WGU | DIVISION MERCHANDISE GUIDELINES

DIVISION MERCHANDISE GUIDELINES

WGU celebrates a vibrant and active involvement from our staff and secondary organizations as they express their WGU pride through the development of T-shirts, hoodies, and other forms of WGU merchandise. WGU appreciates this enthusiasm and will support it in whatever way we can.

At WGU, we believe that our brand is one of our university's most important assets: It is the face we show to the public as we communicate with them. It is how they recognize who and what we are. Because of the brand's importance, WGU Marketing makes a concerted effort to safeguard the brand and all of its assets. While our goal is to support our organizations as they work to develop their own WGU merchandise, we are also focused on preserving the integrity of the assets we use to present ourselves to the public. For that reason, we have developed a set of Branding Guidelines that we ask all members of the university community to follow as they develop materials that will be seen by the public.

These Group Merchandise Guidelines have been developed by the WGU Marketing Department as a quick reference. Their goal is to help our organizations understand their options for developing materials that express the spirit of their groups, while still working within the university's branding guidelines. They contain a short overview of brand guidelines and steps you can follow to take advantage of WGU Marketing's brand expertise, vendor relationships, and content creation abilities.

APPROVALS & WORKING WITH THE MARKETING DEPARTMENT

The WGU Marketing department is one of your best resources while developing your t-shirt, hoodie, lanyard, or other collateral designs. In addition to being the definitive source for answers to your brand-related questions, they have access to university-approved resources that can help ensure the quality of your product and get a fair price for your items.

Remember, if you want help turning a concept that you are excited about into artwork and copy, WGU Marketing can help you with that too.

WGU Marketing Review Process

Any item you produce with the WGU name, logo, or mascot will be seen by the public at some point and will represent the university. Because of this, WGU Marketing makes it a policy to review all items developed by our organizations that use our name, logo, or mascot. Please build time into your process to allow for a final review of your design by WGU Marketing.

The review process follows four simple steps, and, as long as your design complies with brand practice, it should take only a few days to complete.

1. Gather samples of your design. These must reflect the final solution you and your team have produced.

2. Send those samples to WGU Marketing.
   Please contact:
   Debbie Manning (debbie.manning@wgu.edu)
   or
   Terrell Taggart (terrell.taggart@wgu.edu)

3. The WGU Marketing team will review design submissions at the beginning of every second month of the calendar year, beginning in January. If your submission is not approved upon first submission, you may continue to work with the marketing department to get approval throughout the weeks following your submission. You do not need to wait until the start of the next review cycle to resubmit your designs.

Remember, WGU Marketing maintains contacts with several university-approved vendors, including the WGU Store, that you can work with to produce your final product. They can save you money and ensure the quality of your product. If you would like help in this area, please ask for contact information.

4. Once a product has been approved by the WGU Marketing department it may be sent to the WGU-approved vendor of your choice to fulfill your production needs. Or you can opt to work with WGU Marketing to fulfill your request and ensure your product is produced in a timely, cost-effective manner.

Designs for products that are sent directly to one of WGU's approved vendors must include written permission and proof of approval from the WGU Marketing department in the form of a *WGU Artwork/Design Approval Form* before they can be produced. Products submitted without written permission will not be produced by WGU's approved vendors.

Once approved, final designs should not be altered from their approved format. If there are changes that need to be made to your design, you will work with WGU Marketing to ask or answer any questions about policy, make appropriate changes, and resubmit your design for review (returning to step 3 above.)

HELP TURNING IDEAS INTO A FINAL DESIGN

WGU Marketing's Creative Department is happy to help you turn the creative ideas you and your department have developed into a complete creative execution. Please feel free to contact them with these requests.

Requesting help with creative designs from WGU Marketing follows a three-step process.

1. Contact someone from the WGU Creative Team and let them know you are interested in getting their help. Please contact:
   Debbie Manning (debbie.manning@wgu.edu)

2. The Creative Team will ask you to submit information about the project you want their help with into Workfront. They use this tool for tracking the progress of your project and getting finished designs to you for your approval as efficiently as possible. We have people to help you get your information submitted quickly. If you have any questions about this step of the process, please contact:
   Debbie Manning (debbie.manning@wgu.edu)

3. At this point, you may be contacted to participate in a "Kickoff Meeting." This meeting is your chance to tell the team all the details about your idea/project. Kickoff Meetings are optional and usually only happen if the team needs more details than are covered by the Workfront request. You can also request a Kickoff Meeting to help speed the development process and ensure your idea is communicated effectively to the team.

Once you've submitted your request, your part is done. All you have to do is wait for the Creative Team to work their magic.

- For updates to existing creative designs, plan for a three-week turnaround time.

- For development of new creative designs, plan for at least a four-week turnaround.

WGU BRAND ASSETS

At WGU, we believe that our brand is one of our university's most important assets. It is the face we show to the public as we communicate with them. It is how they recognize who and what we are. Because of the brand's importance, WGU Marketing makes a concerted effort to safeguard the brand and all of its assets.

Using the WGU Logo or Seal

WGU's logo is a graphic representation of WGU and all that the university stands for. It portrays the institution to the outside world and serves as the university's visual signature. A strong, recognizable, university-wide visual identity is a key element in building and maintaining WGU's reputation in the global community. This logo is the keystone of that visual identity. Consistency in its use will establish trust in the mark and the institution that stands behind it.

The WGU name and logo are reserved for the exclusive use of the WGU community and should appear only in university-related projects. Agencies, licensees, and individuals producing communications or products for or on behalf of WGU employees, departments, programs, or initiatives are expected to follow the policies set out in this guide.

The official WGU seal lends authenticity to communications from the university, particularly in its capacity as an institution of higher learning. The seal is reserved for use on our most official communications. It should appear on all official university materials and documents, including diplomas, certificates of graduation, formal certificate programs, university "white paper" reports, scholarly papers, etc. In addition, the seal may be used at the president's discretion to formally designate that the document it appears on is an official WGU communication. The Offices of Admissions and Records are also authorized to use the official seal on documents requiring authentication and containing information drawn from the university's official records.

> Please contact WGU Marketing if you would like help developing approved logos for your department.

WGU's Academic Colleges and Agencies have each been assigned a graphic that integrates their names with the university's core logo. These logos are referred to as the college or agency's Department Logo or College Logo.

All academic colleges, departments, research centers, and administrative units should use that organization's Department Logo or College Logo, or the WGU logo (with permission from WGU Marketing). They should not use logos or visual identifiers other than their approved logo. They should also not use their Department or College Logo for communications that will appear outside of the WGU community.

However, we do provide approved logos for our departments upon request. These logos can be used in your designs, as long as they are not altered from their original form.

DEPARTMENT LOGO

Department Logo (CMYK, RGB)

Department Logo (black)

Department Logo (reversed)

Department Logo Left Justified (CMYK, RGB)

Department Logo Left Justified (black)

Department Logo Left Justified (reversed)

Department Logo Long (CMYK, RGB)

Department Logo Long (black)

Department Logo Long (reversed)
DIVISION MERCHANDISE GUIDELINES

USING WGU COLORS

The WGU color palette has been designed to strengthen the brand across a wide array of communication mediums. It offers a variety of bold, flexible options for communicating the WGU message. WGU branding colors should be reproduced according to the print and web specifications given in the WGU Style Guide, and should not be altered in any way (e.g., no opacity or gradients).

For answers to your questions about using WGU's color palette, please contact WGU Marketing, or refer to the Color section of WGU's branding Style Guide.

PRIMARY COLOR PALETTE

WGU Blue (Primary Blue)

PANTONE **540** CMYK **100, 57, 12, 66** PRINT
RGB **0, 48, 87** HEX: **003057** WEB
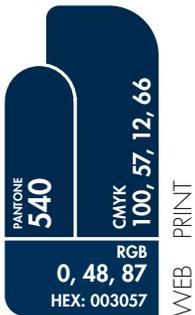
WGU Blue is the core of our brand identity and should always be the primary color in any university communication. WGU Blue is used in our brand logo-and-tagline lockup, but it may also be used in other ways (type, backgrounds, borders, illustrations, etc.).

WGU Light Blue (Secondary Blue)

PANTONE **2209** CMYK **79, 23, 23, 19** PRINT
RGB **50, 125, 169** HEX: **327DA9** WEB
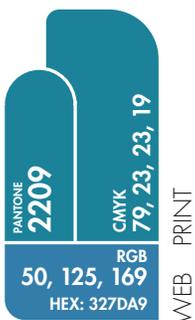
WGU Light Blue is complementary to our primary color, WGU Blue, and is designated for the state name in our state logo-and-tagline lockups. (It, too, may be used in other ways.)

SECONDARY COLOR PALETTE

Accent Colors

WGU's accent palette consists of five bold colors chosen to attract attention and add visual energy to our communications. Accent colors should never be used as the primary color on any layout, but should always be used to support designs using the blues from WGU's primary color palette. (Please see "Color: Best Practices" for further guidance on using accent colors.)

PANTONE 362 — CMYK 78, 0, 100, 2 — PRINT — RGB 66, 137, 146 — WEB — HEX: 42892E — 50% TINT

PANTONE 7408 — CMYK 0, 29, 100, 0 — PRINT — RGB 246, 190, 0 — WEB — HEX: F6BE00 — 50% TINT

PANTONE 715 — CMYK 0, 54, 87, 0 — PRINT — RGB 230, 110, 36 — WEB — HEX: E66E24 — 50% TINT

PANTONE 202 — CMYK 9, 100, 64, 48 — PRINT — RGB 132, 0, 40 — WEB — HEX: 840028 — 50% TINT

PANTONE 513 — CMYK 53, 99, 0, 0 — PRINT — RGB 124, 35, 94 — WEB — HEX: 7C235E — 50% TINT

PANTONE 2209 — 50% TINT
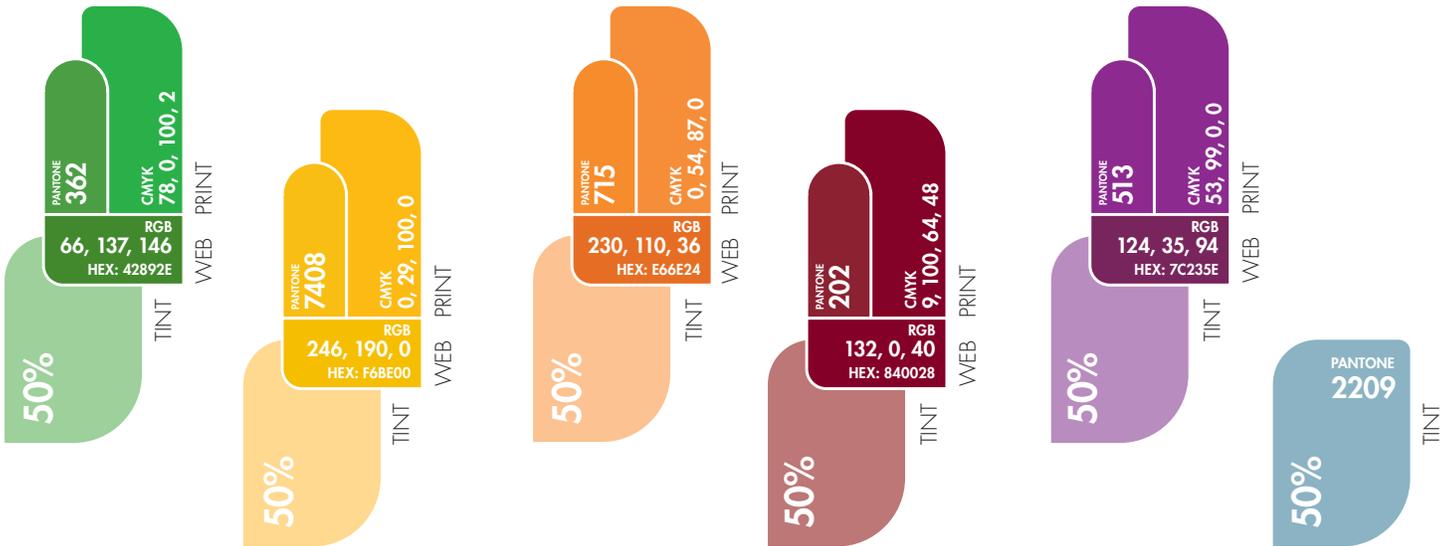
Tints

While other palette colors will typically be used in full-strength, tints can be used in instances that require more subtle color variation. Examples might include use in infographics, icons, or to call out statistics. WGU's tint palette is designed to be used to support the primary and accent color palettes. These colors should never be used as stand-alone colors and should never be altered from the values shown above. (Please see Color: Best Practices for further guidance on using tints.)

Neutral Colors

The neutral colors palette provides three recommended shades of gray that serve as an attractive backdrop for headlines, sidebars, and other design elements. As in the case of accent colors, these colors should never be used on their own and should always be used to support designs using the blues from WGU's primary color palette. (Please see Color: Best Practices for further guidance on using neutral colors.)

COOL GRAY 10 — CMYK 40, 30, 20, 66 — PRINT — RGB 64, 64, 72 — WEB — HEX: 404048

COOL GRAY 7 — CMYK 20, 14, 12, 40 — PRINT — RGB 99, 102, 106 — WEB — HEX: 63666A

COOL GRAY 1 — CMYK 4, 2, 4, 8 — PRINT — RGB 208, 208, 205 — WEB — HEX: D0D0CD
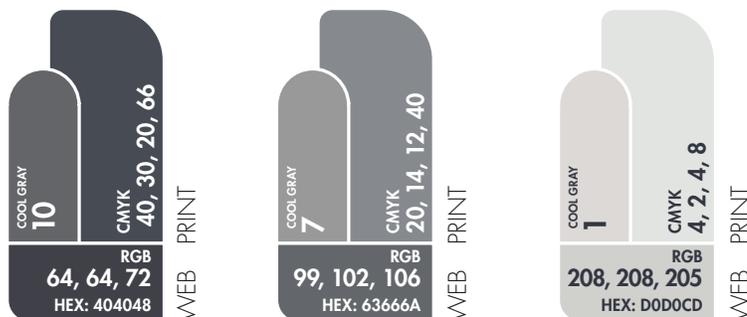
USING WGU FONTS

Most WGU communications are designed using one or more members of the Futura Stand-ard font family. However, there are instances (e.g., PowerPoint presentations or on the web) when Futura Standard may not be available. In these cases, or in cases where the use of a ser-if font is more appropriate, it is acceptable to use one of our secondary fonts—Arial or Baskerville.

Licenses for Futura STD, and Baskerville fonts, are available for purchase as part of the Ado-be Font Folio package on a seat-by-seat basis. Because of licensing policies, these fonts are not available for use outside of the department/individual computer that the font is purchased for. If individual departments would like to use these fonts, they are responsible for purchasing those fonts for the individuals in their departments.

WGU's fonts are available for purchase at:

Futura STD: https://www.myfonts.com/search/futura+std/
Baskerville: https://www.myfonts.com/fonts/mti/baskerville-mt/

For answers to your questions about using WGU's fonts, please contact WGU Marketing, or refer to the Font section of WGU's branding Style Guide.

PRIMARY FONT — FUTURA STANDARD

AaBbCcDdEeFfGg
0123456789

Futura Standard Light

AaBbCcDdEeFfGg
0123456789

Futura Standard Light Oblique

AaBbCcDdEeFfGg
0123456789

Futura Standard Book

AaBbCcDdEeFfGg
0123456789

Futura Standard Book Oblique

AaBbCcDdEeFfGg
0123456789

Futura Standard Medium

AaBbCcDdEeFfGg
0123456789

Futura Standard Medium Oblique

AaBbCcDdEeFfGg
0123456789

Futura Standard Bold

AaBbCcDdEeFfGg
0123456789

Futura Standard Bold Oblique

AaBbCcDdEeFfGg
0123456789

Futura Standard Heavy

AaBbCcDdEeFfGg
0123456789

Futura Standard Heavy Oblique

SECONDARY FONT — SANS-SERIF

While it is recommended that members of the Futura Standard font family be used in WGU communications wherever possible, there are instances (e.g., PowerPoint presentations or on the web) when Futura Standard may not be available for use. In these cases, it is acceptable to use our secondary font—Arial.

SECONDARY FONT — SANS-SERIF: ARIAL

AaBbCcDdEeFfGg
0123456789

Arial Regular

**AaBbCcDdEeFfGg
0123456789**

Arial Bold

*AaBbCcDdEeFfGg
0123456789*

Arial Regular Italic

***AaBbCcDdEeFfGg
0123456789***

Arial Bold Italic

SECONDARY FONT — SERIF

In those cases where the use of a serif font is the more appropriate choice, it is acceptable to opt for Baskerville. This font should be used sparingly and should not be used as a primary font throughout major documents.

SECONDARY FONT — SERIF: BASKERVILLE

AaBbCcDdEeFfGg
0123456789

Baskerville Regular

*AaBbCcDdEeFfGg
0123456789*

Baskerville Italic

**AaBbCcDdEeFfGg
0123456789**

Baskerville SemiBold

***AaBbCcDdEeFfGg
0123456789***

Baskerville SemiBold Italic

**AaBbCcDdEeFfGg
0123456789**

Baskerville Bold

***AaBbCcDdEeFfGg
0123456789***

Baskerville Bold Italic

USE OF WGU'S MASCOT, SAGE

Sage, WGU's mascot, is an important feature of our brand. He is used widely in our marketing and public communications as a symbol of the ideals WGU stands for. Because of the way his image is used in representing the spirit of the university, it is important that we preserve the integrity of the brand assets in which he is used. We do not allow any alteration to the approved representations of Sage. We also do not allow the use of Sage lookalikes in any WGU communications.

WGU's departments are not allowed to use branding assets featuring Sage to represent their divisions. The use of these assets is reserved for the use of the larger university and may be used only by other groups with the express permission of WGU Marketing.

For answers to any other questions about using Sage in your creative efforts, please contact WGU Marketing.

WORKING WITH THE WGU STORE

The WGU Store is an independent retail outlet that is overseen by the WGU Marketing department. Products that appear on the store are carefully reviewed to ensure they adhere to the university's standards for quality and aesthetic value. Any item that will be included on the WGU Store must also comply with WGU's branding guidelines. To ensure these products maintain university standards, all designs placed on the WGU Store must be approved by the WGU Marketing department before they can be submitted to the store.

The WGU Marketing team will review design submissions for the WGU Store at the beginning of every second month of the calendar year, beginning in January. If your submission is not approved upon first submission, you may continue to work with the marketing department to get approval throughout the weeks following your submission. You do not need to wait until the start of the next review cycle to resubmit your designs.

Once approved using the process detailed in the *Approvals and Working with the Marketing Department* section of these guidelines, designs intended for the WGU Store will follow one of the processes outlined below.

Products Available to the General Public

Once a product has been approved by the WGU Marketing department it may be sent to the WGU Store for inclusion on the store's website. Those products may either be sent directly to the Store (see WGU Approved Vendors list) or you can work with WGU Marketing to ensure your product is placed on the store in a timely manner.

Products that are sent directly to the WGU Store, one of WGU's approved vendors, must include written approval in the form of a *WGU Artwork/Design Approval Form* from the WGU Marketing department. Products submitted without written permission will not be produced by any of WGU's approved vendors.

Your design files should be created in one of the following digital formats:

- AI
- EPS
- Photoshop
- TIFF
- High-resolution JPEG (300 dpi)

Your product will then be made available through the WGU Store as quickly as possible.

Products Available to Select Groups

It is possible to ensure that your product will be made available only to a limited group of people. You may wish to do this if you want to limit the group that will have access to your product to just your team or club. Or you may have arranged for a subsidized price for your product and want to provide that opportunity to only a limited number of people. (Please make these arrangements prior to seeking approval for your product.)

Once a product has been approved by the WGU Marketing department it may be sent to the WGU Store for inclusion on the store's website. Those products may either be sent directly to the Store (see WGU Approved Vendors list) or you can work with WGU Marketing to ensure your product is placed on the store in a timely manner.

Products that are sent directly to the WGU Store, one of WGU's approved vendors, must include written approval in the form of a *WGU Artwork/Design Approval Form* from the WGU Marketing department. Products submitted without written permission will not be produced by any of WGU's approved vendors.

Your design files should be created in one of the following digital formats:

- AI
- EPS
- Photoshop
- TIFF
- High-resolution JPEG (300 dpi)

You will then be issued a special code/link that will allow access to your product. You may share that code/link as you see fit. WGU Marketing or the WGU Store will not be responsible for controlling who you allow access to your code/link, so please manage its use carefully.

Fundraisers/Sponsorships

The WGU Store is willing to support select fundraising efforts by placing your merchandise on the WGU Store along with information about the cause that merchandise will represent. These fundraising efforts must be

approved through the WGU Store prior to submitting your designs to WGU Marketing for design approval. Approval of dollar amounts or percentages of the purchase price per product is the exclusive right of the WGU Store and must be included in the initial fundraising effort's approval process.

Once your fundraising project and its terms have been approved by the WGU Store, you may move forward with your project. Merchandise that is made available through the store for fundraising efforts will then follow either the *Products Available to the General Public* or *Products Available to Select Groups* guidelines detailed above.

Note: If your product will be raising funds for the university or university-sponsored projects, you may need permission to move forward with your efforts from WGU Advancement or our Scholarships group. Please ensure that you have contacted the appropriate group prior to submitting your requests to WGU Marketing or the WGU Store.

Large Orders

Any orders for large groups should be routed through WGU's Purchasing department for fulfillment. They will ask for your help in gathering all of the details for your large order. You should be prepared to provide numbers, sizes (where applicable), colors, and shipping addresses for your list of recipients.

Please contact Angie Godfrey in WGU Purchasing for more details.

Product Availability

In order to maintain quality, cost, and ensure availability, designs that are submitted to the WGU Store through the above process may be limited to use on certain products. Decisions about which products will be made available through the standard process are left to the discretion of the WGU Store.

Products that are not available for use through the standard process may be made available by special arrangement with WGU Marketing and the WGU Store.

WGU-APPROVED VENDORS

Preserving the integrity of our brand is an important function of WGU Marketing. The quality of the items on which our brand is presented to the public is an important part of how people perceive WGU's brand. Our efforts to maintain quality in our brand presentation have included seeking out partner companies that work with us to ensure that the quality of the products they produce represent the university appropriately. Partnering with these approved companies allows us to both ensure quality and pass along fair pricing for that quality.

When working to develop your department's T-shirts, hoodies, and other collateral pieces, please work with one of these approved vendors for the final fulfillment of your items.

Vendor Contact Information

Brightpoint (Promotional & WGU Store items)
Jon Brewer
Jon@brightpointcreative.com

Adcentives West (Promotional items)
Kristy Dibblee
kristy@adcentiveswest.com

IC Group (Print)
Patrick Curtain
curtin@ic-group.net

Fusion Imaging (Pop-up, Vinyl Signs)
Keaton Covington
keaton.covington@fusion-imaging.com