VISUAL IDENTITY STANDARDS

OCTOBER 2020
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).
General Guidelines

UWG’s primary logo is the institution’s central identity mark and serves as an immediate and recognizable way for university audiences to connect with our institution.

A UWG trademark is any mark, symbol, word, or letters that are officially associated with the university, including, but not limited to, its name, university wordmark, Athletics wordmark, combination marks, the university seal, and the UWG shield. These marks have been registered for protection with the United States Patent and Trademark Office.

“THE TRADITIONAL WORDMARK”

A Two-Color Logo

A two-color wordmark may utilize PMS 286 blue for the text and PMS 185 red for the flame or white for the text and PMS 185 red for the flame.
“THE TRADITIONAL WORDMARK”

A One-Color Logo

A one-color wordmark may be printed in PMS 286 blue, white, or black.
“THE NEW WEST WORDMARK”
A Full-Color Logo
A full-color wordmark may utilize PMS 286 blue and PMS 185 red for the shield and text with PMS 429 for the gray line.

A One-Color Logo
A one-color wordmark may be printed in white.
“THE GO WEST UWG INTERSTATE SHIELD”

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

A Full-Color Logo

A full-color version may utilize PMS 286 blue and PMS 185 red. All other color usages must be approved by UCM prior to use.

A One-Color Logo

A one-color wordmark may be printed in PMS 286 blue, white, or black. All other color usages must be approved by UCM prior to use.
“COMBINATION LOGOS”
A modern combination logo is available and approved for use. The University of West Georgia | Shield combination logo may be used in place of a traditional University of West Georgia wordmark.

A Three-Color Logo
A three-color version may utilize the approved two-color version of both the wordmark and the shield, with the line appearing in PMS 429 gray, outline and in white.
All other color usage must be approved by UCM prior to use.

A One-Color Logo
A one-color combination wordmark/shield combination of both the wordmark and the shield logo may be printed in white or black.

“LOGO SPECIFICS”
For general publication use, the logo should appear no smaller than 1 inch. A protected area ensures that no other elements or messaging compromise the integrity of the logo. This protected area is equivalent to 1/6 height of the logo. These spacing standards apply to all UWG logos.
“UNIT AND DEPARTMENTAL LOGOS”
Each university college, school, unit, department, and program has two approved department logo options. Each will be available in stacked and centered versions.

Athletics-related departments and programs may use the Athletics unit logo.

All unit logos must be created by UCM using the official font, spacing, and color options. No college, school, unit, department, or academic program may create or use any other logo or mark.

“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 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.

A Three-Color Logo

A three-color logo may utilize PMS 286 blue for the outline portion of UWG and Wolves and PMS 185 red for the Wolves brand portion, all outlined in PMS 429 gray.

A Two-Color Logo

A two-color version may utilize PMS 286 blue for the outline portion of UWG and Wolves and PMS 185 red for the Wolves band portion.

A One-Color Logo

A one-color Athletics wordmark logo may be printed in a color version of the wordmark, with the outline in PMS 286 blue, white, or black. Appearing in PMS 286 blue and PMS 185 red for the “Wolves” band.
WOLFIE

Wolfie is the official mascot of the UWG Wolves. Photos of Wolfie, available in the UCM photo file, 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.
“FOREVER WEST”

The Forever West logo was developed for alumni, friends, and supporters to express a prideful affiliation and affinity with the university. This mark is reserved for use by Alumni Affairs and Annual Giving. This mark can only be paired with the Go West shield as a co-branded it (see example below).

Forever West, PMS 286 blue

Forever West, PMS Cool Gray 11

Forever West, reversed, white

Forever West + Go West shield co-brand, full-color shield, PMS 286 blue text*

*the Forever West + Go West shield co-brand can be used in any approved Go West shield color combination
“OFFICIAL UNIVERSITY TEXT MARKS”

Text marks are those that consist only of text and do not include graphic elements or images.

- University of West Georgia
- UWG
- UWG Wolves
- West Georgia
- West Georgia Wolves
- Go West
- Forever West

“NON-REGISTERED GRAPHIC ELEMENTS”

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 PMS 286 blue for the outline and PMS 185 red for the tongue portion of the face with the shading accents in PMS 429 gray.

A two-color Wolf Head may utilize PMS 286 blue for the outline and PMS 185 red for the tongue.

A one-color Wolf Head may be printed in PMS 286 blue, white, or black.
Registered student clubs and organizations may use the official university wordmark in accordance with the university’s visual identity standards and subject to approval by UCM and/or the Center for Student Involvement (CSI). Please reference the official Student Handbook and the Registered Student Organization Handbook produced by CSI.

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 COLORS**

The university’s official, primary colors are blue (PMS 286), red (PMS 185), and dark gray (PMS Cool Gray 11).

Secondary colors are light blue (PMS 284) and light gray (PMS 429).

PMS is an abbreviation for the Pantone Matching System, an industry-standard set of printing ink colors.
OFFICIAL TYPEFACES

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.

USES OF TYPEFACES

HEADER/TITLE | HELVETICA NEUE LT STD
MEDIUM CONDENSED, TRACKING +20

Paragraph Intro | Helvetica Neue LT Std
Bold, Tracking 0

Body Text | Helvetica Neue LT Std, Light
Helvetica Neue LT Std, Roman
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 provided above, reference the UCM Brand Center to access templates for posters, fliers, PowerPoints, 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 athletics logo. The design of all such items must comply with the University visual identity standards.

Stationery and Business Cards
The university offers two designs for letterhead, business cards, and related stationery for faculty and staff usage: the traditional logo, which includes contact information and the wordmark in either a two-color format or in black, and the modern, “Go West” version with the 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, Chief-of-Staff, and Vice Presidents.

All University letterhead, business cards, and related stationery shall be set up and printed at Publications & Printing. 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

THANK YOU!
Managing our brand is not a singular event but a continuous process. Thank you for your ongoing and shared support in maintaining the integrity of the UWG brand.