WKU®

COMMUNICATION & BRANDING MANUAL

Please visit www.wku.edu/marketingandcommunications for the most up-to-date Communication & Branding Manual.

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INTRODUCTION

WKU is a vibrant place full of life, spirit, adventure and opportunity. WKU has a strong regional identity, and our national and international identity is in a positive transformation period setting WKU on the road to achieving our vision to become A Leading American University with International Reach.

All WKU faculty and staff have an obligation to continue to build the University's brand awareness through verbal, written, face-to-face and online communications. By presenting professional, consistent messages and a unified "look" for WKU, the University's reputation, name recognition and brand become stronger.

This Communication & Branding Manual seeks to provide guidelines, templates and information to assist you in ensuring that the message about WKU is clear and consistent. This is intended to assist all colleges, departments, programs and offices in their marketing and communication endeavors regarding the University. If you have questions that are not addressed in this manual, please feel free to contact WKU Marketing and Communications within the Division of Public Affairs at **745-4720.**

Why the WKU Brand Matters

The WKU brand isn't just a logo, and it is more than colors, mascots and taglines. WKU doesn't only stand for Western Kentucky University. Those three letters, W-K-U, have a different meaning to a wide variety of audiences. The name also stands for academic excellence, applied research, athletics, business development, outreach, a beautiful campus, and most of all, opportunity. The brand is the overall perception of the University by all audiences and the promise of what the University offers to the rest of the world.

To continually strengthen the WKU brand, we must ensure that the perception is positive and that the promises the University makes are fulfilled so that we produce successful graduates who become global leaders. We must communicate our successes to the world through a unified identity. A strong institutional brand does not mean that individual colleges or departments get overshadowed. It is an opportunity for those entities to leverage the WKU name to build upon their own name recognition and reputation.

The WKU brand must be supported by the actions and words of everyone who represents the University.

The WKU Name

As we work to strengthen the WKU brand, we must concentrate on how we refer to the University in print, on the web and verbally. "WKU" and "Western Kentucky University" are the only two approved names that should be used. Avoid using "Western", "Western Kentucky", "Western KY", "W. Kentucky" or other variations on the name.

Proper use of the WKU name also applies to WKU merchandise including promotional products and clothing, as well as print pieces, such as brochures, advertisements, signage and other materials.

The WKU Vision
Another way to strengthen the WKU brand is by keeping our messaging consistent. Frequent use of the WKU vision will help drive home the WKU brand. Adding the WKU vision, "A Leading American University with International Reach," on communication materials is recommended.

The WKU Motto
Keeping the University's messaging consistent can also be achieved with regular use of the WKU motto. Adding the WKU motto, "The Spirit Makes the Master," is encouraged on communication materials.

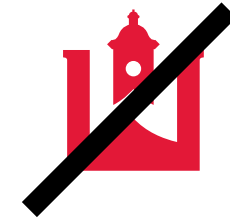| *Acceptable Usage*	*Unacceptable Usage*
WKU	~~Western~~
Western Kentucky University	~~Western Kentucky~~
A Leading American University with International Reach	~~Western KY~~
The Spirit Makes the Master	~~W. Kentucky~~

Logo Usage

Logo Basics

- The WKU logo is available in three forms.

- Only use official WKU logos downloaded from **www.wku.edu/publications/downloads.php**

- Delete all previous or provisional versions of the WKU logo and replace them with **logos from the official site**.

- Do not use scanned copies, website logos or "homemade" versions.

- The **WKU element may be used independently**, but use of the Cupola element by itself requires approval from WKU Marketing and Communications.

- Any unit funded entirely by the university is expected to use the WKU logo **exclusively.**

- **No unit logos** may be used or grandfathered over for use in print, advertising or on the web. Use **WKU Logo Signatures** (see pages 12-13).

- Always use the **registered trademark WKU logo, ®** rather than the copyright WKU logo, ©.

- For best results, let professionals in the University Publications Office assist with print projects. University Publications is a free, professional design service for the campus community. **www.wku.edu/publications**

Acceptable Usage

The WKU Element

The WKU Element with the Cupola
(Tall Version)

The WKU Element with the Cupola
(Long Version)

Restricted Usage

Use of the Cupola element by itself requires approval from WKU Marketing and Communications.

Unacceptable Usage

Do not use a unit logo if you are funded entirely by the university.

Who should use this logo?

All official academic and administrative units of WKU should use the WKU logo exclusively. Unit names may be incorporated into an approved **logo signature** (see pages 12-13).

Entities housed at WKU which have an independent relationship to the community and/or represent a regional, national or international organization may use an independent logo along with the WKU logo as long as the WKU logo requirements are met (see pages 7-9).

No WKU logo should be used by any non-university entity to imply a relationship with the University without the University's express permission.

University affiliated social, fraternal, advocacy, hobby and religious organizations **may not** use the WKU logo, or any part thereof, for promotion.

University academic, performing, and intramural athletic organizations **may** use the WKU logo or a logo signature to represent WKU in competition or conference with chapters from other universities. Permission from WKU Marketing and Communications is required.

WKU Athletics has its own logos and branding standards. See **www.wkusports.com**.

Acceptable Usage

Unacceptable Usage

The Cupola element should **not** be used as part of another logo.
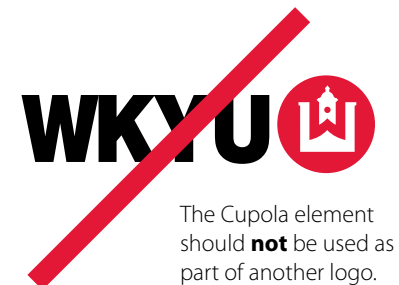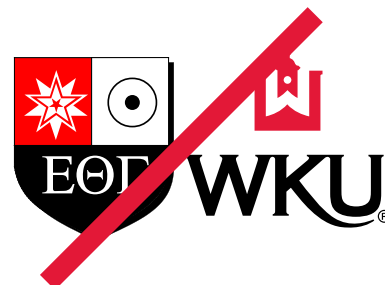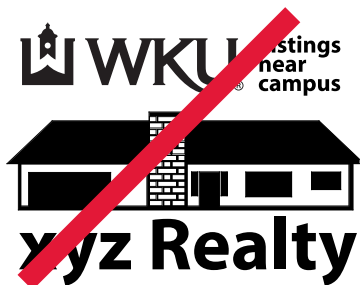
Size Specifications of the WKU Logo

Minimum Size in Print
The WKU Element should be
no shorter than .75".

Unacceptable Usage

The WKU Logo should not be the dominant element in any page layout. It should be presented with reserve and restraint suitable to the symbol of the WKU brand.

Do not distort the logo or change the aspect ratio.

Do not change the size of the WKU or Cupola elements relative to each other.

Do not alter the distance between the WKU and Cupola elements.

Do not alter the positions of the WKU and Cupola elements.

Keeping the WKU Logo Prominent

The WKU Logo must be clear and prominent in publication layouts. This is especially true when the logo is combined with or appears with another logo or additional artwork in the case of units with an independent relationship to the community. See **Who Should Use This Logo** (page 6). Logos that combine the WKU logo with another logo must be approved by WKU Marketing and Communications.

The WKU Logo can be kept prominent by the use of **contrasting size or color**, or by allowing **sufficient clear space.** Appropriate examples include:

Unacceptable Usage
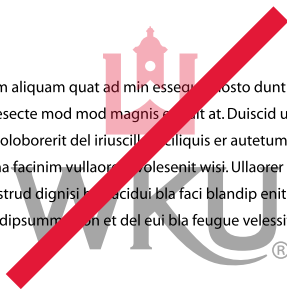
Do not allow type to touch or cross the logo. Don't use the logo as a background for type.

Do not allow decoration to touch or intrude into the logo's space.

Do not allow a line to touch or intrude into the logo's space.

Do not allow a type to intrude into the logo's space.

WKU Colors*

WKU Red
Pantone© 186
CMYK: 0 100 75 4
WEB: B01E24
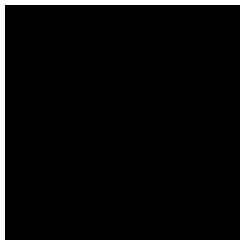
WKU Black
Pantone© Black
CMYK: 0 0 0 100
WEB: 000000
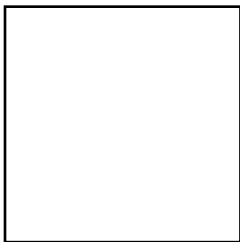
White

WKU Gray
Pantone© Cool Gray 9
CMYK: 29 23 16 51
Grayscale: 55% Black
WEB: 333333
(Pantone© 877 Silver
may be used)

Color specifications are taken from the PANTONE® color bridge™ coated, 1st Edition. They **will not match exactly with color specifications in programs such as Adobe Illustrator® or Photoshop®. Variations in specifications for the same color are acceptable. For assistance contact University Publications.*

The WKU, the Cupola and the optional square element of the WKU logo may use any of the WKU colors.

The WKU Logo may appear in one color or two WKU colors. The WKU logo may be printed in white against any solid color background.

Unacceptable Usage

Do not use multiple colors in either the Cupola or WKU elements.

Print the Cupola and the WKU elements in the same color if you cannot print them in two WKU Colors.

Do not use the WKU Logo on complicated backgrounds.

Do not use color graduations in either the Cupola or WKU elements.

WKU Suggested Typefaces

For institutional publications and signage, the Myriad, Palatino and Trajan type families are suggested. These type families are available in basic regular, italic, bold and bold italic forms, and also in additional weights and condensed forms. These fonts are available at **Linotype.com** and other type font sales websites.

The Myriad Family
BASIC

Myriad Roman ABCDEFGHIJabcdefghij
Myriad Italic ABCDEFGHIJKLabcdefghijkl
Myriad Bold ABCDEFGHIJabcdefghij
Myriad Bold Italic ABCDEFGabcdefgh

MYRIAD PRO

Light Condensed and *Light Condensed Italic,* Condensed and *Condensed Italic,* **Semibold Condensed and *Semibold Condensed Italic,* Bold Condensed and *Bold Condensed Italic,* Black Condensed and *Black Condensed Italic,*** Light Semicondensed and *Light Semicondensed Italic,* Light Semicondensed and *Light Semicondensed Italic,* Semicondensed and *Semicondensed Italic,* **Bold Semicondensed and *Bold Semicondensed Italic,* Black Semicondensed and *Black Semicondensed Italic,*** Light and Light Italic, Regular and *Italic,* **Semibold and *Semibold Italic,* Bold and *Bold Italic,* Black and *Black Italic***

The Palatino Family
BASIC

Palatino Regular ABCDEFGHabcdefgh
Palatino Italic ABCDEFGHIJKabcdefghijk
Palatino Bold ABCDEFGHIabcdefghi
Palatino Bold Italic ABCDEFabcdefg

PALATINO STD

Light and *Light Italic,* Medium and *Medium Italic,* **Black and *Black Italic***

The Trajan Family (titles & subheads)
BASIC

TRAJAN REGULAR ABCDEFGHI
TRAJAN BOLD ABCDEFGHIJKL

TRAJAN PRO

TRAJAN PRO REGULAR ABCDEFG
TRAJAN PRO BOLD ABCDEFGHIJ

The WKU Logo was not created from a type face. It is specially made of custom-designed type forms. Do not attempt to re-create the WKU Logo from a type font. Always use official WKU Logos from www.wku.edu/publications/downloads. php.

WKU.®

The name "WKU" may appear in text in any typeface as long as it is not a substitute for official WKU Logo artwork.

Optional Versions of the Logo

The WKU Logo and the tall version of the WKU Logo with Cupola may be centered in a square. Acceptable two color and one color versions are shown. **Download these logos at www.wku.edu/ publications/downloads.php.**

The square containing the WKU Logo should be no smaller than 1"square.

Tall Version, Two Color

Tall Version, One Color

Unacceptable Usage

Do not put the long version of the WKU Logo with Cupola in a square.

Logo Signatures

For visual unity and improved institutional recognition, University units, departments, colleges, schools and regional campuses should use WKU logo signatures instead of distinct unit logos.

A logo signature consists of the WKU logo in one of its three forms and the unit name in one or more suggested typefaces (page 10).

With the WKU Element only
The unit name may be presented in one to three lines, depending on the length. The largest type should be no larger than half the height of the "W" (excluding descenders).

In the case of one line, the line should align with the top, center, or bottom of the "W".

When there are two or three lines, they should fit between the top and bottom of the "W".

The unit name may be centered under the WKU element or aligned-left under the logo using the same type arrangement that was used to the right of the WKU element. The unit name should not crowd the logo around the bottom of the "K".

With the Cupola WKU logos
Use the same type arrangements with the long and tall Cupola WKU logo variations.

Custom logo signatures can be created for your unit by the University Publications Office. Email publications@wku.edu to request a logo signature.

Logo Signatures Examples

Logo Signatures need not be limited to these examples.
Contact the University Publications Office for custom logo
signatures for your unit.

WKU®
Parking & Transportation Services

WKU®
Student Disability Services

WKU®
Student Disability Services

WKU®HONORS
COLLEGE

WKU® Libraries

WKU®
Academic Advising and
Retention Center

WKU®
College of Education
and Behavioral Sciences
http://edtech.wku.edu

WKU®
DEPARTMENT OF
Kinesiology,
Recreation & Sport

WKU® Department of
Marketing

WKU®
Academic Advising
and Retention Center

WKU®
Campus & Community **Events**

WKU® Potter College
of Arts & Letters

WKU®
Elizabethtown
Radcliff|Ft. Knox

WKU®
GORDON FORD
COLLEGE OF BUSINESS

WKU Print Publications Examples

Designs for WKU print publications need not be limited to these examples. Contact the University Publications Office for professional assistance with your print publicity.
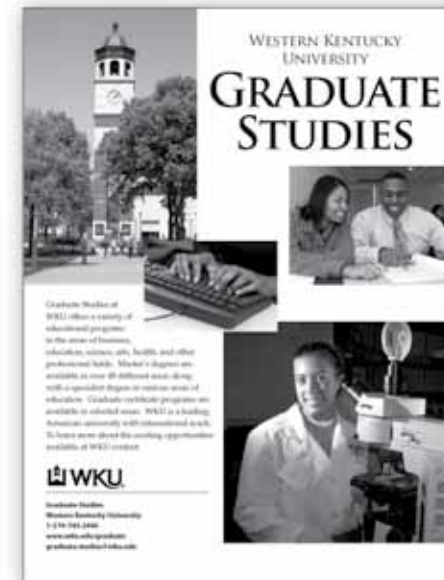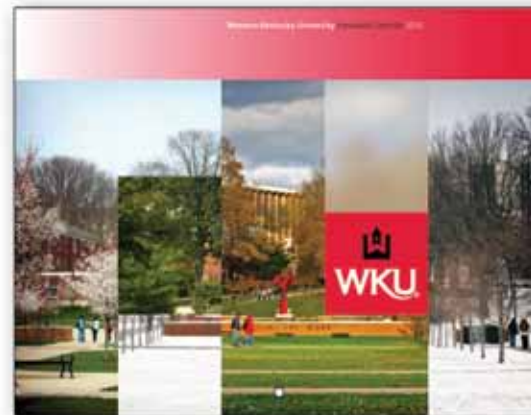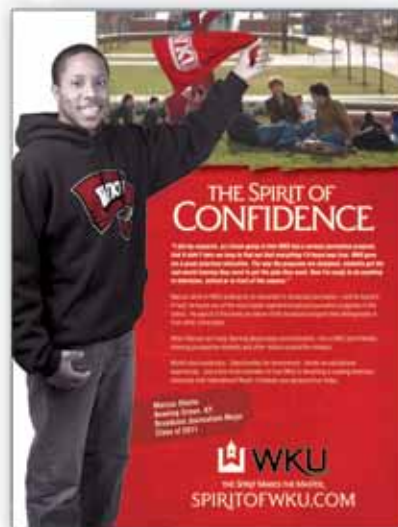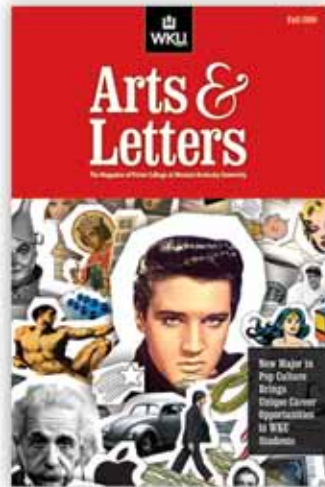
WKU Logo on Vehicle Examples

Use of WKU logos on vehicles need not be limited to these suggestions. Consideration should be given to the color of the vehicle, and whether the vehicle will be seen parked or in motion most often.

WKU Signage

Signage must conform to WKU logo usage guidelines.

WKU has implemented a hierarchy of wayfinding signage from large directional signs to small building directories. The WKU logo is displayed in a red banner at the top of each sign. Sign locations, design and content are determined by the Campus Landscape Architect in the office of Planning, Design & Construction.

For interior & exterior display signage, like this example sign in the WKU Welcome Center in the Kentucky Museum, contact the Campus Landscape Architect in the office of Planning, Design & Construction.

Building Sign   **Building Sign Post**   **Small Directional Sign**   **Map Sign**   **Building Info Sign**

Transit Sign   **Parking Sign**   **Wide Directional Sign**   **Large Directional Sign**
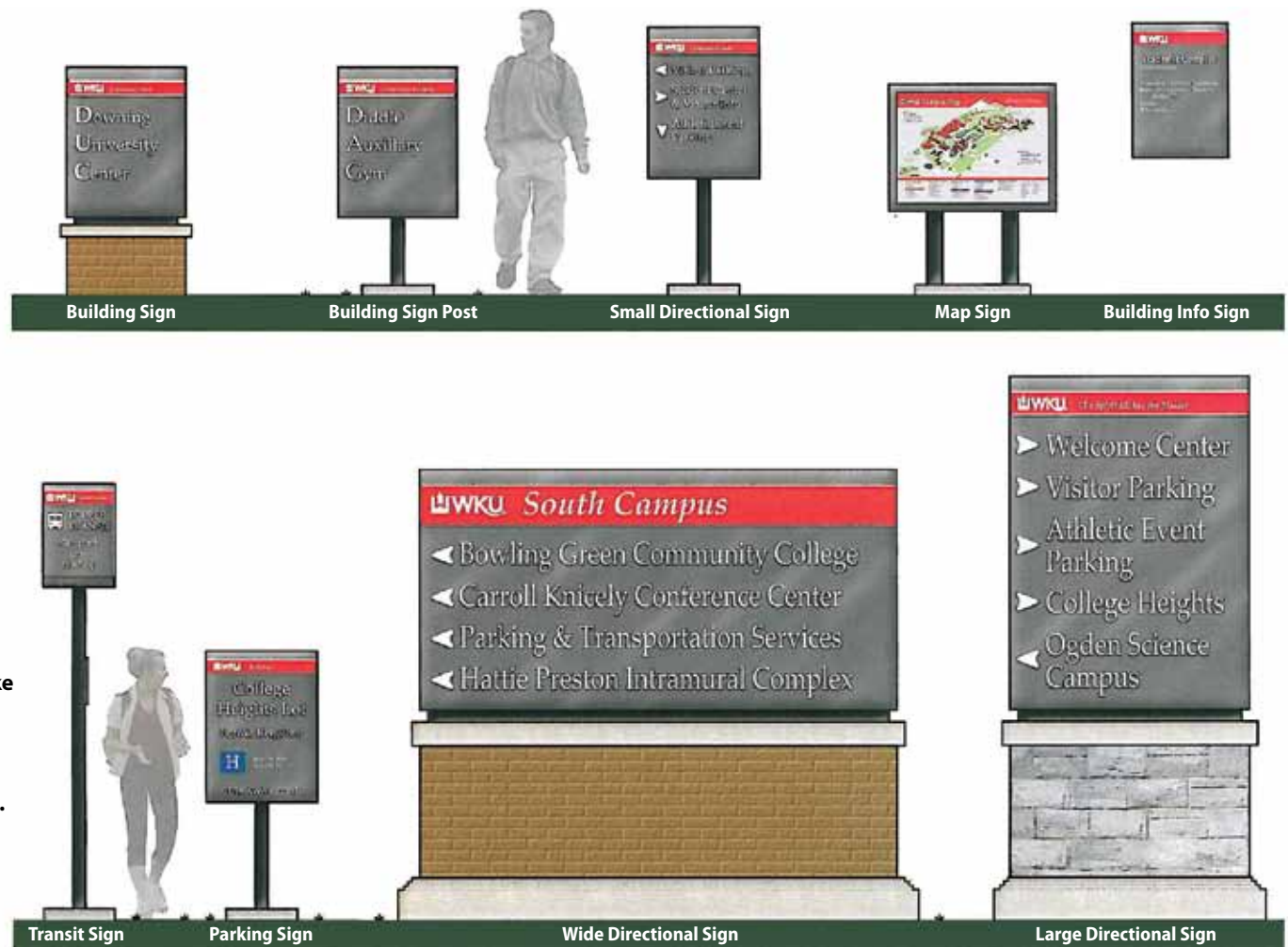
WKU Standard Program Brochure

Academic departments who have this standard brochure may supplement it with any kind of support print material they feel necessary as long as it displays the WKU Logo according to the guidelines in this book.

University Publications has this template and is a free layout and design service for the campus community.

Program Name

Undergraduate or Graduate Level

WKU | Program Name   U

College Name College Name
UNDERGRADUATE

WKU | Program Name

For more information

visit our home at:
http://www.wku.edu/

or contact:
John Doe
office: **Something Hall 000**
email: **john.doe@wku.edu**
phone: **270.745.0000**

Department of Program Name
Western Kentucky University
1906 College Heights Blvd. #00000
Bowling Green, KY 42101-0000

phone: **270.745.0000**
fax: **270.745.0000**

Western Kentucky University is an equal opportunity institution of higher education and upon request provides reasonable accommodation to individuals with disabilities. www.wku.edu/eoo

A LEADING AMERICAN UNIVERSITY WITH INTERNATIONAL REACH

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"A good quote from a recognized expert, a respected thinker, or one of our alumni would be appropriate here."

—**Anonymous**

Contact Information

Vision Statement

College Name

Quote

KRS 57.375

EOO Statement

College Banner Colors

WKU | Program Name   U
College of Education and Behavioral Sciences
black and pms 186

WKU | Program Name   U
College of Health and Human Services
pms warm red

WKU | Program Name   U
Potter College of Arts and Letters
pms 3025

WKU | Program Name   U
Ogden College of Science and Engineering
pms 873 metallic gold

WKU | Program Name   U
University College
pms 186 and black

WKU | Program Name   G
Graduate Studies and Research
pms 877 metallic silver

WKU | Program Name   U
Gordon Ford College of Business
pms 202

WKU Stationery & Business Cards

University stationery and business cards must be purchased exclusively through the **Printing Services website (www.wku.edu/printing)**.

There are approved layouts for letterhead stationery and envelopes, business cards (horizontal and vertical versions), and business reply mail. Variations must be approved by the University Publications Office.
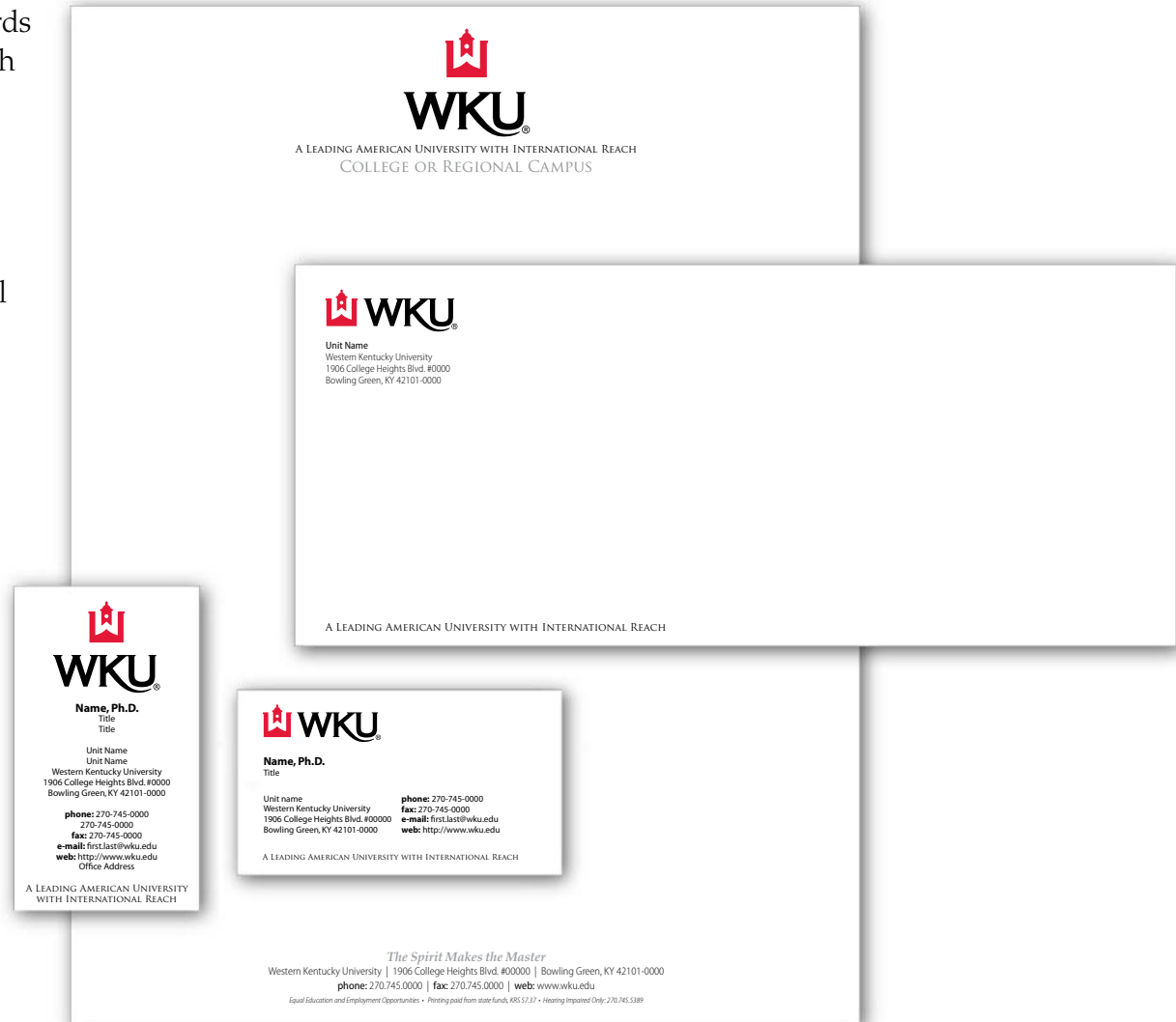
Restricted & Obsolete Logos

Restricted Logos

The University Seal
RESTRICTED

The University Seal may be used by the President's Office, on commencement materials, on certificates, on official university documents, and on high-quality souvenir items. It may appear in publications as a historical reference. **The Seal should not be used as a WKU logo in current publications.**

> **Obsolete or restricted logos on commemorative plaques do not need to be changed.**

Athletics Logos
RESTRICTED

All WKU Athletics logos and marks are restricted. Any use of these logos requires permission from the Collegiate Licensing Company (CLC).

See the following page for additional details regarding restricted and obsolete Athletic logos.

All current WKU Athletics logos can be viewed under the traditions tab at **www.wkusports.com**.

Obsolete Logos

The Centennial Logo (Oct. '05–Jan. '07)
OBSOLETE

The WKU Centennial concluded at the end of January 2007 and the Centennial Logo may no longer be used. It may appear in publications as a historical reference. Publications and stationery with this logo should be reprinted with the WKU Logo.

The "University Logo" (1990-2007)
OBSOLETE

The University Logo will not be used in new publications or signage. It may appear in publications as a historical reference. Publications and stationery with this logo should be reprinted with the most current WKU Logo. Signage and architectural decoration with this logo will be refurbished with the WKU logo as soon as feasible.

WKU still owns the copyright for this logo. **WKU does not permit anyone to use this logo or any part of it.**

WKU Athletics Logos

WKU Athletics logos are for use by Athletics Communications/Media Relations and the WKU Athletics teams only. They are not appropriate for use in academic publications. **The exception is Big Red, who may be used in academic publications as a symbol of the student body.** Any change or addition to the approved Big Red image files must be approved by Athletics Communications/Media Relations. In academic publications, Big Red is only an illustration, not a substitute for the WKU logo.

Athletics logos may be viewed and downloaded at **www.wkusports.com**.

Restricted Logos

Please note: The Towel and Big Red must always be red. In addition to the logos shown below, all logos for individual sports are restricted.

Notes about Big Red:
• **Must always be red**
• **Must always be shown with WKU on the front**
• **Big Red is neither male nor female**
• **Big Red cannot talk. Please do not portray talking with the use of conversation balloons.**

Obsolete Logos

ADVERTISING BASICS

Most of these principles can be applied to multiple advertising channels, including television, radio, billboard, print ads, online display ads, etc. Your audience gets bombarded with thousands of advertising messages every day and will only notice your advertisement after they have seen it multiple times. When you are tired of seeing it, they are just starting to notice! WKU Marketing and Communications and the Office of Publications is available to assist with your advertising efforts. Visit www.wku.edu/marketingandcommunicaitons for more information.

Cut through the Clutter
The key to getting your ad noticed is to cut through the clutter and make your message stand out above the rest. Most people who see your ad will only skim the information for a split second, and if they don't see something that interests them, they will move on immediately.

Focus on a Main Message
When working on an advertisement, always know what the main message should be. Most ads should focus on only one main message, rather than trying to put too much information, which can create a cluttered look that isn't easy to read.

Use Less Text, More Imagery
Because most people quickly scan ads, they are more likely to notice crisp, clear and attractive images, rather than text. Images should reflect the audience you want to attract.

Tout the Benefit(s)
Rather than using your ad to tell what features you are promoting, focus on how those features will benefit the person who sees the ad. Everyone wants to know "What's in it for me?"

Include a Call to Action
If there is a specific action you want the person who sees your ad to take, tell them! Whether it's to call you for more information, to visit your website, or to make a purchase, be specific in what you want them to do.

Make it easy to contact you
Always include a prominent phone number and/or website address.

Use only approved WKU logos
Refer to the logo usage section for appropriate use of WKU logos and marks (pp. 5 - 21).

Include the WKU vision statement or motto
Adding the WKU vision, "A Leading American University with International Reach," or the University's motto, "The Spirit Makes the Master," is strongly encouraged.

Be consistent across advertising channels
If you are advertising in multiple channels (television, print, radio, etc.), be consistent in messaging and artwork. Your efforts will be more widely recognized if the same ad is seen frequently.

Standards

Publications

WKU print and web-based publications are important communication tools for the University. Therefore, consistency in design is critical to building and maintaining the WKU brand. As mentioned earlier, the use of the WKU vision statement, "A Leading American University with International Reach," and the WKU motto, "The Spirit Makes the Master," on print publications is recommended for unification and branding consistency.

The University is required by law to include the following statements on all items printed with state funds.

Printed with State Funds Statement:

> **© 2011 [or current year] Western Kentucky University. Printing paid from state funds, KRS 57.375**

Non-discrimination Statement:

> **Western Kentucky University is an equal opportunity institution of higher education and upon request provides reasonable accommodation to individuals with disabilities. www.wku.edu/eoo**

Any WKU print piece that will be seen on more than one occasion, such as brochures, posters, event publicity, institutional or program recruitment materials, etc., are required to include these statements.

These statements may be printed in the smallest legible type size. These statements are not required on imprinted promotional items such as pens, string bags, mugs, etc. If you have any have questions about when or how to use the statements, please contact WKU Marketing and Communications at **745-4720.**

Special attention should be paid to the **Photography** that is used in every WKU print publication. Photos must be high resolution (300 dpi or higher) for clarity and should be appropriate for the intended audience. **Do not use photographs which contain logos or references of any kind to other colleges or universities. It is also important to ensure that photos portray a diverse University environment.**

For best results with print publicatons, let the professionals in the University Publications Office assist with the print project.

Websites

The purpose of the University website guidelines is to ensure a clear, memorable and consistent design structure that is visible throughout the entire WKU website. The WKU website serves as a key marketing and informational source for a variety of audiences. The website is important for enhancing initiatives such as:

- **Prospective student recruitment**
- **Alumni and donor relations**
- **Community partnerships and media relations**
- **Faculty recruitment and research promotion**
- **Current student information sharing**

A strong visual identity across all University-sponsored channels increases awareness and brand recognition of our institution and our subsidiaries and therefore further communicates WKU's mission, vision and goals. It is for this purpose that all web pages representing official WKU departments, recognized affiliates and units conducting official University business or residing on the wku.edu domain should be consistent in design and style in order to build upon the WKU brand. Website publishers who are responsible for keeping official University web pages updated are expected to abide by the highest standards of quality and professionalism to ensure the best possible experience for the end user and to uphold the official WKU web identity standards.

WKU Website Content and Design Best Practices

Standardized Website Design Elements:
There are a number of elements that should be included on all official University web pages. Many of these elements are provided in the standardized templates that are available through the University's website content management system (CMS). To view the standardized website templates, refer to page 35, or visit www.wku.edu/webservices.

WKU Logo, on each page of your website which links back to the WKU home page (provided within CMS)

Page Title (should be very short but descriptive)

Top Banner and **Footer** (provided within CMS)

Use of official university Typography: Myriad Family, Palatino Family and Trajan Family (predefined within CMS)

Contact Us areas should include an easily accessible contact e-mail address, the department's physical mailing address, phone number with area code, and a faculty/staff directory.

Link back to the department's homepage on each web page. This is because visitors may enter the website without first going to the department's homepage.

Use of official University website color palette:
Tan is RGB 226, 217 183 or hex #E2D9B7.
Red is RGB 176, 30, 36 or hex #B01E24.
Gray is RGB 51, 51, 51 or hex #333333.
Black is RGB 0,0,0 or hex #000000.

Important Elements for a Web Page

Top Banner
WKU Logo

Color Palette

Page Title

Link back
(breadcrumbs)

Staff Listing

Contact

Link back

University Typefaces

WKU complies with Kentucky's adoption of the **W3C Web Content Accessibility Guidelines** to provide optimal access to visitors with disabilities to all University websites. Website developers shall apply the most current version of these guidelines in the design, creation and maintenance of any University website. The WKU Equal Opportunity Office will regularly audit all WKU websites for compliance. Please see official University Web Standards Policy at **www.wku.edu/policies** for further information.

University web pages should indicate when a specific link will result in the visitor leaving the University's website to go to a non-University website. Also, links to downloadable documents, such as PDFs should be clearly marked.

It is highly recommended that a back-end **analytic tracking code**, such as Google Analytics, is included on any page that does not receive or transmit personal or confidential information.

Standardized Website Content Elements:
The content of any website is the most essential element in effective online communications. Web users expect information on every page of the WKU website to be succinct, relevant and useful. Having outdated information on the website can do more harm than having no information at all. It is recommended that reminders be set for auditing and maintaining content on a regular basis. Some suggestions for content updates include:

- **News about your college or department**
- **Upcoming Events**
- **Photos/Video from recent events**
- **Blogs**
- **Announcements about new faculty or staff**
- **Additions of new programs and services**
- **Student, faculty or staff awards and achievements**
- **Automated feeds from Twitter and blogs or links to departmental social media sites such as Facebook**

Every college, division and department at WKU should have an appointed and trained Site Mangager who serves as the primary contact for the website. Content Coordinators may also be appointed. Having these positions ensures that content will be kept updated and relevant. The Creative Web Services Office within the Division of Public Affairs can assist in determining what individual may be best suited to departmental needs for website coordination and maintenance. In some cases, student assistance is appropriate, while in others, more consistent maintenance will be required depending on the type and frequency of content involved.

Writing for the Web:
Typically website visitors skim information rather than reading every word on the site. Therefore, it is critical that the most important and valuable information on any site is mentioned early and often. Be concise and to the point, and make sure the content is relevant. Non-essential text should be eliminated or located in an area that is not considered "prime real estate" so that the most important information is easier to find.

Remember, the Website is a supplement. At WKU we encourage our constituents to contact us directly via phone, email or by visiting the campus. Web content should offer the end user useful information without taking the place of the personal service offered by direct one-on-one contact.

WKU Web Council

Creative Web Services oversees the WKU Web Council, a group of WKU faculty and staff who have web-based duties within their job descriptions. The Web Council meets for training and development and establishes best practices in web communication.

For assistance with Web services and online communications or to join the WKU Web Council, please contact Creative Web Services at **745-2990** or email **webservices@wku.edu**.

Request for Web Services

Contact the Creative Web Services Manager at **745-2990** for advice and guidance on developing, redesigning and copy writing for your webpages.

Social Media & RSS Feeds

Many units across campus have adopted the use of social and interactive media tools to supplement internal and external messages. These tools are highly effective in reaching out to students, alumni, parents and other constituents. It is acceptable and recommended to link a unit website to appropriate social media sites. An RSS (Really Simple Syndication) feed displaying blog or microblog posts may be appropriate on the unit homepage.

Social Media Marketing Strategy

Social media is a great marketing tool but requires planning to know how it fits with the overall marketing strategy. To get started, outline how the social media presence will enhance overall marketing efforts. Know the goals and the audience, and be certain that the person or persons posting to social media sites know them as well. For example social media goals might be to:

- **Engage the audience in two-way conversations**
- **Recruit students**
- **Share important announcements**
- **Gain awareness for a department or program**
- **Drive traffic to a website**

Whatever the goals are, it is important to keep information updated and relevant. Someone should be assigned to update social networking sites. It can take a great deal of time, and only sporadically posting to a Facebook or Twitter account will probably not engage the targeted audience. Give them a reason to keep coming back to the page or profile.

There are several guidelines to follow when using third-party social and interactive media sites in an official capacity representing a WKU division or department.

Always **identify the University social media presences as "official,"** thus establishing credibility as an authorized commentator on the subject matter.

An **approved version of the WKU Logo** must be prominently displayed on any profile photo or official image representing an official university social media presence.

The **WKU brand must always be named in the title** of an official social media page (i.e. "WKU College of XYZ," not simply "College of XYZ.")

Keep the information you share **simple, appropriate, relevant and frequent.** Failing to update the information on social media sites can do more harm than not using social media at all.

Share photos, videos, blog posts, events, etc.

Engage users. Social media is a dialogue, not a monologue, so expect and encourage feedback from users.

It is best to create official social media presences using **generic email accounts** as opposed to a personal account so that anyone can maintain the pages. A custom email account may be requested through the Office of Information Technology.

It is recommended that social media presences be **created and maintained by full-time staff members** who are familiar with the vision and strategic plan of the University and the individual unit. Students are often inconsistent in their communication and often turn over too frequently to be effective.

It is essential to **limit communication to official University business** when using an account that has been identified as an official University social media presence. For instance, it would be inappropriate to have conversations of a personal nature with friends or to participate in public games or other applications within an official University-sponsored page.

Refrain from engaging in conversations that might be construed as negative in connotation or that could be deemed inappropriate in nature against persons, departments or facilities within the University while communicating on official WKU social media sites. Be prepared to take responsibility for comments made on social media sites. Social media is public and highly visible, and discretion should be used when communicating in an official capacity.

Do not create false profile names for official social media presences. Facebook does not allow corporate entities to create personal profiles; therefore all profiles must be registered to an individual. It is best to **use "Fan Pages" when sharing official WKU information** with the web community. Fan Pages use the name of a department, not a personal name. Fan Pages offer basic tab customization and analytic reports of your "Fans" or for those users who "Like" your page.

Communicating specific information to specific cohorts of students may be done by using Groups on Facebook, Ning or LinkedIn (to site three examples). This allows information to be shared only within members of the group.

WKU has a **no-tolerance policy against all forms of harassment.** Any inappropriate activity, bullying or harassment by WKU students, faculty or staff representatives must be reported to WKU Campus Police and/or the WKU Office of Judicial Affairs.

Creative Web Services is available to assist you in creating and purposing your social media presences. Please call **745-2990** or email **webservices@wku.edu** for more information.

Faculty Use of Social and Interactive Media

Many faculty members have found the use of social and interactive media to be a highly effective way to communicate with students. There are guidelines WKU faculty members should consider when choosing these methods of communication.

It is not recommended that faculty use social media to communicate directly with individual students. Social media is a great tool to share information specific to courses, departments, etc., but this can be done using fan page and group formats, and the Blackboard chat utilities, thus protecting the interests of the faculty member and the students.

It is not necessary to "friend" students in order to communicate with them. If using email as a method to communicate with students use an official @wku.edu email address and maintain records of all correspondence.

In the event that faculty choose to "friend" students, it is recommended that privacy settings be customized to limit the amount of personal information students can see.

It is recommended that social media interaction with students be limited to a "business-only" communication, keeping personal comments and engagements out of conversations.

Closed groups on sites such as Facebook, Ning and LinkedIn allow faculty to invite students to join for the duration of a course. It is not necessary to "friend" these students to invite them to join the groups or fan pages.

Strive to keep conversations professional and appropriate. Healthy debate is a natural part of the education process, but be cautious and use sound judgment. There have been documented cases across the United States of higher education faculty members who have been suspended due to seemingly innocent status updates that were deemed offensive by students or parents.

WKU has a no-tolerance policy against all forms of harassment. Any inappropriate activity, bullying or harassment by WKU students, faculty or staff representativesmust be reported to WKU Campus Police and/or the WKU Office of Judicial Affairs.

To set up a social media presence or for further information regarding the use of social and interactive media for official University purposes, contact Creative Web Services at **745-2990** or email **webservices@wku.edu.**

Use of Video and RSS Aggregators

The use of video and real-time RSS feeds is encouraged, but these tools must comply with Accessibility Standards. Video posts (from YouTube, Vimeo, etc.) may be transcribed for a fee through the WKU Office of Disability Services or by a number of third-party fee-based services. Download a Section 508 free video player at **www.sba.gov/content/ download-section-508-compliant-video-player**.

RSS Aggregators are useful tools that feed Twitter, status updates and blogs into one real-time solution that displays on your webpage. These services must be Section 508 compatible. If they do not specify that they are accessible, then chances are they are not. Still, many popular aggregators are and prominently display this fact in their FAQs.

Accessibility questions should be directed to the Equal Opportunity Office. Call **745-5121** or email **section508@wku.edu.**

Electronic Mail Signatures

Your email signature is a great opportunity to share information in a non-intrusive way. Your signature should be professional and informative, but not overwhelming. Here are some tips to creating an effective e-mail signature:

- **Include your name, title, and department**

- **Include only one address and no more than two telephone numbers (specify office, mobile, fax, etc.)**

- **If you include a URL, it should be short – preferably just http://www.wku.edu**

- **Use plain text for readability. Specially formatted text may not translate well into certain email programs**

- **Avoid using distracting graphics and flashing emoticons**

- **Links to your professional social media pages can assist with promoting interaction in these areas**

In general, less is more.

An example of an effective email signature would be:

Gary A. Ransdell, President
WKU
1906 College Heights Blvd.
Bowling Green, KY 42101
270.745.0111
http://www.wku.edu

Or it can even be as short and simple as this and still be effective:

Gary A.Ransdell
President
Western Kentucky University
http://www.wku.edu

Merchandise & Promotional Products

Many departments across campus purchase clothing, promotional items and other merchandise to sell and/or give away. When designing the artwork for these items, please be aware of the following:

- **Use the most up-to-date university logo**
  Do not alter or re-draw the logo in any way.

- **Choose imprint colors that are appropriate for the university**
  (red, white, black or gray).

- **Always work with licensed vendors**

- **Do not ask vendors to create logos for your department**
  For assistance with creating artwork that is to be imprinted, embossed, stitched, etc., contact the University Publications Office at publications@wku.edu. They can create artwork quickly that is approved and ready for the vendor to use.

WKU has two approved promotional product vendors, and both are licensed to print the WKU logos and marks. These two vendors have created online stores specifically for WKU purchases. When spending state dollars, one of the two vendors below must be used for promotional products.
If the item you need cannot be found via the vendors' online stores, please contact them by phone or e-mail with your specific need.

Licensing Program

The marks of WKU, including the university logo and all athletic marks, are controlled under a licensing program administered by the Collegiate Licensing Company. The licensing process ensures that the University's symbols and marks are used appropriately and that the vendors will stand behind their products.

A list of licensees is available by contacting **WKU Athletic Marketing** at **745-6562** or visit **www.wku.edu/marketingandcommunications** to view or download the list.

Giveaways vs. Resale Items

Any use of WKU marks and logos must be approved for all promotional items. The items must be purchased from licensed vendors. Items ordered for resale are subject to a 10% royalty fee. **Items ordered for giveaway purposes only are not subject to the royalty fee.** Contact WKU Athletic Marketing at 745-6562 for more information.

APPROVED PROMOTIONAL PRODUCT VENDORS

Guy Brown Promotional Products
https://www.co-store.com/wku
Natasha Imbrogno
natasha.imbrogno@guybrown.com
630.773.1456

SkyWriter
http://www.skymarkpro.com/wku/
Joe Wheet/Lilly Wheet
info@skymarkpro.com
270.904.2011

Digital Signage

The WKU Communication Technologies Department manages all digital signage on campus. In order to keep the WKU brand consistent, follow the guidelines below.

WKU Digital Signage may be used to display **WKU related content,** such as emergency messages, messages from the President, Provost, Vice President for Student Affairs, etc., on behalf of the University, college, department or community.

Digital Signage is **not to be used** for vendor promotion or advertising, political ads, personal use or classified ads.

Keep content updated. If you would like the administrator to update content for you, fill out the Digital Signage Subscription Form found at www.wku.edu/digitalsignage.

Keep content **neat and readable.** Displays are a reflection of WKU.

Let the administrator know of any problems you are experiencing with your display.

Change content frequently to avoid screen burn-in. If the client has elected to manage their own screen, Information Technology and/or the digital signage administrator are not responsible for burn-in due to lack of changing content.

Submitting Content

To propose content to the administrator, send an email to **digital.signage@wku.edu.**

Submissions must be:

- **Landscape orientation**

- File format: **jpg, png, avi or mp4**

- Video: **no larger than 50MB** if possible and 2 minute maximum length

- Please use 16:9 aspect ratio. Size at: **1280 px X 720 px**

- **The screen should not be too busy.** Excessive graphics and text on an individual slide make it difficult for viewers to read content.

- Clear and easy to read: **Use font and point size that can be seen from a distance.** Arial, Tahoma or Verdana in a font size of 25 pt or larger is recommended.
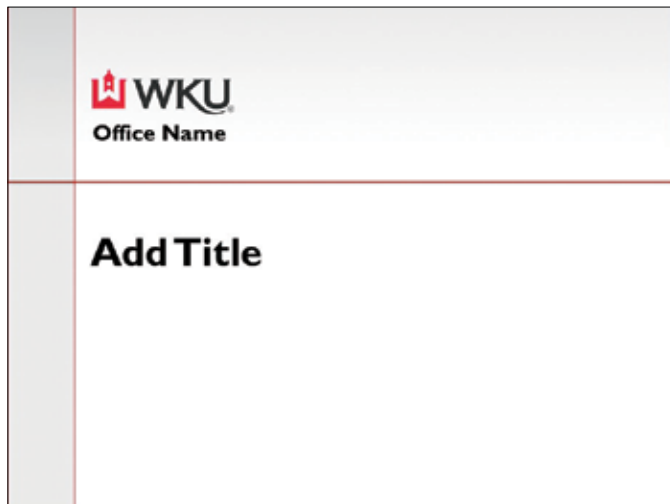
If a WKU department or organization is interested in adding digital signage to their area, visit Communication Technologies Department at **www.wku.edu/digitalsignage** for more information, or call **745-6370.**

Templates

Presentation Templates

To assist you with your presentation needs, PowerPoint presentation templates are available for download from the WKU Marketing and Communications website. There are seven choices available for download that are WKU branded and ready for content. Download the templates at **www. wku.edu/marketingandcommunications.**

Gray Starburst

WKU Simple

WKU Grid

WKU Landmarks

WKU Spirit

WKU Campus

Red Starburst

Website Templates

Standardized website templates have been created within the University's website content management system (CMS). There are three basic styles of template families within the CMS including Left Navigation, Top Navigation and Hybrid (both top navigation and left navigation). The navigation areas within the templates can be customized to meet the needs of the college or department. **The header and footer areas of all templates are standard and may not be altered.**

To view a live version of the standardized website templates, visit **www.wku.edu/webservices**. For website guidelines and best practices, refer to pages 22-24.

The Top Navigation template allows navigation across the top of the web page. Top navigation includes optional drop down menus.

The Left Navigation template allows navigation down the left column of the web page.

The Hybrid template allows navigation across the top and down the left side of the web page. The top navigation includes optional drop down menus.

Online Faculty and Staff Listings

All units across campus should maintain online individual staff pages and staff page listings. These important pages can be created in the **Add-Ons** area of the Content Management System and are for both faculty and staff.

For consistency, all colleges, departments and divisions must use the templates created specifically for faculty and staff pages rather than creating a separate style for listing faculty and staff.

Staff Listing Pages typically contain photos of all faculty and staff within a college, department or division along with basic information such as their title, location on campus, phone number and email address.

Individual Staff Pages show a larger photo and can provide a great deal of detail on each individual person such as address, phone number, email address, personal website address, research interests, classes taught, educational and professional background or a full biography. The amount of detail shared on an individual page is the choice of the faculty or staff person.

Website visitors like to put names with faces. While individual photos are strongly encouraged, they are not mandatory. All photographs should be current and professional. Should you wish to have a portrait taken for use on the University website, please contact the University Photographer at **university.photography@wku.edu.**

Staff Page Listing:

Individual Staff Page:

5-MINUTE ELEVATOR SPEECH

From time to time we all get some form of the question, "Why WKU?" Maybe the person is referring to why a prospective student should choose WKU, why an alum should make a gift to the University or why a faculty member would want to come here to teach and do their research.

The following paragraphs are talking points that highlight significant accomplishments as well as some key **Fast Facts** about the University that might help in answering questions about WKU. These points can also be used as introductory information for presentations, as selling points for recruiting or as an **Elevator Speech.**

Established in 1906 as a teacher training school, Western Kentucky University today serves more than 21,000 students on its main campus in Bowling Green, Kentucky, and its regional campus locations in Glasgow, Elizabethtown/Radcliff/Ft. Knox, and Owensboro. WKU offers more than 170 undergraduate degree programs and more than 50 graduate programs, including doctoral degrees in Education Leadership and Doctor of Nurse Practice with a third program, Doctor of Physical Therapy, planned for 2012. There are more than 90,000 WKU alumni across the globe.

The fastest growing university in Kentucky for the last 13 years, WKU has undergone an aggressive transformation of both the physical campus and the academic mission of the institution. With the passage of Higher Education Reform in Kentucky in 1997, WKU embraced the challenge to become a driver of economic development in our region and to engage the University and all its resources in research and public service to improve the quality of life of Kentuckians and all within our reach.

WKU is guided by our vision to become "A Leading American University with International Reach." That vision is being achieved through many nationally and internationally recognized programs. In 2010 WKU was listed as one of the top producers of Fulbright award winners among colleges and universities. WKU students are very competitive for national and international scholarship awards, such as the Fulbright, Goldwater, and Udall scholarships. In addition, WKU students have received substantial scholarship awards from Rotary

International, the U.S. Department of Defense and the U.S. State Department Critical Languages program.

WKU faculty are engaged in important research around the world, and an increasing number of WKU students are taking advantage of study abroad opportunities. WKU has student and faculty exchange partnerships with leading universities on four continents, and nearly 500 WKU students studied abroad in more than 30 countries in 2009-10. Many WKU faculty lead groups of students on short-term programs overseas, while agreements with partner schools permit semester- or year-long study in a wide range of locations, including Harlaxton College in England and the Semester-at-Sea program, which travels to multiple locations around the globe. WKU's international student population includes representatives from 55 countries. In 2010 WKU was awarded Kentucky's first Confucius Institute by the Chinese Ministry of Education and through that program is bringing Chinese language and culture to some 2,000 K-12 students in south central Kentucky. WKU teaches nearly a dozen foreign languages and is one of only nine Chinese Flagship programs in the U.S. sponsored by the National Security Education Program.

WKU is home to three unique programs that serve exceptional students. The WKU Center for Gifted Studies, now 30 years old, provides educational programming for gifted and talented elementary, middle and high school students through summer programs and Saturday programs each fall and spring. In 2006 The Kentucky General Assembly established the Carol Martin Gatton Academy of Mathematics and Science in Kentucky at WKU. The Gatton Academy has been named three times by Newsweek as a "Public Elite American High School" and in 2011 was named one of the top five public high schools in the nation. The Gatton

Academy is a residential school for 120 bright, highly motivated Kentucky high school juniors and seniors who have demonstrated interest in pursuing careers in science, technology, engineering, and mathematics. WKU also has the only independent honors college at a public university in Kentucky. The WKU Honors College is home to approximately 1,200 active Honors students with the 2010 incoming freshman class ACT/SAT average ranking among the top 6% in the nation.

Since 2000, WKU athletic programs have won more conference championships than any other school in the Sun Belt Conference, and from 2008-2010 WKU had more conference championships than any other college or university in the entire country. Committed to Championship Effort, WKU student athletes perform both on the field and in the classroom and have achieved one of the highest graduation rates of any Division I program.

A beautiful campus in a thriving Kentucky community, WKU offers students a wide range of academic, social and professional opportunities that prepare them to be productive, engaged leaders in a global society. All in the WKU family share a special spirit, which is the driving force behind our constant pursuit of excellence and our vision to be "A Leading American University with International Reach." We invite you to learn more at www.wku.edu.

* Harlaxton College is a partnership with the University of Evansville. The University of Virginia is home to the Semester at Sea program.

Fast Facts:
For the complete Fact Book, visit
www.wku.edu/publicaffairs/documents/factbook_2010.pdf.

Founded: 1906
Enrollment: 20,903 (Fall 2010)
Student/Faculty Ratio: 19:1
Motto: The Spirit Makes The Master
Vision: A Leading American University with International Reach

Tuition (Fall 2011):

UNDERGRADUATE TUITION:	FULL-TIME	PART-TIME
Resident	$4,042.00/semester	$377.00/credit hr
Non-Resident	$10,008.00/semester	$834.00/credit hr

GRADUATE TUITION:		
Resident		$445.00/credit hr
Non-Resident (Domestic)		$484.00/credit hr
Non-Resident (International)		$962.00/credit hr

Academics:
- WKU offers more than **230 choices** for undergraduate areas of study through majors, minors, associate degree programs, certificate programs, pre-professional study and areas of concentration within majors.

- WKU offers more than **50 graduate programs** as well as Rank I and Rank II programs, and more than 20 certificate programs. WKU also offers the **Educational Leadership and Nursing Practice Doctoral Programs**.

- Available **completely online,** students can choose from 16 graduate and 12 undergraduate degree programs.

- **Primary Accreditation:** Southern Association of Colleges & Schools (SACS)

Top 5 undergraduate majors:	Top 5 graduate majors:
Elementary Education	Communication Disorders
Nursing-RN Training	Elementary Education
Biology	Rec & Sport Administration
Nursing (Assoc. Degree)	Library Media Education
Interdisciplinary Studies	Nursing

Points of Pride:
- WKU enrollment has grown consistently **for 14 years** in a row.

- WKU has students representing **47 states** in the country and **50 countries** around the world.

- WKU has the only **independent Honors College** at a public university in Kentucky.

- WKU's Carol Martin Gatton Academy of Mathematics and Science in Kentucky was named on the **Washington Post list of "Public Elite" American high schools** three years in a row and was designated a top five high school in the U.S. by Newsweek.

- WKU students studied abroad in **more than 25 countries** in 2010-2011.

- WKU School of Journalism and Broadcasting won the Hearst Photo Competition **for the 19th time** in 22 years in 2011.

- WKU Forensics won the National Forensic Association National Tournament championships in debate every year since 2006 and has captured the national title eight of the last nine years. WKU students won individual national championships for the eighth time in 2011.

- More than **5,100 students** are served by WKU's regional campuses in Glasgow, Owensboro and Elizabethtown/ Radcliff/Ft. Knox.

Funding:
WKU has four major sources of revenue:

Tuition & Fees:	42.8%
State Appropriations:	19.4%
Grants & Contracts:	18.7%
Other	19.1%

Alumni:
- As of Fall 2010, WKU has more than 93,000 alumni around the globe.

- Alumni giving represents more than 29% of total private gifts to the university.

Athletics:
Colors: Red & White
Nickname: Hilltoppers & Lady Toppers
Mascot: Big Red
Affiliation: NCAA Division I
Conference: Sun Belt Conferences

WKU has won **76 Sun Belt Conference championships since 2000,** which is 34 more than the next closest university.

DIVISION OF PUBLIC AFFAIRS

About Public Affairs

www.wku.edu/publicaffairs

WKU's Division of Public Affairs includes several departments that work closely together to provide a wide range of services and support to the university. Public Affairs provides support and assistance with:

Campus & Community Events
Creative Web Services
Government & Community Relations
Marketing & Communications
Media Relations
University Ceremonies & Special Events
University Photography
University Publications
WKU Welcome Center

Each of these departments within Public Affairs works to increase public awareness of WKU and to continually enhance the University's image. We do that by planning and executing various communication strategies using tools such as news releases, websites, social networking sites, photographs, and a multitude of print pieces that help the university reach its audiences. We help to plan events and ceremonies across campus that are customized to the needs of each client. We also work closely with local, state, and federal elected officials and their staffs to advance the interests of WKU and higher education in general.

Public Affairs staff members ensure that every project or event is developed and produced in a professional and cost-effective manner and that all projects follow the University's branding and communications standards. We are conscious of how each project or event relates to other initiatives at the University and are cognizant of the best strategy to communicate information to the correct audience, whether internal or external, in the most efficient and effective way possible.

Campus & Community Events

www.wku.edu/wkuevents

Campus and Community Events is responsible for coordinating the use of University facilities for both internal and external clients. Rental fees may apply. Services include:

• Reserving facilities, services and equipment

• Maintaining the University's master events calendar

• Serving as the primary contact for all major campus events

To place a campus event on the Calendar of Events or for guidance on planning an event, visit **www.wku.edu/wkuevents**, email **special.events@wku.edu, or** call Campus and Community Events at **745-2497.**

Creative Web Services
www.wku.edu/webservices

Creative Web Services oversees the university website and works in tandem with both WKU Marketing and Communications and the Division of Information Technology to ensure consistent content, design and branding across the WKU website.

Complimentary services provided include:

• Website design, architecture/navigational formation and content management

• Social and interactive media set-up and consultation

• Strategic web marketing

• Analytics set-up, training and development

• E-newsletters and other electronic communication

Creative Web Services works with Information Technology and webmasters across colleges and divisions to update and maintain web guidelines related to site structure and navigation.

The Creative Web Services Manager is available for consultation on web pages, social networking initiatives, e-newsletters, and other forms of online communication.

For assistance with web services and online communications, please contact the Creative Web Services office at **745-2990.**

WKU Web Council
Creative Web Services also administers the WKU Web Council, a group of WKU faculty and staff who have web-based duties within their job descriptions. The Web Council meets for training and development and establishes best practices in web communication.

To join the WKU Web Council, please contact the Creative Web Services office at **745-2990** or email **webservices@wku.edu.**

Government & Community Relations
www.wku.edu/govrelations

WKU Government & Community Relations exists to advance the strategic interests of WKU among federal, state and local elected officials and with government agencies at all levels. WKU Government & Community Relations coordinates and maintains University interaction with federal, state and local officials and focuses on appropriations, strategic planning and legislative affairs.

Visit **www.wku.edu/govrelations** to receive news updates, track legislative initiatives, and learn about federal, state and local governments. To contact elected officials please call WKU Government and Community Relations at **745-4586**.

Marketing & Communications
www.wku.edu/marketingandcommunications

The Office of Marketing and Communications develops, implements and coordinates WKU's communications and marketing strategies and branding efforts. It creates and executes an integrated marketing plan and campaign for the University and coordinates marketing efforts across colleges and divisions to ensure consistency of messaging, content and brand management.

It also provides oversight and content management of the University's homepage and top institutional pages. Additionally, the office:

- Utilizes a wide range of mediums, including but not limited to web, radio, television and print to implement a University marketing strategy;

- Coordinates strategic communications planning and brand management that is consistent with WKU's mission, vision and strategic planning efforts;

- Develops cooperative marketing opportunities to build efficiencies in media placement, leverage media buys, increase frequency and cross promotion;

- Coordinates communication and marketing strategies and opportunities among all colleges and divisions to generate maximum coverage;

- Guides the marketing and communications strategy, content and design of the University's website coordinating with all colleges and divisions to maintain consistent branding and content;

- Updates and maintains web and visual identity guidelines which outlines standards for all online and print projects;

- Provides marketing consultation for colleges and divisions to ensure support of and integration with the University's brand and marketing strategies;

- Establishes benchmarks and performance measures for marketing strategies and campaigns and reports and analyzes results.

WKU Marketing Council
The WKU Marketing Council is an internal network of WKU employees who have marketing responsibilities in their particular college, division or department. The Council meets quarterly (January, April, July & October) to discuss communications principles, best practices, trends and opportunities and also communicates via listserv. If you are interested in joining the WKU Marketing Council, contact WKU Marketing & Communications at **745-4720**.

Request for Marketing Services
WKU Marketing and Communications is available to provide consultation on: advertising and promotion, media research and planning, interactive and new media, promotional materials, and website and marketing plan development. Visit **www.wku.edu/marketingandcommunications** for more information.

Media Relations
www.wku.edu/mediarelations

WKU Media relations seeks to ensure regional, state and national media exposure to promote and publicize WKU programs, faculty and student achievements, and academic quality, service and research initiatives.

Media Relations utilizes a variety of communication methods to reach the public, including news releases, media contacts, photographs and video, the wku.edu website, the WKU News blog and WKU on Facebook and Twitter. Media Relations also produces the weekly View from the Hill broadcasts and the daily At-WKU e-Newsletter.

Contact the Media Relations Office at **745-5431** or visit **www.wku.edu/mediarelations** for guidance and assistance with press releases, media contacts, video and photography.

University Ceremonies & Special Events
www.wku.edu/publicaffairs/ceremonies_events

The Office of University Ceremonies and Special Events assists the President's Office with coordination and implementation of University functions and special programs conducted on behalf of the President.

The Office of University Ceremonies and Special Events is also available to assist all University departments with ceremonial events by providing planning, professional expertise and direction in the development of each event.

The mission of the Office of University Ceremonies and Special Events is to ensure that the appropriate protocol and conventions of etiquette are maintained in connection with all invitations, programs and correspondence associated with events hosted by the President. The Office's areas of responsibility include event invitations, site selection, menu selection in consultation with WKU Restaurant & Catering Group, organization of seating arrangements, development of an event agenda, recommendations for appropriate gifts to be given to attendees or honorees, and preparation of background information and support materials.

For additonal information or assistance, or to request the President's attendance at an upcoming event, visit **www.wku.edu/publicaffairs/ceremonies_events.**

University Photography
www.wku.edu/photoservices

Capturing the campus community is the unique privilege of University Photography. This department supplies images for a variety of needs for the University such as faculty and staff portraits, facility photos, special event photos, and photos for print and web publications.

To request photos or photography services for an upcoming event, please email University Photography at **university.photography@wku.edu**, use the online Photo Request Form or call **745-8816**.

Medium: Photos will be provided in JPG digital format, usually on CD/DVD or via one of the University's shared drives. If prints are needed, clients may take the digital files to a number of area vendors. The University Photographer can assist the client with choosing a vendor.

Property Rights: Images taken by the University Photographer on behalf of the University or any University-related department remain the property of WKU and will become part of the WKU photographic archive.

It is recommended that subjects sign a photo release form before they are photographed for a project. A sample photo release form can be found at **www.wku.edu/photoservices.**

University Publications
www.wku.edu/publications

WKU Publications provides professional design services for the WKU campus community. They will help to find the most effective way to reach and influence the appropriate audience through the print medium. While there is no charge for design work, departments are responsible for printing and distribution costs.

Services:
- Brochures
- Flyers
- Newsletters
- Magazines
- Posters
- Print & Web ads
- Banners
- Signs
- Creative concepts
- Publication layouts
- Print-ready files
- Templates
- WKU Logo Signatures
- Consulting
- WKU Logo compliance

To request publications services, complete an online request form at **www.wku.edu/pubrequest**, email **publications@wku.edu** or call University Publications at **745-6294**.

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WKU Welcome Center
www.wku.edu/welcomecenter

The Welcome Center is often the first stop for visitors to WKU's campus. The Welcome Center is located in the Kentucky Building and provides campus maps, information about visitor parking, event information and more.

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