



Texas Wesleyan
UNIVERSITY

VISUAL

BRAND STANDARDS

▶ [TXWES.EDU/BRAND](https://txwes.edu/brand)

WE ARE **TEXAS WESLEYAN**

“Smaller. Smarter” is more than Texas Wesleyan’s brand. It’s in our DNA. It’s what sets us apart from other schools.

With smaller classes, an engaged faculty and an environment that challenges students to learn how to think for themselves, Texas Wesleyan prides itself on providing a small school alternative to the bureaucracy of many higher education institutions.

That attitude affects every part of our university – from our small classes to the personal approach our staff takes when working with our students – it takes all of us working, every day to make smaller smarter.

Our visual look and feel is an essential part of that goal. This branding guide provides a clear, concise set of standards that defines the visual aspects of the Texas Wesleyan brand and how to successfully execute it. It is regularly updated as our brand continues to evolve and grow with our University.

Thank you for your help in making **SMALLER. SMARTER.**

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MISSION & VISION

Texas Wesleyan's brand is more than a logo; it is the way the University communicates its values to the community. All materials created to enhance the University should support the brand promise along with the following mission and vision statements.

BRAND PROMISE: You will thrive here.

TAGLINE: Smaller. Smarter.

MISSION

Texas Wesleyan University, founded in 1890 in Fort Worth, Texas, is a United Methodist institution with a tradition in the liberal arts and sciences and a focus on professional and career preparation.

Our mission at Texas Wesleyan University is to develop students to their full potential as individuals and as members of the world community.

The University is committed to the principles that each student deserves personal attention and that all members of the academic community must have freedom to pursue independent thought and to exercise intellectual curiosity. The University actively seeks and employs faculty and staff with commitment and dedication to teaching, inspiring and serving students. Texas Wesleyan University recognizes its responsibility to the community by providing leadership and talent through programs that enable and enrich society.

The University endeavors to create a learning environment where each student is provided an opportunity to pursue individual excellence, to think clearly and creatively and to communicate effectively. The University also strives to develop a sense of civic responsibility and spiritual sensitivity, with a commitment to moral discrimination and action. Texas Wesleyan strives to develop informed, responsible and articulate citizens.

VISION

Texas Wesleyan aspires to be a values - and student - centered university where motivated students prepare for graduate school and leadership in professional careers.

This vision is premised upon the understanding that professional employers seek individuals who have attained the essential skills of critical thinking, analytical reasoning and creative problem solving. Texas Wesleyan believes that the best way for undergraduate students to learn these skills is in a liberal arts setting through intentionally small classes led by gifted faculty who are committed to student success. This vision also recognizes that most students will need graduate professional degrees to further their careers and that these same skills are required for admission to and successful completion of graduate professional programs.

Realizing that most students will enter the workforce before returning to graduate school, Texas Wesleyan University will maintain graduate professional programs of high quality in formats that are accessible to working adults. These programs will focus on deepening and broadening critical thinking, analytical reasoning and creative problem-solving skills in the context of professional content.

MESSAGE PILLARS

The University's "Smaller. Smarter." tagline rests on six pillars. Any communication from the school should communicate at least one of these six message pillars clearly and simply. It's not just who we want to be, but who we work to be.

INTENTIONALLY SMALL

We're the little guy, and we like it that way, because we know that big ideas start in small classes. We're small by design, so we can keep the focus on our students. Professors and students are friends on Facebook. Students text professors questions about assignments. The biggest lecture hall on campus? It could fit in a big school's "small" lecture hall.

ENGAGING EDUCATORS

About that small-class thing: Our full-time faculty members are in those small classes, pushing students to think in new ways. Add to that fieldwork, internships and study abroad, where students experience real-world concepts in real time, and you'll see why our students love it here. Just talk to one of our professors for a few minutes; you'll be ready to sign up for a class, too.

CRITICAL THINKERS

The world needs bold thinkers to challenge and lead, and many students will need graduate degrees to get there. We see that, and that's why we emphasize critical thinking and analytical reasoning. They are the skills that prepare students for graduate school and professional careers. Students learn more than facts – they learn to think for themselves.

MOVERS & SHAKERS

How do you spot a Wesleyan grad? Look in Congress, the state legislature or behind the bench in a courtroom. Spot executives and managers in all types of businesses large and small, or look in a local classroom and watch a teacher inspire a child. Across many fields, our graduates are problem solvers who relish new challenges and love to step up to the plate. And why not? They practiced it here.

TOP-TIER VALUE

Texas Wesleyan gives you an excellent education at an affordable price. U.S. News & World Report has ranked us in the No. 1 tier of regional universities 9 years in a row, and our bottom line price is below many in our class. Last year, 97% of entering undergraduates received some form of financial aid.

A TEXAS-SIZED REPUTATION

As the longest-serving higher education institution in Fort Worth, we're a small school with a big legacy. Our graduate programs graduate qualified professionals in the fields of nurse anesthesia, education, counseling and business.

UNIVERSITY BRAND STANDARDS

Our brand is what a person thinks of when they hear our name. It exists in the minds of students, faculty, staff, donors, alumni and the community.

The purpose of this guide is to unify our brand to a seamless identity that gives all Texas Wesleyan audiences a consistent and quality experience. A consistent brand creates trust and builds recognition for Texas Wesleyan in support of its mission, student and alumni achievements, commitment to education and “Smaller. Smarter.” experience.

The Visual Brand Standards ensure the proper use of all university logos and design elements on all printed and visual materials. Presenting a unified image is accomplished by repetition of consistent visual elements displayed in this guide.

Each department or program within Texas Wesleyan must adhere to these guidelines and make the information available to any outside persons or organizations developing materials for the University.

The brand standards include the Texas Wesleyan academic shield logos, color specifications and usage instructions. The specific use for each logo is outlined within this guide and allows for flexibility of use for multiple colors and applications.

The following definitions may be helpful when reviewing this guide:

Brand Identity: Are the visual components, such as color, design and logo, that are coordinated to make up the overall visual look of the brand. The brand identity is presenting in a way that the public can easily identify Texas Wesleyan.

It is also a perceived image acquired and communicated by Texas Wesleyan to the public through consistent visual, verbal and written communications.

Logos: The central, identifiable visual icons that instantly identify Texas Wesleyan.

Wordmark or Logotype: Texas Wesleyan’s name, designed in a unique and individual form.

Tagline: A supporting element to the logo that promotes the University’s brand promise.

Typography: A type style that is used for copy and headlines that are brand compliant.

Text treatment: A text only graphic element that identifies an idea or entity.

NOTE: These standards apply to all Texas Wesleyan University visual communications, including:

- Print and digital assets
- Website and social media platforms
- Video
- Merchandise
- Promotional and specialty items
- Electronic communications
- Signage
- Sponsorships

WHO SHOULD USE THESE GUIDELINES

These guidelines apply to all areas of Texas Wesleyan University and any individual or group acting as an official unit or representative of Texas Wesleyan University, including:

- **UNIVERSITY COMMUNITY**
 - Faculty and staff
 - Students
 - Clubs and organizations
 - Colleges and divisions
 - Departments
 - Athletics

- **PARTNERS OF THE UNIVERSITY**

- **OUTSIDE GROUPS ASSOCIATED WITH THE UNIVERSITY**
 - Vendors
 - Printers
 - Freelancers
 - Contractors
 - Manufacturers

BRAND IDENTITY USAGE POLICIES

The Texas Wesleyan University name, logos, icons and word marks are property of Texas Wesleyan and may not be used without the University's permission.

BRAND USE FOR ON-CAMPUS DEPARTMENTS

Only official departments recognized by Texas Wesleyan University are allowed to use the Texas Wesleyan trademarks and names with approval.

BRAND APPROVALS

Once the Office of Marketing & Communications has approved usage, an approval code will be provided. Please include this code in your purchase order (PO) or purchasing card allocation. Payments for unapproved purchases will not be cleared by the Purchasing Department. To ensure that outside vendors receive payment, always include the approval code given by the Office of Marketing & Communications when submitting POs. This will help expedite the process and ensure timely payment.

Departmentsand offices that fail to follow this procedure will be personally responsible for vendor payment.

BRAND USE FOR EXTERNAL VENDORS

Vendors are subject to review by the Office of Marketing & Communications and the Purchasing Department for product quality, business practices and other significant criteria to the branding process. Vendors that do not follow these guidelines can be removed from the approved vendor list at any time and will not be allowed to produce items for the University.

TRADEMARKS

All Texas Wesleyan logos and icons are trademarked material. The sale of a product with an unlicensed Texas Wesleyan trademark is an infringement of Texas Wesleyan's trademark rights. This includes the Texas Wesleyan name, tagline "Smaller. Smarter." and any visual logo marks and icons owned by Texas Wesleyan.

LICENSING

Texas Wesleyan does not currently offer licensing or sales opportunities for the University or athletics brand. Any products bearing the marks of Texas Wesleyan not produced by Texas Wesleyan or by an approved vendor and with approval from the Office of Marketing & Communications are subject to trademark infringement.

THE USE OF TEXAS WESLEYAN BRAND IDENTITY, TRADEMARKS AND ELEMENTS (LOGOS, PHOTOS, TEMPLATES, ETC.) THAT IS **NOT PRODUCED** AND/OR DISTRIBUTED BY THE OFFICE OF MARKETING & COMMUNICATIONS **MUST BE APPROVED BY THE OFFICE OF MARKETING & COMMUNICATIONS** PRIOR TO ACTUAL USE (PRINTING, DISPLAY, POSTING, ETC.). PLEASE CONTACT THIS OFFICE FOR APPROVAL RIGHTS. **CONTACT: PHONE: 817-531-5812 | EMAIL: COMMUNICATIONS@TXWES.EDU**

BRAND IDENTITY USAGE POLICIES

WORKING WITH EXTERNAL VENDORS

In many instances, collaboration with outside persons or organizations is vital to achieving Texas Wesleyan's marketing needs. Texas Wesleyan encourages partnerships which promote the Texas Wesleyan brand, so long as it is kept at a professional level and is equally beneficial to both parties.

- Outside vendors or agencies will work with the Purchasing Department to become an approved vendor and provide a clear and accurate cost estimate of services or products before beginning. Final cost will be determined upon approval of content, processes and design.
- Selection of graphic elements, type, paper, photographs, design, format, materials and method of production should be made in accordance with this manual.
- Final editorial responsibility and approval rests with a Texas Wesleyan representative.
- All products and items using the Texas Wesleyan brand identity must be reviewed by the Office of Marketing & Communications prior to production and distribution.

Vendors that do not follow these guidelines will be removed from the approved vendor list form and no longer allowed to produce items for the university.

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BRAND USAGE POLICIES

This set of brand standards has been developed to maintain brand consistency and educate persons or organizations for collaboration when working with the Texas Wesleyan brand. The guide outlines the format for relaying the Texas Wesleyan message cohesively to avoid confusion and gain public recognition. Examples and templates are provided as a basis to uphold brand integrity.

Texas Wesleyan encourages the use of its name on all Texas Wesleyan organization publications. To ensure accuracy of information where the Texas Wesleyan name is concerned, follow the guidelines outlined here.

THE “TEXAS WESLEYAN” NAME

The “Texas Wesleyan” name is just as important as using the logo. Consistency in using the name builds brand awareness and reflects on the identity.

- The official name “Texas Wesleyan University,” “Texas Wesleyan,” logo and accompanying logo marks are trademarked property of the University.
- In writing, the first reference to the entity will be “Texas Wesleyan University” with additional references as “Texas Wesleyan”.
- Informal postcards, announcements, invitations, print ads and mailers: initial reference to the entity can be “Texas Wesleyan” if the logo with the spelled-out name is featured on the piece.
- Any visual communication that references “Texas Wesleyan University,” “Texas Wesleyan” or “TXWES” should adhere to the brand guidelines.

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THE TEXAS WESLEYAN LOGO



As the centerpiece of the brand identity, the logo is used on items like advertisements, internal and external publications and other media which communicate the University to the public.

The Texas Wesleyan logo consists of three main elements: the shield icon, the “Texas Wesleyan” name and the identifier “University”.

It should be used to identify the University, either as a primary element or as secondary or signature element when a message is the primary focus.

- **Primary** – Used as the main identifying element
- **Secondary** – Used as a supporting identifier when a message is the primary focus
- **Signature** – Used in letterheads or e-mail signatures

Only the approved logos may be used and must be used as is. Altering or recreating it in any way will compromise its effectiveness, trademarks and the Texas Wesleyan brand and should not be done.

The logos have been created with variations for use in horizontal, vertical and small space areas. Generally, the first choice for any application should be the “primary” logo shown above.

All logos can be acquired in .eps, .pdf, .jpg and .png formats through the Office of Marketing & Communications.

Please refer to this office for any vendor requests or if a specific file type other than the ones listed is needed. Vector-based formats of the logos are the files that are titled with an “.eps” extension and are preferred by most vendors.

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PRIMARY LOGO

The primary Texas Wesleyan logo is preferred over all other logos and should be used as the standard logo whenever possible. In some cases, due to space or layout constraints, any of the other logo formats are acceptable. The two and one-color solid logos are preferred for use on materials with limited production capabilities such as vinyl production, embroidery, embossing or die-cutting. Note the color variations on a light and dark background. The word “University” should always be in gold when in full color on a dark background.

<p>Full color on a light background</p> 	<p>Full color on a dark background</p> 
<p>Black and white on a light background</p> 	<p>Black and white on a dark background</p> 
<p>1-color on a light background</p> 	<p>1-color on a dark background</p> 
<p>2-color solid on a light background</p> 	<p>2-color solid on a dark background</p> 
<p>1-color solid on a light background</p> 	<p>1-color solid on a dark background</p> 

LOGO VARIATIONS

Due to space or layout constraints, other logo formats may be used to fit within the composition. These Texas Wesleyan logos maintain the brand standards and provide flexibility for use. The same standards for color, spacing, size and scale still apply to logo variations.

Each logo variation is given the same treatment as the primary logo when used on light and dark backgrounds and come in a variety of color options (shown on the previous page).

STACKED LEFT LOGO



SHIELD ICON

Can be used as a stand alone element, which must include "Texas Wesleyan" within in the same piece.



VERTICAL LOGO



PRESIDENTIAL SEAL

This icon is not for public use and is limited to presidential use for special documents ONLY.



STACKED VERTICAL LOGO



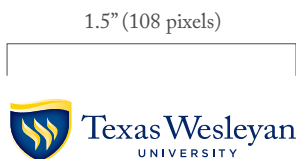
UNIVERSITY LOGO USAGE

SCALE

The logo may be sized proportionately but never stretched or condensed (height or width).

MINIMUM SIZE

To protect legibility of the name typography and impact of the logo, the Texas Wesleyan logo must always appear no less than 1.5" wide or 108 pixels.



CLEAR SPACE & USE ON BACKGROUNDS

Appropriate clear space surrounding the logo must be used at all times. Use of clear space maintains the integrity of the logo by isolating the logo from distracting graphic elements giving it the prominence and impact it deserves. Always be sure to maintain the minimum amount of clear space for every logo, shown below, equal to height of the 'X' in Texas.

Clear space does not include any textured or patterned background elements that may be present behind the logo. Pay attention to background textures, patterns or photos to insure there is enough contrast between the logo and the background color.



GENERAL PRINTING

The .eps or .pdf versions of the logo should be used in general digital printing if it is a color piece. Use of the .jpg or .png is appropriate if scaled proportionally.

DIGITAL USE

Use the .jpg or .png logo file for images displayed digitally, such as on email, presentations, web, etc.

APPAREL APPLICATIONS

Logos can be printed on apparel through screen printing, digital printing or embroidered directly onto the item. Use of a vector .eps or .pdf file is required for most vendors to maintain clarity of the logo. It's also important to provide vendors with the Pantone Matching System® (PMS) colors for apparel applications to ensure consistency in the Texas Wesleyan brand colors. These colors are built into certain files, but can also be found in this guide.

SIGNS AND BANNERS

If athletic logos are to be used on signage or banners of any sort, please use a vector file .eps or .pdf to maintain the clarity of the logo.

WATERMARKS & EMBOSSING

For a watermark or emboss, the logo should be used in the 1-color, solid format. Watermarks should be displayed at 15% opacity. Embossing will require paper and other processes to be defined. Confirm with the printer or manufacturer all details and seek a vendor proof and brand approval from the Office of Marketing & Communications to ensure accuracy.

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UNIVERSITY LOGO USAGE

CORRECT EXAMPLES OF USE:

DO use the logos exactly as they are represented in this guide.



DO contact the Office of Marketing & Communications for use and approval of all logos.



DO use the logos with the original colors and specify Pantone® colors to your printer or vendor.



DO use the 'shift' key to scale the logos within the correct proportions.



INCORRECT EXAMPLES OF USE:

Incorrect examples of use apply to ALL logo variations. DO NOT adjust the positioning of any elements or increase/decrease the size of elements in relation to each other.



DO NOT create your own logos using different fonts or arrangements.



DO NOT change the colors within the logo.



DO NOT stretch horizontally or vertically.



DO NOT use additional taglines with the logo.



TEXAS WESLEYAN DEPARTMENT LOGOS

Department logos specifically display the name of the internal department or school within Texas Wesleyan. Logos have been created for all schools and departments within Texas Wesleyan and are available for use on department specific materials with appropriate brand approvals. Department logos are used in conjunction with the main brand identity.

Department logos follow the same usage, color and variation guidelines as the primary university logos.

New departmental logos are created using the following guidelines.

Main University Logo at 5.25" wide



Texas Wesleyan

SCHOOL OF BUSINESS ADMINISTRATION

Departmental Subhead - centered with logotype
Font is Gotham, Medium set at 10 pt, Letter Kerning set to 120

*Template is to be used at this size (5.25 wide), then scaled larger or smaller for use. Font size will scale accordingly and will need to be maintained at this set ratio.

UNIVERSITY TAGLINE USAGE

Smaller. Smarter.

In marketing materials (brochures, advertising campaigns, etc.) for all audiences, it is appropriate to include the tagline, “Smaller. Smarter.”, which appears with the logo in some treatments. The tagline is descriptive to the ideals of Texas Wesleyan and conveys an element of the University’s personality. The tagline should not be used in other design treatments without prior approval from the Office of Marketing & Communications.

The fonts follow the brand typography of Adobe Caslon Pro Regular or Trade Gothic Condensed. Trade Gothic Condensed is the preferred font, while Adobe Caslon Pro Regular can be used on more formal communications.

When the tagline is used in body text it should be displayed as “Smaller. Smarter.” with the use of periods after each word. In more informal writing such as emails to students, it can also be used in italics: *Smaller. Smarter.* When presented on a light background, the tagline should be in the standard dark blue and on a dark background the tagline can be white or gold.

When the tagline is used with the Texas Wesleyan logo, it should appear smaller than the logo. Placement should be placed below the logo or to the right separated by a vertical line. Also be sure to maintain the minimum amount of clear space equal to height of the ‘X’ in Texas.

CORRECT EXAMPLES OF USE:

Place to the right with vertical line



Below aligned to the left.



Below centered under “Texas Wesleyan”



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UNIVERSITY COLOR PALETTE

PRIMARY COLOR PALETTE

These colors should be used for main jersey and apparel fabric colors. Logos printed or embroidered on apparel should use Pantone Matching System® (PMS) colors.

COLOR	PANTONE SPOT PRINTING	CMYK 4 COLOR PROCESS	RGB VIDEO/DIGITAL	HEX WEB/DIGITAL
TXWES NAVY	2757 C & U	100 / 82 / 0 / 45	0 / 36 / 95	#002460
RAMS GOLD	116 C & 108 U	0 / 16 / 100 / 0	254 / 208 / 0	#FED000
WESLEYAN WHITE	-	0 / 0 / 0 / 0	255 / 255 / 255	#FFFFFF

SECONDARY COLOR PALETTE

In addition to the primary colors, these secondary colors may be used as accent colors to highlight and enhance design. These colors are not intended for use within the logos, but only for supporting design elements. Whenever possible, colors should complement tones used in photography or other design elements.

COLOR							
PANTONE SPOT PRINTING	PANTONE 288 C & U	PANTONE 7687 C & U	PANTONE 7461 C & U	PANTONE 278 C & U	PANTONE 428 C & U	PANTONE COOL GRAY 10 C & U	PROCESS BLACK C & U
CMYK 4 COLOR PROCESS	100 / 67 / 0 / 23	97 / 80 / 0 / 30	100 / 50 / 0 / 0	39 / 14 / 0 / 0	2 / 0 / 0 / 25	40 / 30 / 20 / 60	100 / 100 / 100 / 100
RGB VIDEO/DIGITAL	0 / 75 / 141	-	0 / 114 / 188	0 / 114 / 188	204 / 204 / 204	102 / 102 / 102	26 / 26 / 26
HEX WEB/DIGITAL	#004B8D	-	#0072BC	#5C8AB9	#CCCCCC	#666666	#1A1A1A

UNIVERSITY TYPOGRAPHY (FONTS)

All materials printed or distributed by Texas Wesleyan must follow the approved standards for typography (fonts). Internal specifications are recommended based upon the availability of fonts. External recommendations are made separately (see next page).

Marketing pieces produced internally by Texas Wesleyan should adhere to the guidelines set below for font usage within each piece. Body copy should generally be in 10 pt. font, with headlines being larger for bold statements and calls to action. Font size should not go below 8 pt.

If a different font is desired, approval must be requested from the Office of Marketing & Communications. Examples of brand approved fonts are as follows:

TRADE GOTHIC BOLD CONDENSED NO. 20

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 ! @ # \$ % ^ & * ~

USAGE GUIDE:

Color: white, dark blue or yellow depending on background color, must contrast with background for legibility.

Font Size: At least 14 pt. and up for headline // 12 pt. and up for sub-headline | Attributes: All caps, with tighter kerning

TRADE GOTHIC CONDENSED NO. 18

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 ! @ # \$ % ^ & * ~

USAGE GUIDE:

Color: white, dark blue or yellow depending on background color, must contrast with background for legibility.

Font Size: 12 pt. and up for sub-headline

Adobe Caslon Pro Regular

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 o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * ~

USAGE GUIDE:

Color: white, dark blue or yellow depending on background color, must contrast with background for legibility.

Font Size: 12 pt. and up for sub-headline

For Body Text

Color: black, 85% black or white depending on background color, must contrast with background for legibility.

Font Size: 8-12 pt., not to exceed sub-headline size

UNIVERSITY TYPOGRAPHY (FONTS)

EXTERNALLY PRODUCED PIECES

If the official brand fonts on the previous page are unavailable for use, the secondary preferred fonts listed below are standard obtainable fonts.

ARIAL NARROW BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$%^&*~

USAGE GUIDE:

Color: white, dark blue or yellow depending on background color, must contrast with background for legibility.

Font Size: At least 14 pt. and up for headline

ARIAL NARROW

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$%^&*~

USAGE GUIDE:

Color: white, dark blue or yellow depending on background color, must contrast with background for legibility.

Font Size: 12 pt. and up for sub-headline

Times Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*~

USAGE GUIDE:

For Body Text

Color: black, 85% black or white depending on background color, must contrast with background for legibility.

Font Size: 8-12 pt., not to exceed sub-headline size

*Note: both Times Roman and Arial are standard fonts and are web safe. In the rare instance a vendor does not have these fonts it is safe to provide them a font for use.

SUB & CO-BRANDING/UNIVERSITY GROUPS GUIDE

TAGLINES

The development or use of additional taglines associated with the Texas Wesleyan logo or brand should not be used. This refers to lines of text that are “attached” to the logo as a signature statement.

EVENTS & PROGRAMS

Campus sponsored events or programs will not receive a new logo. A logo is a design element or symbol that represents our entity. However, The Office of Marketing & Communications can provide a text treatment that provides a design element to the program without infringing on the brand standards and should be presented in a manner that does not crowd or replace the brand.

CAMPUS ORGANIZATIONS

Recognized Campus Organizations are independent and autonomous from the University and are responsible for managing their own affairs. Events and activities conducted by recognized Student Organizations shall not be considered University-sponsored under this policy unless the Director of Student Affairs or his/her designee confirms University sponsorship in writing.

Use of the Texas Wesleyan Name, Logos and Marks:

Recognized Campus Organizations Can:

- Use the primary logo and its variations in accordance with University graphic standards and policies, however, approval of the design must be obtained from the Office of Marketing & Communications prior to producing, displaying or distributing any items which includes any University branding.

- Student groups may use the word “University” or may indicate the geographical designation “at Texas Wesleyan University.”

Recognized Campus Organizations Cannot:

- Use the Texas Wesleyan University name, any abbreviations thereof, or the University logo or wordmark in conjunction with the name of the organization, including use for promotional materials or clothing.
- Use images in a way that expresses or implies University endorsement or approval of the student group or campus organization or its programs and activities. The Office of Marketing & Communications must approve the use of University branding on all materials before publishing.
- In connection with alcoholic beverages, cigarettes or other tobacco products, sexually oriented products or services, religious products or services, political parties or partisan political activities, gaming or games of chance, firearms, or as an endorsement of a product or service.

In addition, the name of the University or any University logo may not be used in a manner that suggests or implies University endorsement of a point of view or personal, religious, or political opinion, business, activity, movement, or program that is not official University business. If there is potential for confusion in a statement describing affiliation with the University, the organization should use a disclaimer stating that the University is not involved in the business, activity, movement, etc.

THE USE OF TEXAS WESLEYAN BRAND IDENTITY, TRADEMARKS AND ELEMENTS (LOGOS, PHOTOS, TEMPLATES, ETC.) THAT IS **NOT PRODUCED** AND/OR DISTRIBUTED BY THE OFFICE OF MARKETING & COMMUNICATIONS **MUST BE APPROVED BY THE OFFICE OF MARKETING & COMMUNICATIONS** PRIOR TO ACTUAL USE (PRINTING, DISPLAY, POSTING, ETC.). PLEASE CONTACT THIS OFFICE FOR APPROVAL RIGHTS. **CONTACT: PHONE: 817-531-5812 | EMAIL: COMMUNICATIONS@TXWES.EDU**

SUB & CO-BRANDING/UNIVERSITY GROUPS GUIDE

OUTSIDE ORGANIZATIONS

Any organization using the Texas Wesleyan campus for its activities (i.e., summer camps) may not use any Texas Wesleyan logo or image to imply Texas Wesleyan co-sponsorship, unless that is the case. The approved Texas Wesleyan logos may be used in association with directions to campus or in providing information about the University. If the logo is used for said purposes, it should be sized accordingly and not be a prominent visual. Requests for exceptions should be made through the Office of Marketing & Communications.

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SUB & CO-BRANDING/UNIVERSITY GROUPS IDENTITY GUIDE

TEXAS WESLEYAN ORGANIZATIONS

Even though Texas Wesleyan organizations may not receive a new “logo,” they can be granted use of their name in conjunction with the University logo, as approved by the Office of Marketing and Communications. If the organization doesn’t wish to use the Texas Wesleyan logo in conjunction with their name, they can be provided a text treatment graphic.

TEXT TREATMENT IDENTITY EXAMPLES

Collegiate Partnership

**COLLEGIATE
PARTNERSHIPS**
— TEXAS WESLEYAN UNIVERSITY —



TEXAS WESLEYAN + ORGANIZATION IDENTITY EXAMPLES

Diversity and Inclusion



THE USE OF TEXAS WESLEYAN BRAND IDENTITY, TRADEMARKS AND ELEMENTS (LOGOS, PHOTOS, TEMPLATES, ETC.) THAT IS **NOT PRODUCED** AND/OR DISTRIBUTED BY THE OFFICE OF MARKETING & COMMUNICATIONS **MUST BE APPROVED BY THE OFFICE OF MARKETING & COMMUNICATIONS** PRIOR TO ACTUAL USE (PRINTING, DISPLAY, POSTING, ETC.). PLEASE CONTACT THIS OFFICE FOR APPROVAL RIGHTS. **CONTACT: PHONE: 817-531-5812 | EMAIL: COMMUNICATIONS@TXWES.EDU**

GRAPHIC BRAND STANDARDS

“Graphics” refers to any visual element used to create a design or marketing piece. Graphics include, but are not limited to: logos, photography, colors, layout and typography (fonts). The consistency of the core campaign visuals is vital in maintaining the synergy of the organization. The following guidelines outline visuals usage to create a consistent visual message:

- Photography is to be used in conjunction with the stylized graphic elements.
- Visuals are not to be cropped, skewed or manipulated to fit a space. Visuals can be scaled proportionally to accommodate.
- Never alter the placement or lighten or darken the shade of colors within artwork. If design elements must be moved within a layout composition, the original design element is to be used. For example, if the composition of the logo cannot be changed to be placed within a space, an approved logo variation should be used. The original colors of the artwork are to be used, except in special cases such as watermarks or embossing.
- When presenting materials to the public, visuals should be in color as often as possible. This may not always be the case, as in newspaper advertising and other constraints. Full color is given preference over black and white.

GRAPHIC BRAND STANDARDS

The Texas Wesleyan graphic elements are vital to the University's brand recognition. The use of these elements is standardized, but allows for flexibility in design through all outlets, print and digital.

GRAPHIC STYLES

The Texas Wesleyan design style is based on a bold look with a message-driven focus.



A mix of solid colors and photography is the standard for design elements.

Photography can be used as a background element with an overlay of proper Texas Wesleyan University colors. Copy can be placed against the background at a legible size and contrasting color.

These elements are designed for use with various aspects and add a bold, energetic element to the collateral piece to balance our strong brand message.

If photography is not used, a solid color can be used as a background. Variations on the overall theme are acceptable with approval from the Office of Marketing & Communications.

HEADLINES

Headline text should always be set to Trade Gothic Bold Condensed No. 20, on a clean background. Colors should be contrasting and legible with variations allowed for emphasis.

LINKS



Conversion links or "call to action" (CTA) links should follow the typography standards to be displayed in Trade Gothic Bold Condensed No. 20 in all caps. A right facing triangle icon should precede the link (set to the same height of the text) and the link should be contained with a contrasting colored box for emphasis, but this is flexible based on the needs of the design.



PRINT EXAMPLES

A few examples using the graphic elements are shown below.



BIG SCHOLARSHIPS THAT WORK FOR YOU.
LEARN MORE AT TXWES.EDU/YOURSCHOLARSHIP

Smaller, Smarter.
Office of Admissions | 817.756.4422 | admissions@txwes.edu | txwes.edu

**BIG SCHOLARSHIPS
SMALL CLASSES.**

YOU CAN AFFORD A PRIVATE EDU.
TXWES.EDU/YOURSCHOLARSHIP

HOW AM I GOING TO PAY FOR COLLEGE?

FACT: A four-year degree means getting a better job and a better salary. Texas Wesleyan's scholarships help you get the degree you need for the job you want. You can afford a private education with one-on-one attention from professors that know you by name.

IT STARTS WITH OUR SCHOLARSHIPS.
Scholarships are free money for college you never have to pay back. When you apply at TXWES, you also automatically apply for a scholarship.

IN AN ECDS OR dual-enrollment program? See your scholarship at TXWES.EDU/YOURSCHOLARSHIP

HIGH SCHOOL GPA (ON A 4.0 SCALE)	SCHOLARSHIP AMOUNT	SCHOLARSHIP NAME
3.95+	\$28,000 to \$21,000	PRECISEY'S SCHOLARSHIP
3.50-3.94	\$18,500 to \$18,500	TRUSTEE'S SCHOLARSHIP
3.25-3.49	\$17,500 to \$18,500	FOUNDER'S SCHOLARSHIP
3.00-3.24	\$16,500 to \$17,500	HEMPY'S SCHOLARSHIP
2.75-2.99	\$15,500 to \$16,500	NEWBERRY SCHOLARSHIP
Under 2.75	\$14,000 to \$15,000	SCHOOL'S HONOR

LEARN MORE AT TXWES.EDU/HOUSESCHOLARSHIPS

FACT CHECK: Texas Wesleyan strives to give you the most up-to-date financial aid information. However, information is subject to change and may fluctuate and vary in scope.

ADD \$1,000 TO YOUR SCHOLARSHIP
Simply take these three steps before Dec. 15 if you're starting classes in January, or July 16 if you're starting classes in August.

- Attend an official campus or virtual visit
- Submit the FAFSA (Free Application for Federal Student Aid)
- Register for classes and take care of your balance

Questions about how to qualify? [SEE THE DETAILS AT TXWES.EDU/YOURSCHOLARSHIP](http://TXWES.EDU/YOURSCHOLARSHIP)

ESTIMATED COST

TUITION AND FEES FOR THE YEAR:	\$33,408
A top-four student might have the following:	
SCHOLARSHIP	\$18,500
PELL GRANT	\$6,345
TUITION EQUALIZATION GRANT	\$6,646
Total amount awarded:	\$31,491
TOTAL OUT OF POCKET WITHOUT LOANS:	\$3,517 PER YEAR or \$1,759 per semester

WHAT IS THE FAFSA?
The FAFSA is the Free Application for Federal Student Aid. If you do one thing (besides applying to Texas Wesleyan, of course), it should be completing the FAFSA. It's where you could qualify for grants, work-study aid, if you choose, student loans. Oct. 1 is when the FAFSA becomes available and December is when we start sending award letters.

CAN I ESTIMATE MY COSTS?
Yes. Our net price calculator is at txwes.edu/cost. In 20 minutes, you can see what your scholarship could be, the cost of living on campus and much more. Better than looking at price tags, this includes the scholarships and aid that lowers how much you pay.

CAN I TALK TO SOMEONE?
Our contact information is online at txwes.edu/scholarship. You can call or email us anytime to schedule an appointment. We want you to feel good and get all the answers you need to pick a college. We hope it's Texas Wesleyan, but the right fit is crucial. Let's talk.

YOU CAN AFFORD THE EDUCATION YOU DESERVE.
[GO TO TXWES.EDU/YOURSCHOLARSHIP TO FIND OUT MORE.](http://TXWES.EDU/YOURSCHOLARSHIP)

100% ONLINE M.ED. LESS THAN \$12,000.

LESS TIME. LESS STRESS. MORE SUCCESS.

NOW THAT'S SMALLER. SMARTER.
[LEARN MORE AT TXWES.EDU/YOURMED](http://TXWES.EDU/YOURMED)

PHOTOGRAPHY

Photography is an important and essential element within any marketing piece. In order to maintain the high level of professionalism and unity within Texas Wesleyan's brand, these guidelines should be followed:

- **Quality:** Images reprinted within marketing pieces should be of high quality and at least 300dpi at 100% size of actual reproduction. Poor quality images that are either unfocused or poorly scanned should be avoided. Preference should be made toward clear, easily identifiable images.
- **TXWES Stock Photos:** The Office of Marketing & Communications has a large inventory of photos taken on campus by an internal photographer specifically for Texas Wesleyan University using real students and professors. Any department or group on campus are able to utilize these images with approval. To obtain these photos, please contact the Office of Marketing & Communications.
- **Official Release:** Any photography taken for Texas Wesleyan can be assumed as owned by Texas Wesleyan unless indicated otherwise by the photographer. Photographs that include individuals must have documentation on file that proves the subjects signed an official photo release form. This form provides the subject's consent to use their image in the University's marketing efforts. The form may be obtained from the Office of Marketing & Communications.
- **Stock Photo Usage and Rights:** Stock photography

is not recommended, but may be used under certain circumstances. Texas Wesleyan may incur a charge for use of stock images unless prior purchase or usage rights have been secured. When working with outside entities for design and/or printing, please inform them of the photos available through the Office of Marketing & Communications first, then ensure reproduction rights have been secured prior to using any stock images. If an image is in question, please contact the Office of Marketing & Communications for assistance.

RESOURCE TOOLBOX

This page is set up with several templates and resources developed by the Office of Marketing & Communications to streamline the brand. There are print and digital templates available. Once the final piece is created using the template, approval is needed from the Office of Marketing & Communications before the piece can be distributed. Templates include everything from school and university message sheets to flyers, presentation and logo assets. Everyone on campus is encouraged to use these templates, including faculty, staff and students.

Visit txwes.edu/brand and use the sub-navigation on the left side to read about the brand standards, policies and to access templates.

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UNIVERSITY LETTERHEAD PACKAGE SUITE

The Texas Wesleyan business package suite consists of letterhead, envelopes, business cards and note cards. Each piece coordinates with the main brand and utilizes the 2-color Pantone® logo for cost and production efficiency. In addition, two-sided business cards are optional, subject to the approval of each department supervisor.

These print pieces are to be used for standard communications and can be ordered online. Contact the Purchasing Office to order. Custom variations on the letterhead for individual departments or offices may be requested.

NAME BADGES

Official name badges may be ordered through the Purchasing Office.



PROOFING

Departments on campus are encouraged to submit design jobs to the Office of Marketing & Communications through the online portal ProWorkFlow.

Once a design has been created, you will be asked to proof it. If the design is approved as is, we will proceed to submit the files to the vendor (if necessary). If minor changes are needed, we allow two (2) rounds of minor changes that will be made in a timely manner. If changes are still needed after two rounds, a meeting will need to be scheduled with the creative services manager.

Once the changes have been discussed, you will

- Receive a new draft within ten (10) business days and
- Will be charged an hourly rate of \$30 per hour with a one (1) hour minimum.

Minor changes consist of text changes and small adjustments to element positioning, etc. Note that text changes must be given electronically and in a manner that allows us to copy and paste the new text. Major changes consist of more significant modifications to the design. Major changes must be reprioritized in the job workflow and are assigned a new due date. This includes adding a photo(s) or changing sections of text, resizing design, etc. If departments create their own design, work with an outside vendor or utilize the Resource Toolbox they must obtain approval of the final proof from the Office of Marketing & Communications prior to printing. At minimum, a PDF file of the piece must be submitted for review.

PAPER STOCK

By using a common paper stock for Texas Wesleyan marketing pieces, uniformity in color, texture and richness can be achieved. While it is cost prohibitive to use the exact stock for every piece, preference should be given to the white house stock from any of the approved printing companies.

This stock should be at a minimum brightness of 97%, a cover weight of no less than 80 lbs. and a text weight of no less than 60 lbs. If another stock can be used at a significant discount, it must meet the brightness and weight specifications previously mentioned.

The specifications for paper apply to all mailers, invitations, view books, magazines, announcements or other printed collateral from Texas Wesleyan. Finish can either be uncoated, matte or gloss.

When a family of pieces is created, (i.e.: pocket folder, brochure, inserts, note cards and invitations) all pieces should be from the same stock and should incorporate the same finish whenever possible.

For individual pieces that are not part of a larger family of marketing pieces, (i.e. proposals, letters, copies and presentations) exceptions to the preferred stock will be made. The quality standards on weight must be maintained, however.

Letterhead package suite uses 70 lb. text for letterhead and envelopes and 110 lb. cover stock for business cards.

Contact

It is campus policy that any use of Texas Wesleyan brand identity, trademarks and elements (logos, photos, templates, etc.) that is not produced and/or distributed by the Office of Marketing & Communications must be approved by the Office of Marketing & Communications prior to actual use (printing, display, posting, etc.). Please contact this office for approval rights, responses are typically given within one business day.

OFFICE OF MARKETING & COMMUNICATIONS

Phone: 817-531-5812
communications@txwes.edu

For direct brand approval & usage please contact:

PAULA TRAN

Senior Graphic Designer + Brand Manager
Phone: 817-531-5816
tran@txwes.edu