



WALSH
UNIVERSITY

EDUCATION FOR LIFE

WALSH UNIVERSITY IDENTITY STANDARDS

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Important Information



This document has been created to assist all Walsh University personnel in understanding the institution's identity standards and provide examples of how those standards are applied to various materials including business cards, business stationary, booklets and brochures, web applications, clothing and gifts items, advertising, and signage. This document also provides information on specific details of our identity system including brand name/logo, color palette, and typography.

Walsh University policy is that all associates who develop materials representing the university, or work with outside vendors to develop materials, adhere to the Walsh University identity standards set forth in this document. If you have any questions regarding standards, please contact Teresa Fox, in the Office of Integrated Marketing and Communications at **330.490.7503**.

IMPORTANT: University policy requires that any materials, digital or printed, distributed to the public (non-students) or used in the recruitment of students to Walsh University be reviewed prior to production by the Office of Integrated Marketing and Communications.

These items include:

- All Advertising
- Admissions Materials (*Undergraduate, Graduate and Degree Completion*)
- Athletic Programs and Media Guides
- Brochures
- Outreach Program Materials
- Commencement Program









Once we receive the final layouts, you can expect approval or revisions within 24–48 hours.

In addition, major materials such as the Student Handbook, Undergraduate Catalog, and Graduate Catalog should also be approved for consistency by the marketing department prior to production, if an alternate source has designed them.




University Color Palette and Typography Usage

The following is the preferred color palette to choose from when designing Walsh University materials. We encourage all designers to incorporate these colors as much as possible into the design:

Standard Ad/Brochure layout colors

Main Colors:	4 Color Breakdown:	Web Safe Colors:
 Pantone 188	 C = 16 M = 100 Y = 65 K = 58	6d0020
 Pantone 7562	 C = 13 M = 27 Y = 66 K = 12	be9b60
 Gold Foil	 Gold gradient (Marketing Only)	
Accent Color:		
 Black	 C = 0 M = 0 Y = 0 K = 100	000000

Preferred web colors

 6d0020
 be9b60
 ece0ca

All of the below fonts are standard desktop publishing fonts. If you do not have access to any of the below mentioned fonts, contact Walsh University Marketing to have the fonts forwarded to you.

Walsh Font/Typography

Mac Format:

Walsh University –
Adobe Garamond Pro

Headlines/Callouts –
Futura PT Bold or
Century Gothic Pro Bold

Body Text – Adobe Garamond Pro

PC Format:

Walsh University –
Adobe Garamond Pro

Headlines/Callouts –
Arial or Century Gothic Pro

Body Text – Adobe Garamond Pro

Athletic Font:

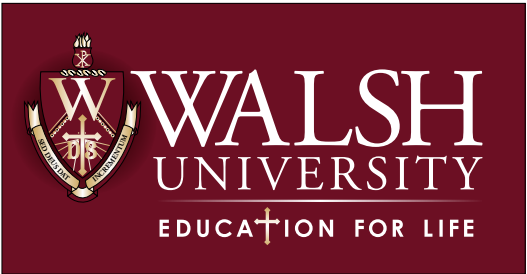
SF COLLEGIATE REGULAR
SF COLLEGIATE BOLD
SF COLLEGIATE ITALIC

Logo usage/ Logo Contact Information

The following layouts provide the **ONLY** authorized representations of the logo

Walsh Logo/Stacked

- Acceptable Uses:**
All external Marketing
Brochures
Flyers
Letterhead
Merchandise
Print Advertising
Promotional Items
Specialty Promotions
Sponsorship Products
Web



Walsh Logo/with Contact information


- Examples of Uses:**
Back Panel Information



WALSH
UNIVERSITY
EDUCATION FOR LIFE

www.walsh.edu
2020 East Maple Street
North Canton, Ohio
44720-3336

Toll Free: 800.362.9846
Phone: 330.490.7090
Fax: 330.490.7165



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Logo Identity

Acceptable Uses

Advertising Specialty Products

Collateral for School/Department Sponsored Events

- Flyers
- Powerpoints
- Programs

Merchandise



Logo apparel

The following layouts provide the **ONLY** authorized representations of the logo on apparel



Historical Logos and Speciality Logos Approved for Public Use



Historical Coat of Arms

- Originally designed in 1959, every detail on the historical coat of arms has a meaning and significance connected to our identity.
- Use is restricted to historical references and ceremonial events such as a presidential inauguration.
- May not be used in place of the university logo.
- Available with permission from the Office of the President.

A detailed outline on the history of the coat of arms and definitions of what each detail represent, is available in the Office of University Advancement.



Current University Seal

- Appropriate for use on official documents Presidential documents and ceremonial materials.
- May not be used in place of the university logo.
- Available with permission from the marketing department.

Athletic Logos Approved for Public Use

Walsh Swords Athletic Logo is only to be used with Walsh University below it as shown. To obtain a copy of the complete Athletics Identity Standards, please [contact sferguson@walsh.edu](mailto:sferguson@walsh.edu)

Main Colors:

MAROON
PMS 188
C16 M100 Y65 K58
R109 G0 B32
web 6d0020

GOLD FOIL
Gradient
PMS 7562
C13 M27 Y66 K12
R193 G162 B99

VEGAS GOLD
PMS 7562
C13 M27 Y66 K12
R193 G162 B99
web be9b60

Accent Color:

BLACK
C100 M100 Y100 K100
R0 G0 B0
web 000000



LOGO SHOULD ALWAYS HAVE WALSH UNIVERSITY UNDER IT AS SHOWN ABOVE AND BELOW.



To save money it is sometimes necessary to produce the logo in a single color.

Logo Placement

Possible AD and Brochure Logo Placement



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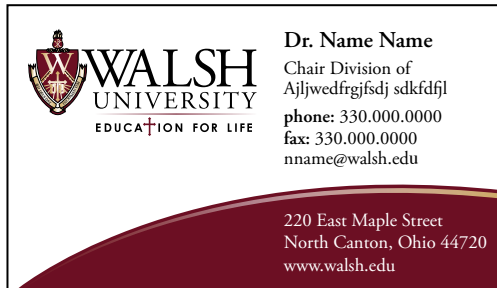


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- The logo is primarily an identifying element, not an art element. It should be incorporated into all marketing materials both internal and external.
- The logo ideally should be placed in an anchored position with significant visibility such as at the bottom left of an ad or as a closing mark on the back of a pamphlet.
- Departments should work with the marketing department on design ideas for publication covers, page formats, etc.
- Because of the symbol's detail, it cannot be reproduced smaller than 1.25 inches in height.
- The words "Walsh University" always are set as "caps" in the typeface "Garamond," and they always MUST appear with the logo.
- Type is never to be printed over the logo.
- The logo is not to be stretched or skewed.
- Although the three-color version of the logo is preferred on University material, in order to accommodate different design and printing parameters, multiple color versions of the approved University logo including a black and white, and two-color version, can be found for download from the Marketing folder via SharePoint.

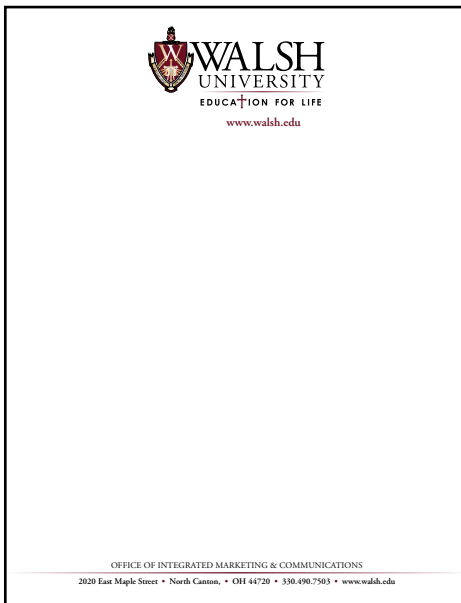
Stationary



Business Cards

All Walsh University business cards are standardized in design, paper stock, and colors and must be ordered through the marketing department. At left is an example of the standardized business card. When your current business card supply runs out, you can expect that your new supply will adopt to the layout sample.

To order or re-order business cards, please complete the business card request form available in the marketing folder via SharePoint and e-mail it to: lgeyer@walsh.edu.



Letterhead

All Walsh University letterhead is standardized in design, paper stock and colors. Personal contact information such as names or personal e-mails, are not to be placed on stationery unless requested for specific reasons that must be approved by the department head, dean and vice president. Letterhead must be ordered through the marketing department.

Memos

Personalized memo pads are reserved for executive officers of the university and must be ordered through the marketing department.

Powerpoint Templates

All university personnel should use one of the approved power point templates located in the marketing department folder via SharePoint. For assistance in applying the template to your power point, e-mail: sferguson@walsh.edu.



Fax covers

A university wide fax cover template available in the marketing department folder via SharePoint. At left is an example of a fax cover sheet.

Merchandise and Promotional Items

Approval is required for use of the Walsh University name and marks on merchandise and promotional items. Merchandise and promotional items such as pens, t-shirts, stickers, notepads, etc. must be ordered through Walsh's purchasing department with approval from the department Vice President and final approval from the Vice President of Marketing & Communications. Faculty, staff, students, alumni and vendors should submit in writing a proof of the proposed artwork to the Walsh University Office of Marketing noting the intended use and keeping in mind that our primary color for the University is maroon 188 which will be the preferred color for all orders of this nature. Other colors may be considered with just cause. The sale of merchandise with Walsh's name, image and likeness is strictly forbidden unless it is through Walsh University's Barnes and Noble Bookstore or upon approval from a Vice President to be used as fundraising or for charitable purposes. Licensed vendors should adhere to the standards included within this guide. Artwork can be requested from the Office of Marketing. Per the University's agreement with the Barnes and Noble bookstore, Walsh University is not authorizing any additional licensees at this time. Walsh University actively enforces proper use of Walsh University's name and marks and may pursue disciplinary action, civil or other legal action for violations of this use of name guidelines.

Web Design and Maintenance

The marketing department will serve as the primary coordinator of the university website. Any updates to the website should be submitted to Josh Steck in the marketing department at jsteck@walsh.edu. Please be advised that any copy or photography submitted for placement on the website will be reviewed and possibly revised to ensure that it is relevant and web-friendly.

NOTE: Press releases may be posted directly to the site from authorized personnel:

- Director of University Relations
- Director of Sports Information

Any department working on an intranet, extranet, or any separate website which represents the university must adhere to these guidelines:

- Logo must appear on all high visibility pages in the stacked format referenced in section one.
- Logo should be flush right on the top most portion of the page
- Design should be optimized for 1024 x 768 resolution
- Design should incorporate the following Walsh "web" colors:
 - Walsh Maroon:** #6d0020 (Pantone 188)
 - Walsh Gold:** #be9b60 (Pantone 7562)
- All designs and web content must be approved by the marketing department.

Media Relations Policy

The Office of Integrated Marketing and Communications is the University's primary contact and source of information for all print, online and broadcast news media and media-related organizations. All media inquiries and engagements must be directed to the Director of University Relations who will advise faculty and administration on an appropriate response or secure approval for interviews and/or release of information.

The University Relations staff welcomes the opportunity to work with faculty, staff and students to publicize events, achievements, initiatives and general news of the Walsh community. Per University policy, the Director of University Relations, should be contacted before any information is released to the media concerning internal or external matters that affect the public perception of Walsh University. Through the coordination of strategic media relations efforts, this University-wide policy is designed to help enhance the Walsh University brand and protect the reputation of the University and its employees in the community.

If a faculty or staff member is contacted by a news media directly, please refer the representative to Kimberly Graves the Director of University Relations at **330.490.7296**.

Social Media Policy

Individual departments or organizations wishing to develop a social media presence should contact the Office of Integrated Marketing and Communications before developing any pages/accounts. General Walsh University logos are only permitted for use on the University's main sites (operated by the marketing department). Department or organization logos may be used with permission from the marketing department. For further social media guidelines and authorization, please contact Sean Ferguson at sferguson@walsh.edu.

Uniform E-mail Signature and Profile Photo

Walsh University has adopted a branded and uniform e-mail signature policy for all faculty and staff. Every e-mail is an important opportunity to market the university. To that end, we have created two standard e-mail signatures; one for non-athletic personnel and one for athletic personnel. Instructions for setting up your e-mail signature can be found in the marketing folder via SharePoint. In addition, if using a photo in your email, the outlook photo must be a business professional headshot or your Walsh University badge ID. If you do not have this photo, please contact Tara Snyder in Student Affairs.

All Non-Athletic Employees

Name
Title
2020 E. Maple St., North Canton, OH 44720
(P) xxx.xxx.xxxx (E) XXX@walsh.edu
www.walsh.edu



This message and any attachments are intended for the individual or entity named above. If you are not the intended recipient, please do not forward, copy, print, use or disclose this communication to others, also please notify the sender by replying to this message, and then delete it from your system.

All Athletic Employees

Name
Title
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Obtaining Artwork

High and low resolution versions of the university logo in both PC and MAC friendly formats are available for download in the marketing folder via SharePoint. You will also find power point templates, fax cover sheets, business card order forms, and high resolution photography for use by designers. Additional materials can be requested by e-mailing sferguson@walsh.edu.

Video Requests

All promotional videos require authorization from the Office of Integrated Marketing and Communication. To request creation of a video, please contact the Director of Digital Media Production. A project request form is available in the marketing department folder via SharePoint. In addition, you can contact the Director of Digital Media Production directly at nlaguardia@walsh.edu. Please provide ample lead time to ensure the department is able to accommodate your request.

Marketing Department Contacts and Procedures

The marketing department can provide copywriting, design, and production services for individual department projects on an as-needed basis. Because we have multiple projects happening at once, we request as much lead time as possible to ensure that your project is completed in a timely manner. In order to use the marketing department to produce your material, here are some guidelines to follow:

- Compile any source materials that may be helpful background information for the project.
- If you have a particular photograph you would like us to use that is not in our current library, request a high resolution version (300 dpi) from the source. If a high resolution photograph is not available, we can accept an original photograph and scan it in. Low resolution photography (anything under 200 dpi at 100%) cannot be used in printed material.
- If you are providing the copy, please submit copy in electronic format wherever possible.
- If you are using an outside vendor to produce the material, obtain a quote and decide on the best format for your material.

Note: We do encourage you to work through us for production of your materials as cost efficiencies may be possible through our network of vendors.

- To initiate work on the project, complete a new project request form and submit it along with any photography and source material to Sean Ferguson, at sferguson@walsh.edu.
- From that point, any input meetings will be scheduled and a production timeline will be provided to you for completion.

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& Public Affairs Officer*
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