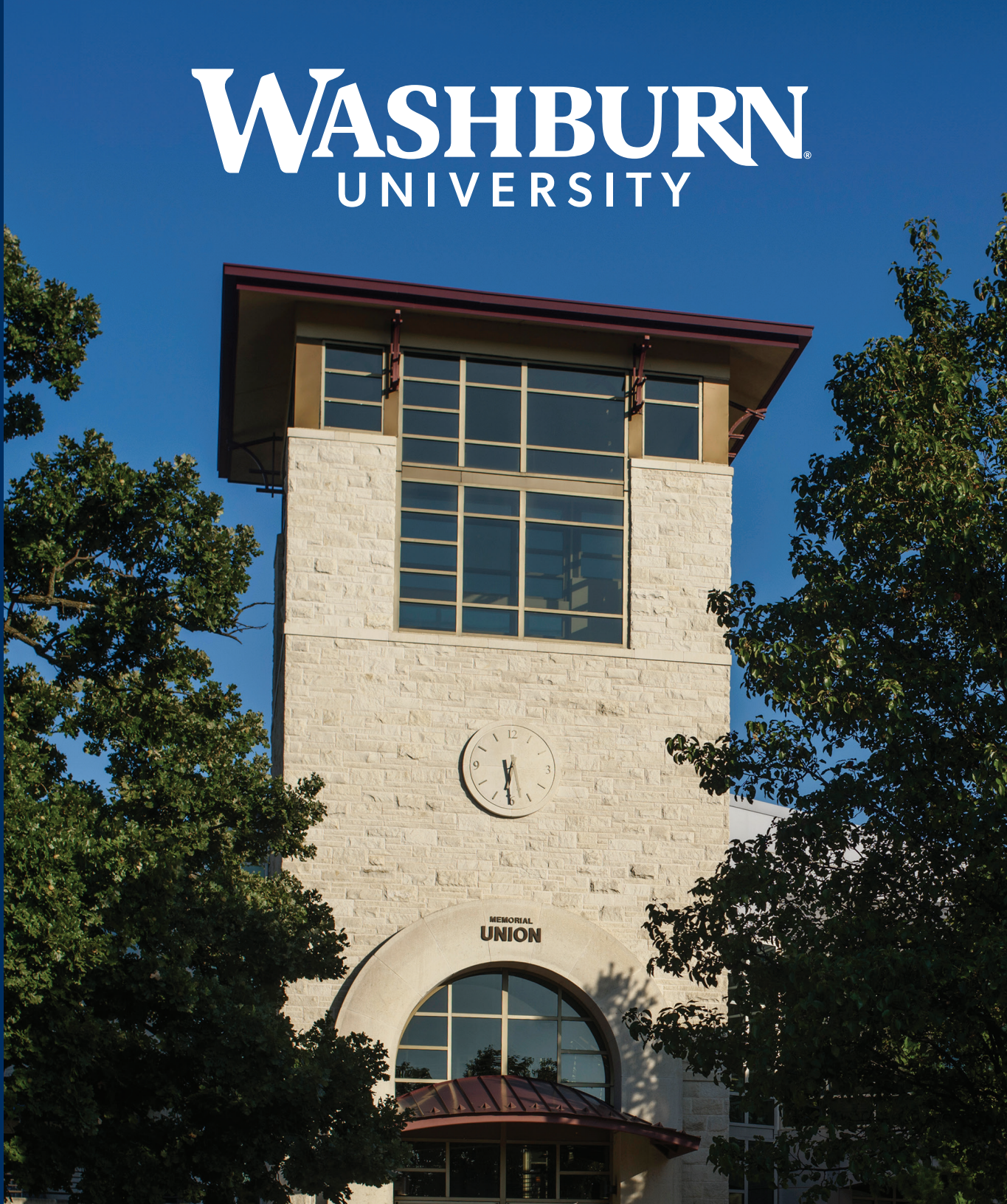


WASHBURN[®]

UNIVERSITY

A GUIDE TO
**THE WASHBURN
BRAND IDENTITY**



WASHBURN'S MOTTO

"NON NOBIS SOLUM"

"Not for ourselves alone."

Washburn's motto speaks directly to the University's founding principles. Charlotte Leavitt, professor of English, suggested it in the early 1900s.

The motto applies to our work as ambassadors of the brand, too. Together, we honor our heritage, tell our story and visually identify ourselves. The Washburn brand is our unifying force — and our rallying cry.

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THE POWER OF UNIFIED BRANDING



Everything we do as a brand — the way we look, talk and choose to engage — creates an impression about who we are and what we care about. Consistency is the glue that keeps us connected.

As Washburn ambassadors, we know that Washburn is special. We want the world to know this, too! This brand standards guide has been created as an essential tool for the marketing of Washburn.

Before diving into the elements that enable us to convey who we are and what we offer, it's worth stepping back to define what a brand is.

What is a brand?

A brand is far more than just a logo. It is the sum of every experience, memory, expectation and relationship that shapes how people perceive a company or organization. It exists in the minds of customers and the wider community, influencing how they connect with and value what's being offered. These perceptions ultimately guide decisions about whether to choose a company or organization's products or services over others.

What is our role?

As representatives of Washburn, our job is to shape the brand to facilitate a long-term, emotional relationship between Washburn and our audiences. Every personal and marketing touchpoint is an opportunity to evolve the

perception of what Washburn stands for and promises to deliver. The most obvious expressions of our brand are the logo and visual elements we use on marketing materials and signage, and the words we use when describing Washburn.

A secret weapon.

We have developed these guidelines to enable you to be creative while also knowing that the Washburn brand is being expressed consistently across platforms and experiences. A consistent brand is like a familiar face in a sea of strangers — it fosters a sense of comfort and trust. When our brand maintains a cohesive visual identity, tone and messaging across all touchpoints, we create a recognizable and memorable experience for our audiences.

A consistent brand acts as a force multiplier for our efforts. When our values, messaging and visuals align seamlessly across all channels, we create a harmonious brand experience that reinforces recognition and bolsters our overall strategy.

Higher Education Branding

ATTRACT STUDENTS
BUILD TRUST
CREATE A SENSE OF COMMUNITY
IMPROVE COMMUNICATION
FOSTER LOYALTY
SECURE SUPPORT

ABOUT WASHBURN

Washburn is a top-notch university in a thriving city that offers higher learning for personalized success.

Nestled in the heart of Topeka — the capital city with about 125,000 residents — Washburn offers students from small towns and major metropolitan areas the best of both worlds.

Washburn's beautiful, 160-acre campus is easy to navigate and has state-of-the-art facilities. Our Tech campuses offer industry-standard programs leading to in-demand jobs.

Internally, we're organized into six academic units —the College of Arts & Sciences, the School of Applied Studies, the School of Business, the School of Nursing and Washburn School of Law — and the Washburn Institute of Technology (Washburn Tech).

Washburn is a public university. We're independently governed and state coordinated. In addition to funding from city and county taxes, Washburn receives financial support from the State of Kansas. With enrollment of more than 7,000 students — supported by 1,000 faculty and staff — Washburn offers an excellent education:

- **More than 200 academic programs**
- **Low student/faculty ratio (15:1)**
- **Courses taught by experienced faculty**
- **Opportunities to make personal connections**
- **Affordable tuition, low student debt and robust scholarships**



A MESSAGE FROM THE PRESIDENT

Washburn is special. Our brand reflects that.

Washburn is a special place, an amazing university known for both its academics and strong community. Sharing our Washburn spirit with others is an important mission for all of us. It helps us attract the best students, faculty and staff and promote the University's character and traditions.

A strong brand is a vital part of fulfilling that mission. I firmly believe we have established such a brand, and this guide helps all of us put Washburn's best foot forward.

Many paths. One Washburn.

Our brand is as much about what's great about Washburn as it is about what our logo looks like, or what colors we use.

At Washburn we offer students personalized paths to success. No matter where they start on their higher education journey, or what their goals are, Washburn will help students get anywhere they want to go.

From engaged and caring faculty to a diverse and vibrant student body, Washburn is full of extraordinary people. We're a smaller school that offers big experiences. We offer an excellent education at an affordable price.

Thank you for being an Ichabod ambassador.

I encourage you to become familiar with our brand guide. In it, you will find the particulars of how we speak about Washburn and promote ourselves. But more importantly, it will help us express our passion for the work we do here on behalf of our students and our community.

I appreciate all that you do, and Go Bods!



DR. JULIANN MAZACHEK

President

Washburn University

BRAND POSITION

The Washburn brand position is what sets us apart in the crowded higher education environment. It reflects the core principles of our brand: what we stand for and what we offer to our students. It communicates our strengths and creates an emotional connection with our audience. It's why students should choose Washburn.

Higher learning for personalized success.

Education built for the path that suits you best for where you are ... and want to go in life.

MESSAGING HIERARCHY

As we communicate with potential students and their families, these benefits speak to Washburn's key strengths and resonate most with our audience.

1. **Any path, many options**
2. **Extraordinary people**
3. **Small school, big experiences**
4. **Value/affordable excellence**

COMMON THREAD

The unifying theme that runs throughout our brand messaging.

Attainable success.

No matter your situation, we make getting to where you want to be a reachable reality.

The Full Brand Strategy Platform can be found in the Appendix.

MISSION

Washburn creates educational pathways to success for everyone.

VISION

A premier community of higher learning focused on life and careers.

VALUES

Creating positive **IMPACT**

INCLUSION
MODERNIZATION
PARTNERSHIP
ACHIEVEMENT
COMMUNITY
TRANSFORMATION



WASHBURN'S TRADEMARK AND LICENSING PROGRAM

Enthusiastic support of Washburn has created a desire among students, alumni, faculty, staff and friends for quality products bearing official Washburn logos, wordmarks and icons. Washburn established a trademark licensing program to meet this demand while protecting the integrity of our trademarks and ensuring the quality of the goods produced bearing our marks.

Our trademark licensing program ensures correct and appropriate use of our name, logos, mascot and anything associated with our brand. Any marks used in reference to Washburn are subject to licensing requirements and governance.

Products bearing the University's marks must be the official mark(s) and be manufactured by a licensed vendor. To become licensed, a vendor must demonstrate they are a legitimate, insured business that follows ethical standards. This ensures Washburn is buying products from principled businesses and that we do not assume liabilities.

Questions?

The full Trademark and Licensing program can be found in the Appendix. Any questions can be directed to the Washburn Strategic Communications & Marketing Office.

LICENSED VENDORS

All identity and promotional materials should be produced by licensed vendors.

Find a licensed vendor for your project here: <https://clc.com/license-search/>

Other details and contact information are available on Strategic Communications & Marketing page on the Washburn website: Washburn.edu/about/public-relations

BRAND COLOR PALETTE

The foundations of the brand are blues and white, with secondary colors that help give visual depth and interest. Remember white space is essential for clear communication. It's actually considered a color and a major component of any design.

Primary Colors



CMYK 100, 60, 0, 60
RGB 0, 46, 94
HEX #002E5E
PMS 648 C
THREAD Robison-Anton
Rayon 2613 – Pro Midnight



CMYK 67, 35, 13, 1
RGB 89, 141, 182
HEX #598DB6
PMS 542 C
THREAD Robison-Anton
Rayon 2245 – Copen



CMYK 26, 11, 4, 0
RGB 185, 207, 226
HEX #B9CFE2
PMS 544 C
THREAD Robison-Anton
Rayon 2382 – Pastel Blue



CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX #FFFFFF
PMS WHITE
THREAD Robison-Anton
Rayon – White

Secondary Colors*



CMYK 0, 21, 77, 0
RGB 255, 201, 86
HEX #FFCA56
PMS 135 C
THREAD Robison-Anton
Rayon 2332 – Penny



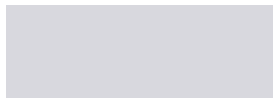
CMYK 55, 09, 100, 0
RGB 115, 232, 0
HEX #82B541
PMS 7489 C
THREAD Robison-Anton
Rayon 2457 – Green Dust



CMYK 2, 82, 98, 0
RGB 250, 46, 5
HEX #E95526
PMS 7579 C
THREAD Robison-Anton
Rayon 2397 – Sunkist

* Use sparingly as accent colors

Grayscale Colors



CMYK 14, 11, 8, 0
RGB 216, 216, 221
HEX #D7D7DD
PMS COOL GRAY 2 C



CMYK 37, 29, 28, 0
RGB 166, 167, 170
HEX #A5A7AA
PMS COOL GRAY 6 C



CMYK 0, 0, 0, 65 (65%)
CMYK (ALT) 55, 46, 44, 10
RGB 119, 120, 123
HEX #77787B
PMS Cool Gray 9 C



CMYK 100, 100, 100, 100
RGB 0, 0, 0
HEX #000000
PMS PROCESS BLACK

BRAND TYPOGRAPHY

We have chosen fonts that best represent our brand, combining form with function. They are powerful and stately, but also warm and inviting. Please refer to this chart for when to use the different typefaces.

Tips:

Hierarchy is used to guide the reader's eye to whatever is most important. In other words, it shows them where to begin and where to go next using different levels of emphasis. Establishing hierarchy is simple: Just decide which elements you want the reader to notice first, then make them stand out. High-level items are usually larger, bolder, or different in some way. Remember to keep it simple and stick to just a few complementary styles. Rather than using many fonts, provide contrast by repeating one font in a different size, weight or style.

Each full font family is approved for use, except Fenway and Varsity. This page is a cross-section of examples.

Primary Font / Headlines

Gibson

REGULAR	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
MEDIUM	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
BOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Communications Font / Subhead

Garamond

REGULAR	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
ITALIC	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</i>

Communications Font / Body Copy

Univers

55 ROMAN	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
65 BOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
CONDENSED	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Headline Font / Digital Materials

Gotham

MEDIUM	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
BLACK	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
ULTRA	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Web / PC Font

Georgia

REGULAR	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
ITALIC	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</i>

Web / PC Font

Myriad Pro

55 ROMAN	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
65 BOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
CONDENSED	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

BRAND DESIGN SYSTEM

Decorative Fonts

Fenway Park JF Regular

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
1 2 3 4 5 6 7 8 9 0

Ichabods
Bods

NOTE:
See full set of script Ichabod marks on page 23

VARSITY TEAM SPORTS AND COLLEGE SPORT

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
1 2 3 4 5 6 7 8 9 0

01 02 03 04 05
06 07 08 09 10



WASHBURN LOGOTYPE

This is our mark. Our first impression. It is what begins to separate us from our competitors, and what identifies us to our community. It's not simply a mix of typeface and color — it is a graphic representation of who we are. All color versions are approved for use.



WASHBURN
UNIVERSITY

Blue

WASHBURN
UNIVERSITY

Grayscale

WASHBURN
UNIVERSITY

Black



Reverse on black



Reverse on blue

Usage:

The Washburn Logotype is the official representations of the University.

Use the Washburn Logotype for broad communication. The Primary Unit and Department Logotypes (see Page 14) represent a more granular level and are appropriate when conducting unit business.

The Washburn Logotype is used on the University website. It should be used on tablecloths, for broad audiences.

WASHBURN LOGOTYPE - HORIZONTAL

Usage:

The Horizontal Washburn Logotype is meant for broad usage, as it represents the entire University.

Use anytime space or design do not permit use of the stacked Washburn Logotype. All color versions are approved for use.

WASHBURN UNIVERSITY

Full color

WASHBURN UNIVERSITY

Black

WASHBURN UNIVERSITY

Reverse on black

WASHBURN UNIVERSITY

Reverse on blue

CAPSTONE ICON

Usage:

The Capstone Icon features Mr. Ichabod. It is a secondary mark that represents the entire University. It is used in lockup with the Washburn University Logotype. See following pages.

The Capstone should not be used on its own. To request permission for an exception, contact Washburn Strategic Communications & Marketing Office.



Full color



Monochrome



Blue



Grayscale



Black



Reverse on black



Reverse on blue

WASHBURN LOGOTYPE WITH CAPSTONE

Usage:

The Washburn Logotype with Capstone combines the Washburn Logotype and Mr. Ichabod Capstone Icon. It is also meant for broad usage, as it represents the entire University. All color versions are approved for use. Do not resize or rearrange the elements of the Logotype.

Logotype with Capstone - Stacked



Full color



Monochrome



Black



Blue



Reverse on black



Grayscale



Reverse on blue

Logotype with Capstone - Horizontal



Full color



Monochrome



Black



Blue



Reverse on black



Grayscale



Reverse on blue

PRIMARY UNIT AND DEPARTMENT LOGOTYPES

Usage:

The Washburn Logotype is the main identifier and overarching brand for Washburn. That said, there is a system for including all of the other groups and divisions within the University. When needed for communication clarity, use a Primary Unit or Department Logotype. Groups and divisions may also use Abbreviated Logotypes for merchandise and promotional items. See Page 16.

Primary Units

College of Arts & Sciences, School of Applied Studies, School of Business, School of Nursing, School of Law, Washburn Institute of Technology, offices of the president and vice presidents and Athletics.



Full color



Blue



Black



Reverse



Full color (non-academic)



Full color (non-academic)

Departments

Departments, units and services within a Primary Unit.
See full list in the Appendix.



Full color



Blue



Black



Reverse



Full color (non-academic)



Full color (non-academic)

NOTE:
All color versions are approved for use.
“&” should always be formatted using the ampersand symbol.
Do not use “and” in any department or program lockup.

Groups and divisions within the University may not create their own logos or alter the structure mentioned above.

TECH AND LAW LOGOTYPES

Usage:

Washburn Institute of Technology and Washburn School of Law have two Logotypes, one for official communication and another designed primarily for marketing purposes. The Marketing Logotype formats are unique to, and only used by, Tech and Law.

The Washburn Tech and Washburn Law Marketing Logotypes are used on their respective websites. They may also be used on apparel, merchandise and promotional items. If you need a logo for an office or department within Tech or Law, such as the Business & Industry Center and Law Clinic, ask Washburn Strategic Communications & Marketing Office.

Official Communications Logotype



Full color



Blue



Black



Reverse



NOTE:
Groups and divisions within the University may not create their own logos or alter the structure mentioned above.

Marketing Logotype



Full color



Blue



Grayscale



Black



Reverse



ABBREVIATED LOGOTYPE

Usage:

Primary Units and Departments may use the Abbreviated Logotype format for materials that are not official communications. Examples: apparel, merchandise, promotional items. (See the full list of Primary Units and Departments in the Appendix.)

For questions and approval, contact Washburn Strategic Communications & Marketing Office.

WASHBURN
ATHLETICS

Full color

WASHBURN
ATHLETICS

Blue

WASHBURN
ATHLETICS

Grayscale

WASHBURN
ATHLETICS

Black

WASHBURN
ATHLETICS

Reverse

WASHBURN
ENROLLMENT
MANAGEMENT

WASHBURN
ENROLLMENT
MANAGEMENT

WASHBURN
ENROLLMENT
MANAGEMENT

WASHBURN
ENROLLMENT
MANAGEMENT

WASHBURN
ENROLLMENT
MANAGEMENT



Application examples

A note about apparel, merchandise and promotional items

There are many options for simple, impactful brand elements on apparel, merchandise and promotional items:

PAGE 15: Tech and Law Marketing Logotypes

PAGE 16: Abbreviated Logotype

PAGE 20: Ichabod Icon (with or without Washburn, Primary Unit or Department, or Abbreviated Logotype)

PAGE 21: Spirit W with or without any Abbreviated Logotype

PAGE 23: Script Ichabod Marks

PAGE 25: School of Law Scales with Abbreviated Logotype

PROPER LOGO USAGE

SIZING

To ensure legibility in print media, Logotypes may not be reproduced in sizes of less than 1 inch in width. The minimum size for electronic media is 72 pixels in width.



Text or object clear zone

WASHBURN
UNIVERSITY

1" minimum
72 px logo width

COLOR

Refer to color specifications detailed in this guide. No other colors or combinations are allowed unless approved as an exception by the Washburn Strategic Communications & Marketing Office. Please limit use of secondary colors to 15% or less in the overall artwork design.

WASHBURN
UNIVERSITY

CMYK: 100, 60, 0, 60

CMYK: 67, 35, 13, 1

Building brand equity and increasing brand recognition is surprisingly easy.

RULE ONE:

Only use approved, unaltered versions of the Washburn Logotypes.

RULE TWO:

If you don't have the correct file or file type, contact the Washburn Strategic Communications & Marketing Office.

ADDITIONAL LOGO USAGE GUIDELINES

Following is a fairly lengthy but by no means exhaustive list of things NOT to do with Washburn logos. **Dos and Don'ts apply to all Logotype versions, as well as other Key Brand Elements.**

Don't:



Washburn
UNIVERSITY

⊗ Recreate the Logotype



WASHBURN
UNIVERSITY

⊗ Rotate the Logotype



WASHBURN
UNIVERSITY

⊗ Swap colors



WASHBURN
UNIVERSITY

⊗ Use an incomplete or improperly sized Logotype



⊗ Place the Logotype on a background that distracts or overpowers it



WASHBURN
UNIVERSITY

⊗ Use old Logotype or unapproved taglines

We are WASHBURN University

⊗ Use the Logotype within text



WASHBURN
UNIVERSITY

⊗ Stretch or compress the Logotype horizontally or vertically



UNIVERSITY
WASHBURN

⊗ Rearrange the Logotype elements



WASHBURN
UNIVERSITY

⊗ Outline the Logotype, alter or replace typefaces



WASHBURN
UNIVERSITY

⊗ Use a drop shadow



WASHBURN
UNIVERSITY

⊗ Combine the Logotype with any other marks, graphic elements or words, except as specified

ICHABOD ICON

Being an Ichabod

Enthusiastic. Courteous. Sincere in the search for truth and knowledge. Studious and serious, but a friend to all. That is the spirit of Ichabod Washburn, benefactor to the University, and the spirit that lives on here at Washburn. As such, he is held in high esteem.

And, while he is the embodiment of the Washburn brand, he is not a substitute for any Wordmark or Logo. (Usage on next page.)



Full color



Monochrome



Blue



Grayscale



Black



Reverse on black



Reverse on blue

PROPER ICHABOD USE

The Ichabod Icon is trademarked by Washburn and any and all usage must be within guidelines. Mr. Ichabod is not the logo but rather the mascot and an icon of the University.

Usage:

When the Ichabod Icon is used, it should be proximate to a Washburn Logotype or Primary Unit or Department Logotype. For exceptions or questions, please check with the Washburn Strategic Communications & Marketing Office.

While Mr. Ichabod is representative of a person, he is not to be personalized in any way. **For instance, do not replace his top hat with a football helmet, or substitute a laptop for his textbook.**

Normally, you would not use the Ichabod Icon in colors other than those specified above; however you may get a special exception for items such as a St. Patrick's Day T-shirt by contacting the Washburn Strategic Communications & Marketing Office.

Avoid cropping the Ichabod. For exceptions, please contact the Washburn Strategic Communications & Marketing Office.



OTHER KEY BRAND ELEMENTS

SPIRIT W

The Washburn Spirit W is the graphic embodiment of the Washburn fighting spirit. It has traditionally been used by Athletics but now is used by other departments, including Enrollment Management for recruiting.

Usage:

The Spirit W is the primary mark for athletic programs (Football, Basketball, etc.). It may be used for equipment, signage and uniforms for sanctioned Washburn University Athletic events. The Spirit W may also be used by Enrollment Management for recruitment materials.

For less formal materials such as promotional items, the Spirit W may be used by other departments with permission. Primary Units and Departments may also use the Spirit W with their abbreviated name on apparel and specific merchandise. See example below. Contact the Washburn Strategic Communications & Marketing Office for approval.



Blue



Grayscale



Black



White with outline



Blue with outline



Grayscale with outline



Black with outline



Blue with Primary Unit
or Department

Don'ts

The Spirit W is not a substitute for the Washburn Logotype, nor is it to be used side-by-side (in lockup) with the Washburn Logotype, as seen in this example.



HAT ICON

The Hat Icon is a design element that represents the University.

Usage:

When the Hat Icon is used in a design, there should be other Washburn branding elements, for context. For exceptions, please contact the Washburn Strategic Communications & Marketing Office.



Full color



Monochrome



Blue



Grayscale



Black



Reverse

SCRIPT ICHABOD MARKS

Usage:

The Script Ichabod Marks are decorative design elements that represent the University. These may be used sparingly, including on apparel, merchandise and promotional items.



Full color



Full color



Black



Black



Grayscale



Grayscale



Outline blue



Outline blue



Outline black



Outline black



Outline reverse



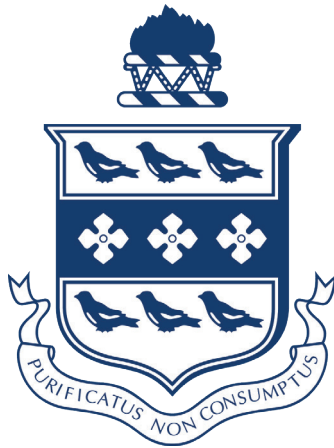
Outline reverse



HERITAGE MARKS

University Crest and Seal

Both the University Crest and the University Seal are registered marks of the University, and their usage is limited. Please contact the Washburn Strategic Communications & Marketing Office or approval.



Crest



Seal

Vintage Ichabod

The "Power Ichabod," as it was known in the 1980s, may be used in designs. This nod to the past has traditionally been tied to Washburn Athletics and represents the competitive strength of Ichabods and our sports teams.



Blue



Black

SCHOOL OF LAW SCALES

The Washburn University School of Law has an illustrious past and a history almost as long as the University itself. Befitting an institution with a legacy spanning more than a century, the School of Law has been afforded its own Heritage Mark.

Usage:

The scales icon is not a substitute for the Washburn Logotype but it may be used side-by-side or stacked (in lockup) with the Abbreviated School of Law Logotype. See example below.



Blue



Black



Reverse



Abbreviated School of Law Logotype Lockup

WATERMARKS

Watermarks should be used sparingly. Only the full Ichabod Icon and Hat Icon may be used as watermarks.

OPACITY: Use the solid blue, black or white icons. 20% to 30% opacity is recommended.



20% opacity



30% opacity

PHOTOGRAPHY AND VIDEOGRAPHY

The adage is true: A picture speaks a thousand words. Photography and videography are important aspects of Washburn marketing and communications. Washburn is a diverse, vibrant community. So strive for photos and video that capture that spirit. Bright images that capture real people and human emotion greatly improve user engagement and connection.

These guidelines help ensure both appropriate tone and image/video quality.

General Guidelines

- Capture emotion/action. (Students on phones aren't exciting or inviting.)
- Have a clear focus. (Too many things going on make a photo less effective.)
- Be aware of what's in the background. (Is it too busy? Is there anything there you don't want to capture?).
- Do not include subjects that are wearing inappropriate or competing university apparel.
- Be mindful about students' privacy. If an individual student is identifiable in a promotional photo or video, please obtain their permission (through Washburn Consent Forms). If the subjects are under the age of 18, permission must be granted by a parent or guardian. If you have questions regarding permissions, contact the Washburn Strategic Communications & Marketing Office.

Photo

- Get a variety of different angles.
- Set your white balance appropriately for the situation and lighting. (Examples: Direct Sunlight, Cloudy, Incandescent, Fluorescent, Flash, Custom)
- Digital images should be at least 72 DPI. Images for print should be 300 DPI or greater.
- If shooting for social platforms, please refer to the Washburn Social Media Guidebook (in Appendix) for optimal image sizes.
- Include alt text for all digital images.



Video

- Film horizontally, while being aware of framing. (Easier to use for widescreen and can be cropped for vertical content.)
- Shoot video for specific platforms. Refer to the Washburn Social Media Guidebook (in Appendix) for social platform-specific video dimensions.
- Less is more. Stick with simple camera movements. (Pan/tilt/static shots are the most usable.)
- Record in 4K. (This allows for easier cropping and reframing.)
- Be mindful about background noise when recording audio.
- Get a variety of different shots at each event you cover. (Wide shots/close-ups/zoomed in, etc.)
- If using a DSLR/mirrorless camera, try to follow the 180-degree shutter rule. (Set shutter speed to be double your frame rate.) This will give you realistic motion blur.
- Use an ND (neutral density) filter in bright conditions.
- Include captioning for video.

BRAND VOICE AND COPY STYLE

Whether printed, posted or spoken, the way we use words is what brings Washburn to life.

If the essence of the Washburn brand is to create pathways to success for everyone, then the way we speak is the key to making that essence believable and desirable. Use active voice and add a “call to action” when appropriate. Refer to Brand Strategy, in the appendix, for more insight into brand messaging.

The Washburn Brand Voice

PERSONAL: Use personal pronouns (second person) rather than generalities. Instead of saying, “Students here enjoy our intimate campus,” say “You’ll enjoy our intimate campus.” Be conversational.

AUTHENTIC: Be genuine. It’s enough. Washburn is not located in the “cultural hub of the Midwest.” It’s located in Topeka, the State Capital.

INVITING: Make the person you’re talking to feel wanted. Instead of saying, “This is a highly competitive environment where only the strong survive,” try, “We’ll give you the tools to be successful, and an environment where you will thrive.”

EMPATHETIC: Be understanding and empathetic. People tend to listen best when they feel they’re talking to someone who understands their situation.

UNPRETENTIOUS: Don’t speak down to your audience. Be mindful of your audience and subject matter. We are personal and conversational.

PASSIONATE: Remember, passion is contagious. It’s not just OK to be enthusiastic about Washburn, it’s fantastic.

HELPFUL: Use supportive language. Students are looking for a higher education partner that will help them along their journey.

One final note: The goal is not to capture every facet of the brand voice in every sentence you write. The better way to look at things is to ask, “Does what I just wrote support one of the aspects of the Washburn voice?”

Copy Style

Washburn communications and promotional materials are written in accordance with Associated Press (AP) Style.

For questions on grammar or style, refer to the most recent edition of the **Associated Press (AP) Stylebook** or contact the Washburn Strategic Communications & Marketing Office.

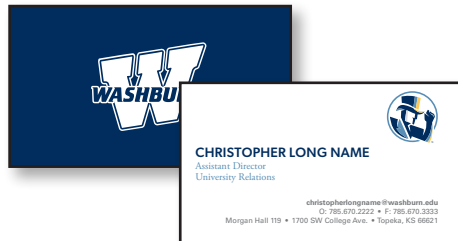
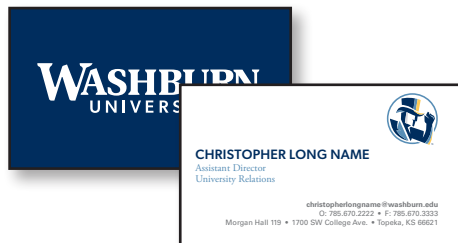


IDENTITY MATERIALS

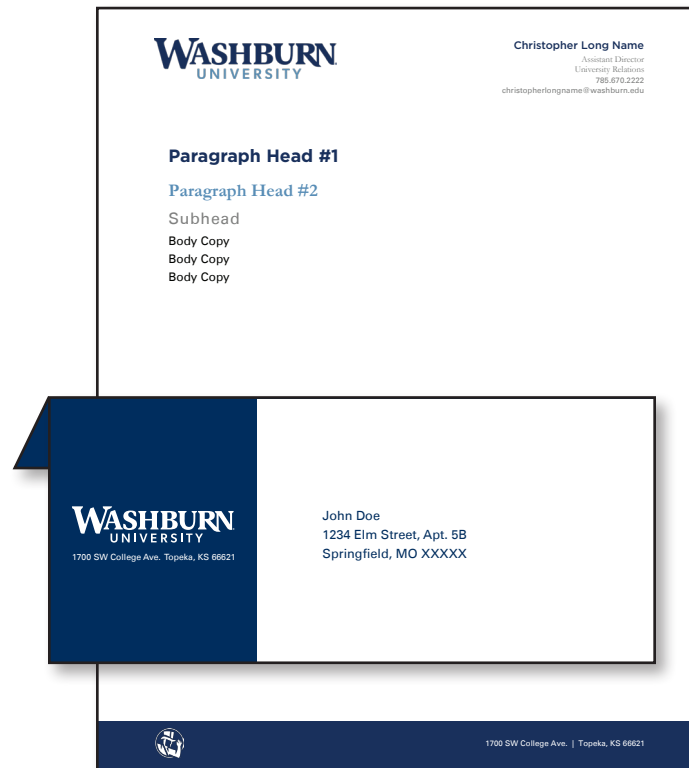
You only get one chance to make a first impression. Our identity materials help ensure that it's a lasting one. These materials are designed to act as an extension of our employees — helpful, informative, professional.

To order business cards, letterhead and stationery (including notecards), contact University Mail and Printing Services at UMAPS@washburn.edu.

To obtain a template for email signatures, contact the Washburn Strategic Communications & Marketing Office.



Business cards



Stationery

CHRISTOPHER LONG NAME
Assistant Director, University Relations



washburn.edu
785.670.2222
Morgan Hall 119
1700 SW College Ave.
Topeka, KS 66621

Email signature



Primary Unit or Department envelope

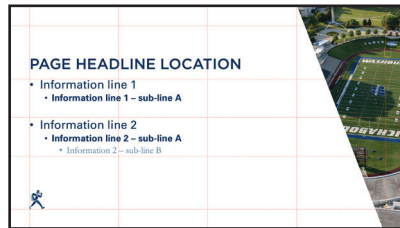
POWERPOINT

To obtain a template for PowerPoint presentations, contact the Washburn Strategic Communications & Marketing Office.

Presentation Template #1



Opening slide

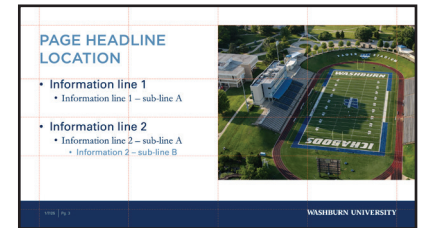


Information slide

Presentation Template #2



Opening slide



Information slide

FLAGS

To order flags, contact University Mail and Printing Services at UMAPS@washburn.edu.



White Spirit W



Blue Spirit W

MEDIA WALLS

Several design options are available for media walls (“step and repeats”).



Washburn Logotype



Primary Unit Logotype



Law Marketing Logotype



Tech Marketing Logotype



Spirit W

The Washburn University Strategic Communications & Marketing Office stands ready to assist with design, vendor choices and ordering.

PRINT COMMUNICATIONS

Washburn University Strategic Communications & Marketing and University Mail and Printing Services (UMAPS) stand by ready to assist you with your print communications needs. Flyer and PowerPoint templates may be obtained by emailing wurelations@washburn.edu.

Please follow the printing approval process below:

- If you have a poster, flyer or other material that includes Washburn branding:
 1. Send to Joy Bailes at joy.bailes@washburn.edu.
 2. If it's designed to recruit students, copy Ernie Webb at ernie.webb@washburn.edu.
 3. Once Joy (and Ernie if appropriate) approves, they will send the material to UMAPS for printing and copy the sender.

The sender still needs to complete a printing requisition for UMAPS indicating number of copies, financial information, et al.
 4. UMAPS will acknowledge receipt of the order to all (Joy and/or Ernie and sender) and send a print proof for approval.
 5. Note: please use Washburn brand colors and fonts. Exceptions to be determined on a case-by-case basis.
- If you are asking UMAPS to design your item, be sure to complete a printing requisition; UMAPS will send the proof to Joy and/or Ernie plus the sender for approval.
- If printing or ordering items off campus, you are required to use a licensed vendor (<https://clc.com/license-search>). If you need guidance or help in ordering items, reach out to wurelations@washburn.edu.
- Program sheets — marketing programs at Washburn University — are created and updated by Enrollment Management. Contact ernie.webb@washburn.edu for information.
- Program sheets — marketing programs at Washburn Tech — are created and updated by the Assistant Director of Marketing and Community Relations at Washburn Tech. Contact landon.hall@washburn.edu for information.

BRAND USAGE BY STUDENT ORGANIZATIONS

Student organizations and clubs are the lifeblood of the University and they are encouraged to show their organization/school pride.

Student organizations are highly encouraged to use the Washburn University brand elements and guidelines in their materials, including flyers and T-shirts. Minimally, your materials should not contradict these brand guidelines, reflect the brand elements of another university or conflict with Washburn's values.

When using Washburn's brand elements, student organizations should follow the guidelines in this book. That said, there are some simple and easy-to-follow guidelines to follow to ensure brand compliance.

Using the Washburn Logotype

Student organizations may use the official Washburn Logotype. Only the Capstone or Ichabod icon may be paired with the Logotype.

Other simple Logotype rules:

- Do not recreate; use the approved versions only.
- Do not place within text.
- Do not use alternative colors; all Washburn marks must be used in the color options indicated in this brand book.
- Do not crop/cut off Logotype.
- Do not make Logotype smaller than 1 inch in width.
- Do not outline, drop shadow or alter in any other way.
- As a rule, the Logotype must have clear space around them on all sides, at a distance no less than the height of the "W" in Washburn.

Adding Your Organization Name

Again, we want to encourage usage, so we've made it as easy as possible to join your student organization name with the Washburn name. Simply use your club or organization name with the Abbreviated Logotype (see Page 16). For assistance, contact the Strategic Communications & Marketing Office.

Creating Your Own Mark

If a student organization wishes to create their own unique mark, while staying within brand guidelines, please consult with the Strategic Communications & Marketing Office.

WASHBURN
BLACK STUDENT
UNION

WASHBURN
PHI ALPHA THETA

WASHBURN
WE ARE FIRST

WASHBURN
PHYSICS &
ENGINEERING CLUB

BRAND USAGE BY STUDENT ORGANIZATIONS



Using the Spirit W

Nothing speaks to the Washburn experience quite like the spirit of our student body, so show yours with pride. Just remember not to place the Spirit W side-by-side (in lockup) with any Washburn Logotype. Leave space on all four sides equal to the height of the “W” in Washburn.

Similar to examples on Page 21, student organizations may also use the Spirit W with their organization name below the W for apparel and merchandise.

He's Your Ichabod, Too!

And he's a fine ambassador for any organization, so please use him freely. But with respect. For proper usage, refer to Page 20. Other colors are only allowed in special circumstances and only after getting clearance from the Washburn Strategic Communications & Marketing Office.

Using the Words ‘Washburn University’

If you have any questions about using the University name appropriately, please contact the Washburn Strategic Communications & Marketing Office.

In short, feel free! If used in a headline or subhead, a ® should be placed to the bottom right of the “N” in Washburn. If you have any questions about using the University name appropriately, please contact the Washburn Strategic Communications & Marketing Office.

Licensed Vendors

Finally, it's important to know that any merchandise featuring any of the official brand elements (Washburn Logotype, Spirit Mark, Ichabod, etc.) must be purchased through a licensed vendor partner.

Find a licensed vendor for your project here: <https://clc.com/license-search/>

TRADEMARK AND LICENSING

Washburn University Policies, Regulations and Procedures, “Trademark and Licensing,” governs the overall licensing trademark programs.

1. PURPOSE.

This statement sets forth policies regarding the use of the University name and those distinctive letters, words, phrases, logos or symbols (marks) used to distinguish the University from other organizations.

2. DEFINITIONS.

For the purpose of the licensing program, these definitions apply.

2.1 “Service mark” means the distinctive letter, word, phrase, logo or symbol used to distinguish services the University provides from services provided by other organizations.

2.2 “Trademark” (mark) means a distinctive letter, word, phrase, logo, symbol or nickname associated with the University and used on products or goods, and can be distinguished from those of other organizations. “Trademark” also includes intellectual property rights held by the University. The University becomes a trademark owner as soon as they start using a trademark with goods or services. The University establishes rights in trademark by using it, but those rights are limited, and they only apply to the geographic area in which the University is providing goods or services (U.S. Patent and Trademark Office).

2.3 “Registered” (mark) means a distinctive letter, word, phrase, logo, symbol or nickname associated with the University and used on products or goods, and can be distinguished from those of other organizations that have been registered with the U.S. Patent and Trademark Office. A registered mark provides the University stronger rights.

3. RESPONSIBLE ADMINISTRATOR.

The President shall delegate responsibility for trademark licensing and brand management to the appropriate department.

Duties of responsible administrator:

- Facilitate knowledge of and correct use of the University Brand Guidelines with the University community.
- Liaison with the licensing program management to manage the program, understand royalty revenue sources and expand Washburn University’s brand presence (including Washburn Tech and Washburn Law).
- Manage all aspects of the University licensing program with licensees, including monitoring requests for artwork approval (including considering the intended use of marks for appropriateness), requests for new licenses, requests for amended

agreements and any questions concerning the University Brand Guidelines.

- Work with University Counsel and others to manage, develop and monitor new trademark(s) and registration(s).

4. LICENSING PROGRAM INTENT.

The University’s licensing program shall be designed to:

- License an entity to use a University service mark or mark for any purpose;
- Ensure the University name and trademarks are used appropriately, consistently, with high-quality reproduction and to avoid misrepresentation of the University;
- Allow the University to share in the benefits derived from the commercial use of its service marks or marks;
- Establish a cooperative relationship with licensees to assist in the further development of a market of officially licensed products of the University;
- Promote a relationship by which both the University and its licensees will benefit; and
- Protect the University from any potential liability associated with any licensed or unlicensed product(s).

5. ROYALTY.

The University shall require payment of a royalty by the licensee and shall reserve the right to adjust the licensing program and the rate of the royalty fee as market trends warrant.

5.1 Athletic Uniforms Exception.

An exception to the payment of royalty fees is granted for official game uniforms to be worn in competition by players of University-designated intercollegiate athletic teams. This exception does not apply to athletic or sport-themed replica or authentic items to be resold, donated, given or given in-kind to the general public.

5.1.1 For any official University uniform to be exempt from royalty fees, the purchase of such uniform must be accomplished by purchase order in accordance with University purchasing regulations as set forth in Subject R, "Purchasing and Financial Obligations." The vendor order form and/or the University purchase order shall contain sufficient information to provide justification for the exemption.

5.1.2 Only orders placed in accordance with the University purchasing regulations may be exempt from royalty fees.

5.2 Other University Use Exceptions.

An exception is granted for print products, including but not limited to, letterhead, business cards and brochures produced by University Mail and Printing Services

(UMAPS) for use by the Washburn University schools/colleges and departments or department subunits.

6. LICENSING PROGRAM MANAGEMENT.

The University shall contract with a marketing company specializing in the collegiate marketplace to serve as program manager of the daily administrative activities.

6.1 Program Manager Responsibilities.

The program manager's responsibilities shall include, but not be limited to:

- Processing license applications;
- Reviewing sample products for conformance to quality and safety standards;
- Submitting products to the University for final approval;
- Issuing the license;
- Collecting the established royalty fee from the licensee and submitting to the University its share;
- Enforcement of licensed trademark rights;
- Ensuring the University art sheet is up to date; and
- Ensuring licensees understand and comply with the review and approval process.

7. LICENSING REQUIREMENTS.

Any University service mark or mark shall be subject to licensing requirements.

7.1 Vendors. Manufacturers, producers, service providers, retailers and any other entity or individual planning to produce or sell products displaying a

University service mark or mark must meet the following requirements. There are different types of licenses available depending on the vendor's production quantity.

- Be properly licensed by the University to do so;
- Obtain the proper license before producing or selling such products;
- Obtain the license regardless of the intended use or method of distribution of the merchandise;
- Obtain the license from the program manager; and
- Obtain approval of the artwork of each service mark or mark from the program manager before producing, distributing or selling any product bearing such mark.

7.2 University Usage. All University organizations, departments, employees, students and affiliates wishing to use or distribute products incorporating University service marks or marks must:

- Purchase goods from a licensed vendor; or
- Become a licensee.

8. LICENSE REGULATIONS.

8.1 Positive Image Use. The licensing regulations shall require the names and marks of the University be used only on products of such a nature as to reflect positively on the image of the University. Examples of impermissible use of the names and marks of the University include, but are not limited to:

- The promotion of tobacco, illegal drug products or products or services deemed to be of questionable moral value; and
- Any manner which may be perceived as University endorsement of political candidates, political parties or religious beliefs or organizations or beliefs.

8.2 Use as Registered. University service marks and marks shall be used as registered, including the appropriate trademark designation (SM, TM, or ®). University service marks and marks shall not be altered without authorization by the University and the program manager.

8.3 University Use. Departments and student organizations may use certain service marks or marks for official University business upon receipt of approval to do so.

8.4 General.

8.4.1 University service marks or marks shall not be used to endorse or promote a private entity unless authorized by a formal contract or sponsorship agreement. Private entities are allowed to use University service marks or marks only after entering into an agreement with the University.

8.4.2 Any use of University service marks or marks not in compliance with Washburn's licensing and approval requirements shall be considered

unauthorized and may violate federal and/or state laws.

8.4.3 Products bearing University service marks or marks produced without written authorization may be considered counterfeit and subject the holder to all available legal remedies, including confiscation of the products.

8.4.4 Products bearing University service mark or marks in combination with another organization's marks, or co-branding, must comply with all guidelines outlined within these trademark licensing regulations and procedures. Successful co-branding of these partnerships should always uphold Washburn University's identity and brand, while recognizing external partnerships appropriately.

Trademark and Registration in Verbiage

Most people think of a logo or an image, like the Ichabod, when they think about trademarks. Words can be trademarked or registered, too. These words are distinctive and associated closely with Washburn. We have spent money and time to protect these words and their close association with the University.

To help keep these words uniquely Washburn, we need your help! When using these words in things like apparel designs, in headlines on

printed pieces, or in publication titles, use these trademark and registration marks as detailed.

If you do not wish to include the trademark (TM) or registration mark (®) in the title or subject line of a printed piece for visual reasons, a footnote within the document is another option. "WASHBURN UNIVERSITY is a registered trademark of Washburn University." Or "THE ICHABOD is a trademark of Washburn University." These statements also afford Washburn protection of these terms.

If you have any questions, you can reach out to the Washburn Strategic Communications & Marketing Office.

Bod™

Bods™

Ichabod™

Ichabods®

Ichadogs™

Third Year Anywhere®

Washburn™

Washburn Ichabods™

Washburn University Institute of Technology™

Washburn Tech™

Washburn University®

WU™

PRIMARY UNITS AND DEPARTMENTS

Additions to this list must be requested through Strategic Communications & Marketing and approved by the Washburn Marcomms Committee.

College of Arts & Sciences

Art
Biology
Chemistry
Communication Studies
Computer Information Sciences
English
History & Geography
Kinesiology
Mass Media
Master of Arts in
 Communication & Leadership
Mathematics & Statistics
Modern Languages
Mulvane Art Museum
Music & Theatre
Philosophy & Religious Studies
Physics & Astronomy
Political Science & Public Administration
Psychology
Psychological Services Clinic
Sociology & Anthropology
WUFARU

School of Applied Studies

Allied Health
Criminal Justice & Legal Studies
Education
Family & Human Services
Social Work

School of Business

Master of Accountancy
Master of Business Administration

School of Nursing

Doctor of Nursing Practice (DNP)

School of Law

Law Clinic

Washburn Institute of Technology

Business & Industry Center

Office of the President

Brenneman Leadership Series
Equal Opportunity
Strategic Analysis, Research & Reporting
Strategic Communications & Marketing
University Counsel

Provost & Vice President for Academic Affairs

Aleshire Center for Leadership & Community
 Engagement
Center for Kansas Studies
Center for Teaching Excellence & Learning
Honors Program

Study Abroad

Washburn Transformational Experience

KTWU

Vice President of Administration & Treasurer

Accounting Office
Budget Office
Business Office
Employee Wellness Program
Facilities Services
Finance
Human Resources
Ichabod Shop
Information Technology Services
Memorial Union
Purchasing
University Mailing & Printing Services
Washburn Dining Services
Washburn University Police Department

Vice President of Student Life

Student Accessibility Services
Bods Feeding Bods
Career Engagement
Counseling Services
Office of Student
 Involvement & Development

APPENDIX

Residential Living
Student Health
Student Recreation & Wellness Center

Vice President of Enrollment Management & Student Success

Academic Advising Center
Admissions
Center for Student Success & Retention
Financial Aid
First Year Experience
Graduate Recruiting & Admissions
Registrar
Student One Stop

University Libraries

Athletics

Baseball
Cross Country
Football
Men's Basketball
Men's Golf
Men's Tennis
Men's Track & Field
Soccer
Softball
Volleyball
Women's Basketball
Women's Golf
Women's Tennis
Women's Track & Field





BRAND STRATEGY PLATFORM

BRAND POSITION / VALUE PROPOSITION

HIGHER LEARNING FOR PERSONALIZED SUCCESS

Education built for the path that suits you best for where you are... and want to go in life.

MESSAGING HIERARCHY

**1 ANY PATH,
MANY OPTIONS**

**2 EXTRAORDINARY
PEOPLE**

**3 SMALL SCHOOL,
BIG EXPERIENCES**

**4 VALUE / AFFORDABLE
EXCELLENCE**

PROOF POINTS

Right Path/Right Program

- One organization. Many paths.
- Choose the path right for you – technical, associate, bachelor's, graduate – whatever you seek, with the ability to change as your situation changes.
- Easy to move from one program to another – frictionless path to success.
- Academic excellence
 - Top accreditations.
 - High pass rates.
 - TEXTS program.
 - Washburn Transformational Experience.
 - Career readiness.
 - School of Law.
- Nationally recognized student success efforts.

Right People

- Dedicated to creating pathways for students to achieve their goals.
- Attract and retain top-tier educators/staff
 - Exceptional faculty/staff committed to teaching excellence.
- Engaged and caring professors.
- Knowledgeable, with industry experience.
- Friendly and supportive.
- Strong advising and student support
 - Academic, financial and personal.
 - Want students to succeed.
 - Professional and authentic.
 - Helpful with processes.
- “Washburn Cares”
 - Personal relationships elevated.
 - Students feel valued and important.
- Purposeful coursework – real world experiences.
- 2024 Great College to Work For.®

Right Size/Right Place

- Not too big. Not too small. Feels like home.
- Benefits of Small School
 - Smaller classes/know classmates.
 - Better faculty-to-student ratio.
 - Personal attention, deeper relationships: “Washburn Cares.”
 - Hands-on experiences.
 - Easy to access/navigate campus.
 - Safe and secure place.
 - Stronger sense of community.
- Benefits of Big Town
 - Capital City = lots of connections and differentiated experiences.
 - Access to entertainment, dining, shopping, jobs.
 - Social and cultural diversity.
 - Strong business base with work opportunities for students.
- Exceptional academic experiences
 - Internships/apprenticeships.
 - Washburn Transformational Experience.
 - Study abroad.
- Fun place to live and learn.
- Spirit/successful athletics with modern facilities.
- Lean into positive aspects of Topeka.

Right Price

- Value Equation = Quality of Education + Student Experience + Cost.
- Affordable + Prestigious
 - Perception of “private.”
 - Prestigious programs and affiliations: Law, KBI, etc.
 - Academic excellence.
- Multiple financial assistance options
 - Scholarships
 - GPA based vs test based (SAT/ACT).
 - Merit Scholarships.
 - Shawnee County Promise Scholarship.
 - Washburn Shawnee County Thrives Scholarship.
 - Northeast Kansas Advantage Scholarship.
 - Tuition waivers.
 - Grants, State and Federal.

COMMON THREAD

ATTAINABLE SUCCESS: No matter your situation, we make getting to where you want to be a reachable reality.

Developed in 2024, based on consumer research and input from Washburn stakeholders.

FAQ

Q. I want to produce a T-shirt and some give-away items with a University mark. Do I need approval from someone?

A. All giveaways must be purchased through a licensed vendor. For more information, contact the Washburn Strategic Communications & Marketing Office.

Q. What is the Washburn Logotype?

A. The Washburn Logotype is the standardized graphic representation of the Washburn University name. See Page 10 for more information.

Q. I've designed a logo for my department and want to use it with the Washburn name. Is that OK?

A. No supplementary logos are to be used with the Washburn name. We all benefit when a consistent graphic identity represents Washburn. See Page 16 for more information.

Q. Which seal should I use?

A. The University Seal may only be used with approval from the Washburn Strategic Communications & Marketing Office.

Q. How can I use the Ichabod?

A. Please refer to Page 20 about Ichabod usage or contact the Washburn Strategic Communications & Marketing Office.

Q. Why do I need to follow brand guidelines?

A. Washburn is a single institution, a trademark that stands for quality in higher education, research, health care and a variety of other program activities. Given this diversity, it is necessary to establish a set of guidelines that position the University's identity under one unified set of standards.

Q. How do I order letterhead, envelopes and business cards?

A. To order business cards or other identity materials, contact University Mail and Printing Services (UMAPS) at UMAPS@washburn.edu. For other assistance, please contact the Washburn Strategic Communications & Marketing Office.

Contact Us

We're here to help.

For additional information, contact Washburn Strategic Communications & Marketing Office at wurelations@washburn.edu or 785-670-2153.

Other details are available on the Washburn Strategic Communications & Marketing Office website:

Washburn.edu/about/public-relations





@WashburnUniversity



@WashburnUniversity



WashburnUniversity



WashburnUniversity

1700 SW College Ave. | Topeka, KS 66621 | 785.670.1030 | Washburn.edu

Washburn University prohibits discrimination on the basis of race, color, religion, age, national origin, ancestry, disability, sex, sexual orientation, gender identity, genetic information, veteran status, or marital or parental status. The following person has been designated to handle inquiries regarding the nondiscrimination policies: Michelle White-Godinet, Title IX Equal Opportunity Director, Washburn University, 1700 SW College Ave., Topeka, Kansas 66621, 785.670.1509, eodirector@washburn.edu.