DIGITAL
BRAND STANDARDS

WE ARE TEXAS WESLEYAN

Texas Wesleyan's digital presence (including the website, emails, digital advertising and more) are growing faster than ever before. In order to continue consistently growing the brand, we've put together a this document to guide you in creating a "Smaller. Smarter." online presence.

The office of Digital Marketing and Strategy is responsible for coordinating all online presences, email marketing, digital marketing strategies and other related fields. Our goal is to:

- Enhance online experiences for undergraduate and graduate recruitment, and university advancement

- Provid Faculty and staff resources for creating branded online content

- Create mobile- and user-friendly online experiences

- Enhancing internal and external communication

Thank you for Smaller. Smarter.

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ELECTRONIC LOGOS

Transmissive use of the logo must be in full color and follow overall usage guidelines. The logo should be located on the top left corner of the header and have clear space around it. Typically, the background is blue (#002460 or #004b8d). When practical, the logo needs to link to the University's website homepage. Other options can be approved by the digital marketing team.

The Texas Wesleyan logo consists of three main elements:

1. University name

2. Shield icon

3. Tagline (listed separately)

For more detailed information about the university's logo, please see the Visual Brand Standards.

Availability

All logos are available in specific sizes for ESP and PNG formats through the digital marketing office. Please refer to the Office of Marketing & Communications for any vendor requests. If a specific file type other than the ones listed is needed, contact the Office of Marketing & Communications.

Logo Size

The logo should be used at a minimum size to ensure legibility and clear communication. Each medium requires a different standard of size appropriate but all logo use should follow these universal rules:

- Logos should be sized proportionally to the presentation

- Logos should be legible with type and edges clearly defined

- Logos should be set out from other design elements to provide a clear and uncluttered presentation

- Logo design ratios should not be altered to fit a design

- Additional or changed text cannot be used with the logo

Minimum Size

To protect legibility of the name typography and impact of the logo, the Texas Wesleyan logo must always appear no less than 1.5" or 108 pixels wide.

1.5" (108 pixels)

ELECTRONIC LOGO USAGE

University Website

Use the .png logo file for images displayed digitally on the University website under main domain, txwes.edu/.

Desktop (download)

Mobile (download)

Landing Page & External Website

Logos on TXWES landing pages aim to identify the University name and link users to University homepage. The logo should be placed on the left side of the header, leaving proper white space around. The page title should be placed on the right side of the University logo, divided by a vertical line.
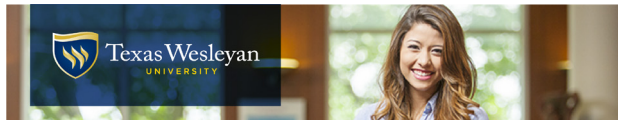
Desktop

Mobile

Email/Newsletter

For email and newsletter headers, the primary university logo is used. Adjust the logo size properly to fit templates accordingly.

Office Email

General Email

Social Media

Use the university logo properly for individual social media channels and follow their individual requirements. The logo it self cannot be stretched or mixed with other colors.

Clear Space & Use on Backgrounds

You must use appropriate clear space surrounding the logo at all times. Using clear space maintains the integrity of the logo by isolating it from distracting graphic elements. This gives it the prominence and impact it deserves. Be sure to maintain the minimum amount of clear space for every logo (shown below) equal to height of the 'X' in Texas.

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.

OFFICIAL UNIVERSITY TAGLINE & USAGE

SMALLER. SMARTER.

On digital interfaces (including website and email) for all audiences, it is appropriate to include the tagline, "Smaller. Smarter," on the footer. The tagline is descriptive to the ideals of Texas Wesleyan and conveys an element of the University's personality. The tagline should not be used in other design treatments without prior approval from the Office of Digital Marketing and Strategy.

If the tagline is used in body text it should be displayed as "Smaller. Smarter." with the use of periods after each word.

The fonts follow the brand typography of Adobe Caslon Pro Regular or Trade Gothic Condensed. When presented on a light background, the tagline should be in the standard dark blue and on a dark background the tagline can be in white or gold.

OFFICIAL UNIVERSITY COLORS

Primary Colors

This palette is designed to support the main visual presentation of the university. This color theme's intent is to convey a welcoming, "Smaller. Smarter." spirit of university culture, with Rams Gold, TXWES Navy and Wesleyan White.

TxWes Navy
Hex: #002460
RGB Color: R/0   G/36   B/95

Rams Gold
Hex: #fed000
RGB Color: R/254   G/208   B/0

Wesleyan White
Hex: #ffffff

Secondary Colors

The secondary colors aim to support the primary colors to create well-designed elements and proper spaces giving students, faculties, staff, alumni and friends a comfortable online experience. (*All color are available to use under different opacity value including 100%, 80%, 50%, 40% and 20%)

Hex: #004b8d
RGB Color: R/0   G/75   B/141

Hex: #0072bc
RGB Color: R/0   G/114   B/188

Hex: #5c8ab9
RGB Color: R/92   G/138   B/185

Hex: #eeeee
RGB Color: R/239   G/238   B/237

Hex: #cccccc
RGB Color: R/204   G/204   B/204

Hex: #666666
RGB Color: R/102   G/102   B/102

Hex: #1a1a1a
RGB Color: R/26   G/26   B/26

TYPOGRAPHY

All online typefaces should follow the approved standards for fonts. For a web-friendly experience across the most popular browsers, use Oswald as the alternative font of Trade Gothic Bold Condensed No. 20. Use Trade Gothic Bold Condensed No. 20 on the original design file only when the text is combined with graphics. Use white, dark blue, dark grey, black or yellow depending on the background color (the type must contrast with background for legibility). Use blue-medium (#0072bc) for website hyperlinks on a white background.

See a few xamples of brand approved fonts below.

Headline Options:

Arial Bold: **ABC123**

Color: white, dark blue or yellow depending on background color, must contrast with background for legibility

Font Size: 21 pt. and up

Top Banner/Sub-Headline Options:

OSWALD   **ABC123**

Color: White, dark blue or yellow depending on background color, must contrast with background for legibility

Font Size: 12 pt. and up

Sub-Headline Options:

Arial: ABC123

Color: White, dark blue or yellow depending on background color, must contrast with background for legibility

Font Size: 16 pt. and up

Body Text/ Button Options:

Arial: ABC123abc

Color: Black, 85% black or white depending on background color, must contrast with background for legibility

Font Size: 8-12 pt., not to exceed sub-headline size

ELEMENTS

Elements are smallest unit of every design piece. Use elements as the basic items for the page and it'll produce the consistent look and feel for each web page.

- Copy Style: The padding, layout and alignment with paragraphs, titles and images
- List: The bullet style and the list hierarchy standards
- Icons: The icon files and related design on buttons/tabs
- Buttons: The button styles and usage
- Image & Sizing: The usage of web images and related sizing standards.
- Dividing: The line break style on the website

Copy Style

Headline 1 - Arial Bold 2-2.25em #1a1a1a

Use this style for page titles.

Headline 2 - Arial Bold 1.3-1.5em #333333

Use this style for section titles.

Headline 3 - Arial Bold 1.125em #666666

Use this style for section sub titles.

Headline 4 Arial Bold Italic 1em #666666

Use this style for smasll titles.

Headline 5 Arial Bold 0.9em #999999

Use this style for smaller titles.

Paragraph Arial 0.9em #666666

Use this tyle for paragraph content.

Pairing & Spacing

Set proper spacing in between elements. The main rules are listed below:

Headline 2 eu fugiat nulla pariatur

Paragraph lorem ipsum dolor sit amet, text link within paragraph (#0072bc), sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

Dividing Line

See the two kinds of lines below.

SINGLE SOLID LINE:

This style is used for dividing sections.

Area of Study	Degree
Biology	B.S.
Chemistry	B.S.
Biochemistry	B.S..

DASH LINE:

Use this style for dividing sections.

List

UNORDERED LIST:

Use the general content font and set line-height:1.3em

If you only have one thing or need to communicate a long list of text, use a paragraph instead.

Hierarchy:

- General Book1
- General Book2
  - Level2
    - Level 3
      - Level 4

ORDERED LIST:

General ordered list:

1. General Book1

2. General Book2

3. General Book3

Featured ordered list:

1

Secondary featured ordered List:

1.

Button Style

Buttons are used on the website to call out an action or for users to complete a task. It's important to follow the design and hierarchy while using them. For buttons that incorporate icons, please see "Icons." .

1ST LEVEL:

Primary Yellow Button

Primary Button

Secondary Grey Button

Secondary Button
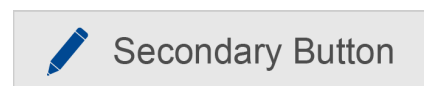
White Featured Button-Left side panel

Contact Me ▶
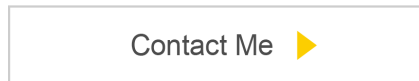
Primary Yellow Button-Landing Page

Log In

2ND LEVEL:

Yellow Button

Primary Button

Grey Button

Secondary Button
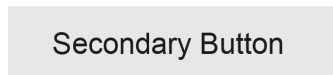
3RD LEVEL:

Section Button

Default
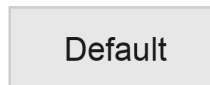
Section Link Button

Hover Button

OTHERS:

CTA Button

SECTION TITLE
Lorem ipsum dolor sit amet,
consectetur adipiscing elit
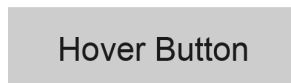
Icon Style

Icons are used on buttons, section headers and other places on the website. The style of each icon should be clean, simple and use a single, solid color. The icon should easily show the related meaning within a simple, flat shape.

WHITE ICONS

- Used for content typePrimary Yellow Button or Blue Label Bar
- Dimension: w: 41px   h: 36px

BLUE ICONS

- Used for content type Section Link Button
- Dimension: w & h: 30px

CTA BUTTON ICONS

- Used for content type CTA Buttons
- w & h: 46px

GREY ICONS

- Used for mobile version of above blue icons and CTA button icons
- w & h: 36px

IMAGES & SIZING

Image Optimization

1. Pick the proper image formats

Use .png or .jpeg as the main format of the images.

2. Adjust images' dimensions

1) Check the dimensions when choosing the image

Check the required dimensions of the image that you want to post on the web. The original width and height of the image shouldn't be smaller than the required size. Don't stretch, squeeze or zoom a raster image to fit into that size.

2) Use cropping tools to resize the image

Once you've chosen your image, you can use pixlr, an online tool, to easily crop the image by typing in specific numbers. Simple editing options are also available.

3) Adjust main character's position

When cropping the image, be careful about the character's position. Use the golden ratio to pick your focal point. If you're overlaying text, consider choosing an image that has the character in the area not be covered by the text/title.

3. Compress images & reduce file sizes

The original resolution of the image should be 72 dpi or higher and the normal resolution of the cropped and resized images should be 72 dpi.

1) Reduce the quality

The proper resolution for screen appearance is 72 dpi. A good way to customize the "quality" of your image is to use the quality slider used by the "Save for Web"

functionality in Adobe Photoshop.

2) Compress the image

You can also reduce the file size by compressing the image. There are a bunch of tools that can help you compress a image while still keeping the resolution. You can use TinyPNG to compress the image.

3) The image for responsive website

A majority of users visit our website from a hand-held device, and we need to consider how these images are displaying. The image size will vary depending on devices. Sometimes we need to create multiple versions of a graphic at various dimensions to deliver the best experience.

Image Categories

HOMEPAGE BANNER:

Homepage banner is used for the University's home page and to present the most important, up-to-date news.

Dimensions:

- Desktop 1000 × 336
- Tablet 764 × 312
- Small Tablet 564 × 272
- Mobile 320 × 210

Example Page: https://txwes.edu/

NEWS STORY IMAGE:

Dimension: w:450px h:300px

Example Page: Any News page (Example)

FACEBOOK IMAGE:

Dimension: w: 470 h: 246px

Follow FB's 20% rules and use the text overlay tool to check the usability https://www.facebook.com/ads/tools/text_overlay

Headshot:

Dimension: Original: w:450px h:300px

Final Appearing Size: w:342px h:228px

Example Page: Any faculty page (Example)

SECTION IMAGE

Dimension: Section Image_small (130 ×124)

Section Image_big (250 ×166)

Small

Example Page(small): https://txwes.edu/admissions/

Big

Example Page(big): https://txwes.edu/admissions/visit-campus/

LANDING PAGE HERO IMAGE:

Dimension: w:2560px h:574px (max-height:535px)

Example Page: https://txwes.edu/online-mba-search/

HEADER

The global header is an important piece of the University website. It directs users to different parts of the website an includes the search bar, links and main navigation.

University Website

The header on the University main website (https://txwes.edu/).

Desktop:

Mobile:

Sub Website & Landing Page

The header for all external websites and landing pages

- The University logo links to the University home page while the title text links to the home of current website

- Depending on the system, the department logo can be separated or combined with the University logo

Desktop:

Mobile:

FOOTER

Another core component of the website is the footer. The footer provides contact information and social media links as well as the University's tagline, copyrights and privacy policy.

Desktop:
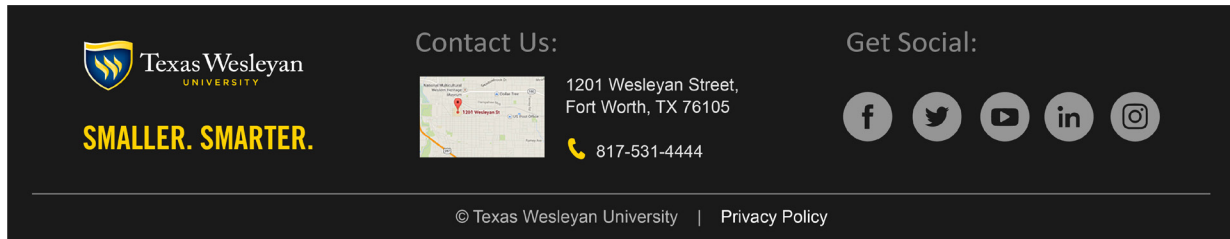
Mobile
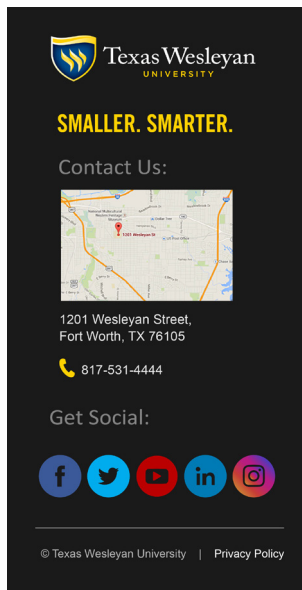
TEMPLATES

This template is used for university- and school-level pages that link from the Texas Wesleyan home page, sites with an institutional scope beyond a single department and administrative initiatives that serve our campus.

Texas Wesleyan websites that have separate designs approved must still follow minimum web standards.

Website Template

HOMEPAGE

The main entrance the most popular gateway of university's website.
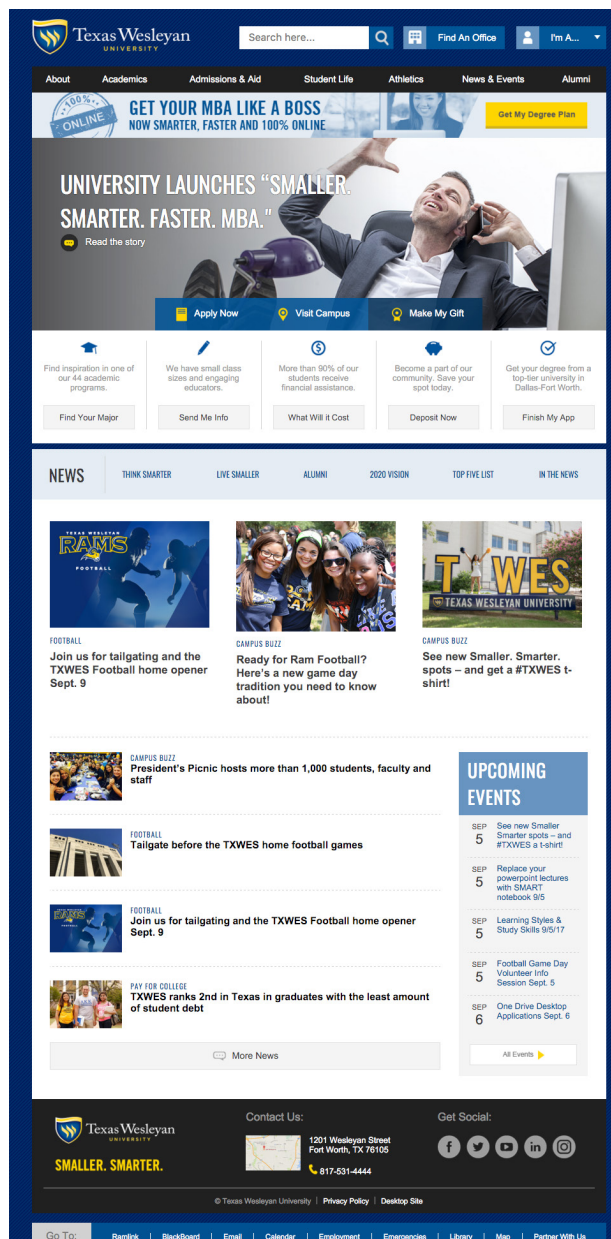
INTERIOR PAGE

Choose proper layouts for intereior pages for the best user experience.
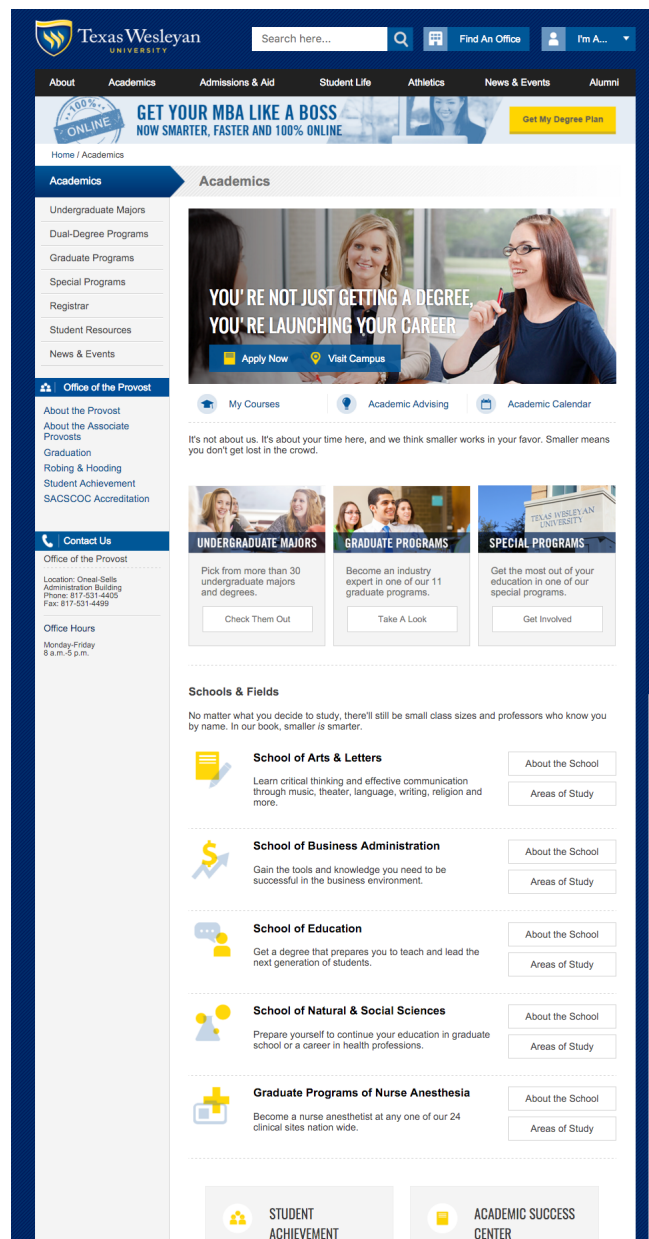
LANDING PAGE LAYOUT

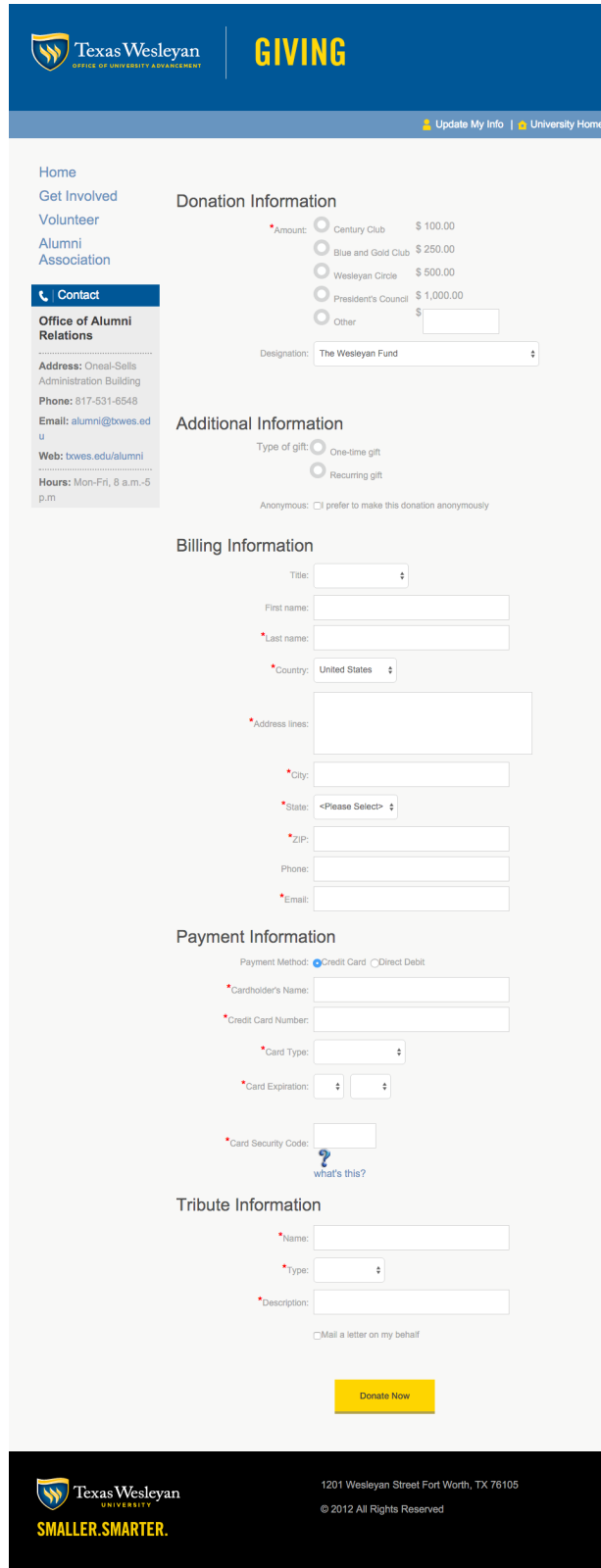Landing pages have one goal – get website visitors to take a single action. Example page: Online MBA Inquiry Page

Email Template

Email is a great tool to encourage your audience to act. Whether that's signing up for an event, making a donation or something else.
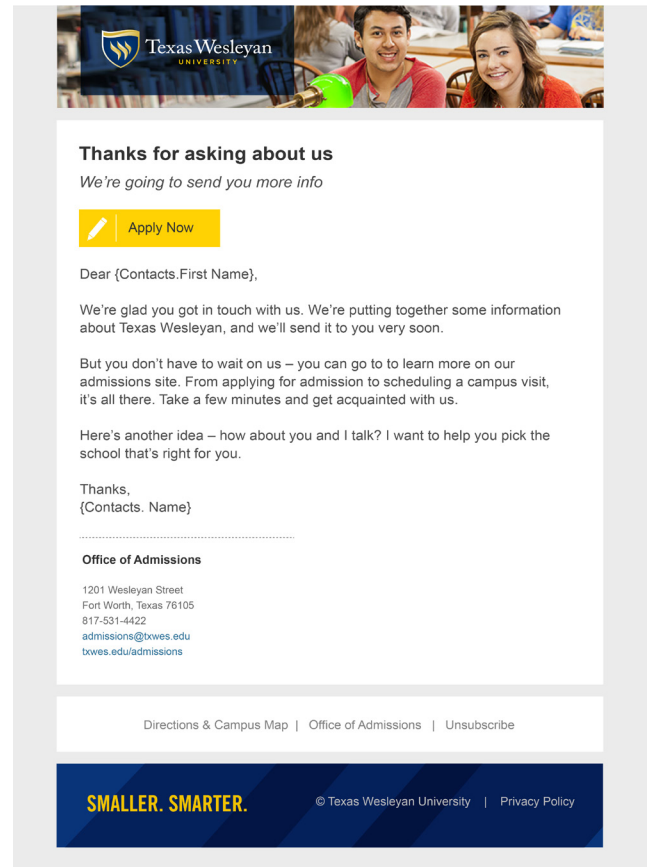
External Presence

There are external presences (domain not under txwes.edu or websites designed by the third party. Here's an example:

Social Media

Social media post graphics should follow the branding color and the logo usage. You should follow each channel's individual publishing requirements.

Example: TXWES Facebook

CONTACT

It's campus policy that any use of Texas Wesleyan brand identity, trademarks and elements (logos, photos, templates, etc.) should be produced or approved by the Office of Marketing & Communications. For more details and information, please contact the Office of Digital Marketing & Strategy.

Office of Digital Marketing & Strategy

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digital@txwes.edu