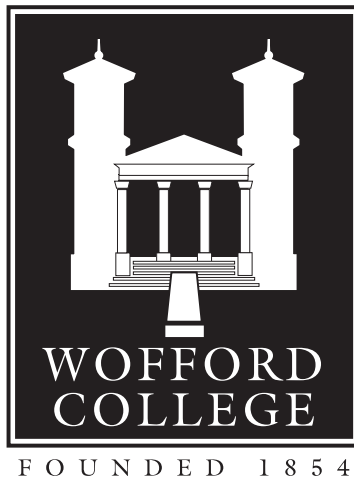


WOFFORD COMMUNICATIONS AND
GRAPHIC IDENTITY MANUAL

QUINTESSENTIAL... A WOFFORD EDUCATION

FEBRUARY 2006



COMMUNICATIONS AND GRAPHIC IDENTITY MANUAL

All Wofford publications should by text and graphics demonstrate that they originate at a special college with classical traditions and values and a commitment to clarity and accuracy. Consistency is essential if Wofford is to maximize the marginal advantage from clear, precise presentation of its purpose, mission and functions.

The Communications Office is responsible for ensuring that the graphics used in college publications are consistent and appropriate. The advent of campus-wide access to a sophisticated technology network, personal computers, and Internet technologies has made this task both more difficult and necessary.

This 2006 revision of Wofford's Graphic Identity Manual includes standards for the use of our official college logo, other graphic representations of the college, and verbal statements of Wofford's purpose, mission and message.



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Graphic Manual is current as of February 27, 2006



1. STATEMENT OF PURPOSE, VISION AND MISSION

- a. **STATEMENT OF PURPOSE.** Wofford’s Statement of Purpose is found in the College’s Catalogue. It will appear, where appropriate, in its complete, unaltered form as quoted below.

“Founded in 1854 and related to the United Methodist Church, Wofford College is a privately supported four-year liberal arts college of approximately eleven hundred undergraduate men and women students.

“The purpose of Wofford College is to function as a liberal arts institution of superior quality. Its chief concern is the development of an intellectual, spiritual, and aesthetic atmosphere in which serious and inquiring minds of students and faculty alike will be challenged to a common search for truth and freedom, wherever that search may lead, and in which each person may become aware of his or her own individual worth while aspiring to high standards of learning and morality.

“In such an environment all members of the Wofford community should develop intellectual curiosity, independence of thought, maturity of judgment, self-discipline, religious faith, and moral character so that they will be ever sensitive to the duties and responsibilities of good citizenship and render effective leadership and generous service to the communities in which they live.

“This concept of liberal education is in harmony with the ideals of the United Methodist Church, to which the college is related, and should lead to a Christian philosophy of life among all who study and teach and work here.”



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- b. **VISION STATEMENT.** Adopted by the College Board of Trustees, the Vision Statement expresses a single goal – to improve Wofford’s rating among its peer institutions. When used, it will be without change as it is here.

Wofford College seeks to be one of the best (upper twenty-five percent) undergraduate liberal arts colleges in the nation, recognized for superior learning and for people who better the world and themselves.

- c. **MISSION STATEMENT.** A mission statement emerged from Wofford’s masterplanning efforts undertaken in the 1990’s. It is rarely, if ever, used. Should it be used in any publication, it will be quoted in its entirety.

“Wofford’s mission is to provide superior liberal arts education that prepares its students for extraordinary and positive contributions to society. The focus of Wofford’s mission is upon fostering commitment to excellence in character, performance, leadership, service to others, and life-long learning.”

- c. **USE OF VERBAL STATEMENTS.** While these verbal statements have little use in marketing, branding and communications, they are included in this Manual for guidance when they might serve a useful purpose. When used, they will be quoted verbatim and in their entirety.



2. MARKETING STATEMENT AND MESSAGE

- a. **MARKETING STATEMENT.** Wofford’s marketing statement is a succinct, short description of the values, aspiration, purpose and function of the College. It will be used frequently in Wofford’s media presentations, both traditional and Internet. Precise rules for its use are found on Paragraph 14 of this Manual. When used, it will not be abbreviated but will be quoted fully.

Wofford College is committed to a quintessential undergraduate education within the context of values-based inquiry. As a learning community, we are united by the unfettered pursuit of knowledge and the creative search for truth.

- b. **WOFFORD’S MESSAGE.** Quintessential is Wofford’s Message. As part of the 2006 Graphic Identity Manual, Wofford College presents its new message, which combines verbal and graphic elements. These are to be used widely in college publications, its Web site, posters and other communication devices that project Wofford’s image, philosophy, values and goals.

Central to this message is a single word that expresses what Wofford represents and its promise for the future – **QUINTESSENTIAL** – the essence of whatever it describes. The central intent is to associate it with a Wofford education.

QUINTESSENTIAL... A WOFFORD EDUCATION

Wherever the message appears, it should have “A Wofford Education,” raised by one line, preceded by three dots. This particular configuration is designed to create a positive impact by using the word **QUINTESSENTIAL** to gain attention, and to stimulate elevated interest by placing “A WOFFORD EDUCATION” above and to the right of **QUINTESSENTIAL**.

This message will be used with prescribed fonts and typefaces.



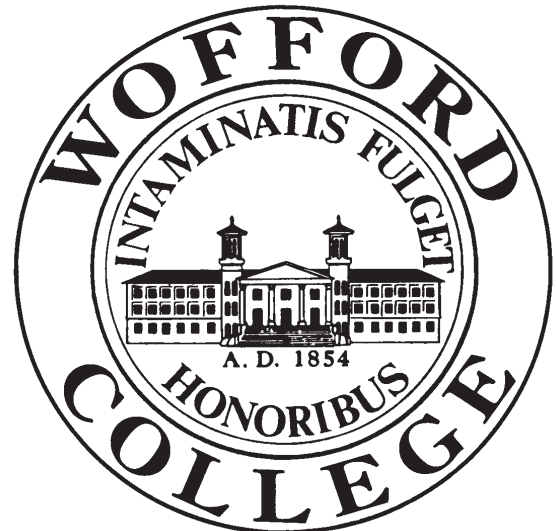
3. WOFFORD COLLEGE SEAL

The Wofford College seal has been used for more than 150 years and carries with it the corporate authority of the Board of Trustees. In recent years, its use has been limited primarily to formal contexts such as diplomas, transcripts, class rings, certificates, the college catalogue, and programs for special campus-wide convocations. Use on decals or apparel is not permitted.

The renderings shown below are the only ones that meets standards. Modifications are not permitted. Stamping the seal in gold foil on a cream-colored or shiny black surface is permissible.

If a color version of the seal is desired on white cover or text paper, a background of gold (Pantone MS 873) behind black letters is acceptable.

If the seal is to be used on white cover or text paper, a background of old gold (PMS 873) behind black letters may be used. Other representations of the seal are prohibited.





4. WOFFORD COLLEGE TRADEMARKS

The following names are trademarked. While they may be used by any and all entities that are a part of Wofford, they may not be used in any publication or product for profit or to support a private or personal cause or purpose without written consent.

More information about trademarks and licenses may be found at the Web site for The Licensing Resource Group Inc. at www.lrgusa.com/ or calling Debbi Thompson at 597-4208.

Wofford

Wofford College

Terriers

Wofford Terriers

Wofford Terrier Club



5. USE OF WOFFORD, WOFFORD COLLEGE

In our Marketing and Communications Graphic Identity Program, there is a clear advantage to promoting the name “Wofford” standing alone to constant repetition of the full name “Wofford College.” Nevertheless, there are appropriate applications for both usages, and designers have the option of using WOFFORD, or both words (WOFFORD COLLEGE) in horizontal print, or both words stacked on two lines with or without a subscript, as shown below.

“Wofford” should never be hyphenated in text. Other graphic representations of the word or abbreviations are not acceptable.

W
WOFFORD

WOFFORD
COLLEGE

WOFFORD
WWW.WOFFORD.EDU

WOFFORD
SPARTANBURG, SOUTH CAROLINA



6. THE WOFFORD LOGO

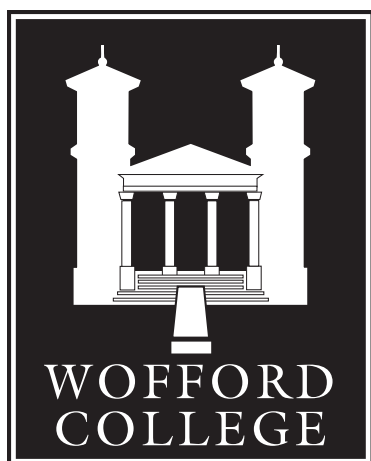
In the fall of 2000, Wofford adopted the TRADEMARKED Logo shown here. It is the primary graphic identity symbol for the college and is to be used on promotional and informational materials that will be circulated on and off campus including stationery, business cards, letterhead, periodicals, brochures, posters, advertising, and the official pages of the college Web site. The logo will also be used in the college's licensing program for apparel and various specialty items. This logo must be used on all business card and stationery, including Athletics.

This logo is approved for general use. Note that the gold color is (**Pantone PMS 873**). Use of the logo in black and white without the gold trim is permitted.

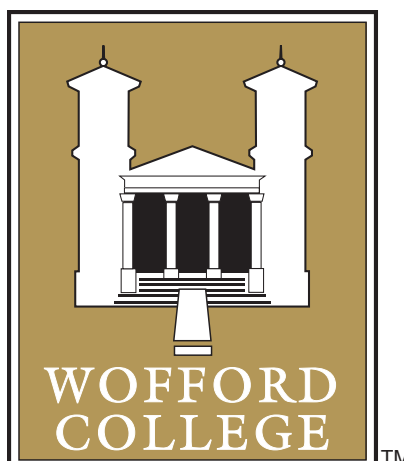
The typed WOFFORD COLLEGE is an integral part of the design and may not be separated from the graphic of Main Building or altered in any way. The "Founded 1854" line is essential because Wofford's age is a distinct advantage that lends prestige, credibility and authority to the College. No attempt will be made to supplement this design by combining it with additional or different types or graphics. Use of other colors in the logo is not acceptable.

It is essential to maintain the correct proportions of the official logo. The width is two inches and the height is 2 5/8 inches. Deviation from these proportions is not permitted. Logos in larger or smaller version will maintain these proportions and will not be distorted by making its proportions appear more vertical or horizontal than the official dimensions prescribed.

"Gold and black" will be used on all sportswear, except that black and white may be used, and the "gold" may be screened to tan but NOT to yellow. Any deviations from these standards will require prior approval from the Communications Office or The Licensing Resource Group Inc.



F O U N D E D 1 8 5 4



F O U N D E D 1 8 5 4

Note: This logo must be used on ALL business cards and stationery, including Athletics.



7. WOFFORD MONOGRAM W

The official licensed monogram for Wofford is an uppercase W in Century Old Style. This graphic is used primarily by the Athletics Department and related activities. It is important to use the version of the monogram that includes the name Wofford for all uses other than athletic uniforms.

Use of W.C. Monogram or abbreviation is NEVER permitted. It means “water closet” in a large part of the world.





8. GRAPHIC REPRESENTATION OF THE TERRIER

Wofford athletic teams have been known as Terriers since the early 1900s. By custom and tradition, the Terrier is always a Boston Terrier; small, but full of energy and highly intelligent. Until and unless changed officially by the college, the Wofford Terrier will be used only in the style and form shown here.

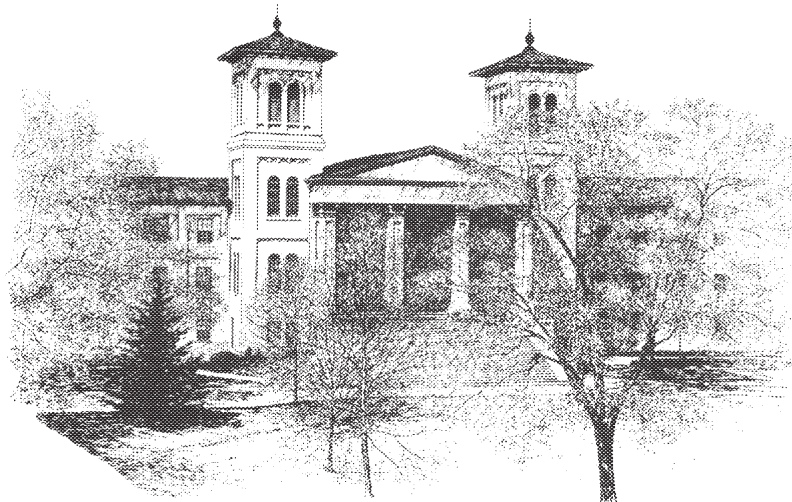




9. GRAPHIC REPRESENTATION OF THE MAIN BUILDING

Wofford is extraordinarily fortunate to have a campus landmark that combines architectural beauty with historical, visual, and emotional significance. It is popularly known as “Old Main” but it is officially registered as the Main Building – old is not part of the official name.

Photographs of Main Building may be used only with the approval of the Communications Office. No sketch of Main Building may be used without the approval of the Communications Office or The License Resource Group Inc.





10. TWIN TOWERS ICON

The abstract “icon” of Main Building shown on the left is permitted for on-campus uses only, such as special events promotions, presentations using instructional technology, computer applications, memos, brochures, desk-pads, T-shirts, and similarly limited uses.

The icon may not be combined with type. It may be used in sizes no larger than 3 square inches. It may not be used for any off-campus purpose.





11. THE LEGACY SOCIETY LOGO

Membership in the Legacy Society is restricted to those alumni and friends of the college who have remembered Wofford in their estate plans. Its distinctive logo is used on certificates and other promotional materials in the Office of Planned Giving and may not be used elsewhere.





12. HEADLINE FONTS AND TYPEFACES

Following are fonts that are acceptable for use with graphic representations of Wofford College.

a. **BASKERVILLE CLASSICO**

Used by all offices, departments and other elements of the college with the single exception of the Department of Athletics.

BASKERVILLE CLASSICO
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz!?,”\$&%{]*
123456789

Newsweek/Kaplan’s new college guide listed Wofford as one of seven buried treasures,” where there are exceptional academics, attentive faculty, superb facilities and beautiful campuses.

b. **CENTURY OLD STYLE**

Used by the Athletics office

These alternatives are exclusive. No others will be used. While this might be considered arbitrary by some, it establishes a standard of consistency and continuity that will enhance the branding of Wofford as a quality educational institution.

CENTURY OLD STYLE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz!?,”\$&%{]*
123456789

Newsweek/Kaplan’s new college guide listed Wofford as one of seven “buried treasures,” where there are exceptional academics, attentive faculty, superb facilities and beautiful campuses.



13. GRAPHIC, MARKETING STATEMENT AND MESSAGE STANDARDS

a. LOGO

At least one of Wofford's official graphic representations and at least one narrative statement will appear on the cover, back cover, or first visible inside page of ALL Wofford publications – traditional media and Internet technologies. In this context Wofford's message may be considered a narrative or a graphic representation of Wofford.

b. MARKETING STATEMENT

The Marketing Statement will appear in all Wofford Publications of eight (8) or more pages.

c. GRAPHIC REPRESENTATIONS OF WOFFORD

Graphic representations of Wofford will not deviate from official versions as they appear in the 2006 Graphic Identity Manual. No other logo will be used by any element of the College.

d. INTERNET USE OF WOFFORD'S LOGO

Internet use of Wofford's logo, other graphic symbols of the College, and its marketing statement and message will be subject to the same standards as those applied to printed materials.

e. SYMBOL AND STATEMENT USERS

Users of these symbols and statements will adhere to specifications for type face and colors as they appear in this Manual.



14. MARKETING AND COMMUNICATIONS STANDARDS FOR STYLE, GRAMMAR, AND SYNTAX

The following standards will apply to written materials, web postings, insertion in ads, or other on and off campus displays prior to publication.

- a. Grammar, punctuation, and syntax must be correct. The Associated Press Stylebook is the recommended guide to use for communication and marketing.
- b. Logo, message, and mission standards must be met.
- c. In 2006 there will be greater use of Internet technologies in Wofford's marketing and communication efforts. They will offer a greater probability of reaching targeted audiences. All standards and criteria applicable to traditional media are applicable to the Internet.
- d. Wofford's new content management system used as a part of its Web site will insure adherence to the College's marketing and communication standards as well as to the criteria for using Wofford's logo, other graphic representations, mission statement, and message.



15. REQUIRED STATEMENTS IN PUBLICATIONS

a. EQUAL OPPORTUNITY STATEMENT

All publications used to advertise revenue-generating services provided by the college to prospective students or the general public are required by law to carry the following statement:

“It is the policy of Wofford College to provide equal opportunities and reasonable accommodation to all persons regardless of race, color, creed, religion, sex, age, national origin, disability, veteran status or other legally protected status in accordance with federal and state laws.”

b. DATE

The Month and Year must appear in all publications. This is to be printed on the title page or the back cover of the publication.

MONTH AND YEAR

February 2006