



INDIANA WESLEYAN UNIVERSITY

VISUAL IDENTITY
FALL 2018



WS



CHARACTER • SCHOLARSHIP • LEADERSHIP

INDWES.EDU/BRAND

VISUAL IDENTITY POLICY:

It is the university's policy that an IWU logo, as described in this manual, are the only authorized logos to be used in all Indiana Wesleyan Communication pieces.

The university's Marketing and Communication offices are responsible for ensuring that the visual identity for the Master Logo is preserved and enhanced through effective, well-designed communications. They will monitor the use of the system and make the logos available for the University Community and other authorized parties. Please contact the marketing offices if you need access to the logos in this manual.

For Marion campus Marketing and Communications please contact
IWUMarionMarketing@indwes.edu

For National & Global Marketing and Communications please contact
NGMarketing@indwes.edu

For Wesley Seminary Marketing and Communications please contact
NGMarketing@indwes.edu

USE OF UNIVERSITY MARKS ON COMMERCIAL GOODS

The Indiana Wesleyan University name, seal, and logos are registered marks owned by the University. These marks may not be used in any medium other than approved University programs, without the approval of the marketing department. This can be obtained through the appropriate party listed above. All manufacturers who produce goods bearing any of the University's trademarks must receive permission to produce without a formal license agreement.



STANDARDS:

The IWU Master Logo is the primary element of the Indiana Wesleyan University visual identity system and must appear on all official centralized communication pieces. The term centralized can be defined as communication pieces that are overarching to Marion campus, National & Global, and Wesley Seminary. This includes, but is not limited to, letterhead, business cards, communication pieces that speak to all the separate units of the university (Marion Campus, National & Global, and Seminary).

The primary IWU Master Logo is intended to reinforce and strengthen the Indiana Wesleyan University brand. It may not be altered in any way, other than what is specified in this document.

DOWNLOAD THESE LOGOS AT:

INDWES.EDU/BRAND

OR ON THE PORTAL:

EMPLOYEES > OPERATIONS > MARKETING



The special horizontal IWU Master Logo is meant for wide and shallow spaces and should only be used as a second choice to the primary IWU Master Logo.

LEAGUE GOTHIC

» This specific version is from the Adobe Type®

» Tracked out at 40

LOGO PLACEMENT:



IWU Master Logo

Full color with gray outline

» white or light colored backgrounds

IWU Master Logo with White Outline and White Text

Full color with white outline

» dark or solid colored backgrounds

IWU Master Logo All White

All white

» dark or solid colored backgrounds

IWU Master Logo Grayscale

Grayscale

» internal use for black and white printing.

COLOR PALETTE:

The colors for Indiana Wesleyan University visual identity are:

- » Pantone® 187 C Red
- » Pantone® 424 C Dark Gray
- » Pantone® 421 C Light Gray
- » Rich Black

Otherwise known as IWU Red, IWU Dark Gray, IWU Light Gray, and IWU Black.

IWU RED	IWU DARK GRAY	IWU LIGHT GRAY	IWU BLACK
PANTONE 187 C	PANTONE 424 C	PANTONE 421 C	
C 7	C 57	C 13	C 10
M 100	M 43	M 8	M 10
Y 75	Y 48	Y 11	Y 10
K 26	K 14	K 26	K 100
R 166	R 98	R 178	R 0
G 25	G 100	G 180	G 0
B 46	B 102	B 178	B 0
HEX# A6192E	HEX# 626466	HEX# B2B4B2	HEX# 000000



UNACCEPTABLE TREATMENTS:

The only acceptable color treatments for the Master Logo are IWU Red, IWU Dark Gray, and IWU Light Gray

It is extremely important to the brand identity that the Indiana Wesleyan University Master Logo be displayed correctly. The examples on this page illustrate incorrect displays.

- » Do not distort any portion of the Master Logo.
- » Do not crop any portion of the Master Logo.
- » Do not tilt the Master Logo.
- » Do not substitute the typefaces.
- » Do not rearrange components of the Master Logo.
- » Do not alter the alignment of any component of the Master Logo.
- » Do not apply a gradient to the Master Logo.
- » Do not apply a tint to the Master Logo.
- » Do not transpose the Master Logo colors.



MASTER LOGO

WITH MAJOR UNIT IDENTIFIER:

The name of major units within Indiana Wesleyan University, such as various administration levels, may be added to the Master Logo as a unit identifier. In all cases, use the full, correct name of the unit. These unit identifiers should be used for stand-alone applications.

Any unit desiring a unit identifier should request one be created.

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IWUMarionMarketing@indwes.edu

For National & Global Marketing and Communications please contact
NGMarketing@indwes.edu

For Wesley Seminary Marketing and Communications please contact
NGMarketing@indwes.edu

IWU-MARION

JOHN JONES

INTERIM CHANCELLOR
IWU-MARION

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INDWES.EDU

EMPATHY • DEVELOPER • STRATEGIC • BELIEF • RESPONSIBILITY
STRENGTHS OPTIONAL

ARIAL BOLD 10 PT

ARIAL REGULAR 10 PT
ARIAL REGULAR 10 PT

ARIAL REGULAR 10 PT
ARIAL REGULAR 10 PT
ARIAL REGULAR 10 PT

ARIAL REGULAR 10 PT
[HYPERLINK](#)

ARIAL REGULAR 10 PT



R 209
G 18
B 66



R 98
G 100
B 102

IWU- NATIONAL & GLOBAL/ WESLEY SEMINARY

MATT LUCAS

CHANCELLOR
IWU-NATIONAL & GLOBAL

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INDWES.EDU

ARIAL BOLD 10 PT

ARIAL ITALIC 10 PT
ARIAL REGULAR 10 PT

ARIAL BOLD 10 PT

ARIAL REGULAR 10 PT
ARIAL REGULAR 10 PT

ARIAL REGULAR 10 PT

[HYPERLINK](#)

ARIAL REGULAR 10 PT



R 166
G 25
B 46



R 98
G 100
B 102

EMAIL SIGNATURE:

In order to maintain consistency with our brand identity in daily communications, it is vital that all outgoing IWU email communication meet the brand standards stated here for each university representative's email signature. This includes font type, font size, capitalization, and color. Please use the format stated here to set up your email signature within your email software.

To further assure appropriate representation, emails are to exclude backgrounds, stationery and images. For assistance and/or questions please contact your marketing office.

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LETTERHEAD & BUSINESS CARDS:

The IWU Master Logo will be used on all letterhead and business cards. Unit identifier names and direct contact information may be added to the address block only. No additional marks or images may be added.

Note: This application does not apply to Wesley Seminary and IWU Athletics who each maintain unique style guides.



OFFICIAL SEAL & NAMEPLATE:



INDIANA
WESLEYAN
UNIVERSITY

The official University seal and nameplate has very limited use, primarily on formal University documents, such as contracts, deeds and academic diplomas. It may be used, with authorization, as a design element on certain ceremonial communications, such as formal invitations, and on quality clothing and gift items. All such uses require the prior approval of the Marketing and Communications Department.

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For National & Global Marketing and Communications please contact
NGMarketing@indwes.edu

For Wesley Seminary Marketing and Communications please contact
NGMarketing@indwes.edu

The official University seal and nameplate are a “stand-alone” mark of the University, which should not be combined with the Indiana Wesleyan University Master Logo.

LOGOS:



PRIMARY MARK IWU-MARION

Three color with gray outline
» white or light colored backgrounds



PRIMARY MARK IWU-MARION

Three color with white outline
» black or dark colored backgrounds



PRIMARY WORD MARK IWU-MARION

Two Color



PRIMARY WORD MARK RESIDENTIAL CAMPUS

One Color

VISUAL ELEMENTS:



WILDCAT HEAD

Secondary mark

COLORS:



IWU SPIRIT RED



IWU DARK GRAY



IWU LIGHT GRAY



IWU BLACK

PANTONE 193 C

C 0
M 100
Y 66
K 13

R 209
G 18
B 66

HEX# D21437

PANTONE 424 C

C 57
M 43
Y 48
K 14

R 98
G 100
B 102

HEX# 626466

PANTONE 421 C

C 13
M 8
Y 11
K 26

R 178
G 180
B 178

HEX# B2B4B2

C 10
M 10
Y 10
K 100

R 0
G 0
B 0

HEX# 000000



LOGOS:



IWU GLOBE LOGO

Full color with gray outline

» white or light colored backgrounds



Full color with white outline

» dark colored backgrounds



IWU GLOBE LOGO

One Color

» dark or solid colored backgrounds

VISUAL ELEMENTS:



GLOBE

Secondary mark

COLORS:



IWU RED



IWU DARK GRAY



IWU LIGHT GRAY



IWU BLACK

PANTONE 187 C

C 7
M 100
Y 75
K 26

R 166
G 25
B 46

HEX# A6192E

PANTONE 424 C

C 57
M 43
Y 48
K 14

R 98
G 100
B 102

HEX# 626466

PANTONE 421 C

C 13
M 8
Y 11
K 26

R 178
G 180
B 178

HEX# B2B4B2

C 10
M 10
Y 10
K 100

R 0
G 0
B 0

HEX# 000000



LOGOS:



WESLEY SEMINARY LOGO

Full color

» white backgrounds



WESLEY SEMINARY LOGO

One color with white type

» dark colored backgrounds



WESLEY SEMINARY LOGO

One color

» dark or solid colored backgrounds

Wesley Seminary

WESLEY SEMINARY HORIZONTAL LOGO



WESLEY SEMINARY SECONDARY LOGO

VISUAL ELEMENTS:



DOVE

Secondary mark

COLORS:



PANTONE 187 C

C 7
M 100
Y 75
K 26

R 166
G 25
B 46

HEX# A6192E

PANTONE 424 C

C 57
M 43
Y 48
K 14

R 98
G 100
B 102

HEX# 626466

PANTONE 421 C

C 13
M 8
Y 11
K 26

R 178
G 180
B 178

HEX# B2B4B2

C 10
M 10
Y 10
K 100

R 0
G 0
B 0

HEX# 000000