



*THE UNIVERSITY
IDENTITY*

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Who we are

Wayne State University is a premier public, urban research university in the heart of Detroit, with a history of opportunity and nationally recognized academics spanning nearly 150 years. We are a distinct university offering a real-world education to nearly 28,000 students through 13 schools and colleges. Students who study at Wayne State gain a competitive advantage they won't find anywhere else.



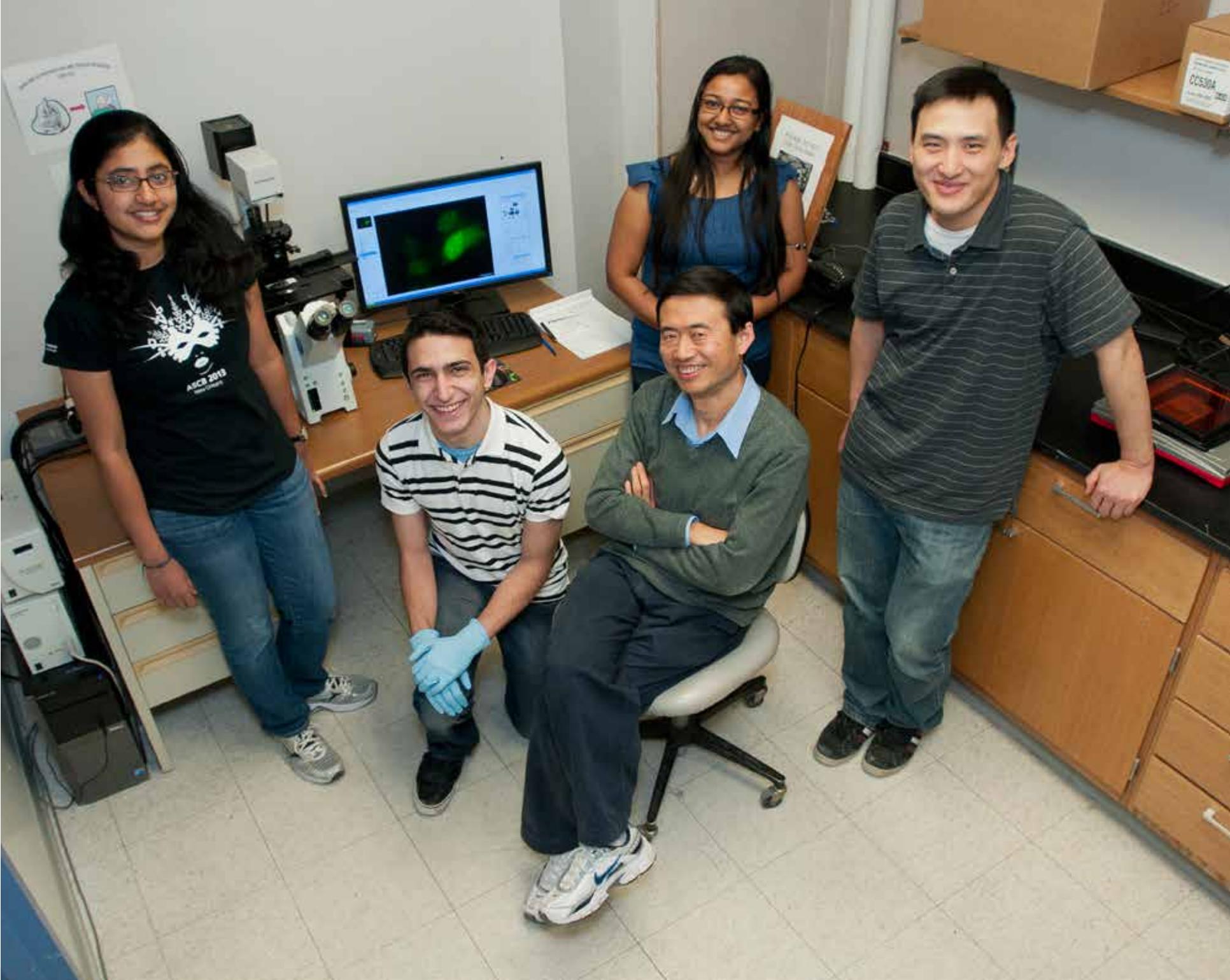
Academic Excellence

Academic excellence is the primary mission of the university and the reason students attend Wayne State. Aim Higher is not just a brand campaign but a guiding principle embodied in every member of the university community. Our students learn in the classroom and in the field from faculty members at the forefront of their disciplines. Working with accomplished faculty, students have the opportunity to conduct research as undergraduates, making their own discoveries and sharpening their academic focus areas at a faster pace than their peers at other colleges. Wayne State students can expect the academic rigor and excellence of a major research university that is ranked in the Carnegie Foundation's highest category for research intensiveness. It's this academic preparation and experience that leads our graduates to rewarding futures.



Diversity

Diversity isn't a slogan at Wayne State; it's a reality. We're one of the nation's 50 largest public universities, with Michigan's most diverse student body. Our students come from the local community, nearly every state, more than 60 countries, and a wide array of cultures and socioeconomic backgrounds. Pursuing a degree at Wayne State gives students an advantage in the real world by preparing them for careers in a complex global economy. In labs, lecture halls, classrooms and the community, students and faculty members from all walks of life work together to break down barriers and advance our understanding of the world.





Location

Wayne State is in the heart of Detroit, where history, culture and unparalleled economic resurgence make it one of the most fascinating cities in the world. As a leader in Detroit's resurgence, our students and faculty participate in the reinvention of the American city every day. Our beautiful Midtown campus is one of the safest in the Midwest thanks to the hard work of the Wayne State University Police Department, a fully commissioned police force of nearly 60 officers who patrol campus and Midtown 24/7. With 200 acres of green space and walking paths in the middle of a bustling urban neighborhood, Wayne State students live, learn, work and play in a one-of-kind setting. Within Midtown's two square miles lies the largest concentration of cultural, educational and medical institutions in Southeast Michigan — not to mention two radio stations, a symphony orchestra, nine theatres, five museums, and more than 30 restaurants and bars. Our campus is Detroit, but the advantages of studying at a major urban research university aren't confined to the city. Wayne State has six extension centers located throughout Southeast Michigan to accommodate students completing their degrees closer to home and work.

Audiences

Wayne State University is a diverse institution with communities as varied as its hundreds of degree programs. A successful brand platform needs flexibility to meet the needs of our diverse audiences.



Prospective students, general public, parents

This group is just meeting WSU for the first time. Material for this group should support the AIM HIGHER brand campaign standards and clearly explain who we are — a premier research university in the heart of Detroit. Content and photography should represent a confident tone. School colors should be in the forefront of the communication. The tagline and primary logo should be used.

Current students, alumni, employees

This group has a relationship with WSU. Content here will often speak to a specific topic or program. The goal is to tell a deeper story. There is a greater flexibility with other graphics/ photography. Either the wordmark or the primary logo can be used. There can be less focus on the green and yellow colors.

Board of Governors, Office of the President, donors, government officials

The tone for this group is typically formal. The wordmark or the university seal is often the mark used. The use of special colors may be incorporated.

Student groups, centers and institutes, partnerships

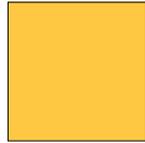
While there will always be a strong recommendation to support the AIM HIGHER brand standards, these groups often have special needs and affiliations and will be treated on a case-by-case basis. Questions should be directed to the Office of Marketing and Communications.

Colors

Wayne State school colors are green and yellow, represented in print work by PMS 561 and 1225. 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.



GREEN
 PMS 561C
 CMYK
 C62% M0% Y12% K60%
 RGB
 R12 G84 B74
 HEX
 #0C5449



GOLD
 PMS 1225C
 CMYK
 C0% M19% Y71% K0%
 RGB
 R255 G217 B105
 HEX
 #FFCC33



PROCESS BLACK
 CMYK
 C0% M0% Y0% K100%
 RGB
 R33 G32 B28
 HEX
 #000000



WHITE
 CMYK
 C0% M0% Y0% K0%
 RGB
 R255 G255 B255
 HEX
 #FFFFFF

Special projects

The VIP audience (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.



GOLD
 PMS 871C



SILVER
 PMS 877C

Fonts

Font family

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

Stone family

ABCdef
Stone Sans

ABCdef
Stone Sans Italic

ABCdef
Stone Sans Semibold

ABCdef
Stone Sans Semibold Italic

ABCdef
Stone Sans Bold

ABCdef
Stone Sans Bold Italic

ABCdef
Stone Serif

ABCdef
Stone Serif Italic

ABCdef
Stone Serif Semibold

ABCdef
Stone Serif Semibold Italic

ABCdef
Stone Serif Bold

ABCdef
Stone Serif Bold Italic

Logos

Primary mark – Warrior W



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.

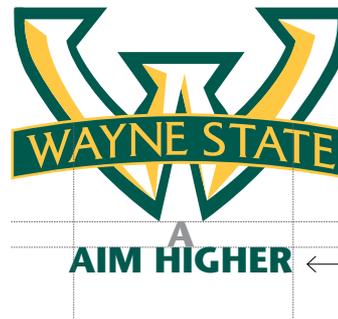
WAYNE STATE
UNIVERSITY

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.

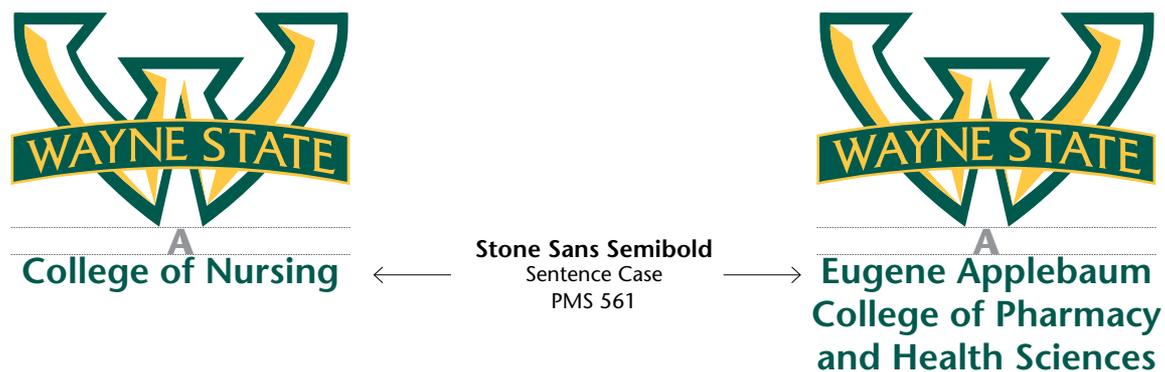
The Warrior W in conjunction with the AIM HIGHER tagline are the primary graphic elements used to represent the university to its external audiences.



Stone Sans Bold
Upper Case
PMS 561 100%

Secondary logos

The goal of all Wayne State units should be to reflect a consistent identity standard and use the primary mark with AIM HIGHER. However, in instances where a supporting program or unit needs to be identified, AIM HIGHER can be removed and the specific unit can add their name.



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.

To have a secondary logo created, contact the Office of Marketing and Communications. Use only WSU-approved variations.

Spirit marks

Wayne State spirit marks are intended to be used when the primary mark, the Warrior W, cannot be used due to space, readability or color concerns. Spirit marks are not intended to replace the Warrior W.



Three-color Warrior W without the band



Solid Yellow W



Black and white W

Logo violations



Do not alter the mark



Do not change the color



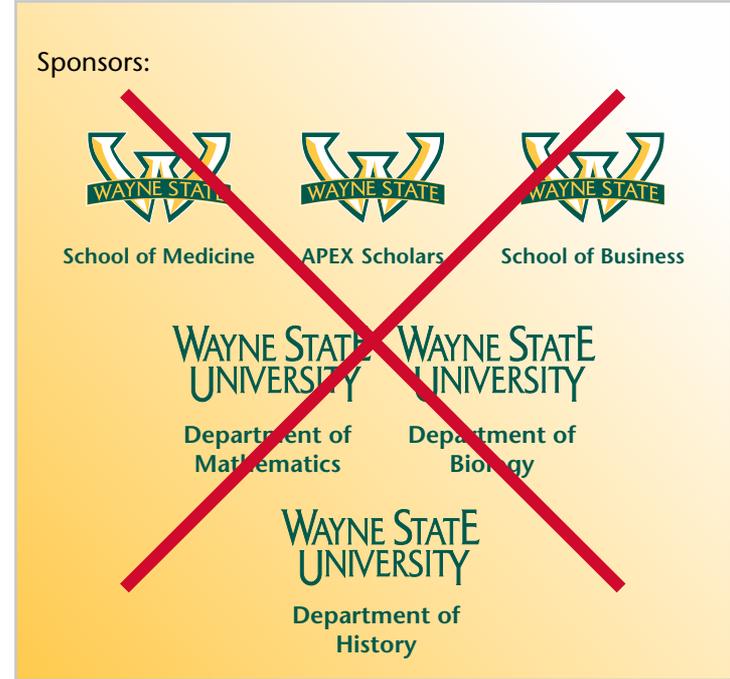
Do not combine the mark
with other graphics



Do not stretch



Do not treat the mark as a letter



Do not use more than one WSU logo on the same page

Stationery

Office of Admissions

42 W. Warren
Detroit, MI 48201

T 313-577-3700
F 313-577-8101
W wayne.edu/admissions
admissions.wayne.edu



Office of Admissions

42 W. Warren
Detroit, MI 48201

#10 Business envelope

8.5 x11" Letterhead

Business card



3 x 2.5" Business card

Campaign Style Guide

AIM HIGHER is our brand campaign. The goal of the campaign is to increase brand awareness and raise the reputation of the institution.

The campaign material expresses the key factors that define and differentiate us: academic excellence, diversity and location. These ideas are brought to life in words, pictures and music with an underlying tone that is bold, self-assured and forthright.

Campaign tone

Copy for **AIM HIGHER** communications should convey pride, assertiveness and the unabashed confidence of the city we call home.

Detroit is a hub of culture, entertainment and creativity. It also happens to house one of the nation's

premier urban research universities. To leverage the unique learning opportunities and heritage of our city's lineage, the copy tone should tout the positives of the university and add a pinch of Detroit attitude whenever possible. Always confident and honest, WSU copy should convey a message of academic excellence located in the heart of a vibrant urban environment. Detroit is a city that's overcome many challenges, and the copy should reflect that fearless conviction. The net takeaway should always be an attempt to make the university more attractive to students looking for a unique and stimulating learning experience they won't find anywhere else in the world.

Campaign-specific fonts

Brothers Bold is a strong font with a touch of vintage Detroit flair. The font should be used in major brand lines only. A brand line is defined by a statement that showcases who we are as an institution. Brothers bold should be used in uppercase only. League Gothic, a sleek and modern font, pairs nicely with Brothers Bold or can be used as a stand-alone headline. League Gothic can be used in all uppercase or in sentence case if it helps with readability.

ABCdef

League Gothic

ABCD

Brothers Bold



Billboard

Graphic elements

The graphic elements of the campaign are intended to draw visual interest and support the existing style of the campaign. The use of infographics can often replace large or otherwise confusing copy to add simplicity and aid in understanding.



Campaign examples



← Warrior W

→ **League Gothic Regular**
Uppercase, White

→ **Brothers Bold**
Uppercase, PMS 1225

← **Diamonds**
PMS 1225

↗ **Subheading**
Stone Sans Semibold
PMS 1225

→ **Body copy**
Stone Sans Medium
White

← Horizontal bar
.25" PMS 1225

8.5 x 11" Flier

↑ **URL**
Stone Sans Semibold
Alternate color

- Warrior W →
- Headline
League Gothic Regular →
PMS 561
- Sub-headline
Stone Sans Semibold →
PMS 561
- Body copy →
Stone Sans Medium
Process Black
- Square bullets →
PMS 561
- Horizontal bar →
.25" PMS 561



AIM HIGHER

Bachelor of Science in Electrical/Electronic Engineering Technology in Macomb

Why choose engineering technology?

Engineering technicians apply principles of engineering, mathematics and science to the operation or testing of engineering and manufacturing systems. An engineering technologist working in research and development is often involved in data collection or may prepare or conduct experiments. They may also participate in design work through the use of computer-aided design systems.

Baccalaureate engineering technology graduates are often called technologists to distinguish them from baccalaureate graduates of engineering programs. Graduates of engineering technology and engineering programs complement each other in their skills and interests. Together with technicians and scientists, they form a team that has been able to produce an ever-increasing rate of technological advancement.

Careers in engineering technology

- Design
- Product testing
- Manufacturing engineering
- Research and development
- Consulting
- Sales and marketing
- Troubleshooting
- Field engineering
- Production engineering
- Quality/reliability
- Purchasing
- Technical supervision

Why Wayne State?

Wayne State and Maconic Community College have partnered to create a plan that allows a student to maximize the number of credits that transfer towards a bachelor of science in engineering technology.

The strengths of the WSCJ programs include applied hands-on curriculum, industry-oriented laboratory experiences, scientific advancement merged with applications, team work, and design practices, and one of the top engineering technology programs in the country.

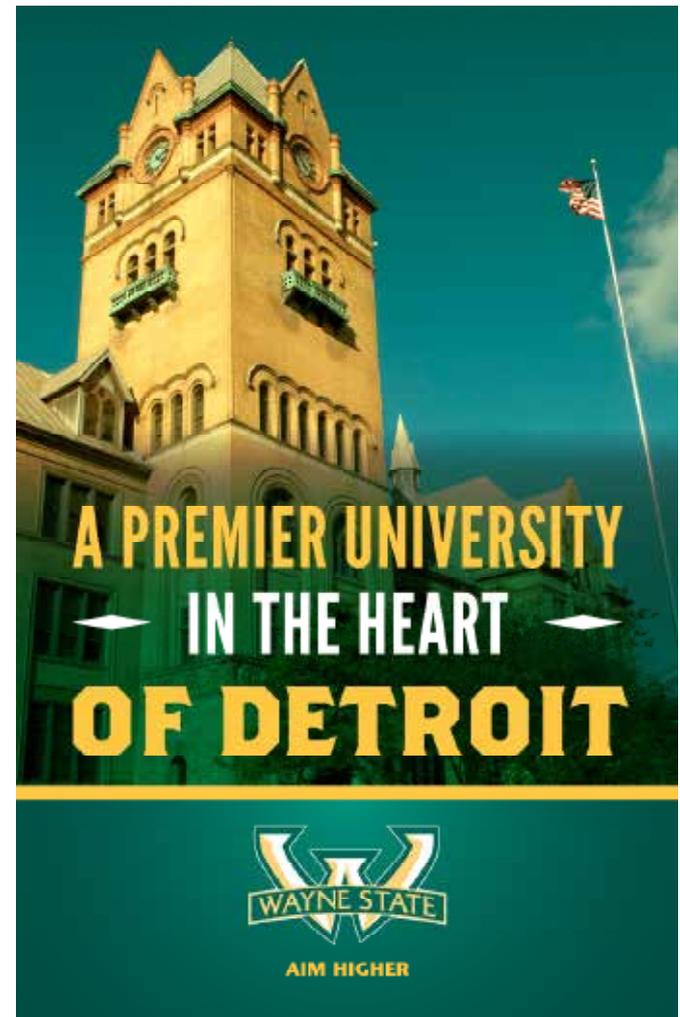
The engineering technology programs are designed to accommodate students who work full time, including those who work off-shift. Additional scheduling flexibility comes from our main campus, where classes are staggered by semester so that if a class is offered one semester during the day, the next semester it is offered at night.



8.5 x 11" Flier



Postcard



11 x 17" Poster



Office of Marketing and
Communications