

Visual Identity Guide

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Introduction – Visual Identity and Brand

Every day, thousands of people are exposed to TWU’s brand. From those who drive by the Langley campus, or make an online donation to those who peruse a view book or take a class, the TWU brand makes an impression—sometimes a first impression.

TWU’s visual identity is a collaborative relationship between TWU’s brand essence and its audiences. It is, in short, what TWU “looks like” to most people. To be successful, the university’s visual communication must be coherent, consistent and compelling.

TWU’s visual identity system facilitates the proper use of the elements comprising its visual identity, including but not limited to the University’s name, logos, tagline, colour palettes, templates, typefaces and typography.

University Communications (UComm) is responsible to manage the brand and to create and maintain guidelines for the form, manner and use of its visual identity and assets.

The Visual Identity Guide is applicable to all divisions and departments of the University, and will be reviewed periodically by UComm and appointed stakeholders, as determined by UPC. Where the *Visual Identity Guide* does not address the reasonable requirements of an academic or administrative department, UComm will consider applications to change the *Visual Identity Guide*.

TWU Brand resources

- [2008 Envision the Century: Strategic Directions](#)
- [2006 Brand Panel Report](#)
- [2005 Ipsos Reid Brand & Positioning Research Report.](#)

Guidelines for Use

The appropriate use of the visual identity ensures brand coherence and recognition in the marketplace, enhances the University's reputation, embeds efficiencies in processes and production and demonstrates organizational purpose and accountability to University stakeholders.

All communications and marketing materials must bear the official torch logo and name of Trinity Western University (p. 6). Academic and administrative departments shall identify themselves as units of the University on business cards, letterhead, signage, web sites, and similar materials in a manner that is consistent with the Visual Identity Guide. Where existing websites, signage, livery, stationery, or other inventory are not consistent with the Visual Guide, the transition to consistent communications tools will be managed in a cost-effective manner through planned retirement of existing assets and depletion of existing materials.

University Communications (UComm) is a general resource on all matters relating to the visual identity of the University and is available for consultation by University stakeholders and affiliates. Logos are available for download at www.twu.ca/ucomm/logos.

