

WILEY COLLEGE

BRAND GUIDELINES



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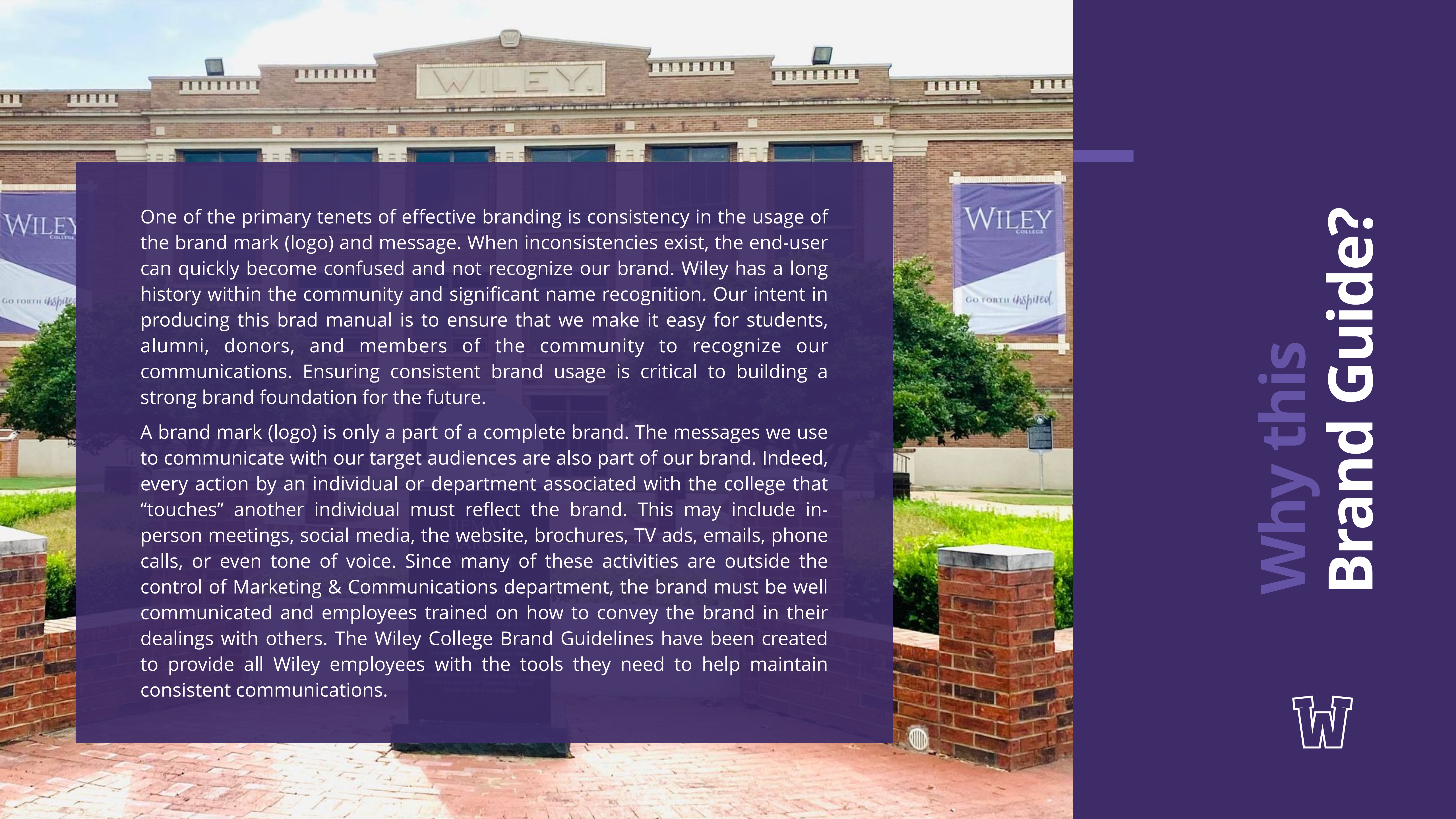
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Brand Introduction



One of the primary tenets of effective branding is consistency in the usage of the brand mark (logo) and message. When inconsistencies exist, the end-user can quickly become confused and not recognize our brand. Wiley has a long history within the community and significant name recognition. Our intent in producing this brand manual is to ensure that we make it easy for students, alumni, donors, and members of the community to recognize our communications. Ensuring consistent brand usage is critical to building a strong brand foundation for the future.

A brand mark (logo) is only a part of a complete brand. The messages we use to communicate with our target audiences are also part of our brand. Indeed, every action by an individual or department associated with the college that “touches” another individual must reflect the brand. This may include in-person meetings, social media, the website, brochures, TV ads, emails, phone calls, or even tone of voice. Since many of these activities are outside the control of Marketing & Communications department, the brand must be well communicated and employees trained on how to convey the brand in their dealings with others. The Wiley College Brand Guidelines have been created to provide all Wiley employees with the tools they need to help maintain consistent communications.

Why this Brand Guide?





Wiley College

Branding Values and Identity

Brand values refer to how we represent our brand through core graphic elements: our name, brand marks (logos), colors, typefaces, and core messages. Our brand guide provides a roadmap to ensure correct and consistent use of these elements as we communicate the tell the story of Wiley.

Our brand identity is more than our logos, brochures, and ads; it is the sum of everything people know, say, feel, think, experience, and perceive about Wiley College

As members of the Wiley family, We are all brand managers and play a crucial role in developing and strengthening the Wiley brand effectively.

Brand Positioning

Mission Statement

Wiley College is a four-year, liberal art, historically black institution - home to a diverse community of scholars, debaters, activists, athletes, and more. Here, Wileyites are nurtured, challenged, galvanized, and primed for a life of liberty and service. We offer an intellectually-charged environment where students have the liberty to fuel and follow their academic passions. Guided by administrators, faculty, and staff committed to intellectual empowerment, our students go forth, inspired.

Our Name.

Our official name is "Wiley College," which must always be spelled out with no abbreviations. When "the" is used before the school's name, it should be lowercase unless it begins a sentence.

Once the full official name of the College has been established, "Wiley" may be used for variation.



Our Tagline.

The Wiley College Tagline, "Go forth Inspired." was implemented by the 17th President, adopted from the Wiley College Alma Mater. This typographic logo is also designed to be clean and minimalist to reinforce our identity as a high-quality, forward-thinking institution.

The Wiley College tagline can be used in any recruitment or admissions-related materials, particularly first-touch pieces introducing students to Wiley College.



Brand Marks

Brand Marks

The Presidential Seal



The Presidential Seal utilizes a transparent background. Therefore, the seal comes in 3 color variants, selected based on the color/medium type. The purple variant should be used primarily, if possible. Additional custom variants may be requested by the Office of the President, if necessary.

The Presidential Seal is not a marketing logo and is a vital asset to our organization that serves as a visual foundation for Wiley College.

The seal should only be used on formal and official items such as plaques and diplomas and communication from the Office of the President. It should no longer be used as a clip-art or design element. Do not place any information on the inside of the seal.

Please refrain from using this seal for any print or screen-based media not approved by the Office of the President. This includes banners, flyers, stationery etc.

Two Variations of the Presidential Seal on dark Backgrounds



Brand Marks

The Wiley College Signature

The importance of the College Signature

Familiar logos are not read as words but processed by the brain visually, evoking complex associations. The Wiley College® signature is the keystone of the visual identity system. Consistent use of the signature on all materials by all participants will improve communication and strengthen the Wiley brand.

By incorporating the Wiley graphic identity system, we increase the quality, efficiency, and cost-effectiveness of our communication efforts.

The new Wiley visual identity should be phased in. As existing inventories of print materials are used, new materials should incorporate the new graphics. The Wiley College signature should be used for internal and external documentation, forms, letters, letterheads, postcards, etc.

WILEY
COLLEGE



The Wiley signature should always be spaced and aligned as shown here. It must be reproduced from high-resolution digital files.

Unacceptable signature treatments

Do not configure the elements into a different signature

~~WILEY
COLLEGE~~

~~WILEY COLLEGE~~

Do not crop or remove any parts of the signature

~~NILEY
COLLEGE~~

~~NILEY
COLLEGE~~

Do not distort the signature. Never attempt to typeset the logotype. The signature should always be obtained from a high resolution digital file

~~WILEY
COLLEGE~~

~~WILEY
COLLEGE~~

Unacceptable signature treatments

Do not tilt the signature in any direction



Do not add any shadows, effects or elements to the signature



Do not place signature over heavily patterned background. When the signature is reversed out of a photograph or another background, it must do so in an area of the image that does not compromise its legibility.



The Wiley College Tagline

Limited Use Only

Our tagline, “Go forth Inspired.” is meant to operate as an extension of the Wiley College brand implemented by the 17th President, adopted from the Wiley College Alma Mater. It is a top-line statement that aims to reinforce our identity as a high-quality, forward-thinking institution. It is a powerful tool for making new connections and strengthening or re-energizing existing relationships.

While we do not require the tagline or its visual treatment to be included in all marketing and communications materials, it should be used regularly to illustrate further and bring the brand to life. We encourage its use on any recruitment or admissions-related materials, particularly first-touch pieces introducing students to Wiley College.

Tagline Variations

There are two color variations to the tagline logo. The grey/ purple should be used on lighter backgrounds, where appropriate, while the white (not shown) should be used on darker or photographic backgrounds, in a location that displays the most contrast.

Vector versions of the Tagline can be requested from The Office of Institutional Advancement.





Brand Marks

The Wiley College Signature + Tagline

Limited Use Only

Similarly, our signature and tagline variation is for limited use only. While we do not require the tagline or its visual treatment to be included in all marketing and communications materials, it should be used regularly to illustrate further and bring the brand to life. We encourage its use on any recruitment or admissions-related materials, particularly first-touch pieces introducing students to Wiley College.

Apply **Unacceptable Signature treatments** to all brand marks.

Signature + Tagline Variations

There are two color variations and two orientations to this brand mark. The grey/purple should be used on lighter backgrounds, where appropriate, while the white (not shown) should be used on darker or photographic backgrounds, in a location that displays the most contrast.

Vector versions of the Signature + Tagline can be requested from The Office of Institutional Advancement.



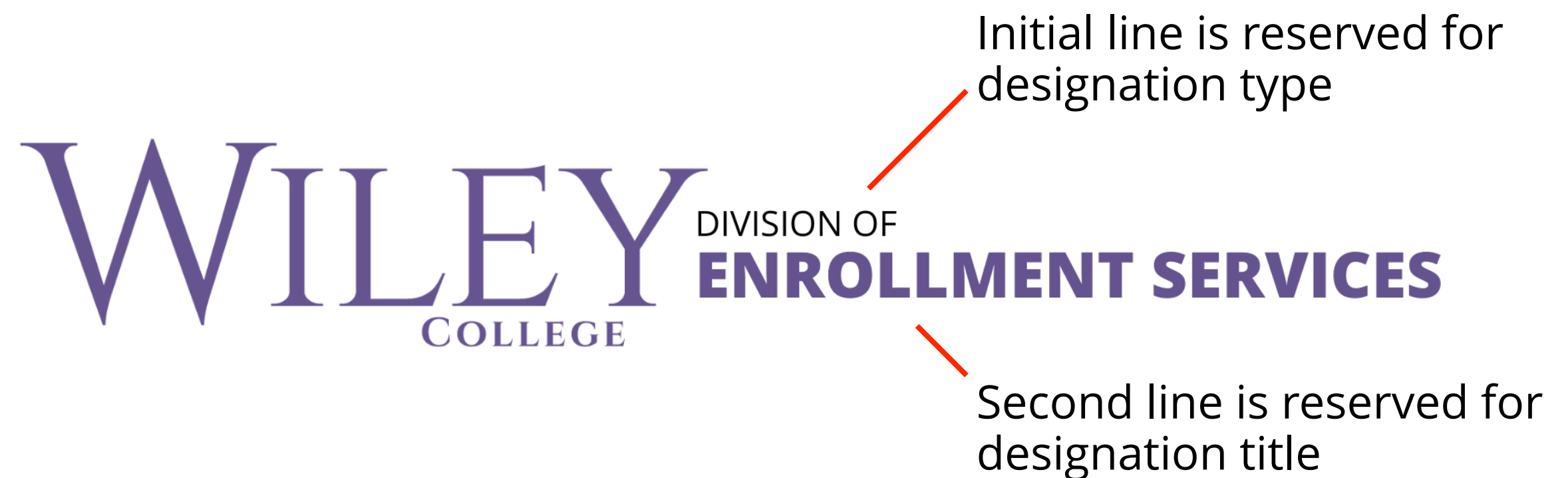
Brand Marks

The Wiley College Signature & Designation

The images to the right show how colleges, divisions, and institutes can be added to the Wiley signature. Colleges and various titles must be typed in all caps using Open Sans font in the regular script and **Bold**.

Apply **Unacceptable Signature treatments** to all brand marks.

Vector versions of division, college and institutes can be requested from The Office of Institutional Advancement and should not be independently created.



The Wiley Purple - **Pantone® 18-3840** is used as the primary color for the Wiley College signature & designations.

The designation title may be listed on two of the three lines if horizontal space is limited.

The Wiley W

The Wiley W is a critical element in the College's visual identity. It was designed in 2018 to update and modernize the athletic and student look of the institution. It is also intended to be clean and modern to reinforce our identity as a high-quality, forward-thinking institution. The Wiley W can be used for student-based marketing publications, newsletters, apparel, social media, etc. It should be used in more of a social manner, rather than formal or professional.

There are two color variations to the Wiley W, which should not be modified in any way. This includes altering color, filling, proportion, distortion of the mark, and adding or changing additional words or symbols. The word "Wiley" should not be paired directly (within the element's clear space) with the element to create a new college signature. However, the word "Wiley" should appear somewhere on the publication, sign or banner, article of clothing, or other item bearing the brand mark. Do not use any part of the mark as part of another word.

Vector versions of the "W" can be requested from The Office of Institutional Advancement.



Brand Marks & Designations

The Wiley Wildcat

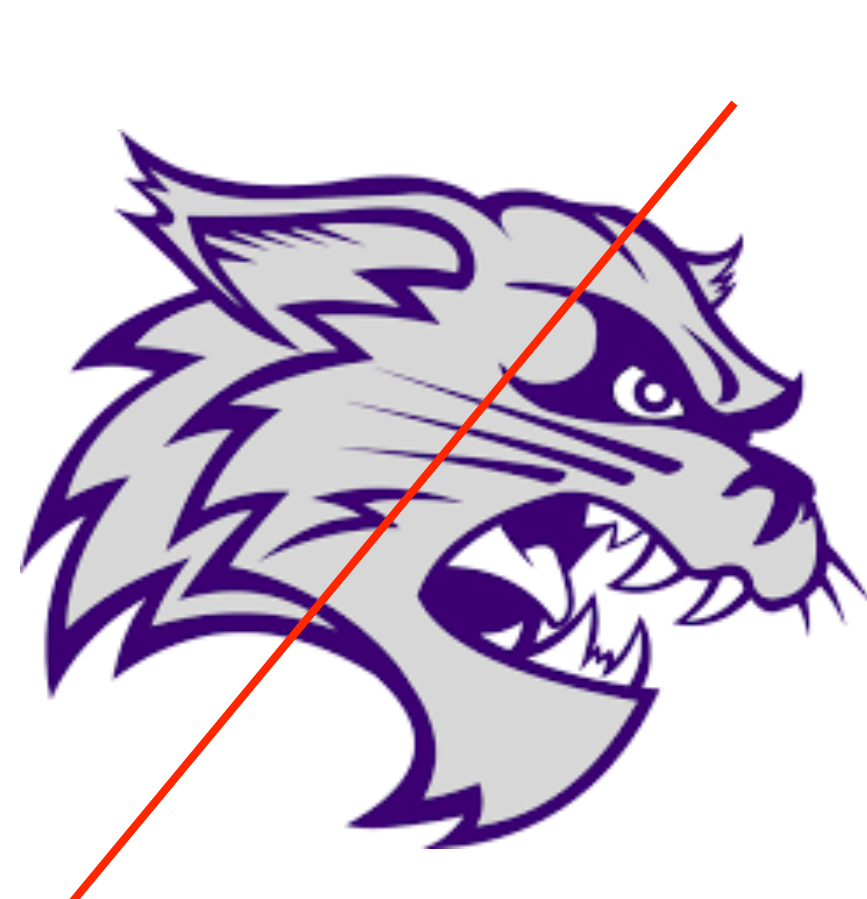
The Wiley Wildcat is the official mark for the College's athletic department. It was developed to symbolize our mascot's strength and tenacity and promote Wildcat pride in college marketing and communications materials.

When representing the athletics department or teams, the logo must be the dominant brand mark, and it may not be coupled with other brand marks. The Wiley Wildcat should never be used in place of academic brand marks. College units are not allowed to create logos using the Wildcat or Wildcat banner. It is only used on marketing materials promoting Wiley College athletics and recruitment.



Retired Brand Marks

These logos are no longer to be used in any circumstance.





College Color Scheme

Wildcat Purple

CMYK: 29 / 42 / 0 / 44

RGB: 101 / 83 / 143

HEX: #3D2C68

Wiley Purple

CMYK: 29 / 42 / 0 / 44

RGB: 101 / 83 / 143

HEX: #65538F

Carbon

CMYK 02 / 03 / 0 / 74

RGB 65 / 64 / 66

HEX #414042

Silver

CMYK 8 / 6 / 0 / 24

RGB 177 / 182 / 193

HEX #B1B6C1

Gray

CMYK 0 / 0 / 0 / 65

RGB 89 / 89 / 89

HEX #595959

Light Stone

CMYK 0 / 0 / 0 / 11

RGB 226 / 226 / 226

HEX #E2E2E2

Wiley College

College Color Scheme

The primary color scheme for the College is Violet Indigo - **Pantone® 19-3750** (adopted as Wildcat Purple) and white. There is also a secondary “accent” purple for limited use in both print and web applications. The purple accent is Purple Opulence - **Pantone® 18-3840** (Wiley Purple).

The CMYK and RGB conversions for the Pantone® colors are listed to the left and the color formula for web applications.



Unacceptable signature color treatments

Do not print the signature in black or Wildcat purple over dark background



Do not change any colors of the signature or create alternate one-color variation of the signature



Do not scream back any of the signature colors



Unacceptable signature color treatments

Do not print the reversed out (white) signature onto a light background



Black and White Reproduction Limited Use Only

The black signature should only be used in newspaper advertising, faxing and black and white copying. When appearing on a dark or black background, the entire signature should reverse out to white.

WILEY
COLLEGE



Typography

Font : Open Sans

Open Sans is our institutional typeface. It should be used in all instances where typography is required. It is a simple, clean, legible typeface that compliments our logo. We use four weights of Open Sans. Light, Regular, Medium, and Bold. Arial and Helvetica can substitute for Open Sans on digital applications, such as websites and email. Typography shouldn't be overlooked as a critical element within our toolkit. It is crucial to adhere to this document's leading, tracking, and text arrangement to help achieve brand consistency throughout.

Aa

Open Sans Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

! " \$ % & / () = ? ` ; : | " ¶ ¢ [] | { }

Open Sans Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

! " \$ % & / () = ? ` ; : | " ¶ ¢ [] | { }

Open Sans Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

! " \$ % & / () = ? ` ; : | " ¶ ¢ [] | { }

Open Sans Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

! " \$ % & / () = ? ` ; : | " ¶ ¢ [] | { }

General Stationary

Letterhead



GO FORTH *inspired.*

WILEY COLLEGE | 711 WILEY AVENUE MARSHALL, TEXAS 75670 |

Envelope

WILEY
COLLEGE

DEPARTMENT
711 WILEY AVENUE
MARSHALL, TEXAS 75670

Business Card

WILEY
COLLEGE



First Name, Last Name
Title
Department

P: (555) 555-555 | M: (555) 555-555
alias@wileyc.edu

GO FORTH *inspired.*



Social Media Guidelines



Social Media Guidelines

These guidelines serves as a general best-practice reference for administrators who represent various social media accounts associated with Wiley College and were developed by the Marketing and Communications department, which oversees the College's official social media presence. The purpose is to ensure social media channels represent the College in an appropriate, authentic, safe, and genuine manner while upholding institutional core values.

College Social Media accounts must be created and registered in coordination with the Marketing and Communications department. An account administrator, preferably a member of the professional staff, must be designated by the College unit responsible for each Social Media account, and the name of that administrator must be provided to the Department of Marketing and Communications. They shall have the final say on all college social media accounts. The responsibilities of account administrators are set forth here.

All aspects of account and site management, including responsibility for monitoring the site and its content, reside with the unit responsible for the account and site. Account administrators are responsible for ensuring that the site is compliant with College policies and for removing any comments or other material deemed inflammatory, vulgar, or otherwise inappropriate from the site. Marketing and Communications retain the authority of usernames and passwords and all rights to deactivate any college unit account that violates this policy.

Account Administrator Responsibilities

Account administrators serve as the first responders to their unique audience through social media. While department news and event information are a top communication priority, Admins are also encouraged to:

- Create accounts with your wileyc.edu email address. If you are setting up social media accounts on behalf of your department, then be sure to add your shared departmental wileyc.edu address as an administrator. This will ensure a successful transfer of administrative power if and when you are no longer responsible for updating the account.
- Protect Wiley's name and brand marks. Wiley brand marks cannot be modified or used for personal endorsements, and the trademarked Wiley name cannot be used to promote a product, business, cause, political party, or candidate.
- Remain professional and in good taste, and protect Wiley's institutional voice. As a representative of Wiley College, avoid pranks and postings that could be misinterpreted. Ask your supervisor or the Marketing and Communications department if you are unsure.
- Respect others. Social media sites are designed for two-way communication, and content contributed to a social media site may encourage comments or discussion of opposing ideas. As an administrator, you can and should respond when relevant, but consider how your response may reflect on you, your department, and the College. Ask your supervisor if you are unsure about posting something or responding to a comment. You may remove comments libelous or offensive by standards of the Wiley community, but do not censor posts with which you disagree. Also, avoid criticizing other people and institutions. Doing so may alienate you from your audience, reflect poorly on Wiley or escalate into a conflict.
- Connect thoughtfully. Connecting to other social media members and sites builds credibility and community and gives the unintended impression that your site endorses a specific cause, group, or person. Consider carefully whom you "friend," "follow," link to or allow into your site and to what extent you will allow comments. Help the Wiley community stay connected by linking the Wiley homepage and other Wiley social media sites. When possible, link to a Wiley College news source instead of an outside source.

Social Media Crisis Communication

In the case of an emergency or College-wide crisis the first social media source of information will be the official social media channels maintained by the Marketing and Communication department. Communication should follow a two-step flow approach:

1. The Office of the President through the Marketing and Communications department releases an official statement on social media channels primarily (Facebook, Twitter, Instagram), which will always lead with an "Official Statement."
2. Admins should then disseminate office information by reposting, retweeting, or re-circulating across their social media channels. **Please refrain from editing any official statement from the College Admins should make every effort to direct inquiries to the College's official social media channels for official updates. During a crisis, answering user inquiries directly is discouraged. A proper response might be: "Please check with the College's main account for further updates and inquiries."
3. All media inquiries initiated through social media should be directed to the Marketing and Communications department.

Student Organization Social Media Accounts

Any student organizations that wish to be included in the college's official social media directory should submit social media handles to the Marketing and Communications department. Otherwise, these accounts do not need to be approved by the Marketing and Communications department and are not officially governed by these guidelines.

Student Organizations are not permitted to use any Wiley College official brand marks under any circumstance.





Official Wiley College Social Media Accounts

Social Media Profile Graphics

The College's social media presence should also reflect the brand. As recommended for the website, content should be conversational-friendly and use active voice when appropriate. Accuracy is essential in social media, as once something is posted, all instances cannot permanently be removed. Using keywords or key phrases in your content can help people find you through search mechanisms within each tool. Content should be kept short and to the point.

If the content is longer, you may wish to post it on the Wiley College website and link to it on social media, driving visitors to the College's primary site for more information.

Samples of brand marks appropriate for social media usage are shown here. Note that each social media tool has its requirements regarding the size and shape of graphics used, which may change over time. Should the standard graphics shown here not work in future iterations of the social media packages utilized, the Marketing & Communications department should be notified to create appropriate new graphics.

"The Wiley W"

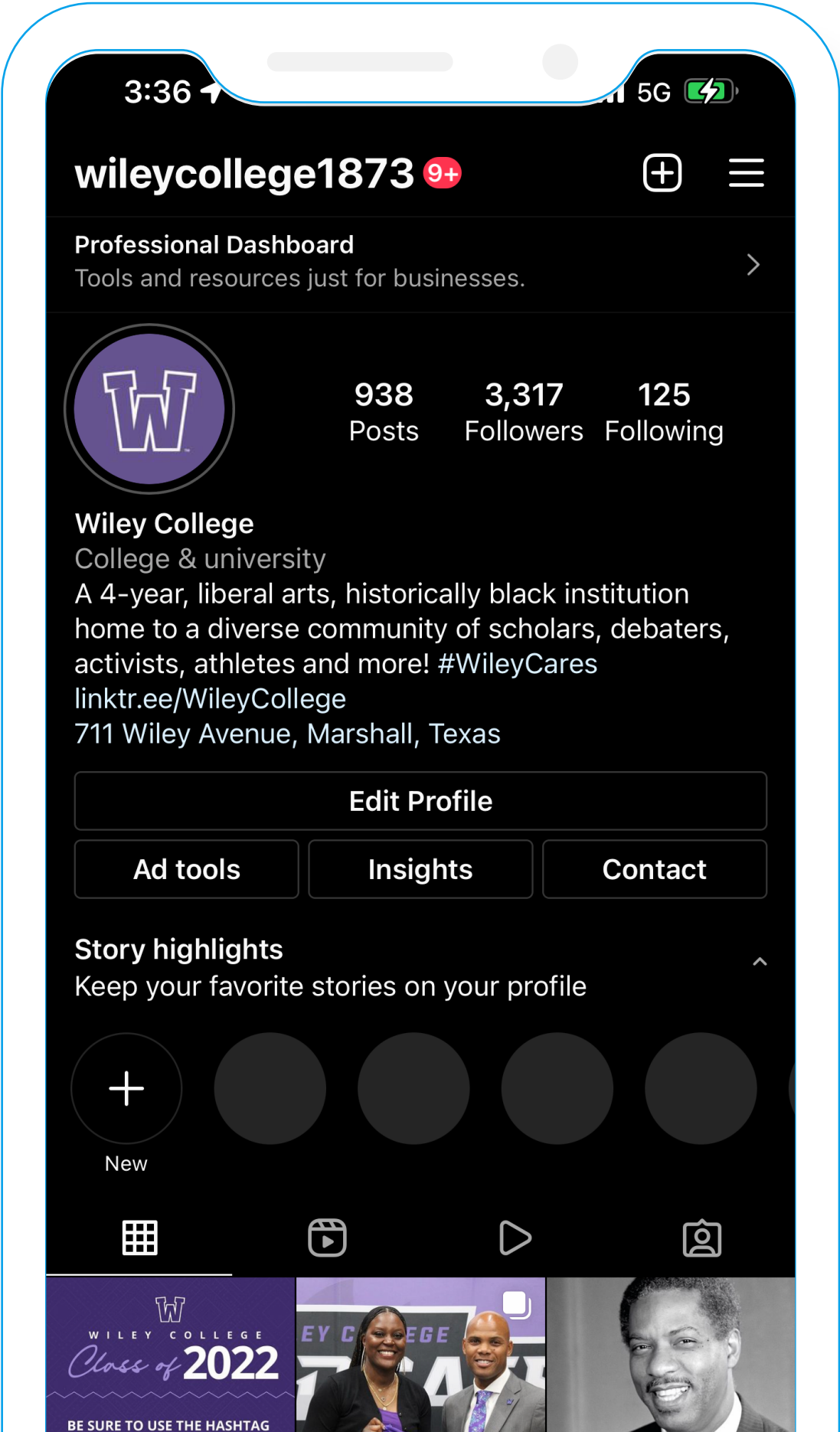


Social Media Guidelines

Official Social Media Accounts

The college’s official social media handle, **@WileyCollege** and **@WileyCollege1873**, has a presence on several prominent platforms (**Instagram, Twitter, Facebook, LinkedIn, and TikTok**). These will change as the social media landscape evolves. Each channel has its own rules of engagement, functions, formats, and communities. Understanding these nuances is essential to maintaining a consistent voice across channels.

Instagram



Twitter



Social Media Audience

Social media is where we tell our story in real-time. It extends the reach of our news and storytelling platforms, allowing us to distribute timely information to the broadest possible audience. It's the crossroads where our brand meets our audience, where members and prospective members of the Wiley family can come together, explore passions, share experiences, ask questions, and put discoveries into action.

We know our audience doesn't live on just one platform. When posting on social media, we always consider the interplay between different platforms and related sites. We view the whole of these channels as our media ecosphere.

LinkedIn

- **Audience(s):** Students, Young Alumni (job seekers), Alumni (recruiters looking for young alumni), Business Professionals
- **Content:** Innovation—partnerships, research, student profiles, alumni profiles and professor profiles.

Instagram

- **Audience(s):** Current students, Prospective Students, Alumni and General Public
- **Content:** College Sponsored events, students, student life, celebrations, milestones. Should serve as a high-quality photo gallery to showcase the Wiley experience.

TikTok

- **Audience(s):** Current students, Prospective Students, Alumni and General Public
- **Content:** Student life, celebrations, milestones. Should serve as an organic video depiction of the Wiley experience.

Facebook

- **Audience(s):** Parents, Alumni and General Public
- **Content:** Stories about research initiatives, celebrations/ milestones, current student profiles and alumni profiles. Photos and video.

Twitter

- **Audience(s):** Students, Alumni, General Public
- **Content:** Tweet and Retweet about College sponsored campus events, donations, research initiatives and fun facts about Wiley.