

SCHOLARS WEEK

Visual style guide, logos + resources



Western Washington University
Bellingham, Wash.

WELCOME

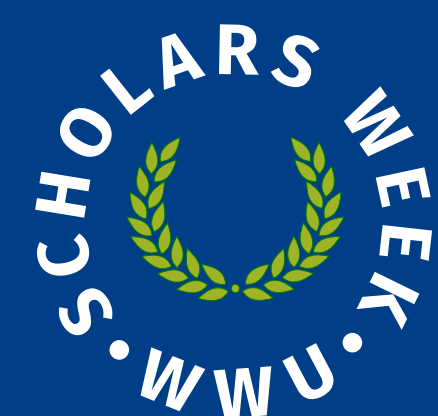
Welcome to the Western Washington University Scholars Week Branding Guide. We hope that in reading this guide you gain a better understanding of Scholars Weeks mission, values and style.

The following document was made to support you in all of your Scholars Week endeavors. Please adhere to these guidelines to ensure that WWU Scholars Week is easily recognizable by audiences. Thanks!



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BRAND POSITION

Our Mission

Scholars Week is Western Washington University's annual, week-long celebration of student research and creative activities. The event originated in November 1999 via the unanimous choice of the Faculty Senate to highlight the scholarship of Western undergraduates and graduate students.

From art to engineering technology, Scholars Week provides an opportunity for students and faculty to demonstrate their efforts to enrich the intellectual environment of not just Western, but our community as a whole.

Since its origination, Scholars Week has worked to further Western Washington University's vision of preparing and inspiring individuals to explore widely, think critically, communicate clearly, and connect ideas creatively to address our most challenging needs, problems, and questions.

BRAND VOICE: TONE

WWU Scholars Week aims to reach an array of students. With the goal of celebrating students academic accomplishments, the tone should reflect this.

Website communication should maintain a professional tone and voice to match the structure of the event.

Scholars Week presence on social media should also reflect a professional presence, but can include fun verbiage to garner audience engagement.

When creating content to reach Scholars Week audiences, consider the following:

- Scholars Weeks values & mission
- Scholars Weeks target demographic - students
- Scholars Weeks purpose; the celebrate students outstanding academic work
- Clear and concise communication is more effective than longer text blocks

BRAND VOICE: VALUES & VOICE

Values

- Centering on celebrating student outstanding work, the WWU Scholars Week highlights research and creative works.
- Scholars Week aims to create a space for WWU students to showcase their finest academic accomplishments.
- Scholars Week encourages participation across diverse programs and departments
- Celebrate the accomplishments that students make to enriching the intellectual environment

Voice

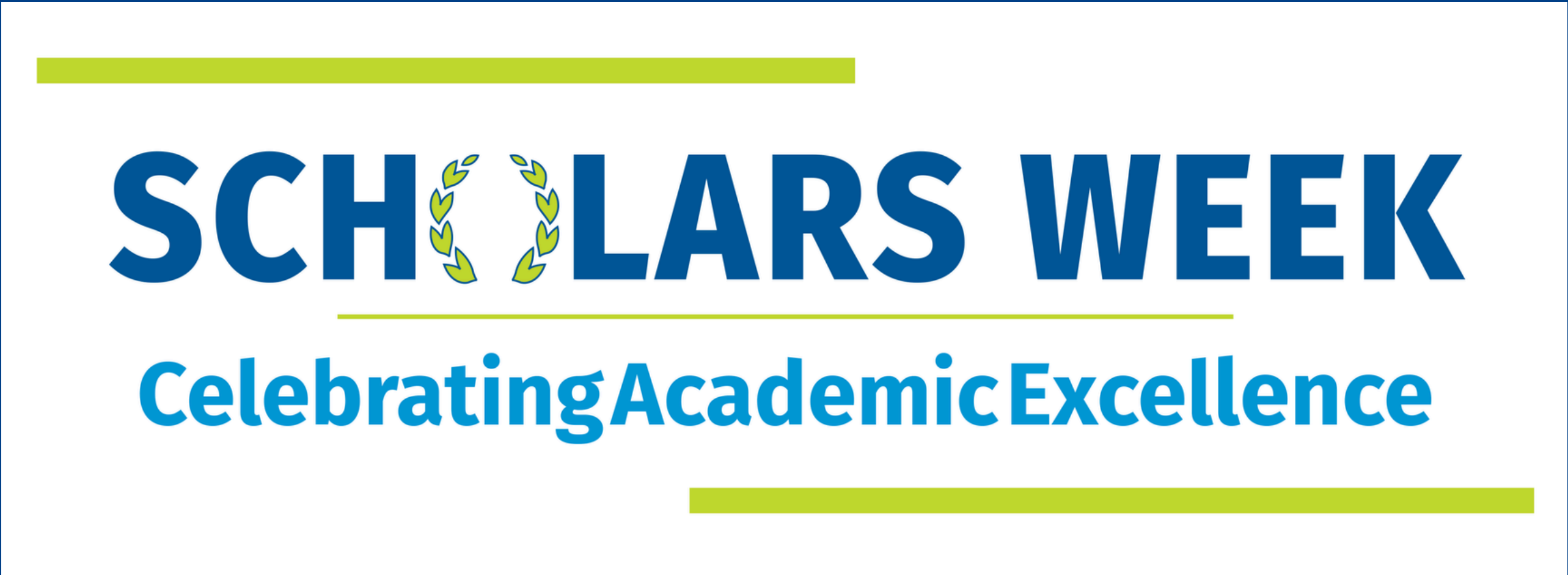
- Educational
- Professional
- Creative
- Inclusive
- Engaging
- Curious
- Informative
- Inspiring

AUDIENCE

WHO ARE OUR STAKE HOLDERS

- Students
- Alumni
- College/Department Heads
- Event Staff
- Student Participants
- Otherwise categorized attendees

BRAND ASSETS: LOGO



SCHOLARS WEEK

Celebrating Academic Excellence

Pictured above is Scholars Week’s standard banner logo as utilized on their website. The banner features the iconic laurel wreath, along with a tagline and accent lines. Acceptable alterations would include the removal of accent lines and tagline in limited capacities.

Pictured to the right is Scholars Week’s standard logo as utilized on their website. The banner features the warped text “Scholars Week WWU” and a laurel wreath. For this logo we would like to recommend the following changes: (1) All warped text should be one color (dark blue or white, depending on background) (2) the laurel wreath should be green, both for consistency.



BRAND ASSETS: CONT.

Tagline

Scholars Week's tagline, as featured on its banner, is "Celebrating Academic Excellence."

Common Graphics

As can be seen on the above logo page, the most common graphic utilized by Scholars Week is the laurel wreath, a symbol of triumph.

Social Media

At present, Scholars Week's social media footprint is minimal. Because of this, we would like to recommend the following tags:

#wwuscholarsweek

#wwuSW24

#wwupostersessions

#wwu3MT

#celebratewwuscholars



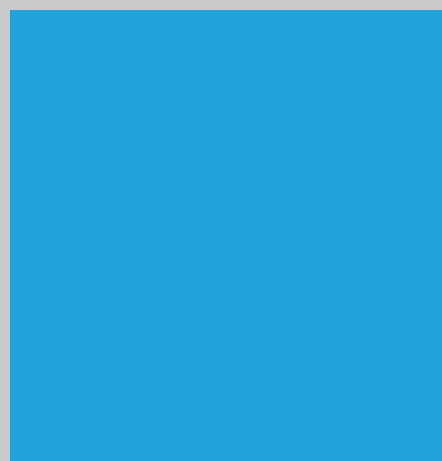
BRAND COLORS

COLORS USED



DARK BLUE

- RGB (0,63,135)
- CMYK (100,53,0,47)



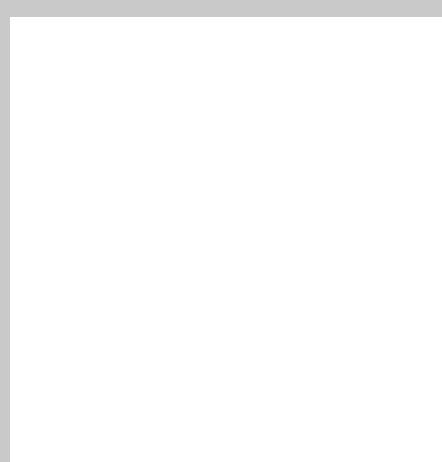
LIGHT BLUE

- RGB (35,162,217)
- CMYK (84,25,0,15)



GREEN

- RGB (130,158,56)
- CMYK (18,0,65,38)



WHITE

- RGB (255,255,255)
- CMYK (0,0,0,0)

TYPOGRAPHY

Header: Fira Sans

Aa Regular Aa Bold

Aa *Italic* Aa ***Bold Italic***

Complementary type
#1: Montserrat

Aa Regular Aa Bold

Aa *Italic* Aa ***Bold Italic***

Complementary type
#2: PT Serif

Aa Regular Aa Bold

Aa *Italic* Aa ***Bold Italic***

BRAND GUIDELINES

DO's

- Scale files proportionally.
- Use Scholars Week colors for the creation of new deliverables. Exceptions will be made minimally for other neutral/grayscale colors.
- Ensure logos are reasonably sized enough to be recognizable.
- Use only the above approved typefaces.

DONT's

- Stretch or otherwise distort the logos and marks.
- Make the logos and banners too small.
- Apply the logos, text and banners over busy patterns, backgrounds or colors that obscure readability.
- Change the colors (beyond approved colors), positioning or orientation of the logos and banners.