



WALDORF UNIVERSITY

BRAND STANDARDS
INTERACTIVE

LOGO

Primary Version

Downloads: [EPS](#) | [JPG](#) | [PNG](#)



Horizontal

Downloads: [EPS](#) | [JPG](#) | [PNG](#)



Single Word Mark



One-color Primary: Black or White



Icon

Downloads: [EPS](#) | [JPG](#) | [PNG](#)



One-color Secondary: Purple or Gold



Academic Seal

Downloads: [EPS](#) | [JPG](#) | [PNG](#)



IMPROPER USAGE

Do NOT Switch Colors



Do NOT Stretch



Do NOT Change Letter Spacing



Do NOT Angle or Shear



Do NOT Change Typeface



LOGO USAGE GUIDELINES

Isolation Area

An area of isolation should be maintained around the logo at all times. This area dictates the amount of buffer space that the logo should have in relation to other design elements appearing nearby. The minimum isolation area for the logo is determined by the "W." A more generous isolation area is recommended.



Sizing

Good judgment should be exercised at all times when sizing the logo. Select an appropriate size based on the relationship between the logo, the medium on which it will appear and other design elements that may appear near the logo. The minimum appearance size of the logo is 1 inch horizontal. If the positioning line must be removed due to legibility or space constraints, care should be taken to place it near the logo if at all possible.



UNIVERSITY LOGO VARIATIONS

Usage

In an effort to unify Waldorf University and its counterparts, department specific variations of the university logo should only replace the Waldorf University logo under special circumstances. Special circumstances may include but are not limited to: promotional items, tablecloths, trade show decor, etc. The Waldorf University logo will remain the sole brand of Waldorf University unless given specific permission otherwise. Final decisions on usage are left to the sole discretion of administration.

Department Specific Examples



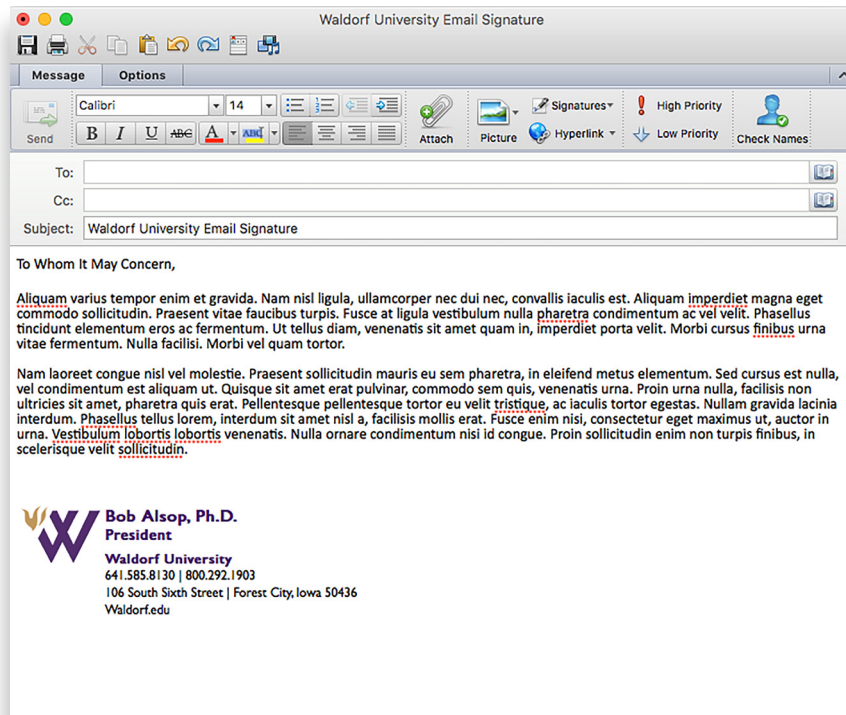
EMAIL SIGNATURE

Signature

All faculty and staff must use the designated Waldorf University email signature. The design of the signature should not be adjusted or revised.



Example



Templates

ONLINE AND CAMPUS EMPLOYEES

To install the signature block on your computer, please follow the instructions below:

1. Select the appropriate signature by clicking on the link that is applicable:
[ONLINE](#) | [CAMPUS](#) | [ATHLETICS](#)
2. Press Ctrl+A. This will select the entire signature.
3. Right click and select Copy or press Ctrl+C.
4. Create a new signature in Outlook 2007, 2010, or 2011 and then within that blank signature window right click and select Paste or press Ctrl+V.
5. Replace name, title and extension with your own and save.

REMOTE EMPLOYEES USING OUTLOOK WEB APP

To install the signature block in your Outlook web app, please follow the instructions below:

1. Sign in to Outlook Web App.
2. On the nav bar, choose Outlook (or Mail) or choose App launcher > Outlook
3. On the navigation bar, choose Settings > Options
4. Under Options, choose Settings > Mail. Or Under Options, choose MAIL > Layout > Email signature.
5. Select and copy the signature example below:
Your Name
Your Title
Waldorf University
641.585.XXXX | 800.292.1903
106 S. 6th St. | Forest City, Iowa 50436
Waldorf.edu
6. Paste the example signature in the Email Signature text box in the Outlook web app.
7. Replace name, title and extension with your own and save.

ATHLETICS LOGO

Usage

The Waldorf University logo should not under an circumstances replace the Waldorf Athletics logo. The athletics logo will remain the sole brand of Waldorf athletics.

Primary Logo



Sport Specific Examples



FONTS

Hypatia Sans Pro

This font is recommended for headlines.

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Light italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Frutiger

This font is recommended for body copy.

45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

46 Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

56 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

66 Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

75 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

76 Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

TYPE TREATMENT

Style

Headline

Typeface: Hypatia Sans Pro Regular

Leading: 3/4 x-height

Space after: .125in

Body

Typeface: Frutiger LT Std 45 Light

Type size: 9pt

Leading: 14pt

Space after paragraph: .125in

Example

LOREM IPSUM DOLOR SIT AMET

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus sed orci egestas tellus mollis volutpat vitae nec turpis. Etiam in nibh semper purus fringilla placerat sit amet faucibus urna. Aenean a dui eu metus aliquam faucibus ut sit amet eros. Sed quam odio, commodo et risus dapibus, iaculis venenatis dui. Sed mauris quam, rhoncus vitae orci at, convallis facilisis erat. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

Nullam ut tortor tortor. Maecenas velit tortor, ornare eget vehicula a, tempus et leo. Nam egestas ornare condimentum. Sed tincidunt ipsum ut leo vulputate, ac faucibus arcu mattis. Aliquam erat volutpat. Cras pellentesque nulla in pretium vehicula. Nullam viverra purus ac sapien pulvinar, ut ullamcorper neque molestie. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Sed luctus convallis tempor. Aliquam vel orci orci. Suspendisse id massa cursus, hendrerit elit ut, efficitur orci.

WEB FONTS

Gill Sans

This font is recommended for primary use.

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Helvetica

This font is recommended for secondary use, if Gill Sans is unavailable.

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

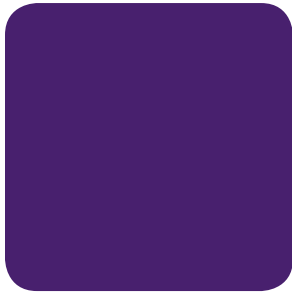
abcdefghijklmnopqrstuvwxyz

0123456789

COLOR PALETTE

Primary Colors

There are two main brand colors that are approved for use with this logo, text headers, subheads, backgrounds and other primary design elements. The correct colors should always be used in order to present a unified and cohesive brand image.



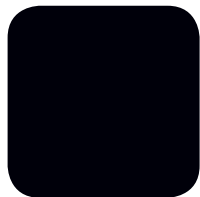
PANTONE 269C
CMYK: 80/98/5/27
RGB: 72/32/110
WEB: #471F6E



PANTONE 465C
CMYK: 9/29/66/24
RGB: 183/146/87
WEB: #B79257

Secondary Colors

A small set of secondary colors is used to add visual interest to marketing pieces when needed. Do not convert to any other value than what is indicated below.



PANTONE Black 6C
CMYK: 100/79/44/93
RGB: 0/0/10
WEB: #00000A

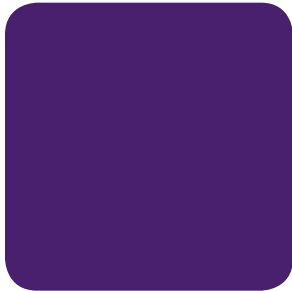


PANTONE 871C
Do not convert to CMYK, RGB, WEB or any other value.

ATHLETIC COLOR PALETTE

Colors

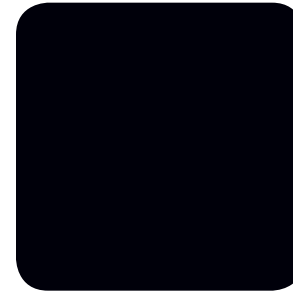
The Waldorf Athletics color palette can only be used for athletic purposes and cannot be used in addition to the Waldorf University color palette.



PANTONE 269C
CMYK: 80/98/5/27
RGB: 72/32/110
WEB: #471F6E



PANTONE 429C
CMYK: 38/28/27/0
RGB: 163/169/173
WEB: #A3A8AC



PANTONE Black 6C
CMYK: 100/79/44/93
RGB: 0/0/10
WEB: #00000A

Secondary Colors

A metallic secondary color is used to add visual interest to marketing pieces when needed. Do not convert to CMYK, RGB, WEB or any other value.



*This color is for
printing in Pantone
metallic ink only.*

*Do not convert to
CMYK, RGB, WEB or
any other value.*

PANTONE 877C

**Do not convert
to CMYK, RGB, WEB
or any other value.**

IMAGE COLOR OVERLAY

Bottom layer:
80 percent Black on White background



Top layer:
Purple (70, 80, 0, 0)
with Multiply effect



Top layer:
Gold (9, 29, 66, 24)
with Multiply effect

Overlay Colors

A small set of colors is used to create a duotone effect for the image color overlay depicted above.



CMYK: 70/80/0/0
RGB: 105/80/161
WEB: #6850A1



CMYK: 9/29/66/24
RGB: 183/146/87
WEB: #B79257

PARALLELOGRAM OVERVIEW

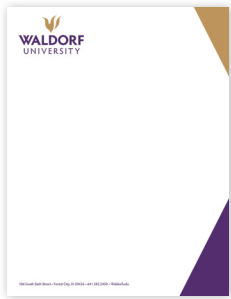


27.5°

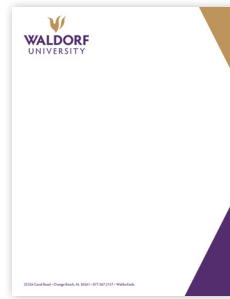
-27.5°

TEMPLATES

Letterhead



Campus



Online

Powerpoint

