

# THE WORDMARK

## PRINCIPLES

- ❑ PRINCIPLE ONE: THE WORDMARK IS ALWAYS PRIMARY. This does not mean the Wordmark is always the largest, main, or first visual element. It means the Wordmark and rules of its use take precedence over other elements in its vicinity. For example, the Wordmark never tilts or curves to follow a design or graphic element; prints as a signature to another element (for example, below and to the right of a large photograph); or used to replace the words "Wayne State University" in a phrase. Other elements cannot intersect or interact with the Wordmark.
- ❑ PRINCIPLE TWO: THE WORDMARK MUST APPEAR PROMINENTLY ON ALL UNIVERSITY PUBLICATIONS. The Wordmark must be used on all university publications, in a clear and prominent way.
- ❑ PRINCIPLE THREE: THE WORDMARK MUST NOT BE ALTERED. The Wordmark is never to be extended, condensed, italicized, stretched, bent, skewed, curved, or distorted in any way. The Wordmark is never used as a basis for graphic techniques or other "tricks." The graphic at right can be used to check that the Wordmark you use is correct. Line up the left edge of the large "W" and the lower edge of the large "Y" as illustrated. The diagonal line should intersect the corner of the large "E."
- ❑ PRINCIPLE FOUR: THE INTEGRITY OF THE TYPEFACE MUST BE MAINTAINED. The Wordmark typeface, Basilea, has extremely limited usage. It may be used in University advertising, which must be developed in conjunction with the Office of Marketing and Publications (MAP). It may also be used in logos and secondary marks, which require the approval of MAP. All logotypes must adhere to Wordmark usage guidelines. The typeface, Basilea, is always used bold, small caps (75% of full cap size), and scaled to 85% horizontally.

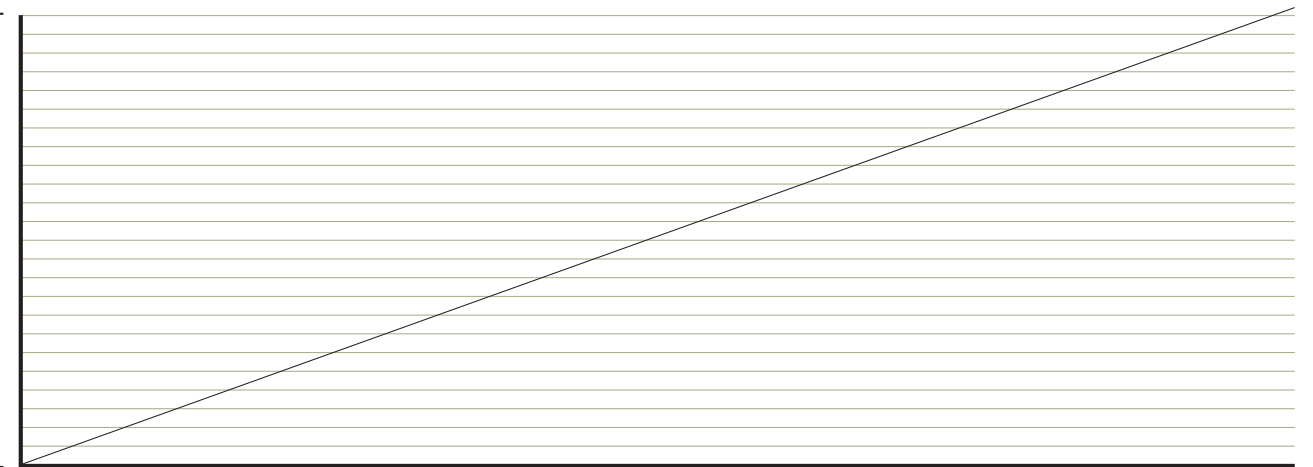
*The Basilea font, bold, all caps, and scaled to 85% horizontally. It is never italicized, outlined, shadowed, or otherwise modified.*

ABCDEFGHIJKLMN  
NOPQRSTUVWXYZ  
1234567890

*The Wordmark maintains the same height-to-width ratio, regardless of reproduction size.*



*This graphic can be used to confirm the correct height-to-width ratio.*

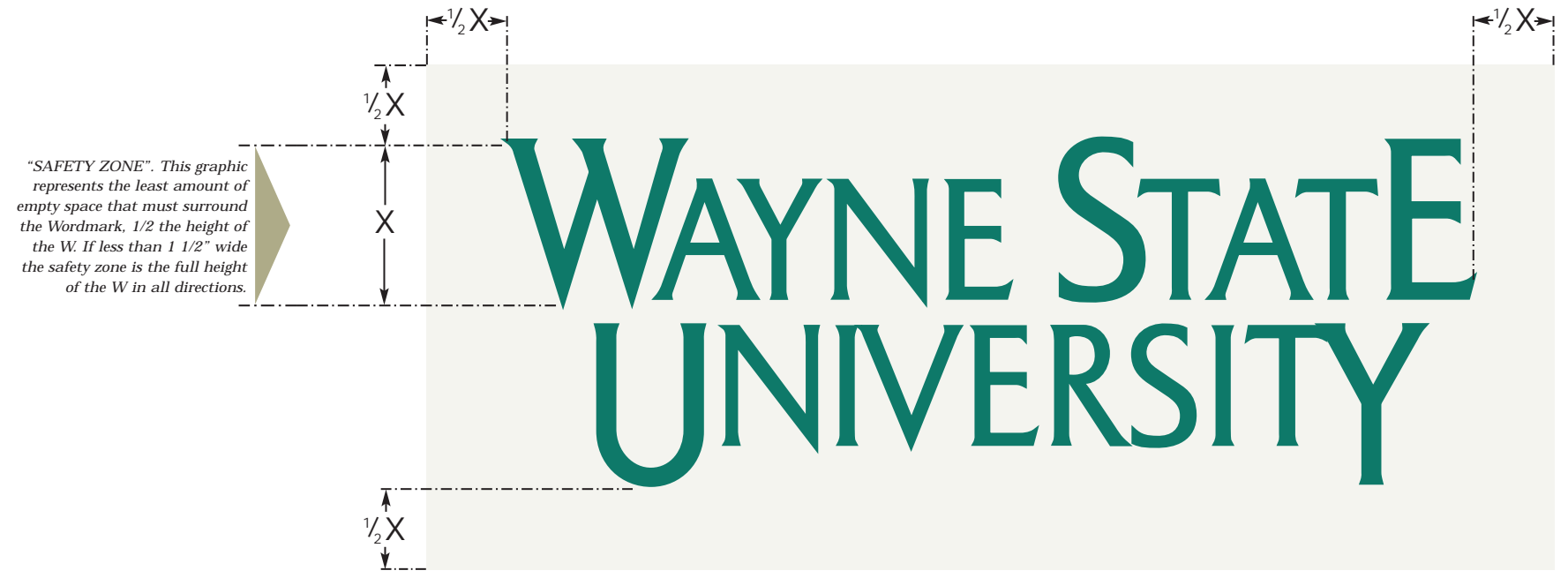


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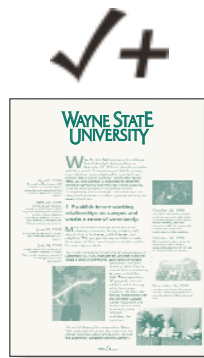
## STANDARDS

The Wordmark represents the “brand” of Wayne State University. As the defining symbol of The University, the Wordmark must adhere to a well-defined set of usage rules in order to fully “leverage our brand.”

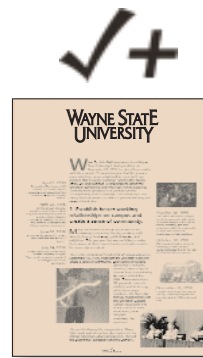
- WORDMARK “SAFETY ZONE” — The space surrounding the Wordmark must be free of any other graphic elements or text. The minimum free space is one-half of the height of the “W” on all sides. When the Wordmark is used smaller than 1 1/2” wide, the minimum allowed space is the full height of the “W” on all sides.
- WORDMARK COLORS — The only colors approved for use in printing the Wordmark are black and PMS 561. Additionally, PMS 561 can only be used when the Wordmark is printed on white or buff. The Wordmark can also be “reversed out” of University approved colors (see examples on opposite page).



PMS 561 type on buff (preferred) or white background  
NOTE: On other backgrounds, you must print the Wordmark in Black.



This usage of the Wordmark in PMS 561 on approved buff paper is correct. Note the emphasis and space given to the Wordmark.



When printing the Wordmark on any colors other than buff or white, PMS 561 cannot be used. Print the Wordmark in black.



The Wordmark in PMS 561 on a 40% screen of PMS 561. This lacks the contrast the Wordmark requires from its background.



Colors other than PMS 561 and black are not to be used in printing the Wordmark, even on buff or white backgrounds.



Black type on buff (preferred) or white background



Reverse (white) type on black



Black type on background tints of PMS 561, PMS 451



Reverse (white) type on PMS 561



Acceptable, not preferred: Black type on any other color



Reverse (white) type on PMS 208

# THE WORDMARK

## SECONDARY MARKS

Titles of formal units of the University are unlike any other elements in the identity system. More important than any other element except the Wordmark itself, they can meld with the Wordmark to create a secondary mark. Typeset in the Wordmark font (bold, small caps, and scaled to 85% horizontally), they are the only elements ever allowed to appear inside the Wordmark's "safety zone", in effect creating a modified Wordmark. This secondary mark is subject to the same usage guidelines as the Wordmark, and is interchangeable with it.

To achieve standardization of these secondary marks, contact the Office of Marketing and Publications at 313-577-8155 for assistance in creating secondary mark art. All secondary marks and other logos must be approved by MAP.

When creating secondary marks:

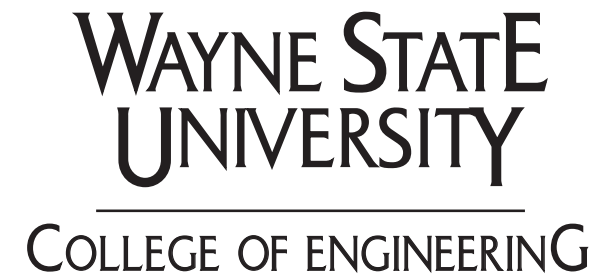
- ❑ MAKE THE WORDMARK THE DOMINANT ELEMENT. Visually, the Wordmark is always of greater weight than the title of the formal unit.
- ❑ ONLY FORMAL UNITS OF THE UNIVERSITY MAY REQUEST A SECONDARY MARK.
- ❑ THE UNIT NAME MUST MATCH THE WORDMARK TYPE STYLE EXACTLY. Set your small caps scaling to 75%. Use Basilea, bold, scaled horizontally to 85%.
- ❑ SEPARATE THE ELEMENTS WITH A THIN RULE. The rule is visually centered, with equal white space above and below, rests comfortably above the college or department name, and takes its width cue from the lower element, not the Wordmark (see examples on opposite page).

*This is how the majority of secondary marks will appear. The lower element uses Basilea, bold, small caps, scaled horizontally to 85%, and the center letters are 75% of the point size of the end letters.*



*It is unacceptable for the lower element to have a greater visual weight than the Wordmark. The correct version of this logo at right.*

*These two extreme examples of secondary marks show how the lower element remains secondary in visual weight to the Wordmark itself. Note that the rule's widths are based on the lower element, and not on the Wordmark.*



# SOME WORDMARK "DON'TS"

UNACCEPTABLE

These are some examples of improper uses and variations of the Wordmark. These rules, like all Wordmark guidelines, also apply to secondary marks.



Never use any effects that change the Wordmark from a solid, readable element.



Never use the Wordmark as a grammatical element, even if the Wordmark is the primary element.



Do not attempt to re-create the Wordmark in an alternate typeface.



This shadow effect is too dark, creating a high contrast element inside the Wordmark's safety zone.



Never italicize the Wordmark. Once the Wordmark is changed, it is no longer the Wordmark.



The Wordmark always prints in 100% PMS 561 or 100% Black. No other colors or options are allowed.



Take care when using the Wordmark that you do not scale it in one direction only.



If you have the Basilea font, Do not simply re-type the Wordmark. It must be correctly kerned.



The use of computer applications to alter the Wordmark is never acceptable.



Do not enclose the positive version of the Wordmark in a ruled box, or a box reversed out of a color.

