



BRAND STANDARDS



TABLE OF CONTENTS

Branding Overview.....	3
Institutional Logos.....	4
Athletic Logos.....	6
Logo Usage & Placement.....	7
Do Not Use	8
Color Palette.....	9
Fonts.....	10

BRANDING OVERVIEW



WHAT IS A BRAND IDENTITY?

Brand identity is an essential part of branding that appeals to the senses - you can see it, touch it, hold it, hear it, watch it move. A brand identity is made up of visual elements such as logos, colors, typography and imagery. The purpose of brand identity is to unify disparate elements into whole systems that fuel recognition and amplify differentiation.

HOW DO WE BUILD A SUCCESSFUL BRAND IDENTITY?

Organizations develop brand standards and guidelines to promote authentic, coherent and consistent look and feel for all visual elements of the brand identity. These brand standards apply to all printed and digital marketing materials, promotional products and apparel, including athletic apparel and uniforms.

OUR BRAND STORY

When North Carolina Wesleyan University was founded in 1956 by the United Methodist Church and Rocky Mount leaders, it served as a source of strength and opportunity for residents of eastern North Carolina. Today, we strive to embody the values and principles of The United Methodist Church while welcoming persons with all religious beliefs. Our commitment to our students' success is anchored in our liberal arts foundation. Our motto, "Wisdom and courage through Christian education," continues to serve as a guiding light and inspiration as we prepare our students to be principled leaders with vision and conviction.

OUR MISSION:

North Carolina Wesleyan University, a private institution affiliated with the United Methodist Church, prepares students for professional advancement, life-long learning, and responsible participation in their communities.

CORE VALUES:

Our marketing message embodies our motto, mission and vision, and can be represented by these core values:

- Knowledge & Understanding
- Integrity & Accountability
- Patience & Respect
- Kindness & Empathy

OUR VISION:

At North Carolina Wesleyan University, we provide students with opportunities to make meaningful connections and learn through innovative teaching approaches. The distinctive Wesleyan experience equips our graduates to make a positive impact on the world.

SLOGAN:

NCWU strives to deliver education that is personal, practical and purpose-driven. **Personal**...through mentoring and the connections we provide. **Practical**...by helping students develop lifelong skills. **Purpose-driven**...by helping students fulfill their purpose in life. Throughout our brand, this is used in conjunction with all marketing materials.

INSTITUTIONAL LOGOS

The NC Wesleyan logos are the keystone of our visual identity. They should be used on all communication materials. The logos must be used consistently, without alteration, in order to properly maintain our brand's integrity and recognition throughout the higher education market and the communities we serve.

PRIMARY LOGO

The Arched "W" is NCWU's primary logo and should be used for the majority of marketing materials. It consists of the "W" and an arched North Carolina Wesleyan University wordmark. The arrangement, orientation, proportions or spacing of the "W" and wordmark should not be altered under any circumstances.

PRIMARY LOGO - ARCHED "W"



SECONDARY LOGOS

North Carolina Wesleyan University wordmarks serve as simplified alternatives to the primary logo. **These should be used sparingly on a need-be basis.**

SECONDARY LOGO - ARCHED TEXT



PRIMARY TEXT LOGO

NORTH CAROLINA
WESLEYAN UNIVERSITY

SECONDARY TEXT LOGO

NC WESLEYAN UNIVERSITY

SECONDARY TEXT LOGO STACKED

NC WESLEYAN
UNIVERSITY

INSTITUTIONAL LOGOS

4 LETTER LOGOS

NCWU wordmarks serve as simplified alternatives to the primary logo.

These should be used sparingly on a need-be basis.

PRIMARY 4 LETTER LOGO



SECONDARY 4 LETTER LOGOS



UNIVERSITY SEAL LOGO

The official seal of North Carolina Wesleyan University is not intended for promotional or marketing purposes. It should be primarily used on official documents of the President, graduation materials, transcripts, certificates and awards. To request approval of use and receive downloadable files, please submit a request to marketing@ncwc.edu.

OFFICIAL UNIVERSITY SEAL



DEPARTMENTAL LOGOS

Although the official North Carolina Wesleyan University logo is preferred, approved departmental logos may be used at certain times. Please limit use to letterhead, presentations and key forms or documents. The Office of Marketing & Communications can supply departmental logos by submitting a request to marketing@ncwc.edu.

PRIMARY DEPARTMENTAL LOGO



School of Social
Sciences & Education

Examples

- School of Social Sciences & Education
- Office of Admissions
- Department of Athletics

SECONDARY DEPARTMENTAL LOGO



School of
Social Sciences
& Education

ATHLETIC LOGOS

SPIRIT/FAN LOGO

The spirit/fan logo is intended to represent the University's athletic programs, intramural activities or sports-related sponsorships.

This logo can be reproduced on any medium, including apparel and specialty items. However, **reproduction must be approved by the Office of Marketing & Communications.**

There are various approved color versions that may be used depending on the application. These variations are not to be altered in any way.

Reference ncwc.edu/branding for additional options and restrictions.

PRIMARY SPIRIT/FAN LOGO WITH NC



SECONDARY SPIRIT/FAN LOGOS



BISHOP MASCOT LOGOS

The North Carolina Wesleyan University Department of Athletics, in coordination with the Battling Bishops Club, unveiled the Bishop logos in July of 2006. With "Wes" and "Charger" being chosen as names for the rider and horse, the two are symbolic of the values of the University, the Methodist Church and servitude to God. **These can be used on a need-be basis.**

BISHOP HORSE RIDER



BISHOP HORSE RIDER DIAMOND



BISHOP WITH FIST



BISHOP HEAD



LOGO USAGE AND PLACEMENT

THE CLEAR SPACE FIELD

A logo is only effective when it occupies its own, unencumbered space. It is important to maintain a **clear space field** around the logo to protect it from distracting graphics or typography. Measure clear space horizontally and vertically by the width of the “W.” An example of the clear space field method is displayed.

CLEAR SPACE FIELD METHOD



MINIMUM SIZE

The logo reproduces well at almost any size, but **reducing it below 1.75 inches in width can damage its integrity and effectiveness**. A good rule of thumb is to gauge the legibility of “North Carolina.” If you can’t read it clearly, it’s too small.

MINIMUM SIZE EXAMPLE



BACKGROUND COLORS

Placing the logo on top of dark or complicated backgrounds can drastically compromise its effectiveness. Use the below tips as a general guide.

Color Logo

- White or light backgrounds
- Simple, clean uncomplicated backgrounds maximize legibility

Dark Background Color Logo

- Best for placement on NC Wesleyan brand blue (PMS 2955)

Black-and-White Logo Options

If black-and-white printing is the only option, the logo is to appear as solid black or reversed as white when placed on a dark, simple background.

COLOR LOGO



DARK BACKGROUND COLOR LOGO



BLACK LOGO



WHITE LOGO



DO NOT USE

OLD BRANDING

Old logos and colors are discontinued and should not be used.

UNACCEPTABLE LOGO TREATMENT

The following examples of logo treatment are absolutely prohibited. **Do not:**

- Configure elements into a different logo
- Crop or remove any part of the logo
- Distort (squeeze or stretch) the logo
- Screen or alter the colors in any way
- Add shadows, effects or other elements
- Attempt to recreate or typeset the logo
- Attach a departmental identification to the logo. An authorized departmental logo will be provided
- Add a colored box behind the logo to make it stand out from the background. Refer to the pg. 7 for proper background color and logo usage

If you have questions or concerns about whether you are using a logo properly, please contact the Office of Marketing & Communications at marketing@ncwc.edu.



COLOR PALETTE

PRIMARY COLORS

These colors are a slight change from North Carolina Wesleyan's previous palette while maintaining the traditional dark blue and gold motif that has endured for years. Each of the two primary brand colors represents qualities indicative of the core values of North Carolina Wesleyan University.

Dark Blue

- Trust
- Dignity
- Intelligence
- Authority
- Strength

Gold

- Illumination
- Love
- Compassion
- Courage
- Wisdom

To ensure quality reproduction of the brand, the Pantone® Matching System (PMS) 2955 (blue) and 110 (gold) were selected for their:

1. Minimal variance when printed on coated or uncoated stocks as spot colors
2. Minimal shift in tone when converted to specified process color values

The primary brand colors are to be used in reproduction of the logo, but may also be used to color layout items or other branded elements.

PANTONE MATCHING SYSTEM PMS 2955



CMYK
100/55/10/48

RGB
0/60/105

HEX
#003C69

PANTONE MATCHING SYSTEM PMS 110



CMYK
2/22/100/8

RGB
215/169/0

HEX
#D7A900

SECONDARY COLORS

A complementary selection of colors has been approved to use as background and accent shades where appropriate. The colors were specifically chosen to accentuate branded elements - not to compete with them. Therefore, they are simple, subtle, yet elegant when paired with the primary blue and gold.

Grays

- Reliability
- Stability
- Maturity

White

- Clarity
- Purity of Heart and Mind

Pantone® Matching System colors 7544 (dark gray) and 7541 (light gray) were both selected because, like the primary tones, these colors reflect qualities that are imbued in the University. White serves both as background and accent for NC Wesleyan's brand, emotionally and practically.

PANTONE MATCHING SYSTEM PMS 7544



CMYK
33/14/11/31

RGB
229/224/142

HEX
#B5B9BA

PANTONE MATCHING SYSTEM PMS 7541



CMYK
10/3/2/2

RGB
224/230/230

HEX
#D9E1E2

White



CMYK
0/0/0/0

RGB
255/255/255

HEX
#FFFFFF

FONTS

Proper font selection tells the story of a brand as much as imagery and colors. Each typeface is chosen for a specific purpose and can represent an implied message hidden within the brand. Do not use substitute fonts. *Need font packages? Contact the Office of Marketing & Communications at marketing@ncwc.edu.*

LOGOTYPE

Griffon is the primary typeface for the NC Wesleyan logo. Griffon is a regal typeface intended to reflect sophistication and the University's commitment to its founding values. It is reserved specifically for the logo. It is to be used sparingly in any other capacity.

GRIFFON

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

GRIFFON ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

DISPLAY & COPY

The Gotham family was chosen for its stylish-yet-contemporary design, which reflects NC Wesleyan's focus on the future. While the University pays homage to its past in its logotype, the Gotham body copy embraces "today" with its minimalist style and versatility.

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

GOTHAM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

GOTHAM BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

GOTHAM BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890



**If you have any questions, please contact
the Office of Marketing & Communications
at marketing@ncwc.edu.**