

General Branding Restrictions:

Never make any alterations to any of our logos without our consent.

Never use the “Comfortaa” font in conjunction with any materials bearing the WVBU logo.

Never alter the aspect ratio of any of our logos or present our logos in any way that distorts their aspect ratios.

Never pixelate the WVBU logo or present the WVBU logo with any content that has visible pixelation.

Never present our logo in any way that expresses or implies WVBU’s affiliation or endorsement without our consent.

Never use the logos or logotype of Bucknell University or Bucknell Athletics with the WVBU logo without our consent.

If possible, please link any logos you use to wvbu.com.

Logo Choice & Usage Restrictions:



This is our primary logo.

Please use it whenever a colored logo is appropriate.

Only use on white or very light backgrounds.



This is our secondary logo.

Please use it **only** when it fits *substantially* better with an existing design.

Only use on white or very light backgrounds.



Only use on black or dark backgrounds.



Please use for any black & white printed materials.

Only use on white backgrounds.

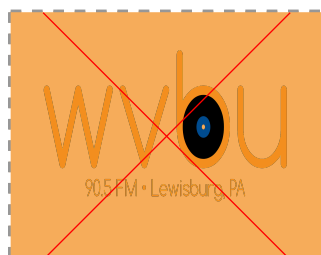
Only use when no color will be rendered.

Improper Usage Examples:



NO visible pixelation (don’t downsample our image assets)

NO white box on colored background (don’t convert PNG to other formats)



NO modification of aspect ratios (vinyl record inside “b” must be a perfect circle)

NO backgrounds similar to text color (use the dark logo instead)