LOGO

Primary Version

Downloads: EPS | JPG | PNG

Horizontal

Downloads: EPS | JPG | PNG

Single Word Mark

Downloads: EPS | JPG | PNG

Icon

Downloads: EPS | JPG | PNG

One-color Primary: Black or White

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

- FINE ARTS
- MUSIC
- THEATRE
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:
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 any 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
ABCD
0123456789

Light Italic
ABCD
0123456789

Regular
ABCD
0123456789

Italic
ABCD
0123456789

Bold
ABCD
0123456789

Bold Italic
ABCD
0123456789

Frutiger
This font is recommended for body copy.

45 Light
ABCD
0123456789

46 Light Italic
ABCD
0123456789

55 Roman
ABCD
0123456789

56 Italic
ABCD
0123456789

65 Bold
ABCD
0123456789

66 Bold Italic
ABCD
0123456789

75 Black
ABCD
0123456789

76 Black Italic
ABCD
0123456789
<table>
<thead>
<tr>
<th>Style</th>
<th>Example</th>
</tr>
</thead>
</table>
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](#)  
PANTONE 269C  
CMYK: 80/98/5/27  
RGB: 72/32/110  
WEB: #471F6E

![PANTONE 465C](#)  
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](#)  
PANTONE Black 6C  
CMYK: 100/79/44/93  
RGB: 0/0/10  
WEB: #00000A

![PANTONE 871C](#)  
PANTONE 871C  
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.
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.

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
TEMPLATES

Letterhead

Powerpoint

Campus

Online