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UWG PROCEDURE 5.6 UWG

POLICY NAME: Brand Identity

The visual identity of UWG helps to build and sustain a positive image and reputation for the university. Using the correct version of our logos and institutional identifiers is imperative in achieving brand integrity. These standards are designed for ensuring maximum integration across our institutional enterprise.

Institutional logos and identifiers are not permitted to be shared with partners, vendors, or others outside of the university without an approved licensing agreement and/or approval by University Communications and Marketing (UCM).

DOCUMENT INTENT

Because consistency is the crucial ingredient in our media mix, the following guidelines have been developed to provide a detailed explanation of our identity system. Here you will also find comprehensive instructions for reproducing and applying our signature artwork, as well as for creating many essential communication tools, which include advertising and stationery.

Designers are strongly encouraged to consult these pages frequently to ensure the university’s identity is faithfully reproduced in every application.

Its consistent display across all of our branded communications speaks of an institution determined to provide pivotal resources for its students, faculty, and staff.

Any and all UWG branded deliverables must be approved by the Executive Director of Creative Services to ensure consistency throughout the university’s identity.

If you have questions regarding the Official Brand Standards or design guidelines, please contact:

Brandy Barker
Executive Director of Creative Services
bbarker@westga.edu
Campus Compliance

EXTERNAL PRINT PIECES
All external materials that will be mailed, distributed, displayed, or otherwise shown off campus must be designed by UCM’s professional design staff or approved by UCM in accordance with brand standards, current look-and-feel standards, principles of good design and communication, and current identity standards.

INTERNAL MARKETING PIECES
Except as indicated above, reference the UCM Brand Center (westga.edu) to access templates for posters, fliers, presentations, etc.

MERCHANDISE AND PROMOTIONAL ITEMS
All merchandise and promotional items, whether created for sale, employee use, or promotional distribution, must include “University of West Georgia,” “UWG,” a wordmark, a shield, or the UWG Athletics logo. The design of all such items must comply with the university visual identity standards.

STATIONERY AND BUSINESS CARDS
The university offers letterhead, business cards, and related stationery for faculty and staff use, which includes contact information and the wordmark in either a two-color format or in black, and the Go West shield. Employees of the athletics department and its programs may use the Athletics logo in place of the wordmark. An executive letterhead package is reserved for use by the president, vice presidents, and chief of staff.

All university letterhead, business cards, and related stationery shall be set up and printed at UWG Print Services. Content standards for letterhead, envelopes, and business cards:

- Inclusion of an approved Go West slogan or tagline
- Inclusion of an approved program or icon
- Approval of secondary contact information for dual positions (back of card). All other card back messages or images shall be approved by UCM. Back of card messages and images must be printed in PMS 286 or black.
- Approval of business cards for select student roles with appropriate permissions
- No additional logos, icons, quotations, content, or design elements may be included without approval by UCM

PROTECTED AREAS
Registered student clubs and organizations may use the official university wordmark in accordance with the university’s visual identity standards and are subject to approval by UCM and/or the Center for Student Involvement and Inclusion (CSII). Please reference the official Student Handbook and the Registered Student Organization Handbook produced by CSII.

Design approval is not required for academic materials produced for scholarly presentation; however, the author/creator is asked to comply with the university’s visual identity standards.
OFFICIAL UNIVERSITY LOGO MARKS
Master Brand Logo

**LOGO COLOR**
The full-color logo is the primary version of the logo and is always preferred. Use the positive version (logotype in gray) on light or white backgrounds.

The one-color reverse logo may be used on dark colored backgrounds, as well as dark areas within photographs.
The Logo

VARIATIONS & USAGE
As shown, the brand logo is available in five different lock-up variations. Whenever possible, use the preferred stacked, shield left, lock-up configuration.

The alternate lock-ups are intended for use when layout restrictions prevent either preferred version from being properly applied within the layout.
The Logo (Do Nots)

COMMON ERRORS
Shown here are some common errors to avoid when using the university logo. This is not an exhaustive list. Please keep in mind that the logo is never to be altered, added to, or redesigned in any way.

Do not change the color, use off-brand colors, or modify the tint of the logo.

Do not add a drop shadow to the logo.

Do not stretch or otherwise distort the logo.
The Shield

**GO WEST SHIELD**

Known commonly as the shield, and associated integrally with the Go West identity, this is the university’s primary and iconic brand mark. Use of the shield on merchandise, promotional items, as well as print and digital marketing is strongly encouraged.

The full-color version may utilize blue and red.

The one-color shield may be used in blue, white, or black.

All other color usages must be approved by UCM prior to use.
The Shield

**ONE-COLOR VARIATIONS**

A one-color shield may be used in blue, white, or black. All other color usages must be approved by UCM prior to use.
OFFICIAL UNIVERSITY COLORS
Brand Colors

**PRIMARY**
University’s official, primary colors are blue (PMS 2935), red (PMS 485), and dark gray (PMS 7540).

**SECONDARY**
Secondary colors are light blue (PMS 298) and light gray (PMS 428).

**TERTIARY**
Tertiary colors are black and white.
Please note these colors can only be used for athletics-related materials.

*PMS is an abbreviation for the Pantone Matching System, an industry-standard set of printing ink colors.*
COMMON ERRORS

Shown here are some common mistakes to avoid when using the university color palette.

Please note this is not an exhaustive list. All other color usages for seasonal campaigns must be approved by UCM prior to use.

Brand Colors (Do Nots)

UWG Light Blue Modified
CMYK 83 / 83 / 4 / 0

Do not modify the PMS, CMYK, or RGB values for any of the provided palette colors.

Do not use off-brand colors.
OFFICIAL TYPOGRAPHY
Brand Typography

TYPEFACES – HELVETICA NEUE LT STD
All Helvetica Neue LT Std typefaces are acceptable.

If Helvetica Neue is not available on your device, the Arial typefaces are acceptable as a replacement.

Helveticc Neue Bold Condensed
Tracking +20 / Use for headlines and titles

Helveticc Neue Bold
Tracking 0 / Use for paragraph intro

Helveticc Neue Roman
Tracking 0 / Use for body text

Helveticc Neue Light
Tracking 0 / Use for body text
Brand Typography (Do Nots)

COMMON ERRORS
Shown here are some common mistakes to avoid when setting type.

Please note this is not an exhaustive list. All other type usages for seasonal campaigns must be approved by UCM prior to use.

Do not vertically or horizontally scale type

Do not introduce any non-brand typefaces

Do not use a stroke on type

Do not use logo artwork in running type

The visual identity of UNIVERSITY OF WEST GEORGIA helps to build and sustain a positive image and reputation for the university.
ADDITIONAL UNIVERSITY LOGOS
Unit and Departmental

**EXAMPLES**
Each college, school, unit, department, and program has two approved department logo options. Each will be available in stacked and centered versions.

For athletics-related departments and programs, see page 19–21.

**UNIVERSITY SEAL**
The seal is used to authenticate official university documents and to mark certain official university events, such as Commencement, and is reserved for use by the Office of the President. The seal may not be used on any other materials except as approved in advance by UCM.
Athletics

ATHLETICS WORDMARK
This is the official mark of UWG Wolves Athletics and is used primarily by the athletics department and programs on marketing materials, communications, promotional items, uniforms, etc. Departments and units outside athletics may use this mark only with prior approval of UCM.

COLOR VARIATIONS
A three-color logo may be utilized in blue for the outline portion of UWG and Wolves and red for the Wolves brand portion, all outlined in gray.

A two-color logo may utilize blue for the outline portion of UWG and Wolves and red for the Wolves band portion.
Athletics

**ONE-COLOR VARIATIONS**

A one-color logo may be used with the outline in blue, white, red, or black. Wolves must use the same color that is used on the outline.

- **Blue / Clear on White**
- **Red / Clear on White**
- **Outlined / Reversed on Gray**
- **Black / Clear on White**
Athletics

**COLISEUM WORDMARK**
This is the official mark of the Coliseum and is used primarily by the athletics department and programs on marketing materials, communications, promotional items, uniforms, etc. Departments and units outside athletics may use this mark only with prior approval of UCM.

**VARIATIONS & USAGE**
As shown, the brand logo is available in a horizontal lock-up.

The alternate lock-ups are intended for use when layout restrictions prevent either preferred version from being properly applied within the layout.
FOREVER WEST WORDMARK
The Forever West logo was developed for alumni, friends, and supporters to express a proud affiliation with and affinity for the university. This mark is reserved for use by Alumni Engagement and Annual Giving. This mark can only be paired with the Go West shield as a co-brand (see example bottom right).

*the Forever West + Go West shield co-brand can be used in any approved Go West shield color combination
SUPPORTING BRAND ASSETS
Wolf Head

**NON-REGISTERED GRAPHIC ELEMENT**

The university regularly uses the Wolf Head in its design projects or specific programming as a graphic element. In no event should text or other images overlay any graphic element. The Wolf Head is a graphic element and not a mark and may be used in student-centric marketing.

A three-color Wolf Head may utilize blue for the outline and red for the tongue portion of the face with the shading accents in gray.

A two-color Wolf Head may utilize blue for the outline and red for the tongue.

A one-color Wolf Head may be printed in blue, white, or black.
Wolfie

Wolfie is the official mascot of the UWG Wolves. Photos of Wolfie, available in the UCM photo file (universityofwestgeorgia.smugmug.com), may be used on university materials. Drawn, illustrated, digitally created, or other non-photographic representations, as well as digitally or manually altered photographs of Wolfie, may not be used without advance approval from UCM. Wolfie is not a trademark and may not be used without the official wordmark, the university name, or the athletics mark.
This abbreviated style guide is intended to pair with the Brand Guidelines to better address the UWG style and voice of all written content. This abbreviated guide is a partner to the comprehensive Official Editorial Style Guide published by UWG’s Office of University Communications and Marketing. The writers and editors in UCM developed the editorial style guide to ensure our communication style is consistent across the campus, whether we’re writing news releases for the media, content for the web, or copy for print publications.
Abbreviations

An abbreviation is a shortened form of a word or phrase. It may consist of a group of letters or words taken from the full version of the word or phrase.

Use abbreviations sparingly unless your readers are familiar with them. Spell out the full term on its first reference and follow with the abbreviation in parentheses to prepare readers for your subsequent use of only the abbreviation.

ACADEMIC DEGREES

UWG's style is to include periods from abbreviations of academic degrees in most instances (B.A., B.S., M.A., Ed.D., Ph.D., but MBA).

ARTICLES (A, AN, AND THE) WITH ABBREVIATIONS

Use the appropriate article (“a,” “an,” or “the”) with abbreviations when you would use that article in speech. The choice between using “a” or “an” is determined by how the abbreviation is pronounced. You generally do not need an article when an abbreviation is used as a noun.

Examples:

- The program is housed in COE’s Department of Literacy and Special Education.
- She is enrolled in an MBA program.
- He earned a 4.0 GPA for the semester.

AMPERSAND (&)

Do not use the ampersand (&) as an abbreviation for “and.” Use the ampersand only when it is part of an official name of a company, product, or other proper noun.

STATES

The names of the 50 U.S. states should be spelled out when used in the body of a story, whether standing alone or in conjunction with a city or town. Use the U.S. Postal Service format (two letters, no periods) only when you list a full address including the ZIP code. Do not put a comma between the state name and the ZIP code.

Examples:

- UWG is located in Carrollton, Georgia.
- UWG Newnan is located at 80 Jackson St., Newnan, GA 30263.
University Terms and Names

Campus, College, School, and Location Names

IN GENERAL
Official names and proper nouns are capitalized. In subsequent references, any common nouns or shortened forms of official names are lowercase. Use the full, official name the first time it appears in a document or section of a document.

- University of West Georgia Newnan is home to the newly dedicated Joe H. Harless Simulation Lab. Approximately 135 students pursuing a nursing degree currently utilize the lab at UWG Newman.

THE CASE FOR LOWERCASE
In general, avoid unnecessary capitals. When too many words are capitalized, they lose their importance and no longer attract attention. Copy is more easily read when it isn’t peppered with initial caps or all caps.

ACADEMIC AND NON-ACADEMIC UNITS AND BODIES
Capitalize only the complete and official names of colleges, schools, divisions, departments, offices, and official bodies. Lowercase informal and shortened versions of all such names.

- He graduated from the University of West Georgia’s Tanner Health System School of Nursing. He credits the nursing school with providing him the fundamental knowledge to become a nurse.
- All of the regents were in attendance at the Board of Regents meeting last week.

ACADEMIC DEGREES
Capitalize the names of degrees unless they’re referred to generically, as in the second example.

- She earned a Bachelor of Science degree at UWG.
- He earned a master’s degree in art last year.
- Each student earned a Bachelor of Science in Mass Communications.

COURSE TITLES
Style official course titles with initial capitals but without quotation marks, italics, or any other formatting.

- Students should consider taking Peoples and Cultures of Latin America.

DEPARTMENT NAMES
Capitalize official department names and office names in running text. References using shortened or unofficial names should be lowercase.

- The Department of Economics houses the Center for Business and Economic Research.
- The economics department is also home to the Center for Economic Education and Financial Literacy.
- Faculty members from the sociology and psychology departments are cooperating on this project.
University Terms and Names

Campus, College, School, and Location Names

**GEOGRAPHICAL AND RELATED TERMS**
Capitalize geographical terms commonly accepted as proper names. In general, capitalize words that designate regions, but lowercase words that indicate compass directions.

- the West Georgia region (but west Georgia area)
- the West, the Midwest, the West Coast, a Southern accent, the Western culture, the Eastern influence
- The storm is moving east.

**JOB AND POSITION TITLES**
Capitalize formal titles only when they immediately precede the individual’s name or when they are named positions or honorary titles (as in the last example).

- University of West Georgia President Jane Wolf earned her doctorate in higher education administration from UWG.
- Jane Wolf is the eighth president of UWG.
- Have you taken a course from Professor Smith?
- Smith, a mass communications professor, holds classes in the summer.
- Joe Howl, professor of mass communications, holds classes in the summer.
- The vice president of information technology addressed staff members at the meeting.

**THE UNIVERSITY**
There is still considerable confusion about whether to capitalize university when the word refers to the University of West Georgia. We advise no capitalization unless you are spelling the full name of the university. In most cases, context will clearly indicate when university refers to the University of West Georgia. In cases where there may be ambiguity, writers can easily substitute the university or UWG.

- The University of West Georgia is committed to diversity. The university was one of only 96 institutions to receive the HEED Award, the sole national honor recognizing U.S. colleges and universities that demonstrate an outstanding commitment to diversity and inclusion across their campuses.
Dates and Times

GRADUATION DATES
In running text, when referring to a graduation year, use all four digits. When you need to abbreviate the year, use the final two digits of the graduation year, or expected graduation year, preceded by an apostrophe. For print publications, be sure the apostrophe is headed in the correct direction.

- Sean O’Keefe, who received his Master of Business Administration from UWG in 2017, is the CEO and co-founder of Pontoon Brewing Company, a craft beer brewery located in Sandy Springs, Georgia.

- University of West Georgia theatre alumnus and double-leg amputee Eric Graise ’15 never dreamed of adding dance to his resume, a talent that has made him a show business triple threat.

Numbers

TELEPHONE NUMBERS
Do not put the area code in parentheses and use hyphens, not periods: 303-735-1079.
IN GENERAL
Use a single space after punctuation at the end of a sentence and after colons and semicolons.

APOSTROPHEs
Apostrophes are required for bachelor’s degree and master’s degree.

COMMAS
In a Series
Use a comma before the conjunction and the final element in a simple series. Use a comma before the final conjunction in a complex series of phrases or when needed to avoid ambiguity.

• The flag is red, white, and blue
• Bachelor’s degrees are offered in business management, foreign languages and literatures, and physics.