



Texas Wesleyan
UNIVERSITY

VISUAL

BRAND STANDARDS

WILLIE THE RAM LOGO

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

WILLIE THE RAM

Is the official mascot of Texas Wesleyan University. These graphics are a simplified illustration of Willie the Ram. The graphics are available for the University community to use to spread campus spirit and enhance marketing materials.



TABLE OF CONTENTS

- Who Should Use These Guidelines..... 4
- Willie the Ram Logo Usage Policies..... 5
- Rules & Guidelines 6
- Pose Variations 7
- Color 8
- Willie the Ram Logo Usage..... 9
- Proofing..... 11

CONTACT

- Contact for Approval..... 12

WHO SHOULD USE THESE GUIDELINES

These guidelines apply to all areas of Texas Wesleyan University and any individual or group acting as an official unit or representative of Texas Wesleyan University, including:

- **UNIVERSITY COMMUNITY**
 - Faculty and staff
 - Students
 - Clubs and organizations
 - Colleges and divisions
 - Departments
 - Athletics

- **PARTNERS OF THE UNIVERSITY**

- **OUTSIDE GROUPS ASSOCIATED WITH THE UNIVERSITY**
 - Vendors
 - Printers
 - Freelancers
 - Contractors
 - Manufacturers

WILLIE THE RAM LOGO USAGE POLICIES

The Willie the Ram logo is property of Texas Wesleyan and may not be used without the University's permission.

BRAND USE FOR ON-CAMPUS DEPARTMENTS

Only official departments recognized by Texas Wesleyan University are allowed to use the Willie the Ram logo.

BRAND APPROVALS

Once the Office of Marketing & Communications has approved usage, an approval code will be provided. Please include this code in your purchase order (PO) or purchasing card allocation. Payments for unapproved purchases will not be cleared by the Purchasing Department. To ensure that outside vendors receive payment, always include the approval code given by the Office of Marketing & Communications when submitting POs. This will help expedite the process and ensure timely payment.

Departments and offices that fail to follow this procedure will be personally responsible for vendor payment.

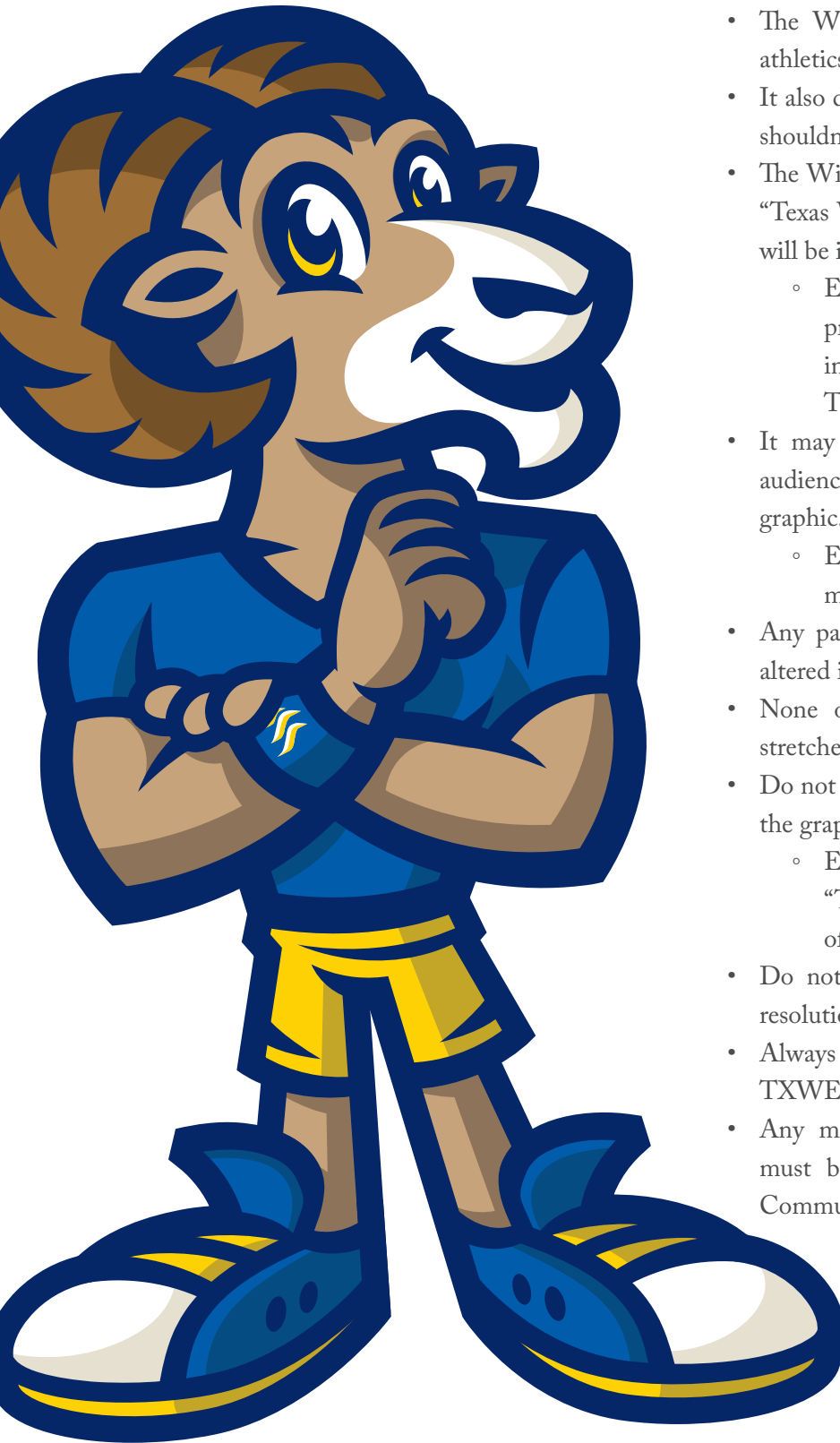
BRAND USE FOR EXTERNAL VENDORS

Vendors are subject to review by the Office of Marketing & Communications and the Purchasing Department for product quality, business practices and other significant criteria to the branding process. Vendors that do not follow these guidelines can be removed from the approved vendor list at any time and will not be allowed to produce items for the University.

THE 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. **CONTACT: PHONE: 817-531-5812 | EMAIL: COMMUNICATIONS@TXWES.EDU**

RULES & GUIDELINES

While the graphics are available for TXWES community use to promote university spirit, there are specific guidelines that need to be followed.



- The Willie mascot graphic does NOT replace the athletics Ram Head logo. Please do not use it as such.
- It also doesn't replace the primary University logo and shouldn't be used as a primary identifier.
- The Willie the Ram graphic must be accompanied by "Texas Wesleyan University" within the collateral if it will be included.
 - Ex. Flyers, posters, promo materials and other print collateral that are targeted towards individuals that are not currently part of the Texas Wesleyan University culture.
- It may be used primarily on its own if the target audience has a known affinity with the Willie the Ram graphic.
 - Ex. Social media and other internal promotional marketing communications
- Any part of the graphic should not be modified or altered in any way, including the colors.
- None of the Willie graphics should be distorted, stretched or sized disproportionately.
- Do not integrate with words or marks on top or below the graphic.
 - Ex. Do not put "Texas Wesleyan University" or "TXWES" as the text might look like it's part of the logo
- Do not recreate any of the graphics or use a low-resolution version.
- Always use the official graphic provided on the TXWES brand standards website.
- Any materials that use the Willie mascot graphic must be approved by the Office of Marketing & Communications.

POSE VARIATIONS

Below are the 5 main poses for the Willie graphic. Other poses may be requested, but approved at the discretion of the Office of Marketing & Communications.



HANDS ON HIPS



HOLDING UP INDEX FINGER



RAMS UP



FLAT PALM



THUMBS UP

COLOR

Willie is rendered in a navy blue dark outline, with base colors and wearing only a blue T-shirt, gold shorts and tennis shoes. There are variations for light and dark backgrounds.

On Light Background



On Dark Background



WILLIE THE RAM LOGO USAGE

SCALE

The logo may be sized proportionately but never stretched or condensed (height or width).

MINIMUM SIZE

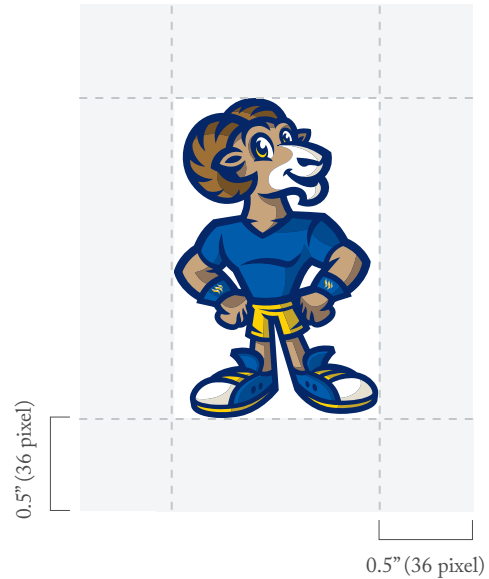
To protect legibility and impact of the logo, the Willie the Ram logo must always appear no less than 1.5" tall or 108 pixels.



CLEAR SPACE & USE ON BACKGROUNDS

Appropriate clear space surrounding the logo must be used at all times. Use of clear space maintains the integrity of the logo by isolating the logo from distracting graphic elements giving it the prominence and impact it deserves. Always be sure to maintain the minimum amount 0.5" of clear space.

Clear space does not include any textured or patterned background elements that may be present behind the logo. Pay attention to background textures, patterns or photos to insure there is enough contrast between the logo and the background color.



GENERAL PRINTING

The .eps or .pdf versions of the logo should be used in general digital printing if it is a color piece. Use of the .jpg or .png is appropriate if scaled proportionally.

DIGITAL USE

Use the .jpg or .png logo file for images displayed digitally, such as on email, presentations, web, etc.

SIGNS AND BANNERS

If Willie the Ram is to be used on signage or banners of any sort, please use a vector file .eps or .pdf to maintain the clarity of the logo.

THE 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. **CONTACT: PHONE: 817-531-5812 | EMAIL: COMMUNICATIONS@TXWES.EDU**

WILLIE THE RAM LOGO USAGE

CORRECT EXAMPLES OF USE:

DO use the logos exactly as they are represented in this guide.

DO contact the Office of Marketing & Communications for use and approval.

DO use the logos with the original colors and specify Pantone® colors to your printer or vendor.

DO use the 'shift' key to scale the logos within the correct proportions



INCORRECT EXAMPLES OF USE:

DO NOT create your own versions of Willie the Ram.

DO NOT change the colors.



DO NOT stretch horizontally or vertically.



DO NOT use taglines or other text with the logo.



TAGLINE OR TEXT

DO NOT integrate with other elements



PROOFING

Departments on campus are encouraged to submit design jobs to the Office of Marketing & Communications through the online portal ProWorkFlow.

<https://app.proworkflow.com/TexasWesleyanUniversity/>

Once a design has been created, you will be asked to proof it. If the design is approved as is, we will proceed to submit the files to the vendor (if necessary). If minor changes are needed, we allow two (2) rounds of minor changes that will be made in a timely manner. If changes are still needed after two rounds, a meeting will need to be scheduled with the creative services manager.

Once the changes have been discussed, you will

- Receive a new draft within ten (10) business days and
- Will be charged an hourly rate of \$30 per hour with a one (1) hour minimum.

Minor changes consist of text changes and small adjustments to element positioning, etc. Note that text changes must be given electronically and in a manner that allows us to copy and paste the new text. Major changes consist of more significant modifications to the design. Major changes must be reprioritized in the job workflow and are assigned a new due date. This includes adding a photo(s) or changing sections of text, resizing design, etc.

If departments create their own design, work with an outside vendor or utilize the Resource Toolbox, they must obtain approval of the final proof from the Office of Marketing & Communications prior to printing. At minimum, a PDF file of the piece must be submitted for review.

Contact

It is campus policy that any use of the Willie the Ram logo 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

Phone: 817-531-5812
communications@txwes.edu

For direct brand approval & usage please contact:

PAULA TRAN

Senior Brand Manager + Graphic Designer
Phone: 817-531-5816
tran@txwes.edu

