



BRAND
GUIDELINES

Wilkes University



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QUESTIONS? Where do I go for help? If you're looking for additional guidance or resources, or simply have questions about applying the brand, please contact:

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WHAT IS A BRAND?

OUR BRAND IS:

The promise we make to our audiences.
The essence of our university.
The experience we create.
The personality we convey.
The message we deliver.
The identity we express.

HOW DID WE GET HERE?

The best brands are built from the inside out. That's why we held focus groups and interviews with more than 50 students, staff, faculty and other stakeholders, and launched a brand perception survey to learn from 2,771 more.

WHAT DOES THIS DOCUMENT DO?

As human beings, we say a wide range of different things, based on who we're speaking to, what our personality is like and what we need to communicate. The same is true for brands.

This document defines each component of our brand, so that we can consistently demonstrate who Wilkes University is and why we matter to the world.

SECTION 1

BRAND STRATEGY

Our strategy is the foundation for the Wilkes University brand. It is a useful set of frameworks and resources for anyone who communicates on the University's behalf, so it's tailored for marketers and communicators.

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Overview

This strategy should be the foundation for ideas, stories and messages that will resonate with those who know Wilkes – and those who will appreciate Wilkes in the future. **More specifically...**

THE STRATEGY IS:

A useful resource for anyone who communicates on behalf of the university.

A set of frameworks and tools specifically for marketers and communicators.

A foundation for ideas, stories and messages that can resonate with those who engage with Wilkes.

THE STRATEGY ISN'T:

An outward expression of the brand (a tagline, a slogan or the like).

A collection of frameworks for external use.

A campaign strategy for a focused audience segment.

Overview

This messaging strategy sets the stage for the creative expression. It's both a series of decisions and a kit of tools. And when it all comes together, it creates a road map for consistent storytelling.

THE WHO



AUDIENCES

Segmenting key audiences to allow for focused messaging

THE WHAT



MESSAGING

Value Proposition: A concise articulation of the “give” and “get”
and

Supporting Messages: How we support our value proposition

THE WHY



POSITIONING

How we set ourselves apart

THE HOW



PERSONALITY

The traits that guide our tone of voice

THE WHO: AUDIENCES

To effectively connect with our audiences, we must first identify all of the people who may have a current relationship with our brand, as well as those who we hope will have a future relationship with us. Then we can properly align our messages to engage with those people and inspire them to act.

Overview

Keep in mind that audiences can be grouped in many ways. As we seek to engage with each group, the ideas that we prioritize can fluctuate, based on the purpose of the communication. **For this brand strategy, our audiences are prioritized based on their broad communication interests.**

	AUDIENCE	GROUPS LIKE	ULTIMATE GOAL
NOW	INTERNAL AUDIENCES	<ul style="list-style-type: none"> - Faculty - Staff - Current Undergraduate Students - Current Graduate Students 	ALIGN AND EMPOWER
NEXT	ENROLLMENT AUDIENCES	<ul style="list-style-type: none"> - Prospective Undergraduate Students - Parents and Influencers of Undergraduate Prospects - Prospective Graduate Students - High School Guidance Counselors and Coaches 	ATTRACT AND RECRUIT
SOON	ADVANCEMENT AUDIENCES	<ul style="list-style-type: none"> - Alumni - Donors - Foundations 	CULTIVATE RELATIONSHIPS
	REPUTATION AUDIENCES	<ul style="list-style-type: none"> - Wilkes-Barre Community - Institutional Peers - Employers of Colonels - Local and Regional Businesses - Media 	ENGAGE AND INFORM

Our Audiences

	AUDIENCE	GROUPS LIKE	ULTIMATE GOAL
NOW	INTERNAL AUDIENCES	<ul style="list-style-type: none"> - Faculty - Staff - Current Undergraduate Students - Current Graduate Students 	ALIGN AND EMPOWER

KEEP IN MIND...

Faculty and staff may feel as though they're doing the most they can with limited resources. Always be mindful of this when selecting calls to action in communication pieces.

WHAT DO THEY NEED TO KNOW?

- That the evolved brand was informed by their individual stories and perspectives.
- That the refreshed brand is a way to showcase the academic quality they're proud of. (80% perceive it as above average.)
- That Wilkes is redefining who we are and where we want to go – and that requires an open mind from all. And that the new brand (more than just a logo) will take time to roll out.
- That the University is committed to connecting students to well-paying jobs after graduation or preparing them for what's next.
- Stories that feature the people of Wilkes University and our success. (Most feel as though people are our most compelling aspect.)

WHAT'S THEIR ROLE?

- Be positive champions for the evolved brand and the University as a whole.
- Be open to the new storytelling platform and see themselves in it.
- **Current students:** Share their process and outcome stories.
- **Faculty:** Share their accolades and stories of shared experiences with students.
- **Staff:** Share the passion they have for supporting students and contributing to their success.
- Recognize the value of where the University is headed.

Our Audiences

AUDIENCE	GROUPS LIKE	ULTIMATE GOAL
<p>NEXT</p> <h1>ENROLLMENT AUDIENCES</h1>	<ul style="list-style-type: none"> - Prospective Undergraduate Students - Parents and Influencers of Undergraduate Prospects - Prospective Graduate Students - High School Guidance Counselors and Coaches 	<h2>ATTRACT AND RECRUIT</h2>

KEEP IN MIND...

Prospective audiences still prefer to receive communications via the Wilkes website and emails. However, if they want to learn about student life, they want to see it for themselves on Wilkes' social media channels or at an in-person visit.

WHAT DO THEY NEED TO KNOW?

- Our competitive positioning.
- Cost transparency and the ROI they'll receive from a Wilkes degree. (Biggest area of improvement, according to research.)
- Quality of faculty, academic programs, etc., and how these prepare them for graduate school, professional programs, etc.
- More about what they perceive as our most compelling aspects: community and culture and faculty expertise.
- Current student perspectives on the culture here at Wilkes. (Familial feeling, surrounded by support, etc.)
- Our own version of innovation or creativity and areas where the University leads.
- Outcome stories that focus on how graduates are ready to work and receive well-paying jobs after graduation. (Keep it practical.)
- How to take the next step in the admissions process: inquire, apply, enroll, etc.

WHAT'S THEIR ROLE?

- Identify Wilkes as a top-choice institution.
- See Wilkes as a distinct university with its own strengths.
- Understand the power of learning from faculty who are deeply committed to their success.
- Recognize the value and ROI of a Wilkes degree.
- Take the next step (visit, apply, enroll, etc.).

Our Audiences

	AUDIENCE	GROUPS LIKE	ULTIMATE GOAL
SOON	<h1>ADVANCEMENT AUDIENCES</h1>	<ul style="list-style-type: none"> - Alumni - Donors - Foundations 	<h2>CULTIVATE RELATIONSHIPS</h2>

KEEP IN MIND...

Prospective students and their influencers mark cost and financial aid as top challenges when applying to a university. Advancement audiences have the opportunity to make a direct impact on those factors – and can enable students to create the life they imagine for themselves.

WHAT DO THEY NEED TO KNOW?

- The reputation of our students as hardworking, kind and resilient.
- The mutually beneficial relationship that happens when they mentor current students or new alumni.
- That the refreshed brand better positions us to capitalize on our positive momentum. (Most perceive academic quality as high and improving.)
- Stories that feature real people and their work. (For this group, people are considered our most compelling aspect.)
- How Wilkes is innovative, leading, creative, entrepreneurial, etc.
- The unfortunate reality of funding in education.

WHAT'S THEIR ROLE?

- Champion the University to their families and peers.
- Share their stories with us for marketing and communications.
- See Wilkes as a leader in both challenging and supporting students so they can thrive personally and professionally.
- The value of giving back to the University: time, talent, gifts, etc.

Our Audiences

	AUDIENCE	GROUPS LIKE	ULTIMATE GOAL
SOON	<h1>REPUTATION AUDIENCES</h1>	<ul style="list-style-type: none"> - Wilkes-Barre Community - Institutional Peers - Employers of Colonels - Local and Regional Businesses - Media 	<h2>ENGAGE AND INFORM</h2>

KEEP IN MIND...

With so many higher education options nearby, a focused message will go a long way. Keep copy about areas of expertise focused, and always support benefit-driven messages with proof points.

WHAT DO THEY NEED TO KNOW?

- Our competitive positioning.
- Recognize how Wilkes is an economic driver and workforce developer for hardworking students.
- The stories of the people who make Wilkes what it is.
- The reputation of our students as hardworking, kind and resilient – and how these students can benefit their companies, organizations, etc.
- The practical and adaptable nature of the Wilkes community and our approach to education in an ivory-tower industry.

WHAT'S THEIR ROLE?

- Recognize how we pride ourselves in serving first-generation and first-opportunity students.
- See Wilkes as a leader in providing social mobility and opportunities to create meaningful generational change.
- Look to the University for thought leadership.
- Recognize the distinct quality of our faculty.
- See the benefit and distinction in our secularity.

THE WHAT: MESSAGING

The messaging is an articulation of what we offer and why it matters. It captures the Wilkes University story and guides all of our communications. Remember, this is internal-facing language. There are no taglines or slogans here.

Overview

Understanding our audiences is only half of it. To communicate effectively, we must organize our key messages into a hierarchy to ensure that we're consistently telling the brand story in a way that's unique and has an impact. The messaging map does just that. Each point supports the next and all tie directly back to the core. Here's how it works.

PILLARS

Our pillars provide topic-oriented organization to our messaging. The first three messaging pillars – hardworking culture, profound support and rigorous academics – help guide how we talk about what we provide for our audiences and our communities. They speak to all audiences but primarily focus on our "give and get" to students. Our fourth pillar, grounded mission, is our positioning pillar. For more on these pillars, see page 16 in this document.

HIERARCHY

A messaging map allows us to organize:

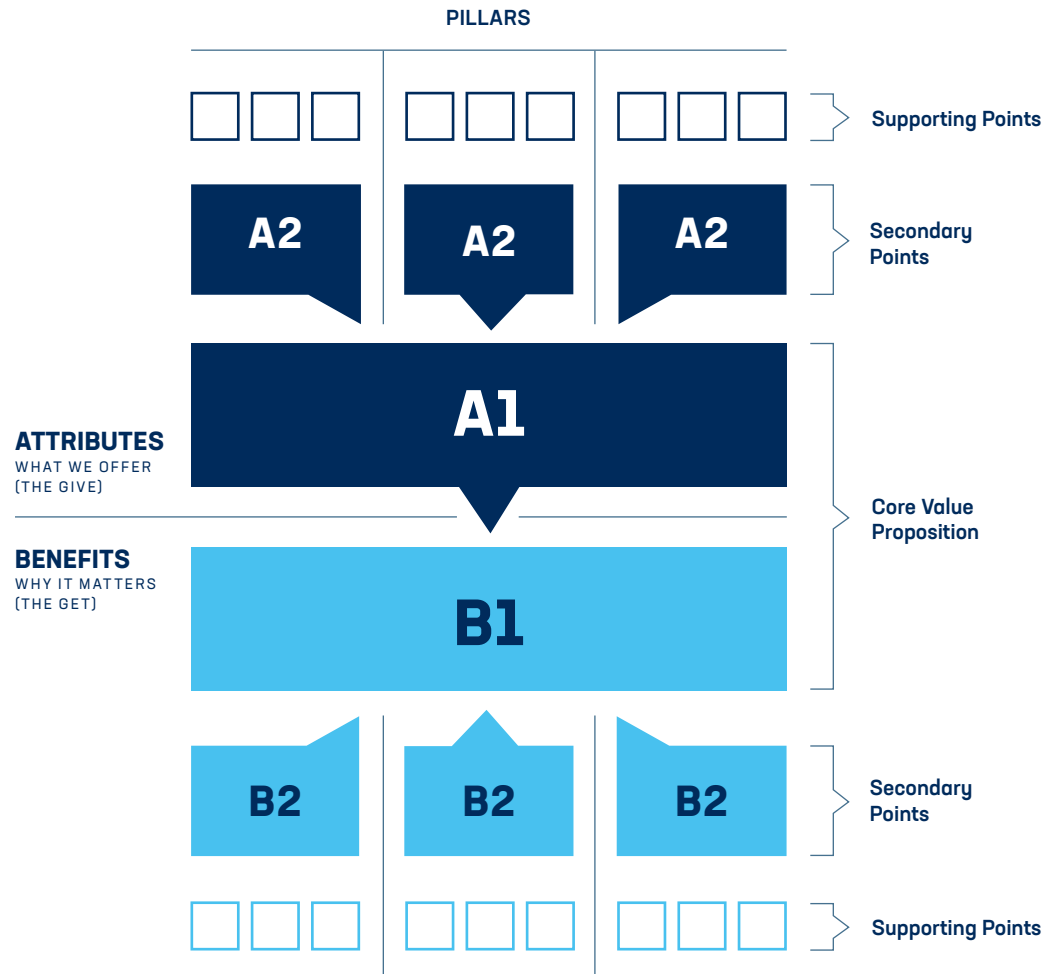
- The **value proposition** (our core message)
- The **secondary messages** (our secondary attributes and benefits)
- The **supporting points** are specific ways or proof of how we deliver on our secondary messages. These are flexible and should evolve over time.

ATTRIBUTES AND BENEFITS

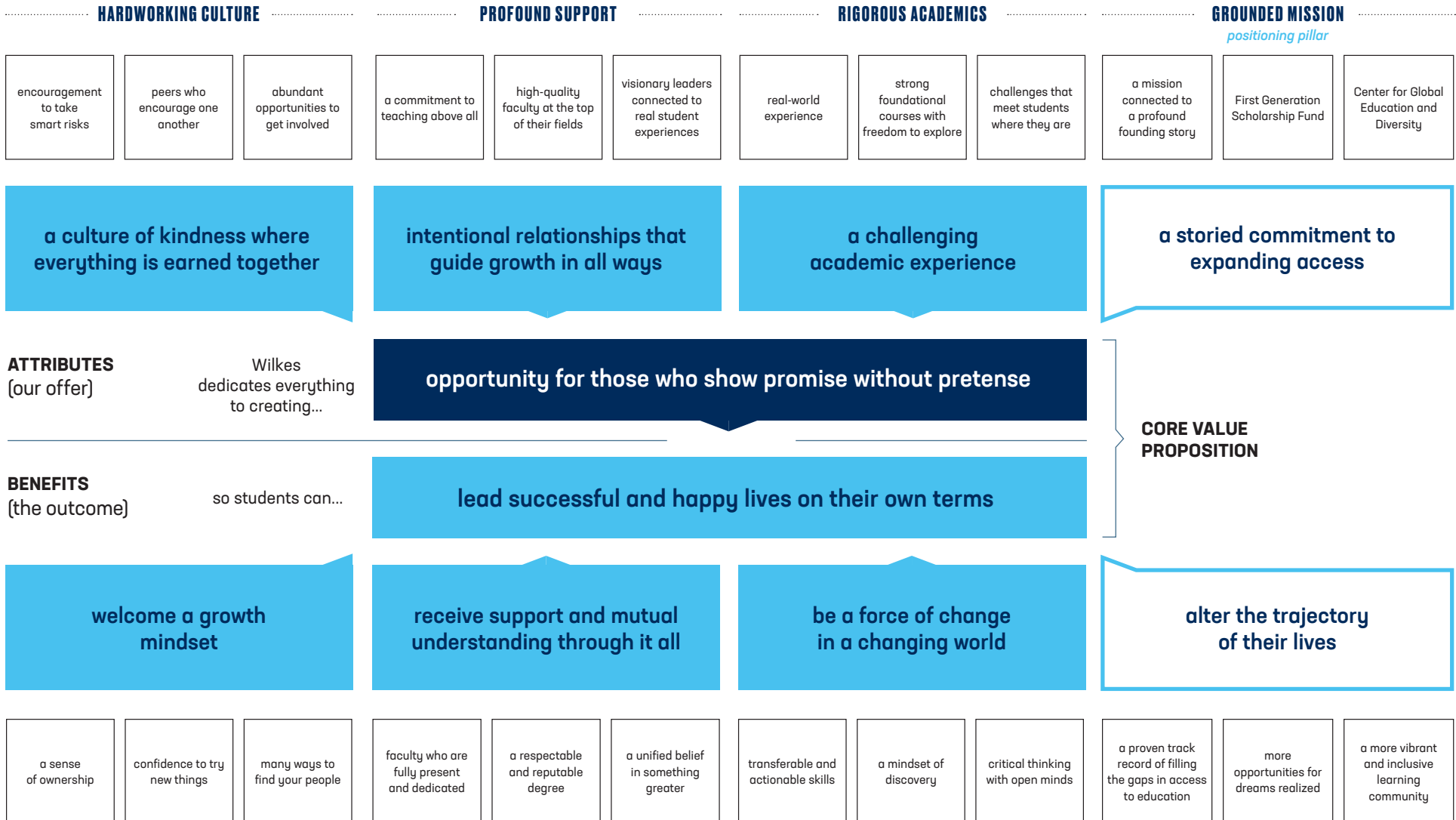
A compelling message map, or brand story, is based on attributes and benefits.

Attributes are what we offer to our audiences. Attributes include the programs, services, research opportunities and unique offers that we bring to the table.

Benefits are what our audiences get. It's the value of the attributes that we offer. It's the answer to the question "so what?" or "why do they care?"



Messaging Map



Messaging Pillars

Each of our messaging pillars represents a hallmark of the Wilkes University experience. Together they tell our cohesive story. On their own, each one allows for consistent communications when that topic is discussed.

We generally don't refer to these phrases outside the organization, but they may be used as a framework for message development.

WHAT UNITES US

HARDWORKING CULTURE

Wilkes University creates a culture marked by kindness and generosity. Students feel welcomed to be their full selves, while working hard to accomplish everything they've set out to – and more they didn't know they could. This culture fosters a growth mindset where all Colonels grow together.

WHAT GUIDES US

PROFOUND SUPPORT

The connections the students form with faculty, staff and other mentors become the support and mutual understanding they need to thrive. At Wilkes we prioritize powerful connections with one another because every person needs someone to lean on and learn from.

WHAT CHALLENGES US

RIGOROUS ACADEMICS

Our challenging curriculum expands beyond the walls of our classrooms. It teaches students how they can become a force for positive change in a constantly changing world. Because although industries and careers will always continue to evolve, Wilkes graduates will be the ones adapting, uplifting and carrying the world forward.

WHAT ROOTS US

GROUNDING MISSION

Our positioning pillar lays the foundation for what has differentiated Wilkes University since its founding – to serve the needs of the area and provide access to education for those who need it most. Although this idea may not speak to all audiences like the others, it's critical to our success, and we use it in communications that intend to boost awareness and drive reputation.

THE WHY: POSITIONING

Positioning is how we want to be thought of in the minds of our most important audiences. It's not what we are or how we express it; it's about what we want people to remember when they walk away.

Our positioning reflects what we want others to think about us. It is aspirational yet true, and has the potential to capture attention in a powerful way.

In short, it serves as the conceptual core for all that we say and do.

WE USE THREE FILTERS
TO ENSURE THAT OUR
POSITIONING DOES EXACTLY
WHAT IT'S MEANT TO DO.



**THE
INSPIRATION**

“WILKES HAS ALWAYS BEEN AN OPPORTUNITY PROPOSITION.”

**THE
STATEMENT**

Wilkes University is the place where people are given a chance. Where those who show incredible resilience are encouraged to take risks, explore new facets of themselves and create the life they want. It's where all faculty and staff are unified in their dedication to give every student their all. And where academic quality isn't reserved for the privileged few.

**IN ONE
PHRASE**

THE BEST FOR THE FIRST

THE HOW: PERSONALITY

Personality guides how we want our audiences to think and feel about our messages. They're a series of traits that outline our tone of voice. They're the emotional component of an otherwise rational strategy.

Personality

Keep the sentiment of these traits in mind when crafting communications.

Some of these traits will be dialed up or toned down, depending on the topic, audience and channel.



HARDWORKING

INDUSTRIOUS, DEDICATED

“Wilkes is set up to make opportunities possible for students who work really hard.”

DOWN-TO-EARTH

UNASSUMING, AUTHENTIC

“This is a down-to-earth place.”

CONSIDERATE

THOUGHTFUL, KIND

“Nobody is standoffish; we’re one big family.”

MOVING FORWARD FEEL

DYNAMIC

DRIVING, RESILIENT

“There’s a ‘small but mighty’ mentality here.”

COOL

COMPOSED, CALM

“We know what we’re naturally good at, and we don’t pretend to be something we’re not.”

EMPOWERING

CONFIDENT, SUPPORTED

“Our brand is to lift people up and empower them to see that the world around them is not a world apart.”

THIS MEANS THE WILKES VOICE IS...

THOUGHTFUL, BUT NOT CHEERFUL.

CONCISE, BUT NOT SHORT.

HONEST, BUT NOT BLUNT.

INCLUSIVE, BUT NOT GENERIC.

DILIGENT, BUT NOT GRITTY.

SECTION 2



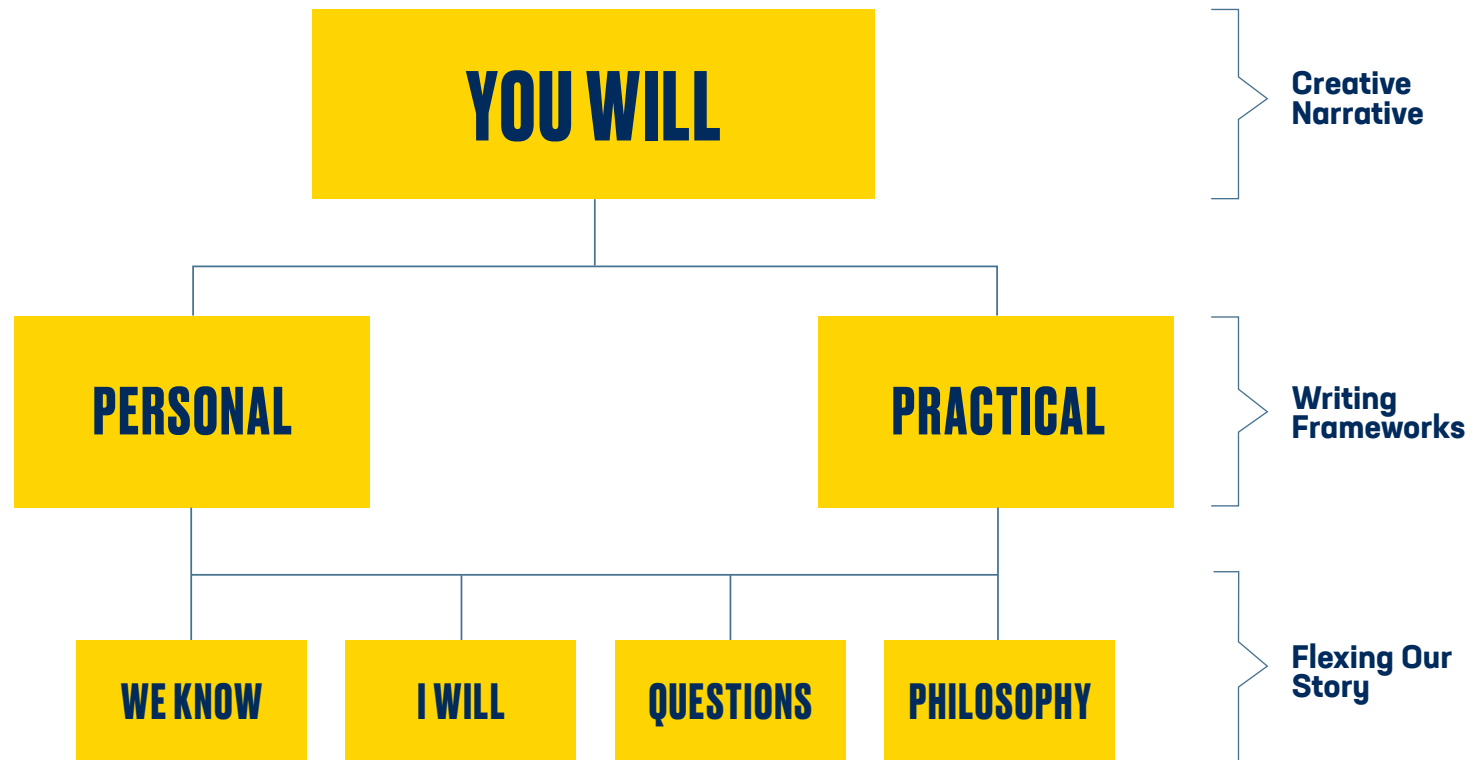
STORYTELLING

It's more than words on a page: It's the result of how our visual elements, photography, statistics and copy work together to convey something greater about our University.

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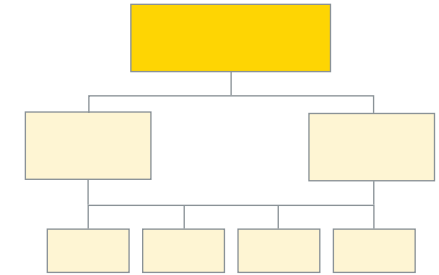
Telling the Wilkes Story Verbally

Together, our message, voice and tone give us a framework for telling our story. In the simplest terms, our message is what we say and our voice is how we say it. And it's through our tone – informed by our creative platform – that our voice takes shape and our story comes to life, expressing who we are in a way that sounds unmistakably like Wilkes.



Creative Narrative

The creative narrative is an expressive and poetic distillation of our brand's message and strategy, helping to establish the rhythm, voice and character with which we tell our story. It is not externally facing language, nor is it meant to be used verbatim. Rather, it serves to inspire all of our marketing communications.



NARRATIVE

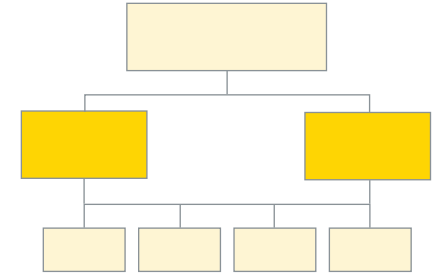
At Wilkes, we know you're capable of more. And we know you'll achieve it. This is an incubator for whatever you find interesting. For those willing to work hard for whatever comes next. Where you'll be asked one simple question above all: What do you want to do?

**AT
WILKES,
YOU WILL**



Writing Frameworks

Our creative platform – “At Wilkes, you will” – forms the foundation of how we tell the Wilkes story. While the “you” helps make our story personal for every student, the “will” helps us convey the practicality of a Wilkes education and the results that come with it. Use the following writing frameworks as your guide when you’re writing communications.



TELLING A PERSONAL STORY.

These are stories that show off who our students are. What are they working on? What are they like? What are their goals? Show prospective students what's possible at Wilkes by highlighting current students and what they're doing.

EXAMPLES

Want to work on a supercomputer? At Wilkes, you will.

Want to be the CEO? At Wilkes, you will.

Willing to go the extra mile.

You're capable of extraordinary things. Here, you'll do them.

I will eat a salad after wing night at Franklin's.

TELLING A PRACTICAL STORY

These are stories that show off who we are as an institution. What do we do for our students? How do we help them? What opportunities do we provide? Show prospective students just how different Wilkes is by highlighting our process (what we do) and the results (why it matters).

EXAMPLES

Want to work with great educational minds?

This is an incubator for what you find interesting.

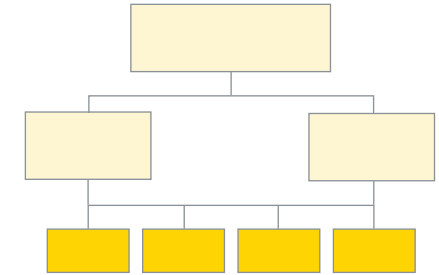
Ready for the internship? We know.

Whatever's next, we'll help you get there.

Story Starters

“At Wilkes, you will” is our brand essence distilled down to a single phrase. While it’s good to use this line to bring people into the brand, we don’t want to overuse it and run out its course before we’re ready. Before using “At Wilkes, you will,” explore

these story starters as a foundation for content and headline ideas that will keep our language fresh and engaging.



WE KNOW.

LEAN INTO “WE KNOW YOU CAN” AND SWITCH UP THE POINT OF VIEW.

- We know you’re capable.
- We know you’re ready.
- We know you’re passionate.
- We know you’re determined.

I WILL.

FLIP “YOU WILL” ON ITS HEAD AND MAKE YOUR STORY FIRST PERSON.

- I will start a waffle truck.
- I will build the next generation of microchips.
- I will get featured in an art gallery.
- I will be the first in my family to graduate from college.

PROVOCATIVE QUESTIONS

TIRED OF USING DECLARATIVE STATEMENTS? POSE YOUR READER A QUESTION.

- What will you do?
- What would make you happy?
- What does success look like to you?
- How will you make it happen?

OUR PHILOSOPHY

WE WERE FOUNDED ON THE SAME PRINCIPLES THAT GUIDE US TODAY. SHOW READERS WHO WILKES IS.

- Promise without pretense.
- Access without exception.
- Opportunity without privilege.
- Happiness without compromise.

Nailing the Voice

Voice gives our communications a recognizable style – one that's true to who we are. It's also how we can convey our story of momentum and community. Keep these tips in mind to make sure we're all writing with the same voice.

BE PERSONAL, BUT NOT PATRONIZING.

We want students to know we have their back and we can help them get to where they want to go. But we don't want to sound like they can't do it without us. We know they're capable.

BE RELATABLE, BUT NOT FAKE.

Wilkes is authentically in tune with what students want and need. Be real and down to earth in our communications. It's our personality – own it.

BE PRACTICAL, BUT NOT DULL.

Students come here to get real things done. That practicality is a differentiator. But just because it's practical doesn't mean it's dull. In fact, everything happening at Wilkes is exciting. Show it off.

Storytelling Checklist

When our message, voice and tone come together, it results in a distinct brand story that is told in a way that's unique to Wilkes. As you craft communications, refer to the following checklist as a final gut check.

1

WHAT IS THIS ADDING TO THE GREATER WILKES STORY?

With a rich culture, a strong community, a long history and undeniable institutional momentum, there's a lot to draw from to inspire your writing. Always ask yourself, "How is this capturing the essence of 'At Wilkes, you will'"?

2

IS THE STORY PERSONAL? OR PRACTICAL?

These two core elements of our story act as the north star for the pieces we create. Whether it's through the subject matter, the voice or the overall tone, every story should be put through this filter.

3

IS THIS HEADLINE COMPELLING AND EXCITING ENOUGH?

Your headline is the first chance you have to draw a reader in. Keep it concise, keep it interesting, and save the meat of your message for the body copy.

4

DOES THIS PIECE HAVE A CLEAR BEGINNING, MIDDLE AND END?

When telling a story, structure is your friend. An organized and well-thought-out story is easy and enjoyable to read. As you write, think about the reader's journey and give them a reason to read all the way through.

General Writing Tips

Good storytelling feels purposeful, intentional and, above all, believable. Here are several principles to keep in mind when crafting your next communication.

KNOW WHO YOU'RE TALKING TO.

From prospective students to alumni, our audiences are varied, and so are their interests. With every message you send, put yourself in your target audience's shoes and ask: "Does this sound like something that would resonate with them?"

GET PERSONAL.

Personal stories go a long way. Not only do they add a human element to our brand, but they are living proof of the things we say about our institution.

REWARD YOUR AUDIENCE.

Pay off your headline, get to the point, support it well and finish strong. The goal is to get your reader all the way to the end.

MOVE PEOPLE TO DO SOMETHING.

Every piece of communication you create has a purpose. And whether it's driving readers to a website or asking people to make a gift to the University, it's critical to include a call to action so the audience knows what you want them to do.

AVOID CLICHÉS AND JARGON.

We are an institution unlike any other. Our stories are unique, and the copy that supports them should be unique, too. Stay away from cliché phrases and overused jargon that make us sound like every other university.



SECTION 3

IDENTITY

A logo is more than just a mark or symbol. It must also seamlessly adapt with other design elements across colors, dimensions and uses. Our logo system is flexible, with elements that can be used individually or as a whole, depending on what each communication needs.

Each element of our identity acts as a signature, an identifier and a stamp of quality. And our logo should always be the most consistent component in our communications.

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Identity Overview

Our academic brand uses several important logos and emblems. Each has a specific role in representing Wilkes University.

These identity assets must not be manipulated, altered or modified for use by other entities.

USING THESE MARKS

To use any of these identity assets, please contact Marketing Communications for review and approval. The office can provide usage recommendations and other specific guidance for incorporating brand assets.

PRIMARY LOGO

The horizontal and stacked versions of our logo are both acceptable for wide usage, depending on the layout and the medium involved.

Wilkes University

Wilkes University

UNIVERSITY SEAL

The seal is reserved for presidential communications and other official uses, such as diplomas, stationery and signage. It may be used for high-end applications, merchandise and gifts, but only with case-by-case approval.



SPIRIT MARK

The Wilkes "W" is part of our architecture and our legacy. The spirit mark is a monogram graphic that represents the athletic spirit of Wilkes.



COLLEGE AND SCHOOL LOCKUPS

These lockups are wordmarks that incorporate the names of individual academic entities. They're used for internal and external communications to further the image and offerings of the University.

Wilkes University

PASSAN SCHOOL OF NURSING

SECONDARY WORDMARK

Our abbreviated name is used to communicate with audiences that are already familiar with the University and our offerings.

Wilkes

Primary Logo

The horizontal and stacked versions of our logo are both acceptable for wide usage, depending on the layout and the medium involved.

These primary logos should be used for:

- Academic groups and organizations
- Any formal university communications to internal and external audiences

HORIZONTAL VERSION

Wilkes University

STACKED VERSION

Wilkes University

COLOR OPTIONS

The color of the background will determine which version of the logo to use. Plan your layouts to accommodate the guidance shown here. The black version of the logo should be used sparingly; only when printing restrictions demand it.

Use the logo in Wilkes Gold only when it appears on a Wilkes Blue background. Use only the approved logo options shown here.

WHITE BACKGROUNDS (Preferred Wordmark Color)

Wilkes University



BLACK (Only when print colors are limited)

Wilkes University

WILKES BLUE BACKGROUNDS

Wilkes University

SECONDARY WORDMARK

Like getting to know someone on a first-name basis, using the Wilkes secondary wordmark creates a sense of informality and friendliness.

Wilkes

The Wilkes secondary wordmark should be used for:

- Academic groups, organizations and offices
- Informal uses such as apparel or merchandise

Size and Spacing

To keep the logo prominent and distinctive, take care when positioning it in proximity to other elements. The primary logos may be placed onto images, but no other graphic elements, typography or rules should appear inside the clear space surrounding the logo, shown below.

HORIZONTAL VERSION



Use the "W" from the primary logo as a measuring tool to help maintain the proper clearance.

STACKED VERSION



MINIMUM SIZING

To preserve the logo's legibility in print communications, we observe certain minimum sizes. For the horizontal version, the minimum width is 1.5 inches; for the stacked version, the minimum width is 0.875 inch.

Wilkes University

1.5 inches

Wilkes
University

0.875 inch

Academic Lockups

Our colleges, schools and other academic entities reinforce our mission and vision, relying on the master brand to enhance their individual reputations.

In these lockups, the department or program name appears beneath the horizontal version of our primary logo, separated by a horizontal rule. Together, they form a construction that can be used on official publications and marketing.

Single- and Double-Line Lockups

This construction accommodates either one or two lines of text below the primary logo. The zone for text is always vertically centered, set in Atlas Grotesk Bold and in Wilkes Blue.



Note: Always use provided templates when creating new lockups. Never create a lockup from scratch.

Sample Lockups

Single-Line

Wilkes University
Nesbitt School of Pharmacy

Wilkes University
Passan School of Nursing

Wilkes University
School of Education

Double-Line

Wilkes University
COLLEGE OF
ARTS & SCIENCES

Wilkes University
COLLEGE OF
BUSINESS & ENGINEERING

Wilkes University
COLLEGE OF
HEALTH & EDUCATION

Wilkes University
Maslow Family Graduate
Program in Creative Writing

Wilkes University
Jay S. Sidhu School
of Business & Leadership

Note: Typesetting new lockups is a job for Marketing Communications. If you require a new academic lockup, contact us, and we'll create one for you.

Spirit Mark

The Wilkes University spirit mark represents the pride and drive of the Colonels, both on and off the field. The familiar “W,” long a fixture of the Wilkes brand, is a symbol for athletics and non-academic university entities such as student clubs and activities.

The “W” serves as our informal mark, not to be confused with our official logo. It is integral to athletics branding, but also can be used for non-academic and student groups, organizations and events.



Permitted color variations include a two-color version in blue and gold, as well as one-color versions in blue, gold or white.



WILKES BLUE



WILKES GOLD



WHITE

USAGE

Organizations are permitted to create their own logos using the spirit mark, as long as they do not alter the mark in any way and comply with brand guidelines.

Examples of the spirit mark’s usage include, but are not limited to:

- Athletics
- Merchandise promoting non-academic departments, groups or events

MINIMUM SIZING

The spirit mark should always be legible and clear. Maintaining a minimum size is critical for ensuring its readability and effectiveness.



0.375 inch

The University Seal

The University's official seal is generally reserved for formal documents such as diplomas, certificates, transcripts, awards and other official correspondence. It is often associated with the president's office.

Special permission must be obtained from the president's office and Marketing Communications to use the University seal. The detailed image within the seal requires special attention to ensure it is correctly applied.

CLEAR SPACE

Use these spacing guidelines to maintain legibility of the University seal across mediums.



Clear space for the seal is equivalent to the distance from its innermost circle to the outermost circle, as shown here.

COLOR

The University seal may appear only in these three colors. Use your best judgment when placing the seal on photographs and other colored backgrounds.



WILKES BLUE



BLACK



WHITE

MINIMUM SIZING

To ensure legibility, the seal should never appear at widths smaller than 1 inch.



1 inch

Things to Avoid

Here are a few practices to avoid in using the Wilkes University logo. Adhering to these rules will ensure that our identity is recognizable to all audiences.

- ✗ DON'T use drop shadows or other visual effects.



Wilkes University

- ✗ DON'T use any colors other than those specified in this document.



Wilkes University

- ✗ DON'T rotate the logo.



Wilkes University

- ✗ DON'T add elements of any kind to the logo.



Wilkes University

- ✗ DON'T skew, stretch or bend the logo in any way.



Wilkes University

- ✗ DON'T change the typography in the logo.



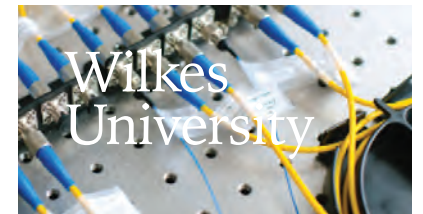
Wilkes UNIVERSITY

- ✗ DON'T crop the logo.



Wilkes University

- ✗ DON'T apply the logo to a background with inadequate contrast or too much complexity.



Wilkes University



SECTION 4

VISUAL LANGUAGE

Beyond our basic identity, our brand comes to life through our visual language: a careful combination of typography, color, graphic elements and photography.

TYPOGRAPHY	40
COLOR	46
PHOTOGRAPHY	51
GRAPHIC ELEMENTS	57

OUR TYPOGRAPHY

When it's used thoughtfully, typography is a powerful brand tool that can reflect and expand on the meaning of what we're communicating. Our brand's typography is clear, accessible and flexible for a wide range of situations.

Primary Typeface

Neusa Next Std is our primary typeface. It's extremely versatile, with a wide range of options for building dynamic, eye-catching headlines. For headlines and subheads, use Neusa Next in all caps; for body copy, use standard sentence case.

USES

- Headlines (sentence case or all caps)
- Subheads
- Callouts
- Body copy
- Captions

Neusa Next Std

Activate this font for Adobe Creative Cloud:

fonts.adobe.com/fonts/neusa-next

CHARACTERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZabcdefghijklmnopqrstuvwxyz
xyz1234567890?>@#\$\$%&::,

WEIGHTS AND WIDTHS

Regular
Medium
Bold

Wide Regular
Wide Medium
Wide Bold

Regular Italic
Medium Italic
Bold Italic

Wide Italic
Wide Medium Italic
Wide Bold Italic

Secondary Typeface

Source Serif Pro is our only serif typeface. Its sophistication and clean lines pair well with Neusa Next. We seldom use it for headlines; when we do, it's for pieces with an elevated feel. Generally, it works well for long runs of text, callouts and other supporting copy.

As a serif typeface, Source Serif feels more classically academic, while our primary and accent options are bolder and more modern.

USES

- Body copy
- Headlines (formal applications and audiences)

Source Serif Pro

Install this free font:

fonts.google.com/specimen/Source+Serif+Pro

CHARACTERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz1234567890?>@#\$\$%&::;

WEIGHTS

Regular
Semibold
Bold
Black

Italic
Semibold Italic
Bold Italic
Black Italic

Accent Typefaces

Druk is a display font, appropriate for brief callouts, factoids and numerals, and for adding special emphasis. Its appeal comes from its rigid, vertical structure and striking character.

USES

- Headlines (mixed-type treatments)
- Subheads
- Factoids

DRUK

Purchase these fonts:

commercialtype.com/catalog/druk

CHARACTERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 VWXYZ1234567890?>@#\$%&:.,

WEIGHTS

BOLD
MEDIUM
WIDE BOLD
WIDE HEAVY

Jandus Road adds a more expressive, retro touch to our brand language. It's best used for a few key words in a headline or subhead, not for long runs of text.

USES

- Headlines (mixed-type treatments)
- Subheads (accented callouts)

JANDUS ROAD

Purchase this font family:

creativemarket.com/JKDesignCo/4302446-Jandus-Road

CHARACTERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 VWXYZ1234567890?>@#\$%&:.,

WEIGHTS

REGULAR
CONDENSED
EXTENDED
DEPTH
EXTENDED DEPTH

Alternate Typefaces for the Web

Here we've identified a set of open-source options from Google Fonts as web alternatives. They should be used on the web only when live text is needed. Our brand fonts should be used in any raster or SVG applications on digital channels.

We've made these suggestions because of the paid licensing requirements of our brand fonts. This can limit the number of computers available to legally use our brand fonts.

PRIMARY TYPEFACE

NEUSA NEXT STD BOLD

SECONDARY TYPEFACE

Source Serif Pro Regular

Note: These open-source fonts can be downloaded for use on desktop computers as free alternatives to our official brand fonts.

A system should be in place to ensure that the appropriate designers and creative staff in charge of high-visibility projects have our brand fonts.

ALTERNATIVE GOOGLE WEB FONT

TEKO SEMIBOLD

Install this free font:
fonts.google.com/specimen/Teko

ALTERNATIVE GOOGLE WEB FONT

Source Serif Pro is already one of our brand fonts offered by Google Fonts.

Install this free font:
fonts.google.com/specimen/Source+Serif+Pro

ACCENT TYPEFACE

DRUK MEDIUM

DRUK WIDE BOLD

ACCENT TYPEFACE

JANDUS ROAD

ALTERNATIVE GOOGLE WEB FONTS

ANTON REGULAR

Install this free font:
fonts.google.com/specimen/Anton

SYNCOPATE BOLD

Install this free font:
fonts.google.com/specimen/Syncopate

ALTERNATIVE GOOGLE WEB FONT

BAYON

Install this free font:
fonts.google.com/specimen/Bayon

Typesetting Examples

Our typefaces were selected to be mixed in dynamic, engaging headlines. Use these examples as thought-starters when creating your own.

HEADLINE TYPE-MIXING

Choose the bolder and more extended versions of Druk or Jandus Road for the most important words in the headline. For the rest of the words, use the font's thinner and more condensed versions, or experiment sparingly with outlined text. Remember: for headlines, Neusa Next and Druk always appears in all caps.

DRUK HEADLINES

OPPORTUNITY ← Druk Bold
WITHOUT ← Druk Wide Bold
PRIVILEGE. ← Druk Bold

AT ← Druk Wide Heavy
WILKES,
I WILL. ← Druk Bold

JANDUS ROAD

I WILL ← Jandus Road Extended
BUILD ← Jandus Road Extended Depth
THE NEXT GENERATION ← Jandus Road Condensed
OF NANOCHIPS. ← Jandus Road Regular

NEUSA NEXT

ACCESS
WITHOUT
EXCEPTION. ← Neusa Next Bold
 (all caps, variable size)

MIXING SOURCE SERIF AND NEUSA NEXT

Want to study ← Source Serif Pro Semibold
in a real clinical
environment?
At Wilkes, you will. ← Neusa Next Bold (lowercase)

OUR COLORS

Our palette has three layers: primary, accent and neutral colors. Our communications lean heavily on the primary palette; we use accent colors to add dimension and keep layouts visually interesting. Neutrals never drive layouts on their own; instead, they play a supplementary role.

Color Palette

Our color palette is bold and distinctive. It relies primarily on our heritage colors of blue and gold, along with generous open space. Accent colors are used for deeper levels of content in layout. On balance, accents should total roughly no more than 25% of the overall color used in any communication.

By leaning on our heritage colors and plenty of negative space, we create a modern look that still connects back to our tradition.

PRIMARY

Wilkes Blue	HEX #002855 RGB 0/40/85 CMYK 100/69/8/54 PANTONE 295	Wilkes Gold	HEX #FFCD00 RGB 255/205/0 CMYK 0/14/100/0 PANTONE 116
--------------------	---	--------------------	--

ACCENTS

Pink	HEX #F794AD RGB 247/144/173 CMYK 0/50/15/0 PANTONE 708	Orange	HEX #F87C5D RGB 248/124/93 CMYK 0/60/65/0 PANTONE 2024	Arctic	HEX #44B8F3 RGB 68/184/243 CMYK 60/4/0/0 PANTONE 298
Brick	HEX #9E432F RGB 158/67/47 CMYK 3/75/80/28 PANTONE 7593	Sky	HEX #9CCDFB RGB 156/205/251 CMYK 35/4/0/0 PANTONE 291	Moss	HEX #C0B769 RGB 192/183/105 CMYK 16/12/65/0 PANTONE 617
Faded Blue	HEX #4F6C89 RGB 79/108/137 CMYK 70/40/20/20 PANTONE 2167	Teal	HEX #6ECEC1 RGB 110/206/193 CMYK 50/0/30/0 PANTONE 3248		

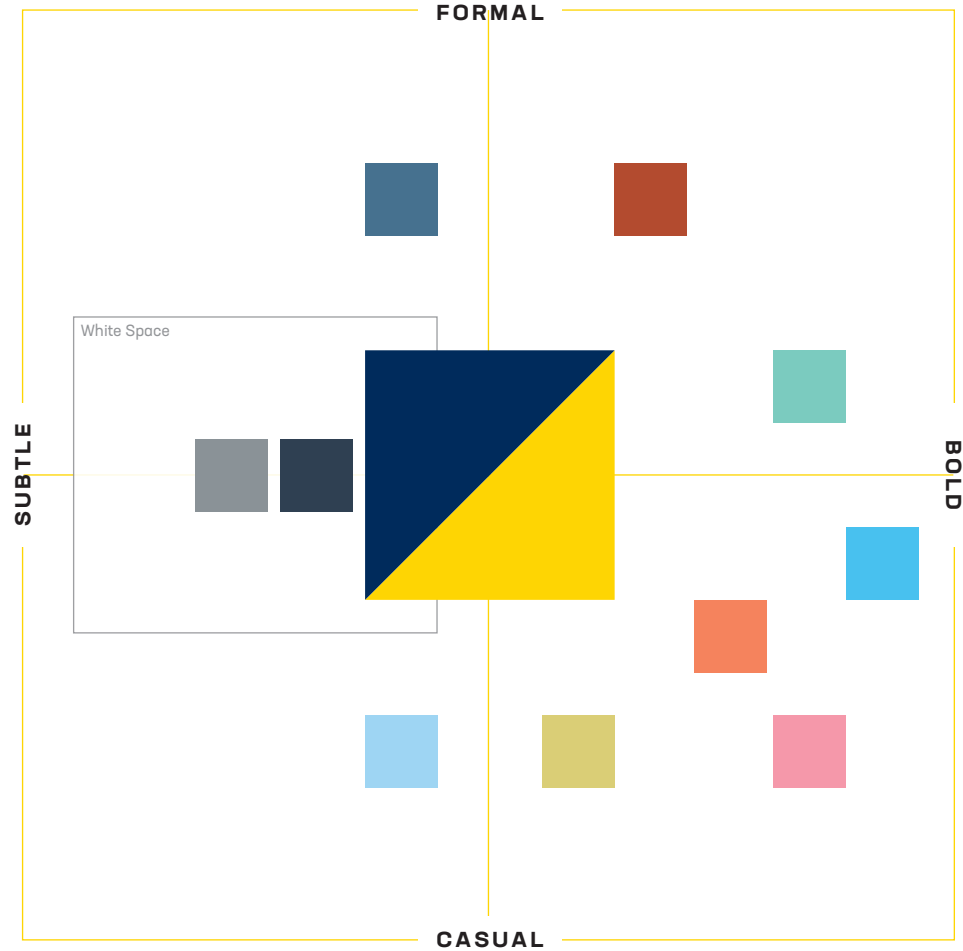
NEUTRALS

Slate	HEX #415569 RGB 65/85/105 CMYK 70/50/30/55 PANTONE 7545	Gray	HEX #8B9398 RGB 139/147/152 CMYK 5/0/0/50 PANTONE Gray	White Space	HEX #FFFFFF RGB 255/255/255 CMYK 0/0/0/0 PANTONE White
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Color and Mood

Using color is an easy way to evoke energy and emotion within our communications. Use this guide as a reference for incorporating color with restraint and consistency.

Of course, interpreting color is a highly subjective practice. There's no mathematical formula for plotting our palettes on a chart like this. Use these connotations as an introductory guide and customize your choices based on your audience, intent or medium.



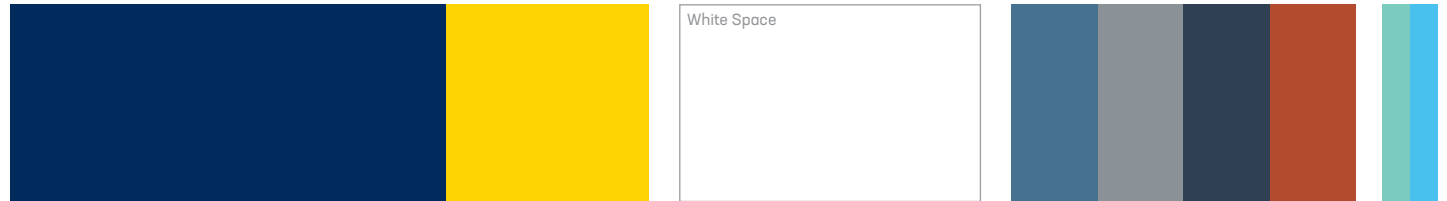
Color Spectrums

This framework illustrates color applications for four desired outcomes. These color groupings are not recipes or requirements; instead they are suggestions to illustrate how we might adjust color proportions throughout a designed piece. Each color bar's width indicates its suggested ratio in a given communication piece.

As you can see, the sample color spectrums place particular emphasis on our primary color and the inclusion of negative space, which encourages us to think of white as a color and not only as space to be filled. The addition of accent colors in type and graphics should be

viewed broadly as a tool to add depth and functionality to our expression of the brand. Over time, we'll learn the best pairings of color, the associations they imply and the moods they project.

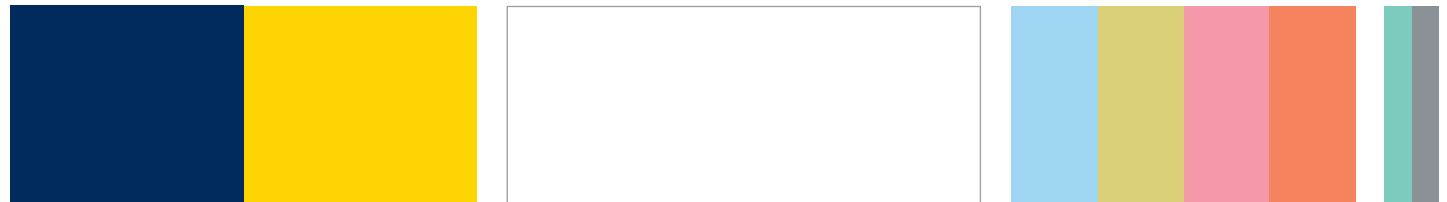
FORMAL



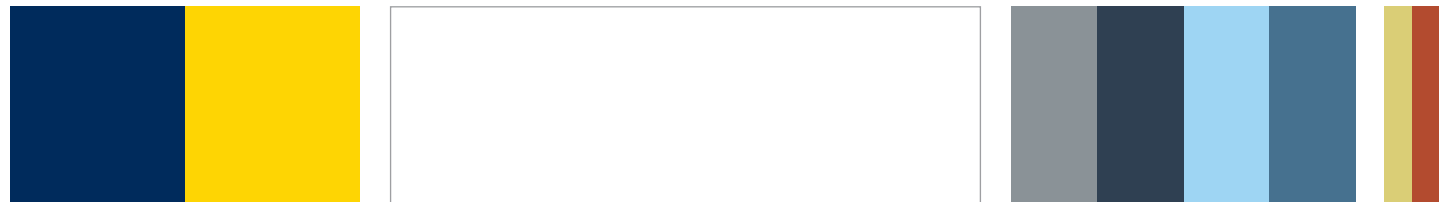
BOLD



CASUAL



SUBTLE



Gradients

These dynamic color gradients have an organic character that captures a mood not found in normal solid background color fills. Built from our color palette, the two options can be placed behind copy, or they can act as a canvas for other

graphic elements. Import them as image files into your layouts and designs. They should fill the whole area of the medium being used.

GRADIENT FILL / DARK BLUE



GRADIENT FILL / LIGHT BLUE



OUR PHOTOGRAPHY

Photography plays an important role in our brand communications because it tells our story visually. Although our words are compelling, images go further to offer powerful proof of what we say.

Note: The University may not own the rights to some of the photographs used throughout this document. These images serve as brand examples and should serve only to guide photo style.

“Will” Moments

This style of photography captures the Wilkes work ethic both inside and outside the classroom. These images document what we call “will” moments, which reflect the hard work invested in peer-to-peer collaborations and faculty-student interactions – as well as the

achievements that result. Balance these group shots with images of individuals who are engaged in an activity or area of study.

STYLISTIC CONSIDERATIONS

- Subjects who are intently focused on the task at hand
- Subjects posing authentically next to their work
- Unique perspectives
- Experimental in some sense: close-ups, depth of field, dramatic light



Studio Portraits

When we use portraiture, we put a human face to our work. We want to show our students, faculty and staff in the best light, which means capturing them with authenticity. When taking portraits, the focus should be on the individual, and although the subject won't always

be the sole person in the photo, the eye should be drawn to that one individual. These images should be shot on a light-colored background sweep, to focus on the subject and their personality.

STYLISTIC CONSIDERATIONS

- Moments of real emotion
- Spirit and achievement
- Positive expressions
- Hard work and hopeful reflection
- Exemplifying educational pursuit together (group shots)

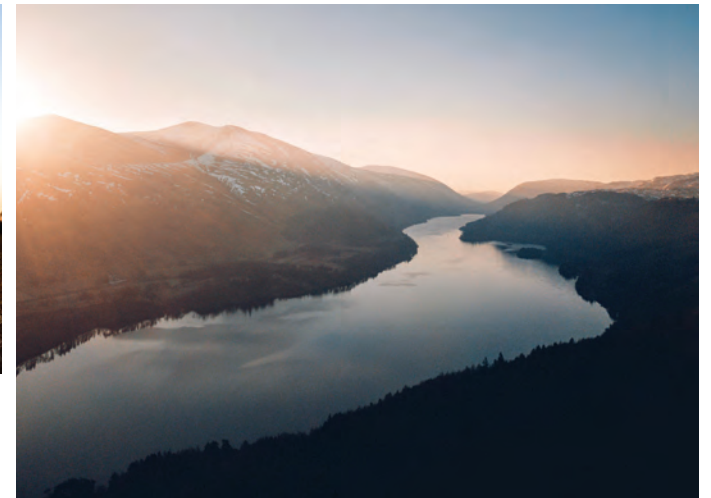
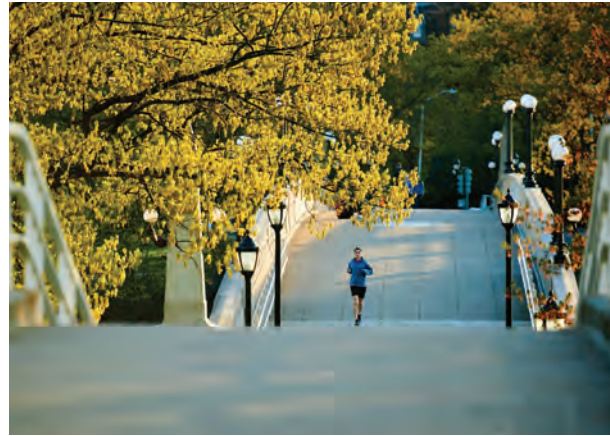


Environments

The vibrancy, the community and the varied architecture of our campus are elements to show off. The images in this category paint the picture of what our community looks like. Pepper sense-of-place shots throughout communications in ways that help the layouts breathe.

STYLISTIC CONSIDERATIONS

- Range of environments on our campus, indoors and out
- Activities of our students, faculty, staff and alumni on campus, in the region and beyond



Details

Detail photography is a great way to highlight our many unique aspects. These shots can feature processes, tools, equipment and achievements. We can also use these shots to showcase the everyday beauty of our campus.

STYLISTIC CONSIDERATIONS

- Tight crops of textures within workspaces, or of the equipment, sketches or components of a project



Spirit Moments

The energy, camaraderie and sense of pride that occur during social, competitive and student-driven events – these are a key part of the Wilkes experience and our impact on the world. And though this imagery should never take the lead in

depicting institutional and academic moments, they can support and round out our stories.

STYLISTIC CONSIDERATIONS

- Focus should always be on the students within the spirit environment
- Subjects and their location should feel active, positive and diverse
- Make sure to capture what students might see day to day



OUR GRAPHIC ELEMENTS

A recognizable brand needs a system of ownable graphic elements. This section details a distinctive visual toolkit that you can use when crafting communications for our brand.

Textures and Marks

To add an organic, hand-built feel to our compositions, a library of textures are available for use as supporting elements. The textures are inspired by the act of thinking: from that hazy first idea to understanding and writing it down.

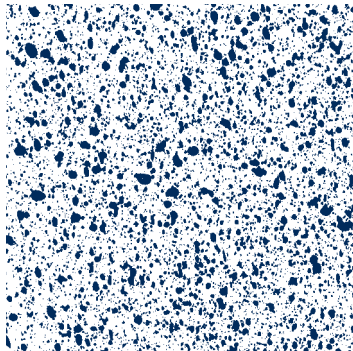
Textures and marks may appear only in our brand colors. They may be applied on top of or under photography but should never disrupt legibility. Go to the “Bringing It to Life” section of this guide to see how we use these elements (starting on page 61).

ART FILES

The textures and gesture marks below are available as image files like any photograph. They can be manipulated and set in any of our brand colors.

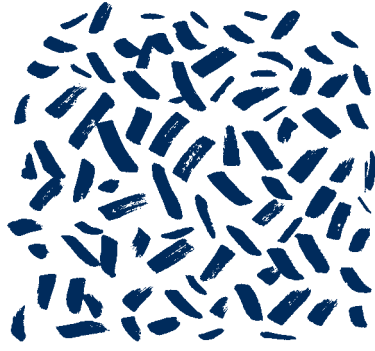
SPECTRUM OF ILLUSTRATED TEXTURES

TEXTURAL
AND ENERGETIC



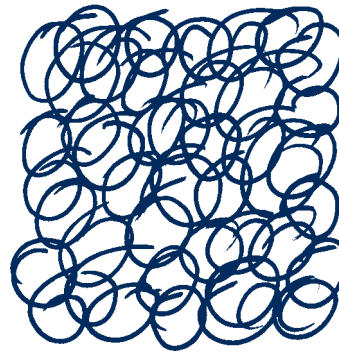
AREA TEXTURE

A fairly uniform texture that's perfect for large areas and bleeds to the edge of layouts.



RANDOM GESTURE PATTERN

A more organized pattern of gestures over a large area.



REPEATED GESTURE PATTERN

A specific gesture repeated over an area, invoking the personality of an individual.



HIGHLIGHT ACCENT

Less texture, more gesture – this mark is applied in specific places to highlight specific messages.



ORGANIZED
AND EMPHATIC



ARROWS AND CIRCLES

Annotation marks mixed and matched with copy callouts or as graphic accents.

Campus Landmarks

One way that our communications can reflect our history is by using graphic elements from past publications. These illustrations can be used as decorative elements, as ornaments to bring attention to pieces of information, or as large background graphics.

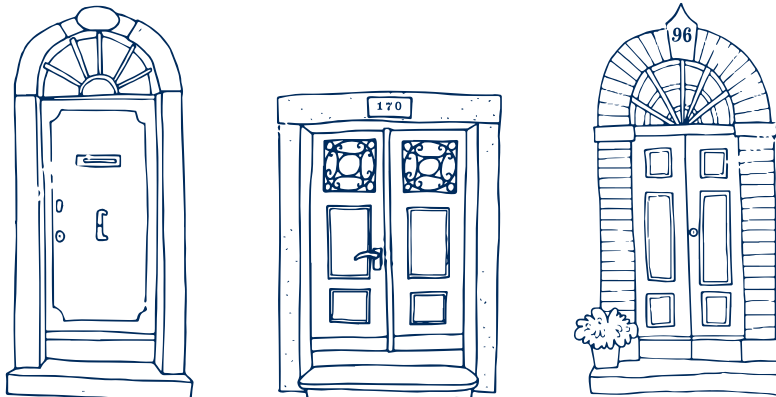
The graphics shown here represent a strong starting point, but this set is not exhaustive. Feel free to incorporate other illustrations of familiar parts of campus you may find, or create new ones inspired by these.

ARCHIVAL ILLUSTRATIONS



ARCHITECTURAL DETAILS

This set was inspired by the style of the illustrations above. Highlighting these landmarks illustrates the eclecticism of our campus, as well as our stories and our longevity as an institution.



FREE-FORM ACCENTS

As a contrast to the thin-lined illustration style shown at left, we can incorporate these organically drawn images of everyday objects and other forms. Use them sparingly so that they don't compete too much with the hand-drawn gesture marks on page 57.



Badges

Our custom badges are part messaging and part graphic, making them a unique visual and verbal device in our toolkit. They can act as callouts, statistics or fun facts, or as accents for big headlines in all kinds of layouts.

BADGE CONSTRUCTION

Badges all have some form of graphic structural element that sets them apart from ordinary headlines and captions. This can be a shape, a container, bars or a geometric illustration that accents the message or label. Color should be uniform – keeping simplicity in mind.

TYPEFACES

Badges may use any of the brand's type families and their weights. Mix and match fonts as you might for a headline, but be sure not to overdo it, because badges are meant to be quick and easy to read in our layouts. Note as well that they are often smaller than other elements around them.



*Badges may include identity marks if they observe guidelines for their use.

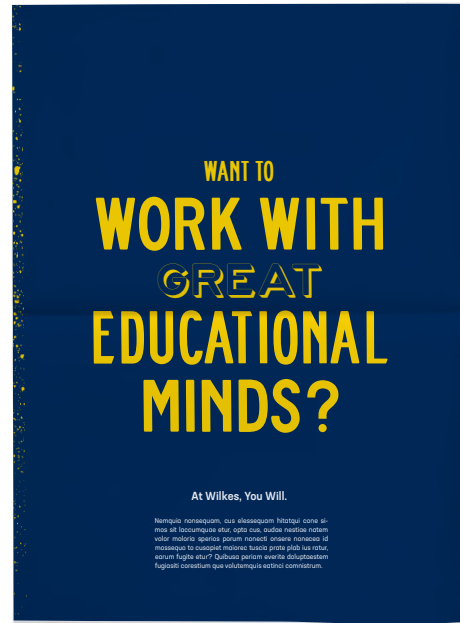


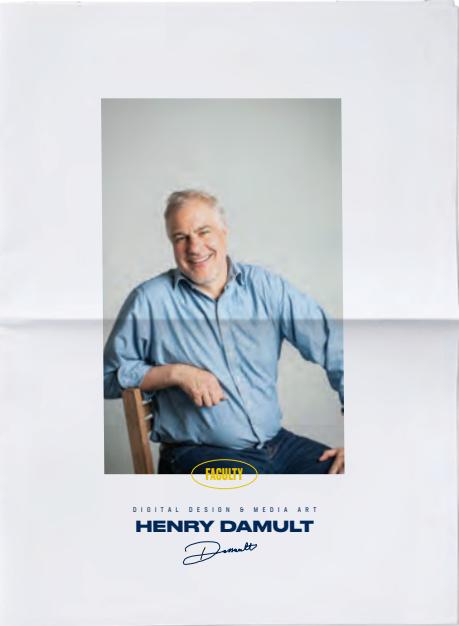
SECTION 5

BRINGING IT TO LIFE

The following pages show prototypes of brand communications, including what print brochures, social media posts, websites and more might look like.

VIEWBOOK	62
MINI TRAVEL BROCHURE	65
DIGITAL	66
T-SHIRTS	67
DONOR GIFT	68
EVENT POSTERS	69





THE ECHOES RING

- Kellogg's
- United Nations
- HEALTHY
- Janssen
- Morgan Stanley
- BURBERRY

W 12

Willing to step up.

Subhead

30 states 16 countries

AT WILKES, YOU WILL.

Subhead

W 13

Subhead

HAPPINESS WITHOUT COMPROMISE.

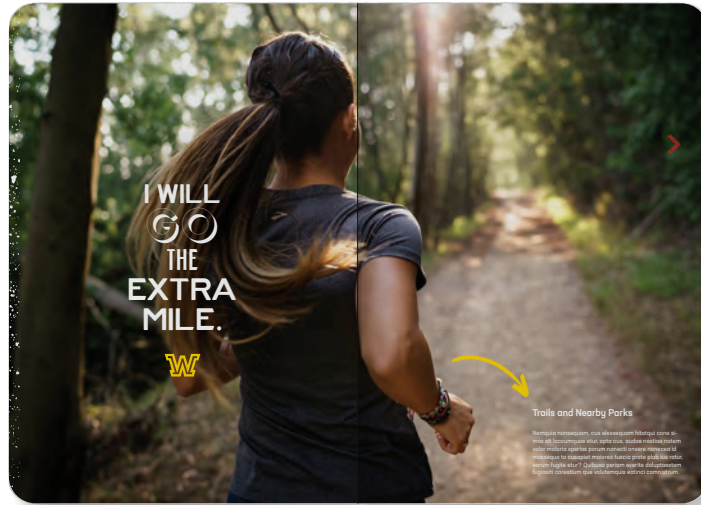
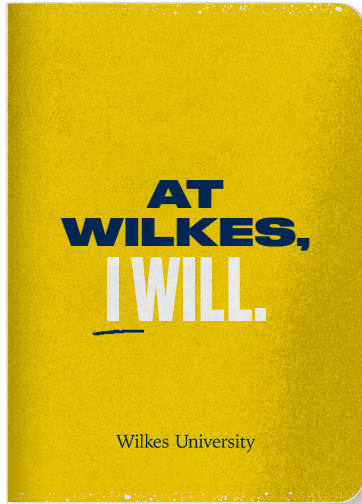
You're ready.

ALUMNI

ENVIRONMENTAL SCIENCE

BETHANY HARRIS

Bethany Harris



W Wilkes Sponsored

Want to study
in a real clinical
environment?
At Wilkes, you will.

W Wilkes Sponsored


I've always wanted
to advance my
nursing career,
and Wilkes made
it easy to get back
to school.

ONLINE MSN-NP
**SYDNEY
BOLTON**

Wilkes

W Wilkes Sponsored

**Passan School
of Nursing**



W Wilkes Sponsored

Online MSN /

What will you do?

Learn More


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Want to be
the CEO?
At Wilkes, you will.

W Wilkes Sponsored

"Wilkes showed me
I could start my own
business, and my
professors helped
make it possible.

MBA
**CHRIS
BRANCH**



W Wilkes Sponsored

**Sidhu School of
Business and Leadership**



W Wilkes Sponsored

The Graduate School

What will you do?

Learn More





CHASE HALL . 184 S RIVER ST



Wilkes

What doors will you open?

WECESSER HALL . 170 S FRANKLIN ST



Wilkes

What doors will you open?

BEDFORD HALL . 96 W SOUTH ST



Wilkes

What doors will you open?

Wilkes University

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Wilkes-Barre, Pennsylvania 18766
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August 2022