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The Whitworth University logo is a symbol of who we are and what we do. If used properly, it can powerfully communicate our message, reinforce our position in the marketplace and distinguish us from the competition. Improper use can diminish its value and dilute our brand.

Like any organization asset, our logo needs to be protected. You can help by adhering to these guidelines to ensure its consistent representation.

Adaptable to internal and external communication materials, the logo provides a visual foundation for all Whitworth communications. It projects strongly in both large and small sizes, in color, and in black and white.

The following brand specifications are designed to ensure consistent representation of Whitworth. Strict adherence is required. There may be exceptions that justify slight departures from these guidelines. For these and other questions regarding the guidelines, please contact Elizabeth Strauch in university communications at [estrauch@whitworth.edu](mailto:estrauch@whitworth.edu) or 509.777.4711.

Please familiarize yourself with these standards and faithfully apply them. Your cooperation will ensure that Whitworth maintains consistency and integrity in all communications.

# Manifesto

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We're not your typical Christian university. We don't require chapel — but it's often standing room only. We don't tell you what to believe — yet you'll probably leave with more conviction than when you started. We don't even have a lot of rules. What we do have is a reputation for academic curiosity, highly engaged faculty and Fulbright Scholars. Whitworth is a place where you'll find open discussion about questions of faith and God. An intentionally diverse community. A strong placement record with top-tier graduate and medical schools. A robust study-abroad program and the best NCAA-D3 sports program in the Northwest Conference. Not to mention world-class pine cones and a wily squirrel population. Not what you pictured for a private Christian university? Welcome to Whitworth. **Unexpected.**

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## OUR MISSION

Whitworth University is a private, residential, liberal arts institution affiliated with the Presbyterian church. Whitworth's mission is to provide its diverse student body an education of mind and heart, equipping its graduates to honor God, follow Christ, and serve humanity. This mission is carried out by a community of Christian scholars committed to excellent teaching and to the integration of faith and learning.

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## POSITIONING STATEMENT

Whitworth is a Christian liberal arts university that offers an unexpected educational experience that equips students for success in the world.

# Who We Are

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## OUR ATTRIBUTES

Committed Christian faculty and staff bringing diverse theological points of view.

A practice of fearless and unconstrained intellectual inquiry.

A student-centered environment that fosters academic growth and leadership development.

A community that invites all students to discover and deepen a meaningful faith.

An education that equips graduates to flourish and serve in a diverse and evolving world.

A beautiful campus located just minutes from a wide range of urban and outdoor activities.

## OUR PERSONALITY

Faithful

Inclusive

Fierce

Fun

Curious

Unpretentious

# Logo

Our mark reflects the sense of discovery one encounters at Whitworth. The third vertical element creates a “U” within the “W” through its unexpected shift in direction. Bold in its simplicity and confident in its stature, the logo also represents the Trinity and the towering pines of our campus. It even provides a modern nod to the torch that symbolizes Whitworth’s unwavering spirit.

The logo should not be altered in any way and should always be reproduced from an approved electronic file (see page 10). These files are available through our university communications office.

## Structure and Clearspace



## Minimum Size



There may be special circumstances where the logo must be reproduced at smaller than 1” width. In general, however, one shouldn’t go smaller than this.



There may be special circumstances where the logo must be reproduced at smaller than 1.25” width. In general, however, one shouldn’t go smaller than this.

# Logo Versions

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## Vertical Logo



This is our primary logo.  
Use whenever possible.

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## Horizontal Logo



Use this version when  
space dictates a  
horizontal treatment.

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## Vertical Black Logo



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## Horizontal Black Logo



# Color Backgrounds

Assess the gray value of the background (approximately how dark it is in terms of shades of gray) upon which the logo needs to appear, and choose the color that best solves the problem. If the gray value of the background is light (white to 30% gray), use a full-color logo or black logo. For backgrounds that are darker than 30% gray, use the reversed-out logo. Whenever possible, and when the red is clearly visible, use the full color logo with the reversed-out logo type.

## Logo Color

The logo will undoubtedly need to appear on a variety of backgrounds—on products, in environments, and against materials. Choose the color that best solves the problem.

In special circumstances, it's possible to use the full-color logo on a dark background. In this case, the logo type would be white.



White

30%



30%

Black



# Inappropriate Usage

In order to maintain strong recognition, some specific uses of the logo are not permitted. To the right are examples of inappropriate logo treatments.

Always use final logo files to ensure consistency across all media.

## Don't Pick New Colors or Reverse the Colors



## Don't Make New Lock-ups or Change the Type



## Don't Rotate, Distort, or Add Drop Shadows





# Brand Architecture

School and college names are typeset below the logo in Gotham Narrow Medium and are the same cap height as UNIVERSITY.

## Structure and Clearspace



# Logo Files

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Logos should not be altered in any way, and should always be reproduced from an approved electronic file.

## Professional Publishing

These files are in vector format, meaning that the shapes are defined by mathematical equations rather than groups of pixels. They are resolution-free and can be scaled to any size with no loss of quality. Dimensions are expressed in real-world units such as inches.

Logos have been created in EPS format (Pantone®, CMYK, RGB, black, and reversed).

## Desktop Publishing

For your convenience, logos have been created in PNG format (RGB, black, and reversed). These logos have transparent backgrounds and will work well in any Microsoft Office application.

These logos should not be scaled up.

Note that documents created with Microsoft Office are unsuitable for professional-quality reproduction (e.g., offset printing).

## Professional Publishing

### Horizontal

whitworth-logo-horizontal-black.eps  
whitworth-logo-horizontal-cmyk.eps  
whitworth-logo-horizontal-pms.eps  
whitworth-logo-horizontal-rgb.eps  
whitworth-logo-horizontal-reverse-cmyk.eps  
whitworth-logo-horizontal-reverse-pms.eps  
whitworth-logo-horizontal-reverse.eps  
whitworth-logo-horizontal-reverse-rgb.eps

### Vertical

whitworth-logo-vertical-black.eps  
whitworth-logo-vertical-cmyk.eps  
whitworth-logo-vertical-pms.eps  
whitworth-logo-vertical-rgb.eps  
whitworth-logo-vertical-reverse-cmyk.eps  
whitworth-logo-vertical-reverse-pms.eps  
whitworth-logo-vertical-reverse.eps  
whitworth-logo-vertical-reverse-rgb.eps

## Desktop Publishing

### Horizontal

whitworth-logo-horizontal-black.png  
whitworth-logo-horizontal-reverse-rgb.png  
whitworth-logo-horizontal-reverse.png  
whitworth-logo-horizontal-rgb.png

### Vertical

whitworth-logo-vertical-black.png  
whitworth-logo-vertical-reverse-rgb.png  
whitworth-logo-vertical-reverse.png  
whitworth-logo-vertical-rgb.png

# Color Palette

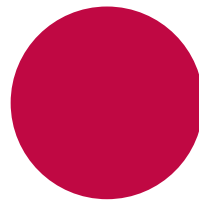
Whitworth's color palette helps us communicate with a recognizable and unified voice. Color can convey different emotions, and color use should be explored and selected to create the desired impact. Respect our brand by using only those colors included in our palette.

Ink colors are affected by many variables including printing method, paper color, and texture. Our objective is to achieve a very close color match to the approved color palette.

Do not use this reproduction for color matching; refer to the Pantone® color swatch books when specifying ink colors.

Pantone® is a registered trademark of Pantone®, Inc.

## Primary Brand Colors

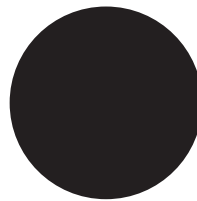


**Pantone**  
200C

**CMYK**  
0/100/56/22

**RGB**  
194/32/51

**Hex**  
#C22033



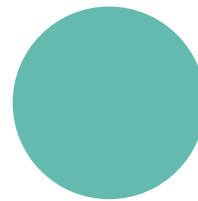
**Base**  
Black

**CMYK**  
0/0/0/100

**RGB**  
0/0/0

**Hex**  
#000000

## Secondary Brand Colors

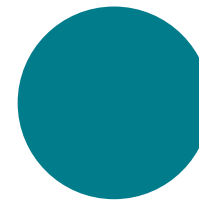


**Pantone**  
7472C

**CMYK**  
59/6/36/0

**RGB**  
103/186/175

**Hex**  
#67BAAF

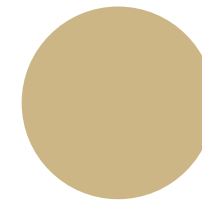


**Pantone**  
7713C

**CMYK**  
100/32/42/7

**RGB**  
0/124/138

**Hex**  
#007C89



**Pantone**  
4525C

**CMYK**  
23/23/56/0

**RGB**  
200/183/132

**Hex**  
#C7B683

# Typography

Gotham Narrow and Baskerville MT are our primary typefaces. The sans-serif bold typeface complements the classic serif; together they feel modern and grounded.

These type families were chosen for their clarity, style, and versatility. Consistent use of these typefaces will contribute to a unified brand image.

## Basic Typography

Graphic headlines are all-caps Gotham Narrow Bold. Keep these short.

Headlines are Baskerville MT Regular.

Subheads are all-caps Gotham Narrow Bold and are a point smaller than the body copy.

Body copy is Gotham Narrow Book.

These fonts are available for purchase on [myfonts.com](https://myfonts.com).

### Alternative Typeface

If Gotham Narrow or Baskerville is not available for basic applications (e.g., word processing, digital presentations, and HTML text), use Calibri and/or Garamond, respectively.

# GRAPHIC HEADLINE SAMPLE

## Headline sample.

**DONEC HENDRERIT SUSCIPIT NISI, AC CONSEQUAT ODIO PRETIUM.**

Pellentesque porttitor vel diam vel auctor.

Aenean id arcu nisl. Nam at elit in eros dictum placerat ut sit amet urna. Maecenas mollis justo semper sagittis pellentesque. Mauris non ligula eu sapien elementum hendrerit. Fusce dictum enim vel fermentum convallis. Praesent neasc maximus lectus.

## Primary Fonts

**Gotham Narrow, Bold**

**ABCDEFGHIJKLMNQRST  
UVWXYZabcdefghijklmnopq  
rstuvwxyz1234567890**

Baskerville MT, Regular

ABCDEFGHIJKLMNQRST  
UVWXYZabcdefghijklmnopq  
rstuvwxyz1234567890

Gotham Narrow, Book

ABCDEFGHIJKLMNQRST  
UVWXYZabcdefghijklmnopq  
rstuvwxyz1234567890

# Graphic Element

The graphic element is inspired by the vertical pillars found in our logo. The 45-degree angle is flexible and distinctive and can be applied in various ways to create movement.

The following sample applications are guidelines to show how this element comes to life.

## Pillar as Graphic Element



# Photography

Photography is a key component of our brand's visual identity. The approved photographic style is dynamic and bold. Images of students and faculty tend to be shot close-up with a short depth of field and a blurred background.

Interesting angles and perspectives capture unexpected moments and expressions that also feel natural and authentic.

Please try to shoot and select photos using the same consistent criteria and style.

## Style Reference





# Sample Applications

## Brochure Interior Spread Options



When designing with a graphic headline, adapt the foreground and background masking approach to what works with the image. In general, a little bit goes a long way.

# Sample Applications

## Brochure Interior Spread Options





# Sample Applications

## Brochure Interior Spread Options



# Sample Applications

## Brochure Interior Spread Options



# Sample Applications

**Spirit Book**  
6" x 9"



It's not what you might expect: this place of fearless intellect and unconstrained commitment to Christ. It's a place where rules are few, but personal discipline is great. Where the answers aren't given, but conviction is found. Where chapel isn't required, but is often standing-room only. Where students chase falling pine cones and pursue a calling in all parts of the globe. Here, our community runs deep. Very deep. Which maybe isn't that surprising, after all.



FAITHFUL  
UNPRETENTIOUS  
FIERCE

WHO  
WE

FUN  
CURIOUS  
INCLUSIVE

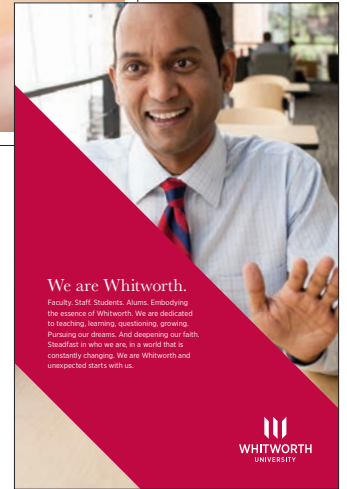
ARE



**A fresh perspective.**  
It's about inquiry. Seeking truth. Being open to challenges, unconstrained by fear. It's about the strength of our Christian faith. Enlightened by education. And moving forward with confidence into the future.



Our name mark reflects the sense of discovery and intellectual challenge. The first vertical element creates a "U" within the "W" through its unpaired ends. In addition, we also see the "W" and the learning journey of our campus. A green landscape revealed to the group that symbolizes Whitworth's meaningful work.



**We are Whitworth.**  
Faculty. Staff. Students. Alumni. Embodying the essence of Whitworth. We are dedicated to teaching, learning, questioning, growing. Pursuing our dreams. And deepening our faith. Steadfast in who we are, in a world that is constantly changing. We are Whitworth and unexpected starts with us.



# Sample Applications

**Print Ad**  
4 13/16" x 4-13/16"



**A DIFFERENT KIND OF  
CHRISTIAN UNIVERSITY.**

In an increasingly competitive world, Whitworth graduates stand out. By inviting students to ask questions of faith and explore different points of view, we equip them for success in the workplace, in their communities and in life.

Learn more at [whitworth.edu](http://whitworth.edu).



**WHITWORTH**  
UNIVERSITY

# Sample Applications

Web-Banner Ad Options  
1200 x 628



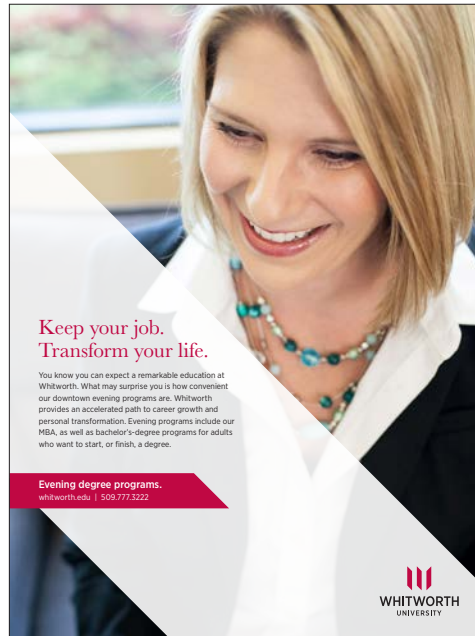


# Sample Applications

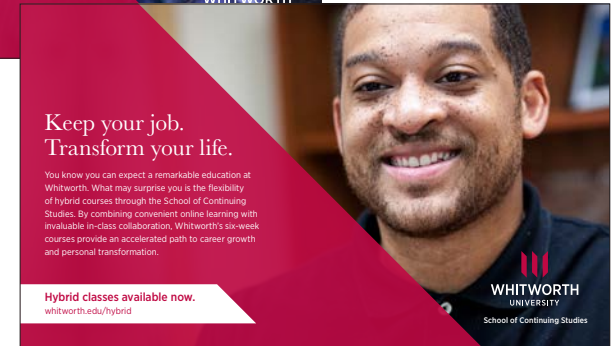
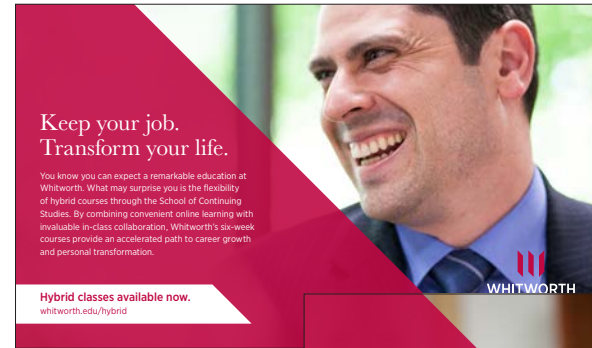
## School of Continuing Studies Full- and Half-Page Ads



Hybrid Format

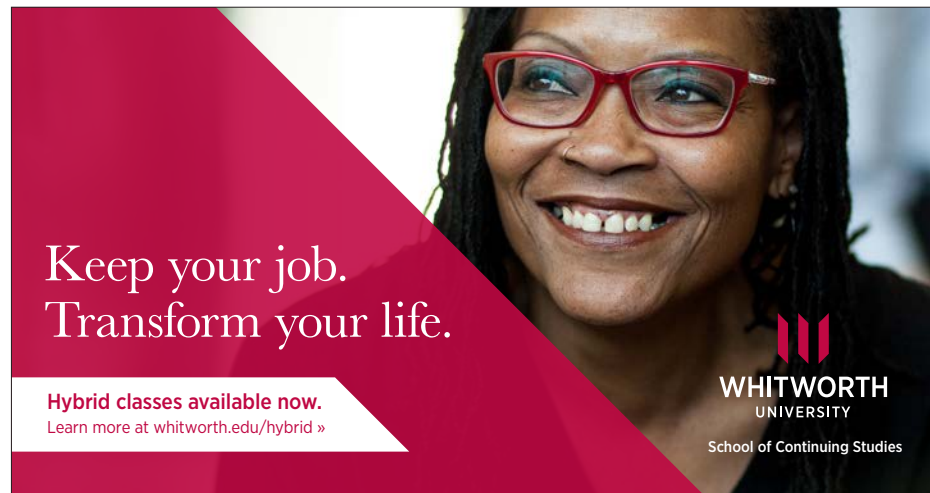


U-District, MBA and CS



# Sample Applications

**School of Continuing Studies**  
Web-Banner Ad Options  
1200 x 628





**WHITWORTH**  
UNIVERSITY

300 West Hawthorne Road  
Spokane, WA 99251  
[whitworth.edu](http://whitworth.edu)