

MARKETING

The Office of Marketing and Communications helps administer a positive perception of Wayne State University through consistent messaging that gets us noticed. To ensure consistency we meticulously monitor the design, voice and tone of how our university goes to market. Logos, colors, type fonts and writing styles are just a few of the guidelines MAC uses to maintain continuity throughout many of Wayne State's communications. Our brand is our identity. It's how we're recognized by the community. And it's something that we're proud to have the privilege of managing.

University identity

Logos

The Warrior W is a primary mark for promotion and communication materials of Wayne State University. It should be given first consideration when a logo is used.

The wordmark can be used when communication is more formal in nature, or when readability or size constraints are an issue.

The university seal is used on official documentation and material for the Board of Governors or the Office of the President. Permission to use the seal must be obtained through the Office of Marketing and Communications.

Secondary marks

The goal of all Wayne State units should be to reflect a consistent identity standard and use the primary mark.

This treatment is considered the official logo of all units (schools, colleges, programs, departments, student groups, etc.). Other graphics used as logos that exist outside of the standards in this document may not be supported by the Office of Marketing and Communications.

Web samples

Global header

HTML email school/college header

Colors

Wayne State school colors are green and yellow. There are not specific percentages of each color required for documents, but the takeaway should be an awareness of the school colors. Unofficially, black and white serve as supporting colors, primarily as the color of body copy.

Special projects

Some audiences (president's office, donors, Board of Governors, government officials) often require a more formal feel than the collegiate green and yellow. Metallic gold and silver can be used in special cases.

Fonts

Stone font family

Wayne State's general fonts are from the Stone family. Stone provides flexibility that can be used in any application — body copy, headlines, letterhead, etc.

Web-safe fonts

Noto Sans (primary)
Droid Sans (not use in place of Stone Sans)
Droid Serif (not use in place of Stone Serif)

Logos and Colors Legend:

- GREEN: PMS 561, Processive
- GOLD: PMS 1225, Processive
- PROCESS BLACK: Processive
- WHITE: Processive
- GOLD: PMS 871
- SILVER: PMS 871

Admissions marketing resource guide



Marketing and Communications has created an Admissions Marketing Guide with best practices for tracking leads, developing CRM campaigns and promoting the university. This guide will help maximize the outreach efforts of Wayne State's schools and colleges and support enrollment at all academic levels.



MARKETING AND COMMUNICATIONS ■ JUNE 2015

ADVERTISING

We're making Wayne State University more of a household name by going to market in unique ways.

Our outdoor campaign blitz throughout Michigan is helping us build awareness across the state. On a weekly basis, the campaign creates more than six million impressions.

Wayne State is also popping up in select local movie theaters. A cinema advertising buy connects us with summer moviegoers. Catch The Avengers, Jurassic World, Pan or Minions this summer and you may catch bit of Warrior Pride, too.

Outdoor — billboards



"Our billboard campaign is the single best recruiting tool I've had this season. Many potential recruits and their parents mentioned how great it was to see [the billboards] as they drove in for their team visit."

— Scott Wooster, WSU football offensive line coach

SPECIAL PROJECTS

Because, there's no such thing as a small project, Marketing and Communications engages in many special projects that result in a positive perception of the university. Many of the university's community engagement events are supported by MAC, such as the upcoming Baroudeur, a cycling event to raise money for student scholarships. Recently, we proudly promoted the awarding of an honorary degree, posthumously given to Viola Liuzzo for her work as a civil rights activist.

Smoke-free campus



Baroudeur



Viola Liuzzo's honorary degree event



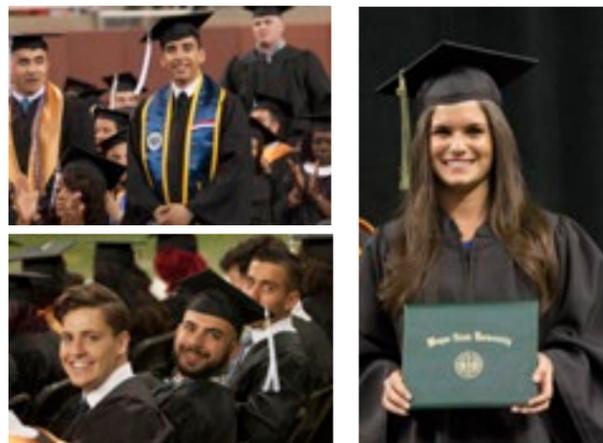
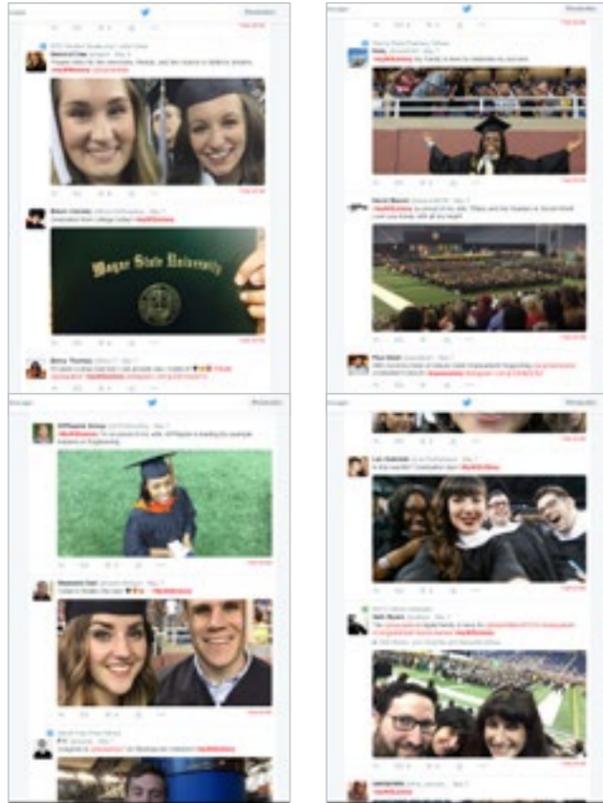
Cinema advertising



SPECIAL EVENTS

Over the past few months, we've managed some significant events. We celebrated Commencement in May, with both ceremonies highlighted by hundreds of tweets via #myWSUstory. We hosted an AP Day that resulted in record attendance — more than 1,200 students. And we even made time to welcome a very special guest to campus — First Lady Michelle Obama. Marketing and Communications supported these and many other events through promotional materials, social media and volunteer recruitment.

#mywsustory — Commencement



#flotus — First Lady, Michelle Obama



#warriorpride — AP Day



RECRUITMENT

We're confident that once prospective students visit our campus, they'll want to learn here. That's why we're always inviting prospects to come see Wayne State for themselves. Our invitations are delivered in many forms: as summer visit postcards, at open houses, through social media, and by more traditional means like brochures and mailers. The results are consistent: students are amazed at our vibrant campus, right in the heart of the city.

REBUILD Detroit



Open House — online ads



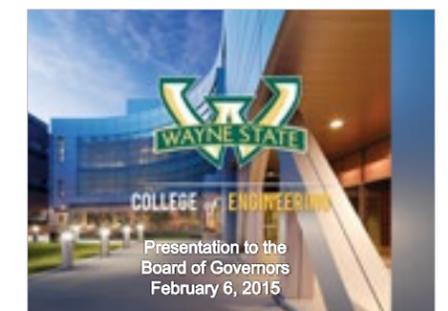
SCHOOLS AND COLLEGES

Our 13 schools and colleges are where the heart of university work gets done. We provide marketing or communication support, from conference programs and invitations to branded materials, websites and social media. We're proud to collaborate and support their efforts to recruit students and tell their WSU stories.

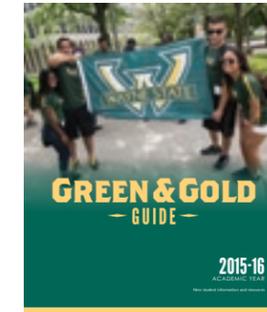
Advertising



Tools



Admissions — Green & Gold Guide



Admissions — Campus Visit poster

