



Brand Identity & Guidelines

WWW.WNUNIVERSITY.COM

2026 EDITION



USAGE

This brand guideline is an internal document intended to help maintain consistency across all training and communication materials.

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Introduction

Welcome to our Western National University Brand Guidelines! We are dedicated to empowering employees through effective and transformative training solutions. Our brand is built on the foundation of knowledge, growth, and professional development, while pushing our content to be engaging, exciting, fun, and comprehensible. These guidelines will help ensure that every aspect of our brand—whether visual, verbal, or experiential—reflects our mission to equip individuals with the skills they need to succeed, while offering a safe space and approachable environment for our learners. By maintaining consistency across all touchpoints, we can create a unified, impactful experience that resonates with all of our employees. Let's explore how these guidelines will help elevate our brand and strengthen our message.



About Us

OUR VISION

To create a warm, inviting, and approachable learning environment where employees feel encouraged, comfortable, and empowered to grow. We strive to be a trusted partner in the professional development of others, offering engaging training materials that leave individuals feeling informed and confident in their abilities. By fostering a supportive atmosphere, we aim to inspire continuous learning and create workplaces where every employee is equipped to succeed, contribute, and thrive. We all get to win!

OUR MISSION

To empower individuals and groups through comprehensive training solutions that foster growth, enhance skills, and drive success. We are committed to delivering transformative learning experiences that inspire continuous development, build confidence, and cultivate a culture of excellence. By providing employees with the tools they need to thrive, we help them unlock their full potential, creating stronger teams and more effective workplaces.

OUR ESSENCE

At WNG, we take great pride in our approach to learning, which is rooted in our genuine passion for setting our learners up for success. We are committed to answering every question with patience, understanding, and a smile, creating an environment where no question is too small. Recognizing that every individual learns at their own pace, we take the time to address any skill gaps that may be hindering career progress. Our core belief is that an authoritative, frustrated, or condescending approach has no place in our division. Instead, we work hard to create a warm, supportive atmosphere where learners feel comfortable, at ease, and excited to engage in their training sessions.

Our Values

INSPIRE

By fostering an environment of inspiration, we encourage creativity, innovation, and personal growth, helping both individuals and teams reach their fullest potential. When we inspire, we create a culture where people feel excited, engaged, and invested in their work. This not only enhances performance but also cultivates a sense of purpose and passion, ensuring that our company remains dynamic, forward-thinking, and capable of achieving great things together.

ENCOURAGE

We promote a culture of support, positivity, and collaboration. When we encourage one another, we foster an environment where individuals feel empowered to take risks, share ideas, and strive for improvement without fear of judgment. This sense of encouragement builds confidence, strengthens relationships, and motivates teams to reach their goals. By consistently uplifting others, we create a workplace where growth is not only celebrated but actively nurtured, leading to greater innovation, stronger teamwork, and a more engaged workforce.

EMPOWER

By empowering our learners, we foster a sense of autonomy and confidence, allowing them to innovate, solve problems, and contribute meaningfully to the company's success. This value creates a culture of trust and accountability, where every team member feels valued and equipped to succeed. When people are empowered, they're more motivated, engaged, and committed, which drives both personal growth and organizational excellence. Our goal is to enable individuals to take ownership of their work, make informed decisions, and reach their full potential.



1. Logo

The logo is crucial because it serves as the visual representation of our brand, encapsulating its identity, values, and mission in a single, recognizable symbol. It's often the first impression people have of a brand, and a well-designed logo can create an immediate connection, fostering trust and recognition. A strong logo also helps differentiate a brand from its competitors, making it easier for people to remember and identify. Beyond aesthetics, a logo communicates the brand's personality and message, helping to establish consistency across all marketing materials and touchpoints, which builds credibility and loyalty over time.



1.1 WNU Logos

LOGO USAGE

Logo variations will aid in branding on any and all items developed for WNU. Depending on the content and design needs, each variation will maintain the professional image, while providing more specific wayfinding within the brand.

WHAT IT MEANS

The logo for Western National University reflects our core values of "Inspire, Empower, Encourage" through its sage design. At the heart of the logo is our dynamic "W" from our main WNG & WNPM logos, capturing the essence of our company. The design is modern and timeless, with a color palette that evokes trust, optimism, and energy. Overall, the logo embodies the WNU's commitment to fostering a nurturing environment where learners are inspired to grow, empowered to succeed, and encouraged to reach their goals.

CLEAR SPACE

Clear space around a logo refers to the area that must remain free of any other visual elements, such as text, graphics, or other logos, to ensure the logo remains legible and impactful. This space is essential for maintaining the logo's integrity and visibility, allowing it to stand out without distractions. The amount of clear space is typically defined by a specific measurement, such as the height of a letter or part of the logo itself, which creates a buffer zone around the logo. By maintaining this clear space, the logo can be easily recognized and its visual message remains strong and undiluted, even when used in various contexts or sizes.



MAIN LOGO



LOGO BUG



REVERSE LOGO



REVERSE LOGO BUG



2. Color

Bright brand colors are more than just visually appealing—they play a crucial role in enhancing engagement. Bold, vibrant hues attract attention, evoke emotions such as confidence, excitement, and trust. These colors influence perceptions, boost visibility, and drive action, leading to higher interaction rates and stronger brand awareness. When strategically used across platforms, these brand colors foster a dynamic and cohesive identity that resonates with learners and provides a stable foundation for the brand.



LEASING



HEX: 298FC2
CMYK: 77 · 31 · 9 · 0
RGB: 41 · 143 · 194
PANTONE: 7689 C



HEX: 5BC2E7
CMYK: 61 · 1 · 6 · 0
RGB: 91 · 194 · 231
PANTONE: 2985 C



HEX: A4DBE8
CMYK: 39 · 0 · 11 · 0
RGB: 164 · 219 · 232
PANTONE: 635 C



GRADIENT MIX

ACCOUNTING & PURCHASING



HEX: 772583
CMYK: 66 · 98 · 1 · 0
RGB: 119 · 37 · 131
PANTONE: 2612 C



HEX: AC4FC6
CMYK: 53 · 75 · 10 · 0
RGB: 172 · 79 · 198
PANTONE: 2582 C



HEX: D59ED7
CMYK: 21 · 45 · 0 · 0
RGB: 213 · 158 · 215
PANTONE: 7438 C



GRADIENT MIX

LEGAL



HEX: 046A38
CMYK: 89 · 32 · 92 · 24
RGB: 4 · 106 · 56
PANTONE: 349 C



HEX: 009A44
CMYK: 83 · 9 · 94 · 1
RGB: 0 · 154 · 67
PANTONE: 347 C



HEX: ADDC91
CMYK: 39 · 0 · 55 · 0
RGB: 173 · 220 · 145
PANTONE: 358 C



GRADIENT MIX

FACILITIES



HEX: D45D00
CMYK: 12 · 72 · 100 · 3
RGB: 212 · 93 · 0
PANTONE: 717 C



HEX: FF8F1C
CMYK: 0 · 53 · 89 · 0
RGB: 255 · 143 · 28
PANTONE: 1495 C



HEX: FCD299
CMYK: 0 · 21 · 45 · 0
RGB: 252 · 210 · 153
PANTONE: 7507 C



GRADIENT MIX

CORE COLORS



HEX: 13294B
CMYK: 100 · 85 · 41 · 42
RGB: 19 · 41 · 75
PANTONE: 2767 C



HEX: 004B8D
CMYK: 100 · 73 · 14 · 2
RGB: 0 · 75 · 141
PANTONE: 301 C



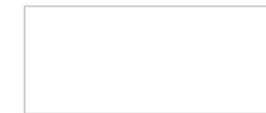
GRADIENT MIX



HEX: D0AB76
CMYK: 18 · 32 · 57 · 5
RGB: 208 · 171 · 118
PANTONE: 466 C



HEX: 000000
CMYK: 0 · 0 · 0 · 100
RGB: 0 · 0 · 0



HEX: FFFFFFFF
CMYK: 0 · 0 · 0 · 0
RGB: 255 · 255 · 255

COLOR USAGE

Each of the bright main colors will be reserved for its training category, however, the remaining colors can be used for accents.

For DARK MODE, use the dark blue background options with white text.

For LIGHT MODE, use white as your background color.

3. Typography

Typography plays a crucial role in branding because it helps convey a brand's personality, values, and tone of voice through written communication. The right typeface can evoke specific emotions and set the mood for how a brand is perceived—whether it's professional, playful, sophisticated, or friendly. Consistent use of typography ensures a cohesive and recognizable brand identity across all materials, from websites and advertisements to packaging and social media. It also aids in readability, making information clear and accessible to the audience. Overall, typography is a powerful tool in shaping the way a brand communicates and connects with its audience, ensuring its message is delivered effectively and memorably.



3.1 Typeface

Headlines: FinalSix

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(~!@#\$%^&* _-=+)**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(~!@#\$%^&* _-=+)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(~!@#\$%^&* _-=+)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(~!@#\$%^&* _-=+)

Body Text: Myriad

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(~!@#\$%^&* _-=+)**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(~!@#\$%^&* _-=+)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(~!@#\$%^&* _-=+)

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(~!@#\$%^&* _-=+)*

4. Imagery

Photos and visuals allow WNU to communicate beyond words, capturing the essence of our messaging in a way that is instantly understood. High-quality, consistent imagery also helps reinforce a cohesive brand identity across different platforms and marketing materials.

Imagery can illustrate a brand's tone, whether it's professional, fun, inspiring, or adventurous, helping to set the overall mood and perception. It also plays a key role in building trust, as authentic, well-chosen photos often resonate more with audiences than generic stock images. By aligning imagery with a brand's core values and mission, photography becomes an integral part of storytelling, creating a deeper emotional connection with consumers and making the brand more engaging and impactful.

4.1 Photography

IMAGE STYLES

When selecting images for your project, it will be helpful to keep in mind the following guidelines:

- Do the colors fit with the brand colors being used, or do they clash? If they clash, consider finding a more suitable image.
- If using multiple images in one project, ensure the photography style is similar for all the photos (filter, tone, color, lighting).
- Does the image instantly convey a basic idea of what is being covered in the content?
- Rounding one or two corners of the image gives a customized and playful touch that aligns with the WNG brand.



4.2 Iconography



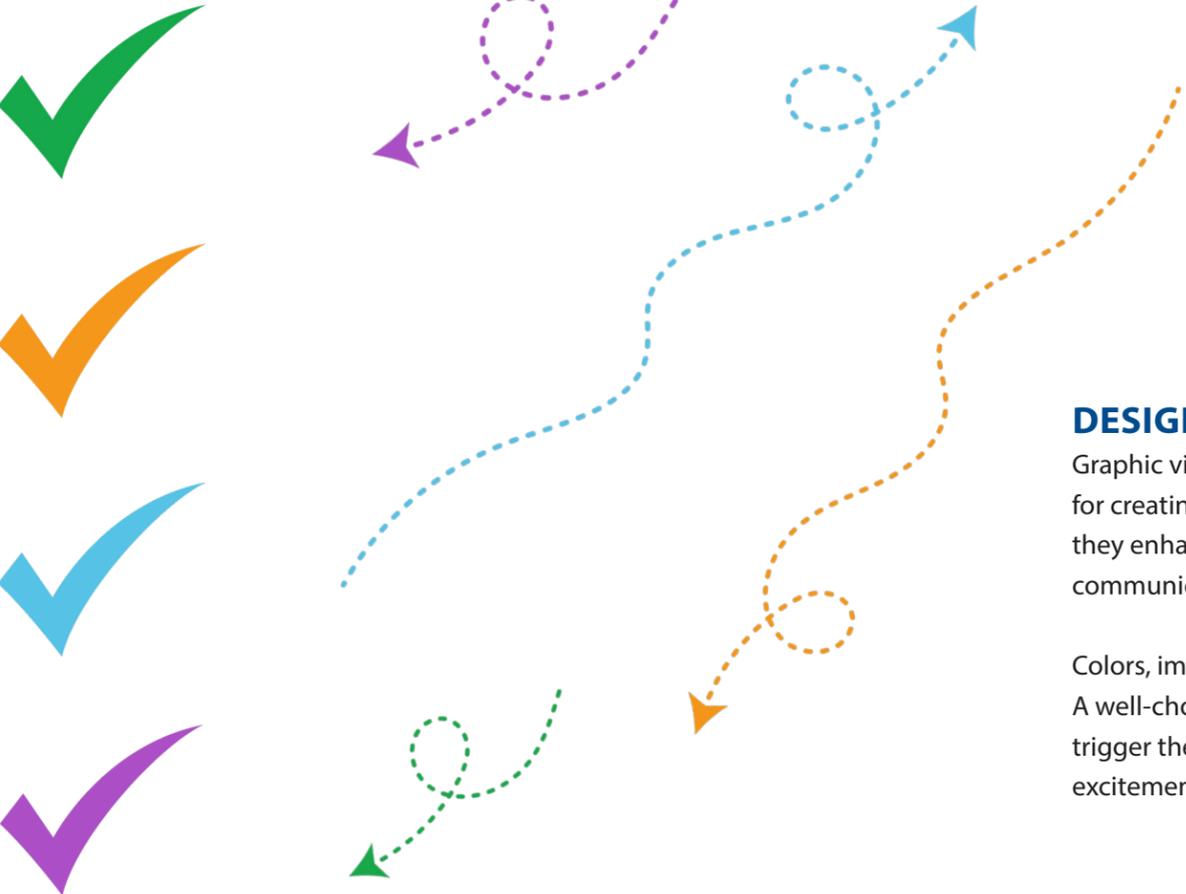
ICON STYLE

Icons for WNU should be THIN LINE icons that are simple and easily legible and clear.

Always check to make sure your icons visually appear to be the same scale and stroke weight.

View our library of icons and elements in the PD-HUB under WNU Branding.

4.3 Elements



DESIGN ELEMENTS

Graphic visual design elements are crucial for creating engaging content because they enhance the way information is communicated and received by an audience.

Colors, images, and shapes evoke emotions. A well-chosen palette or illustration can trigger the right feelings, whether it's excitement, trust, calm, or urgency.



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