Oh-Wooooo

BRAND TOOLKIT

Ohio Wesleyan University

TO CAPTURE THE ENERGY AND SPIRIT OF OUR COMMUNITY

TO BUILD MOMENTUM
FOR OUR BRAND

TO TELL OUR STORY IN A COMPELLING AND DISTINCTIVE WAY

OUR BRAND TOOLKIT ENSURES THAT ALL MARKETING AND COMMUNICATIONS DEMONSTRATE HOW AND WHY OHIO WESLEYAN UNIVERSITY IS

RAVENOUS.
VORACIOUS.
HUNGRY.

Table of contents

THIS TOOLKIT SHOULD BE A LIVING, BREATHING, ALWAYS EVOLVING DOCUMENT.

It's less about rules and what not to do and more about ideas and suggestions to nourish, grow, and live the OWU Brand.

Why branding matters

The OWU brand is a reflection of everything we do and say, everything we print and broadcast.

The brand functions as a lens through which every marketing message, community activity, and personal interaction embodies OWU's energy, spirit, and character.

Effective brand communications inspire awareness and leave a lasting impression.

Each and every member of the Ohio Wesleyan community is responsible for creating the brand. Every time we interact with prospective students and their parents, talk with graduates, communicate with the press, develop new collateral materials, approach community partners, contact potential donors, or talk about OWU, we influence the perception of the institution and our community.

As brand ambassadors, we must present a unified front in the form of a cohesive and consistent brand message. This toolkit is designed to help you do exactly that.

Our goals for this branding initiative are to:
• Set us apart from other institutions
• Highlight the spirit of our community
• Offer compelling reasons to affiliate
• Instill a sense of pride

Brand elements

Essence:

Passion for learning

Promise:

To free you to follow your passion

Brand Values:

connections, diversity, optimism, experiences, collaboration, hard work

Brand Attributes:

smart, passionate, active, engaged, expansive, open, personal

Brand Expression Theme:

Hunger

These are the touchstones for your work, not the public language that you'll use. As you consider your work – whether it's a story, video, print piece, social media post, press release or speech – keep them in mind. If what you're working on doesn't reflect or connect to the brand elements in some way, reconsider or re-evaluate.

Brand statement

At OWU,

our students hunger

to solve problems, save lives,

make peace, even change

the course of history.

Here, they feast

on a buffet

of interconnected experiences –

across disciplines, across cultures,

even across continents.

After they graduate,

we expect them to be

insatiable problem-solvers

and agents of change.

What does it mean to be hungry at OWU?

Hunger is a metaphor.

People who are hungry have drive. Ambition. Purpose. Passion. Energy.
And hunger is the "fire in the belly" that employers want when they're hiring.

Hungry isn't just being open to new ideas and experiences. It's feasting on them.

It's about never being completely satisfied, and always striving to evolve, to improve, to do more.

Being hungry is a highly desirable trait that should be encouraged.

OWU is a place for people who are hungry to:
• get involved
• build relationships
• find solutions
• explore
• discover
• create
• challenge themselves

So, how hungry do you need to be in copy?
It depends. There's always going to be some sort of reference to our hunger metaphor. It may not always be in a headline.
It may be very subtle. But the spirit should always come through loud and clear: OWU is the place for hungry minds.

Admissions Elevator Speech

Here's the 30-second elevator pitch that an admissions officer could use.

Ohio Wesleyan University is a community of people who have an insatiable appetite for life and learning. We are passionate and eager – hungry, even – to make connections with the world around us and the world within. Why? Because connecting disparate ideas, perspectives, and experiences helps us find joy and meaning in life. Our appetite for learning and serving never ends, and connects Oh-Wooers for the rest of their lives.

The OWU Connection

How do you explain The OWU Connection in a few sentences?

OWU Connects Hungry Minds
Hungry minds are always seeking connections. That's why we created The OWU Connection, a program that helps you connect every part of your college experience. The OWU Experience is an intro to campus life. Research opportunities and grants help you put theory into practice. Course Connections is an interdisciplinary opportunity to dig into a subject from a variety of academic areas. And travel-learning courses and study abroad broaden your world view.

Voice and tone

Brands have personalities that are communicated through voice.

The way you talk about OWU shapes the way people feel about it. In other words, you're not just passing on information when you communicate about Ohio Wesleyan. You're illustrating the ways in which our hunger makes a difference in the world.

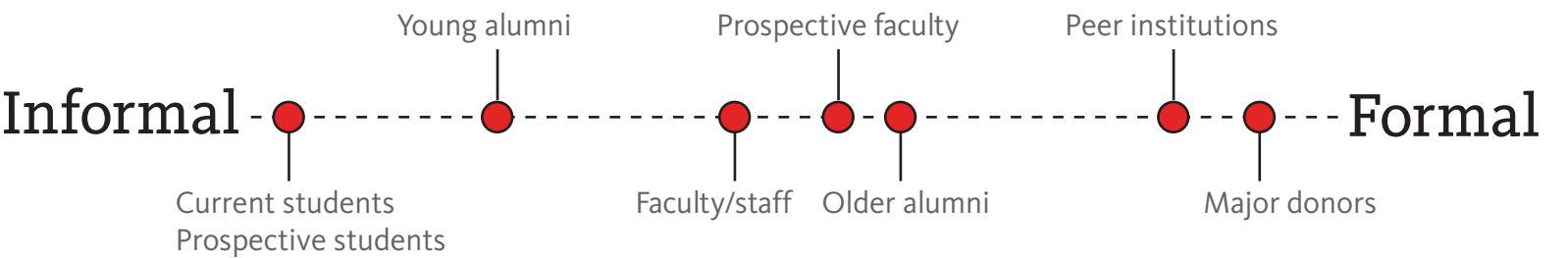We want people to perceive OWU as: smart, open-minded, inclusive, and relevant.

The copy should be: confident, energetic, powerful, and welcoming. And, it can't always be serious. A sense of fun (where appropriate) brings essential energy and personality.

Audiences

Know your audiences.

The tone your communications should take will vary depending on audience and occasion. With prospective undergraduate students the tone can be more informal, whereas with donors and peer institutions a more serious tone may be appropriate.

Informal — ● ---- ● ---- ● ● ● ---- ● ● ---- Formal

Young alumni

Prospective faculty

Peer institutions

Current students
Prospective students

Faculty/staff   Older alumni

Major donors

Copy development

Tell your story.

Storytelling is an important part of the OWU brand. Our stories are what make our brand take shape. The stories we choose (about students, alums, awards, faculty) illustrate what we mean by hunger and define the brand for both internal and external audiences. They demonstrate the impact we make on the world around us – the "why" our hunger matters. Our stories must be compelling, surprising, and dynamic.

Copy development

Keep it short and sweet.

Studies show that people remember three to maybe five (if you're lucky) pieces of information that they read or hear. Pushing too much information on your readers can actually result in them remembering less – and may cause them to tune you out altogether.

Ideally, you want to serve up just enough information to make your reader want to take the next step. But how much is the right amount? That depends on whom you're talking to and what action you want them to take. People generally want more details the closer they get to "closing the deal" (whether that deal is filling out an application, attending an event, or giving to the University).

Keep communications short, relevant, and compelling.

Before you start writing, ask yourself:
• Whom am I talking to?
• What do I want them to think, feel, or do as a result of this communication?
• What are the five (or fewer) things the reader absolutely must know in order to go to the next step?

Copy development

Be a verb.

Your writing should be active, just like our campus. Use action words to propel the brand forward. Your words, like our brand, must have energy and momentum.

Brand language:

Words like:

Ravenous

Voracious

Crave

Fill

Hunger

Insatiable

Omnivorous

Feast

Not:

Yearn

Nourish

Longing

Starving

Famished

Copy development

Be a good conversationalist.

Good copy sounds more like how people speak and less like how they write. (This makes it "flow over" the reader and be less hiccup-y.)

Sometimes, for impact, your short sentences may not even be "real" sentences. Eliminate complicated clauses and extra words and your reader will get the point faster and your message will be even stronger.

This means you can start sentences with "and" and use plenty of dashes, because that's the way people think and speak. In bursts!

Copy development

Surprise your audience.

Don't be afraid to be provocative. It's good to have punchy headlines that jolt an audience a bit. Avoid generic language that doesn't tell your reader anything specific about the University or that any institution could say. Give people the information they're looking for or surprise them with something they didn't know. Ultimately, the goal is to educate audiences and hold their interest. Grab their attention and then don't let go.
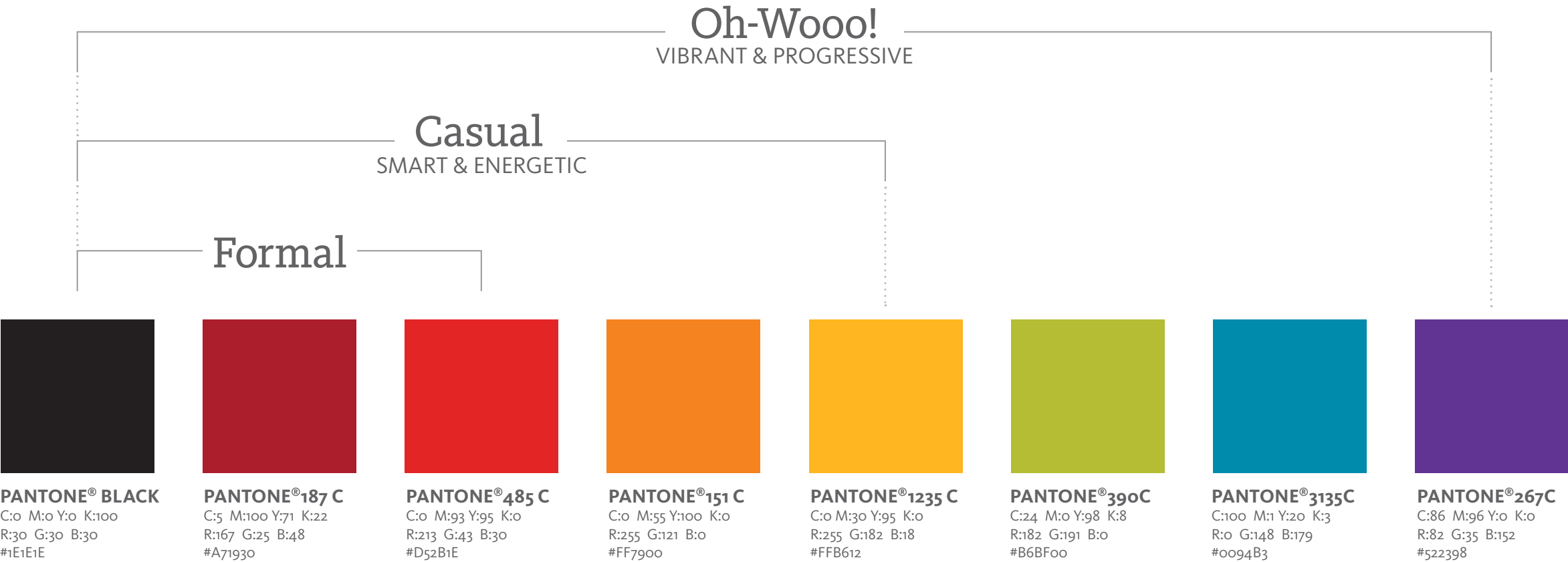
Color palette

Many schools in Ohio use a red and black or red and gray palette; we sought to differentiate Ohio Wesleyan by adding a new slate of rich, energetic hues to match the dynamic and enterprising spirit of the OWU campus community.

Like the copy, this color scheme is utilized differently depending on the audience for the specific communication. For formal usage, stick to PM 187, black, and PMS 485. As the target audience and messaging tends to a more relaxed tone, additional colors are added to the mix. Beginning with the warmer PMS 151 and PMS 1235 , then adding in the cooler PMS 390, 3135, and 267.

The additional colors are meant to serve as bright canvases for messaging and imagery in telling the OWU story.

Oh-Wooo!
VIBRANT & PROGRESSIVE

Casual
SMART & ENERGETIC

Formal

PANTONE® BLACK	**PANTONE®187 C**	**PANTONE®485 C**	**PANTONE®151 C**	**PANTONE®1235 C**	**PANTONE®390C**	**PANTONE®3135C**	**PANTONE®267C**
C:0 M:0 Y:0 K:100	C:5 M:100 Y:71 K:22	C:0 M:93 Y:95 K:0	C:0 M:55 Y:100 K:0	C:0 M:30 Y:95 K:0	C:24 M:0 Y:98 K:8	C:100 M:1 Y:20 K:3	C:86 M:96 Y:0 K:0
R:30 G:30 B:30	R:167 G:25 B:48	R:213 G:43 B:30	R:255 G:121 B:0	R:255 G:182 B:18	R:182 G:191 B:0	R:0 G:148 B:179	R:82 G:35 B:152
#1E1E1E	#A71930	#D52B1E	#FF7900	#FFB612	#B6BF00	#0094B3	#522398

All conversions taken from Pantone® Color Bridge™

Fonts

Veneer (regular and italics) from Yellow Design Studio is a letterpress style font family that's bold and authentic with just a hint of attitude. It should be used for short headlines on internal, recruitment, and other informal materials.

Kievit Slab Pro (book, book italics, bold, and bold italics) from FontFont is a modern slab-serif font. It feels confident and assertive and should be used for longer headlines and subheads or in conjunction with Veneer.

Kievit (regular, italics, bold, and bold italics), also from FontFont, is crisp and modern in feel and reminiscent of the widely used, humanist sans-serif font, Gil Sans. Kievit is easily readable even at small text size.

Alternate Gothic Two is a condensed gothic face available from Bitstream or Linotype that may be used as an alternate headline font on more formal materials where the irregularities of Veneer would seem discordant. It may also be used for call-outs.

Freeland is a handwritten script by Trial By Cupcakes. This is the font used for the "Oh-Woooo!" graphic. It packs a big character punch and should be used infrequently – a little goes a long way.

■ Headline Usage
■ Subhead Usage
■ Text Usage
■ Available for Web

Veneer ■ ■

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 , . ; : ! ?

Kievit Slab Pro ■ ■ ■

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 , . ; : ! ?

Kievit Regular ■ ■

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 , . ; : ! ?

Alternate Gothic Two ■ ■ ■ (For formal, nonrecruitment materials' headlines)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 , . ; : ! ?

Freeland ■ ■ (For emphasis and personality)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 , . ; : ! ?

Logo treatment

The OWU logo should usually be anchored to another design element. This can be a page margin, color block, or photo. Often, the logo will be accompanied by one of several punch lines:

• Since 1842. Still Insatiable.
• Home for Hungry Minds.
• Always Hungry.
• How's Your Appetite?
• Open Wide.
• Omnivores Wanted.
• Be Ravenous.

The punch lines may be aligned to the base (Fig. 1), run vertically up the outside margin (Fig. 2), or centered on the logo (Fig. 3). These lines should, however, always be portrayed as a closing thought and not compete with the main message of the communication.

Fig. 1

Fig. 2
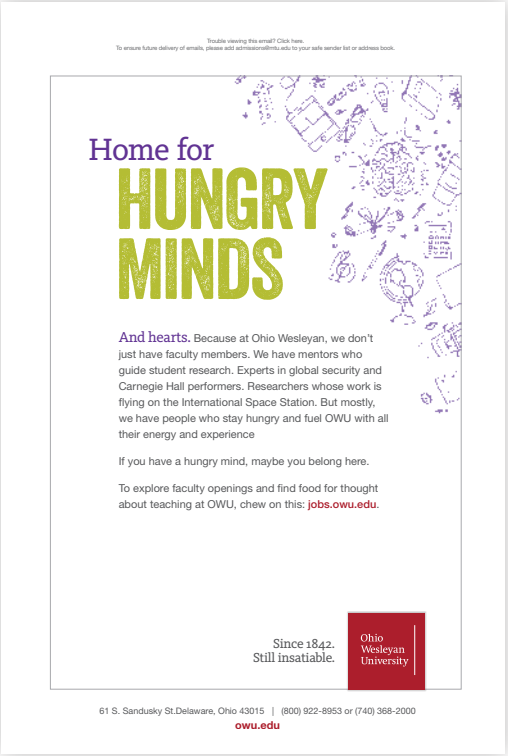
Fig. 3

Oh-Woodles!

Oh-Woodles represent the social and intellectual hunger of the OWU community. They can show a person's inner thoughts or illuminate the intricate and unexpected connection between two or more individuals. Oh-Woodles should generally bleed off at least two edges to illustrate the unrestrained nature of the ideas and activities that they embody. Typically, they should be a screen of white (over photos) or tone-on-tone (over solid background) and as varied a grouping as is contextually believable. Oh-Woodles should be used judiciously, for emphasis. Less is more.

One special Oh-Woodle is the Oh-Woooo! wordmark. It may be either all-caps (Figs. 2, 5) or sentence case (Figs. 1, 4) – stacked (Figs. 2, 4) or on one line (Figs. 1, 5). This word mark may used in conjunction with other Oh-Woodles (Figs. 1, 2) or by itself (Figs. 4, 5). Please keep in mind that many alums, particularly older generations, did not – and do not – call Ohio Wesleyan "Oh-Woo." This construct should be used judiciously with alumni groups.
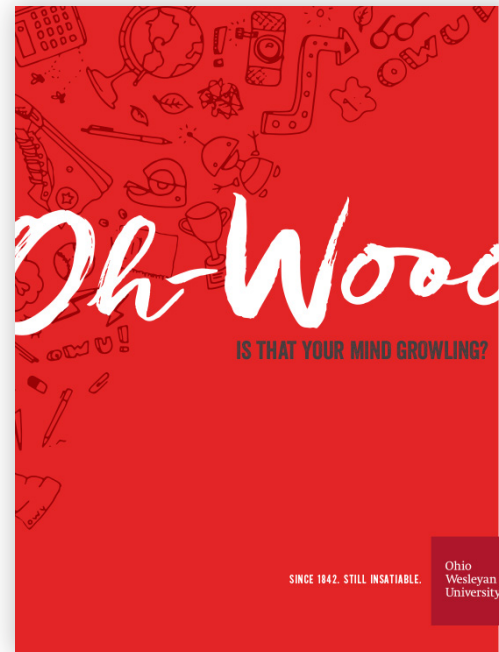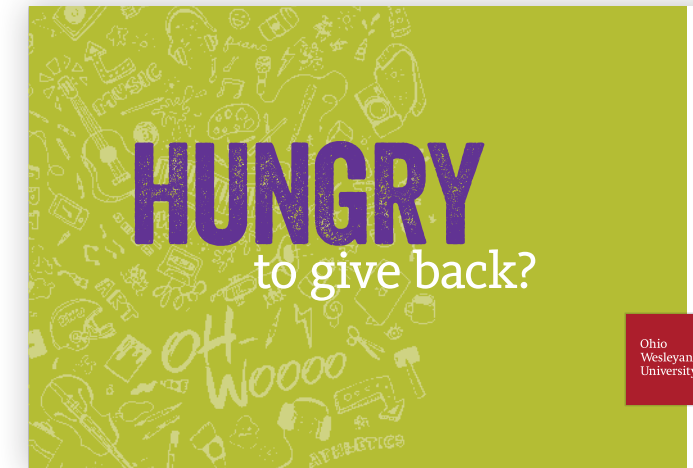

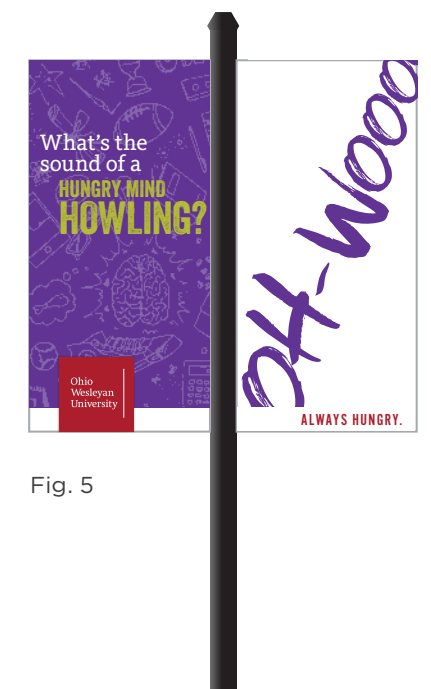Fig. 1

Fig. 2

Fig. 3

Fig. 4

Fig. 5

Oh-Woodles! continued

With the Oh-Woodles, the concept of connection is conveyed through specific grouping and connecting dotted lines. The dotted lines should be the same color and opacity of the Oh-Woodles that they connect. They should also create interesting, curved, and dynamic pathways – like the actual OWU community.


Fig. 4

Fig. 4

Fig. 4

Photography: selection

OWU photography should illustrate the drive, dedication, and above all, hunger of its community. Attention should be given to representing the gender, ethnic, and cultural diversity of the campus population. When appropriate, you also want to celebrate OWU's eclectic student body. In some cases, retouching to add depth, intensity, and a little grittiness may be necessary. Asymmetrical composition and dramatic cropping can help to add intensity to selected images.
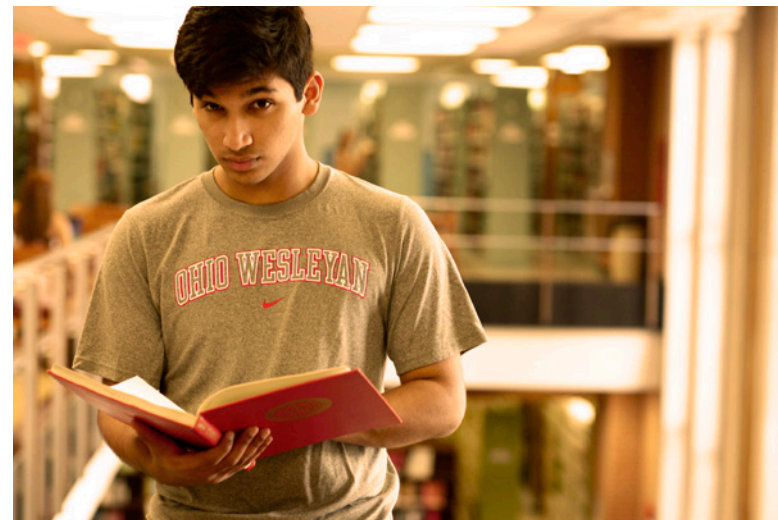
Photography: retouching

If added drama or intensity is desired, the following technique may be used. This should NOT be done to every image as it could cause materials to become overly dark and somber.

STEP 1: Make a duplicate layer of the original image. Always keep an unadulturated copy of the original layer in case you need to start over.

STEP 2: Make any basic adjustments needed to levels or brightness/contrast (working with the COPY of the original layer).

STEP 3: Duplicate adjusted "Background copy." Reduce saturation completely under the "Hue/Saturation" selection in "Image: Adjustments."

Under "Filter Gallery," select "Texture: Grain" and adjust sliders so that a grain becomes visible but not overwhelming. Even though saturation has been reduced 100%, when grain is added it will be necessary to reduce saturation once again to get a clean black and white layer with grain added.

STEP 4: Make B&W grain layer an "Overlay." Adjust opacity to achieve desired look.
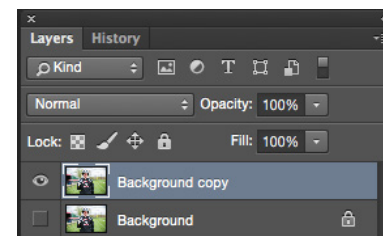
Initial image

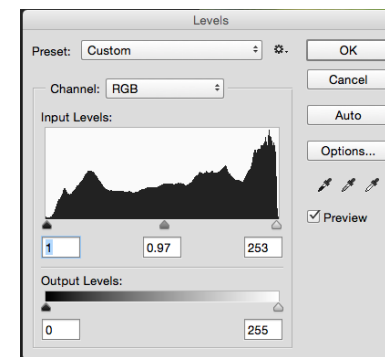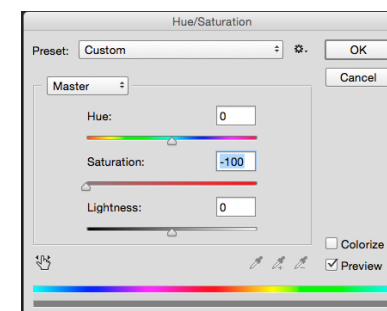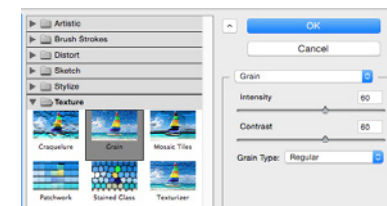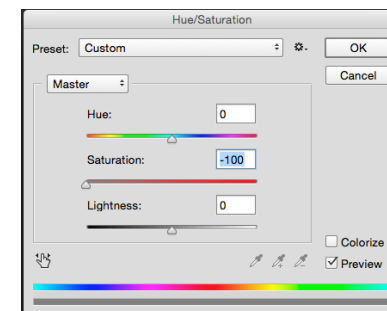Final image
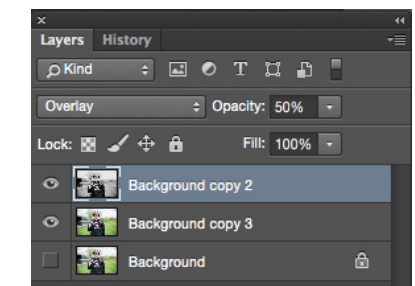
Fig. 1

Fig. 2

Fig. 3

Fig. 4

Design and layout

The key to page design in the OWU branding program is dynamic asymmetry. Much the way the OWU community's hunger for new experience and knowledge defies barriers and convention, the look of the brand design should feel similarly unconstrained. White borders are meant to be uneven, type to bleed off the page, and page elements cantilevered in an unexpected yet balanced design.

Large color blocks from the expanded palette are an integral part of the page design in the campaign. The color blocks can overlap photos but should be translucent (generally, 80-90%), allowing a suggestion of the image underneath to show through. These blocks are also useful elements in which to place copy, as the campaign does not generally support large white areas. When possible, the color block should bleed off at least one edge and never be center aligned.

Headlines are typically set in all-caps, Veneer in white (Fig 1). But if the headline is too long to be comfortably set in all-caps or a change of emphasis within the line is desired, Veneer may be combined with Kievit Slab Serif in sentence case (Figs. 4, 6). It is also OK to vary emphasis by using different sizes of Veneer (Fig. 3) and to use Veneer in one of the palette colors if additional contrast is necessary (Fig. 2).

Fig. 1

Fig. 2

Fig. 3

Fig. 4

Fig. 5

Fig. 6