



***WESTERN
MICHIGAN***

ATHLETICS BRAND GUIDE

Edition: July 2021



INTRODUCTION



Just three years after Dwight Waldo founded our institution in Kalamazoo, we stepped on the field to represent our alma mater in intercollegiate athletics. We were not yet called Western Michigan University or Broncos, but the drive that defines us was already present.

We were first called Broncos in 1939 and today, we continue to boldly charge into the future as one Western.

With that spirit in mind, 2021 brings a new chapter in our identity, as we commit to a shared visual brand with the campus we represent.

As Broncos, together... **#LetsRide.**



| INSIDE THE GUIDE | |
|------------------------------|-----|
| Colors | 2 |
| Primary Mark | 3-4 |
| Brand Mark | 5 |
| Secondary Mark | 6 |
| Bronco Spirit Mark | 7 |
| Digital Branding | 8 |
| Mitten Mark | 9 |
| Team Marks | 10 |
| Design Elements | 11 |
| Conference Marks | 12 |
| Proper Usage | 13 |
| Improper Usage | 14 |
| Typography | 15 |
| Verbiage | 16 |
| In The Vault (Retired Marks) | 17 |

OUR COLORS



“Onward for the Brown and Gold”

Our fight song defines our colors and our new identity is a return to our roots with historic shades of brown and gold. White serves as a third primary color, while dark gray and gray play supporting roles and provide contrast.

Other than plain text, black is not included as a color in our brand.

BROWN

RGB: 83, 46, 31
Hex: #532e1f
CMYK C: 14, 75, 91, 76
U: 14, 75, 91, 76
PANTONE 4625 C
4625 U

GOLD

RGB: 241, 197, 0
Hex: #f1c500
CMYK C: 0, 13, 100, 1
U: 0, 11, 92, 0
PANTONE 7406 C
120 U

WHITE

RGB: 255, 255, 255
Hex: #ffffff
CMYK C: 0, 0, 0, 0

DARK GRAY

RGB: 139, 127, 121
Hex: #8b7f79
CMYK C: 37, 44, 56, 31
U: 34, 38, 46, 27
PANTONE 7531 C
7531 U

GRAY

RGB: 180, 174, 167
Hex: #b4aea7
CMYK C: 28, 25, 28, 3
U: 24, 22, 26, 5
PANTONE 401 C
401 U

PRIMARY MARK



We proudly share one, unified primary mark as Western Michigan University. With a bold, strong statement made by our primary mark, we ride together as Broncos into competition, representing the best of Western.

As the primary logo of Western Michigan Athletics, every effort should be made to maintain the connection between the brand mark and word mark. The brand mark may only be used in a stand alone format when the application would render the word mark illegible.

For more information on our campus brand, visit wmich.edu/brand.



BRAND MARK

WORD MARK

PRIMARY MARK



Several one-color options are available to support the primary, two-color logo.

Brown and gold one-color usages are both acceptable on white backgrounds, while brown and gold backgrounds should have the inverse color.

For black-and-white usage, the logo should always be white on a dark background. The logo should never be rendered in black.



BRAND MARK



In certain applications, it is acceptable to use the brand mark in lieu of the full primary mark. This should only be done if the mark is already paired with text or another WMU identifier, or if the applicaiton would render the Western Michigan text in the primary logo illegible.



SECONDARY MARK



Serving as a secondary logo, the brand mark paired with the Broncos word mark serves as a representation of our nickname which can be used in certain applications. It should only be used in settings where use of the “Western Michigan” word mark would be redundant. One-color versions are available with the same guidelines as the primary mark.



BRONCO SPIRIT MARK



The newest version of the iconic Bronco logo can be paired with both the “Western Michigan” and “Broncos” word marks. Available in two-color and one-color formats, the Bronco takes on new direction as it charges towards the finish line. It cannot be separated from the wordmark without permission.



DIGITAL BRANDING



#LetsRide is the official hashtag of all 16 Western Michigan athletics teams. WMUBroncos.com is the official athletics website of Western Michigan University.

#LETSRIDE

#LETSRIDE

#LETSRIDE

#LETSRIDE

WMUBRONCOS.COM

WMUBRONCOS.COM

WMUBRONCOS.COM

WMUBRONCOS.COM

MITTEN MARK



Celebrating our roots in Kalamazoo and our representation of the State of Michigan, the Mitten Mark provides another unique way to represent our community. The logo can be used in a supporting role, but should not be used as a stand alone mark without approval.



TEAM MARKS



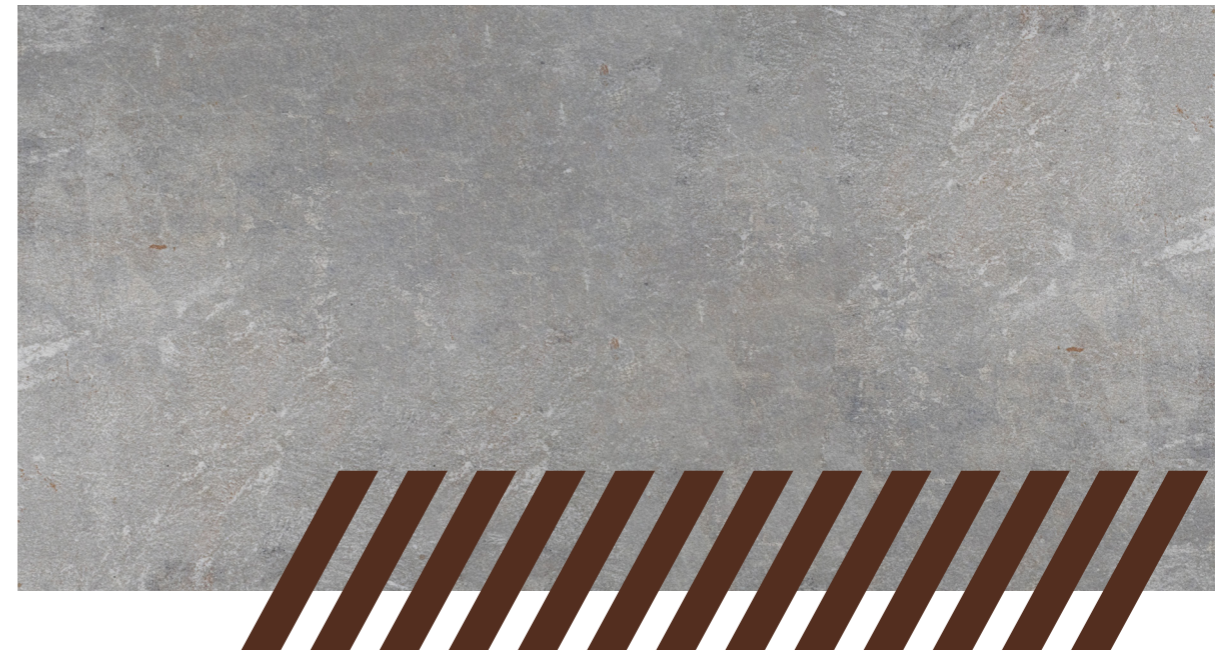
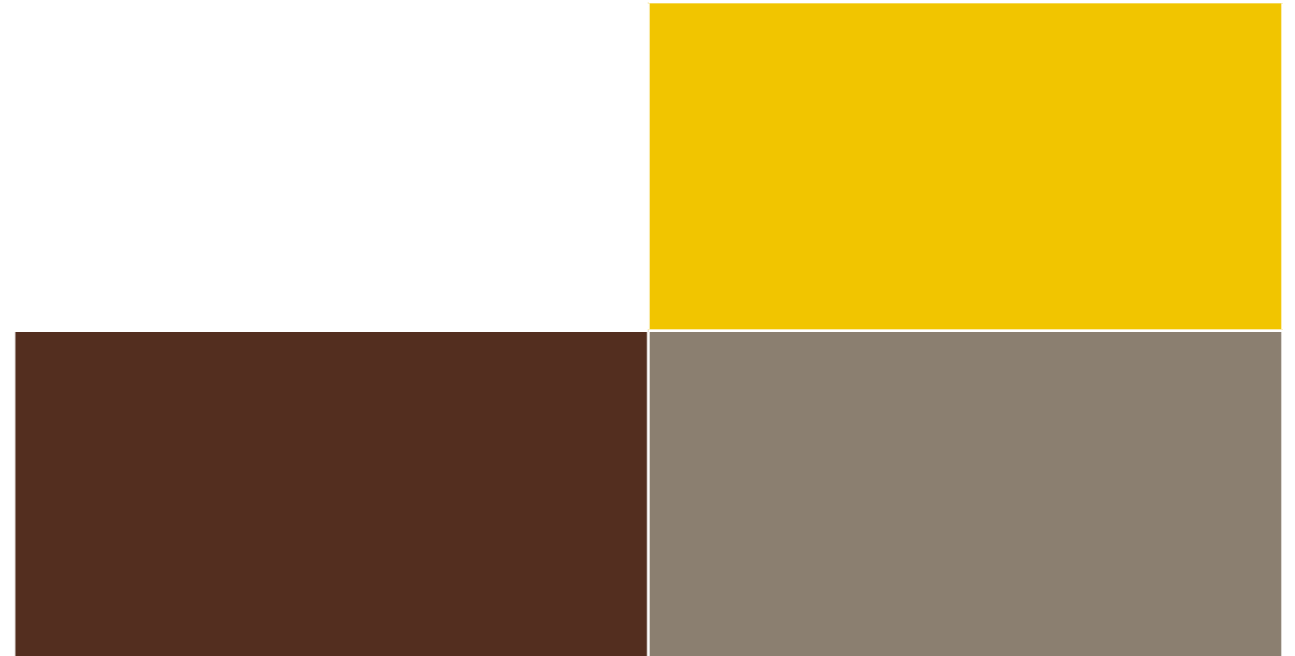
To represent our 16 varsity sports, as well as cheer and dance programs, the primary brand and word mark may be paired with team-specific branding. This is the only instance in which a sport name should be attached to a logo. They should be used on white or dark backgrounds (not brown or gold).

| | | | | |
|---|--|---|---|---|
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

DESIGN ELEMENTS



To support design elements for digital and social use, multiple supporting backgrounds can be used in graphic design along with WMU's brandmarks. In addition to brand colors as a stand alone background, a contrasted version of the Bronco Spirit Mark can be used to provide texture, as well as brown and gray concrete texture to provide added depth. The slash marks may be used to divide or offset elements.



CONFERENCE MARKS



Western is a proud member of both the Mid-American Conference and National Collegiate Hockey Conference. When using logos to represent the MAC and NCHC, Western Michigan uses the full-color, primary logos of each conference.



PROPER USAGE



To preserve the integrity of Western Michigan's athletics marks, all logos usage should include proper clear space. The clear space should be roughly equivalent to a capital letter in the word mark. Colors and proportions of marks should be preserved in their original form at all times.



IMPROPER USAGE



Logos should never be altered in any way, including but not limited to:

Height
or width



Skewed
angles



Separation
of brand
marks
from word
mark



Reversing
logos



Altering or
reversing
colors



Alter the
brand-word
mark pairing
or use the
brand mark
to begin text



Substituting
the fonts



TYPOGRAPHY



TITLING SIGNAGE UNIFORMS

adidas Half Block serves as athletics primary font for titling, signage and uniforms. It should not be used within copy text. It should only be used in all caps. It does not provide punctuation. Montserrat should be used when adidas Half Block does not provide the needed characters.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Montserrat serves as the primary copy font and may be used for titling when adidas Half Block does not suffice. Available under an Open Font License, Montserrat provides multiple options for weight and style. It should be used for all copy.

| | | | | | | | | |
|---------------------|----------------------------|----------------------|----------------|-----------------------|-------------------------|---------------------|---------------------------|----------------------|
| Thin | Extra Light | Light | Regular | Medium | SemiBold | Bold | Extra Bold | Black |
| <i>Thin Italics</i> | <i>Extra Light Italics</i> | <i>Light Italics</i> | <i>Italics</i> | <i>Medium Italics</i> | <i>SemiBold Italics</i> | <i>Bold Italics</i> | <i>Extra Bold Italics</i> | <i>Black Italics</i> |

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 ? ! & @ ' ' " " % * # \$ () [] { } . : , ;

Download: fonts.google.com/specimen/montserrat

VERBIAGE



| | |
|----------------------|-----------------------------|
| Full Name | Western Michigan University |
| Nickname | Broncos |
| Abbreviations | WMU or Western Mich. |
| Colors | Brown & Gold |
| Hashtag | #LetsRide |

WRITING STYLES

| | | |
|-------------------------|---|--|
| FIRST REFERENCE | Western Michigan University | <i>"The Western Michigan University gymnastics team..."</i> |
| | <i>..or Western Michigan (program name)</i> | <i>"The Western Michigan men's basketball program..."</i> |
| SECOND REFERENCE | Western | <i>"The second period saw Western outshoot the visitors 12-3..."</i> |
| | <i>..or WMU</i> | <i>"WMU held the lead at the end of the first round, shooting 6-under par as a team..."</i> |
| BRONCO(s) | When referring to a group of Western student-athletes, always use plural form. | <i>"The Broncos rushed for 165 yards in the first half..."</i> <i>"Later in the meet, Broncos placed first and third on the uneven bars..."</i> |
| | When using the nickname to describe one team or the athletics department as a whole, the singular should be used. | <i>"Bronco Baseball returns to action Friday evening..."</i> <i>"Bronco Athletics would like to thank you for your support."</i> |

*All men's and women's programs at Western use the nickname "Broncos".
The phrase "Lady Broncos" should not be used.*

HISTORIC MARKS



Throughout its athletics history, Western Michigan has been represented by several logos and color schemes. The following logos (and their color variations) have been discontinued and should not be used as part of the current brand.



WESTERN MICHIGAN[™]
ATHLETICS



WESTERN MICHIGAN[™]
UNIVERSITY





WMUBroncos.com/brand