APPROVED LOGOS
MAY 2017

PRIMARY LOGO  Preferred usage of the primary logo is in conjunction with the “It’s your world.” tagline.

WOFFORD
It’s your world.

ATHLETICS TERRIER LOGO

For a full list of athletics logos and marks, including sport-specific sublogos, see the Athletics Brand Guidelines.

COLLEGE WORDMARK

WOFFORD COLLEGE
WOFFORD COLLEGE

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COLLEGE SEAL

The seal is to be used on official college documents only, i.e. degrees, transcripts, etc.

The 50th reunion commemorative seal is for Office of Alumni use only for the 50-Year Club and may be updated as needed for each class reunion.
LOGO USAGE
MAY 2017

USAGE GUIDELINES

You can find downloadable high-resolution files of all Wofford logos on the Campus Life tab in myWofford. Contact the Office of Marketing and Communications if you need a different filetype than those provided on myWofford.

The Wofford logo must appear as the dominant mark on all publications and websites representing any entity within the college organizational structure. The logo should never appear smaller than .75” wide.

NEVER EDIT A COLLEGE LOGO.

Placing anything in front of, adding a stroke or outline to, or adding gradients, patterns or effects to any official college logo is prohibited.

A Wofford logo may not be combined with other graphic marks or logos to create a sublogo. Approved sublogos are available for all college departments. Contact the Office of Marketing and Communications if you need a sublogo created for your department.

Logos may be displayed in Old Gold, black or white (see page 9 for the full color guide). The logo must appear using 100 percent full saturation of the official colors. Tinting is not allowed.

In order to maintain brand recognition, it is very important that all college logos be used correctly. Please follow these guidelines when using a college logo:

- Do not use any alternate color treatments, tints or gradients. Do not add a stroke around the logo.
- Do not add any symbols or other unapproved graphics to the sublogo (i.e. do not add words under or next to the primary W logo).
- Do not distort any portion of the logo. Do not stretch or manipulate the logo.
- Do not crop any portion of the logo (i.e. do not remove the bars or “WOFFORD” from the primary W logo).
- Do not tilt or rotate the logo.
- Do not adjust the typeface within the logo.
- Do not use fonts to try to recreate the logo.
- Do not use the logo as a watermark.
- Do not use the Wofford seal without express permission from the Office of Marketing and Communications.
Sublogos are available for all college departments. Contact the Office of Marketing and Communications if you need a sublogo created for your department.

Sublogos, like the college wordmark, may be displayed in Old Gold, black or white (see page 9 for the full color guide). Department names should be used only with the college wordmark. Pairing department names with the block-W logo is strictly prohibited. **DO NOT PAIR DEPARTMENT NAMES WITH THE BLOCK-W LOGO.**

In order to maintain brand recognition, it is very important that departmental sublogos be created and used correctly. Please follow these guidelines when using a sublogo:

- Contact the Office of Marketing and Communications if you need a sublogo created for your department. Do not attempt to create or recreate your own sublogo using a similar typeface.
- Do not use any alternate color treatments, tints or gradients. Do not distort any portion of the sublogo. Do not crop any portion of the sublogo. Do not tilt or rotate the sublogo.
- Do not add a stroke around the sublogo.
- Do not add any symbols or other unapproved graphics to the sublogo.
- Do not readjust the typeface within the sublogo or use unapproved fonts to edit the sublogo.
- Do not use the sublogo as a watermark.
TAGLINE USAGE
MAY 2017

RATIONALE

Our stakeholders talk a lot about the “Wofford bubble,” the connectivity of the friendships made at Wofford and the Wofford alumni network, our work in Spartanburg and the Upstate, as well as our global opportunities for study abroad.

There’s the world at Wofford and there’s Wofford in the world. Our students come here to get an education and, ultimately, to change and transform the world. This tagline and its concepts speak to both of these things.

USAGE GUIDELINES

With consistent and thoughtful application, the “It’s your world” tagline will become a strong identifying slogan of the college. The tagline graphic should be treated like an official college logo; do not attempt to recreate, modify or alter it in any way.

When positioning the slogan graphic and the primary logo or wordmark together, they should appear only as shown on the following page. Do not use the extended slogan (“It’s your world. _____ it.”) with the primary logo or wordmark.

The tagline graphic may be displayed in Old Gold, black or white. When used with the primary logo or wordmark, the slogan color should always match the logo color. When the tagline graphic is separated from the primary logo, thought should be given as to how it can be aesthetically incorporated into the design. The preferred placement is on the bottom right of the page. The tagline graphic should never be more prominent than the college logo. The tagline graphic should never be used with the college seal.

In order to maintain brand recognition, it is very important that the slogan graphic always be displayed correctly. Please follow these guidelines when using the tagline:

- Do not use any alternate color treatments, tints or gradients. Do not distort any portion of the tagline graphic. Do not crop any portion of the tagline graphic. Do not tilt or rotate the tagline graphic.
- Do not add a stroke around the tagline graphic.
- Do not add any symbols or other unapproved graphics to the tagline graphic.
- Do not readjust the typeface within the tagline graphic box.
- Do not use the tagline graphic as a watermark.
- Do not attempt to recreate the tagline by using a similar typeface. If you need a custom tagline with a specific verb, contact the Office of Marketing and Communication, and we will gladly make a custom tagline graphic for you.
TAGLINE USAGE
MAY 2017

STAND-ALONE USE

It’s your world. **TRANSFORM IT.**
(Ex: service learning, entrepreneurialism, The Space)

It’s your world. **ENGAGE IT.**
(Ex: academic opportunities, athletics, The Village, social life, the residential liberal arts experience, alumni network)

It’s your world. **EXPLORE IT.**
(Ex: International Programs, Interim, the Goodall Environmental Studies Center)

The “It’s your world. ... ” theme is not restricted to these three examples. Any number of Marketing and Communications approved verbs may follow the tagline.

USE WITH EXISTING WOFFORD LOGOS AND MARKS

**WOFFORD COLLEGE**
It’s your world.

**WOFFORD COLLEGE**
It’s your world.

**WOFFORD**
It’s your world.
TAGLINE USAGE
MAY 2017

EXAMPLES OF TAGLINE INTEGRATION

Social Media Integration

Advertisment/Print Integration
DISCONTINUED LOGOS
MAY 2017

DISCONTINUED COLLEGE MARKS

The Wofford seal is no longer to be used without the surrounding “WOFFORD COLLEGE”

Neither this logo nor the word “quintessential” (or derivations thereof) are to be used in association with the college, such as in taglines, event names or slogans.

DISCONTINUED ATHLETICS MARKS
OLD GOLD

Pantone® Metallic Coated 873C
C=42 M=50 Y=74 K=19
Hexadecimal: #886E4C
R=136 G=110 B=76

If metallic printing is not available, Pantone® Solid Coated 873C may be substituted.

BLACK

Pantone® Process Black
C=0 M=0 Y=0 K=100
Hexadecimal: #000000
R=0 G=0 B=0

Approved logos and marks may be reproduced in WHITE (C=0 M=0 Y=0 K=0; #FFFFFF; R=255 G=255 B=255) when used on a dark background.

WOFFORD KHAKI

Pantone® Solid Coated 466C
C=12 M=22 Y=43 K=0
Hexadecimal: #C7B37F
R=199 G=179 B=127

Wofford khaki is traditionally used for printing on dark surfaces when metallic printing is not available. Wofford khaki should not be used as a substitute for Old Gold.

When matching thread to Wofford khaki, the college requests Madeira 1128 Classic Rayon.
BUSINESS CARD

Business cards are two-sided and printed in Pantone® Metallic gold ink. Please work with your department administrative assistant with regards to ordering new business cards.

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NAME TAGS AND NAME PLATES

Please work with your department administrative assistant with regards to ordering name tags and name plates. Name tags and name plates should use the block-W logo ONLY. Name tags may list both title and department, title only or department only.
Please work with your department with regards to ordering printed personalized letterhead and envelopes. Personalized digital letterhead may be installed on your personal computer by calling the IT Help Desk at x4357.