Branding Standards for the Walla Walla University Brand
This branding standards guide establishes a unified way of formatting the visual representation of Walla Walla University communications. This includes the treatment of the logo, typography, color palettes, and the editorial style guide.

Consistency in communication is key to establishing brand recognition, promoting brand engagement, and increasing brand reliability. Communicating with a defined set of style and formatting guidelines helps Walla Walla University to communicate clearly and efficiently with a strong, unified voice that accurately represents our university.

IN THIS GUIDE:
• Logo / Logo variations
• Logotype and Fonts
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• Improper uses of the logo
• Download the editorial style guide at wallawalla.edu/styleguide

Why?

The logo type is a unique arrangement and treatment of the words, “Walla Walla University” using the font Fairfield. This part of the logo should never be used in isolation from the symbol.

The logo symbol represents an important architectural landmark on campus—the columns that grace the Administration Building. This symbol provides a sense of history and tradition. The identity statement distinguishes the university’s unique offering of Christian higher education and the institutions’ relationship with the Seventh-day Adventist Church.

The Walla Walla University logo is designed to honor the tradition and history of the institution through the illustrative quality of the column, and also provide a contemporary facet through a more modern type treatment.

These guidelines describe the ways in which the logo should, and should not be used. It is important that these guidelines be followed to ensure continuity among all applications.

Approved versions of the logo include the following color options. When the logo is sized at less than 1.5 inches in width, the identity statement is not used due to legibility issues.

A white or reversed version of the logo may also be used. Whenever possible, the logo should be “anchored” to the bottom of a page or color block.
Size and space

Keep blank space around the logo.

With any logo, it’s important to follow the guidelines the logo is applied to documents and communication for application. Size, space around the logo and how pieces is important for brand consistency.

As a visual guide, use the size of the graphic icon to estimate the clear space needed around the logo. The best application of the logo is when it is “anchored” to the edge of a document or another design element. Here are examples of appropriate placement:
The font used in the logo is Fairfield Medium and the identity statement uses Gotham Book. Both fonts can be used on communication material. It is recommended that Fairfield be used as the body font for letters and all official documents produced by the University.

Example of Fairfield 45 Light
Example of Fairfield 45 Light Small Caps
Example of Fairfield 46 Light italic
Example of Fairfield 55 Medium
Example of Fairfield 55 Medium Small Caps
Example of Fairfield 75 Bold
Example of Fairfield 76 Bold italic

Example of Gotham Light
Example of Gotham Book
Example of Gotham Medium
Example of Gotham Bold

The type used in the logo is Fairfield Medium, mixed case. It has been altered slightly to reduce the difference between the x-height of the lower case and the upper case letters, and the ligature between the “t” and the “y”. That is the reason why it is very important to always use the complete logo and never type the words alone.

Walla Walla University
Original font

Walla Walla University
Customized

Walla Walla University
Stacked
The official colors used in the logo, on business cards, stationery and all University documentation will be PMS 5743 (Green) and Black. Other approved secondary colors that can be used in association with marketing materials but should be kept to a minimum include the following:

**Primary colors**

- **PMS 5743 U**
  - C69 / M48 / Y87 / K9

**Secondary colors**

- **PMS 1807 U**
  - C26 / M74 / Y67 / K18
- **PMS 161 U**
  - C38 / M42 / Y80 / K31
- **PMS 653 U**
  - C65 / M38 / Y20 / K12
- **PMS 7502 U**
  - C17 / M22 / Y49 / K11
- **PMS 7505 U**
  - C38 / M33 / Y57 / K30

These colors are built for printing on uncoated paper stock. Please contact Marketing and University Relations for coated paper stock color equivalencies.

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**The Business System**

**Letterhead specifications:**
Colors: Black + PMS 5743
Printed on 60 lb. Cougar Opaque White Text

**Business card specifications:**
Colors: Black + PMS 5743
Printed on 100 lb. Cougar Opaque White Cover

**Envelope specifications:**
Colors: Black + PMS 5743
Printed on 60 lb. Cougar Opaque White Text
Improper uses of the logo

A. Never use a color that is not in the approved logo colors.

B. Never use a different typeface for the logo type.

C. Never stretch the logo in a way that compromises its original shape.

D. Never use a logo file with a white box on a colored background.

E. Never use the University initials with the logo symbol.

F. Do not rearrange the type or placement of the logo symbol.

Exceptions to these rules include:

- The monument sign
- Vehicle signs
- Promotional items that require a horizontal arrangement such as pens.
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