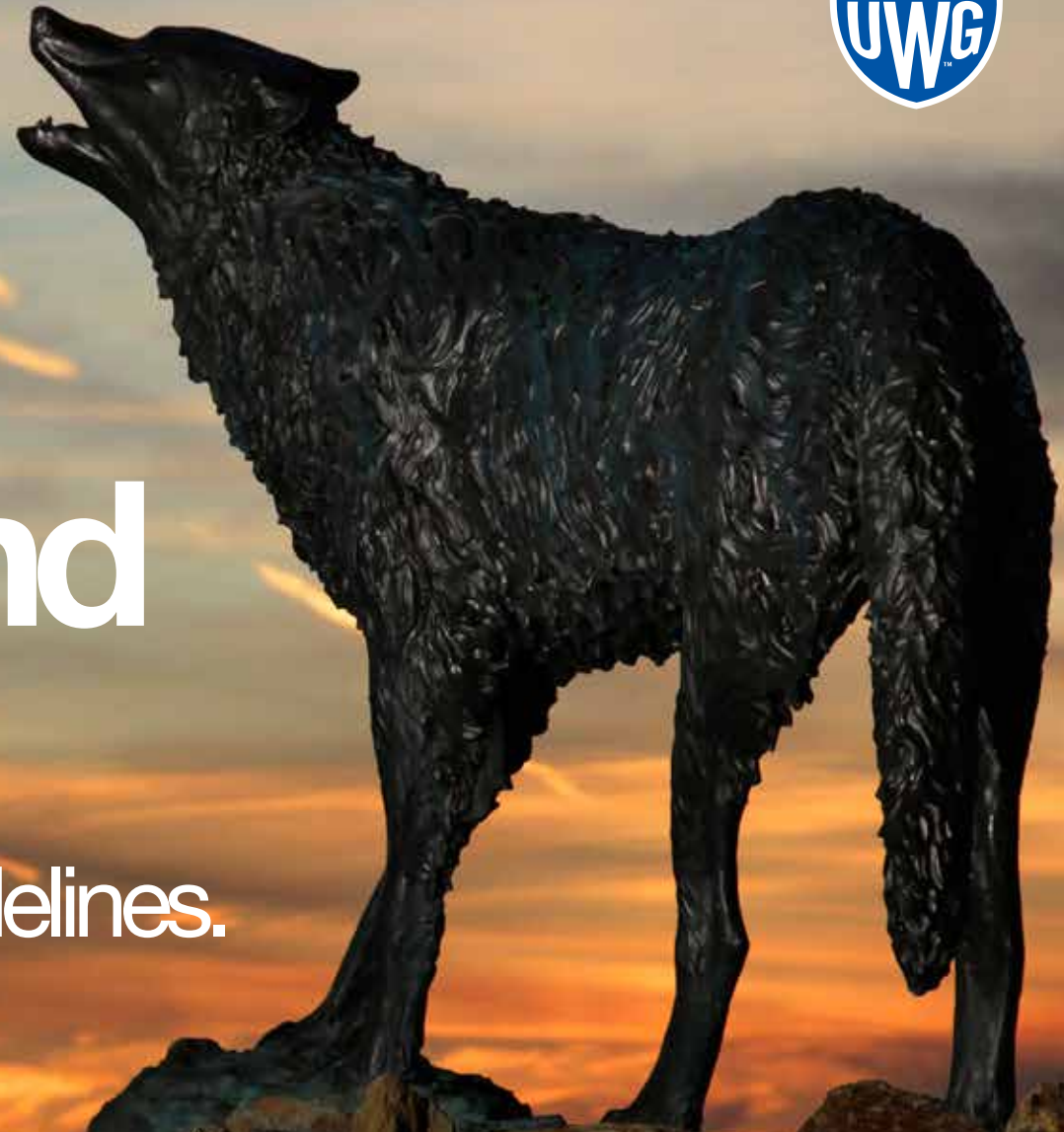




UWG Brand Identity

Policy. Procedure. Guidelines.



**Your brand is the
single most important
investment you can
make in your business.**

- Steve Forbes

The Vice President of University Advancement, pursuant to the authority of UWG Policy 5.6, establishes the following procedures for compliance with UWG Policy 5.6, Brand Identity.

A. Definitions

1. Externally-facing – intended to be viewed by anyone other than UWG’s current students, faculty, and staff.
2. Licensing & Merchandising – department within Auxiliary Services responsible for managing outside vendors in regards to licensing and merchandising contracts, new vendor registration, process renewals, and fee collections.
3. Publications & Printing (P&P) - UWG’s on-campus print and copy center.
4. University Communications & Marketing (UCM) - UWG’s full-service marketing, communications, and design center.
5. University Marks – the set of unique logos, names, words, and design marks used by the university to represent its identity and brand. Marks may or may not be registered for trademark protection with the United States Patent and Trademark Office (USPTO). All such marks are owned by the Board of Regents, which grants unlimited reasonable use to UWG.

B. Procedures

UCM shall maintain on its website a current, detailed version of the Brand Identity Guidelines. Please consult these documents for the procedures to be followed.

C. Retired Marks

The university has registered many marks, including marks such as the seals and wordmarks for West Georgia College, State University of West Georgia, etc. As of March 1, 2015, no retired marks may be used on any print or electronic piece, including electronic signatures, or on any signage, merchandise, or promotional items without the prior approval of UCM. A list of retired marks can be found in the Brand Identity Guidelines on the UCM website.

D. Use of Contractors/Consultants

Any and all contractors and consultants engaged in marketing and promoting the university or any of its units must be approved in advance by UCM prior to outsourcing a project or entering into a vendor agreement. UCM will work with the UWG purchasing department to create a list of preferred vendors.

E. Forms

1. Design Request Form – Complete this online application to request a design for marketing materials needed for Externally-facing projects or events. (Faculty, Staff, and Registered Student Organizations)
2. Publicity Request Form – Complete this online application when marketing services are needed for an Externally-facing project or event. (Faculty, Staff, and Registered Student Organizations)
3. Location Agreement Form – Non-UWG parties should complete this online application to obtain permission to film or photograph on UWG’s campus. See Appendix A for a sample agreement that will be completed upon approval from UCM and University Advancement (Non-UWG parties). Note that location agreement terms and conditions vary by request.
4. Marquee Request Form – Complete this online application when seeking to place a message on the UWG Marquee, located in front of the Coliseum on West Georgia Drive. (Faculty, Staff, and Registered Student Organizations)

Issued by the Vice President of University Advancement, the ____ day of _____, 2015.

Signature, Vice President of University Advancement

UWG Brand and Visual Identity Program

The University of West Georgia's Brand Identity Standards are comprised of the university trademarks, official colors and typefaces, mascot, and the guidelines for their use. These standards provide a foundation for clearly communicating the university's identity and visually linking its many divisions, offices, departments, centers, programs, colleges, and schools to project a unified, professional image that enhances UWG's reputation. Consistency is key to the effective presentation of UWG's image. Adherence to defined identity guidelines emphasizes the university's connectedness and promotes its distinctiveness as UWG aspires to be the best comprehensive university in America, sought after as the best place to work, learn, and succeed. In addition, observance of these guidelines aligns with UWG's strategic imperatives tied to operational effectiveness, leadership, and brand sustainability – while fostering student success, academic success, and productive partnerships.

University Marks

1. General Guidelines

- a. No university mark of any type or class may be altered, distorted, combined, reconfigured, or otherwise changed.
- b. With the exception of the approved combination logo and combination unit logo, no university mark should be placed so close to any other mark or text that a new logo appears to have been formed.
- c. Only the official version of the marks, provided in high quality by UCM, may be used. For marks that include an image, any format that does not include the correctly placed registration mark is incorrect.
- d. Use of all marks must be in accordance with the current University and Brand Identity Standards.
- e. In no event may any outside vendor or party use any university mark unless a current licensing agreement is in place. Exceptions may be granted by UCM and the Department of Trademark Licensing for single-time personal uses, such as graduation cakes, etc.
- f. In the event that a vendor must resize a university mark, the vendor is responsible for using the proportion control function so as to prevent image distortion. Instructions are available on the UCM webpage for ease of use and reference.
- g. Use of any mark on items intended for resale or giveaway must be approved through UCM and through the Trademark Licensing Office.
- h. Student Use:
 - i. Registered student clubs and organizations may use the official university wordmark on print, electronic, and social media pieces, subject to approval of UCM and/or CSI, and provided the site or piece includes no inappropriate or offensive content. Student organizations may not use any other mark.
 - ii. Individual students who are producing research presentations, posters, or similar study-related pieces may use the wordmark on those pieces.
 - iii. In no event may the wordmark be combined or made to appear to be combined with any other name, logo, or mark.
 - iv. For additional information on student usage, please see the official Student Handbook and the Registered Student Organization Handbook produced by CSI.



2. BOR Policy

- a. Section 7.11.8 Trademarks
- b. For purposes of this policy, the term “trademark” shall include all trademarks, service marks, trade names, seals, symbols, designs, slogans, and logotypes developed by or associated with the USG or any of its institutions, or not yet registered under federal and state trademark statutes. All trademarks of USG institutions constitute property of the Board of Regents of the University System of Georgia and all applications for registration under Federal and State laws pertaining to trademark registration shall be made in the name of the Board of Regents of the University System of Georgia.
- c. Authorization by the Board of Regents shall be required for the private or commercial use by any person, firm, association, corporation, institution, or other entity of any trademark developed by, or associated with the USG or any of its institutions. The presidents of USG institutions are authorized to execute on behalf of the Board of Regents:
 - i. Certain applications for trademark and service mark registration;
 - ii. Declarations of continuing use;
 - iii. Declarations concerning use of specimens;
 - iv. Conversions of applications from Principal to Supplemental Register;
 - v. Applications for renewal; and,
 - vi. License agreements that permit the manufacture, sale, use, or distribution of services or goods bearing USG trademarks representative of the institution. (BoR Minutes, 1990-91, pp. 388-389)
- d. Notice of trademark and service mark applications shall be sent to the Chancellor within ten (10) days after filing (BoR Minutes, 1990-91, pp. 388-389).
- e. License agreements shall name the Board of Regents as licensor and shall be effective for the period of time as specified in the agreement. All such license agreements shall be executed on forms approved by the Attorney General, and, if not, shall be null and void and of no effect whatsoever. Funds derived from such license agreements shall remain at the institution, shall be used for educational purposes, and shall not inure to the benefit of any individual. A signed or conformed copy of each license agreement shall be filed in the office of the chief business officer of the institution (BoR Minutes, 1990-91, pp. 388-389).
- f. The content of licensing agreements authorized as aforesaid shall follow guidelines as established and promulgated by the Chancellor (BoR Minutes, 1982-83, pp. 124-25).

Our Logos

Official University Logo Marks

A UWG trademark is any mark, symbol, word, or letters that have become officially associated with the university, including, but not limited to, its name, seal, university wordmark, athletics wordmark, and the UWG shield.

UWG is represented by several graphic or image-based marks. Some of these include text and all have been registered for protection with the United States Patent and Trademark Office.

University of West Georgia Wordmarks

The wordmarks represent the official university logo.

The university has **two versions** of the wordmark: **horizontal and stacked**.

A wordmark **must appear** on every public-facing university publication, whether electronic or print with **four exceptions**:

- *Use of an approved unit logo instead*
- *Use of the athletics logo by the athletics department and related programs*
- *Promotional items or merchandise as approved by UCM*
- *UCM special approval, which shall be granted only in the event that there is a compelling benefit to the university*

Fliers, posters, signage, and handouts that will be distributed or posted **only on campus are not required** to include a wordmark, though they may do so if the piece promotes or describes a university-sponsored event.



A Two-Color Logo

A two-color wordmark may utilize PMS 286 blue for the text and PMS 185 red for the flame or white for the text and PMS 185 red for the flame.

A One-Color Logo

A one-color wordmark may be printed in PMS 286 blue, white, or black.



Logo Specifics

Blue striped area indicates safe zone.

Other graphical and visual elements can be safely positioned up to the adjoining blue striped area.

Gray area indicates clear space.

The blue area must be kept free of all other graphical and visual elements.

The spacing guidelines apply to all other UWG logos.

These specifications apply to all university logos.

University Seal

The seal is used to authenticate official university documents and to mark certain official university events, such as Commencement and Office of the President events. The seal **may not be used** on any other materials, including merchandise, except as approved in advance by UCM.



Versions and colors

PMS 286 blue, white, or black.

All other color usages must be approved by UCM prior to use.

Go West UWG Interstate Shield

Known commonly as "The Shield," and associated integrally with the Go West campaign, this is the university's primary brand mark. Use of the shield on merchandise, promotional items, and print and electronic marketing is strongly encouraged.

- Shield must appear in conjunction with a university wordmark unless approved in advance by UCM.
- Shield is available in both "clean" and "distressed" versions as pictured.
- Shield may not be screened without prior approval from UCM.



A Two-Color Logo

A two-color logo may utilize PMS 286 blue for the lower portion of the shield and PMS 185 red for the upper portion of the shield with the letters and distressing (if used) remaining transparent so that the substrate color shows through. The two-color logo may only be used on a white background unless approved in advance by UCM.

A Three-Color Logo

A three-color logo may utilize PMS 286 blue for the lower portion of the shield and PMS 185 red for the upper portion of the shield with the letters, outline and distressing (if used) in white.

A One-Color Logo

A one-color logo may be printed in white or black.

All other color usage must be approved by UCM prior to use.

Combination Logos

Two combination logos are available and approved for use.

Wordmark/Shield Combination Logo

This logo may be used in place of a wordmark on materials, including electronic and print, and on merchandise or promotional items.



A Two-Color Logo

A two-color version may utilize the approved two-color version of both the wordmark and the shield, with the dots appearing in PMS 286 blue.

A Three-Color Logo

A two-color version may utilize the approved two-color version of both the wordmark and the shield, with the dots appearing in PMS 286 blue, outline and in white.

A One-Color Logo

A one-color combination wordmark/shield combination logo may be printed in PMS 286 blue, white, or black.

All other color usage must be approved by UCM prior to use.

Went West Combination Logo

This mark was developed as a way for alumni to express affiliation with the university. Its use is strictly reserved for use by the Department of Alumni Affairs and for creation of materials and merchandise in support of those initiatives.



A Two-Color Logo

A two-color version may utilize the approved two-color version of the shield, with the dots and the words "Went West" appearing in PMS 286 blue.

A Three-Color Logo

A three-color logo may utilize PMS 286 blue for the lower portion of the shield and PMS 185 red for the upper portion of the shield with the letters, outline in white with the dots and the words "Went West" appearing in PMS 286 blue.

A One-Color Logo

A one-color Went West logo may be printed in PMS 286 blue, white, or black.

All other color usage must be approved by UCM prior to use.

Unit and Departmental Logos

Each university college, school, unit, department, and program has two approved department logo options. Each will be available in stacked and horizontal versions.

In addition, athletic-related departments and programs may use the Athletics Unit Logo. All unit logos must be created by UCM using the official font, spacing, and color options. No other fonts or formats may be produced or used. Please note that the fonts and spacing have changed. Current versions are available through UCM.

No college, school, unit, department, or academic program may create or use any other logo or mark.

Wordmark Department Logo



UWG Department Logo



Athletics Wordmark

This is the official mark of UWG Wolves athletics and is used primarily by the athletic departments and programs.

It may be used by athletic departments and programs on marketing materials, communications, promotional items, uniforms, etc. Departments and units outside athletics may use this mark only with prior approval of UCM.



A Two-Color Logo

A two-color version may utilize the approved two-color version of the wordmark, with the outline appearing in PMS 286 blue and PMS 185 red for the "Wolves" band.



A Three-Color Logo

A three-color logo may utilize PMS 286 blue for the outline portion of the UWG and Wolves and PMS 185 red for the Wolves band portion, all outlined in PMS 429 gray.



A One-Color Logo

A one-color Athletic Wordmark logo may be printed in PMS 286 blue, white, or black.

All other color usage must be approved by UCM prior to use.

Wolfie

Wolfie is the official mascot of the UWG Wolves. Photos of Wolfie, available in the UCM photo file, may be used on university materials. Drawn, illustrated, digitally created, or other non-photographic representations, as well as digitally or manually altered photographs of Wolfie, may not be used without advance approval from UCM.

Wolfie is not a trademark and may not be used without the official wordmark, the university name, or the athletics mark.



Official University Text Marks

Text marks are those that consist only of text and do not include graphic elements or images.

All of the university's text marks have been registered with the United States Patent and Trademark Office and are protected.

Any or all such marks may be used by university entities, except that The Advanced Academy of Georgia should only be used in conjunction with Academy events or promotions.

Marks include

- *University of West Georgia*
- *Go West*
- *UWG*
- *West Georgia*
- *UWG Wolves*
- *West Georgia Wolves*
- *Advanced Academy of Georgia*

Non-registered graphic elements

In addition to the official marks, the university regularly uses several graphic elements in its design projects. In no event should text or other images overlay any of these graphic elements. Graphic elements are not marks and may not be used in place of them.

Go West Highway Shield

This element is reserved for use by UCM, primarily in paid advertising.



Wolf Head

University constituencies may use this element in student-centric marketing and programming.



A two-color Wolf Head and Junior Wolf Head may utilize PMS 286 blue for the outline, PMS 185 red for the tongue portion of the face.

A one-color Wolf Head and Junior Wolf Head may be printed in PMS 286 blue, white, or black.

Junior Wolf Head

This element is reserved for use by the athletic department and bookstore in conjunction with children's programming.



A three-color Wolf Head and Junior Wolf Head may utilize PMS 286 blue for the outline, PMS 185 red for the tongue portion of the face with the shading accents in PMS 429.

Flame



Flame Versions and colors

The flame may be printed at 100% in black, white, or PMS 185 red and may be screened in a tint of black or PMS 286 blue.

Paw Print



Paw Print Versions and colors

The paw print may be printed at 100% in black, white, or PMS 286 blue and may be screened in a tint of black or PMS 286 blue.

Retired Marks

Throughout our history, the university has used and registered many marks. This includes marks such as the seals and wordmarks for West Georgia College, State University of West Georgia, etc., along with a number of athletics marks.

As of March 1, 2015, no retired marks may be used on any print or electronic piece, including electronic signatures, or on any signage, merchandise, or promotional items without the prior approval of UCM. Only the official, approved marks used in the University and Brand Identity Standards may be used.

This mark is a bookstore exclusive and may not be licensed or used by any other university entity.

Note that student organizations already using the Wolf Eye mark as part of their logos as of July 1, 2014 may continue to use the mark only in that context.

Recently retired marks

- *UWG with Flame*
- *West Georgia Wolf Head*
- *Partial West Georgia Wolf Head*
- *Wolf Paw*
- *UWG with West Georgia banner*
- *Wolf Eye Mark*



Reporting Misuse of Marks

On occasion, individuals or departments may find advertisements or other promotions by outside entities that feature university marks. If this happens, please email university counsel, Jane Simpson at jsimpson@westga.edu, and copy ucm@westga.edu. If the item is electronic, please include a copy or link. Print copies of offending materials may be sent to Jane Simpson via campus mail.

Please note that, in the case of social media, particularly Twitter, UCM may be unable to stop an individual or entity from using the UWG name or images if the account is clearly labeled a parody or unofficial account and if no registered marks are featured. This is true no matter how offensive or inappropriate the material may be. Please report this type of incident for further investigation.

Official Colors

The university's official colors are blue (PMS 286) and red (PMS 185). PMS is an abbreviation for the Pantone Matching System, an industry-standard set of printing ink colors.

Blue is the primary color, and red is used as an accent.

Gray (PMS 429) is a secondary color used in UWG athletic marks and as an additional accent color in the design of publications and other visual materials.

Light blue (PMS 284) is an additional accent color that is part of the Go West brand.

Pantone colors may be matched by CMYK equivalents for printing in process color.

	PMS 286 Blue C100 M75 Y0 K0 • R0 G51 B161
	PMS 185 Red C8 M100 Y100 K1 • R219 G26 B33
	PMS 284 Light Blue C55 M21 Y0 K0 • R107 G171 B229
	PMS 429 Gray C32 M22 Y21 K5 • R176 G183 B188
	PMS Cool Gray 11 C40 M30 Y20 K66 • R83 G86 B90

Typefaces

Helvetica Neue

All Helvetica Neue typefaces are acceptable. If Helvetica Neue is not available on your device, the Arial typefaces are acceptable as a replacement.

Helvetica Neue Bold

ABCDEF
abcde1234

ABCDEFGH IJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Helvetica Neue Regular

ABCDEF
abcde1234

ABCDEFGH IJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Helvetica Neue Light

ABCDEF
abcde1234

ABCDEFGH IJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Helvetica Neue Bold Italic

ABCDEF
abcde1234

ABCDEFGH IJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Helvetica Neue Regular Italic

ABCDEF
abcde1234

ABCDEFGH IJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&()*

Helvetica Neue Light Italic

ABCDEF
abcde1234

ABCDEFGH IJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&()*

Arial

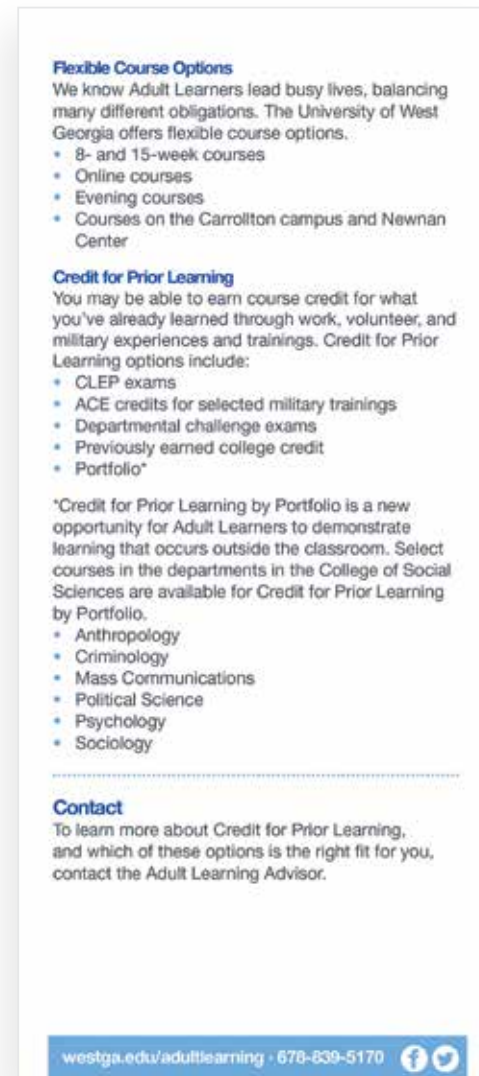
If Helvetica or Helvetica Neue is not available, Arial is an acceptable typeface to use.

Uses of Typefaces



Front

- **Header/Title**
Helvetica Neue Bold
Tracking -80
- **Paragraph Intro**
Helvetica Neue Bold
Tracking between 0 and -50
- **Body Text**
Helvetica Neue Light or
Helvetica Neue Roman



Back

Our Marketing & Communications

Marketing and Promotional Materials

Print: Marketing and Promotional Materials

Standard Postcard - 4.25 in. x 6 in.

Handbill - 4.25 in. x 5.5 in.

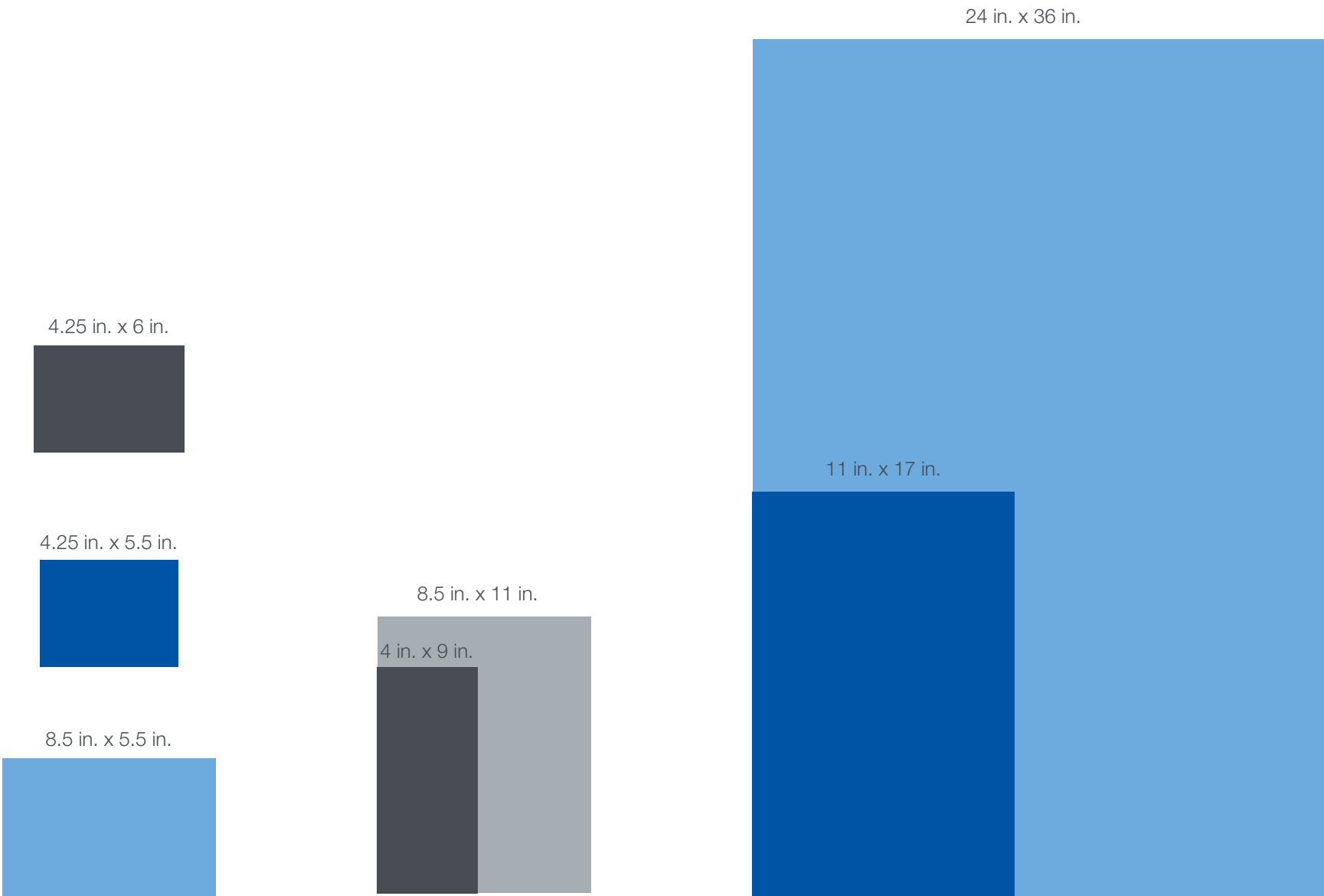
Oversized Postcard - 8.5 in. x 5.5 in.

Flier - 8.5 in. x 11 in.

Rack Card - 4 in. x 9 in.

Poster - 11 in. x 17 in.

Presentation Poster - 24 in. x 36 in.



External Print Pieces

All external materials that will be mailed, distributed, displayed, or otherwise shown off-campus must be designed by UCM's professional design staff in accordance with brand standards, current look/feel standards, principles of good design and communication, and the then-current University and Brand Identity Standards, including writing style requirements as outlined in the Standards.

This includes, but is not limited to:

- *All brochures, retractable banners, rack cards, and hanging banners.*
- *Any poster or flier that will be displayed or distributed off-campus.*
- *All yard signs that include elements other than text that will be displayed off-campus, on Maple Street, or at any university entrance.*
- *All programs, invitations, and other related materials for events and presentations to which prospective students, parents, donors, community members, alumni, or other off-campus constituencies will be invited, whether the event is held on- or off-campus.*
- *All materials (internal and external) that are created for admissions, athletics, high-profile events, and/or recruiting efforts must be created through UCM.*
- *Stationary and business cards are provided separately and are not included.*
- *Research posters used in presentations by faculty and students are not included. These may be formatted at the creator's discretion, except that any use of logos must adhere to the University and Brand Identity Standards.*
- *Text-only yard signs are created and manufactured by Publications and Printing and do not require UCM creation or review, but the sponsoring department is responsible for ensuring that such signs meet all standards set forth in this document.*

Internal Marketing Pieces

Except as provided above, posters, fliers, and yard signs that will remain strictly on campus (not including those placed on Maple Street or at any entrance) do not require UCM creation or review, but the sponsoring department is responsible for ensuring that such signs meet all standards set forth in this document.

Due to growing campus needs, UCM has refocused its departmental resources on high-visibility events and external pieces. As a result, we may be unable to assist you in the design of event and sale materials placed exclusively on campus. However, poster and other templates for your use will be provided, along with critique services for student employees as part of their experiential learning process. If workload permits, UCM will assist in the design of such materials, though lead times may be longer.

Internal Non-marketing Pieces

Non-marketing pieces, such as course documents, letters, and syllabi, do not require UCM approval. UCM does not design these materials. These materials may not be posted off-campus.

Merchandise and Promotional Items

All merchandise and promotional items, whether created for sale, employee use, or promotional distribution, must include “University of West Georgia,” “UWG,” a wordmark, a shield, or the athletics logo.

The design of all such items must comply with the University and Brand Identity Standards and must be set up by UCM.

In no event should any such items be purchased from a vendor who does not have a current licensing agreement on file with the university’s Trademark and Licensing Office. Purchasing items from an unlicensed vendor and/or providing university marks to such vendors creates an identity protection risk for the university and is a serious violation of state regulations. Please direct all vendors to the licensing department so that they may complete the proper paperwork.

State funds may not be used to purchase certain consumable items. In the event that personal or other non-state dollars are used for such items, neither the item nor its packaging may be branded with any university name or mark. All promotional items must comply with then-current purchasing regulations as well as then-current gift and promotional regulations.

Items intended for employee use must also comply with then-current purchasing regulations.

Stationary and Business Cards

The university offers two designs for letterhead, business cards, and related stationary: the “traditional” version, which includes contact information and the wordmark in either two-color format or in black, and the “Go West” version, which also includes the shield. In addition, employees of the athletics department and its programs may use the athletics logo in place of the wordmark on either version.

All university letterhead, business cards, and related stationary must be set up and printed at Publications & Printing, with the exception of specialty envelopes, which are designed by UCM and printed at P&P. No low-resolution or laser-printed materials should be created.

All such materials must follow detailed design standards regarding margins, fonts, colors, paper quality, required contact information, positioning of data, etc. P&P has these standards and regularly sets up such materials with provided campus content.

In addition to the contact standards inherent within the standard design, additional personal contact standards apply:

Letterhead

- *No additional logos or icons may be added and no quotations or text unrelated to contact information may be included.*

Envelopes

- *No additional design or content may be added unless developed by UCM.*

Business Cards

- *No additional logos or icons or quotations or text unrelated to contact information may be added to the front of the card.*

Graduate assistants, student assistants and students participating in international studies may be issued business cards with the permission of their faculty/departamental advisor or supervisor, but the cards must clearly state the individual’s title and be produced in limited quantities.

Card Back Standards

- *An approved Go West slogan or tagline.*
- *Program or event icon.*
- *A QR code for the department or college.*
- *If the business card owner holds more than one position at UWG, the back of the card may display contact information for the secondary position.*
- *All other card back messages or images must be approved in advance by UCM.*
- *Back of card messages and images must be printed in PMS 286 if the card is printed in color and in black if the card is printed in black and white.*

Electronic: Marketing and Promotional Materials

Electronic posters, fliers, newsletters, invitations, etc. that will be sent to addresses other than westga.edu or mywestga.edu, and communications for high-level events sent to those addresses, must follow the same standards as off-campus print pieces and must be developed by UCM.

University Photos and Videos

Currency

All faculty and staff photos and videos used on websites and in publications should reflect current employees.

Releases

All photos and videos used to promote the university in any way, print or electronic, require a talent release form from each participant. If the participant is a minor, a parent or guardian must sign.

Photos and videos taken on property other than school grounds or public property must include a location release agreement.

Both forms are available on the UCM website.

Video hosting

All web and email videos should be hosted on a YouTube account with websites and emails linking to their location. Links should always be set to open in a new window.

Professional videos

Professional videos are those shot, edited, and/or produced by UCM staff or by an outside contractor hired for the purpose.

These videos must be filmed and edited in accordance with UCM's professional video standards and may not be altered, reproduced, or copied by any party.

Self-shot videos

Videos produced by anyone other than UCM or an outside contractor must follow the best practices located on the UCM website.

Filming on Campus

From time to time, documentary and other filmmakers may ask to film on campus. If anyone other than UWG will own the resulting footage, all such requests must be forwarded to UCM so that we can negotiate parameters and execute a signed location release agreement. The film agreement can be found on the UCM website. Please note the timing requirements on this document.

Communications

“Communications” collectively describes all the text and verbal communication used to market the university, its constituencies, or events. These activities are managed through the communications arm of UCM.

Referencing the university

There are three approved ways to refer to the university:

- *University of West Georgia*
- *UWG*
- *West Georgia*

On first reference, always refer to the university by its full name: “University of West Georgia.”

On subsequent references, you can use “UWG” or “West Georgia.”

Referencing Colleges, Schools, Units, Departments, and university-sponsored programs and events

On first reference in marketing materials, electronic communications, communications messaging, press releases, etc., the university must be referenced in conjunction with the name of the college, school, etc.

If no logo is present, this reference must contain the full university name (e.g.: University of West Georgia’s Office of Communications and Marketing or Communications and Marketing Office at the University of West Georgia).

If a logo is present, you may use “UWG” or “West Georgia.” (e.g.: UWG’s Office of Communications and Marketing or the Communications and Marketing Office at UWG).

References on the official university page (westga.edu) do not need to include a university reference.

References on other websites and social media sites must follow the reference standards.

Referencing and Naming Student Organizations

To distinguish from university-sponsored organizations and events, all references to student organizations and their events should place the university after the name of the organization. Such references may use any of the three approved names. (i.e. the Curling Club at UWG or the Curling Club at the University of West Georgia)

Student organization names must similarly place the university reference after the name of the organization. For example, the Curling Club at UWG rather than UWG Curling Club.

Marketing/Advertising Communication and Language

The term “advertisement” includes paid, unpaid, and gift-in-kind as well as all formats including print, electronic, radio, television, billboards, digital signage (marquee at the UWG Coliseum), etc.

Marquee

UCM manages the content and operation of the LED digital marquee display board placed at the UWG Coliseum. The marquee is a double-sided exterior board measuring 41” high x 87” wide. The board displays text, video, graphics, logos, basic animation, and dynamic motion graphics, in multiple font systems and sizes. No video is allowed to play on the digital board due to DOT guidelines. The communication delivery method is Ethernet (fiber) and manned through the UCM office.

Content for the board is reserved for UWG events with broad-based appeal. Examples include performances at TCPA, athletic events, BB&T lectures, and in the future, possible/select events at the downtown AMP and the Cultural Arts Center.

- *No advertising is accepted on the digital board.*
- *Select sponsorship logos may appear for brand awareness, without advertising/offers, subject to review by University Advancement.*
- *Add your event to the UWG events calendar, which serves as a resource for UCM approved content or contact UCM.*
- *With the exception of recruitment ads placed through or in conjunction with human resources, no university constituency may independently place, purchase, or arrange for advertising without prior collaboration with UCM.*
- *UCM’s professional design and communications staff must design and/or produce all advertisements in accordance with brand standards, current look/feel standards, principles of good design and communication, and the then-current Marketing, Communications, and Visual Identity Standards, including writing style requirements as outlined in the Standards.*

Slogans and Taglines

A number of lines commonly referred to as “slogans,” “taglines,” “key initiative lines,” etc. have been created and/or approved by UCM for general use on business cards, marketing materials, etc. A list of lines and guidelines for use are available on the UCM website.

Press and Publicity

With assistance from the department of sports information on athletic events, UCM is responsible for producing and distributing all press releases for campus events, stories, successes, etc. No other university individual or constituency should create or distribute press releases for any reason. Please email **ucm@westga.edu** with all press release needs. Note that not all stories are appropriate for a press release and may be more appropriately featured in other UCM forums, or the official social media pages. UCM will make this determination.

On occasion, UCM receives media requests for topic experts. The press is often looking for a specific individual and may seek UCM’s assistance. UCM uses WebCV at westga.edu/ITS to manage the UWG experts database for identifying individuals who best fulfill requests for interviews. It is important for faculty and staff to have a current WebCV profile. Please complete your profile, detailing areas of expertise and the type of media outlets you are most comfortable interfacing with. Best practices for dealing with the press are available on the UCM website. For personal training for media interviews, please contact the communications department in UCM at ext. 96464.

If contacted by the press regarding appearances, interviews, or quotes, direct members of the press to UCM to coordinate and record efforts.



Style Guides

All press releases, including those posted to the Press page of the university website, will follow the AP Style Guide. Exceptions include the use of oxford commas.

All print and electronic materials used for marketing, recruiting, fundraising, advertising and event communications shall be governed by the current edition of The Chicago Manual of Style. UCM may, however, modify the Style Guide in order to create impact in advertising and marketing or improve readability.

Formal university publications produced by UCM, which currently include Perspective and Perspective Online, will be written in AP Style with modifications appropriate to lifestyle publications (such as first names or titles as opposed to last names only) and, in the case of web-based publications, modifications required for search engine optimization.

All pages of the university website should follow the current edition of The Chicago Manual of Style, except that SEO best practices, available on the UCM website, supersede style guide rules.

Campus Communications

UWG has three listservs available for campus communications. The all-staff and all-faculty lists are reserved for notifications and announcements related to official university business and relevant to all or most staff or faculty of the university. Emails intended to create discussion or marketplace offerings should be distributed via the discuss-uwg email list.

The Daily Report is created by UCM to include timely, relevant announcements for faculty and staff. Announcements may be submitted to **form on website**. Announcement posting is governed by The Daily Report policies on the UCM website.

Campus electronic signature guidelines and options

The university has placed few restrictions on e-signatures located at the close of faculty and staff email correspondence.

Current protocol requires that UWG email signatures (faculty and staff) must not include any obscene or offensive language or images, and that no messaging may be used that is intended to discriminate against, intimidate, or harass any person or group of people.

Recommendations for imagery and content, as well as image templates and instructions for setup, are available on the UCM webpage. UCM encourages you to use them as a way to present a consistent image of our institution. If you'd like a version that contains a different approved tagline than those available, please email design@westga.edu.

Current e-signature policy is being reviewed by the Presidential Committee on Campus Inclusion.

Use of Contractors/Consultants

Any and all contractors and consultants engaged in marketing and promoting the university or any of its constituencies must be approved in advance by UCM prior to a UWG entity outsourcing a project or initiative and/or entering into a vendor agreement, to ensure that the deliverable (product) is consistent with UWG's brand standards, current look/feel/voice standards, principles of good design and communication, and current University and Brand Identity Standards, including writing style requirements as outlined in the Standards.

UCM will work with the UWG purchasing department to create a list of preferred vendors.

UCM will determine if a project requires outside assistance.

**Thank you for helping to
maintain a consistent look for
our university!**