

# WGU | STYLE GUIDE

## *Logos*

# WGU'S LOGO.

WGU's logo is a graphic representation of WGU and all that the university stands for. It portrays the institution to the outside world and serves as the university's visual signature. A strong, recognizable, university-wide visual identity is a key element in building and maintaining WGU's reputation in the global community. This logo is the keystone of that visual identity. Consistency in its use will establish trust in the mark and the institution that stands behind it.

The WGU name and logo are reserved for the exclusive use of the WGU community and should only appear in university-related projects. Agencies, licensees, and individuals producing communications or products for or on behalf of WGU employees, departments, programs, or initiatives are expected to follow the policies set out in this guide.

*Note: WGU's logo can be used in its standard form, or it can be reversed-out (shown in white on a dark background). The reversed version of the logo is distinctly different from the standard version. Do not attempt to create a reversed-out logo, or logo and tagline lockup, using the standard WGU blue or black artwork.*

## WGU LOGO – PRIMARY



WGU Logo – Primary  
(CMYK, RGB)



WGU Logo – Primary  
(one color – WGU Blue or black)



WGU Logo – Primary (reversed)  
Do not attempt to create a reversed-out logo using the standard blue or black artwork.

## WGU LOCKUP – PRIMARY



WGU Lockup – Primary  
(CMYK, RGB)



WGU Lockup – Primary  
(one color – WGU Blue or black)



WGU Lockup – Primary (reversed)  
Do not attempt to create a reversed-out logo or lockup using the standard blue or black artwork.

## WGU LOCKUP – SECONDARY



WGU Lockup – Secondary  
(CMYK, RGB)



WGU Lockup – Secondary  
(one color – WGU Blue or black)



WGU Lockup – Secondary (reversed)  
Do not attempt to create a reversed-out logo or lockup using the standard blue or black artwork.

## WGU'S LOGOS (CONT.)

### WGU LOGO STACKED CENTERED - SECONDARY



WGU Logo Stacked Centered – Secondary  
(CMYK, RGB)



WGU Logo Stacked Centered – Secondary  
(one color – WGU Blue or black)



WGU Logo Stacked Centered – Secondary (reversed)  
Do not attempt to create a reversed-out logo  
using the standard blue or black artwork.

# WGU STATE LOGO.

Each WGU state university has two versions of the state logo and state lockup: horizontal (primary) and vertical (secondary). The horizontal state logo and state lockup should be considered the default version as it displays "WGU" and the state as a single name. The vertical logo and lockup may be used in spaces that do not accommodate the horizontal logo and lockup effectively.

## WGU STATE LOGO – PRIMARY



WGU State Logo – Primary  
(CMYK, RGB)



WGU State Logo – Primary  
(one color – WGU Blue or black)



WGU State Logo – Primary (reversed)

## WGU STATE LOCKUPS - PRIMARY



WGU State Lockup – Primary  
(CMYK, RGB)



WGU State Lockup – Primary  
(one color – WGU Blue or black)



WGU State locku – Primary (reversed)

## WGU STATE LOGO – VERTICAL



WGU State Logo – Vertical  
(CMYK, RGB)



WGU State Logo – Vertical  
(one color – WGU Blue or black)



WGU State Logo – Vertical (reversed)  
Do not attempt to create a reversed-out logo  
using the standard blue or black artwork.

## WGU STATE LOGOS AND LOCKUPS



WGU IN State Logo – Primary  
(CMYK, RGB)



WGU In State Logo – Vertical  
(CMYK, RGB)



WGU MO State Logo – Primary  
(CMYK, RGB)



WGU MO State Logo – Vertical  
(CMYK, RGB)



WGU NV State Logo – Primary  
(CMYK, RGB)



WGU NV State Logo – Vertical  
(CMYK, RGB)



WGU NC State Logo – Primary  
(CMYK, RGB)



WGU NC State Logo – Vertical  
(CMYK, RGB)



WGU In State Lockup – Primary  
(CMYK, RGB)



WGU MO State Lockup – Primary  
(CMYK, RGB)



WGU NV State Lockup – Primary  
(CMYK, RGB)



WGU NC State Lockup – Primary  
(CMYK, RGB)

## STATE MARKETING LOGOS AND LOCKUPS (CONT.)



WGU OH State Logo – Primary  
(CMYK, RGB)



A NEW KIND OF U.

WGU OH State Lockup – Primary  
(CMYK, RGB)



WGU OH State Logo – Vertical  
(CMYK, RGB)



A NEW KIND OF U.

WGU TN State Lockup – Primary  
(CMYK, RGB)



WGU TN State Logo – Vertical  
(CMYK, RGB)



A NEW KIND OF U.

WGU TX State Lockup – Primary  
(CMYK, RGB)



WGU TX State Logo – Vertical  
(CMYK, RGB)



A NEW KIND OF U.

WGU WA State Lockup – Primary  
(CMYK, RGB)



WGU WA State Logo – Vertical  
(CMYK, RGB)

## WGU 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 – WGU STATE LOGO – PRIMARY



### CLEAR SPACE – WGU STATE LOGO LOCKUP – PRIMARY



### CLEAR SPACE – WGU STATE LOGO LOCKUP – SECONDARY



### CLEAR SPACE – WGU STATE LOGO STACKED CENTERED – SECONDARY



### CLEAR SPACE – WGU STATE LOGO – PRIMARY



## MARKETING LOGO: CLEAR SPACE (CONT.)

### CLEAR SPACE – WGU STATE LOGO LOCKUP - PRIMARY



### CLEAR SPACE – WGU STATE LOGO - VERTICAL



## WGU LOGO: MINIMUM SIZE.

To ensure legibility and recognition on printed or web materials, the WGU 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.*

## WGU LOGO: INCORRECT USAGE.

To ensure consistency, do not alter or change the proportions of the WGU 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 logo.
- Do not turn the WGU logo on its side.

In addition, the WGU logo

- Must not be screened or appear semitransparent.
- Must not be used as a decorative border or as a background element.



# WGU TAGLINES.

WGU includes three taglines as part of its branding assets.

"A new kind of U®"

"Online. Nonprofit. Surprisingly Affordable.™"

"Ambition never rests.™"

Each tagline is appropriate to use in all marketing communications, but no communication should use more than one tagline. And the tagline should never appear inline in any text.

In most cases, the tagline is best presented as a lockup with the owl logo (as shown on page two of this section of the style guide.) However, when the tagline is used on its own, the wording of the tagline must not be changed.

WGU TAGLINE: NEW KIND OF U

**A NEW KIND OF U.®**

WGU TAGLINE: SURPRISINGLY AFFORDABLE

**Online. Nonprofit. Surprisingly Affordable.™**

WGU TAGLINE: AMBITION NEVER RESTS

**AMBITION NEVER RESTS.™**

# THE OWL ICON.

WGU's mascot—Sage the Night Owl—plays an important part in WGU's brand identity. The iconic owl's head represented in our logo personifies Sage and gives us a way to represent the personality of our university as part of our visual identity.

The owl icon cannot be used on its own without explicit permission from the marketing group. When that permission is provided, it is acceptable to use the owl icon by itself when it is not the only brand identifier used in the communication it appears in. It should only appear when it is clear that it represents WGU and a second WGU logo appears somewhere else in the sample document.

## THE OWL ICON

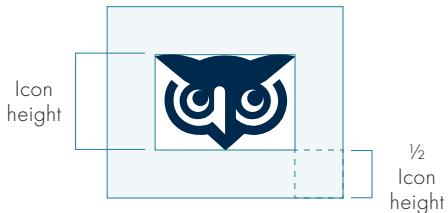


The owl icon  
(CMYK, RGB)

## OWL ICON: CLEAR SPACE.

To protect the integrity and readability of our brand, you must leave the required minimum (or greater) clear space on all four sides of the owl icon. That minimum clear space is defined as half the height of the icon. There are no exceptions to this requirement.

### CLEAR SPACE – OWL ICON



## OWL ICON: MINIMUM SIZE.

To ensure legibility and recognition on printed or web materials, the owl icon may not appear smaller than 0.375 inches wide in print, or 24 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.*

## OWL ICON: INCORRECT USAGE.

To ensure consistency, do not alter or change the proportions of the owl icon in any way.

- Do not change the color.
- Do not cover, fill, or add texture or drop shadows to the icon.
- Do not turn the icon on its side.

In addition, the owl icon

- Must appear in its entirety. (Do not show only a portion of the icon, e.g. displaying only half of the owl head.)
- Must not be screened or appear semitransparent.
- Must not be used as a decorative border or as a background element.



# STAND-ALONE LOGO.

When the available space for the logo is too confined, or the target audience requires something less formal than WGU's full logo or seal, it is acceptable to 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



Stand-alone logo (CMYK, RGB)



Stand-alone logo (black)



Stand-alone logo (reversed)

## 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.

### CLEAR SPACE – STAND-ALONE LOGO



## 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.



# WGU ACADEMIC SEAL.

The official WGU seal lends authenticity to communications from the university, particularly in its capacity as an institution of higher learning. The seal is reserved for use on our most official communications. It should appear on all official university materials and documents, including diplomas, certificates of graduation, formal certificate programs, university “white paper” reports, scholarly papers, etc. In addition, the seal may be used at the president’s discretion to formally designate that the document it appears on is an official WGU communication. The Offices of Admissions and Records are also authorized to use the official seal on documents requiring authentication and containing information drawn from the university’s official records.

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

- The seal should be used in its entirety, with no alterations or visual distortions.
- The seal color should never be changed. It can be used in either WGU Blue (Pantone 540) with the gold and blue seal, or the name can be reversed (white), providing the seal itself is not reversed.
- The seal has been created with a transparent background and should not appear with a white box as a background.
- The seal can be used in the reversed version (white) on top of dark blue or other background colors that provide adequate contrast.
- The seal 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.)*

## ACADEMIC SEAL



Academic seal  
(CMYK, RGB)



Academic seal  
(one color – WGU Blue or black)



Academic seal (reversed)

## ACADEMIC SEAL & LOGO LOCKUP – PRIMARY



Academic seal & logo – Primary  
(CMYK, RGB)



Academic seal & logo – Primary  
(one color - WGU Blue or black)



Academic seal & logo (reversed)

## ACADEMIC SEAL & LOGO LOCKUP (CONT.)

### ACADEMIC SEAL & LOGO – STACKED RIGHT



**WESTERN  
GOVERNORS  
UNIVERSITY®**

Academic seal & logo – Stacked Right  
(CMYK, RGB)



**WESTERN  
GOVERNORS  
UNIVERSITY®**

Academic seal & logo – Stacked Right  
(one color – WGU Blue or black)



**WESTERN  
GOVERNORS  
UNIVERSITY®**

Academic seal & logo – Stacked Right (reversed)

### ACADEMIC SEAL & LOGO – CENTERED



**WESTERN GOVERNORS  
UNIVERSITY®**

Academic seal & logo – Centered  
(CMYK, RGB)



**WESTERN GOVERNORS  
UNIVERSITY®**

Academic seal & logo – Centered  
(one color – WGU Blue or black)



**WESTERN GOVERNORS  
UNIVERSITY®**

Academic seal & logo – Centered (reversed)

### ACADEMIC SEAL & LOGO – HORIZONTAL



**WESTERN GOVERNORS UNIVERSITY®**

Academic seal & logo – Horizontal (CMYK, RGB)



**WESTERN GOVERNORS UNIVERSITY®**

Academic seal & logo – Horizontal (one color – WGU Blue or black)



Academic seal & logo – Horizontal (reversed)

## ACADEMIC SEAL & LOGO: CLEAR SPACE.

To protect the integrity and readability of our brand, you must leave the required minimum (or greater) clear space on all four sides of the academic seal and academic seal & logo lockup. 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 – ACADEMIC SEAL



### CLEAR SPACE – ACADEMIC SEAL & LOGO - PRIMARY



### CLEAR SPACE – ACADEMIC SEAL & LOGO STACKED RIGHT - PRIMARY



### CLEAR SPACE – ACADEMIC SEAL & LOGO STACKED CENTERED - PRIMARY



## ACADEMIC LOGO: CLEAR SPACE (CONT.)

### CLEAR SPACE – ACADEMIC SEAL & LOGO LONG - PRIMARY



# ACADEMIC SEAL: INCORRECT USAGE.

To ensure consistency and maintain the integrity of the academic seal and academic seal & logo lockup, 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 seal or academic seal & logo in any way.
- Do not change the color or alignment of the type in the seal or academic seal & logo.
- Do not change the type font.
- Do not cover, fill, or add texture or drop shadows to the seal or academic seal & logo.
- Do not turn the seal or academic seal & logo on its side.

In addition, the seal or academic seal & logo MUST NOT:

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



# STATE ACADEMIC SEALS.

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 seal and academic seal & logo lockup. These marks should be used according to the same rules that govern use of the national academic seal and national academic seal & logo lockup. State academic seals should be used on all official university materials and documents coming from one of the state campuses, including diplomas, certificates of graduation, formal certificate programs, university "white paper" reports, scholarly papers, etc.

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

- The state seal and seal & logo lockup should be used in their entirety, with no alterations or visual distortions.
- The state seal and seal & logo lockup color should never be changed. They can be used in either WGU Blue (Pantone 540) with the gold and blue seal, or the name in the seal can be reversed (white) providing the seal itself is not reversed.
- The state seal and seal & logo lockup have been created with a transparent background and should not appear with a white box as a background.
- The state seal and seal & logo lockup can be used in the reversed version (white) on top of dark blue or other background colors that provide adequate contrast.
- The state seal or seal & logo lockup may be reduced or enlarged as necessary, provided they are not distorted, maintain their original shape, remain legible, and meet 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 seal is resized proportionally, hold down the Shift key while dragging to enlarge/reduce the logo.*)

## STATE ACADEMIC SEAL



State Academic Seal  
(CMYK, RGB)



State Academic Seal  
(one color – WGU Blue or black)



State Academic Seal (reversed)

## STATE ACADEMIC SEAL & LOGO - PRIMARY



State Academic Seal & Logo – primary  
(CMYK, RGB)



State Academic Seal & Logo – primary  
(one color - WGU Blue or black)



State Academic Seal & Logo – Primary (reversed)

## STATE ACADEMIC SEAL & LOGO (CONT.)

### STATE ACADEMIC SEAL & LOGO - STACKED RIGHT



**WGU**  
**INDIANA.**®

State Academic Seal & Logo – Stacked Right  
(CMYK, RGB)



**WGU**  
**INDIANA.**®

State Academic Seal & Logo – Stacked Right  
(one color - WGU Blue or black)



State Academic Seal & Logo – Stacked Right  
(reversed)

### STATE ACADEMIC SEAL & LOGO – CENTERED



**WGU INDIANA.**®

State Academic Seal & Logo – Centered  
(CMYK, RGB)



**WGU INDIANA.**®

State Academic Seal & Logo – Centered  
(one color - WGU Blue or black)



State Academic Seal & Logo – Centered  
(reversed)

### STATE ACADEMIC SEAL, AND ACADEMIC SEAL & LOGO



Indiana State Academic Seal  
(CMYK, RGB)



**WGU INDIANA.**®

Indiana State Academic Seal & Logo – Primary  
(CMYK, RGB)



Missouri State Academic Seal  
(CMYK, RGB)



**WGU MISSOURI.**®

Missouri State Academic Seal & Logo – Primary  
(CMYK, RGB)



Nevada State Academic Seal  
(CMYK, RGB)



**WGU NEVADA.**®

Nevada State Academic Seal & Logo – Primary  
(CMYK, RGB)

## STATE ACADEMIC SEAL & LOGO, AND SEAL (CONT.)



North Carolina State Academic Seal  
(CMYK, RGB)



**WGU NORTH CAROLINA**

North Carolina State Academic Seal & Logo – Primary  
(CMYK, RGB)



Ohio State Academic Seal  
(CMYK, RGB)



**WGU OHIO**

Ohio State State Academic Seal & Logo - Primary  
(CMYK, RGB)



Tennessee State Academic Seal  
(CMYK, RGB)



**WGU TENNESSEE**

Tennessee State Academic Seal & Logo – Primary  
(CMYK, RGB)



Texas State Academic Seal  
(CMYK, RGB)



**WGU TEXAS**

Texas State Academic Seal & Logo – Primary  
(CMYK, RGB)



Washington State Academic Seal  
(CMYK, RGB)



**WGU WASHINGTON**

Washington State Academic Seal & Logo – Primary  
(CMYK, RGB)

## Logos

### STATE ACADEMIC SEAL & LOGO: CLEAR SPACE.

To protect the integrity and readability of our brand, you must leave the required minimum (or greater) clear space on all four sides of the state academic seal and state academic seal and logo. 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 – STATE ACADEMIC SEAL & LOGO – PRIMARY



#### CLEAR SPACE – STATE ACADEMIC SEAL & LOGO



#### CLEAR SPACE – STATE ACADEMIC SEAL & LOGO – STACKED RIGHT



#### CLEAR SPACE – STATE ACADEMIC SEAL & LOGO – CENTERED



# STATE ACADEMIC SEAL AND STATE ACADEMIC SEAL & LOGO: INCORRECT USAGE.

To ensure consistency and maintain the integrity of the state academic seal and state academic seal & logo lockup, 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 seal or state academic seal & 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 seal or state academic seal & logo.
- Do not turn the state academic seal or state academic seal & logo on its side.

In addition, the state academic seal and state academic seal & logo MUST NOT:

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



# DEPARTMENT LOGOS

WGU's Academic Colleges and Agencies have each been assigned a graphic that integrates their names with the university's core logo. These logos are referred to as the college or agency's Department Logo or College logo.

All academic colleges, departments, research centers, and administrative units should use that organization's Department Logo or College logo, or the WGU logo (with permission from WGU Marketing). They should not use logos or visual identifiers other than their approved logo. They should also not use their Department or College Logo for communications that will appear outside of the WGU community.

- 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.*)

## DEPARTMENT LOGO



Department Logo (CMYK, RGB)



Department Logo (black)



Department Logo (reversed)



Department Logo Left Justified (CMYK, RGB)



Department Logo Left Justified (black)



Department Logo Left Justified (reversed)

## Department Logos (cont.)



Department Logo Long (CMYK, RGB)



Department Logo Long (black)



Department Logo Long (reversed)

## DEPARTMENT LOGO: CLEAR SPACE.

To protect the integrity and readability of our brand, you must leave the required minimum (or greater) clear space around all four sides of the department logo. 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 may not appear smaller than 0.725 inches wide in print or 52 pixels wide in web use.