GRAPHIC STANDARDS
# Wilkes University Brand Style Guide

## Brand Overview

- Page 3

## Brand Platform

- Page 4

## Brandmarks

- Primary Marks: Page 11
- Reverse Versions: Page 12
- Minimum Safe Area: Page 13
- Minimum Size: Page 14
- Secondary Marks: Page 15
- Improper Usage: Page 16
- Individual Colleges and Schools Marks: Page 17
- Official Seal: Page 18
- “W” Mark: Page 19

## Palette & Typefaces

- Primary & Secondary Colors: Page 21
- Primary Font: Page 22
- Secondary Fonts: Page 23

## Brand Photography

- Page 25

## Brand Illustration

- Page 28

## Brand Creative Examples

- Page 30

## Contact

- Page 33
The Wilkes University brand is more than a marketing handbook. It’s our guiding vision, what makes us who we are. By defining our brand, we help everyone at Wilkes speak in a unified voice and present ourselves with distinction and pride.

From the opportunities we offer both inside and outside the classroom, to the faculty and staff who partner with students for success, to our commitment to always keep evolving and growing to meet our students’ needs, Wilkes has carved a distinctive niche in higher education. We are proud of our diverse student body who seize all that we have to offer in order to reach their individual goals after graduation.

Taken together, we are unique: a place that offers all of the educational opportunities of a large university in the mentoring culture of a small college, open to all who show potential. This is our identity, our promise. Our brand.
BRAND PLATFORM
The story of our brand

MORE THAN THE SUM OF OUR PARTS

*Our brand chapters tell our story. And although other institutions may share one or two attributes, it is how our individual chapters come together—connecting with and enhancing each other—that sets Wilkes apart.*

CHAPTER 01
THE EDUCATIONAL OPPORTUNITIES OF A LARGE UNIVERSITY

Imagine a place that offers unparalleled opportunities inside and outside of the classroom across bachelor’s, master’s, and doctoral programs.

At Wilkes, we offer a number of bachelor’s, master’s, and doctoral programs to over 5,500 students, putting us in the top 10% among private colleges and universities nationwide in total degrees conferred each year. In the State of Pennsylvania, there are only five private universities that last year conferred at least as many bachelor’s, master’s, and doctoral degrees as Wilkes: Penn, Drexel, Carnegie Mellon, Villanova, and Duquesne. Talk about excellent company!

At the undergraduate level we offer some of the most in-demand programs: engineering, the physical sciences, the health sciences, and business. As we expand our professional offerings, we remain totally committed to providing a liberal arts core curriculum, ensuring that even our engineers read Shakespeare. We offer 100-plus clubs and activities, an entrepreneurship center, an on-campus art gallery, and one of the only Division III marching bands in the state.

CHAPTER 02
THE MENTORING CULTURE OF A SMALL COLLEGE

Imagine a place where professors, staff members, and coaches are true partners—wise guides—in helping students advance.

At Wilkes, we appreciate that no one truly succeeds on his or her own. That’s why having the right mentors makes such a difference. Advising and mentoring starts before you ever arrive on campus and frequently lasts long after you leave. It’s not unusual here for professors and former students to become colleagues, attend each others’ weddings, and become lifelong friends. You might even find yourself in class with the president or the provost. From hands-on undergraduate research to job and graduate school counseling and recommendations, we work with you side-by-side, measuring our success by yours.
CHAPTER 03
OPEN TO ALL WHO SHOW POTENTIAL

Imagine a place that is welcoming to all students, irrespective of their backgrounds.

At Wilkes, we have always welcomed students of promise, irrespective of their socioeconomic, racial, ethnic, and religious backgrounds. Fiercely independent, coed, and non-denominational from the start, we’ve been removing barriers to education for decades. In our current undergraduate student population, over 50% self-report as the first in their families to pursue a four-year college education, and nearly 40% are eligible for Pell grants. Nearly 30% of our undergraduate students self-report as non-white. These numbers are virtually unheard of for a private institution. We often say that we out-access even many of the public institutions in providing academic opportunity, which creates a dynamic learning environment in a multicultural world and supports our motto—“unity amidst diversity.” You see, here at Wilkes, it’s not about where you’re from; it’s about where you’re going.

Despite these differences, generations of students—undergraduate and graduate, on-campus and off-campus—all have one thing in common: a determined, confident drive without a sense of entitlement. We open doors for the go-getters of the world because we believe in your right to thrive. You are entitled to nothing but opportunity.

CHAPTER 04
A HIGH-VALUE HIGHER ED OPTION

Imagine a place that demonstrates clear outcomes and measurable returns for students.

At Wilkes, we boost our graduates’ earning power. That’s why we are ranked 25th out of 1,275 colleges and universities for economic value by The Economist, the first and only national ranking to take into consideration the student profile of each institution and their earnings performance 10 years after graduation.

Our students get results: 90% pass rates on nursing and pharmacy exams and 90% acceptance rates into graduate schools. And, with our unique career pathways program, called Career Promise, we have a 96% job placement rate, with starting salaries typically well above the national averages.

Wilkes is an institution that works tirelessly to keep a first-class private education as affordable as possible, making our net costs less expensive than most other private schools and even many public ones.
CHAPTER 05
A UNIVERSITY ALWAYS ON THE MOVE

Imagine a place that is constantly changing, evolving, and growing to meet the needs of its students.

At Wilkes, we anticipate how the world is changing and look ahead to the degrees, experiences, and opportunities our students will need to succeed. That’s how hot degrees like bioengineering, entrepreneurship, sports management, computer science, neuroscience, and digital design and media art emerged. We are the only higher education institution in the nation to partner with Discovery Education. Since we were early adopters of online delivery, most of our graduate students are pursuing their degrees in this format, making a first-class degree as convenient as possible for our students.

It’s no wonder we draw students from nearly every state in the union and from over 25 countries around the world.

Never settling, we are in the midst of a $100 million campus enhancement program, which is creating a first-rate living and learning environment, integrated into the historic City of Wilkes-Barre, PA—America’s newest college town. Founded as Bucknell University Junior College in 1933 and created to advance our region, today’s Wilkes ignites opportunities far beyond our valley. In the coming year we are poised to garner doctoral research university status. In so doing, we will become only the eighth (and smallest) private doctoral research university in the State of Pennsylvania.
OUR POSITIONING STATEMENT

Imagine a place that offers all of the educational opportunities of a large university in the mentoring culture of a small college, open to all who show potential.

Our positioning statement is more than what we strive for. It is what we stand for. It is how we place ourselves within the higher education community and in relation to our current, past, and future students.

This is why we must keep this statement at the forefront of all of our communications: Our brand extends beyond a description of who we are. It’s about our relationship to others—everyone we meet, impact, and bring into our university community.

When we infuse our brand positioning statement into all that we say, do, and present, then it will truly take root and come to life—in the hearts and minds of our community.
Understanding the Wilkes University brand voice

SPEAKING IN THE LANGUAGE OF WILKES

We’ve all heard the saying, “It’s not what you say but how you say it.” That’s why our tone matters in everything we say. It’s what brings our brand to life.

» **Inspiring and Motivational**
  Convince the reader they are capable of great things.

» **Encouraging and Supportive**
  See their potential and help them see it, too.

» **Confident and Intelligent**
  Convey a sense of presence and authority.

» **Conversational and Down-to-Earth**
  Remain accessible and open.

» **Honest and Direct**
  Establish a no-nonsense trustworthiness.

» **Fun and Enthusiastic**
  Be someone others want to engage with.
People’s first impression of Wilkes begins with our mark

THE SIGNIFICANCE OF THE WILKES UNIVERSITY BRANDMARK

How we use our brandmark communicates our pride in who we are. By employing it thoughtfully and carefully, we build awareness and loyalty among our various audiences.

PRIMARY BRANDMARKS

Wilkes University

Primary Brandmark – Horizontal

Wilkes University

Alternate Brandmark – Vertical

Wilkes University

Alternate Brandmark – Vertical
PRIMARY BRANDMARKS FOR REVERSE USAGE

There are times when the Wilkes brandmark will need to be printed over darker colors. The following are the approved ways to render the mark in those instances to maximize effect and legibility.

- Primary Brandmark – Horizontal, Reversed
- Alternate Brandmark – Vertical, Reversed
- Alternate Brandmark – Vertical, Centered, Reversed
MINIMUM SAFE AREA

To ensure its visibility and integrity, the Wilkes University brandmark should always be given its proper space, clear of competing graphics, images, and text.

The "Brandmark Safe Area" is calculated in values of "X"
X = 1x the height of the "U" in "University"

Safe area = 1x

Safe area = 2x

Safe area = 1x
MINIMUM SIZE

The brandmark should always be legible and clear. Maintaining a minimum size is critical for ensuring its readability and effectiveness.
SECONDARY BRANDMARKS

When we are using our brandmark on applications smaller than our approved minimum size, such as on keychains or thumb drives, only the following iterations should be employed.

**Wilkes University**

Secondary Brandmark – Horizontal

**Wilkes University**

Secondary Alternate Brandmark – Vertical
IMPROPER USAGE

Respecting the brandmark is also respecting ourselves. Using it improperly will diminish our ability to establish our identity and maximize our brand’s effectiveness.

Never alter the colors in the brandmark.

Never outline elements of the brandmark.

Never change the size relationships or positioning of the brandmark elements.

Never add effects such as bevels, textures, drop shadows, or glow.

Never adapt the logo or imply official university endorsement.

Never use over a color that renders the brandmark unreadable.

Never use over a background that renders the brandmark unreadable.

Never use over a background that renders the brandmark unreadable.
INDIVIDUAL COLLEGES AND SCHOOLS MARKS

These variations of the brandmark help to establish and express various school and department relationships within Wilkes University while maintaining the overall integrity of our brand mark system.

Wilkes University
JAY S. SIDHU SCHOOL OF BUSINESS & LEADERSHIP

Wilkes University
COLLEGE OF ARTS, HUMANITIES & SOCIAL SCIENCES

Wilkes University
COLLEGE OF SCIENCE & ENGINEERING

Wilkes University
SCHOOL OF EDUCATION

Wilkes University
NESBITT SCHOOL OF PHARMACY

Wilkes University
PASSAN SCHOOL OF NURSING
OFFICIAL SEAL

The University seal represents the authority of the administration of Wilkes University. It is used for scholarly, ceremonial, presidential, and Board-related functions of the University and is appropriately used on diplomas and certificates or documents originating from the President's Office, Officers of the University, or the Board of Trustees.
“W” MARK

We all know the Wilkes “W.” It’s part of our architecture. We see it everywhere. It’s a component of our legacy.

The Wilkes “W” is one way people recognize us. So we wouldn’t want to change a thing about it—it connects us to our community and provides a shorthand way of conveying our strength and identity.

The “W” serves as our informal mark, not to be confused with our official brandmark. We honor its tradition and work to maintain its implementation in appropriate contexts and uses.

“W” MARK COLOR PALETTE

When using the Wilkes “W” mark, at least one approved Wilkes primary color must be incorporated—navy, yellow, or black. If using a secondary color with the primary color, it must be subordinate to the official Wilkes color palette.

EXAMPLES OF IMPROPER USE OF THE “W” MARK

Never alter the colors in the W mark. 
Never rotate the W mark. 
Never place the W mark over a busy pattern. 
Never place the W mark over a busy photo. 
Never use the W mark with non-Wilkes colors.

Never add effects to the W mark. 
Never distort the W mark. 
Never skew the W mark. 
Never place the W mark in such a way that it would imply that it is an official Wilkes University brandmark.
PALETTE & TYPEFACES
COLOR PALETTE

The Wilkes color palette is subdued and sophisticated. The primary colors are chosen to represent the Wilkes University tradition. The secondary colors are representative of the colors that surround our valley campus.

This palette should be used to influence the tones in photography chosen.

PRIMARY COLORS

The Wilkes University Primary Blue and Wilkes University Primary Yellow are Wilkes University’s central colors. The combination of these two colors are a main representation of the University.

Wilkes University Primary Blue can and should be the main color used in all marketing materials. Examples of usage are headlines, callouts, quotes, graphics, and large fields of color.

The Wilkes University Primary Yellow should always be used as a complement to the Wilkes University Primary Blue. Examples of usage are headlines, callouts, quotes, and graphics. Examples of misusage would be large color fields where Wilkes University Primary Yellow is dominating the page.

WILKES UNIVERSITY PRIMARY COLOR PALETTE

PANTONE 295 C*  
CMYK - 100 / 84 / 36 / 39  
RGB - 0 / 40 / 86  
HEX - 002856

PANTONE 116 C*  
CMYK - 0 / 18 / 100 / 0  
RGB - 255 / 206 / 0  
HEX - ffce00

SECONDARY COLORS

All secondary colors can be used to complement the primary color palette. Secondary colors should never overwhelm the primary colors in any application and should be used when appropriate. Secondary colors MUST appear with one of the colors from the Primary Color Palette. Best usage of these colors are in headlines, callouts, quotes, and graphics.

WILKES UNIVERSITY SECONDARY COLOR PALETTE

PANTONE 376 C*  
CMYK - 54 / 0 / 100 / 0  
RGB - 132 / 189 / 0  
HEX - 84bd00

PANTONE 290 C*  
CMYK - 0 / 0 / 0 / 80  
RGB - 51 / 51 / 51  
HEX - 333333

PANTONE Black 6 C*  
CMYK - 82 / 71 / 59 / 75  
RGB - 16 / 24 / 32  
HEX - 101820

PANTONE 5405 C*  
CMYK - 74 / 47 / 33 / 7  
RGB - 78 / 116 / 39  
HEX - 4e748b

PANTONE Cool Gray 8 C*  
CMYK - 30 / 30 / 60 / 0  
RGB - 172 / 147 / 110  
HEX - ac936e

*PMS and PANTONE are registered trademarks of Pantone, LLC. The colors shown are a representation. Always consult PANTONE Publications to visually evaluate any result before utilization.
## PRIMARY FONT: SENTINEL

This is the primary font for Wilkes University. It pairs well with the current Wilkes University brandmark, and it comes in numerous weights to choose from, making it versatile enough to use in all applications: headlines, body copy, quotes, etc. (Please refer to the creative examples section on page 30 for examples of usage.)

<table>
<thead>
<tr>
<th>Font Style</th>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>abcdefghijklmnopqrstuvwxyz</th>
<th>0123456789</th>
</tr>
</thead>
<tbody>
<tr>
<td>SENTINEL LIGHT</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>0123456789</td>
</tr>
<tr>
<td>SENTINEL LIGHT ITALIC</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>0123456789</td>
</tr>
<tr>
<td>SENTINEL BOOK</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>0123456789</td>
</tr>
<tr>
<td>SENTINEL BOOK ITALIC</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>0123456789</td>
</tr>
<tr>
<td>SENTINEL MEDIUM</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>0123456789</td>
</tr>
<tr>
<td>SENTINEL MEDIUM ITALIC</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>0123456789</td>
</tr>
<tr>
<td>SENTINEL SEMIBOLD</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>0123456789</td>
</tr>
<tr>
<td>SENTINEL SEMIBOLD ITALIC</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>0123456789</td>
</tr>
<tr>
<td>SENTINEL BOLD</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>0123456789</td>
</tr>
<tr>
<td>SENTINEL BOLD ITALIC</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>0123456789</td>
</tr>
<tr>
<td>SENTINEL BLACK</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>0123456789</td>
</tr>
<tr>
<td>SENTINEL BLACK ITALIC</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>0123456789</td>
</tr>
</tbody>
</table>
SECONDARY FONT: BROWN

Brown should not be used for body copy. It can be used for pull quotes and large body content blocks and paired with Sentinel for interesting headline treatments. It should never appear in italics and should be limited to Regular, Medium, Bold, and Extra Bold weights. All caps is the preferred treatment. (Please refer to the creative examples section on page XX for examples of usage.)

BROWN LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BROWN REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BROWN MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BROWN MEDIUM CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BROWN BOLD

ABCDEFGHIJKLMNOPQRSTUV
abcdefghijklmnopqrstuvwxyz
0123456789

BROWN BOLD CONDENSED

ABCDEFGHIJKLMNOPQRSTUV
abcdefghijklmnopqrstuvwxyz
0123456789

BROWN EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUV
abcdefghijklmnopqrstuvwxyz
0123456789

BROWN EXTRA BOLD CONDENSED

ABCDEFGHIJKLMNOPQRSTUV
abcdefghijklmnopqrstuvwxyz
0123456789

BROWN HEAVY

ABCDEFGHIJKLMNOPQRSTUV
abcdefghijklmnopqrstuvwxyz
0123456789

BROWN BLACK

ABCDEFGHIJKLMNOPQRSTUV
abcdefghijklmnopqrstuvwxyz
0123456789

BROWN BLACK CONDENSED

ABCDEFGHIJKLMNOPQRSTUV
abcdefghijklmnopqrstuvwxyz
0123456789

BROWN ULTRA

ABCDEFGHIJKLMNOPQRSTUV
abcdefghijklmnopqrstuvwxyz
0123456789
SECONDARY FONT: BEMBO

Bembo is an alternative serifed typeface that can be used in place of Sentinel in more formal print applications, such as invitations and announcements, or anywhere a more formal look and feel are required. It is available in several weights in both Roman and Italic styles.

BEMBO REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BEMBO ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BEMBO SEMIBOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BEMBO SEMIBOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BEMBO BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BEMBO BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BEMBO EXTRA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BEMBO EXTRA BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
BRAND PHOTOGRAPHY
An image is worth a thousand words for our brand

DOING WHAT WORDS CAN’T
Photographs are a critical element in conveying the Wilkes University story. They communicate a vibrance and sense of connection like nothing else can.

When choosing photography for marketing and communications, find images that reinforce and humanize our brand positioning statement and chapters. Showcase all that our students and faculty are doing. Feature real people doing real work. Let the reader see the confidence and collaboration that fuels the Wilkes community.
WHAT MAKES AN IMAGE A “WILKES IMAGE”?

Our imagery should build a rich narrative interweaving all the components of our brand chapters, all while conveying a feeling of aspiration, confidence, and openness.

- Opportunity
- Mentoring
- Diversity
- Innovation
- Success
BRAND ILLUSTRATIONS
Using a simplified illustration style to tell the Wilkes story

THE WILKES ILLUSTRATION STYLE

We know who we are and what we stand for. Our brand is honest and to the point. Our illustration style should be too.

By using simple lines and a limited, subtle color palette, we allow our illustrations to come to life in a different way. While our photography evokes the heart and imagination, our illustrations call up ideas and a sense of tradition. They anchor us in our history as they also speak to the Wilkes legacy.
BRAND CREATIVE EXAMPLES
Bringing it all together creates a strong, clear brand for Wilkes

USING THE BRAND STYLE GUIDE AS A SOLID FOUNDATION

More than anything, use this guide as inspiration. Sure, we have a few “don’ts” in here, but see instead all that you can do and say about Wilkes University with the vision and tools provided here. With the brand statement and chapters as your compass and the tone guidelines as the wind at your back, you can help solidify the Wilkes brand identity in everything you do.
BRAND CREATIVE EXAMPLES

IMAGINE
A place where professors, staff members, and community partners work together – with pride – in helping students achieve.

You can afford big dreams.
Wilkes University is ranked in the top 15% of all colleges and universities for best value.

94% of full-time Wilkes University students graduate on time.

A small community with big opportunities.
GRAPHIC STANDARDS

Following the standards outlined here will promote Wilkes University in meaningful and compelling ways. By establishing a visual consistency in the way the Wilkes brand is presented, we increase our brand value among our community and within the higher education field. Doing this fuels and grows a shared affinity and enthusiasm for Wilkes University among our constituencies and audiences.

www.wilkes.edu

QUESTIONS

All questions regarding the Wilkes University Brand Style Guide should be addressed to:

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