

WGU | STYLE GUIDE
Auxiliary Marks/Lockups

AUXILIARY MARKS/LOCKUPS

Auxiliary Marks/Lockups work in partnership with official WGU branding assets. They are not logos; they are stand-alone graphic elements used to support your group's initiatives. However, as partner marks, they work together with WGU branding assets and must conform to WGU brand practices. Auxiliary Marks/Lockups should never be confused with the WGU logo or the university's brand. They should never be used as the primary representation of the university on any WGU product or communication, nor should they ever appear as an addendum or addition to the WGU logo. The primary representation of WGU and its initiatives should always be WGU's logo.

Because we work hard to safeguard the integrity of our brand, WGU does not allow alterations or additions to our copyrighted logos, mascot, or branding assets. Nor do we allow individual groups from the university to create branding outside of the larger WGU brand umbrella. Auxiliary Marks/Lockups must work together with the larger WGU brand, not in place of it.

Auxiliary groups are expected to consult with WGU Marketing before pursuing the creation of any Auxiliary Mark/Lockup.

An Auxiliary Mark/Lockup must be approved by WGU Marketing before it can be used. WGU Marketing reserves the right to deny requests to develop or use Auxiliary Marks/Lockups. Those marks/lockups will also be expected to follow appropriate guidelines for their development and use.

The 2020 Year of the Nurse Lockup provides an effective example of how an Auxiliary Mark/Lockup should be used. When applying your Auxiliary Mark/Lock-up please follow the same guidelines that have been outlined for its use in the following example.

2020 YEAR OF THE NURSE LOCKUP

YEAR OF THE NURSE LOCKUP



Year of the Nurse Lockup

Pantone Colors

- Cool Gray 7
- Pantone 202
- Pantone 540
- White
- Pantone 202
- Pantone 2209



Year of the Nurse Lockup Reverse

AUXILIARY MARKS/LOCKUPS (CONT.)

YEAR OF THE NURSE LOCKUP: ALTERNATES



YON Lockup Long



YON Lockup Long Reverse



YON Year Lockup



YON Year Lockup Reverse

YEAR OF THE NURSE LOCKUP: CLEAR SPACE

To protect the integrity and readability of the Year of the Nurse Lockup, you must leave the required minimum (or greater) clear space on all four sides of the lockup. That minimum clear space is defined as half the X-height of the numerals in the lockup's 2020. There are no exceptions to this requirement.



YEAR OF THE NURSE LOCKUP AND THE WGU LOGO

In those instances where the Year of the Nurse Lockup and the WGU logo are used together, the YON Lockup should never appear as if it is a part of the WGU logo. To ensure this visual separation, there should always be a minimum of one X-height's clear space between the two marks. That minimum clear space is defined by the height of the W in the WGU logo.



AUXILIARY MARKS/LOCKUPS (CONT.)

YEAR OF THE NURSE LOCK-UP: BEST PRACTICES

WGU's Auxiliary Lockups should never be confused with the WGU logo, nor should they appear as the primary WGU identity or as an addendum to the WGU logo. For this reason, it is recommended that, whenever possible, the YON Lockup remains distinctly distanced from the WGU logo as demonstrated below. If the specific use of the lockup does not allow for complete visual separation, the YON Lockup and the WGU logo should be separated by an appropriate amount of clear space.

2020 YEAR OF THE NURSE

Jacqueline B.
M.S. Nursing Leadership & Management

Master of Science in Nursing LEADERSHIP AND MANAGEMENT (BSN TO MSN)

Take Your BSN and Turn It Up a Degree
Healthcare and nursing employers need leaders who can positively affect patient care while streamlining facilities and strengthening reputations. With industry-current knowledge and training, you can pursue a wide range of key positions in hospitals, nursing and residential care facilities, primary care practices, government agencies, and home healthcare service providers. WGU's BSN to MSN in leadership and management will prepare you with the knowledge and skills to make your mark in a variety of nursing settings.

About the Program
This online Master of Science in Nursing degree program will prepare you to lead the way in a changing healthcare industry. While most of your coursework will be completed online, this program includes some requirements—such as field experiences—that must be completed in a facility near you, which WGU will help you find. Courses and competencies are designed to prepare you with the industry-current knowledge for positions including:

- Chief Nursing Officer
- Department Director
- Regional Director
- Case Manager
- Nurse Manager

What You'll Learn
WGU's BSN-to-MSN curriculum combines technical nursing know-how with strong people skills, organizational skills, and business knowledge. In this program, you will develop these key competencies:

- Use data and analytics to advance the operational performance of a healthcare organization.
- Evaluate healthcare trends and adapt strategic planning processes to meet the changing healthcare environment.
- Identify the role of regulatory agencies and their impact in drug therapy from development to delivery.
- Establish outcome goals for individuals and selected populations.
- Develop pathopharmacological management strategies for populations.
- Analyze the organization of healthcare delivery and financing systems.
- Demonstrate expertise in nurse leader roles to improve operational performance.
- Build and lead collaborative interprofessional care teams.

WGU

Top
Bottom

Front
Back



Front
Back

Sleeve
Front

