# Educational Consultant Branding Guidelines

The Westcliff University brand encompasses the work of many different entities. When we all use the same elements, and speak with a shared voice, we can tell a more powerful story. Brand guidelines are designed to help you tell this story more effectively — and harness the power of the Westcliff brand in your work.

Fundamentals: Learn the basics of the Westcliff brand, including our core missions, key messages, characteristics, and personality traits.

Fundamentals

What is "The Westcliff Brand"?

Our university is perceived by many different audiences: students, faculty, staff, families, alumni, casual observers, people in Irvine, in California, and around the world. Our brand is what these audiences think, feel, and respond to when they see or hear the name Westcliff University.
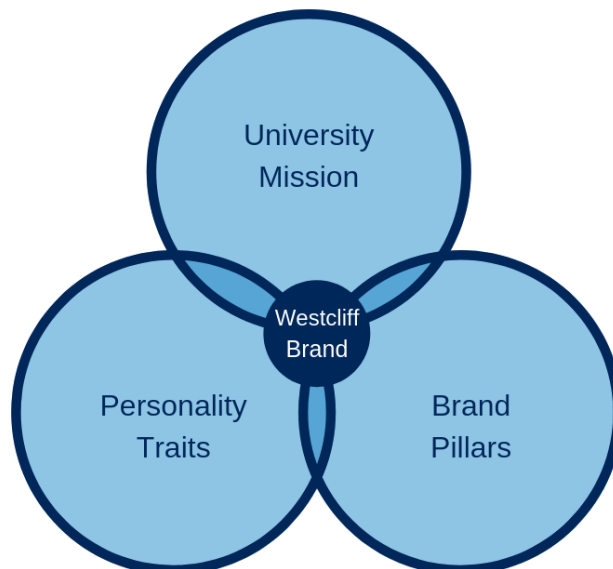
University Mission and Key Message

Westcliff University's institutional mission is to educate, inspire, and empower students from around the world to acquire the competencies to excel personally and professionally through practical, innovative, high-quality distance and campus programs.

Westcliff University Tagline

EDUCATE	INSPIRE	EMPOWER

Brand Pillar (Core Values)

Honesty	Integrity	Mutual Respect	Inclusion

Personal Accountability	Social Responsibility	Global Citizenship

Personality Traits

- *Cultured*: we are a global institution and provide a diverse and inclusive university setting
- *Balanced*: we are fair, equitable, and impartial
- *Caring*: We go above and beyond to ensure student success
- *Practical:* we use, teach, and believe in practical and applicable teaching and learning
- *Visionary*: we are persistent in achieving our personal, professional, and academic goals

Applying the Brand

The Westcliff University Name

- Name choices begin with the institution: are we Westcliff University or WU? Our acronym is short and easy to remember. However, there comes an advantage in contemplating our university logo with our full, formal name. Spelling out "Westcliff University" reminds the reader that we are a prestigious university, which is especially helpful for international audiences.

  In *first references*, use:
  Westcliff University

  In *subsequent references you may,* use:
  Westcliff or WU

  Formal uses, such as informative letters or emails, must use:
  Westcliff University

  _____

  DO NOT USE
- **Westcliff U**
- **WestCliff University**
- **WestCliff U**
- **WestCliff**
- **West Cliff**
- **Westcliffe**
- **West Cliffe**
- **W University**
- **WC University**
- **WCU**
- **University of Westcliff**
- **U of Westcliff**
- **UW**
- **UWC**

How should Westcliff University's creative assets be used and referenced?

- **Do:** Create your own original videos and presentations for online and in-person use. Link to Westcliff's web pages and other creative assets.

- **Don't:** Embed or copy Westcliff University logos, videos, images, website screenshots, audio clips, or other creative content.

Do:
Create your own original videos and presentations for online and in-person use. Link to Westcliff's web pages and other creative assets.

Don't:
Embed or copy Westcliff University logos, videos, images, website screenshots, audio clips, or other creative content.

Which Westcliff University logos should be used?

- **Do:** Use the approved logo(s) that accurately identifies that you are a partner of Westcliff University.

- **Don't:** Misuse the Westcliff University logo as your main logo to represent your programs, events, and/or services.

Do:

Use the approved logo(s) that was given to you by Westcliff University.

Don't:

Misuse any Westcliff University logos beyond the main logo to represent your programs, and/or services.

How do you keep your logos distinct from the Westcliff University brand?

- **Do:** Create your own, unique, non-Westcliff company logo that only promotes your brand.

- **Don't:** Create your own Westcliff logos or designs. Don't use logos or designs that incorporate Westcliff University design elements, such as the Westcliff shield. Don't use the Westcliff brand in any logos created by your institution. Don't insert your company name into an existing Westcliff logo. Don't create logos or marks confusingly similar to Westcliff University.

Do:

Utilize your own, unique, non-Westcliff company logo that only promotes your brand.

Don't:

Create your own Westcliff logos or designs. Use logos or designs that incorporate Westcliff University design elements, such as the Westcliff shield. Use the Westcliff brand in any logos created by your institution. Insert your company name into an existing Westcliff logo. Create logos or marks confusingly similar to Westcliff University.

- **Do:** Refer to our institution as Westcliff University in advertisements and postings

- **Don't:** Use the term "partner" in advertisements and postings

How should names be created for social media?

- **Do:** Create social media handles and tags that properly and clearly identify your company and its brands only.

- **Don't:** Create social media handles, URLs, or tags that include the Westcliff brand, the Westcliff brand name, abbreviations of the brand, or anything confusingly similar.

@edu_consultant Message

257 posts   457 followers   1,231 following

Educational Consultant
Higher Ed Consultant
👉 Since 1998. 22 years in UAE.
👉 Offers UK and US degrees and diplomas at new Campus.
👉 Register – Learn the act of leadership skills in 30 minutes 👇

Do:
Create social media handles, and tags that properly and clearly identify your company and its brands only.

@wu_edu_consultant Message

257 posts   457 followers   1,231 following

Westcliff University Educational Consultant
Higher Ed Consultant
👉 Since 1998. 22 years in UAE.
👉 Offers UK and US degrees and diplomas at new Campus.
👉 Register – Learn the act of leadership skills in 30 minutes 👇

Don't:
Create social media handles, or tags that include the Westcliff brand, the Westcliff brand name, abbreviations of the brand, or anything confusingly similar.

Identity Elements

Logos

Enthralled in the rapid growth and development of Westcliff University as a whole, it is exciting to think about creating and using "custom" partnership logos to showcase that development. However, the Westcliff story is best told within a uniform framework. Our logos are valuable institutional assets. The following section provides a guide to our logo and its usage.

Westcliff University Logo

*Please note that the gray background is used to only show the white color font

Minimum Size

Minimum Height: 54 px or 0.75"

Minimum Height: 54 px or 0.75"

Never use main Westcliff logos below the minimum height. The logo should be at least 0.75" high, equivalent to 54 pixels high.

Do Not
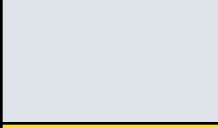
Do not change logo colors

Do not change sizing of logo

Colors

Beyond our logo, color is the most recognizable aspect of our branding identity. Our brand colors reflect our bold, diverse coterie. Appropriately using color is one of the easiest ways to ensure our university reflects the cohesive Westcliff brand.

Color	Name	Pantone	CMYK	RGB	HEX
	WU Logo Blue	648 C	100 90 35 32	0 39 90	#00275A
	WU Dark Blue	7692 C	100 74 25 8	0 78 129	#004E81
	WU Medium Blue	7461 C	89 50 9 0	2 115 174	#0273AE
	WU Light Blue	7689 C	80 36 1 0	25 136 199	#1988C7
	WU Dark Gray	2376 C	29 17 0 56	80 94 113	#505E71
	WU Medium Gray	2164 C	26 15 0 33	128 147 172	#8093AC
	WU Light Gray	656 C	5 3 0 8	223 228 234	#DFE4EA
	WU Golden Yellow	114 C	3 9 86 0	251 220 62	#FBDC3E

Typography

Versailles is the primary serif typeface for Westcliff University. It should only be used for headlines, pull quotes, captions, etc. It is also suitable for use on forms because Versailles is legible at very small sizes. The Versailles font is available for purchase at www.linotype.com.

- Versailles
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - Abcdefghijklmnopqrstuvwxyz
  - 0123456789

Futura is the primary sans serif typeface for Westcliff University. It should only be used as body copy, and for headlines.

- Futura
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 0123456789

Arial is the secondary sans serif typeface for Westcliff University. It should only be used as body copy, and not for headlines.

- Arial
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - Abcdefghijklmnopqrstuvwxyz
  - 0123456789

Typeface Usage

Global Perspective

Headline / Versailles Bold

The academic programs in the College of Business and the College of Education have a truly global focus. Students taking both the online and hybrid courses originate from such countries as China, Germany, India, Nigeria, Peru, Thailand and Vietnam.

Most courses emphasize the global nature of the subject matter. Additionally, online and hybrid course students born in the US come from diverse ethnic backgrounds, ensuring that a variety of perspectives make both classroom and online discussions informative and dynamic.

Body copy / Online copy
Arial Regular

We envision becoming a well-respected and innovative educational institution both in the U.S. and abroad, reflecting not only the nature of our academics but also the respected actions of our students in their professional and personal lives.

Caption / Versailles Regular Italic

"Westcliff leaders recognize that meaningful education goes beyond the textbook and into the working world."

Pull Quote / Versailles Bold

Applications

Website

Westcliff University is an advocate for web page usability. A web page should be simplified, easy to use on all devices, with clear language, avoiding unnecessary jargon. Simple site navigation plays a large part in our page's retention, making it easier for our audience(s) to benefit from our content, therefore establishing a positive user-experience. It's a way for us to develop our credibility through showcasing our logo, campus life, our students, and last but not least, the brand pillars that provide the foundation for our institution.

Social Media

Westcliff University encourages the utilization of official social media accounts to showcase the university's narrative and to engage in conversations about pertinent topics. Social media provides the platform for Westcliff University to introduce our voice, our brand, and to represent our university mission and key messages.

Scenario 1: Logo Size

When an educational consultancy promotes Westcliff University, all logos must be the same appropriate size.

Do: Have Westcliff University logo at the minimum size.

Don't: Make Westcliff University logo small.
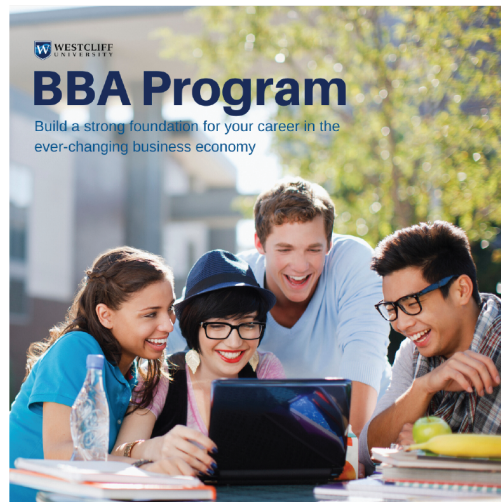
Scenario 2: Color

Use Westcliff University's brand colors when creating graphics to post on social media.

Do: Use only Westcliff University colors.

Don't: Use other colors when promoting Westcliff University.

Scenario 3: Using the correct logo

Use the Westcliff University logo.

Do: Use the Westcliff University logo with no changes to color.

Don't: Change the font or color of Westcliff University logo.

Scenario 4: Hashtags

Do use unique and creative hashtags that relate to your campus and brand only. Do not duplicate or copy Westcliff brand hashtags.

Don't: Duplicate or copy Westcliff brand hashtags.

Do: Use unique and creative hashtags that relate to your campus and brand only.

Scenario 5: Geo Tag Location

Do tag the location of your campus and campus related locations. Do not tag the location of the Westcliff University campus or related campuses and locations. It should be clear that your location is not the Westcliff University campus nor look like an official Westcliff University campus.

Do: Tag the location of your campus and campus related locations.

Don't: Tag the location of the Westcliff University campus or related campuses and locations.

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![Westcliff University logo — Educate. Inspire. Empower.]

Scenario 6: Copying Posts and Reposting

Do repost/retweet Westcliff University posts with full credit to Westcliff.
Do not copy and paste Westcliff University's post as your own.

Do: Repost/retweet Westcliff University posts with full credit to Westcliff and mention of affiliation.

Don't: Copy and paste Westcliff University's post as your own.

Scenario 7: Profile Photo

Do utilize your own company name and logo for your institution's social media page profile photos. Do not utilize Westcliff University's name, logo, images, or affiliate logo as your main profile image for your various social media accounts.

Do: Utilize your own company name and logo for your institution's social media page profile photos.
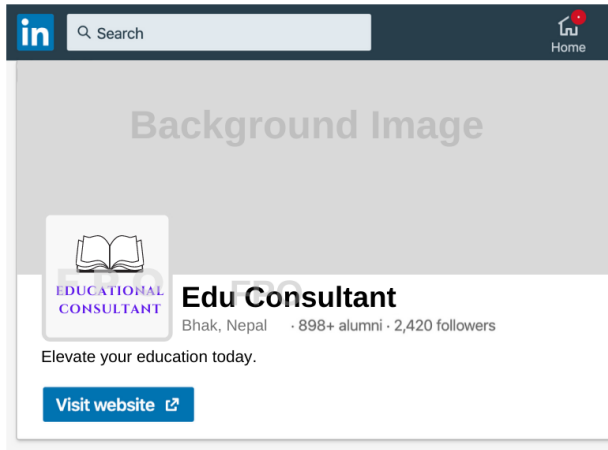
Don't: Utilize Westcliff University's name, logo, images, or affiliate logo as your main profile image for your various social media accounts.
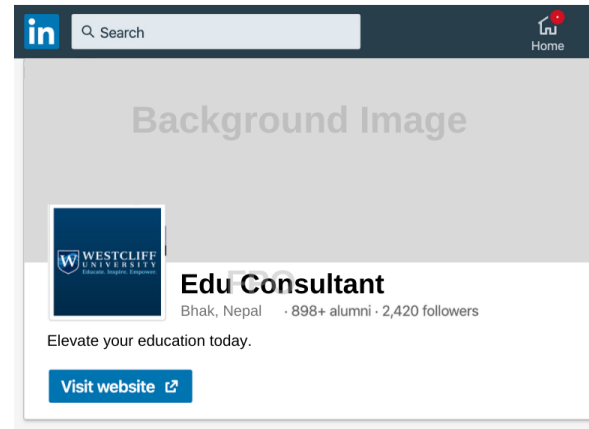
Do: Utilize your own company name and logo for your institution's social media page profile photos.

Don't: Utilize Westcliff University's name, logo, images, or affiliate logo as your main profile image for your various social media accounts.
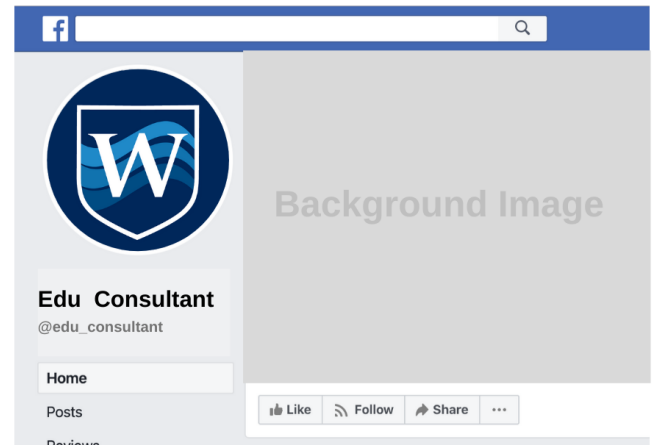
Events

Scenario: Facebook Event

When an educational consultancy creates an event, they need to also include their logo and ours to make clear to potential students that this event is hosted by your agency.

Do: Use the Westcliff University Logo and your own logo.

Don't: Use Westcliff logo by itself. Also, do not change the color of the logo.

Promotional Purposes

Westcliff University logo is only used for promotional purposes, not business purposes. Do not put any Westcliff University logo on receipts or any other type of official documents.

Scenario: Letterhead

A clear example that violates the rule would be to include the Westcliff University logo on the company letterhead.

Do add your own logo and information on your letterhead
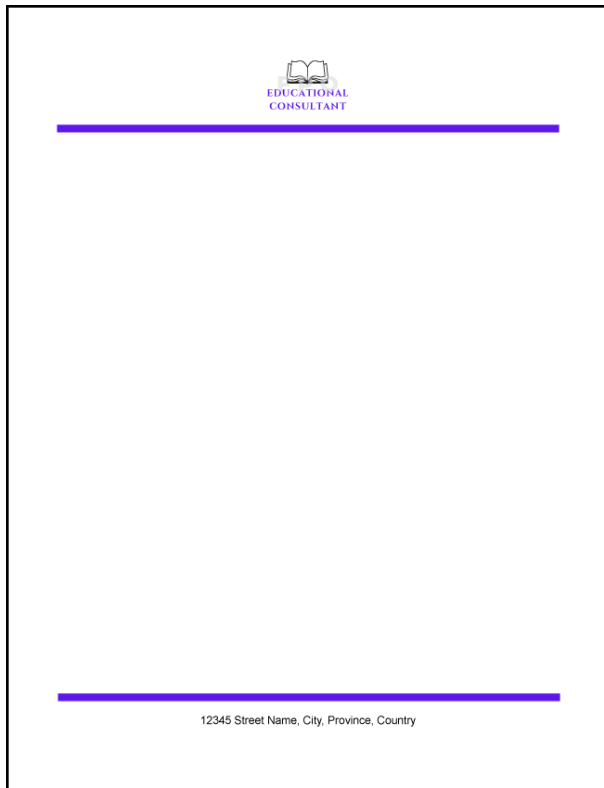
Don't add WU logo or information on your letterhead

Scenario: Official Documents

Westcliff University - Educational Consultant Agreement

This confirms that I have received and reviewed the Westcliff University Educational Consultant Branding Guidelines. I understand that it is my responsibility to read and become familiar with the branding policies. Furthermore, I promise to follow all of these guidelines and policies as a necessary requirement to promote Westcliff University.

Educational Consultancy: _____

Responsible Party's Name: _____

Responsible Party's Signature: _____ **Date:** _____