

# BRANDING ELEMENTS **QUICK GUIDE**

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SOUTHERN WESLEYAN UNIVERSITY

# 5

## THINGS YOU CAN DO TO MAKE THE SOUTHERN WESLEYAN UNIVERSITY BRAND STRONGER:

1. Avoid recreating any versions of the University Wordmark. Use only approved files that can be found at [swu.edu/marketing](http://swu.edu/marketing).
  2. Use only the variations of the approved typefaces when possible.
  3. Help keep the blue stronger by using the secondary colors selectively.
  4. Carefully select photography, choosing images that are of high quality and align with the audience and purpose of the piece.
  5. Create copy that is quick, memorable, and aligned with the goal of each piece as well as the mission of Southern Wesleyan University.
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# UNIVERSITY WORDMARK

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*The official University Wordmark must appear on all official university communications. It may not be modified in any way. Be sure to give the wordmark at least 1/4" of space on all sides. There is a reversed version of the wordmark that can be used on a dark background. You can download official versions of the wordmark at [swu.edu/marketing](http://swu.edu/marketing).*



## INCORRECT WORDMARK USES

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*Here are a few examples of incorrect wordmarks that have been used in the past and other incorrect variations of the wordmark.*



*Incorrect typeface for "UNIVERSITY"*



*Wordmark should never be stretched in any way*



*Gold should not be used in the wordmark*



*Incorrect spacing for "UNIVERSITY"*



## UNIVERSITY SEAL

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*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 seal is for use by the Office of the President or for other formal, academic settings, and should not be used in any other context. The seal may be printed in University Pantone colors, grayscale, or black. It is used only with the permission of the Office of the President or the Office of Marketing and Communications.*



## SUB-BRAND SIGNATURES

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*Sub-brand signatures are used on some university letterhead and other important university documents. Sub-brand signatures must be approved and created by the Office of Marketing and Communications. Treat the signatures as artwork, not as typography.*

**SOUTHERN  
WESLEYAN  
UNIVERSITY**  
OFFICE OF DEVELOPMENT

**SOUTHERN  
WESLEYAN  
UNIVERSITY**  
GREENVILLE



# TYPEFACE

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*The university typefaces below 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.*

## **GOTHAM**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

*\*Gotham will not be available on most university computers, but it is mainly used on marketing pieces as the main typeface for the university.*

## **TIMES NEW ROMAN**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

*\*Times New Roman can be used for internal communication as an alternate to Arial. Times New Roman can also be used in a more formal setting.*

## **ARIAL**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

*\*Arial should be used for general internal and external communication. Examples include meeting minutes, letters and emails.*

## **TRAJAN PRO**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

*\*Trajan Pro should never be used in body copy and is reserved for purposes such as titles, headings, signage, and other places where copy is limited.*

# COLOR PALETTE

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*The University's blue should always be primary over the University's gold. Gold should only be used as a tasteful accent color.*

**PANTONE**  
**288**

C 100 M 88 Y 27 K 19  
R 30 G 55 B 108  
#1e376c

**PANTONE**  
**122**

C 5 M 10 Y 100 K 0  
R 246 G 216 B 9  
#f6d809



# THIS IS WHAT WE ARE HERE FOR.

The Office of Marketing and Communications is committed to furthering the mission and increasing public awareness of the university through effective marketing principles and communication strategies that enhance the image of Southern Wesleyan University with a consistent, unified look and message. The department works with faculty, staff, students, alumni, and the public to promote the priorities of Southern Wesleyan and to create a more complete understanding of the university and its mission.

Our staff loves to work with you to understand your marketing goals, develop a targeted strategy to achieve them, and, together with service firms, deliver a product consistent with the mission and vision of the university.