WKU Logo QUICK REFERENCE GUIDE

For more detailed guidelines, download the WKU Communication & Branding Manual from Marketing and Communications website at www.wku.edu/marketingandcommunications/wku_branding.php.

TALL VERSION

— *Cupola element*

— *WKU element*

——— *no smaller than 3/4"* ———

LONG VERSION

——— *no smaller than 1 - 1/16"* ———

- DO download up-to-date WKU logo files from www.wku.edu/publications/download.php.

- DO contact University Publications at publications@WKU.edu or submit an online job request at www.wku.edu/pubrequest for custom WKU logo files, different file formats and departmental logo signatures.

- DO NOT use the Cupola element separate from the WKU element.

- DO NOT make the WKU element any shorter than 3/4" long. Do not make the long WKU logo shorter than 1 - 1/16".

- DO NOT stretch, distort, or change the aspect ratio of the WKU logo.

- DO NOT change the size of the Cupola element or the WKU element relative to each other.

- DO NOT alter the position of either element of the logo.

- DO NOT crowd wording or design elements around the logo. No part of the logo should be touching anything else in the design.

- DO NOT make the WKU logo a watermark.

- DO NOT use multiple colors for the letters WKU.

- DO NOT use color fades or graduations on the logo.

- DO NOT use 3D effects or bevel the edges of the logo.

- DO NOT use the University Seal or any restricted or obsolete WKU logos in advertising.

- DO NOT use any version of the Red Towel or athletic WKU logos without permission from the Athletics Department.

- DO use the logo with the registration mark ®. Do not use the obsolete version with the copyright mark ©.

(updated 07/01/2017)