

Southern Wesleyan UNIVERSITY

OUR VISUAL IDENTITY



Visual Identity

HOW WE LOOK

Our Logo

The university workmark is a visual representation of Southern Wesleyan University and is an essential component of our brand. The official university wordmark must appear on all official university communications. University entities may use the university wordmark alone or with their unit identifier.

You can download official versions of the wordmark at swu.edu/brand. The office of marketing will work with your office to address specific needs, questions regarding logo placement, and approvals of usage in a timely fashion.

University Wordmark

To ensure consistency and brand recognition use the university wordmark as shown below.

PRIMARY USAGE



The primary version of the wordmark is one-color SWU Blue (Pantone 288).

SECONDARY USAGE



The wordmark may be printed in black when a grayscale version is necessary.



The wordmark may be reversed to white over a color background or photo, provided there is enough contrast and the wordmark can be easily read.

Incorrect Usage

The wordmark may not be modified in any way. Below are a few examples of incorrect variations of the wordmark to avoid.



The wordmark should not be stretched in any way.



All old versions of our wordmark should not be used.



Alternate colors are not permitted.

Size and Spacing

To maintain full legibility and prominence of the wordmark follow these size and spacing guidelines.

SIZE

**Southern
Wesleyan**
UNIVERSITY

0.75 inches
minimum

Never reproduce the wordmark smaller than 0.75 inches in width, for both print and screen. There is no maximum size limit, but use discretion when sizing the wordmark. It should rarely be the most dominant element on the page, but the logo instead should live comfortably and clearly as an identifying mark.

SPACING



Clear space must be maintained around the wordmark. Use the letter “S” from Southern as a relative measuring tool to help maintain clear space around the logo.

Wordmark with Unit Identifier

The wordmark with unit identifier may be used by Southern Wesleyan University offices and academic schools or departments. Unit identifiers must be approved and created by the Office of Marketing. Treat the unit identifier as artwork, not as typography.

**Southern
Wesleyan**
UNIVERSITY | **School of Education
and Music Studies**

To maintain full legibility the unit identifier should never be reproduced smaller than 0.375 inches in height.

Incorrect Usage

The unit identifier may not be modified in any way. Single-use alternatives can be created by the Office of Marketing if necessary for unusual formats.



Do not create alternative layouts.



Do not recreate with alternate fonts or colors.

UNIVERSITY SEAL

The university seal is an academic emblem that reflects Southern Wesleyan University's history, its vision as an academic community, and the values driving the institution. The University seal should not be used interchangeably with the wordmark and is restricted to the uses listed below. The seal should not be altered in any way.

Use of the university seal is restricted to the following:

Communication for the Office of the President, the Board of Trustees and executive officers of the university for special communication and events;

Formal documents including diplomas, transcripts, certificates and contracts;

and other official documents or historical university materials as approved by the president's office.

The seal may be printed in full color, one color, grayscale, or black. It is used only with the permission of the Office of the President or the Office of Marketing.



Athletics Branding

While this is not the primary university brand, the Warrior Athletics brand is allowed to be used by SWU offices for promotional giveaway items, apparel, and wall graphics within campus offices. For stationary and official documentation (letterhead, envelopes, business cards, forms, etc.), the Warrior brand should only be used by the Office of Athletics and Office of Admissions.

These logos should never be manipulated except by the Office of Marketing. The Office of Athletics and Office of Marketing have the authority to monitor the use of the Warrior brand to ensure its integrity.

Please contact the Office of Marketing for questions about proper usage.



Our Typography

The selection of typefaces and the arrangement of them can be as important as the use of color, images or abstract graphics in creating a brand. Like furniture and clothing design, type design is a craft that blends art and science, and typefaces can be aesthetically pleasing and functional at the same time.

The university typefaces on the following pages are a guideline. These are not the only typefaces that can be used, however, these should be given preference in most cases. Using these typefaces in all official communications whenever possible will give the university a unified look.

Southern

Southern is a serif typeface, designed in-house by Josh Mayfield, for the exclusive use of SWU staff, faculty, and students. [Ed: Southern is currently available as a beta only, with limited availability as of 2022.] Southern is comprised of three widths and seven weights. It is the primary serif typeface for SWU.

	Extended	Regular	Condensed
Extra Light	Realigned	Realigned	Realigned
Light	Realigned	Realigned	Realigned
Book	Realigned	Realigned	Realigned
Medium	Realigned	Realigned	Realigned
Semi Bold	Realigned	Realigned	Realigned
Bold	Realigned	Realigned	Realigned
Extra Bold	Realigned	Realigned	Realigned
Black	Realigned	Realigned	Realigned

Gotham

Gotham is a sans-serif type family designed by Tobias Frere-Jones and Jonathan Hoefler, and licensed from Hoefler & Co. It is the primary sans-serif typeface used for marketing materials, but is not available on most university computers.

	Roman	Italic
Thin	Realigned	<i>Realigned</i>
Extra Light	Realigned	<i>Realigned</i>
Light	Realigned	<i>Realigned</i>
Book	Realigned	<i>Realigned</i>
Medium	Realigned	<i>Realigned</i>
Bold	Realigned	<i>Realigned</i>
Black	Realigned	<i>Realigned</i>
Ultra	Realigned	<i>Realigned</i>

Tungsten

Tungsten is a condensed sans typeface designed by Tobias Frere-Jones and Jonathan Hoefler, and licensed from Hoefler & Co. It is the primary condensed sans typeface used for marketing materials, but is not available on most university computers.

	Regular	Narrow	Condensed	Compressed
Thin	Realigned	Realigned	Realigned	Realigned
Extra Light	Realigned	Realigned	Realigned	Realigned
Light	Realigned	Realigned	Realigned	Realigned
Book	Realigned	Realigned	Realigned	Realigned
Medium	Realigned	Realigned	Realigned	Realigned
Bold	Realigned	Realigned	Realigned	Realigned
Black	Realigned	Realigned	Realigned	Realigned

Alternate typefaces

Where our primary typefaces are not available, use these alternates that are already available on your computer, or free to download.

TIMES NEW ROMAN

Alternate for: Southern
Preinstalled on computers

Realigned
Realigned
Realigned
Realigned

HELVETICA OR ARIAL

Alternates for: Gotham
Preinstalled on computers

Realigned
Realigned
Realigned
Realigned

Realigned
Realigned
Realigned
Realigned

BARLOW

Alternate for: Tungsten
Free dowload at fonts.google.com

Realigned
Realigned
Realigned
Realigned

Realigned
Realigned
Realigned
Realigned

Using Our Typefaces

Each of our primary typefaces is optimised for specific purposes, but also complimentary with the others when they’re combined. This cheat sheet serves as a general guideline for how each can be used best in different scenarios.

Southern (Times New Roman)

Primary uses:

- Official SWU logos
- News articles
- Printed letters
- Academic papers
- Formal events

Secondary uses:

- Headings
 - Heavier weights
 - Condensed widths
- Pull quotes

Gotham (Arial, Helvetica)

Primary uses:

- Lengthy amounts of text
- Website
- Marketing pieces
- Official SWU logos

Secondary uses:

- Headings
 - Heavier weights
- Captions and small text

Tungsten (Barlow)

Primary uses:

- Titles and headings
- Impactful, limited text
- Eye-catching statistics

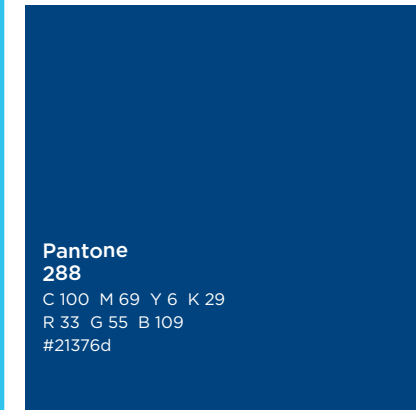
Our Color Palette

University Blue is the official university color and should be the primary color in university branded pieces. The accent colors and neutrals shown on this page have been chosen to complement University Blue and add flexibility. These colors are to be used sparingly and no more than two accent colors or neutrals should be used at a time.

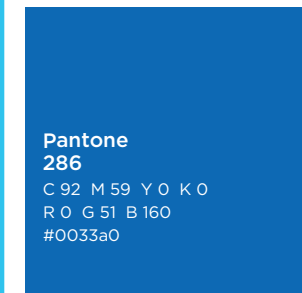
Warrior Blue is the official color for Warrior Athletics and should be used as the primary color for athletic branding with University Blue and neutrals used as accent colors. See the Warrior Brand Guide for more athletic branding information.

Color Palette

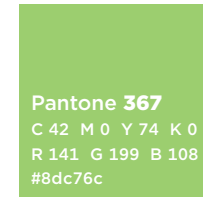
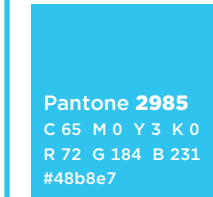
UNIVERSITY BLUE



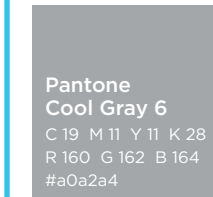
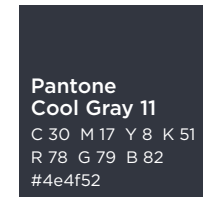
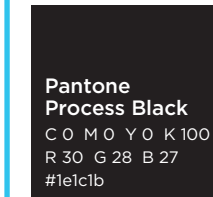
WARRIOR BLUE



ACCENT COLORS



NEUTRALS



Our Stationery

University stationery items ensure that our brand is presented consistently throughout official university communications.

Business Cards

University business cards are an essential tool for making professional connections. They are also an important component of our brand.

Official university business cards should be used by all departments, with the exception of the few departments that have been given permission to use their own specialized cards.

You can order business cards through the business card order form at swu.edu/brand.



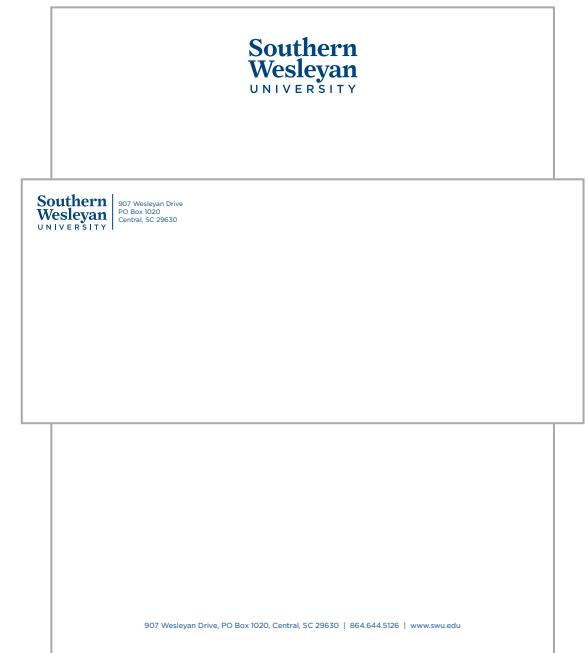
Letterhead & Envelopes

University letterhead and envelopes should be used for official university communication.

Some offices have been given permission to use letterhead with their unit identifier, such as the President's Office and Office of Advancement.

University letterhead must be approved and created by the Office of Marketing.

University letterhead and envelopes can be ordered through the Office of Marketing.



907 Wesleyan Drive, PO Box 1020, Central, SC 29630 | 864.644.5334 | www.swu.edu



@swu_edu



@southernwesleyan



@southernwesleyan



@swu_edu