Logo Policy

Accommodations for individuals with disabilities in accessing these policies are available upon request by emailing accessiblepolicy@wcupa.edu

Purpose and Scope

The use of West Chester University marks, including its logo, seal, and athletic logos, are reserved for the representation of West Chester University and should not be altered or modified.

Policy Statement

The West Chester University logo, University seal, and athletic logos are institutional assets used for educational purposes. As institutional assets that can be regarded as tangible property, the West Chester University logo, University seal, and athletic logos should be used in compliance with this Policy. As such, the use of the University name and its institutional assets are restricted and subject to University policy.

Policy Framework

The following are West Chester University's Logo Policies, which detail how the University defines its official logos and color fonts, instructs proper logo usage, and may consider possible exceptions.

In the interest of providing a uniform image for the University, individual logotypes or seals may not be used by schools, departments, or other academic and administrative units of the University. Requests for exceptions to this policy should be made in writing to the Office of Publications and Printing Services.

There may be times when a logotype or design motif is developed for a special event or a continuing series of activities sponsored by a University unit. These must, however, have advance clearance from the Office of Publications, Printing, and Editorial

Services. Such clearances are designed to ensure the quality of materials being used to avoid image problems.

Exceptions to the logotype policy will be made principally for units of the University that have a special mission. The exceptions will be granted only after approval of written justification. This policy does not apply to the logos of student organizations.

University Seal

The University seal is the official identification of West Chester University. The seal is used on official ceremonial and academic documents such as certificates and commencement or dedication materials.

University Logo

The logo, which consists of a three-dimensional type font using West Chester University's acronym, WCU, sitting on a "base" with the University's full name, was adopted in May 2013. The solid, chiseled letters are a representation of the quality, excellence, and substance of the educational experience students receive at West Chester University. The base, which consists of strong parallel lines and the school's name, symbolizes the sound foundation of the University itself and its enduring tradition as an educational institution. The logo should not be altered or modified in any way, and it should not be blended with other designs, such as old logos, the

University seal, the athletic symbol, organization logos, drawings, or additional lettering. The WCU acronym is not to be used apart from the lettering or base; both elements must remain so the WCU is not mistaken with other institutions that have the same acronym. The official colors for the logo are purple (Pantone 269) and gold (Pantone 123), preferably against a white background; while other background colors may be used, the logo should remain legible against alternative colors and not clash with them. On a dark background, such as purple or black, the WCU acronym and lines should remain gold with the West Chester University knocked out in white type. The logo also may be used as one color, either purple or black. Other colors should not be used. The type font is Cambria. While the logo can be used in smaller sizes, it should not be reduced to the point where it is illegible.

Athletic Logo/Mascot

GOLDEN RAM LOGO

The Golden Ram logo is a modern graphic approach to West Chester University athletics. With its long history, the ram connects a sense of tradition with the modern

day era of WCU athletics. The logo should not be altered or modified in any way (including caricatures), and it should not be blended with any other designs, such as the WCU logo, old logos, the University seal, organization logos, drawings, or additional lettering. There are two versions of the ram logo. One is just the ram, while the other has both the ram and circular "West Chester University" and "Golden Rams" around its circumference. Either may be used, but it is preferred that the ram by itself be used when "West Chester University" appears somewhere else on the cover of the publication.

The official colors for the logo are purple (Pantone 269) and gold (Pantone 123). Metallic gold, Pantone 871, also can be used. The logo should appear in one color (purple preferred) or two colors (purple and gold), or in black. The logo should not be reversed out (white knocked out from a colored background); rather, a white outline around the ram logo should be used so the ram will remain in color. The font is Clearface.

WCU Cipher

The WCU cipher is a graphic interpretation of West Chester University's acronym specifically designed for athletics. It provides a unique, recognizable symbol of West Chester University athletics. The cipher should not be altered or modified in any way, and it should not be blended with any other designs, such as the new WCU logo, an

older version of the WCU cipher, the University seal, organization logos, drawings, or additional lettering.

The official colors for the cipher are purple (Pantone 269) and metallic gold (Pantone 871). While the preferred gold is metallic, Pantone 123 can be substituted if necessary. The cipher is to be used in one color (purple preferred) or two colors (purple and gold), or in black. The WCU cipher may be reversed out (white knocked out from a colored background). Since the type is a stylized font, it should not be reproduced without an official electronic version that can be obtained from the Sports Information Office, the Office of Publications and Printing Services, or the Graphics and Printing Department.

Official Colors

The official University colors are purple (PMS 269) and gold (PMS 123).

Procedures

Faculty, staff, students, and/or other entities seeking to use the official West Chester University logo, University seal, and/or athletic logos may contact the Office of Publications, Printing, and Editorial Services, which is housed within University Communications and Marketing, to secure permission.

Written requests for a logotype for a special event or continuing series of activities sponsored by a University unit, are to be made in writing to the Office of Publications, Printing, and Editorial Services. Requests for approval are reviewed by the director of publications, printing, and editorial services; assistant vice president of university communications and marketing; and the vice president for university affairs. If approval is not granted, the proposed use may not proceed.

Faculty and staff are encouraged to submit a work order form to initiate the conversation about print and design needs, including logos, at https://www.wcupa.edu/communications/logoPolicies.aspx

Definitions

West Chester University logo refers to the institutional symbol that is used to identify the University and includes the letters "WCU," and can only be reproduced in a way that is consistent with this policy. The logo, consists of a three-dimensional type font using West Chester University's acronym, WCU, and sits on a "base" with the University's full name.

The West Chester University seal is the official identification of West Chester University, which is used for formal and ceremonial use according to the guidelines detailed in this policy.

The Golden Ram logo is a modern graphic approach to West Chester University athletics.

WCU cipher refers to a graphic interpretation of West Chester University's acronym specifically designed for athletics.

West Chester University marks refer to the family of West Chester University official logos; West Chester University seal; WCU cipher; West Chester University trademarks; as well as any other institutional assets used to distinguish the University from others, including design, colors, etc.

Institutional assets refer to the collection of West Chester University marks, West Chester University logos, West Chester University names, and the West Chester University seal

Logotype refers to a design motif or identifying mark designed in a customized manner

References

https://www.wcupa.edu/communications/logoPolicies.aspx

Reviewed by:

Policy Owner: Nancy S. Gainer, assistant vice president for communications and marketing

Approved by:

Effective Date:

Next Review Date:

History:

Initial Approval: Unknown

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