A user’s guide to the WGU brand
Table of contents.

4 Our brand story
  5 Introduction
  6 Our tagline
  7 Meet Sage

8 Our brand guidelines
  9 Our voice
  10 WGU Terminology
    Naming
    Referring To State-Based Universities
    Describing WGU’s Accreditation in the States
    Correct Terminology and Usage
    Style
  12 Brand identity
    One WGU, Two Logos
    Academic Logo
    Marketing Logo
  13 Marketing logo-and-tagline lockups
    Marketing Logo - Primary
    Marketing Lockup - Primary
    Marketing Lockup - Secondary
  14 State Marketing logos-and-tagline lockups
    State Marketing Logo - Primary
    State Marketing Lockup - Primary
    State Marketing Logo - Vertical
    State Marketing Logos and Lockups
  15 Marketing logo: clear space
  17 Marketing logo: minimum size
    Marketing logo: incorrect usage
  18 Clear Space - State Marketing logo - Vertical
  19 Marketing logo: minimum size
    Marketing logo: incorrect usage
  20 Stand-alone logo
  21 Stand-alone logo clear space
    Stand-alone logo: minimum size
  22 Stand-alone logo: incorrect usage
  23 The owl icon
  24 Academic logo
    Academic Logo - Primary
    Academic seal
  25 Academic logo - Stacked Right
    Academic logo - Centered
    Academic logo - Horizontal

Academic logo: clear space
  30 Clear Space - Primary academic logo
  31 Clear Space - Academic seal
  32 Clear Space - Academic logo stacked right
  33 Clear Space - Academic logo stacked center
  34 Clear Space - Academic logo long
  32 Academic logo: incorrect usage
  33 State Academic Logo
    State Academic Logo - Primary
    State Academic Seal
    State Academic Logo - Stacked Right
    State Academic Logo - Centered
    State Academic Logos and Seals
  34 State Academic Logo: clear space
    State Academic Logo - Primary
    State Academic Logo - Stacked Right
    State Academic Logo - Centered
  36 State Academic Logo: Incorrect Usage
  37 Department logos
    Department Logo: clear space
    Department Logo - minimum size
  38 Color Palettes
    Primary color palette
    Secondary color palette
  39 Color: Best Practices
    Typography
    Primary Typeface - Futura Standard
    Secondary Typeface - Sans serif - Arial
    Secondary Typeface - Serif - Baskerville

41 Our brand assets
  42 Brand images
    Student photography
    Portraits
    Lifestyle
  43 Owl photography
  44 Journey illustrations
    Path, icons, journey
    All-purpose journey
  45 Path, icons, journey
  46 College of Business journey
  47 Teacher College journey
    Path, icons, journey
TABLE OF CONTENTS (CONT.)

48 College of Health Professions journey
48 Path, icons, journey
49 College of Information Technology journey
49 Path, icons, journey
50 Color palette: Illustrations
50 Background

51 Applying the guidelines
52 How it all comes together
53 Out of home
54 Web banner (animated owl)
55 Web banner (static owl)
56 Print

57 Email Signatures
58 WGU Email Signatures
58 Long email signature
59 Short email signature
60 Acceptable color use
60 Social media and web links
61 Signature variations
61 Sample Long Email Signature: Academic Logo
61 Sample Long Email Signature: Marketing Logo
62 Sample Long Email Signature: No Logo
62 Sample Short Email Signature: Academic Logo
62 Sample Short Email Signature: Marketing Logo
63 Sample Short Email Signature: No Logo

64 Swag Guidelines
65 Swag

66 Video Guidelines
67 Video

68 Web Guidelines
69 Web
Our brand story
Introduction

Rule #1 in branding: be true to your school.

Some brands are invented out of thin air and are little more than clever slogans. But other brands are grounded in something more substantial—a truth about the company behind the brand. WGU is such a brand. Our truth is that we exist solely to provide a high-quality, affordable, and accessible higher education that’s squarely focused on each student’s success.

From our pioneering work in competency-based learning to our highly engaged mentors, our flat-rate tuition, and our state partnerships, nearly everything about WGU represents a fresh, innovative approach to providing an educational experience that works for working adults.

We can have fun with our brand, and we can be serious. But it’s our unwavering commitment to student success that defines the WGU brand.
Most WGU brand communications end with the tagline “A new kind of U.®” It has, by design, a double meaning. The primary intent is to convey that WGU’s innovative approach to higher education makes it “a new kind of university.”

By abbreviating that last word to “U,” we’re also suggesting that a WGU degree can help launch or accelerate a person’s career—essentially creating “a new kind of you.”

In print, take care to capitalize the “U.” When the tagline is spoken (in radio or video), emphasis should be placed on the word “kind,” not “U” (“WGU. A new kind of U.”).
Some brands have a spokesperson; we have a spokesowl.

Sage the Night Owl is WGU’s mascot, and is used extensively in our brand communications.

Why a night owl? Many of our students are busy with their jobs or family responsibilities during the day, so they often study late into the night. Sage is our way of recognizing and honoring their hard work and commitment. Of course, owls also represent wisdom and knowledge.

In TV commercials and online videos, WGU’s owl (a European eagle-owl) serves as a trusted friend and advisor to people on the cusp of deciding to earn a college degree. This distinctive symbol of our brand also shows up in other selected communications—and, of course, in our brand logo.

Brand symbols are often overused to the point where they lose their impact. So we choose Sage’s appearances—er, wisely. Please consult with WGU Marketing before using our beloved spokesowl.
Our brand guidelines
When somebody enrolls in WGU, they have a lot at stake—their future, really. They want to know they’re entrusting it to a university that genuinely has their best interests at heart. So, in all our brand communications, the number one goal is to earn their trust. Our brand voice has a lot to do with that.

There are two defining features of WGU’s brand voice: facts and personality.

We use facts to make a point clear and credible. Detail and substance build trust; hyperbole and boastfulness only create doubt. For instance, we prefer to say, “Our tuition is typically half what other reputable online universities and traditional colleges charge,” rather than “WGU’s tuition is incredibly affordable and an amazing value.”

We use personality (in our writing) to make WGU seem less institutional and more like what we actually are: a community of faculty, staff, and other professionals. Copy should be conversational. Jargon should be avoided. Complex ideas should be made easy to understand.

When our brand voice is done right, people will think of us as honest, intelligent, and professional. They’ll appreciate our wit, and feel our warmth. Above all, our brand voice is our best opportunity to demonstrate how passionate we are about seeing our students succeed, and how confident we are in the innovative ways we use to help them get there.

For questions of punctuation and grammar, please refer to the The Chicago Manual of Style (available online).
Our voice

WGU terminology.

WGU's mission is to expand access to higher education; part of reaching more students in more locations involves creating state-based universities. While our expanding presence is great for the students, it can be a challenge to discuss. Please follow the rules below when mentioning any of the state-based universities.

NAMING

• For national WGU, use Western Governors University the first time you write about us, and then WGU after that. Increasingly, we will use just WGU to refer to ourselves, even nationally.
  NOTE: Keep an eye out for stray apostrophes in Governors.

• For the states, the official names are WGU [INSERT STATE NAME HERE]. No hyphen is used in the state names. Example: WGU Indiana.

• When writing about WGU, do not capitalize the word university unless it is used with our full name.

• The correct names for our four colleges are:
  • College of Business
  • College of Health Professions
  • College of Information Technology
  • Teachers College (no apostrophe)

REFERRING TO STATE-BASED UNIVERSITIES

We need to use care when we refer to our state-based universities. This is due to state and federal regulations, so it is important to comply.

Approved terms:

• State-based university
• State-endorsed university

A few terms to avoid:

• State branch
• State campus
• Member of the WGU family
• State institution
DEscribing WGu’s accreditation in the states

The correct way to describe the state-based universities’ accreditation is:

WGU [INSERT STATE NAME HERE] operates under the accreditation of Western Governors University, which is regionally accredited by the Northwest Commission on Colleges and Universities. Degrees are granted under WGU’s current accreditation.

For program accreditations, like CCNE and NCATE, it is acceptable to say that WGU [state]’s nursing programs are CCNE-accredited or WGU [state]’s teacher education programs are NCATE-accredited, as long as you include the word “programs.”

Correct Terminology and Usage

• Use courses, never classes. However, avoid saying that we are a college without classes or that we don’t have classes. This can have a negative connotation for those who don’t understand how WGU operates.
• When communicating with external audiences, use “faculty” or “faculty mentors” to describe our mentors, to avoid confusion. Do not use teachers, instructors, or professors. When referring to Program Mentors or Course Instructors, capitalize these titles.
• Instead of semester, use term.
• Use competency units, CUs, rather than credits or credit hours.
• Use evaluators rather than graders.
• WGU students can’t test out, or CLEP out of courses.
• Use apostrophes with associate’s, bachelor’s, and master’s degrees.
• Always spell out acronyms the first time you use them in a document and include the acronym in parentheses after the words.
• Healthcare is treated as one word at WGU, but our college is the College of Health Professions, not Healthcare.
• Nonprofit, no hyphen.

Style

WGU uses the Chicago Manual of Style as a guide for punctuation and capitalization. Note that it is a guide, and we make exceptions as needed for clarity.
Brand identity

One WGU, two logos.

WGU is both an institution and a brand, and we have a logo for each. The round WGU seal represents the institution and is used selectively in formal, academic, and corporate applications such as diplomas, stationery, and building signage. The WGU owl logo represents our brand and is the one most often seen by the public—on our website and in marketing. Both logos are available in versions for our state universities (see pp. 14–16).

ACADEMIC LOGO

For institutional use only.

MARKETING LOGO

For brand communications.
Our brand tagline is appropriate to use in all marketing communications. (Materials that are not intended to build brand awareness or interest in WGU are not required to include the tagline.) In most cases, the tagline is best presented as a lockup with the owl logo, as shown below. These are the only acceptable variations in a logo-and-tagline lockup, so please don’t attempt anything else.

The preferred (primary) version of the lockup has the tagline below the logo. A secondary version (in which the tagline is positioned to the right of the logo) may be used in applications that better accommodate a horizontal configuration.

There are also reversed-out (white) versions of both the primary and secondary lockups. Use these in all applications that require a reversed-out brand mark. Use the reversed-out version be used sparingly—the blue or black logos are generally preferred.

Note: Do not attempt to create a reversed-out logo or lockup using the standard blue or black artwork. The owl’s eyes are slightly modified in the reversed-out version for better readability.
Brand identity

**State marketing logo-and-tagline lockups.**

Each WGU state university has two versions of the logo-and-tagline lockups—horizontal (primary) and vertical (secondary). The horizontal lockup should be considered the default version to use, as it displays “WGU” and the state as a single name. The vertical lockup may be used in spaces (e.g., vertical or square) where the logo needs to appear larger.

---

**STATE MARKETING LOGO - PRIMARY**

**WGU INDIANA.**

State Marketing Logo - Primary (CMYK, RGB)

**WGU INDIANA.**

State Marketing Logo - Primary (one color - WGU Blue or black)

**WGU INDIANA.**

State Marketing Logo - Primary (reversed)

---

**STATE MARKETING LOCKUPS - PRIMARY**

**WGU INDIANA.**

A NEW KIND OF U.

State Marketing Lockup - Primary (CMYK, RGB)

**WGU INDIANA.**

A NEW KIND OF U.

State Marketing Lockup - Primary (one color - WGU Blue or black)

**WGU INDIANA.**

A NEW KIND OF U.

State Marketing lockup - Primary (reversed)

---

**STATE MARKETING LOGO - VERTICAL**

**WGU INDIANA.**

State Marketing Logo - Vertical (CMYK, RGB)

**WGU INDIANA.**

State Marketing Logo - Vertical (one color - WGU Blue or black)

**WGU INDIANA.**

State Marketing Logo - Vertical (reversed)

Do not attempt to create a reversed-out logo using the standard blue or black artwork.
STATE MARKETING LOGOS AND LOCKUPS

**WGU INDIANA.**

State Marketing Logo - Primary IN  
(CMYK, RGB)

**WGU MISSOURI.**

State Marketing Logo - Primary MO  
(CMYK, RGB)

**WGU NEVADA.**

State Marketing Logo - Primary NV  
(CMYK, RGB)

**WGU NORTH CAROLINA. tm**

State Marketing Logo - Primary NC  
(CMYK, RGB)
STATE MARKETING LOGOS AND LOCKUPS (CONT.)

State Marketing Logo - Primary OH (CMYK, RGB)

State Marketing Logo - Vertical OH (CMYK, RGB)

State Marketing Logo - Primary TX (CMYK, RGB)

State Marketing Logo - Vertical TX (CMYK, RGB)

State Marketing Logo - Primary WA (CMYK, RGB)

State Marketing Logo - Vertical WA (CMYK, RGB)

State Marketing Lockup - Primary OH (CMYK, RGB)

State Marketing Lockup - Primary TX (CMYK, RGB)

State Marketing Lockup - Primary WA (CMYK, RGB)

State Marketing Lockup - Primary TN (CMYK, RGB)

State Marketing Lockup - Primary OH (CMYK, RGB)

State Marketing Lockup - Primary TN (CMYK, RGB)

State Marketing Lockup - Primary OH (CMYK, RGB)

State Marketing Lockup - Primary TN (CMYK, RGB)
Brand identity

Marketing logo: clear space.

To protect the integrity and readability of our brand, you must leave the required minimum (or greater) clear space around the logo or lockup on all four sides. That minimum clear space is defined as half the X-height of the WGU master brand mark. There are no exceptions to this requirement.
MARKETING LOGO: CLEAR SPACE (CONT.)

CLEAR SPACE – STATE MARKETING LOGO - VERTICAL
Brand identity

Marketing logo: minimum size.

To ensure legibility and recognition on printed or web materials, the WGU marketing logo, with or without the tagline, may not appear smaller than 0.725 inches wide in print, or 52 pixels wide in web use.

Note: There are times when making the logo as large as possible within the visual space it occupies can also mean making the logo visually unwieldy. When placing the logo, leave space around it. It should not feel visually crowded within the space it occupies.

Marketing logo: incorrect usage.

To ensure consistency, do not alter or change the proportions of the WGU marketing logo in any way.

• Do not change the color or alignment of the type.
• Do not change the type font.
• Do not cover, fill, or add texture or drop shadows to the WGU marketing logo.
• Do not turn the WGU marketing logo on its side.

In addition, the WGU marketing logo:

• Must not be screened or appear semitransparent.
• Must not be used as a decorative border or as a background element.
Brand identity

Stand-alone logo.

The owl icon has become an important part of our marketing imagery. The owl icon should never appear without WGU, but sometimes WGU can appear without the owl icon. When the space available or target audience requires something less formal than the seal but more straight-laced than the owl, you can use the WGU logo without the owl icon.

When using the WGU as a stand-alone element, please adhere to the following rules:

- The stand-alone WGU logo must be used in its entirety, with no alterations or visual distortions. Do not alter or change the proportions of the stand-alone logo in any way.
- The color of the stand-alone WGU logo must never be changed. It may be used in either WGU Dark Blue (PMS 540) or it can be reversed (used in white) on a dark blue or other background color that provides adequate contrast.
- Never put the stand-alone WGU logo inside any box, circle, or other shape.
- The stand-alone WGU logo may be reduced or enlarged as necessary, provided it is not distorted, maintains its original shape, remains legible, and meets high-quality standards. (Minimum size requirements are listed below.) The logo must be kept proportional in width and height. If the width is reduced by 50%, the height must also be reduced by 50%. (Tip: To ensure the logo is resized proportionally, hold down the Shift key while dragging to enlarge/reduce the logo.)

With few exceptions, the stand-alone WGU logo must include the trademark symbols that are provided as part of the logo. Please consult with WGU Marketing before removing the trademark symbol.
Stand-alone logo: clear space.

To protect the integrity and readability of our brand, you must leave the required minimum (or greater) clear space around the logo or lockup on all four sides. That minimum clear space is defined as half the X-height of the WGU master brand mark. There are no exceptions to this requirement.

Stand-alone logo: minimum size.

To ensure legibility and recognition on printed or web materials, the stand-alone logo, with or without the tagline, may not appear smaller than 0.725 inches wide in print, or 52 pixels wide in web use.
Stand-alone logo: incorrect usage.

There are many ways to use the stand-alone logo, and even more ways to use it incorrectly. Follow the guidelines above, take note of the rules and examples below, and consult with WGU Marketing if you find yourself in uncharted territory.

The stand-alone logo MUST NOT:

- Be screened or appear semitransparent.
- Be used as a decorative border or as a background element.
- Have the color or alignment of the type altered.
- Have the type font altered in any way.
- Be covered, filled, or have texture or drop shadows added.
- Be turned on its side.
Brand identity

The owl icon.

While it is acceptable to use WGU without the owl icon, there are no circumstances when the owl icon should appear without WGU. The owl icon cannot be used as a stand-alone element.
WGU is a reputable university—and to reflect that we’re a serious institution there are times we use the WGU academic logo (also known as the seal). The WGU academic logo is to be used on all official university materials and documents, including diplomas, certificates, commencement signage, official letterhead, business cards and email signatures for academic staff, academic papers, etc.

To ensure consistency in publications and to protect the integrity of the logo, please adhere to the following guidelines:

- The logo should be used in its entirety, with no alterations or visual distortions.
- The logo color should never be changed. It can be used in either WGU Blue (see page 35) with the gold and blue seal, or the name can be reversed (white), providing the seal itself is not reversed.
- The logo has been created with a transparent background and should not appear with a white box as a background.
- The logo can be used in the reversed version (white) on top of dark blue or other background colors that provided adequate contrast.
- The logo may be reduced or enlarged as necessary, provided it is not distorted, maintains its original shape, remains legible, and meets high-quality standards. All marks should be kept proportional in width and height. If the width is reduced by 50%, the height should also be reduced by 50%. (Tip: To ensure the logo is resized proportionally, hold down the Shift key while dragging to enlarge/reduce the logo.)

Use .jpg or .png files for web applications, .tif and .eps files for print applications.
Academic logo: clear space.

To protect the integrity and readability of our brand, you must leave the required minimum (or greater) clear space around the academic logo on all four sides. That minimum clear space is equal to the X-height of the W in the WGU seal. There are no exceptions to this requirement.

CLEAR SPACE – PRIMARY ACADEMIC LOGO

CLEAR SPACE – ACADEMIC SEAL

CLEAR SPACE – ACADEMIC LOGO STACKED RIGHT

CLEAR SPACE – ACADEMIC LOGO STACKED CENTERED
To ensure consistency and maintain the integrity of the academic logo (or Seal), follow the rules below and consult with WGU Marketing if you find yourself in need of guidance.

- Do not alter or change the proportions of the academic logo in any way.
- Do not change the color or alignment of the type.
- Do not change the type font.
- Do not cover, fill, or add texture or drop shadows to the academic logo.
- Do not turn the stand-alone logo on its side.

In addition, the academic logo MUST NOT:

- Be screened or appear semitransparent.
- Be used as a decorative border or as a background element.
Brand identity

State academic logos.

WGU is honoring its mission to expand access to higher education in part by creating state-based WGU subsidiaries. Each state-based campus has its own version of the academic logo, which should be used according to the same rules that govern use of the national academic logo. State academic logos should be used on all official university materials and documents coming from one of the state campuses, including: diplomas, certificates, commencement signage, official letterhead, business cards and email signatures for academic staff, academic papers, etc.

To ensure consistency in publications and to protect the integrity of the logo, please adhere to the following guidelines:

- The state logo should be used in its entirety, with no alterations or visual distortions.
- The state logo color should never be changed. It can be used in either WGU Blue (see page 35) with the gold and blue seal, or the name can be reversed (white) providing the seal itself is not reversed.
- The state logo has been created with a transparent background and should not appear with a white box as a background.
- The state logo can be used in the reversed version (white) on top of dark blue or other background colors that provided adequate contrast.
- The state logo may be reduced or enlarged as necessary, provided it is not distorted, maintains its original shape, remains legible, and meets high-quality standards. All marks should be kept proportional in width and height. If the width is reduced by 50%, the height should also be reduced by 50%. (Tip: To ensure the logo is resized proportionally, hold down the Shift key while dragging to enlarge/reduce the logo.)

Use .jpg or .png files for web applications, .tif and .eps files for print applications.

STATE ACADEMIC LOGOS - PRIMARY

STATE ACADEMIC SEAL

Use .jpg or .png files for web applications, .tif and .eps files for print applications.

STATE ACADEMIC SEALS - PRIMARY

STATE ACADEMIC SEAL

Use .jpg or .png files for web applications, .tif and .eps files for print applications.
STATE ACADEMIC LOGOS (CONT.)

STATE ACADEMIC LOGO - STACKED RIGHT

WGU Indiana
State Academic Logo - Stacked Right (CMYK, RGB)
State Academic Logo - Stacked Right (one color - WGU Blue or black)
State Academic Logo - Stacked Right (reversed)

STATE ACADEMIC LOGO - CENTERED

WGU Indiana
State Academic Logo - Centered (CMYK, RGB)
State Academic Logo - Centered (one color - WGU Blue or black)
State Academic Logo - Centered (reversed)

STATE ACADEMIC LOGOS AND SEALS

WGU Indiana
Indiana State Academic Logo - Primary (CMYK, RGB)
Indiana State Academic Seal (CMYK, RGB)

WGU Missouri
Missouri State Academic Logo - Primary (CMYK, RGB)
Missouri State Academic Seal (CMYK, RGB)

WGU Nevada
Nevada State Academic Logo - Primary (CMYK, RGB)
Nevada State Academic Seal (CMYK, RGB)
STATE ACADEMIC LOGOS AND SEALS (CONT.)

**WGU North Carolina**
North Carolina State Academic Logo - Primary (CMYK, RGB)

**WGU Ohio**
Ohio State Academic Logo - Primary (CMYK, RGB)

**WGU Tennessee**
Tennessee State Academic Logo - Primary (CMYK, RGB)

**WGU Texas**
Texas State Academic Logo - Primary (CMYK, RGB)

**WGU Washington**
Washington State Academic Logo - Primary (CMYK, RGB)

North Carolina State Academic Seal (CMYK, RGB)

Ohio State Academic Seal (CMYK, RGB)

Tennessee State Academic Seal (CMYK, RGB)

Texas State Academic Seal (CMYK, RGB)

Washington State Academic Seal (CMYK, RGB)
To protect the integrity and readability of our brand, you must leave the required minimum (or greater) clear space around the state academic logo on all four sides. That minimum clear space is equal to the X-height of the W in the WGU seal. There are no exceptions to this requirement.
Brand identity

State academic logo: incorrect usage.

To ensure consistency and maintain the integrity of the state academic logo, follow the rules below and consult with WGU Marketing if you find yourself in need of guidance.

- Do not alter or change the proportions of the state academic logo in any way.
- Do not change the color or alignment of the type.
- Do not change the type font.
- Do not cover, fill, or add texture or drop shadows to the state academic logo.
- Do not turn the state academic logo on its side.

In addition, the state academic logo MUST NOT:

- Be screened or appear semitransparent.
- Be used as a decorative border or as a background element.
Working with the Marketing Department, some divisions of the university have developed specialized logos that differentiate their specific department while still adhering to university brand standards. When using a specialized logo, follow the same rules that govern use of the marketing logo, as well as these:

- The department logo must be used in its entirety, with no alterations or visual distortions.
- The color of the department logo must never be changed. It may be used:
  - In a combination of WGU Blues (provided)
  - In one-color (either WGU Blue or black)
  - Reversed (used in white) on a dark blue or other background color that provides adequate contrast.
- Never put the department logo inside any box, circle, or other shape.
- The department logo may be reduced or enlarged as necessary, provided it is not distorted, maintains its original shape, remains legible, and meets high-quality standards. (Minimum size requirements are listed below.)
- The department logo must be kept proportional in width and height. If the width is reduced by 50%, the height must also be reduced by 50%. (Tip: To ensure the logo is resized proportionally, hold down the Shift key while dragging to enlarge/reduce the logo.)
Brand identity

Department logo: clear space.

To protect the integrity and readability of our brand, you must leave the required minimum (or greater) clear space around the logo or lockup on all four sides. That minimum clear space is defined as half the X-height of the WGU master brand mark. There are no exceptions to this requirement.

CLEAR SPACE – DEPARTMENT LOGO

Department logo: minimum size.

To ensure legibility and recognition on printed or web materials, the department logo, with or without the tagline, may not appear smaller than 0.725 inches wide in print, or 52 pixels wide in web use.
Brand identity

Color palettes.

The WGU color palette has been designed to strengthen the brand across a wide array of communication mediums. It offers a variety of bold, flexible options for communicating the WGU message. The colors used in WGU brand communications should be reproduced according to the print and web specifications given here, and should not be altered in any way (e.g., no opacity or gradients).

Please note that there is a separate color palette designed exclusively for our journey illustrations (see p. 49).

**PRIMARY COLOR PALETTE**

**WGU Blue (Primary Blue)**

WGU Blue is the core of our brand identity and should always be the primary color in any university communication. WGU Blue is used in our brand logo-and-tagline lockup, but it may also be used in other ways (type, backgrounds, borders, illustrations, etc.).

**WGU Light Blue (Secondary Blue)**

WGU Light Blue is complementary to our primary color, WGU Blue, and is designated for the state name in our state logo-and-tagline lockups. (It, too, may be used in other ways.)
**SECONDARY COLOR PALETTE**

**Accent Colors**

The accent palette consists of five bold colors chosen to attract attention and add visual energy to our communications. Accent colors should never be used as the primary color on any layout, but should always be used to support designs using the blues from WGU’s primary color palette. (Please see Color: Best Practices for further guidance on using accent colors.)

**Neutral Colors**

The neutral colors palette provides three recommended shades of gray that serve as an attractive backdrop for headlines, sidebars, and other design elements. As in the case of accent colors, these colors should never be used on their own and should always be used to support designs using the blues from WGU’s primary color palette. (Please see Color: Best Practices for further guidance on using neutral colors.)

**Tints**

While other palette colors will typically be used in full-strength, tints can be used in instances that require more subtle color variation. Examples might include use in infographics, icons, or to call out statistics. WGU’s tint palette is designed to be used to support the primary and accent color palettes. These colors should never be used as stand-alone colors and should never be altered from the values shown above. (Please see Color: Best Practices for further guidance on using tints.)
Brand identity

Color: best practices.

Color plays an important role in the way WGU’s brand is presented to our audiences. It helps provide a consistent visual cue that identifies who we are when people see our messages. Adhering to our guidelines for color use will help maintain the integrity of the university’s brand in all of our communications.

In addition to the general rules detailed in the last section, here are a few other guidelines that you should follow when working with color:

- **WGU Blue** is the core of our brand identity. It should always be the dominant color in any design. All other colors and tints are intended to add support to it.
- Ample use of white as a canvas with neutral colors as support will give the primary and secondary palettes vibrance and prominence.
- Accent colors or tints should never dominate a design and should never make up more than 30% of the overall design.
- Accent colors can be used together with tints of the same color, but no two accent colors should ever be used together on the same page.
- Tints should never be used independent of full-strength colors, and never as stand-alone colors. They should always be used to support primary and secondary colors.
- For the best color reproduction, always use the CMYK and RGB numbers provided in this style guide to build your colors. Color sampling or “eye dropper” tools and other software-driven color selection solutions can be inaccurate and inconsistent.
Brand identity

Typography.

Most WGU communications are designed using one or more members of the Futura Standard font family. However, there are instances (e.g., PowerPoint presentations or on the web) when Futura Standard may not be available. In these cases, or in cases where the use of a serif font is more appropriate, it is acceptable to use one of our secondary fonts—Arial or Baskerville.

**PRIMARY TYPEFACE — FUTURA STANDARD**

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Futura Standard Light</td>
<td>AaBbCcDdEeFfGg 0123456789</td>
</tr>
<tr>
<td>Futura Standard Book</td>
<td>AaBbCcDdEeFfGg 0123456789</td>
</tr>
<tr>
<td>Futura Standard Medium</td>
<td>AaBbCcDdEeFfGg 0123456789</td>
</tr>
<tr>
<td>Futura Standard Bold</td>
<td>AaBbCcDdEeFfGg 0123456789</td>
</tr>
<tr>
<td>Futura Standard Heavy</td>
<td>AaBbCcDdEeFfGg 0123456789</td>
</tr>
</tbody>
</table>

**Secondary Fonts**

- Arial
- Baskerville
SECONDARY TYPEFACE - SANS SERIF — ARIAL

AaBbCcDdEeFfGg 0123456789
Arial Regular

AaBbCcDdEeFfGg 0123456789
Arial Bold

AaBbCcDdEeFfGg 0123456789
Arial Regular Italic

AaBbCcDdEeFfGg 0123456789
Arial Bold Italic

SECONDARY TYPEFACE - SERIF — BASKERVILLE

AaBbCcDdEeFfGg 0123456789
Baskerville Regular

AaBbCcDdEeFfGg 0123456789
Baskerville Bold

AaBbCcDdEeFfGg 0123456789
Baskerville SemiBold

AaBbCcDdEeFfGg 0123456789
Baskerville SemiBold Italic

AaBbCcDdEeFfGg 0123456789
Baskerville Bold Italic
Our brand assets
Student photography.

A photo library of students is available for use in any medium. The subjects are a microcosm of the gender and ethnic diversity that WGU is so proud of. Images include portraits (with seamless backgrounds) and lifestyle (with environment backgrounds).

Only portraits should be used in combination with our academic journey illustrations (pp. 43–48). Lifestyle photos should capture real moments, with real emotions—they should not look posed or staged.

Please contact WGU Marketing for access to the approved photo library.

PORTRAITS

LIFESTYLE
Brand images

Owl photography.

A small collection of images feature our mascot, Sage. Always show our spokesowl against white or the neutral background of the photographs—never against bold or dark colors.

One note of caution: A little owl goes a long way. Though we encourage you to include Sage in any brand communications, one appearance is usually enough (for instance, on the front cover or inside spread of a brochure).

Please contact WGU Marketing for permission to use owl imagery.
A distinctive component of WGU’s brand is the family of illustrations that represents elements of a student’s academic and professional journey. Each journey is composed of two elements: an illustrated path plus any number of icons.

This system of illustrations is intended to be flexible. Designers may use the preconfigured journeys shown on the following pages or edit these journeys as they see fit (e.g., removing or replacing icons, shortening paths, etc.).

The arrangement of icons on a journey does not need to be sequential, nor does it need to convey a start or finish. You may use many icons on a journey, or only a few. If the space available does not easily accommodate a full path, you may use only a portion of a path—or even piece together different sections of different paths to create one that conforms to the available space.

As you work with journey illustrations, be sure to leave enough clear space to avoid overcrowding and clutter. For the same reason, take care when you use them as backgrounds with portraits or in combination with headlines and text.

Please contact WGU Marketing for access and approvals in using the journey illustrations.
All-purpose journey.
Brand images

College of Business journey.

PATH

BUSINESS ICONS

JOURNEY
Brand images

Teachers College journey.

PATH

TEACHING ICONS

JOURNEY
Brand images

College of Health Professions journey.

PATH

NURSING ICONS

JOURNEY
Brand images

College of Information Technology journey.

PATH

I.T. ICONS

JOURNEY
Brand images

**Color palette: illustrations.**

The icons and paths that comprise our journey illustrations all conform to a carefully chosen color scheme of blues and grays. This palette includes colors reserved exclusively for illustrations, and should not be used elsewhere.

---

**ILLUSTRATION COLOR PALETTE**

- **MIDNIGHT**
  - CMYK: 540
  - RGB: 0, 48, 87
  - HEX: 003057

- **2209**
  - CMYK: 79, 23, 23, 19
  - RGB: 42, 7, 8
  - HEX: 8DB9CA

- **550**
  - CMYK: 141, 185, 202
  - RGB: 16, 11, 11
  - HEX: A7A8AA

- **CMYK 6**
  - CMYK: 167, 168, 170
  - RGB: 12, 8, 9
  - HEX: BBBCBC

- **5**
  - CMYK: 208, 208, 206
  - RGB: 4
  - HEX: D0D0CE

- **4**
  - CMYK: 187, 188, 188
  - RGB: 5, 3, 5
  - HEX: A7A8AA

- **1**
  - CMYK: 217, 217, 214
  - RGB: 100, 57, 12
  - HEX: DD99D6

- **NO MATCH**
  - CMYK: 242, 242, 242
  - RGB: 0, 0, 0
  - HEX: FF0000

---

**BACKGROUND**

- **NO MATCH**
  - CMYK: 242, 242, 242
  - RGB: 0, 0, 0
  - HEX: FF0000
Applying the guidelines
Applying the guidelines

How it all comes together.

It takes a skilled eye to bring together all the elements of WGU’s brand system in a way that’s clean, inviting, fresh, uncluttered, and—importantly—consistent with other WGU brand communications.

Our brand advertising is a helpful reference. Although you may be dealing with some design challenges that these examples don’t address, they are a good place to start.

Some things to note:

- Headlines are predominantly WGU Blue, complemented with WGU Medium Blue in a kicker line (e.g., “THE UNIVERSITY OF”).
- Headlines and copy blocks are usually set flush left.
- CTAs (calls to action) are set in Futura Standard Heavy in WGU Accent Red or black.
- Photos and illustrations are set against white or a neutral gray background.

All brand communications should be approved by WGU Marketing. If you have further questions about the application of these guidelines, please contact WGU Marketing.
THE UNIVERSITY OF YOU PROFIT FROM A DEGREE, NOT US. Learn about the nonprofit university that Fast Company called “revolutionary.”

LEARN MORE

WGU TENNESSEE A NEW KIND OF U.

THE UNIVERSITY OF FAST LEARNERS GRADUATE SOONER. Learn about what Harvard Business Review called “the real revolution in online education.”

LEARN MORE

WGU TEXAS A NEW KIND OF U.

THE UNIVERSITY OF LEARNING, NOT LECTURING. Learn about the online university that Fast Company named “one of the world’s most innovative companies.”

LEARN MORE

WGU WASHINGTON A NEW KIND OF U.
The University of Nursing Degrees, Reinvented.

How did one of Fast Company’s “50 Most Innovative Companies” reinvent nursing school? By letting you fly through the material you already know, master what you don’t, and study for your BSN or MSN whenever your busy schedule allows. Learn more at missouri.wgu.edu.
Email signatures
Email signatures

**WGU email signatures.**

A consistent, organization-wide email signature is a key part of WGU’s brand identity. It serves as a visual reminder to anyone who receives your email that you are an official representative of the university. The signature should not become a forum for personal expression through the use of elaborate type faces, images, graphics, or favorite quotes.

WGU recommends using one of the following two formats:

---

### LONG EMAIL SIGNATURE

1. Spacer: Email best practices recommend that an email signature be separated from the body of the email with a spacer (font: Arial 10 pt; color: Cool Gray).

2. Your Name: Professional designations and certifications may be placed directly after your name (font: Arial Bold 12 pt; color: WGU Blue).


5. Physical Address: This can take up multiple lines as needed (font: Arial 10 pt; color: Cool Gray)
   
   Phone Numbers: Use periods to separate number sets as shown in the samples provided (font: Arial 10 pt; color: Cool Gray)

6. Email Address: Your official WGU email address (font: Arial 10 pt; color: Cool Gray).

---
6. Logo: Use of the WGU logo in your signature is optional. If included, the WGU academic or marketing logo must be used in its entirety, with no alterations or visual distortions. (See WGU Brand Requirements for detailed information on WGU logo use).


8. Legal/Disclaimer Information: This information should only be included if legally required (font: Arial 8 pt; color: Cool Gray).

It is not necessary to use the full email signature on every email you send. It should be included when representing yourself as a representative of the university, but it isn’t necessary for day-to-day use.

**SHORT EMAIL SIGNATURE**

1. Name Surname
2. University Position
3. Western Governors University
5. email.address@wgu.edu
6. WGU
   A NEW KIND OF U.
7. wgu.edu

Specifications for Short Email Signatures:

1. Spacer: Email best practices recommend that an email signature be separated from the body of the email with a spacer (font: Arial 10 pt; color: Cool Gray).
2. Your Name: Professional designations and certifications may be placed directly after your name (font: Arial Bold 12 pt; color: WGU Blue).
5. Phone Numbers: Use periods to separate number sets as shown in the samples provided (font: Arial 10 pt; color: Cool Gray)

   Email Address: Your official WGU email address (font: Arial 10 pt; color: Cool Gray).

6. Logo: Use of the WGU logo in your signature is optional. If included, the WGU academic or marketing logo must be used in its entirety, with no alterations or visual distortions. (See WGU Brand Requirements for detailed information on WGU logo use).

ACCEPTABLE COLOR USE

It is important to use the correct colors to maintain brand consistency when generating your email signatures. Do not select pre-existing colors from the color palette provided by your email client, they will not be correct. Manually input the official WGU colors using the numeric formulas shown below.

WGU BLUE

R - 0, G - 48, B - 87

WGU LIGHT BLUE

R - 73, G - 134, B - 160

WGU RED

R - 134, G - 38, B - 51

WGU MEDIUM GRAY

R - 151, G - 153, B - 155

SOCIAL MEDIA & WEB LINKS

Do not include links to any sites not recognized as official WGU social media sites. Do not include personal URLs.

WGU recommends linking your signature to our official Featured Coverage web page at the following link:

http://www.wgu.edu/about_WGU/wgu-press-coverage
SIGNATURE VARIATIONS

Long or short versions of the email signature may be used with either the WGU academic logo, WGU marketing logo, or with no logo at all.

SAMPLE LONG EMAIL SIGNATURE: ACADEMIC LOGO

Name Surname
University Position

Western Governors University
4001 South 700 East, Suite 700
Salt Lake City, UT 84107
O: 801.555.1234 | M: 801.555.1234
e-mail.address@wgu.edu

More about WGU in Fast Company, CNN, NPR, NBC Nightly News, Money, The Atlantic, TIME, etc.

Legal/Disclaimer Information if needed

SAMPLE LONG EMAIL SIGNATURE: MARKETING LOGO

Name Surname
University Position

Western Governors University
4001 South 700 East, Suite 700
Salt Lake City, UT 84107
O: 801.555.1234 | M: 801.555.1234
e-mail.address@wgu.edu

More about WGU in Fast Company, CNN, NPR, NBC Nightly News, Money, The Atlantic, TIME, etc.

Legal/Disclaimer Information if needed
SIGNATURE VARIATIONS (CONT.)

SAMPLE LONG EMAIL SIGNATURE: NO LOGO

Name Surname
University Position

Western Governors University
4001 South 700 East, Suite 700
Salt Lake City, UT 84107
O: 801.555.1234 | M: 801.555.1234
email.address@wgu.edu

More about WGU in Fast Company, CNN, NPR, NBC Nightly News, Money, The Atlantic, TIME, etc.

Legal/Disclaimer Information if needed

SAMPLE SHORT EMAIL SIGNATURE: ACADEMIC LOGO

Name Surname
University Position

Western Governors University
O: 801.555.1234 | M: 801.555.1234
email.address@wgu.edu

wgu.edu

SAMPLE SHORT EMAIL SIGNATURE: MARKETING LOGO

Name Surname
University Position

Western Governors University
O: 801.555.1234 | M: 801.555.1234
email.address@wgu.edu

wgu.edu
SIGNATURE VARIATIONS (CONT.)

SAMPLE SHORT EMAIL SIGNATURE: NO LOGO

Name Surname
University Position

Western Governors University
O: 801.555.1234 | M: 801.555.1234
e-mail.address@wgu.edu

wgu.edu