



**The Marketing Code
of the
Western Student
Association**

Table Of Contents

Purpose and Application	1
Section 1: Brand Identity Guide	2
Introduction	3
1A: Logo	4
1B: Color Palette	9
1C: Typography	11
1D: Official Documents	14
1E: Email Signatures	28
Section 2: Marketing Assistance Guide	29
Introduction	30
2A: Creating Branded Media	31
2B: Postering Locations	35
2C: Digital Locations	37
2D: Social Media Summary	39
2E: Approval Process	40

Purpose



The Marketing Code serves as an official branding guideline and tool for the Western Student Association (WSA). This document ensures consistency across the organization, which therefore provides a professional student government for all students at Western Michigan University.



Application

This document provides visual identity guidelines that operate as a primary resource to aid the creation of media that represents the Western Student Association. These include, but are not limited, to social media posts, official documentation, apparel, promotional items, and printed materials. This source also outlines the approval process of this media by the Director of Marketing and Outreach.

Section 1:

Brand

Identity

Guide



Brand Identity Guide

The Brand Identity Guide of the Western Student Association details the appropriate approach to manufacturing a professional and unifying identity that represents the student body of Western Michigan University. This guide encompasses logo variations, typography, color palettes, and official documents.



1A

Brand Identity



Western Student Association Est. 1921

The logo of the Western Student Association pairs tradition and the future. It incorporates the shape of a traditional academic banner while the use of the diamond creates an arrow pointing toward the future. WSA's logo also contains the Giving Tree, which is also included in the seal of Western Michigan University. "The tree in the seal symbolizes WMU's continuing growth. Its roots acknowledge the institution's firm planting when created by the Michigan Legislature in 1903."

Logo Variations

This section of the Brand Identity Guide provides all variations of the WSA logo. It outlines its primary, secondary, and internal uses.

Primary



Western Student Association
Est. 1921



Western Student Association
Est. 1921

Primary, cont.



Western Student Association



Western Student Association

The removal of "Est. 1921", as shown above, will be used when necessary, such as when it may be too hard to read on a piece of media. It is recommended that the use of the "Est. 1921" line is primarily used.

Internal

WSA



WSA

Western Student Association

The purpose of internal-only variations is for the use of our acronym "WSA". Internal audiences may know the Western Student Association better as the "WSA". The variations shown above are recommended to only be used internally.

Secondary



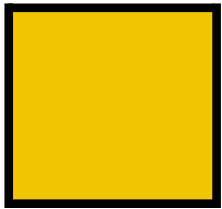
The secondary variations shown above provide simple versions of the logo that are to be used when necessary.

1B

Color Palette

Section 1B reviews the official colors of the Western Student Association and its affiliated groups.

Primary

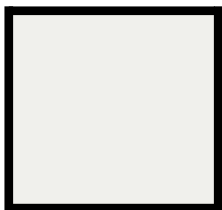


Gold
Hex: #f1c501

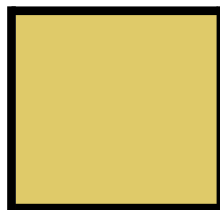


Brown
Hex: #532e00

Secondary



Neutral Gray
Hex: #fofoec

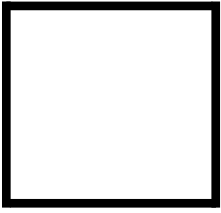


Yellow
Hex: #dfca69



Light Yellow
Hex: #ede1aa

Secondary, cont.



White
Hex: #ffffff

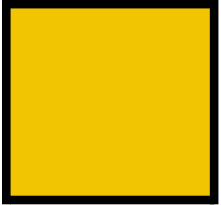


Chocolate
Hex: #4e3717



Light Brown
Hex: #7c5826

WSAAC



Gold
Hex: #f1c501



Blue
Hex: #262974



1C

Typography

Merriweather Sans

(Light, light italic, regular, italic, semibold, semibold italic, bold, bold italic)

Merriweather Sans is the official font of the Western Student Association brand identity. In creating promotional materials, as outlined in Section 2A, this font is recommended.

Georgia

(light, light italic, regular, italic, semibold, semibold italic, bold, bold italic)

Georgia is recommended to be used while creating official documents, as outlined in Section 1D.

Arial

(light, light italic, bold, bold italic, regular)

The Arial font is to be only used officially in email signatures, as outlined in Section 1E, and in Google Forms.

Headers

Below is an example of the Google form header format. This format includes the Western Student Association logo, organization name, and the title of the Google form.



Below is an example of the Agenda header format. This format includes the meeting name, the Western Student Association logo, and date, time, and location of the meeting.

xx/xx/20xx

Bernhard Center 157

5:30 - 7:00pm

 WSA ASSEMBLY AGENDA 

Below is an example of the headers used on official Assembly documents. This header is used on legislation, official statements, and any other official documentation, as outlined in Section 1D.

Western Michigan University
Kalamazoo, MI 49008



<https://wmuwsa.org>

WESTERN STUDENT ASSOCIATION
OFFICE OF THE SPEAKER OF THE ASSEMBLY

Footers

Below is an example of a footer that is recommended to be included in some pieces of media and promotional materials. This footer includes the official social medias of the Western Student Association, which is outlined in Section 2D. For placement guidance, refer to Section 2A.

1D

Official Documents

Section 1D is a reference guide to all of the official documents used by the Western Student Association. Editable versions of these documents are found in their correct placement in the Western Student Association Master Google Drive.

The Georgia font is recommended as the primary font used in these official documents, as outlined in section 1C.

Contents

Legislative

- Voting Agenda and Minutes
- Non-Voting Agenda and Minutes
- Legislative Leadership Meeting Agenda and Minutes
- Legislation
- Resolution
- Official Statement
- Assembly Member of the Month

Executive

- Executive Order
- Official Statement

 **WSA ASSEMBLY AGENDA** 

Speaker: Samuel Longlet

Secretary: Travis Melson

- 1) Call to Order (scheduled time)
 - a. Attendance
- 2) Land Acknowledgement Statement
 - a. *We would like to recognize that Western Michigan University is located on lands historically occupied by Ojibwe, Odawa, and Potawatomi nations. Please take a moment to acknowledge and honor this ancestral land of the Three Fires Confederacy, and the sacred lands of all indigenous peoples with their continued presence.*
- 3) Approval of the Minutes (allotted time)
- 4) Approval of Agenda (allotted time)
- 5) Generic Agenda Item (allotted time)
 - a. Agenda Subitem (allotted time)
 - i. Agenda Subitem Main Author (when applicable)
 - ii. All Other Agenda Subitem Authors (when applicable)
- 6) Communications (allotted time)
 - a. Agenda Subitem (allotted time)
 - i. Agenda Subitem Main Author (when applicable)
 - ii. All Other Agenda subitem Authors (when applicable)

7) Guest Speakers (allotted time)

a. Agenda Item (allotted time)

i. Agenda Item Main Author (when applicable)

ii. All Other Agenda Item Authors (when applicable)

8) Old Business (allotted time)

a. Agenda Item (allotted time)

i. Agenda Item Main Author (when applicable)

ii. All Other Agenda Item Authors (when applicable)

9) New Business (allotted time)

a. Agenda Item (allotted time)

i. Agenda Item Main Author (when applicable)

ii. All Other Agenda Item Authors (when applicable)

10) Announcements (allotted time)

a. Committee Chairs

b. Assembly Members

c. Cabinet

d. Public

e. Speaker

11) Adjournment

WSA ASSEMBLY AGENDA

Speaker: Samuel Longlet

Secretary: Travis Melson

- 1) Call to Order (scheduled time)
 - a. Attendance
- 2) Land Acknowledgement Statement
 - a. *We would like to recognize that Western Michigan University is located on lands historically occupied by Ojibwe, Odawa, and Potawatomi nations. Please take a moment to acknowledge and honor this ancestral land of the Three Fires Confederacy, and the sacred lands of all indigenous peoples with their continued presence.*
- 3) Approval of the Minutes (allotted time)
- 4) Approval of Agenda (allotted time)
- 5) Generic Agenda Item (allotted time)
 - a. Agenda Subitem (allotted time)
 - i. Agenda Subitem Main Author (when applicable)
 - ii. All Other Agenda Subitem Authors (when applicable)
- 6) Communications (allotted time)
 - a. Agenda Subitem (allotted time)
 - i. Agenda Subitem Main Author (when applicable)
 - ii. All Other Agenda subitem Authors (when applicable)

- a. Agenda Item (allotted time)
 - i. Agenda Item Main Author (when applicable)
 - ii. All Other Agenda Item Authors (when applicable)

8) New Business (allotted time)

- a. Agenda Item (allotted time)
 - i. Agenda Item Main Author (when applicable)
 - ii. All Other Agenda Item Authors (when applicable)

9) Committee Work (allotted time)

10) Announcements (allotted time)

- a. Committee Members
- b. Assembly Members
- c. Cabinet
- d. Public
- e. Speaker

11) Adjournment

LEGISLATIVE LEADERSHIP MEETING AGENDA

Speaker: Samuel Longlet

Secretary: Travis Melson

- 1) Call to Order (scheduled time)
- 2) Agenda Item (allotted time)
 - a. Agenda Subitem I (allotted time)
 - i. Agenda Subitem Main Author (when applicable)
 - ii. All Other Agenda Subitem Authors (when applicable)
 - b. Agenda Subitem II (allotted time)
 - i. Agenda Subitem Main Author (when applicable)
 - ii. All Other Agenda Subitem Authors (when applicable)
- 3) Agenda Item (allotted time)
- 4) Agenda Item (allotted time)
- 5) Agenda Item (allotted time)
- 6) Adjournment



WESTERN STUDENT ASSOCIATION OFFICE OF THE SPEAKER OF THE ASSEMBLY

Legislation Title

Legislation Type#: 2022-???

Sponsor: Name, Position

Co-Sponsor(s): Name/Position

WHEREAS, causational reason number 1, and

WHEREAS, causational reason number 2, and

WHEREAS, causational reason number 3, and

WHEREAS, causational reason number 4, and

WHEREAS, causational reason number 5,

THEREFORE, BE IT RESOLVED, action statement 1, and

THEREFORE, BE IT FURTHER RESOLVED, action statement 2.

Speaker Name

Speaker of the Assembly

Secretary Name

Secretary of the Assembly

Sponsor Name

Sponsor

President Name

Student Body President

Western Michigan University
Kalamazoo, MI 49008



<https://wmuwsa.org>

WESTERN STUDENT ASSOCIATION

OFFICE OF THE SPEAKER OF THE ASSEMBLY

APPENDIX:



WESTERN STUDENT ASSOCIATION OFFICE OF THE SPEAKER OF THE ASSEMBLY

Legislation Title

Legislation Type#: 2022-???

Sponsor: Name, Position

Co-Sponsor(s): Name/Position

WHEREAS, causational reason number 1, and

WHEREAS, causational reason number 2, and

WHEREAS, causational reason number 3, and

WHEREAS, causational reason number 4, and

WHEREAS, causational reason number 5,

THEREFORE, BE IT RESOLVED, action statement 1, and

THEREFORE, BE IT FURTHER RESOLVED, action statement 2.

Speaker Name

Speaker of the Assembly

Secretary Name

Secretary of the Assembly

Sponsor Name

Sponsor

Western Michigan University
Kalamazoo, MI 49008



<https://wmuwsa.org>

WESTERN STUDENT ASSOCIATION

OFFICE OF THE SPEAKER OF THE ASSEMBLY

APPENDIX:

Western Michigan University
Kalamazoo, MI 49008



<https://wmuwsa.org>

WESTERN STUDENT ASSOCIATION

OFFICE OF THE SPEAKER OF THE ASSEMBLY

OFFICIAL STATEMENT FROM ASSEMBLY LEADERSHIP

Date

Speaker Name
Speaker of the Assembly

Secretary Name
Secretary of the Assembly



WESTERN STUDENT ASSOCIATION OFFICE OF THE SPEAKER OF THE ASSEMBLY

Recognition of the Assembly Member of the Month for the Month of [MONTH]
Recognition#: 2022-???

WHEREAS, **causational reason number 1**, and

WHEREAS, **causational reason number 2**, and

WHEREAS, **causational reason number 3**, and

WHEREAS, **causational reason number 4**, and

WHEREAS, **causational reason number 5**,

THEREFORE, BE IT RESOLVED, that Assembly recognizes [NAME] as the
Assembly Member of the Month for the month of [MONTH]

Speaker Name
Speaker of the Assembly

Secretary Name
Secretary of the Assembly

EO University Pride Name
Executive Officer for University Pride

President Name
Student Body President



WESTERN STUDENT ASSOCIATION

EXECUTIVE ORDER #####-#

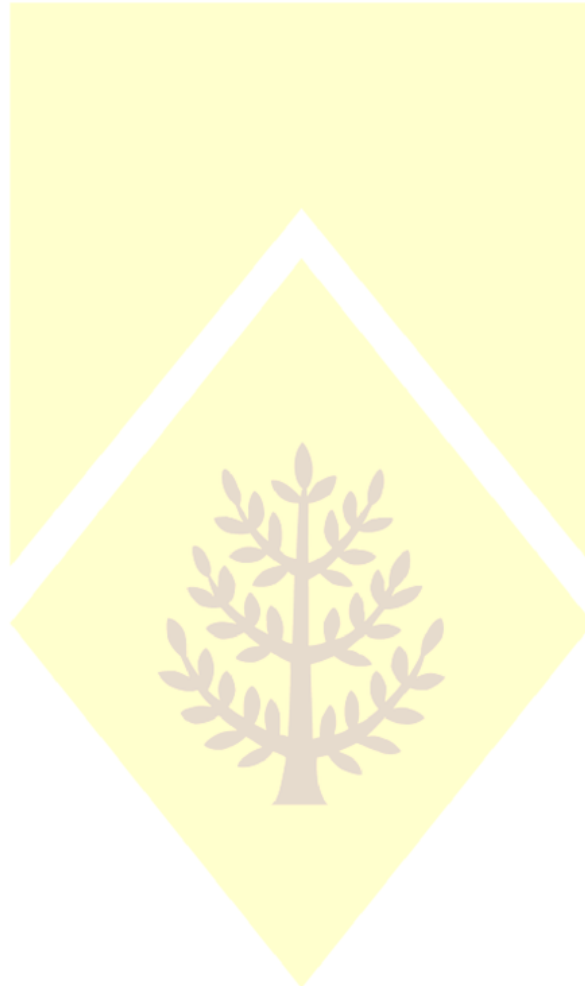
Title

Cheng Kidd Sun
Student Body President
Western Student Association

Hannah Marcon
Student Body Vice President
Western Student Association

Elisha Ewing
Chief of Staff
Western Student Association

Laila Stein
Chief of Finance
Western Student Association





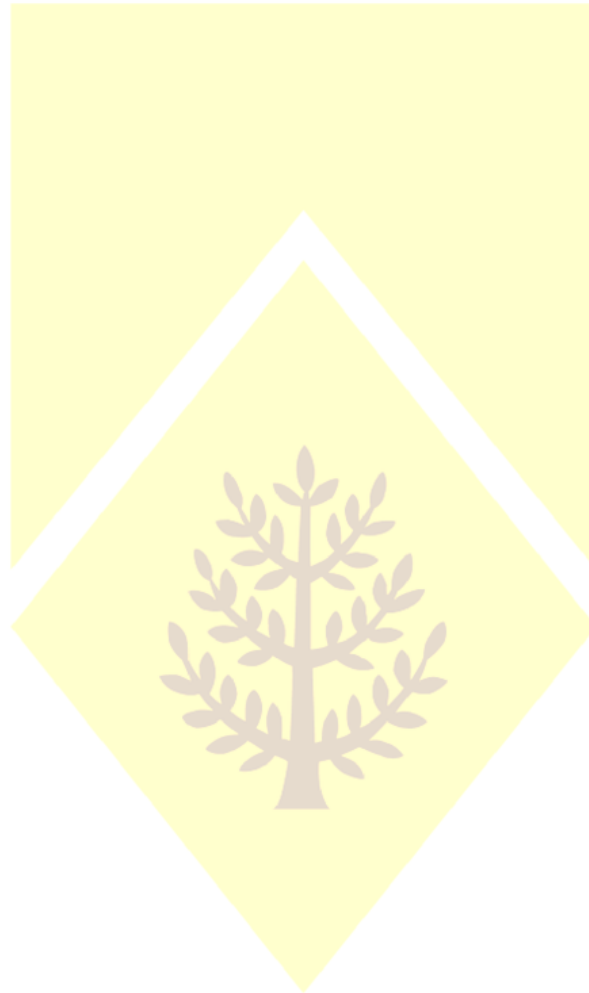
WESTERN STUDENT ASSOCIATION
Official Statement
Title

Cheng Kidd Sun
Student Body President
Western Student Association

Hannah Marcon
Student Body Vice President
Western Student Association

Elisha Ewing
Chief of Staff
Western Student Association

Laila Stein
Chief of Finance
Western Student Association



1E

Email Signatures

Below are the official email signature guidelines. These components are required for use with official WSA emails.

Formatting is as followed:

- Arial font
- Black color
- Name: Size 12 BOLD
- Pronouns: Size 9
- Position: Size 10
- Organization: Size 10
- Quote: Size 10
- Quote: Italicized

Alexandra Kasprzyk (She/Her/Hers)

← Name and pronouns

Director of Marketing and Outreach

← Position

Western Student Association

← Western Student Association

"Empowered Students, Empowering Students."

← Quote



← Logo

While the above components are required, there are optional additions. These include:

- Hyperlink to WSA website or other official media, as outlined in Section 2D.
- Handwritten signature.
- The use of "Best,", "With Bronco Pride,", "Signed,", etc. before email signature.

Section 2: Marketing Assistance Guide



Marketing Assistance Guide

The Marketing Assistance Guide of the Western Student Association details the appropriate approach to manufacturing a professional and unifying identity that represents the student body of Western Michigan University. This section guidelines creating WSA branded promotional items, postering locations, WSA social medias, and the promotional item approval process.



Creating Branded Media

Items intended for Official Use

Items that are categorized as "Official Use" include:

- Any official document, item, or piece of media used by the Legislative, Executive, or Judicial branch.
- Headers used for WSA google forms and official documents.
- Footers used for official documents.

The design of WSA documents or items for official use must follow the branding guidelines of the Marketing Code. In order for the item to be approved by the Director of Marketing and Outreach, as outlined in **Section 2E**, the item must:

- Follow the color palette shown in **Section 1B**.
- Include the correct typography specified in **Section 1C**.
- Include a Western Student Association logo variation, found in **Section 1A**.
- Include all of the correct information, which depends on the context of item.

Special Media

"Special Media" may be used officially by any of the Western Student Association's branches, but does not need to follow the branding guidelines used for Official Use items. This Special Media could include:

- Media created for a special event or holiday.
- Social media posts.

The design of Special Media does not have to follow the branding guidelines of the Marketing Code. However, in order for the item to be approved by the Director of Marketing and Outreach, as outlined in **Section 2E**, the item must:

- Include a Western Student Association logo variation, found in **Section 1A**.
- Include all of the correct information, which depends on the context of the item.

Footer/Social Media Inclusion

In Section 1C, a footer including WSA's social medias is shown. Social medias are recommended to be on these following items:

- Flyers
- Banners
- Posters
- T-shirts

Note: This is not an exhaustive list.

The footer shown in Section 1C is best suited for a flyer or other printed media. The placement of social medias on any official WSA item is determined by the individual or team who is designing the item.



Recommended Companies/Platforms

Below are recommended companies and their contact information that the Western Student Association has used in the past. Also included is the recommend platform to be used to create promotional materials.

Design

- Canva
 - Canva.com

Printing

- JB Printing

- FedEx

Items

- Full Service Promotional
 - John Beffel
 - jbeffel@fullservicepromotional.com
 - 269-370-1385

2B Postering Locations

Inside- Main Campus

- Bernhard Center
- Sangren Hall
- Waldo Library
- Schneider Hall
- Sprau Tower
- Valley Dining Center
- Rood Hall
- Lee Honors College
- Wood Hall
- Chemistry Building
- Western Heights
- The Valleys
- Recreation Center
- Dalton Center
- Kohrman Hall
- Brown Hall
- Knauss Hall
- Friedmann Hall

Outside- Main Campus

- Grey Pillars

Inside- Parkview Campus

- College of Engineering and Applied Sciences

Inside- East Campus

- College of Health and Human Services

Inside- Battle Creek Campus

- College of Aviation

All posters must be stamped and approved by the Bernhard Center office.

Some posters in specific halls require approval by their specific office.

For more poster guidelines:
<https://wmich.edu/policies/posting>



Digital Locations

Main Campus

Bernhard Center

- Troy Morse
 - ose-campusengage@wmich.edu
 - Size: 1920x1020
-

Sangren Hall

- Tyler Sonnenburg
 - tyler.sonnenburg@wmich.edu
 - Horizontal Display 1920x1020
-

Schniender Hall (HCOB)

- Kim Crandall
 - kimberly.crandall@wmich.edu
 - Vertical Displays
-

Valley Dining Center

- Emily Hazel
- 5088x2880 (high res)

Western Heights

- Laura Darrah

East/Parkview Campus

Parkview

- Johanna Wells
- johanna.wells@wmich.edu

College of Health and Human Services

- Joel Krauss
- joel.krauss@wmich.edu
- 1920x1020 or Powerpoint Widescreen

For complete guidelines and policies surrounding
WMU's digital postering locations:

<https://wmich.edu/studentcenter/policies/indoordigital>



2D

Social Media Summary



@wmuwsa



@wmusga



Western Student Association



wmuwsa.org



Above are the official social media of the Western Student Association. Old, unused, and lost accounts are not included as official media of the WSA. The creation and addition of social media to this code are permitted as necessary.

2E

Approval Process

The "No Money" Process

Any Western Student Association affiliated item that does NOT require financial assistance to create (social media posts, documents, etc.) must follow this approval process in order to be used.

1

Create a WSA promotional item that aligns with the Marketing Code.

**2**

Get promotional item approved through the Director of Marketing and Outreach, via email.

wsa-directormarketing@wmich.edu

**3**

Approved:

Will be posted/used as soon as possible.

Unapproved:

Sent back to fix, repeat steps 1 and 2.

The "Money Process"

41

Any Western Student Association affiliated item that requires any financial assistance (printing, ordering, etc.) must follow this approval process before ordering.

1

Create a WSA promotional item that aligns with the Marketing Code.



2

Get approved by the Chief of Finance, via email.

wsa-chieffinance@wmich.edu



3

Get approved through the Director of Marketing and Outreach, via email.

wsa-directormarketing@wmich.edu



4

Approved:

Granted permission to order items.

Unapproved:

Sent back to fix, repeat steps 1-3.



Western Student Association
Est. 1921

Prepared and written by:
Alexandra Kasprzyk, Director of Marketing and Outreach
2022-2023