

Branding Guide

Maintaining a consistent, focused brand identity is a priority of the ASWWU as we strive to communicate our central values through both our written and visual messaging. The following guide provides a framework for our brand's identity, voice, and usage. The AS Communications Office manages the ASWWU brand and ensures the brand is implemented appropriately. The AS Communications Director administers this branding guide to ensure all messaging and official AS publicity is in compliance with these guidelines.

Our Tagline

“By students, For students.”

Like our logo, our brand is rooted in our shared experience as Western students. Therefore, our branding guide can be conceptualized as an addendum to the Western Washington University Brand Guide (available at designsystem.wwu.edu), and is meant to align our external-facing identity with that of our university. However, the ASWWU brand diverges in one key way: a specific focus on students as our audience for all ASWWU messaging. Our brand voice focuses on providing messaging that is student-directed, empowering to students, and informed. We are by students, for students.

AS Communications Office



as.communication@wwu.edu



360.650.4648



@wwu_as



@wwu_as



Associated Students of Western Washington University

The logo consists of the letters 'ASWWU' in a bold, blue, sans-serif font. A stylized blue wave graphic is positioned behind the 'AS' portion, extending to the left and curving under the 'S'.The logo is presented in a stacked format. The letters 'AS' are on the top line, and 'WWU' is on the bottom line. The stylized blue wave graphic is positioned behind the 'AS' portion, extending to the left and curving under the 'S'.

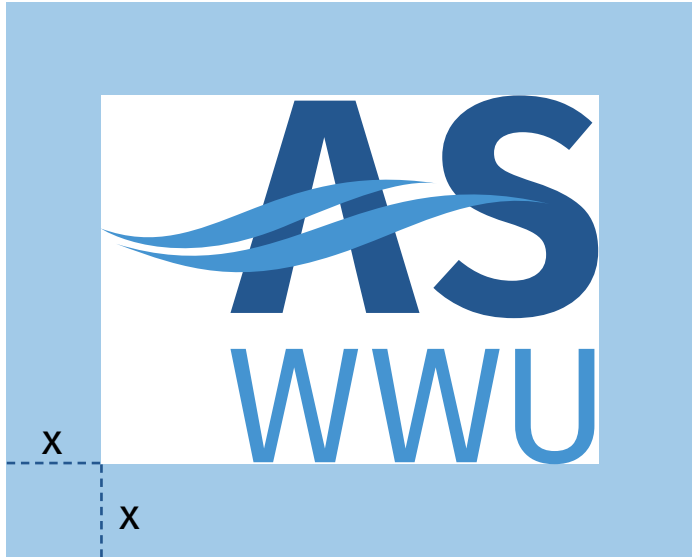
Our Logo

Our logo represents our connection to our school, as the official organization representing all students at Western Washington University. Our logo is derivative of Western Washington University's logo, illustrating our connection to and growth from our school. It is meant to be easily identified by the student body and immediately associated with official AS sponsored initiatives and events

Variation

In order to best fit the space it occupies, the ASWWU logo may be stacked as shown. This is recommended only for use in spaces that are square or narrower. In order to maintain or brand, the WWU should never be omitted from either logomark.

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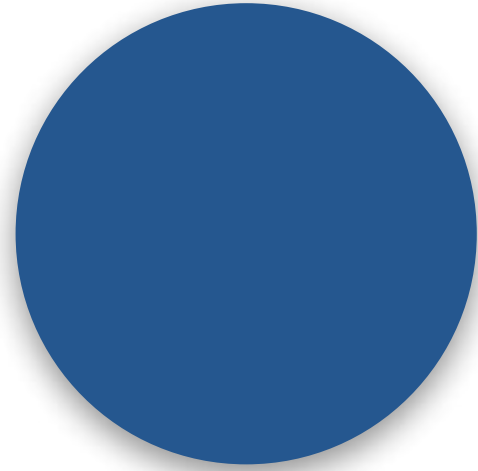
Exclusion Zone

Both variations of the logo have an exclusion zone around them that is equal to half the width of the "A". This zone allows the logo to not be crowded by surrounding elements.

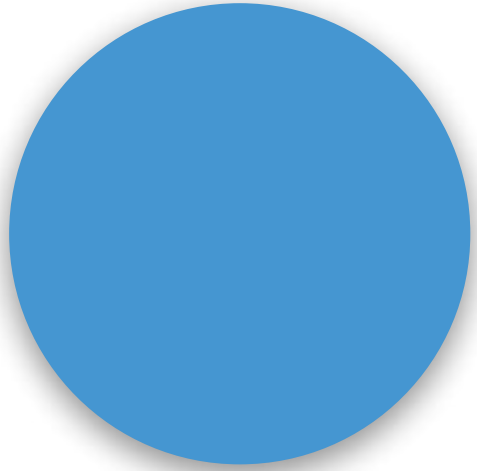


Color Variations

The primary logo uses both light and dark blues. However, when applied in a single color, or against a dark background, color variations should follow these examples.



Pantone 294
#003F87
85-24-0-0



Pantone 2925
#007AC8
100-58-0-21

Colors

The colors used in the ASWWU logo are the same colors used in the WWU logo, and should be used consistently.



Fira Sans
Regular

Lorem ipsum dolor sit amet,
consectetur adipiscing elit

**Fira Sans
Bold**

**Lorem ipsum dolor sit amet,
consectetur adipiscing elit**

Type

The font used in the logo is Fira Sans, which is in accordance with WWU's official fonts. It is available for public use.

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Application

As shown in these examples, the ASWWU logo will be prominently displayed in all promotional materials for AS-sponsored events or initiatives. The ASWWU should be clearly visible and not distorted in any way.

It is required that the AS logo be included in all official AS messaging, including adoption as the logo for all AS offices. However, exceptions may exist for some AS offices in consultation with the AS Communications Director.



Inclusive Language Statement

Scope

These guidelines serve as our organization's expectations of AS employees, as well as students, community members, and all participants in AS initiatives/events. These guidelines are also expected to be applied through AS employees' management of AS office social media accounts, campaigns, or promotion.

Statement

The Associated Students of Western Washington University (ASWWU) is committed to including all students in its mission, and therefore, maintaining spaces and initiatives that prioritize inclusive practices. We recognize that an important component of our voice requires our initiatives to be empowering to all students, as well as informed by our personal and academic understandings of larger systems of oppression; this includes a fierce commitment to inclusive language practices in both our written communication and speech.

Therefore, the ASWWU expects those involved in AS work to be aware of their language and adopt language that intentionally nurtures community and validates the lived experiences of our diverse constituency. This includes, but is not limited to:

- Avoiding language or statements that perpetuate stereotyping/generalization about one identity
- Recognizing the intersectionality of identities and that our language should reflect that interconnectedness
- Utilizing language that focuses on the people we connect with (not their marginalized identity)
- Committing to learn about and evolve the terminology we use to describe oppressive structures, marginalized identities, societal issues
- Responding to feedback appropriately in the moment about language choice and recognizing the importance of adopting language that is validating and respectful to others