

WIU BRAND GUIDELINES 101

PRIMARY

Our primary color palette should always be the most prevalent in any piece of marketing, merchandise, or communication.

WIU Purple should be balanced with white and gray to create areas of visual rest, with gold added in as an accent element.

<p>WIU PURPLE</p> <p>Pantone 2607 C</p> <p>CMYK 81/100/0/7</p> <p>sRGB 102/51/153</p> <p>Hex #663399</p> <p>MADEIRA 1422</p> <p>RA Thread 2430</p>	<p>COL. ROCK GOLD</p> <p>Pantone 116 C</p> <p>CMYK 0/21/100/0</p> <p>sRGB 255/204/0</p> <p>Hex #FFCC00</p> <p>MADEIRA 1068</p> <p>RA Thread 2242</p>	<p>BELLTOWER WHITE</p> <p>Pantone Spot White</p> <p>CMYK 0/0/0/0</p> <p>sRGB 255/255/255</p> <p>Hex #FFFFFF</p>	<p>HANSON GRAY</p> <p>Pantone Cool Gray 1</p> <p>CMYK 4/2/4/8</p> <p>sRGB 242/242/242</p> <p>Hex #F2F2F2</p>
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SECONDARY

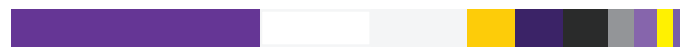
Our secondary color palette provides additional opportunities to create design flexibility when setting up typography and graphic elements.

<p>NECK UP!</p> <p>Pantone 265 C</p> <p>CMYK 53/69/0/0</p> <p>sRGB 145/100/204</p> <p>Hex #9164CC</p>	<p>PURPLE PRIDE</p> <p>Pantone 2617 C</p> <p>CMYK 79/100/0/40</p> <p>sRGB 59/13/106</p> <p>Hex #3B0D6A</p>	<p>BULLDOG NOSES</p> <p>Pantone Black C</p> <p>CMYK 63/62/59/94</p> <p>sRGB 44/44/44</p> <p>Hex #2C2C2C</p>	<p>Q-LOT GRAY</p> <p>Pantone P 179-8 C</p> <p>CMYK 0/0/0/50</p> <p>sRGB 147/149/152</p> <p>Hex #939598</p>
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ACCENT

These colors should be used sparingly.

<p>STAND OUT</p> <p>Pantone 814 C</p> <p>CMYK 60/70/0/0</p> <p>sRGB 144/84/244</p> <p>Hex #9054F4</p>	<p>CORNCOB YELLOW</p> <p>Pantone Yellow C</p> <p>CMYK 0/0/100/0</p> <p>sRGB 255/247/0</p> <p>Hex #FFF700</p>
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Color usage ratio when using all of the Western Palette.

At least **1/3** of any project should be in WIU Purple.



Color usage ratio when using mostly the Primary Palette.

At least **1/2** of any project should be in WIU Purple.



Your potential. Our purpose.

Logo Presentation

University logos may be presented in color or black and white only versions. The logos may be printed only in University purple and gold or in black on non-color pieces. Rocky head logos must contain a trademark (™) designation.

The WIU logos may not be manipulated in any way. The WIU logo(s) cannot be changed in any way, shape or form.

Logo Use

Student organizations may create their own logos. However, logo standards and guidelines must be followed. A student organization must be in good standing and officially "Registered" with the Office of Student Engagement to benefit from use of the official marks and logos.

Western Illinois University, or WIU, must appear within the logo, and it must clearly state it being a club or association.

PR/Publicity

To promote a program, award, accomplishment, or achievement, please contact University Communications at (309) 298-1993, communications@wiu.edu or submit the PR form at wiu.edu/submitnews

Approval

All uses of trademarked logos and word marks must be approved. To obtain approval, use wiu.edu/trademarkrequest.

Licensed Vendors

Any vendor using the University's logos, trademarks, or word marks must be licensed through CLC. Unlicensed vendors may not utilize the marks without prior approval from University Marketing. To determine whether a prospective vendor is licensed, please provide the company name, contact name, and contact phone number and/or email marketing@wiu.edu.

Product Standards

- Products must be representative of high quality and good taste incorporating no subtle messages.
- No products considered dangerous or offensive will be approved. This includes products posing potential health risks or promoting drugs, alcohol, or tobacco.
- No products with an unusually high product liability risk will be approved.

Brand Style Guidelines are available at wiu.edu/brand.