Wheeling Jesuit University Branding Guidelines

Primary Logos:

Secondary Logos:

Approved Fonts:

- American Captain
  - Use for Headers and Titles
  - Wheeling Jesuit University
  - Garamond Pro Family
  - Garamond Pro Regular
  - Garamond Pro Italic

- Helvetica Family
  - Wheeling Jesuit University
  - Helvetica Regular

- Wheeling Jesuit University
  - AG_Helvetica
  - *Use for accented text, titles, or subtitles

Additional Pertinent Information:

- NO alterations of any sort may be made to any WJU logo.
- NO USE of overlaying/intersecting graphics.
- NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.
- According to the employee handbook, employees must receive administrative approval before using the University name and/or logo for purposes other than routine University business.

Consistent use of the Wheeling Jesuit University logos, colors, and fonts reinforces the University’s brand. A unified visual identity is important in maintaining a positive image for WJU. ©July 2017
Wheeling Jesuit University Athletic Branding Guidelines

Primary Logos:

Secondary Logos:

Approved Fonts:

Location: Wheeling, WV
Mascot: Cardinal
Mascot Nickname: Iggy
Founded: 1954
Conferences: MEC; NCAA

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Primary Logos:

Secondary Logos:

Approved Fonts:

School Colors: | Pantone/Hexadecimal: | Thread Colors:
---|---|---
Primary: Red | Secondary: Gold | Red: RA #122-2267
Red: PMS 186C | Gold: PMS 123C | Gold: Madeira 1344
#CF202F | #FFC627

General Information:
- Location: Wheeling, WV
- Mascot: Cardinal
- Mascot Nickname: Iggy
- Founded: 1954
- Conferences: MEC; NCAA