



Texas Wesleyan
UNIVERSITY

MESSAGE, VOICE & TONE

BRAND STANDARDS

▶ [TXWES.EDU/BRAND](https://txwes.edu/brand)

WE ARE **TEXAS WESLEYAN**

Smaller. Smarter. is more than Texas Wesleyan's brand. It's in our DNA. It's what sets us apart from other schools.

With smaller classes, an engaged faculty and an environment that challenges students to learn how to think for themselves, Texas Wesleyan prides itself on providing a small school alternative to the bureaucracy of many higher education institutions.

That attitude affects every part of our university – from our small classes to the personal approach our staff takes when working with our students – it takes all of us working, every day to make smaller smarter.

Our visual look and feel is an essential part of that goal. This branding guide provides a clear, concise set of standards that defines the visual aspects of the Texas Wesleyan brand and how to successfully execute it. It is regularly updated as our brand continues to evolve and grow with our University.

Thank you for your help in making **Smaller. Smarter.**

WRITING IN THE UNIVERSITY'S BRAND

Our brand is what a person thinks of when they hear the name Texas Wesleyan. It is what exists in the minds of our students, alumni, donors, faculty, staff and the community.

The purpose of this guide is to unify our brand to a seamless identity that gives all Texas Wesleyan audiences a consistent, quality experience. It creates trust and builds recognition for Texas Wesleyan to support its mission, student and alumni achievements and commitment to education.

This guide covers how to write using the University message, voice and tone for use on all digital, printed and visual materials. Adherence to these standards will create and maintain a clearly defined brand and identity.

If you have questions regarding the material in this guide, contact the [Office of Marketing & Communications](#).

MESSAGE

Texas Wesleyan’s brand is so much more than a logo; it is the way the University communicates its values to the community. That’s why the way we write is just as important as the way we look. Creating great work, whether it’s an advertisement, an email or anything that communicates with a clear message.

The University’s “Smaller. Smarter.” tagline rests on six pillars that support it:

- › **Intentionally Small** – we’re small and we like it that way because it helps you thrive.
- › **Engaging Educators** – our professors care about the topics they teach – and they care about you, too.
- › **Critical Thinkers** – we push you to think for yourself to solve problems.
- › **Movers & Shakers** – our graduates do great things in their jobs, communities and the world.
- › **Top-Tier Value** – our private school education is an affordable option.
- › **Texas-Sized Reputation** – we’ve had a great 125 years, and we’ve got big plans for the future.

The message is central to the identity of the Texas Wesleyan brand. Any communication that comes out from the school should support at least one of these six message pillars. The message should be communicated clearly and simply. The message also functions as our brand promise. It’s not just who we want to be, but who we *promise* to be.

VOICE

The University's voice is how this message sounds when we deliver it, and it is driven by the way we write. The University's voice should be conversational and fun. We challenge preconceived notions about how higher education communicates. Don't be afraid to shake off the formal tone for something approachable, helpful and conversational.

This rubric can help you better understand what the University voice is – and what it isn't. That voice is:

- › **Edgy, not inappropriate**
- › **Direct, not rude**
- › **Smart, not “academic”**
- › **Clever, not juvenile**
- › **Encouraging, not pandering**

The University's message challenges many conventional notions about higher education marketing & advertising. Don't be afraid to use a more conversational or funny style when writing for the brand, but be sure to run your ideas by other team members to make sure they are appropriate and match the voice of the University.

Examples:

*“You in the Back” is Not Your Name
Big Schools Are Just Not That into You*

Bigger isn't always better. At Texas Wesleyan, there's no getting lost in the shuffle when your classes only have a handful of students, and your professors know exactly who you are. This is a “Smaller. Smarter.” college experience.

At Texas Wesleyan, we have a rich history and a Texas-sized reputation. As stewards of the University, it is our responsibility to build a future as bright as our past.

Our voice is one of the biggest differentiators between us and other universities. Take extra time to consider the University's voice as you are planning a writing project.

TONE

At different times, it is appropriate to use a different tone to communicate different messages to different audiences. Our tone is how we use our voice. Certain tones are appropriate for certain situations and not for others. For example, we would not address a student who has just received his or her acceptance letter the same way we would a student who has been deregistered from classes for nonpayment.

Understanding the goals of each project you are writing for is key to mastering tone. The best test for tone is to imagine yourself explaining a topic to someone close to you. Speak it out loud. Does it feel too loud, too soft or too detailed? Remember that all writing is simply a conversation that someone held at two different times: The time when you, the speaker, write it, and the time when the listener decodes it by reading it. Always speak your copy out loud.

For fun, sellable copy:

Bigger isn't always better. At Texas Wesleyan, there's no getting lost in the shuffle when your classes only have a handful of students, and your professors know exactly who you are. This is a "Smaller. Smarter." college experience.

Example for more instructions or more specific information:

Applying for scholarships and aid is the first step toward making your top-tier Texas Wesleyan education more affordable. We're here to help you make your college experience affordable and help you through every step of the financial aid process. Let's get started.

Direct, edgy tone

You're going to get a lot of mail selling you on one college or another. But how about some real talk? If you're looking for the big university experience, we're not that. Texas Wesleyan is small. But if you're looking for quality over quantity – personal attention, a better opportunity – then give us a look. You will thrive here.

Wherever you choose to go to school, it's going to cost money. Yes, it's an investment in your future. Yes, a four-year degree means increased employment opportunities and higher lifetime earnings. But how does that help now? College is expensive. Sticker shock is real.

Detailed, topic-oriented tone

Before you can even think about financial aid, you have to know how much your education will cost. We'll help you find the best way to pay for your top-tier education.

It only takes about 15 minutes to get your estimate. There are a few things you'll need to get an accurate price.

- SAT/ACT scores
- High school/college GPA
- Your tax return
- Your parent's tax return

CONTACT

It is campus policy that any use of Texas Wesleyan brand identity, trademarks and elements (logos, photos, templates, etc.) that is not produced and/or distributed by the Office of Marketing & Communications must be approved by the Office of Marketing & Communications prior to actual use (printing, display, posting, etc.). Please contact this office for approval rights, responses are typically given within one business day.

Office of Marketing & Communications

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