WKU®

Communication & Branding Manual

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INTRODUCTION

This Communication & Branding Manual seeks to provide guidelines and information to assist you in ensuring that the message about WKU is clear and consistent. This is intended to assist all colleges, departments, programs and offices in their marketing and communication endeavors regarding the University.

All WKU faculty and staff have an obligation to continue to build the University's brand awareness through verbal, written, face-to-face and online communications. By presenting professional, consistent messages and a unified "look" for WKU, the University's reputation, name recognition and brand become stronger.

If you have questions that are not addressed in this manual, please feel free to contact University Marketing within the Division of Communications & Marketing at (270) 745-4720.

Why the WKU Brand Matters

The WKU brand is not just a logo, and it is more than colors, mascots and taglines. WKU does not only stand for Western Kentucky University. The name also stands for academic excellence, applied research, athletics, business development, outreach, a beautiful campus, and most of all, opportunity. The brand is the overall perception of the University by all audiences and the promise of what the University offers to the rest of the world.

To continually strengthen the WKU brand, we must ensure that the perception is positive and that the promises the University makes are fulfilled so that we produce successful graduates who become global leaders. We must communicate our successes to the world through a unified identity. A strong institutional brand does not mean that individual colleges or departments get overshadowed. It is an opportunity for those entities to leverage the WKU name to build upon their own name recognition and reputation.

The WKU brand must be supported by the actions and words of everyone who represents the University.

The WKU Name

As we work to strengthen the WKU brand, we must be thoughtful when referring to the university. "WKU" or "Western Kentucky University" should be used. Avoid using "Western", "Western Kentucky", "Western KY", "W. Kentucky" or other variations on the name.

Proper use of the WKU name also applies to WKU merchandise including promotional items and clothing, as well as other digital and print collateral, including brochures, advertisements, signage, social media and other marketing pieces.

The WKU Motto

Keeping the University's messaging consistent can also be achieved with regular use of the WKU motto. "The Spirit Makes the Master" can be included on communication materials.

Acceptable Usage

WKU

Western Kentucky University

Unacceptable Usage

Western

Western Kentucky

Western KY

W. Kentucky

Logo Usage

Logo Basics

- The WKU logo is available in multiple forms.

- Only use official WKU logos downloaded from
  www.wku.edu/marketingandcommunications/downloads.php

- Delete all previous or provisional versions of the WKU logo
  and replace them with **logos from the official site**.

- Do not use scanned copies, website logos or "homemade"
  versions.

- The WKU logo may be used with or without the Cupola, but
  use of the Cupola by itself requires approval from University
  Marketing.

- Any unit funded entirely by the university is expected to use
  an approved WKU logo signature **exclusively.**

- **No unit logos** may be used or grandfathered over for use in
  print, advertising or on the web. Use **WKU Logo Signatures**
  (See pages 10-11).

- Always use the **registered trademark WKU logo, ®** rather than
  the copyright WKU logo, ©.

- For best results, let the professionals in University
  Publications assist with graphic design. University
  Publications is a free, professional design service for the
  campus community. **www.wku.edu/publications**

Acceptable Usage

The WKU Element

The WKU Element with the Cupola
(Tall Version)

The WKU Element with the Cupola
(Long Version)

Use a logo with the Registration mark

See additional logo options on page 9.

Restricted Usage

The WKU may be used with or
without the Cupola, but use of the
Cupola by itself requires approval
from University Marketing.

Unacceptable Usage

Do not use a unit logo if you are
funded entirely by the university.

Outdated WKU logos
have a Copyright symbol

Who should use this logo?

All official academic and administrative units of WKU should use the WKU logo exclusively. Unit names may be incorporated into an approved **logo signature** *(See pages 10-11).*

Entities housed at WKU which have an independent relationship to the community and/or represent a regional, national or international organization may use an independent logo along with the WKU logo, but such use must be approved by University Marketing.

No WKU logo should be used by any non-university entity to imply a relationship with the University without the University's express written permission.

University affiliated social, fraternal, advocacy, hobby and religious organizations **may not** use the WKU logo, or any part thereof, for promotion.

University academic, performing, and intramural athletic organizations **may** use the WKU logo or a logo signature to represent WKU in performance, competition or conference with chapters from other universities. Permission from University Marketing is required.

WKU Athletics has separate logos and branding standards *(See page 17).*

Acceptable Usage

Unacceptable Usage

The Cupola element should **not** be used as part of another logo.
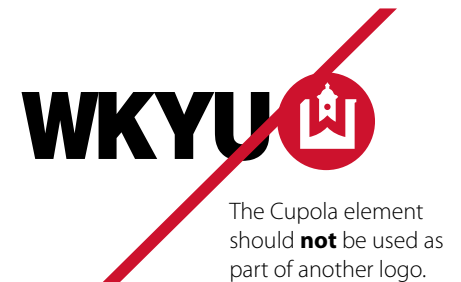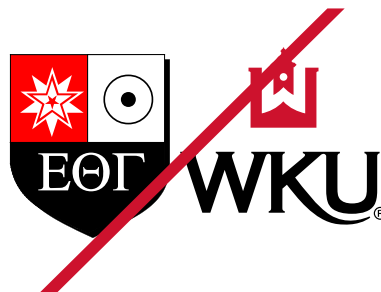
Size Specifications of the WKU Logo

Minimum Size in Print
The WKU Element should be
no shorter than .75".

.75"

WKU

.65"
.75"

.75"
1.05"

The WKU Logo should not be the
dominant element in any page layout.
It should be presented with reserve and
restraint suitable to the symbol of the
WKU brand.

Unacceptable Usage

Do not distort the logo or change
the aspect ratio.

Do not change the size of the WKU or
Cupola elements relative to each other.

Do not alter the positions of the WKU and Cupola elements.

Do not alter the distance between the
WKU and Cupola elements.

Keep the WKU Logo Prominent

The WKU Logo must be clear and prominent in publication layouts. This is especially true when the logo is combined with or appears with another logo or additional artwork in the case of units with an independent relationship to the community. Logos that combine the WKU logo with another logo or other graphic elements, must be requested and approved by University Marketing.

The WKU Logo can be kept prominent by the use of **contrasting size or color**, or by allowing sufficient clear space. Appropriate examples include:

Unacceptable Usage
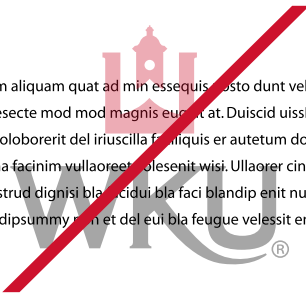
Do not allow type to touch or cross the logo. Don't use the logo as a background for type.

Do not allow decoration to touch or intrude into the logo's space.

Do not allow a line to touch or intrude into the logo's space.

Do not allow type to intrude into the logo's space.

WKU Colors*

PRIMARY

Red
Pantone© 186
CMYK: 0 100 75 4
WEB: B01E24

White

Gray
Pantone© Cool Gray 9
CMYK: 29 23 16 51
Grayscale: 55% Black
WEB: 333333
(Pantone© 877 Silver
may be used)

ACCENT

Black
Pantone© Black
CMYK: 0 0 0 100
WEB: 000000

Color specifications are taken from the PANTONE® color bridge™ coated, 1st Edition. They **will not match exactly with color specifications in programs such as Adobe Illustrator® or Photoshop®. Variations in specifications for the same color are acceptable. For assistance, contact University Publications.*

The WKU, the Cupola and the optional square element of the WKU logo may use any of the WKU colors.

The WKU Logo may appear in one color or two WKU colors. The WKU logo can be printed in white against a solid background of any of WKU's colors. Placing the logo on other color backgrounds should be done rarely and in consultation with University Marketing.

Unacceptable Usage

Do not alter colors in either the Cupola or WKU elements.

Do not outline the logo.

Print the Cupola and the WKU elements in the same color if you cannot print them in two WKU Colors.

Do not use the WKU Logo on complicated backgrounds.

Do not use color graduations in either the Cupola or WKU elements.

WKU Suggested Typefaces

For institutional publications and signage, the Myriad, Palatino and Trajan type families are suggested. These type families are available in basic regular, italic, bold and bold italic forms, and also in additional weights and condensed forms.

The Myriad Family
BASIC

Myriad Roman ABCDEFGHIJabcdefghij
Myriad Italic ABCDEFGHIJKLabcdefghijkl
Myriad Bold ABCDEFGHIJabcdefghij
Myriad Bold Italic ABCDEFGabcdefgh

MYRIAD PRO

Light Condensed and *Light Condensed Italic,* Condensed and *Condensed Italic,* **Semibold Condensed and *Semibold Condensed Italic,* Bold Condensed and *Bold Condensed Italic,* Black Condensed and *Black Condensed Italic,*** Light Semicondensed and *Light Semicondensed Italic,* Light Semicondensed and *Light Semicondensed Italic,* Semicondensed and *Semicondensed Italic,* **Bold Semicondensed and *Bold Semicondensed Italic,* Black Semicondensed and *Black Semicondensed Italic,*** Light and Light Italic, Regular and *Italic,* **Semibold and *Semibold Italic,* Bold and *Bold Italic,* Black and *Black Italic***

The Palatino Family
BASIC

Palatino Regular ABCDEFGHabcdefgh
Palatino Italic ABCDEFGHIJKabcdefghijk
Palatino Bold ABCDEFGHIabcdefghi
Palatino Bold Italic ABCDEFabcdefg

PALATINO STD

Light and *Light Italic,* Medium and *Medium Italic,* **Black and *Black Italic***

The Trajan Family (titles & subheads)
BASIC

Trajan Regular ABCDEFGHI
Trajan Bold ABCDEFGHIJKL

TRAJAN PRO

Trajan Pro Regular ABCDEFG
Trajan Pro Bold ABCDEFGHIJ

When should I use a Serif font vs. a Sans Serif font?

There are benefits to using Serif and Sans Serif fonts in different instances. Serif fonts are easy to read at small sizes, so they work well in body copy. Sans Serif fonts often work well as titles and headers.

WKU®

The WKU Logo was not created from a typeface. It is made of custom-designed type forms. Do not attempt to re-create the WKU Logo from a type font. Always use

The name "WKU" may appear in text in any typeface as long as it is not a substitute for official WKU Logo artwork.

Optional Versions of the Logo

Tall Version, Two Color

Tall Version, One Color

The WKU Logo and the tall version of the WKU Logo with Cupola may be centered in a square. Acceptable two color and one color versions are shown.

The square containing the WKU Logo should be no smaller than 1" square.

(www.wku.edu/marketingandcommunications/downloads.php)
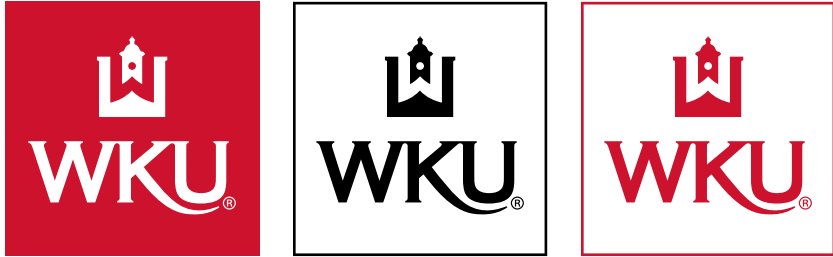
Unacceptable Usage

Do not put the long version of the WKU Logo with Cupola in a square.

9

Logo Signatures

For visual unity, improved institutional recognition, and brand strength, University units, departments, colleges, schools and regional campuses should use WKU logo signatures instead of distinct unit logos.

A logo signature consists of the WKU logo in one of its three forms and the unit name in one or more suggested typefaces *(page 8)*.

With the WKU Element only
The unit name may be presented in one to three lines, depending on the length.

The unit name should fit between the top and bottom of the "W".

The unit name may be placed to the right of the WKU logo, or be centered or aligned-left under the logo. The unit name should not crowd the logo around the bottom of the "K".

WKU logos with the Cupola
Use the same type arrangements with the long and tall Cupola WKU logo variations.

University Publications will create custom logo signatures for any WKU unit or office. Request a logo signature online at www.wku.edu/pubrequest.

Logo Signatures Examples

Logo Signatures need not be limited to these examples.
Contact University Publications for custom logo
signatures for your unit.

WKU® DEPARTMENT *of* PSYCHOLOGY

WKU® *Department of* Political Science

WKU® Libraries

WKU® Ed.D.

WKU DEPARTMENT OF Kinesiology, Recreation & Sport

WKU® Owensboro

WKU® MAHURIN HONORS COLLEGE

WKU® REGIONAL CAMPUSES
Elizabethtown-Fort Knox | Glasgow | Owensboro

WKU® GORDON FORD COLLEGE OF BUSINESS

Sample Work from WKU Publications

University Publications Office will create branded publications focused on recruitment or retention for any WKU unit or department. Put in a publications request online at **www.wku.edu/pubrequest**.

WKU Logo on Vehicle Examples

Use of WKU logos on vehicles need not be limited to these suggestions. Consideration should be given to the color of the vehicle, and whether the vehicle will be seen parked or in motion most often. Please contact University Marketing for assistance with branding on university-owned vehicles.

WKU Signage

All signage must conform to WKU logo usage guidelines. This includes WKU logos and names on office walls, windows and doors. For exterior and interior display signage, like the example sign in the Kentucky Museum Auditorium, contact **Planning, Design and Construction**.

WKU has implemented a hierarchy of wayfinding signage from large directional signs to small building directories. The WKU logo is displayed in a red banner at the top of each sign. Sign locations, design and content are determined by Planning Design and Construction.

Building Sign   Building Sign Post   Small Directional Sign   Map Sign   Building Info Sign

Transit Sign   Parking Sign   Wide Directional Sign   Large Directional Sign

WKU South Campus
◄ Bowling Green Community College
◄ Carroll Knicely Conference Center
◄ Parking & Transportation Services
◄ Hattie Preston Intramural Complex

➤ Welcome Center
➤ Visitor Parking
➤ Athletic Event Parking
➤ College Heights
◄ Ogden Science Campus

WKU Stationery & Business Cards

University stationery and business cards must be purchased exclusively through the **Printing Services website.**

(www.wku.edu/printing)

There are standard layouts for letterhead stationary and envelopes, business cards, (horizontal and vertical versions), and business reply mail. Variations must be approved by Univeristy Marketing.

Custom information may be added to the back of business cards. Examples of custom information include the WKU mission statement, QR codes, blog address, etc.

WKU
College or Department

WKU
Unit Name
Western Kentucky University
1906 College Heights Blvd. #0000
Bowling Green, KY 42101-0000

WKU
Name, Ph.D.
Title
Title

Unit Name
Unit Name
Western Kentucky University
1906 College Heights Blvd. #0000
Bowling Green, KY 42101-0000

phone: 270-745-0000
270-745-0000
fax: 270-745-0000
e-mail: first.last@wku.edu
web: http://www.wku.edu
Office Address

WKU
Name, Ph.D.
Title

Unit name   **phone:** 270-745-0000
Western Kentucky University **fax:** 270-745-0000
1906 College Heights Blvd. #00000 **e-mail:** first.last@wku.edu
Bowling Green, KY 42101-0000 **web:** http://www.wku.edu

The Spirit Makes the Master
Western Kentucky University | 1906 College Heights Blvd. #00000 | Bowling Green, KY 42101-0000
phone: 270.745.0000 | **fax:** 270.745.0000 | **web:** www.wku.edu
Equal Education and Employment Opportunities • Printing paid from state funds, KRS 57.37 • Hearing Impaired Only: 270.745.5389

Restricted & Obsolete Logos

Restricted Logos (Special Permission Required)

The University Seal
RESTRICTED

The University Seal may be used by the President's Office, on commencement materials, on certificates, on official university documents, and on high-quality souvenir items.

The Seal should not be used as a WKU logo in current publications.

> **Obsolete or restricted logos on commemorative plaques do not need to be changed.**

Athletics Logos
RESTRICTED

All WKU Athletics logos and marks are restricted. Any use of these logos requires permission.

See the following page for additional details regarding restricted and obsolete Athletic logos.

Obsolete Logos

The Centennial Logo (Oct. '05–Jan. '07)
OBSOLETE

The WKU Centennial concluded at the end of January 2007. The Centennial Logo may no longer be used. It may appear in publications as a historical reference. Publications and stationery with this logo should be reprinted with the WKU Logo.

The "University Logo" (1990-2007)
OBSOLETE

The University Logo will not be used in new publications or signage. It may appear in publications as a historical reference. Publications and stationery with this logo should be reprinted with the most current WKU Logo. Signage and architectural decoration with this logo will be refurbished with the WKU logo as soon as feasible.

WKU still owns the copyright for this logo. **WKU does not permit anyone to use this logo or any part of it.**

WKU Athletics Logos

WKU Athletics logos are for use by Athletics Communications/ Media Relations and the WKU Athletics teams only. They are not appropriate for use in academic publications. **The exception is Big Red, who may be used in non-athletic publications.** Any change or addition to the approved Big Red image files must be approved by Athletics Communications/ Media Relations. In academic publications, Big Red is only an illustration, not a substitute for the WKU logo.

Restricted Logos

Please note: The Towel and Big Red must always be red. In addition to the logos shown below, all logos for individual sports are restricted.

Obsolete Logos

Two-Color Big Red
*Black and white ink on
red background/paper*

Three-Color Big Red
*Black, white and gray ink on
red background/paper*

BIG RED

- *Big Red* may be used as an official mark of WKU. Approval from WKU Athletics or University Marketing is required.

- *Big Red* must always be red.

- *Big Red* must always be shown with WKU on the front.

- *Big Red* is neither male nor female.

- *Big Red* cannot talk. Please do not portray talking with the use of conversation balloons.

- The Big Red logo can be used as a substitute for the letter "O" or "A" in header/headline text. The logo substitution should not occur as the first or last letter of the word. Additionally, be sure that the substitution is easy to read and does not create confusion.

Advertising Basics

Most of these principles can be applied to multiple advertising channels, including television, radio, billboard, print ads, online display ads, etc. Your audience gets bombarded with thousands of advertising messages every day and may only notice your advertisement after they have seen it multiple times. When you are tired of seeing it, they are just starting to notice. University Marketing and University Publications are available to assist with your advertising efforts. Visit **www.wku.edu/marketingandcommunications** for more information.

Cut through the Clutter
The key to getting your ad noticed is to cut through the clutter and make your message stand out above the rest. Most people who see your ad will only skim the information for a split second, and if they do not see something that interests them, they may move on immediately.

Focus on a Main Message
When working on an advertisement, identify the main message to communicate. Focus on that one main message rather than adding multiple messages that may distract from the primary goal of the advertisement.

Use Less Text, More Imagery
Because most people quickly scan ads, they are more likely to notice crisp, clear and attractive images rather than text. Images should reflect the audience you want to attract. Be consistent in the look. Use red as the primary color and white text, when possible.

Tout the Benefits
Rather than using your ad to tell what features you are promoting, focus on how those features will benefit the person who sees the ad. Everyone wants to know "What's in it for me?"

Include a Call to Action
If there is a specific action you want the viewer to take, tell them. Whether it's to call you for more information, visit your website, or make a purchase, be specific in what you want them to do.

Make it Easy to Contact You
Always include a prominent phone number and/or website address. If promoting an event signup, include a clear link or directions for contacting you.

Use Only Approved WKU Logos
Refer to the logo usage section for appropriate use of WKU logos and marks *(pages 3-18)*. Download approved WKU logos at **www.wku.edu/marketingandcommunications/downloads.php**

Be Consistent Across Advertising Channels
If you are advertising in multiple channels (television, online, print, radio, etc.), be consistent in messaging and artwork. Your efforts will be more widely recognized if the same ad is seen frequently.

STANDARDS

Marketing *Climb* Campaign
Overview

On February 4, 1911, the students, faculty and staff of what was then Western Kentucky State Normal School made the journey up the Hill to the brand-new Van Meter Hall for the first time. The spirit that inspired the move to our hilltop home more than a century ago is the same spirit that defines what it means to be a Hilltopper today and serves as the foundation of WKU's *Climb* campaign.

WKU is the place for those with the desire to climb higher. Hilltoppers across the world are united by our shared belief that, while the flat path may be easier, life at the top is worth the climb.

On-Brand Adaptations

While the physical climb that occurs daily on our campus is a key part of our institutional culture, the marketing campaign focuses on the metaphorical ascent toward one's goals and can be adapted to meet the needs of a large university with wide-ranging efforts.

Climb With Us, for example, is an on-brand tag often used a call to action for student recruitment. WKU's 10-year strategic plan is named *Climbing to Greater Heights* and provides a roadmap for elevating WKU's standing over the next decade through a concerted focus on our students, our Hill, our community, and beyond. The tag *"above the rest"* (a line from WKU's fight song) allows us to celebrate achievements while echoing the ascensional tone of the campaign. The climb campaign is designed to be iterative and customizable while affirming a university-wide commitment to providing access, support, and the scholastic growth needed for students to reach new heights.

As departments, colleges, and units across the University develop outreach and marketing collateral, staff in University Marketing are available to assist with connecting message goals with the broader marketing campaign while maintaining a consistent visual identity. *(See page 34 for more information on the services offered by University Marketing.)*

Standards

Publications

WKU print and web-based publications are important communication tools for the University. Therefore, consistency in design is critical to building and maintaining the WKU brand. The use of the WKU motto, "The Spirit Makes the Master," on print publications is recommended for unification and branding consistency.

The University is required to include the following statements on all items printed with state funds.

Printed with State Funds Statement

© 2021 [or current year] Western Kentucky University. Printing paid from state funds, KRS 57.375

Non-discrimination Statement

Western Kentucky University is an equal opportunity institution of higher education and upon request provides reasonable accommodation to individuals with disabilities. wku.edu/eeo

SACSCOC Statement

Western Kentucky University is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC)to award associate, baccalaureate, master's, specialist, and doctorate degrees. Questions about the accreditation of Western Kentucky University may be directed in writing to the Southern Association of Colleges and Schools Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097, by calling (404) 679-4500, or by using information available on SACSCOC's website (www.sacscoc.org).

Contact the Office of the Provost with specific questions about referencing SACSCOC accreditation.

Any WKU print piece that will be seen on more than one occasion, such as brochures, posters, event publicity, institutional or program recruitment materials, etc., are required to include these statements.

These statements may be printed in the smallest legible type size. They are not required on imprinted promotional items such as pens, string bags, mugs, etc. If you have any questions about when or how to use the statements, please contact University Marketing at **(270) 745-4720.**

Special attention should be paid to the photography used in WKU print publications. Use recent photos that are no more than two years old. Photos must be high resolution (300 dpi or higher) for clarity and should be appropriate for the intended audience. **Do not use stock photography. Do not use photos that contain logos or references of any kind to other colleges or universities. It is also important that photos portray a diverse University environment.**

For best results with print materials, request assistance from University Publications. Call **(270) 745-3812**, email **publications@wku.edu** or visit **www.wku.edu/pubrequest.**

Websites

The purpose of the University website guidelines is to ensure a clear, memorable and consistent design structure that is visible throughout the entire WKU website. The WKU website serves as the primary marketing and informational source for a variety of audiences. The website is important for enhancing initiatives such as:

- **Prospective student recruitment**
- **Alumni and donor relations**
- **Community partnerships and media relations**
- **Faculty recruitment and research promotion**
- **Current student information sharing**

A strong visual identity across all University-sponsored channels increases awareness and brand recognition of our institution and our subsidiaries and therefore further communicates WKU's mission, vision and goals. It is for this purpose that all web pages representing official WKU departments, recognized affiliates and units conducting official University business or residing on the wku.edu domain should be consistent in design and style in order to build upon the WKU brand. Website publishers, including Main Site Contacts and Site Managers who are responsible for keeping official University web pages updated, are expected to abide by the highest standards of quality and professionalism to ensure the best possible experience for the end user and to uphold the official WKU web identity standards.

WKU Website Content and Design Best Practices

Standardized Website Design Elements
There are a number of elements that should be included on all official University web pages. Many of these elements are provided in the standardized templates that are available through the University's website content management system (CMS).

WKU Logo, on each page of your website which links back to the WKU home page (provided within CMS)

Page Title (should be very short but descriptive)

Top Banner and **Footer** (provided within CMS)

Use of Official University Typography: Myriad Family, Palatino Family and Trajan Family (predefined within CMS)

Contact Us areas should include an easily accessible contact email address, the department's physical mailing address, phone number with area code, a faculty/staff directory, hours of operation, and any social media links.

Link back to the department's homepage on each web page. This is because visitors may enter the website without first going to the department's homepage.

Use of Official University website color palette:

Red
Pantone© 186
CMYK: 0 100 75 4
WEB: B01E24

White

Gray
Pantone© Cool Gray 9
CMYK: 29 23 16 51
Grayscale: 55% Black
WEB: 333333
(Pantone© 877 Silver may be used)

Black
Pantone© Black
CMYK: 0 0 0 100
WEB: 000000

Important Elements for a Web Page

WKU Logo

Top Banner

Color Palette

Page Title

Link back *(breadcrumbs)*

University Typefaces

Contact Information

WKU complies with Kentucky's adoption of the **W3C Web Content Accessibility Guidelines** to provide optimal access to visitors with disabilities to all University websites. Website developers shall apply the most current version of these guidelines in the design, creation and maintenance of any University website. The Equal Employment Opportunity Office regularly audits all

WKU websites for compliance. Please see the official University Web Standards Policy at **www.wku.edu/policies** for further information.

Google Analytics is used as the back-end analytic tracking on the wku.edu website. To request a Google Analytics report for your area, email **webservices@wku.edu.**
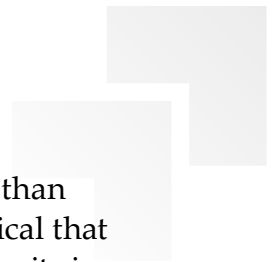
Standardized Website Content Elements

The content of any website is the most essential element in effective online communications. Web users expect information on every page of the WKU website to be accurate, succinct, relevant, and useful. **Having outdated information on the website can do more harm than having no information at all.** It is recommended that reminders be set for auditing and maintaining content on a regular basis. Some suggestions for content updates include:

- **News about your college or department**
- **Upcoming events**
- **Photos/video from recent events**
- **Blogs**
- **Announcements about new faculty or staff**
- **Additions of new programs and services**
- **Student, faculty or staff awards and achievements**
- **Automated feeds from Twitter and blogs or links to departmental social media sites such as Facebook**

Every college, division and department at WKU should have an appointed and trained Main Site Contact who serves as the primary contact for the website to ensure that content will be kept updated and relevant. WKU Creative Web Services within University Marketing can assist in determining what individual may be best suited to departmental needs. In some cases, student assistance is appropriate, while in others, more consistent maintenance will be required depending on the type and frequency of content involved.

Writing for the Web

Website visitors typically skim information rather than reading every word on the site. Therefore, it is critical that the most important and valuable information on any site is mentioned early and often. Be concise and to the point, and make sure the content is relevant. Non-essential text should be eliminated or located in an area that is not considered "prime real estate" so that the most important information is easier to find. Consider the use of bullet points and relevant photos on your department's homepage to keep information concise and interesting.

Keeping information simple on your web pages will ensure that it will remain useful no matter what type of device (desktop, mobile or tablet) it is accessed from. Most students will access your website from their smartphone or other handheld device at some point. While working on your website, view it from a smaller screen to test how it will look to your audience on a mobile device. Too many words may turn off mobile users.

Content Management Systems

Standardized website templates have been created within the University's website content management system (OU Campus). The content within the navigational areas can be customized to meet the needs of each college or department. All websites must use top navigation. Side navigation is optional. Side navigation may be used on the left side, right side or it may be turned off completely. The main header and footer area within the template is standard and may not be altered. For more information, visit **www.wku.edu/ou-campus.**

Custom coding within University websites creates technical support issues and is therefore **not permitted**. To view web template options and to see additional features including photo galleries, news and calendar modules, visit **www.wku.edu/ou-campus.**

To request space within the WKU website, visit **www.wku.edu/apps/ouaddons**. CMS training must be completed by anyone wishing to obtain access to the software. You may complete online training or attend an in-person training session. To learn more, visit **www.wku.edu/ou-campus.**

A comprehensive self-help website is available to offer CMS users assistance on some of the most common CMS functionalities. Access the self-help site by visiting **www.wku.edu/ou-campus.**

Website Templates for non-WKU Organizations

Customizable website templates for non-University organizations, such as student organizations that have been registered with the WKU Department of Student Activities, are available by request via **www.wku.edu/apps/ouaddons.** Submissions must be requested by the faculty or staff advisor of the organization. Student submissions will not be accepted.

Blank templates are available in a variety of colors and navigational styles. CMS support for org sites is available on a limited basis by emailing webmaster@wku.edu. Official CMS training is required in order to obtain software access for site development. To view available templates and eligibility requirements, visit **orgs.wku.edu/orgs.**

Search Engine Optimization (SEO)

Search engine queries are the top driver of traffic to WKU's website. Search Engine Optimization (SEO) is the process through which site managers can increase the likelihood that their site ranks on the first page of search results.
Below are a few tips for optimizing your site for search:

- Be sure that your site's content contains keywords that are most often associated with your department, college, or the services you provide.

- Create sites using URLs that succinctly describe the content.

- Use headers and sub-headers to organize your site and include keywords related to the program or service your department provides in the header text.

- Do not use generic names for photos (e.g. image1); photo names and alt text should use your program name and/or keywords related to your department

- Include links to other relevant WKU sites within your webpage's content.

- Include student testimonials, quotes or profiles that talk about your program using descriptive keywords and phrases; include superlative language (e.g. best, top, etc.) when appropriate.

- Ask and answer questions within your content.

For assistance determining keywords that drive traffic to your site, contact University Marketing.

WKU Web Council

Creative Web Services oversees the WKU Web Council, a group of WKU faculty and staff who have web-based duties within their job descriptions. The Web Council meets for training and development of best practices in web communication.

For assistance with web services and online communications or to join the WKU Web Council, please contact Creative Web Services at **(270) 745-4295** or email **webservices@wku.edu**.

Request for Web Services

Contact University Marketing at **(270) 745-4295** for advice and guidance on developing, redesigning, and copy writing for your webpages.

Social Media

WKU official social media presences share information, provide customer service, and engage WKU audiences, including students, faculty, staff, alumni, community and other constituencies. These tools assist the University in reaching out to these key audiences. University Marketing recommends units connect appropriate social media to websites.

WKU maintains a number of official university social media presences including Facebook, Instagram, LinkedIn, Twitter, YouTube, Pinterest, Snapchat, and TikTok. For a complete list of University social media accounts, please visit the WKU Social Media Directory online at **www.wku.edu/social**.

The WKU Social Media Directory is a web-based directory of all departmental social media presences on campus. To add or update your department or division, please email **webservices@wku.edu.**

Social Media Marketing Strategy

Social media is a great marketing tool, but requires planning to incorporate it with the overall marketing strategy. To get started, outline how the social media presence will enhance overall marketing efforts. Know the goals and the audience, and be certain that the person or persons posting to social media sites know them as well. For example, social media goals might be to:

• Recruit students
• Engage the audience in two-way conversations
• Share important announcements
• Increase awareness for a department or program
• Drive traffic to a website

Whatever the goals are, it is important to keep information updated and relevant. Someone should be assigned the task of updating social networking sites. It can take a great deal of time. Sporadically posting to a Facebook, Instagram or Twitter account results in low engagement with your targeted audience, making it difficult to achieve your goals. Regularly providing relevant content gives visitors a reason to keep coming back to the page.

Best Practices for Institutional Social Media Presences

There are several guidelines to follow when using social media sites in an official capacity representing a WKU division or department.

- All official social media presences representing WKU departments or entities should be identified using an official Logo Signature, which can be provided by University Marketing, or an image representing the department or entity. In addition, the username should begin with WKU, such as "@wkudeptname" on Instagram and Twitter or "WKU Department Name" on Facebook. In the "about" section, the account should be identified as the "official" presence of the WKU department it represents. To request a logo signature, visit **www.wku.edu/pubrequest.**

- Before creating a new account for a program or department, determine the office's capacity to maintain the account with regular posting and engagement with followers. Units may reach more followers by working with their academic college or department than by creating a separate social media account. Contact University Marketing to discuss options.

- Engage users. Social media is a dialogue, not a monologue, so expect and encourage feedback from users.

- Photos, images, and videos used should be sized and formatted properly according to the parameters of the social network service being used.

- It is recommended that social media presences be created and maintained by full-time staff members who are familiar with the vision and strategic plan of the University and the individual unit.

- Be prepared to take responsibility for posts and comments made on official WKU social media sites. Social media is public and highly visible, and discretion should be used when communicating in an official capacity. Deleting a post or an entire social media presence does not eliminate it completely since archival systems may still save information. Comments or posts can be copied and shared.

- Contact Creative Web Services at **webservices@wku.edu** for advice on using a generic email account versus a personal email account when creating official WKU social media presences. Some social media platforms, such as Facebook, require pages to be associated with an Administrator, while other platforms do not have the same requirements. A custom email account for your department may be requested through WKU Information Technology Services.

- Frequent posting is recommended. Outdated or unused social media presences should be updated or closed.

Engagement Via Official University Social Presences

Social media can serve as an effective customer service tool. We encourage departments to use their social media presences to engage in conversation with their constituencies.

Encourage conversations to be taken offline or relocated to one-on-one direct messages if a conversation subject matter includes sensitive information or information that might be in violation of FERPA privacy laws.

Sharing/Retweeting/Regramming

Check sources, dates, and the author of the original post before sharing, retweeting, or regramming. When you share, retweet, or repost, you are placing your endorsement on the original post.

Reporting Suspicious Social Media Content

WKU has zero tolerance for cyber harassment and it is illegal in the state of Kentucky. The safety of our students and campus community is very important. The campus community should report any questionable online activity.

WKU faculty and staff are encouraged to take a screenshot of questionable online activity and report any suspicious comments or social media posts to the WKU Police at 270-745-2548 or dial 911 in case of emergency. For incidents of bias such as harassment, threats, violence, or discrimination, students can report the issue through a form listed at **www.wku.edu/report.**

If you are unsure if a comment or post is questionable, contact the WKU Police at (270) 745-2548, WKU Creative Web Services at (270) 745-4295 or The Office of Student Conduct at (270) 745-5429.

Advertising Your Event on WKU Social Media

WKU shares upcoming campus events in various locations including the WKU Events calendar, WKU News blog, and institutional social media including Facebook, Twitter, and @WKUEvents on Instagram. To learn about how to advertise your event through these media channels, visit **www.wku.edu/webservices.**

To learn about how to place your campus event on the campus calendar, please visit: **www.wku.edu/webservices/events.**

Paid Social Media Ads

All paid social media advertisements placed by university departments must be pre-approved by University Marketing prior to posting to ensure content and branding is consistent with university guidelines. Requests must include image and messaging content, proposed media, audience, and placement timing. Please submit requests to **webservices@wku.edu.**

Creative Web Services can assist with digital ad strategy and placement. For more information, contact **webservices@wku.edu.**

External Entities, Selling of Goods and Services and WKU Social Media

WKU primarily shares official WKU or affiliated social media posts to our audiences via our social networks.

WKU does not permit use of official social media presences, including Facebook groups or pages to sell personal goods or services. The WKU Classifieds Listserv is available for anyone who wishes to sell goods or services. More information may be obtained here: **lists.wku.edu/mailman/listinfo/wku-classifieds**

Faculty Use of Social Media

Many faculty members have found the use of social media to be a highly effective way to communicate with students.

Social media is a great tool to share information specific to courses and departments. In the event that faculty choose to "friend" students, it is recommended that privacy settings be customized to limit the amount of personal information students can see. It is recommended that faculty maintain all records of correspondence.

Closed groups on sites such as Facebook or LinkedIn allow faculty to invite students to join for the duration of a course. It is not necessary to "friend" these students to invite them to join the groups or pages.

Strive to keep conversations professional and appropriate. Healthy debate is a natural part of the education process, but be cautious and use sound judgment.

To set up a social media presence or for further information regarding the use of social media for official University purposes, contact WKU Creative Web Services at (270) 745-4295 or email **webservices@wku.edu.**

Use of Video on Institutional Social Media Presences

The use of video is encouraged but must comply with Accessibility Standards. Video posts (from YouTube, Vimeo, etc.) must include transcription.

Accessibility questions should be directed to the Equal Employment Opportunity Office by calling **(270) 745-5121.**

Electronic Mail Signatures

Your email signature is a great opportunity to share information in a non-intrusive way. Your signature should be professional and informative, but not overwhelming. Below are some tips to creating an effective email signature:

- **Include your name, title, and department.**

- **Include only one address and no more than two telephone numbers (specify office, mobile, fax, etc.).**

- **If you include a URL, it should be short – preferably just www.wku.edu.**

- **Simple is better. Specially formatted text may not translate well into certain email programs.**

- **The WKU logo can be used, but avoid using distracting graphics and flashing emoticons.**

- **Links to your professional social media pages can assist with promoting interaction in these areas.**

An example of an effective email signature would be:

Big Red
WKU Mascot
Preferred Pronouns
270-745-0111
@WKUBigRed

Merchandise, Promotional Items and T-shirts

Many departments across campus purchase clothing, promotional items and other merchandise to sell and/or give away. When designing the artwork for these items, please be aware of the following:

- **Use the most up-to-date university logo.**
  Do not alter or re-draw the logo in any way.

  (www.wku.edu/marketingandcommunications/downloads.php)

- **Choose background, fabric, and imprint colors that are appropriate for the university** (red, white, black or gray).

- **Always work with licensed vendors.**

- **Do not ask vendors to create logos for your department.**
  For assistance with creating artwork that is to be imprinted, embossed, stitched, etc., contact University Publications at **publications@wku.edu**. They can create artwork quickly that is approved and ready for the vendor to use.

Promotional Item Vendors*

WKU has several approved promotional item vendors that are licensed to print the WKU logos and marks. When spending state dollars, the vendors below must be used for promotional items. If the item you need cannot be found via the vendors' online stores, please contact them by phone or email with your specific need.

Promotional Item Vendors
*(including T-shirts)***:**

Ad-Venture Promotions
859-263-4299
www.ad-venturepromotions.com

4imprint
866-624-3694
www.4imprint.com

Gerald Printing
270-781-4770
www.geraldprinting.com

Central Screen Printing
800-693-3299
www.centralscreenprinting.com

Signature Signs
270-745-9954
www.signaturesigns.com

Morris Promotional
270-599-0452
*www.stores.morrispromo.com*

Yard Signs and T-shirts:

Print Plus Designz
270-904-2007
www.printplusdesignz.com

T-shirts Only:

D&D Screen Printing
270-842-4074
www.ddscreen.com

* Vendors subject to change. Use TopShop for the most updated list of approved vendors.

Licensing Program

The marks of WKU, including the university logo and all athletic marks, are controlled under a licensing program administered by the Collegiate Licensing Company (CLC). The licensing process ensures that the University's symbols and marks are used appropriately and that the vendors will stand behind their products.
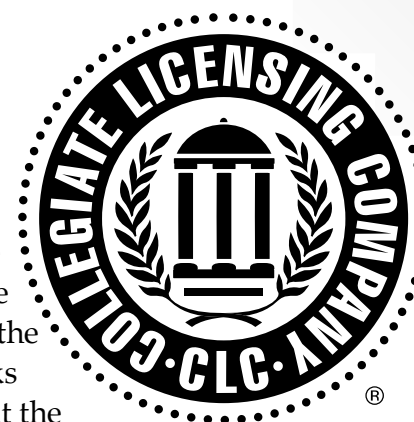
University policy 0.2060 states that no product will be licensed without the approval of CLC and WKU. A list of licensees is available by contacting **WKU Athletics** at **(270) 745-5279**.

Giveaways vs. Resale Items

Any use of WKU marks and logos must be approved for all promotional items. The items must be purchased from licensed vendors. Items ordered for resale are subject to a 10% royalty fee. **Items ordered for giveaway purposes only are not subject to the royalty fee.** Contact WKU Athletics at **(270) 745-5279** or University Marketing at (270) 745-4720 for more information.

DIVISION OF COMMUNICATIONS & MARKETING

About Communications & Marketing

wku.edu/communicationsandmarketing

WKU's Division of Communications & Marketing includes several departments that work closely together to provide a wide range of services and support to the university. Communications & Marketing provides support and assistance with:

Campus & Community Events
Government & Community Relations
Media Relations
Public Broadcasting
Strategic Communications
University Marketing

Each of these departments within Communications & Marketing works to increase public awareness of WKU and to continually enhance the University's image. We do that by planning and executing various communication strategies using tools such as news releases, websites, social networking sites, photography, and a multitude of print pieces that help the university reach its audiences. We help to plan events and ceremonies across campus that are customized to the needs of each client. We also work closely with local, state, and federal elected officials and their staffs to advance the interests of WKU and higher education in general.

Communications & Marketing staff members ensure that every project or event is developed and produced in a professional and cost-effective manner and that all projects follow the University's branding and communications standards. We are conscious of how each project or event relates to other initiatives at the University and are cognizant of the best strategy to communicate information to the correct audience, whether internal or external, in the most efficient and effective way possible.

Campus & Community Events

wku.edu/wkuevents

Campus and Community Events is responsible for coordinating the use of University facilities for both internal and external clients. Rental fees may apply. Services include:

• Reserving facilities, services and equipment

• Serving as the primary contact for all major campus events

For guidance on planning an event, visit **www.wku.edu/wkuevents**, email **special.events@wku.edu,** or call Campus and Community Events at **(270) 745-2497.**

Government & Community Relations
wku.edu/govrelations

WKU Government & Community Relations exists to advance the strategic interests of WKU among federal, state and local elected officials and with government agencies at all levels. WKU Government & Community Relations coordinates and maintains University interaction with federal, state and local officials and focuses on appropriations, strategic planning and legislative affairs.

Visit **www.wku.edu/govrelations** to receive news updates, track legislative initiatives, and learn about federal, state and local governments. To contact elected officials, please call WKU Government and Community Relations at **(270) 745-4586**.

Media Relations
wku.edu/mediarelations

WKU Media Relations seeks to ensure regional, state and national media exposure to promote and publicize WKU programs, faculty and student achievements, and academic quality, service and research initiatives.

Media Relations utilizes a variety of communication methods to reach the public, including news releases, media contacts, photography and videography, the wku.edu website, the WKU News blog and WKU on Facebook and Twitter. Media Relations also produces the weekly View from the Hill broadcasts and the Today@WKU newsletter.

Contact the Media Relations Office at **(270) 745-4295** or visit **www.wku.edu/mediarelations** for guidance and assistance with press releases, media contacts, video and photography.

University Photography wku.edu/photoservices
Capturing the campus community is the unique privilege of University Photography. This department supplies images for a variety of needs for the University such as faculty and staff portraits, facility photos, special event photos, and photos for print and web publications.

To request photos or photography services for an upcoming event, please email University Photography at **university.photography@wku.edu**, use the online Photo Request Form at **www.wku.edu/photoservices/photoservicesrequest.php** or call **(270) 745-8816**.

Medium: Photos will be provided in JPG digital format, via one of the University's shared drives. If prints are needed, clients may take the digital files to a number of area vendors. The University Photographer can assist the client with choosing a vendor.

Property Rights: Images taken by the University Photographer on behalf of the University or any University-related department remain the property of WKU and will become part of the WKU photographic archive.

It is recommended that subjects sign a photo release form before they are photographed for a project. A sample photo release form can be found at **www.wku.edu/photoservices.**

Public Broadcasting
wku.edu/public-broadcasting

WKU Public Broadcasting provides public service broadcasting to the community, professional training for students, and creates and distributes media content that serves WKU and the citizens of Kentucky.

WKU Public Broadcasting is responsible for the operation of WKU Public Radio, WKU PBS, The Hilltopper Sports Satellite Network, and WKU's two CATV systems.

In addition, WKU Public Broadcasting provides video production services for the campus constituency and outside organizations. In addition to professional staff, WKU Public Broadcasting employs a staff of part-time students, allowing them to gain valuable real-world experience.

For more information or to request video production services, contact WKU Public Broadcasting at **270-745-5489** or visit **www.wku.edu/public-broadcasting**.

Strategic Communications
Strategic Communications works with the other departments in the Division of Communication and Marketing, as well as across the university's divisions and administrative units, to coordinate our institution's shared voice, ensure that communications align with strategic initiatives and support the WKU brand. The Director of Strategic Communications also assists with executive communications originating in the Office of the President and chairs the University's Communication

Cabinet—a group of communication, outreach and marketing experts from key offices and departments at WKU. When crisis communication plans are activated, Strategic Communications generally acts as the primary liaison between the President's Office, the Division of Communications & Marketing and the appropriate university office(s) or unit(s).

University Marketing
wku.edu/marketingandcommunications

University Marketing develops, implements and coordinates WKU's communications and marketing strategies and branding efforts. It creates and executes an integrated marketing plan and campaign for the University and coordinates marketing efforts across colleges and divisions to ensure consistency of messaging, content and brand management.

University Marketing also provides oversight and content management of the University's homepage and top institutional pages. Additionally, the office:

• Utilizes a wide range of mediums, including but not limited to web, radio, television and print to implement a University marketing strategy;

• Coordinates strategic communications planning and brand management that is consistent with WKU's mission, vision and strategic planning efforts;

• Develops cooperative marketing opportunities to build efficiencies in media placement, leverage media buys, increase frequency and cross promotion;

- Coordinates communication and marketing strategies and opportunities among all colleges and divisions to generate maximum coverage;

- Guides the marketing and communications strategy, content and design of the University's website coordinating with all colleges and divisions to maintain consistent branding and content;

- Updates and maintains web and visual identity guidelines which outlines standards for all online and print projects;

- Provides marketing consultation for colleges and divisions to ensure support of and integration with the University's brand and marketing strategies;

- Establishes benchmarks and performance measures for marketing strategies and campaigns. Reports and analyzes results.

Request for Marketing Services

University Marketing is available to provide consultation on: advertising and promotion, media research and planning, interactive and new media, promotional materials, and website and marketing plan development. Visit **www.wku.edu/marketingandcommunications** for more information.

Creative Web Services wku.edu/webservices

Creative Web Services oversees the university website and works with Information Technology Services to ensure consistent content, design and branding across the WKU website. The Creative Web Services staff is available for consultation on web pages, social networking initiatives, and other forms of online communication.

Complimentary services provided include:

- Website consultation
- Strategic web marketing
- Social media consultation

Creative Web Services oversees the University Web Standards Committee, a group of campus representatives who update and maintain web guidelines related to site structure and navigation. For assistance with web services and online communications, please contact the Creative Web Services office at **(270) 745-4295.**

WKU Web Council

Creative Web Services also administers the WKU Web Council group of WKU faculty and staff who have web-based duties within their job descriptions. The council meets for training and development and discusses best practices in web communication.

To join the WKU Web Council, please contact Creative Web Services at **(270) 745-4295** or email **webservices@wku.edu.**

University Publications wku.edu/publications

University Publications provides professional design services for the WKU campus community. They will help to find the most effective way to reach and influence the appropriate audience through the print medium. While there is no charge for design work, departments are responsible for printing and distribution costs.

Examples of Services:

• Brochures	• Website graphics
• Flyers	• Print-ready files
• Newsletters	• Social media graphics
• Magazines	• WKU logo signatures
• Posters	• Consulting
• Banners/Signs	• WKU logo compliance
• Creative concepts	• Print ads
• Publication layouts	• Digital ads

To request publications services, complete an online request form at **www.wku.edu/pubrequest**, email **publications@wku.edu** or call University Publications at **(270) 745-3812.**

University clients are responsible for providing content in finished form. Content including text, photographs, charts, etc. may be submitted via email to **publications@wku.edu** or placed on the shared drive in the University Publications folder. When placing information on the shared drive, please send an email notification.

Photographs and other artwork for print publication should be submitted at 300 pixels/inch at final size for the best reproduction quality. Photos and other images that have been copied from websites will **not** work in print because the resolution is too low, resulting in "fuzzy" graphics. Copyrighted photos may not be used without written permission. If you need assistance finding appropriate photographs, the University Photographer can help. See **University Photography** on page 33 for more information.

Proofreading

Proofreading is the responsibility of the person or department for whom the publication is being created. Please read all proofs carefully, being especially mindful of dates, times, phone numbers, URLs, spelling and grammar. Changes and corrections should be clearly marked to avoid miscommunication.

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