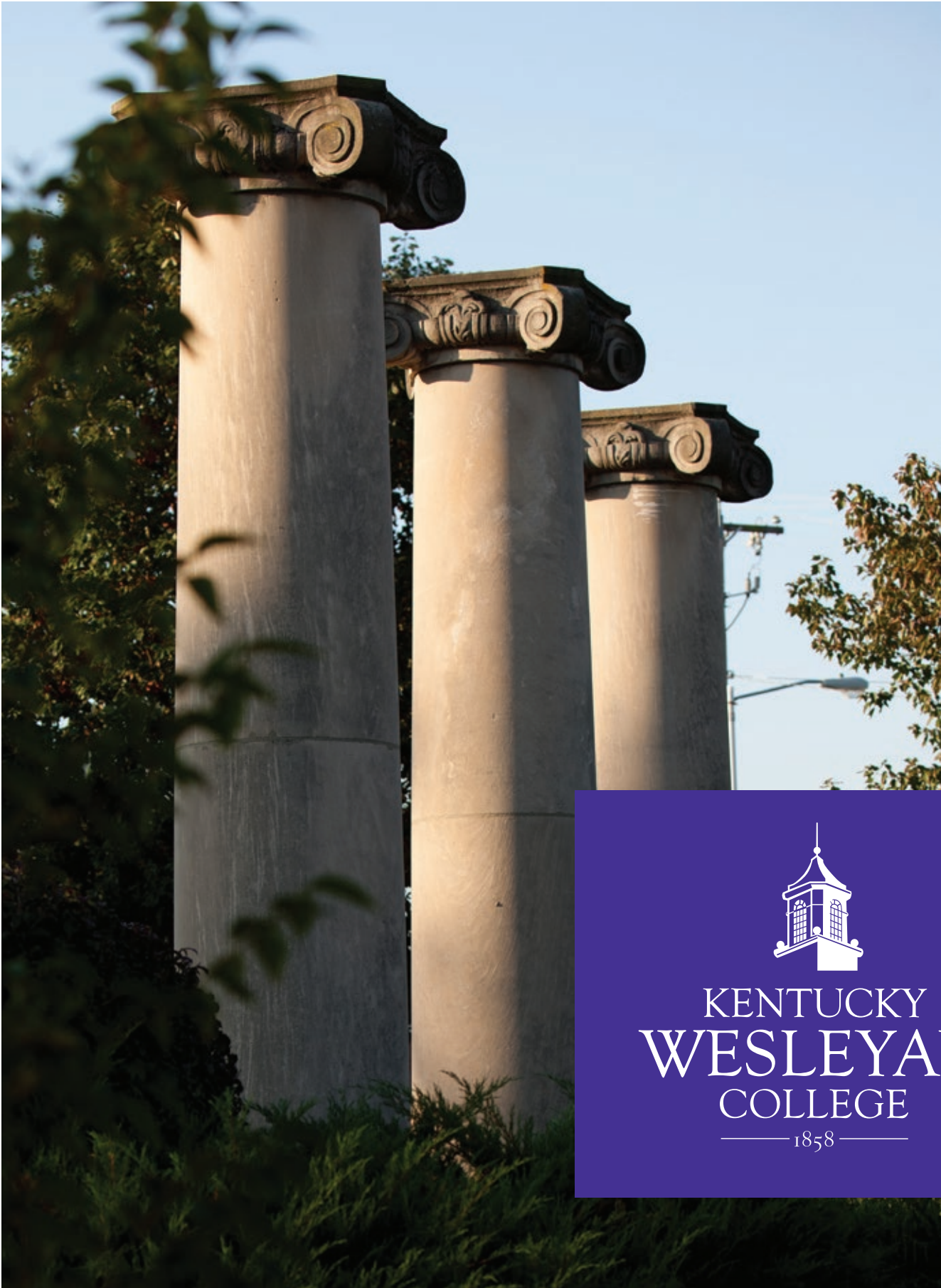
SOCIAL MEDIA

GUIDELINES (continued)

MEDIA CONTACTS - Employees should not speak to the media on Kentucky Wesleyan College's behalf without contacting the Executive Director of External Relations. All athletic media inquiries should be directed to the Director of Athletic Communications. All other media inquiries should be directed to the Executive Director of External Relations.

ADHERENCE TO A UNIVERSAL SET OF STANDARDS WILL SUPPORT OUR MISSION AND STRENGTHEN THE IMAGE OF EVERY AREA OF KENTUCKY WESLEYAN COLLEGE. AS THE BRAND IS STRENGTHENED, SO IS EVERY AREA OF THE INSTITUTION.

THANK YOU FOR YOUR DILIGENT ADHERENCE TO THESE GUIDELINES. FOR MORE INFORMATION ON KENTUCKY WESLEYAN COLLEGE BRAND GUIDELINES, CONTACT THE OFFICE OF EXTERNAL RELATIONS AT EKENNY@KWC.EDU.



KENTUCKY
WESLEYAN
COLLEGE
— 1858 —