

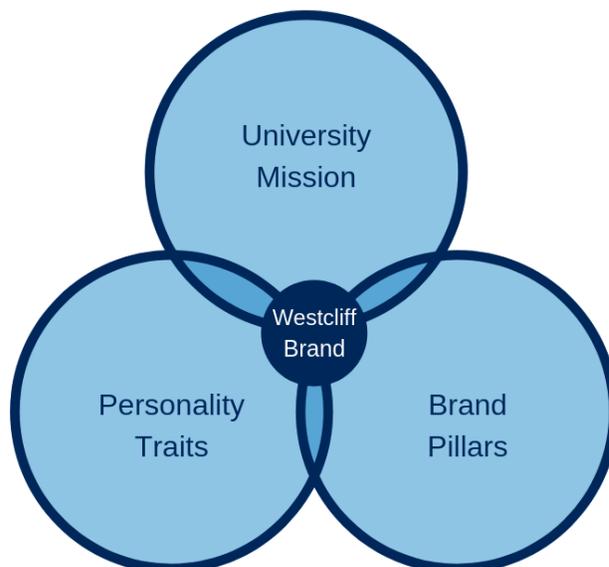
Westcliff University Brand Guidelines

The Westcliff University brand encompasses the work of many different entities. When we all use the same elements, and speak with a shared voice, we can tell a more powerful story. Brand Guidelines are designed to help you tell this story more effectively — and harness the power of the Westcliff brand in your work.

Fundamentals

What is “The Westcliff Brand”?

Our university is perceived by many different audiences: students, faculty, staff, families, alumni, casual observers, people in Irvine, in California, and around the world. Our brand is what these audiences think, feel, and respond to when they see or hear the name Westcliff University.



University Mission and Key Message

Westcliff University's institutional mission is to educate, inspire, and empower students from around the world to acquire the competencies to excel personally and professionally through practical, innovative, high-quality distance and campus programs.

Westcliff University Tagline

EDUCATE	INSPIRE	EMPOWER
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Brand Pillar (Core Values)

Honesty	Integrity	Mutual Respect	Inclusion
Personal Accountability	Social Responsibility	Global Citizenship	

Personality Traits

- **Cultured:** we are a global institution and provide a diverse and inclusive university setting
- **Balanced:** we are fair, equitable and impartial
- **Caring:** We go above and beyond to ensure student success
- **Practical:** we use, teach, and believe in practical and applicable teaching and learning
- **Visionary:** we are persistent in achieving our personal, professional, academic goals

Applying the Brand

The Westcliff University Name

- Name choices begin with the institution: are we Westcliff University or WU? Our acronym is short and easy to remember. However, there comes an advantage in contemplating our university logo with our full, formal name. Spelling out "Westcliff University" reminds





WESTCLIFF
UNIVERSITY
Educate. Inspire. Empower.

the reader that we are a prestigious university, which is especially helpful for international audiences.

In *first references*, use:

Westcliff University

In *subsequent references*, use:

Westcliff, WU

Formal uses, such as diplomas, may use:

Westcliff University

DO NOT USE

- Westcliff U
- WestCliff University
- WestCliff U
- WestCliff
- West Cliff
- Westcliffe
- West Cliffe
- W University
- WC University
- WCU
- University of Westcliff
- U of Westcliff
- UW
- UWC





Identity Elements

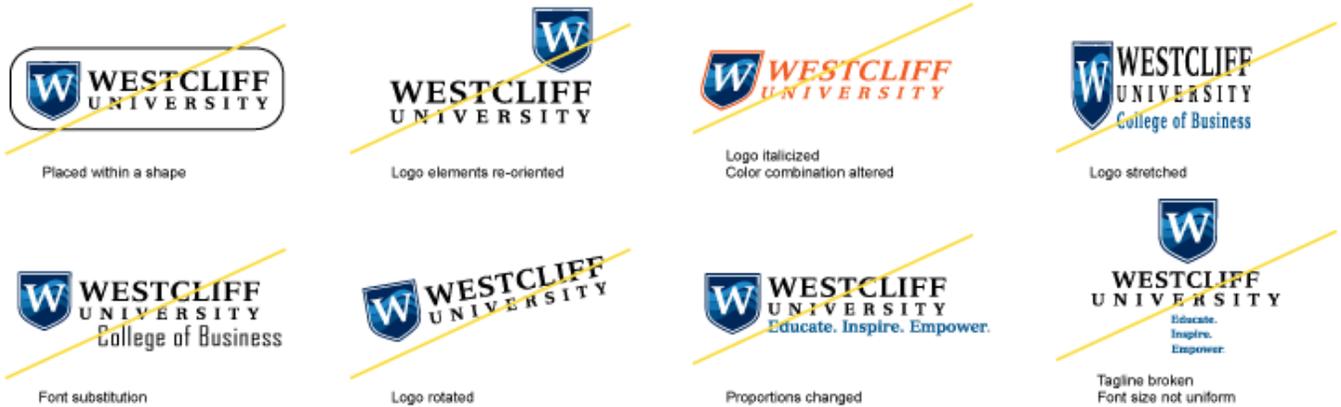
Our Logos

The Westcliff University logo represents us at the highest level and is vitally important to our brand. It acts as a signature, an identifier and a stamp of quality. It is, and should always be, the most consistent component in our communication.



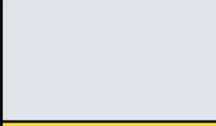
Restrictions

In order to keep Westcliff University's branding consistent, its logo should only be used as shown in this guide. Any alteration to the logo (placement, color, etc) is prohibited.



Colors

Beyond our logo, color is the most recognizable aspect of our branding identity. Our brand colors reflect our bold, diverse coterie. Appropriately using color is one of the easiest ways to ensure our university reflects the cohesive Westcliff brand.

Color	Name	Pantone	CMYK	RGB	HEX
	WU Logo Blue	648 C	100 90 35 32	0 39 90	#00275A
	WU Dark Blue	7692 C	100 74 25 8	0 78 129	#004E81
	WU Medium Blue	7461 C	89 50 9 0	2 115 174	#0273AE
	WU Light Blue	7689 C	80 36 1 0	25 136 199	#1988C7
	WU Dark Gray	2376 C	29 17 0 56	80 94 113	#505E71
	WU Medium Gray	2164 C	26 15 0 33	128 147 172	#8093AC
	WU Light Gray	656 C	5 3 0 8	223 228 234	#DFE4EA
	WU Golden Yellow	114 C	3 9 86 0	251 220 62	#FBDC3E

Typography

When used thoughtfully, typography becomes a powerful brand tool that can add visual meaning to what is communicated. Westcliff's typography communicates clearly and cleanly, and is flexible in a wide range of situations.

Versailles is the primary serif typeface for Westcliff University. It should only be used for headlines, pull quotes, captions, etc. It is also suitable for use on forms because Versailles is legible at very small sizes. [The Versailles fontfont is available for purchase at www.linotype.com.](http://www.linotype.com)

- **Versailles**
 - ABCDEFGHIJKLMNOPQRSTUVWXYZ
 - abcdefghijklmnopqrstuvwxyz
 - 0123456789

Futura is the primary sans serif typeface for Westcliff University. It should only be used as body copy, and for headlines.

- **Futura**
 - ABCDEFGHIJKLMNOPQRSTUVWXYZ
 - abcdefghijklmnopqrstuvwxyz
 - 0123456789

Arial is the secondary sans serif typeface for Westcliff University. It should only be used as body copy, and not for headlines.

- **Arial**
 - ABCDEFGHIJKLMNOPQRSTUVWXYZ
 - abcdefghijklmnopqrstuvwxyz
 - 0123456789



Tools, Resources, & References

Templates

Presentations: When creating a deck for presentation purposes, please use one of our [pre-made templates](#).

Photography

A majority of people use social media on their mobile devices; therefore, it would be the best practice in understanding that the logo, icon, or avatar will almost always display very small. As such, social media accounts should use their profile identity for all profile icons/photos for readability and consistent branding.

All photography direction is based on a spectrum of relatable to aspirational.

Avatars: Relatable, human, warm, professional, but not cold. Vibrant, but mature, personable.

Still life: Attainable, clear, concise, human, demonstrates the Warrior personality. Simple, and not overly complex.

Lifestyle: Aspirational, alludes to collaboration, confident, clear, focused, environmentally inclusive (the subject is part of something bigger).



Video

Videos are an important medium for telling the Westcliff story. Like all communications and materials, videos produced by any individual or group at Westcliff University should be of the highest quality to properly represent the organization and its identity.

Lower thirds: Design should be clean and clear. Names should be set in Futura or Arial bold, titles in Futura or Arial standard.

End cards: All video should end with the Westcliff shield logo, animated, or still.



Social Media

Westcliff University encourages the utilization of official social media accounts to showcase the university's narrative and to engage in conversations about pertinent topics. Social media provides the platform for Westcliff University to introduce our voice, our brand, and to represent our university mission and key messages. For additional information, please see the Westcliff University Social Media Strategy & Brand Guide.

Questions?

If you have any questions regarding the Westcliff University Brand Guidelines, please contact Westcliff University's Marketing Team at media@westcliff.edu.

