

Student
ENGAGEMENT
& BELONGING
Wichita State University

 **Brand Guideline**



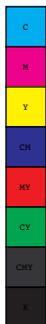
Student Engagement & Belonging, a unit within the Division of Student Affairs, is dedicated to fostering a sense of belonging and creating inclusive opportunities for personal growth and real-world readiness. The unit oversees student organizations, fraternity and sorority life, civic engagement, community service programs, leadership programs, student activities, off-campus student support, student advocacy efforts, and provides dynamic programs, ranging from speakers and film showings to award ceremonies, cultural festivities, and LGBTQA programming, each representing a small piece of the tapestry of intersectionality displayed on the WSU campus.

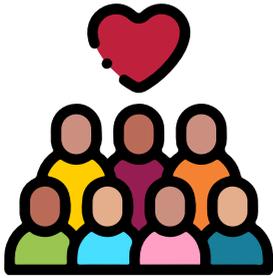
Student Engagement & Belonging coordinates all major university initiatives such as Shocktoberfest, the Shocker Support Locker, Family Weekend, ShockerSync, VolunteerICT, and so much more. Student Engagement & Belonging also serves as the administrative home of the Student Government Association.

The Department Introduction

OUR MISSION

Through intentional growth, unique experiences, and inclusive excellence, Student Engagement & Belonging cultivates a vibrant campus community that inspires world-ready leaders.





COMMUNITY



SERVICE



SCHOLARSHIP



EXPLORATION

Department Cores

WHAT ARE VALUES?

Department values, also known as core values, are a set of beliefs and commitments that guide an organization's culture and decision-making. They establish a moral compass for employees and a standard for assessing actions. Values can also help shape the work environment, direct how people behave, and drive cultural change.



Brand Logo



PRIMARY LOGOS



PRIMARY LOGO



ALTERNATE LOGO



ALTERNATE LOGO

HERITAGE MONTH LOGOS



ASIAN PACIFIC ISLANDER DESI
AMERICAN HERITAGE MONTH LOGO



BLACK HISTORY MONTH LOGO



HISPANIC HERITAGE MONTH LOGO



NATIVE AMERICAN
HERITAGE MONTH LOGO



primary font: klavika

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

secondary font: adobe garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

alternate secondary font: georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

alternate secondary font: voltage

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typography

WICHITA STATE TYPOGRAPHY

The typography of the Wichita State Visual Identity Standards system is composed of the following fonts: Klavika and Adobe Garamond. Web fonts are Roboto and Titillium.

Klavika will primarily be used in marketing materials such as posters, brochures, digital graphics, etc.

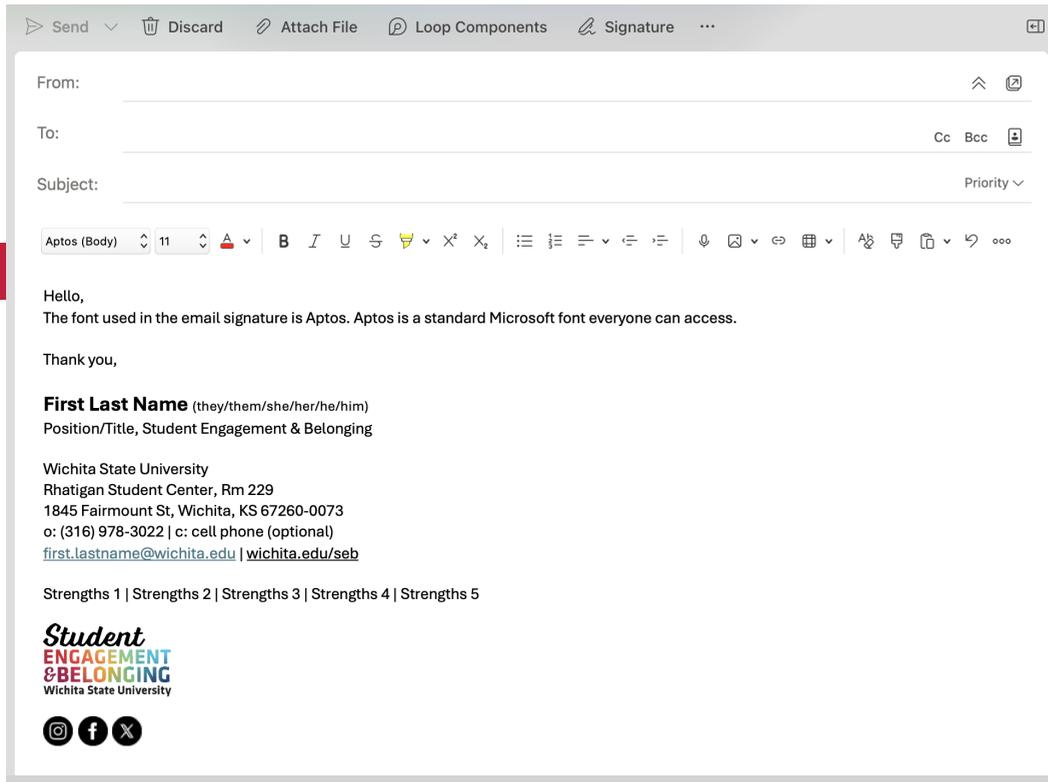
Adobe Garamond will primarily be used in documents, email signatures, press releases, etc.

If you do not have and/or require the required fonts, please reach out to the marketing team for assistance.



Email Signatures

ALL STAFF, GRADUATE ASSISTANTS & SEGB EMAILS SHOULD INCLUDE THIS TEMPLATE



First Last Name (Aptos Bold 14pt. font) (they/them/she/her/he/him) (Aptos 10pt. font)
Position/Title, Student Engagement & Belonging (Aptos 11pt. font)

Wichita State University
Rhatigan Student Center, Rm 229
1845 Fairmount St, Wichita, KS 67260-0073
o: (316) 978-3022 | c: cell phone (optional)
first.lastname@wichita.edu | wichita.edu/seb

Strengths 1 | Strengths 2 | Strengths 3 | Strengths 4 | Strengths 5



Brand Colors

RGB vs. CMYK

RGB (red, green, blue)

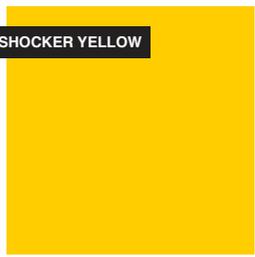
RGB is primarily used for digital marketing. This includes, social media graphics, websites, television, newsletter graphics, etc.

CMYK (cyan, magenta, yellow, black)

CMYK is primarily used for print marketing. This includes posters, hot cards, brochures, etc.

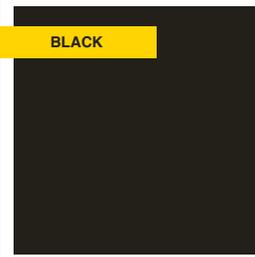
PRIMARY COLORS

SHOCKER YELLOW



R:255 G:205 B:0
C:0 M:14 Y:100 K:0

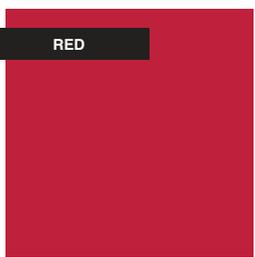
BLACK



R:39 G:37 B:31
C:0 M:0 Y:0 K:100

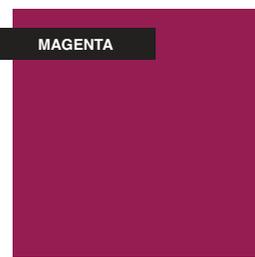
SECONDARY COLORS

RED



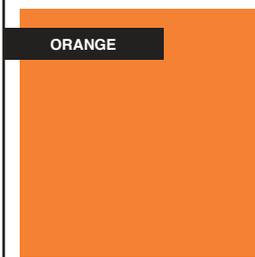
R:191 G:33 B:60
C:18 M:99 Y:77 K:7

MAGENTA



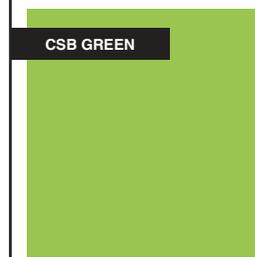
R:149 G:29 B:82
C:34 M:100 Y:47 K:18

ORANGE



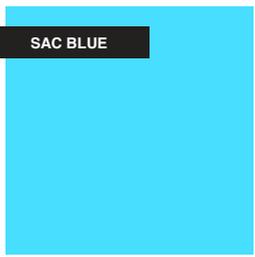
R:245 G:130 B:50
C:0 M:60 Y:91 K:0

CSB GREEN



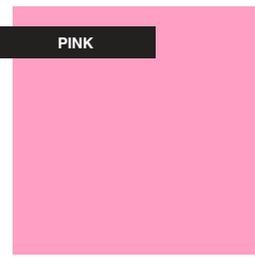
R:153 G:197 B:80
C:45 M:3 Y:89 K:0

SAC BLUE



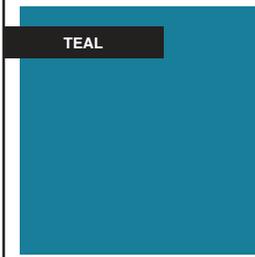
R:71 G:222 B:255
C:53 M:0 Y:3 K:0

PINK

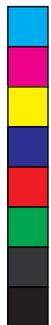
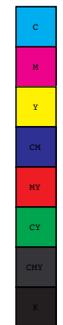


R:255 G:159 B:196
C:0 M:48 Y:1 K:0

TEAL



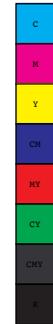
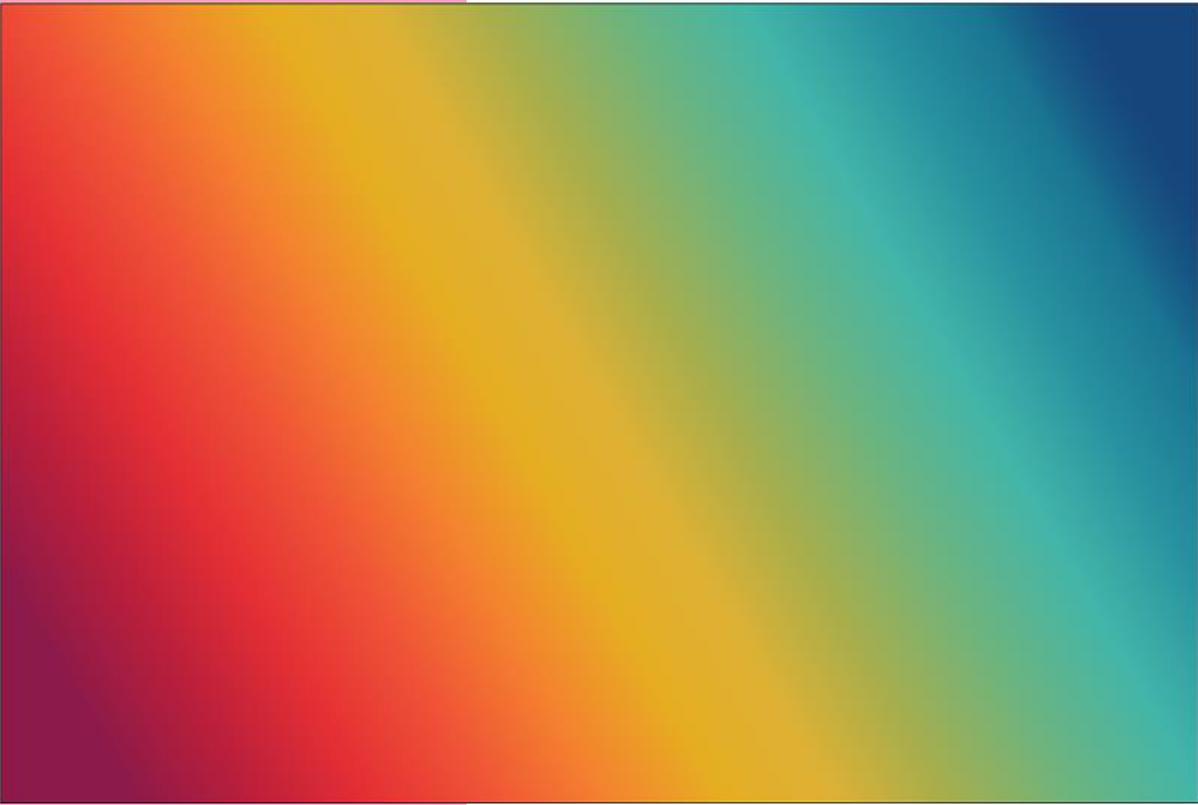
R:24 G:126 B:153
C:85 M:39 Y:30 K:3



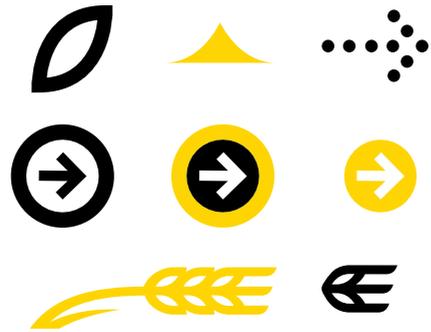
Color Gradients

RAINBOW

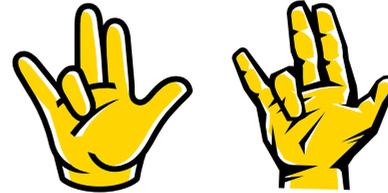
The rainbow color gradient will be seen throughout Student Engagement & Belonging marketing. Examples include logos, poster strips and graphics. Brand colors were pulled from this gradient.



WSU Graphic Elements



SHOCKERS UP



SHOCKER NATION



download other icons at [iconmonstr.com](https://www.iconmonstr.com)





NO GUTTER. POSTER STRIP RUNS TO EDGE OF PAPER.



.25 IN. GUTTER. ALLOWS SPACE BETWEEN POSTER STRIP AND EDGE OF PAPER.

Print Marketing

POSTER STRIPS

Poster strips allow the audience to quickly access additional information. Poster strips are required on printed materials such as 11x17 in. event posters, handbills, brochures, etc. Do not use on digital graphics.

PLACEMENT

Place the poster strip on the artboard with a .25 in. border (equivalent to 18 pixels).

Student ENGAGEMENT & BELONGING | **WEB: WICHITA.EDU/SEB** | **EMAIL: SEB@WICHITA.EDU** | **PHONE: (316) 978-3022** | **YOUR HOME AWAY FROM HOME**

FOLLOW US ON SOCIAL MEDIA: @WichitaStateSEB | **LOCATION: Rhatigan Student Center - Suite 216**

time / date / place



11:00 am - 2:30 pm

9:00 am - 12 pm

9:00 am - 11:00 am



11 a.m. - 2:30 p.m. *if the time starts on the hour, do not add ":00"*

9 a.m. - noon *if the time is 12 a.m. or 12 p.m. - use "midnight" or "noon"*

9 - 11 a.m. *drop the period (a.m./p.m.) after the first time if both are in the same range: "9 - 11 a.m." instead of "9 a.m. - 11 a.m."*



5/16/2025

November 27th

Tuesday, September 3



May 16, 2025 *avoid using symbols like slashes or dashes in dates*

November 27 *do not use ordinal suffixes (like st, nd, rd or th) when writing dates*

Tuesday, Sept. 3 *abbreviate: Jan., Feb., Aug., Sept., Oct., Nov., Dec.*

Following AP Style

WHAT IS AP STYLE?

AP Style (Associated Press Style) provides guidelines for grammar and citations in news writing. It's the style guide most newspapers, magazines, and other media outlets use, so this style is a must-have for anyone who wants to work in journalism or media writing.



Writing Style Guide

SHOCKERS, SHOCKS & SHOXX

At Wichita State University, the terms Shockers and Shocks are used to represent the university's community, teams, and traditions.

However, the term Shox is licensed by Nike, meaning its use is restricted and could lead to legal action if used improperly by the university. To avoid trademark infringement and align with WSU's branding, the university avoids using Shox and instead emphasizes Shockers and Shocks in all official communications.

STUDENT ENGAGEMENT & BELONGING OR SE&B

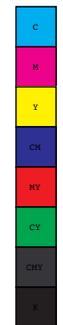
The department name Student Engagement & Belonging reflects its mission to foster connections and a sense of community. The "&" is intentionally used for clarity and simplicity. While the name is rarely abbreviated to maintain its full meaning, SE&B may be used sparingly in informal contexts.

ABBREVIATIONS

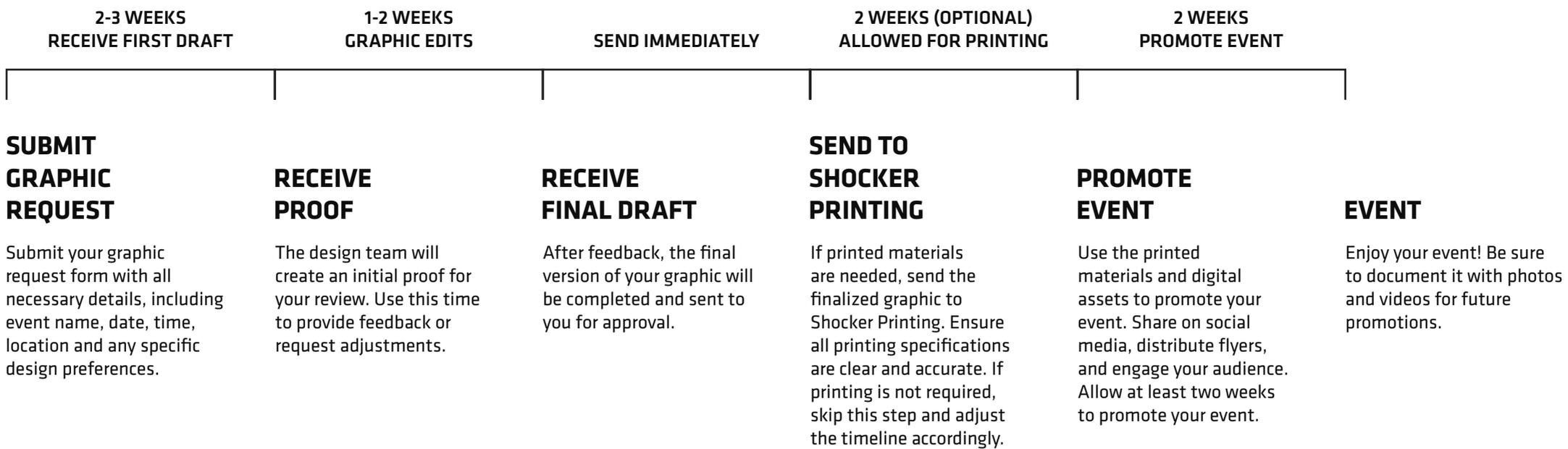
Avoid using abbreviations like NPHC, SAC or CSB when referring to areas of our office, as people outside of our team may not understand what they mean. Instead, use the full names to ensure clarity and accessibility for all audiences.

WICHITA.EDU/SEB

When writing the website "wichita.edu/SEB," there's no need to include "https://www." because modern web browsers automatically recognize and redirect to secure sites. Keeping it concise makes the URL cleaner and easier to read while still being functional.



Graphic Requests



MARKETING CHECKLIST



STANDARD MARKETING

11 X 17 IN. FLYER
115 copies for on campus billboards

HANDBILLS
3.5x5.4 in. graphic (11x17in. scaled down)

SOCIAL MEDIA POST
1080x1080 px graphic

INSTAGRAM STORY
1080x1920 px graphic

NEWSLETTERS
800x600 px graphic

CAMPUS TV
1280x720 px graphic

SHOCKERSYNC
1300x780 px graphic

LARGE SCALE EVENTS

YARD SIGNS
24x18 in. graphic

BANNERS
8x4 ft. graphic

Graphic Approvals

PURPOSE

To ensure consistency, quality, and adherence to branding standards, this document outlines the expectations, responsibilities, and processes for approving graphics created by student groups. These guidelines will help streamline the approval process and provide clarity for all involved parties.

DESIGN TIPS

ACCESSIBILITY

Avoid using yellow on white. Use legible fonts that are easy-to-read in all formats.

HIERARCHY

What do you want the eyes to see first? Event title should be the largest followed by date/time/place, then the description.

SUBMIT GRAPHIC APPROVAL

Provide your graphic request with all required details to initiate the review process. This can be emailed to both staff members within the marketing team. Please cc your designated staff advisor or direct supervisor.

RECEIVE FEEDBACK

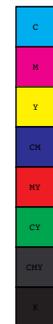
Review the initial feedback and make any necessary revisions to meet approval standards. Repeat process until artwork has been approved.

PRINTING & PROMOTION

After graphics have been approved you can now send materials to print and begin promoting your event.

7 BUSINESS DAYS

WORK THROUGH EDITS



7 BUSINESS DAYS

WORK THROUGH EDITS

SEND IMMEDIATELY

SEND IMMEDIATELY

2-4 WEEKS

SUBMIT GRAPHIC APPROVAL

Provide your graphic request with all required details to initiate the review process. This can be emailed to both staff members within the marketing team. Please cc your designated staff advisor or direct supervisor.

RECEIVE FEEDBACK

Review the initial feedback and make any necessary revisions to meet approval standards. Repeat process until artwork has been approved.

SEND ARTWORK TO VENDOR

After graphics have been approved you can now send materials to print. Provide quantity, color, sizes (if necessary) and deadline.

APPROVED BY TRADEMARKS & BRANDING

Artwork must be approved by Trademarks & Branding. Your vendor will obtain approval directly from the university before production begins.

APPROVED BY SE&B

After proof is given by the vendor, final approval must come from Executive Director or Associate Director over the area for all t-shirts and promo.

RECEIVE ORDER IN HANDS

Production typically takes 2-4 weeks, depending on factors such as order quantity, stock availability, and specific requirements.

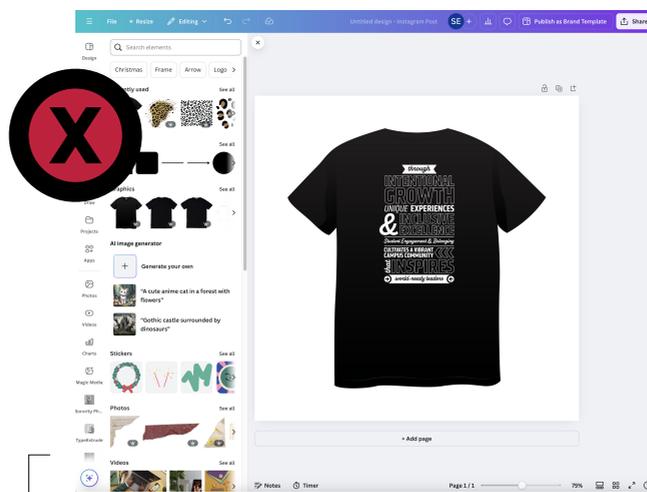
Promotional Approvals

DISTRIBUTORS

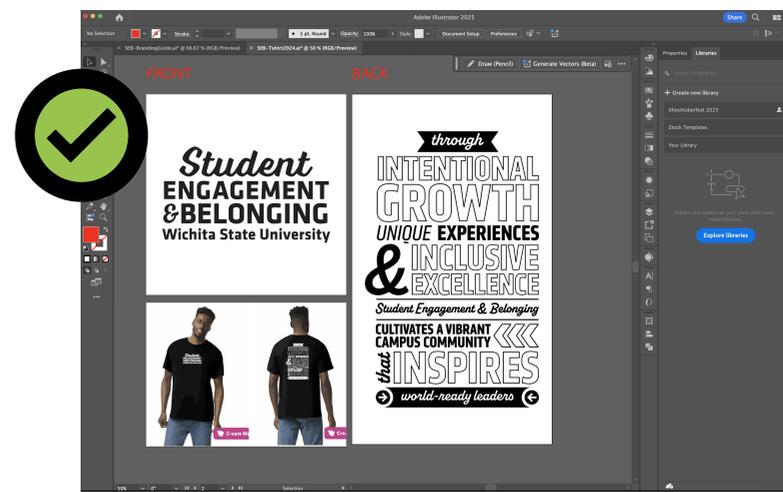
Shocker Promo Solutions
Darin Goodrum | darin.goodrum@wichita.edu

Oklahoma Promo
Karyl Henry | karyl@oklahomapromo.com

Spectrum Promotional
Tom Henry | tom@promospectrum.com



CANVA: Pixel-based design tool, easy to use for quick, simple projects. Best for mockups and social media graphics but not ideal for resizing or professional printing.



ADOBE ILLUSTRATOR: Vector-based design software, perfect for scalable, high-quality designs. Ideal for logos, t-shirts and promotional items requiring professional printing.

