



KENTUCKY WESLEYAN COLLEGE

— 1858 —

What is the importance of a logo or brand mark?

A brand mark/logo is an institution's visual identity. A logo only takes on meaning by association with an institution, a service or a product. It derives its meaning and usefulness from the quality of that which it symbolizes.

Brand mark and logo

The Kentucky Wesleyan College brand mark/logo consists of two parts: a word mark (stylized type treatment of our name) and a graphic symbol (a cupola, which is an identifiable part of the College's architecture). Together, these design elements combine to create the Kentucky Wesleyan College brand mark/logo, which is our visual identity.

The treasured cupola honors Wesleyan as a guiding light to countless generations of the past, present and future. The word "Wesleyan" is emphasized to honor the College's rich Methodist foundation. Inclusion of our founding date honors Wesleyan's steadfastness and impact for over 150 years.

The word mark and graphic symbol should always be used together; however the cupola may be used separately on the page as a design element when it is supported by the logo in its entirety elsewhere within the page or publication.

When to use this guide

This guide illustrates the correct use of the brand elements whenever you are developing or producing:

- Marketing and recruitment collaterals, brochures, ads
- Newsletters
- Reports, proposals, presentations
- Online content and design
- Videos, training materials
- Recruitment fair materials, banners, displays, giveaways (premium items)
- Internal communications

For review and approval

Contact: Kathy Rutherman, Director of Public Relations, krutherman@kwc.edu or April Ray, Director of Marketing and Communications, aray@kwc.edu.

KENTUCKY WESLEYAN COLLEGE LOGO GUIDELINES



Logo usage



Color Logo

When displaying the brand on a white background, use the full color Kentucky Wesleyan College logo whenever possible.

Black or Grayscale Logo

The positive (black) logo should be used when the logo appears on a lighter background or color or when full color is not available.

Reversed Logo

The negative (white) logo should be used when the logo appears on a dark background or color.

Color palette



Primary Color: Pantone Violet

Color Palette for Print

Pantone Violet C (coated paper)
CMYK: 90 99 0 0

Pantone Violet U (uncoated paper)
CMYK: 52 60 0 0

Color Palette for Online Use

RGB: 57 32 130
HEX: 392082

Consistent use of color is also important in preserving a brand's unique look. The logo color is designed for print, broadcast and online use. Our signature color creates a powerful differentiator for our brand. Using this color appropriately and consistently creates an additional layer of distinction.

Using color percentages or gradients

Screen tints or gradients within the logo may not be used.

KENTUCKY WESLEYAN COLLEGE LOGO GUIDELINES



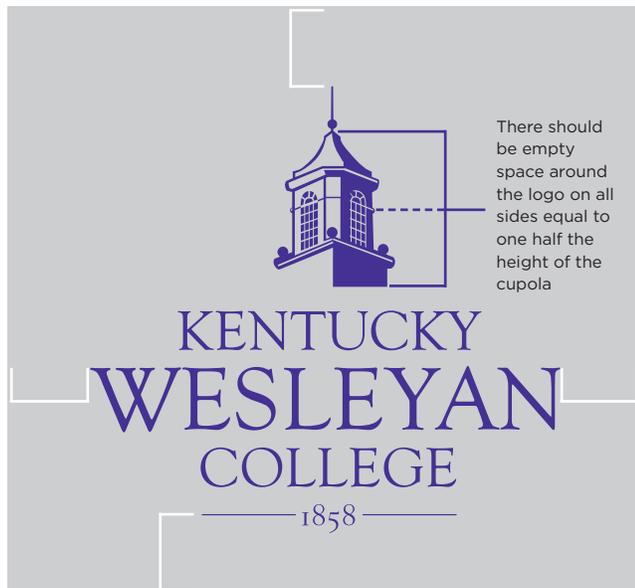
Logo usage rules

For optimal brand recognition, it's important that the brand mark is used in a visible and appropriate size. The brand mark should be a minimum of 1.5" wide with a minimum clearance of half the height of the cupola on all sides, between the logo and any other artwork.



1.5"

Minimum Size



Clear Space

Incorrect usage

The Kentucky Wesleyan College logo may only be used in the approved brand color and it must always be used in scale, never out of proportion or altered in any way different from the original.



Wrong Color



Disproportionate



Altered

KENTUCKY WESLEYAN COLLEGE LOGO GUIDELINES



Logo usage rules

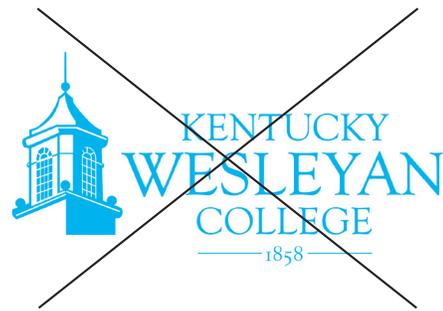
For optimal brand recognition, it's important that the brand mark is used in a visible and appropriate size. The brand mark should be a minimum of 1.5" wide with a minimum clearance of half the height of the cupola on all sides, between the logo and any other artwork.



Minimum Size

Incorrect usage

The Kentucky Wesleyan College logo may only be used in the approved brand color and it must always be used in scale, never out of proportion or altered in any way different from the original.



Wrong Color



Disproportionate



There should be empty space around the logo on all sides equal to one half the height of the cupola

Clear Space



Altered