



JOHNSON & WALES
UNIVERSITY

GRAPHIC STANDARDS

JUNE 2025

The JWU Identity

A strong visual identity amplifies a brand. Johnson & Wales University's brand identity helps attract exceptional students, faculty and staff, engage alumni, and build global recognition.

Every member of the JWU community plays a role in bringing this identity to life by maintaining its integrity and applying these graphic standards consistently across all platforms — print, web, display, broadcast and digital.

Each element of the brand — from logos and typefaces to colors and visual treatments — defines JWU as an institution. These guidelines ensure consistent, effective use, strengthening awareness and the university's brand equity over time.



How to Use This Guide

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To use JWU's graphic standards correctly and efficiently, designers and university vendors should follow these simple steps to identify the right artwork and download the appropriate files.

University faculty, staff or students who would like assistance or recommendations on the creation of branded collateral can contact [Design Services](#) for assistance.

1) Decide what medium you'll use the artwork in.

Print? Electronic? Signage? Web? Different applications may require different file types. Decide in advance on how you'll use the artwork before you download it.

2) Find your subject in the Table of Contents.

Once you've located your subject, go directly to that page in the PDF.

3) Read the instructions first.

Once you're on the right page, reading the instructions will help you understand how to get the right artwork for your needs.

4) Find and select the right artwork for your application.

Once you've read the instructions and are ready to get your artwork, go to [JWULink](#) and locate the correct artwork folder (ex: Logo,

Wildcat Graphic, etc.) and open it. Find the correct file format (.png, .eps, etc.) and color mode (CMYK, PMS, etc.) artwork file best suited for your print or electronic application.

For more information on acceptable file formats and color modes, see the [Glossary of Design Terms](#).

5) Click on the selected file and download it.

Once you've found the correct artwork file, select it then download it. Be sure to specify where you want the file to go on your computer, such as your download folder or desktop, so you can find it easily.

For Print Applications:

Use PMS or CMYK color mode
EPS files.

For Web or Desktop Publishing Applications:

Use PNG files.

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Brand Components



Logos

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The university logo is the primary identifier. It consists of two elements: the crest and the wordmark. The logo elements must not be altered in any way. They have been carefully designed to work in all environments. Artwork is available for all scenarios, eliminating any need to create a specialized logo.

The preferred configuration for the university logo is the horizontal format, which should be used in most applications. The stacked version is reserved for architectural applications and where there are format constraints.

**University
Logo**



**Logo
Stacked**



**JWU Acronym
Logo**



Crest



**University
Seal**



Logo Elements

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The crest and the wordmark encompass the university logo. The ratio of these elements is fixed and should never be altered. The positioning has been carefully considered and designed for maximum effect in most environments.

Using the University Logo

- Never abbreviate the name of the university or remove the word "UNIVERSITY" from the logo.
- Use the logo only in the official JWU colors with official JWU typefaces.
- Do not introduce other typography.
- Do not add drop shadows or other effects to the logo or its elements.
- Do not introduce any other shapes into the logo area.
- When the logo is used against a photographic background, select an area of the photo that is not a distraction to the logo's legibility.

Clear Space Guidelines

The logo should always have a margin of clear space on all sides. The illustration at left outlines the minimum unobstructed space required around the logo. This rationale should be applied to all uses of the logo.



Logo Variations

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Horizontal



Stacked



**White-Reverse
Horizontal**



**White-Reverse
Stacked**



Logo variations have been created for the different environments where it may appear. Take care to use the appropriate artwork for the application in which it will be used.

One-Color Logos

One-color versions of the logo are also available for use. JWU blue, black or white are the only acceptable colors for depicting the logo in one color.

White-Reverse Logo

The white version of the logo is available for use in any environment and is especially useful when used over a photograph or illustration. It can also be useful against a dark background color that would not offer enough contrast or that might clash with the JWU blue.

JWU BLUE

PANTONE 2154
CMYK 100 68 0 30
RGB 0 68 131
HEX 004483

For Print Use:

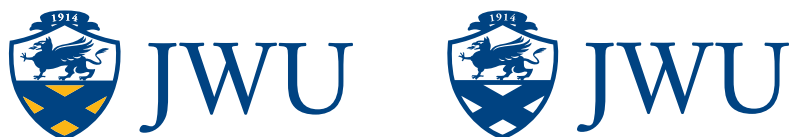
Use only CMYK or PMS color

For Electronic Use:

Use only RGB or HEX color

JWU Acronym Logo

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ONE INCH
MINIMUM IN WIDTH

In some circumstances the JWU Acronym Logo may be used as a substitute for the full university logo. Exceptions may be made in instances where use of the full university logo is prohibitive due to size constraints, or where the name of the university is already familiar. The full logo, however, is the primary identifier on university publications and documents for external audiences.

Using the JWU Acronym Logo

- The logo must always appear in its entirety surrounded by a generous area of clear space on all sides.
- The logo as a whole or its individual graphic elements cannot be altered. The minimum size for the logo is one inch.
- The only acceptable colors for reproduction are JWU blue with JWU gold, or JWU blue, black or white against a field of JWU blue, as shown at left.

JWU BLUE

PANTONE 2154
CMYK 100 68 0 30
RGB 0 68 131
HEX 004483

JWU GOLD

PANTONE 7409
CMYK 0 31 100 0
RGB 253 183 20
HEX FDB714

For Print Use:

Use only CMYK or PMS color

For Electronic Use:

Use only RGB or HEX color

Crest

10



ONE INCH
MINIMUM IN WIDTH



JWU BLUE

PANTONE 2154
CMYK 100 68 0 30
RGB 0 68 131
HEX 004483

For Print Use:

Use only CMYK or
PMS color

For Electronic Use:

Use only RGB or HEX color

The JWU crest is another logo element that can be used as an independent graphic element. It is not a substitute for the full university logo. The full logo is the primary identifier on university publications and documents. In most cases, both elements will be required for proper identification. The crest and the wordmark are to be used as separate stand-alone graphic elements, but not in combination as a substitute for the logo.

Using the Crest

- The crest may only be used in JWU blue, black or white.
- The crest can also be used as solid or a screened tint, overlying a photo or illustration for dramatic effect.
- The crest can be used at any scale, but only if the upper left quadrant of the crest is clearly intact and visible.
- The crest can crop or bleed off the right or bottom edges only, and only if the upper left quadrant of the crest is clearly intact and visible.
- The crest has a minimum size of one inch.

University Seal

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ONE INCH
MINIMUM IN WIDTH

The university seal is reserved for use on chancellor communications, commencement and convocation collateral, student and employee handbooks, and catalogs. It is not for use as an element in marketing materials.

Using the University Seal

- The seal must always appear in its entirety surrounded by a generous area of clear space on all sides.
- The seal must not be cropped or positioned across a folded edge.
- The seal as a whole or its individual graphic elements cannot be altered.
- The minimum size for the seal is one inch.
- The only acceptable colors for reproduction are JWU blue with JWU gold, or JWU blue, black or white against a field of JWU blue, as shown at left.
- The only color exceptions are for use on official stationery for university executives, specifically the chancellor, the chancellor emeritus, and the chairman of the board of trustees.
- In these specific instances the university seal can be foil-stamped in matte blue and gold foils.

JWU BLUE

PANTONE 2154
CMYK 100 68 0 30
RGB 0 68 131
HEX 004483

JWU GOLD

PANTONE 7409
CMYK 0 31 100 0
RGB 253 183 20
HEX FDB714

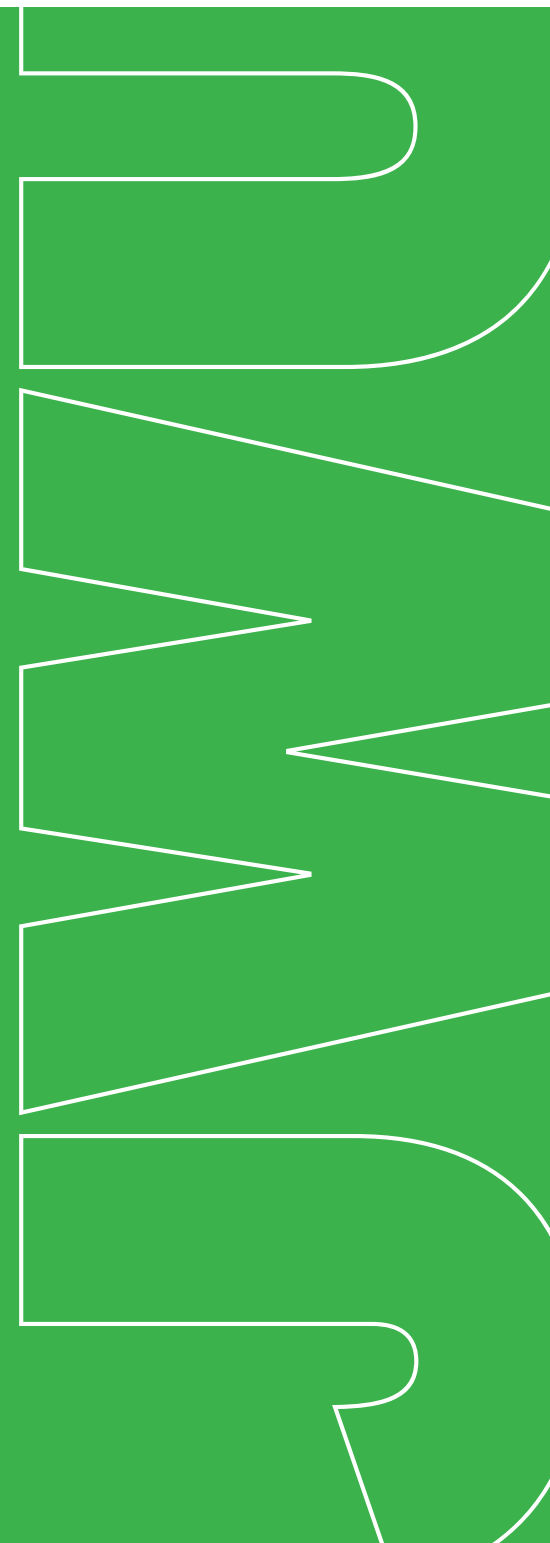
For Print Use:

Use only CMYK or PMS color

For Electronic Use:

Use only RGB or HEX color

Colors



Color Palette

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Beyond the logo, color defines the JWU brand identity visually. These colors allow us to showcase the Johnson & Wales brand cohesively. When using color builds, use only the color values listed here.

These palettes are designed to ensure color consistency across all applications and media. Print and electronic applications, however, require different color mode files for accurate reproduction. For print, use only CMYK or PMS color. For electronic, use only RGB or HEX color.

While universal colors establish JWU's brand presence, accent colors offer flexibility and creativity in design applications. When incorporating accent colors, ensure that they harmonize with the universal palette to maintain brand coherence and visual cohesion. These colors provide opportunities for differentiation and emphasis, enhancing the overall impact of the brand across various communication channels.

NOTE:

The bright yellow is suitable for backgrounds or as a headline against a dark background. It is not suitable for body copy or headlines against a white background, or in use with JWU Gold.

UNIVERSAL

JWU BLUE PANTONE 2154 CMYK 100 68 0 30 RGB 0 68 131 HEX 004483	BRIGHT BLUE PANTONE PROCESS BLUE CMYK 100 35 0 0 RGB 0 131 202 HEX 0083CA	BRIGHT YELLOW PANTONE 115 CMYK 0 20 89 0 RGB 255 204 53 HEX FFCC35
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ACCENT

JWU GOLD PANTONE 7409 CMYK 0 31 100 0 RGB 253 183 20 HEX FDB714	GREEN PANTONE 7738 CMYK 76 13 100 1 RGB 68 160 65 HEX 44A041	BURNT ORANGE PANTONE 144 CMYK 0 50 85 2 RGB 241 145 60 HEX F1913C	SLATE PANTONE 3035 CMYK 88 62 52 25 RGB 42 80 93 HEX 2A505D
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For Print Use:

Use only CMYK or PMS color

For Electronic Use:

Use only RGB or HEX color

Fonts



Fonts

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OFFICIAL

There are a variety of typefaces and styles that offer flexibility and bring visual interest to a design. Having several headline styles to choose from helps establish a clear hierarchy from page to page. The format, available space and layout spacing will often determine what treatments work best within the design.

NOTE:

The typeface families listed on this page are ONLY for use by University Marketing & Communications. University standard typefaces, available on all university PCs and Macs, are shown on the next page.

Kepler

Kepler is the main display typeface. This typeface is meant for headlines and subheads, and is used when making custom typestyles and type on path.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?"

National 2

National 2 is the main text typeface. This typeface can be used for headlines, subheads, type on path and body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?"

Fonts

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STANDARD

To improve accessibility and standardize font usage across the university, Calibri and Cambria are designated as the primary desktop fonts for general office applications, email, digital documents, and internal and non-marketing communications.

Both fonts are system-native on Microsoft and Mac products, ensuring universal accessibility. As part of this transition, Myriad Pro and Minion Pro are being phased out. While these fonts have been widely used in print and branding, they are not default system fonts, which has led to compatibility issues and inconsistent usage. Adopting Calibri and Cambria allows the university to streamline workflows, enhance collaboration across platforms, and modernize its approach to institutional communications — aligning with a digital-first environment while maintaining a professional and accessible brand presence.

Calibri

When brand fonts are unavailable, Calibri can be used as an alternative typeface in place of National 2. It is suitable for various applications such as Microsoft Office products, email signatures and more. Both Windows and Mac computers recognise Calibri as the recommended standard system font.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?"

Cambria

When brand fonts are unavailable, Cambria can be used as an alternative typeface in place of Kepler. It's suitable for various applications such as Microsoft Office products, email signatures and more. Both Windows and Mac computers recognize Cambria as the recommended standard system font.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?"

Fonts

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WILDCATS

The JWU Wildcats typeface is designed for athletics or school spirit use only. It should be applied only in areas where very short phrases are used. The font's heavy weight is extremely useful when rendered in the JWU blue or gold colors in association with the Wildcats logo.

Typeface Styling

JWU Wildcats is a typeface with only one font as shown here. There are no lowercase letters, italics or various weight options. Do not attempt to create additional styling of the font other than what is offered here.

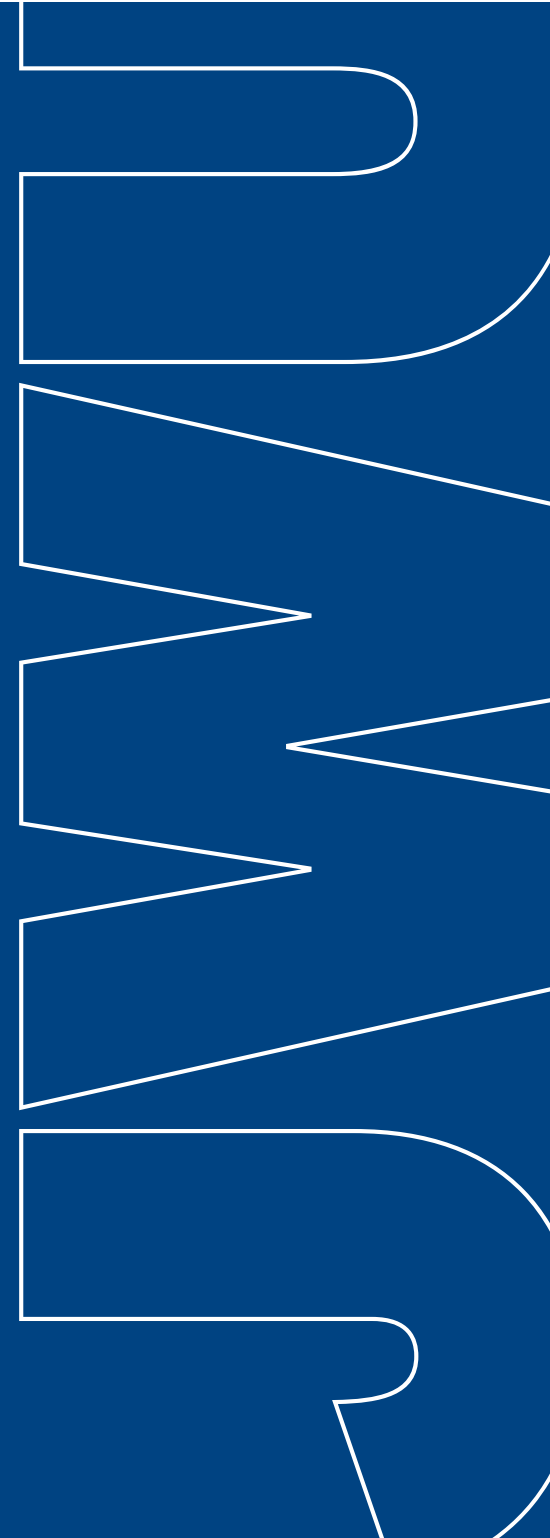
.....

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

[({<+=#&%!?\$@*->})]

Other University Graphics



Identifiers

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College Identifier		College of Hospitality & Business
		John Hazen White College of Arts & Sciences
Department Identifier		Human Resources
		Residential Life
Program Identifier		Culinary Arts COLLEGE OF FOOD INNOVATION & TECHNOLOGY
		Occupational Therapy Doctorate COLLEGE OF HEALTH & WELLNESS

University colleges, departments, programs and centers may require separate identification. These identifiers complement and support university branding. Illustrations, pictograms or icons are not allowed in combination with any department or center identifier. Below is the approved approach for the treatment of identifiers. These guidelines must be adhered to without exception.

Identifier Formats

- Acceptable formats for colleges, departments, programs and center identifiers include the configurations shown at left.
- In addition, there is a stacked version available for all such identifiers.
- Identifiers can only be produced upon request by Design Services.
- The only acceptable colors for reproduction are JWU blue and bright yellow.

JWU BLUE

PANTONE 2154
CMYK 100 68 0 30
RGB 0 68 131
HEX 004483

BRIGHT YELLOW

PANTONE 115
CMYK 0 20 89 0
RGB 255 204 53
HEX FFCC35

For Print Use:

Use only CMYK or PMS color

For Electronic Use:

Use only RGB or HEX color

JWU Alumni

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2.5 INCHES
MINIMUM IN WIDTH

The JWU alumni graphic is used to identify the university and campus alumni relations offices, events and services.

Using the JWU Alumni Graphic

- The graphic must always appear in its entirety surrounded by a generous area of clear space on all sides.
- The graphic as a whole or its individual graphic elements cannot be altered.
- The minimum size for the graphic is 2.5 inches.
- The only acceptable colors for reproduction are JWU blue and JWU gold.

JWU BLUE

PANTONE 2154
CMYK 100 68 0 30
RGB 0 68 131
HEX 004483

JWU GOLD

PANTONE 7409
CMYK 0 31 100 0
RGB 253 183 20
HEX FDB714

For Print Use:

Use only CMYK or PMS color

For Electronic Use:

Use only RGB or HEX color

JWU Giving

21



2.5 INCHES
MINIMUM IN WIDTH

The JWU Giving graphic represents the university's fundraising programs with alumni and the public at large to help further the mission of the university.

Using the JWU Giving Graphic

- The graphic must always appear in its entirety surrounded by a generous area of clear space on all sides.
- The graphic as a whole or its individual graphic elements cannot be altered.
- The minimum size for the graphic is 2.5 inches.
- The only acceptable colors for reproduction are JWU blue and JWU gold.

JWU BLUE

PANTONE 2154
CMYK 100 68 0 30
RGB 0 68 131
HEX 004483

JWU GOLD

PANTONE 7409
CMYK 0 31 100 0
RGB 253 183 20
HEX FDB714

For Print Use:

Use only CMYK or PMS color

For Electronic Use:

Use only RGB or HEX color

JWU Online

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The JWU online logo should only be used on approved materials related to JWU's online programs. This includes promotional materials, website banners, email templates, online course materials and other digital platforms used for online education. It should not be used on materials unrelated to JWU's online offerings.

Using the JWU Online Logo

- The logo must always appear in its entirety surrounded by a generous area of clear space on all sides.
- The logo as a whole or its individual graphic elements cannot be altered.
- The minimum size for the logo is one inch.
- The only acceptable colors for reproduction are JWU blue, bright blue or white against a field of JWU blue, as shown at left.



2.25 INCH
MINIMUM IN WIDTH



ONE INCH
MINIMUM IN WIDTH

JWU BLUE

PANTONE 2154
CMYK 100 68 0 30
RGB 0 68 131
HEX 004483

BRIGHT BLUE

PANTONE PROCESS BLUE
CMYK 100 35 0 0
RGB 0 131 202
HEX 0083CA

For Print Use:

Use only CMYK or PMS color

For Electronic Use:

Use only RGB or HEX color

Wildcat Graphics

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.75 INCHES
MINIMUM IN
WIDTH



CATHEAD

Cathead graphics are used for athletic and student spirit communications only. They are intended primarily for printed materials such as game programs, flyers, posters and novelty items.

Using Cathead Graphics

- The graphic cannot replace the university's logo on items such as envelopes and stationery.
- The graphic should be used as a stand-alone graphic element and not in conjunction with the logo.
- The graphic should not appear in close proximity to the JWU logo.
- The graphic may be reduced or enlarged proportionally without distortion or rotation.
- The minimum size for the cathead is .75 inches.
- The only acceptable colors for reproduction are JWU blue, bright yellow or white against a field of JWU blue, as shown at left.

JWU BLUE

PANTONE 2154
CMYK 100 68 0 30
RGB 0 68 131
HEX 004483

BRIGHT YELLOW

PANTONE 115
CMYK 0 20 89 0
RGB 255 204 53
HEX FFCC35

For Print Use:

Use only CMYK or PMS color

For Electronic Use:

Use only RGB or HEX color

Wildcat Graphics

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Athletic Marks with Cathead



Athletic Marks without Cathead



ATHLETIC MARKS

JWU Athletic Marks are used primarily for athletic uniforms and printed materials such as game programs, flyers, posters and novelty items.

Using the Athletic Marks

- Athletic Marks cannot replace the university's logo on items such as envelopes and stationery.
- Athletic Marks should be used as a stand-alone graphic element and not in conjunction with the logo.
- Athletic Marks may be reduced or enlarged proportionally without distortion or rotation.
-
- The samples at left are shown with and without the Cathead. There are Athletic Marks for every team sport as well as women's and men's options.
- The only acceptable colors for reproduction are JWU blue, bright yellow or white against a field of JWU blue, as shown at left.

JWU BLUE

PANTONE 2154
CMYK 100 68 0 30
RGB 0 68 131
HEX 004483

BRIGHT YELLOW

PANTONE 115
CMYK 0 20 89 0
RGB 255 204 53
HEX FFCC35

For Print Use:

Use only CMYK or PMS color

For Electronic Use:

Use only RGB or HEX color

Social Media Avatars

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Institutional Flagship Accounts



Colleges, Campus Departments and Centers



Athletics



Social media avatars are available for institutional flagship accounts; colleges, campus departments and centers; and athletics avatars. Samples of current avatars are depicted to the left.

Using the Avatars

- The graphic must always appear in its entirety surrounded by a generous area of clear space on all sides.
- The graphic as a whole or its individual graphic elements cannot be altered.
- The minimum size for the graphic is 1.5 inchs.
- The only acceptable colors for reproduction are JWU blue and JWU gold.
- The avatars outlined on this page supersede any other non-JWU designed logos/avatars, including any from previous student work.

JWU BLUE

PANTONE 2154
CMYK 100 68 0 30
RGB 0 68 131
HEX 004483

JWU GOLD

PANTONE 7409
CMYK 0 31 100 0
RGB 253 183 20
HEX FDB714

For Print Use:

Use only CMYK or PMS color

For Electronic Use:

Use only RGB or HEX color

Sustainability Graphics

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Approved JWU Sustainability Identifiers



These eco-friendly graphics are a visual reminder that JWU is dedicated to environmentally green values and the principles of sustainability. The sustainability graphic should be placed on all printed materials, web news and items that consider the environment either in mission or development.

Using the JWU Sustainability Graphics

- The graphic must always appear in its entirety surrounded by a generous area of clear space on all sides.
- The minimum size for the graphic is 1 inch.
- The only acceptable colors for reproduction are green, black, or white against a field of green, as shown at left.
- The graphic as a whole or its individual graphic elements cannot be altered.

GREEN

PANTONE 7738
CMYK 76 13 100 1
RGB 68 160 65
HEX 44A041

For Print Use:

Use only CMYK or PMS color

For Electronic Use:

Use only RGB or HEX color

Safety & Security

27



1 INCH
MINIMUM IN WIDTH

This graphic identifier is reserved for sole use by members of the Safety & Security department, which is dedicated to the protection and well-being of all JWU students, faculty, staff and property.

Using the Safety & Security Graphic

- The graphic must always appear in its entirety surrounded by a generous area of clear space on all sides.
- The graphic as a whole or its individual graphic elements cannot be altered.
- The minimum size for the graphic is 1 inch.
- The only acceptable colors for reproduction are JWU blue and bright yellow.

JWU BLUE

PANTONE 2154
CMYK 100 68 0 30
RGB 0 68 131
HEX 004483

BRIGHT YELLOW

PANTONE 115
CMYK 0 20 89 0
RGB 255 204 53
HEX FFCC35

For Print Use:

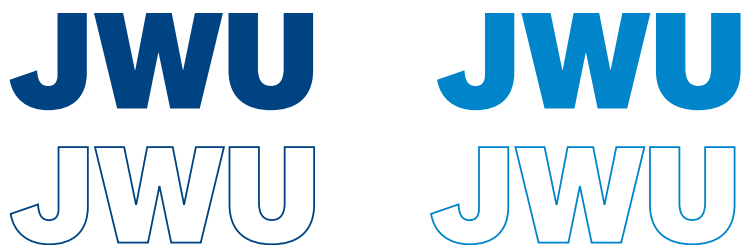
Use only CMYK or PMS color

For Electronic Use:

Use only RGB or HEX color

JWU Design Graphic

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The JWU design graphic is reserved for use on postcards, brochures, posters and other marketing materials as a decorative element. It is not a substitute for the university logo.

Using the JWU Design Graphic

- The JWU graphic must always appear in its entirety surrounded by a generous area of clear space on all sides.
- The JWU graphic as a whole or its individual elements cannot be altered.
- The JWU graphic can be used horizontally, or at a 90 degree angle, reading from bottom to top.
- The JWU graphic can be a solid color or outlined, as shown at left.
- The minimum size for the acronym is one inch.
- The only acceptable colors for reproduction are JWU blue, bright blue or white against a field of JWU blue, as shown at left.

JWU BLUE

PANTONE 2154
CMYK 100 68 0 30
RGB 0 68 131
HEX 004483

BRIGHT BLUE

PANTONE PROCESS BLUE
CMYK 100 35 0 0
RGB 0 131 202
HEX 0083CA

For Print Use:

Use only CMYK or PMS color

For Electronic Use:

Use only RGB or HEX color

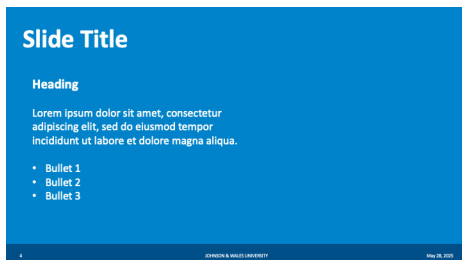
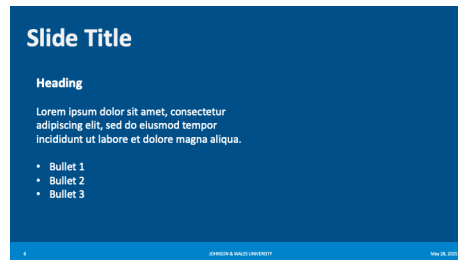
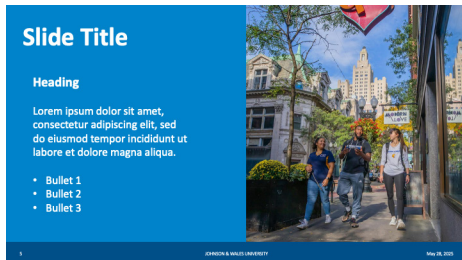
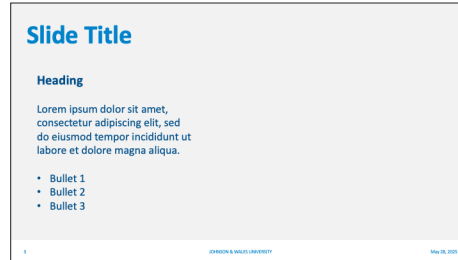
Brand Templates



Brand Templates

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POWERPOINT



These multi-page templates are designed to accommodate any and all information you may wish to incorporate into your presentation in an organized, simple and easy-to-read format.

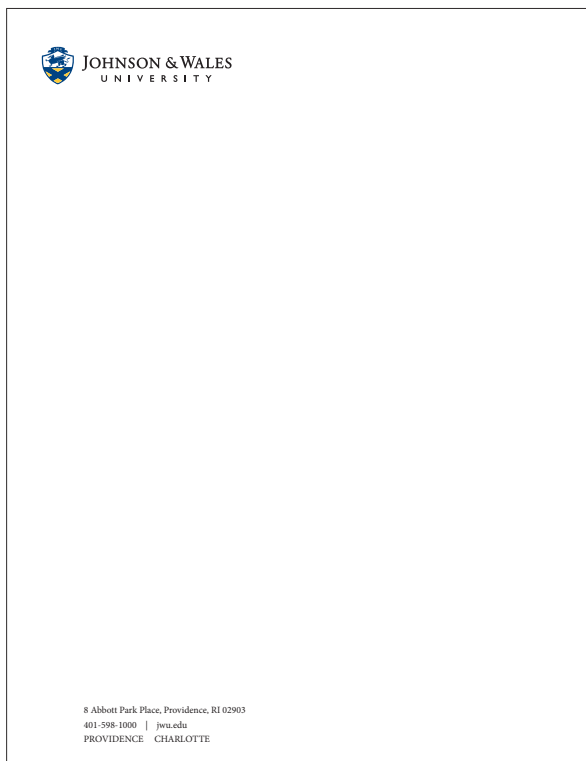
Do's and Don'ts for Better Presentations

- All templates are built to the 16x9 proportion. Do not alter the proportion or layout of these templates in any way.
- The fonts used in the templates are Calibri and Cambria. Do not change the typeface or recommended type size in any way.
- All type shown is editable. You can type your own information directly into the template.
- The photos shown in the templates are placeholders only. You may select your own images that best support your presentation.
- Advancement between slides is done manually. You control the pace.
- Always use the cover slide to begin the actual presentation.
- Fade, Wipe, Cover or Uncover are the only animations styles permitted. These have horizontal motion. Do not use abrupt cuts or transitions that have vertical motion.

Brand Templates

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BUSINESS CARDS AND STATIONERY



Standard formats facilitate communication with a unified visual identity. Approved stationery formats are shown below and on the following pages for letterhead, envelopes and business cards. All JWU correspondence must use these approved designs and formats as depicted.

Ordering Business Cards and Stationery

Stationery and business card templates adhere to the same rules of use as university identifiers. Personalized stationery with the university seal is reserved for the chancellor and the chairman of the board of trustees. All other stationery and business cards use the university logo.

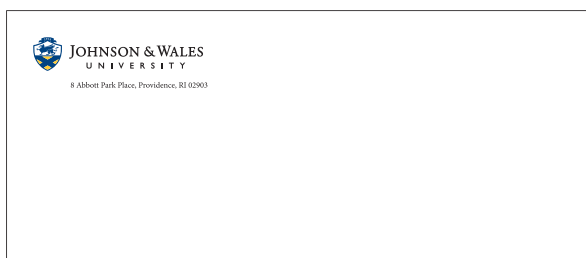
Executive-level stationery for vice presidents, deans and higher-level positions, uses the university logo and a personalized name and title imprint. All other academic and administrative departments use the university logo without a personalized imprint.

NOTE:

Letterhead templates include the two current campuses in the footer, in chronological order of openings along with other appropriate information.

Most orders for letterhead, envelopes and business cards are to be placed on the university's online order site.

Please contact your campus finance office to obtain information and password access to this site.

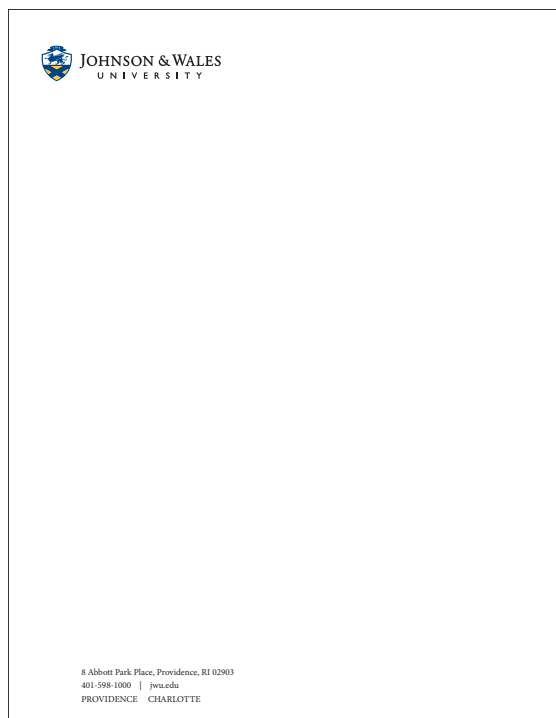


Brand Templates

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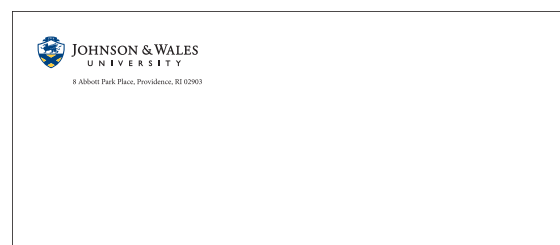
LETTERHEAD AND ENVELOPES

General Office Stationery



JOHNSON & WALES
UNIVERSITY

8 Abbott Park Place, Providence, RI 02903
401-598-1000 | jwu.edu
PROVIDENCE CHARLOTTE

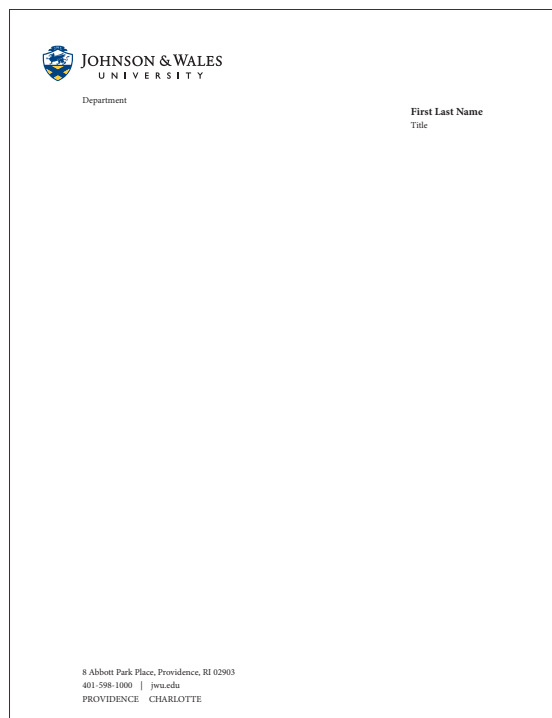


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General Envelope

Executive Office Stationery

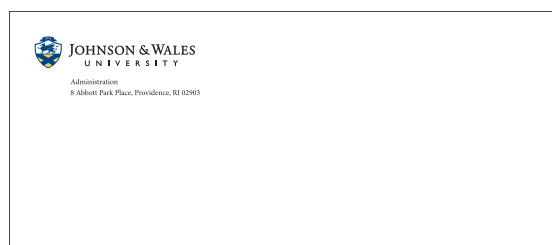


JOHNSON & WALES
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Department

First Last Name
Title

8 Abbott Park Place, Providence, RI 02903
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PROVIDENCE CHARLOTTE

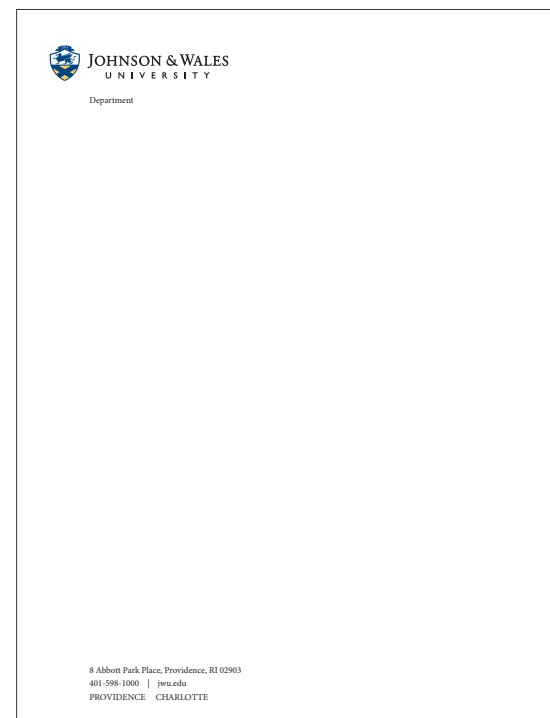


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Administration
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Administration Envelope

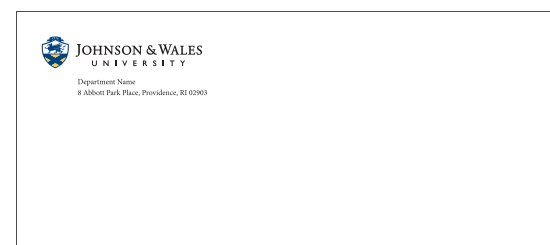
Departmental Office Stationery



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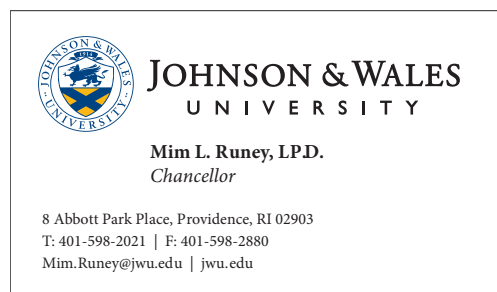
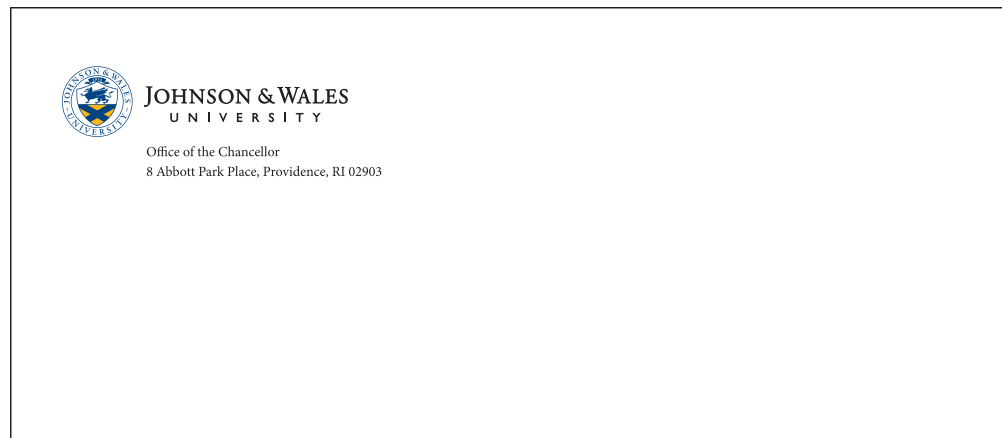
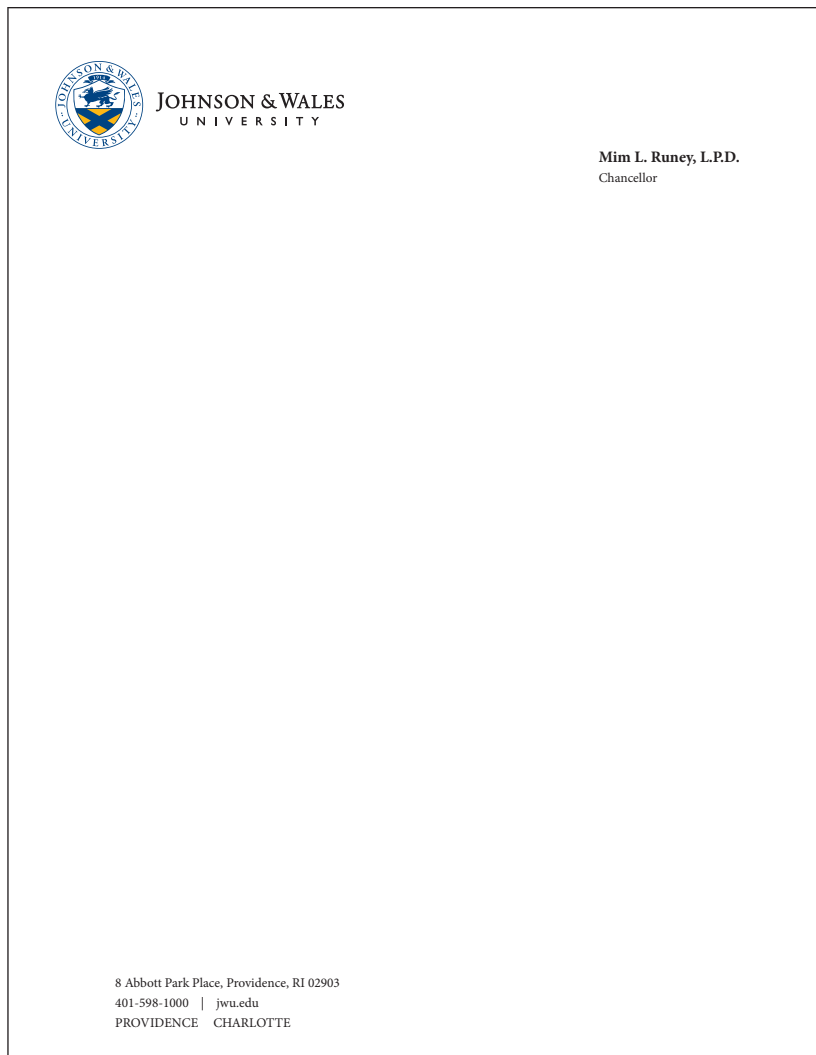
Department Name
8 Abbott Park Place, Providence, RI 02903

Department Envelope

Brand Templates

33

OFFICE OF THE CHANCELLOR STATIONERY

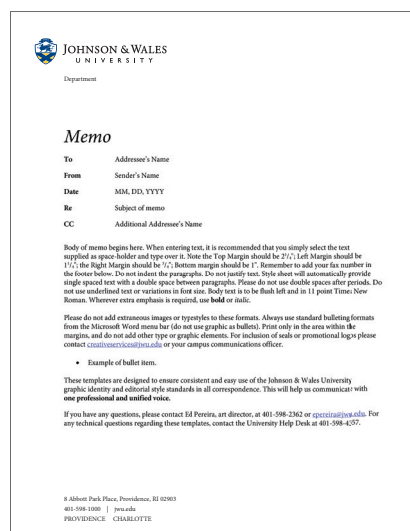
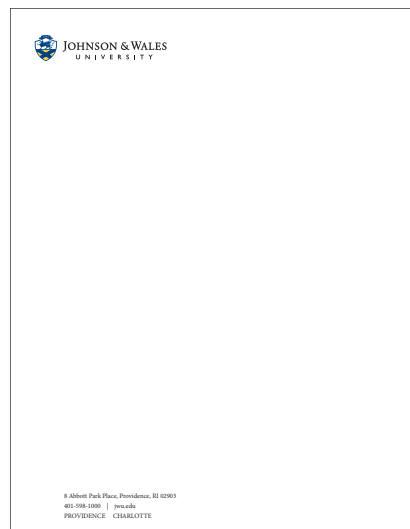


Business Card (with foil stamped seal)

Brand Templates

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WORD TEMPLATES AND EMAIL SIGNATURES



These templates are designed to standardize the visual presentation of JWU stationery materials and allow the university to communicate with a singular, unified voice. All JWU correspondence must use these approved designs and formats as depicted.



Using Word Templates

- University and campus-specific letterhead, memo and fax templates to use as a typing guide are available on [jwuLink](#) under University Logos and Templates.
- Only JWU staff and faculty can access these files, from a JWU-networked computer.

NOTE:

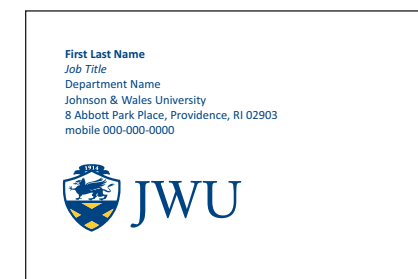
VP letter and memo templates are also available in university and campus specific formats.

The VP letter template includes the individual's name/title entry at the top right, thereby accommodating the need for only a signature at the end of the letter.

Email Signatures

The email signature template is to be used in all email correspondence. This template includes the individual's name, title and phone number, and the university name and address.

To use this template in Outlook emails, extract the content from the Word document and paste it into "Signatures" in your Outlook Settings.



Brand Templates

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TEAMS/ZOOM BACKGROUND



Using the Teams/Zoom Backgrounds

To maintain visual identity consistency across all communications, the backgrounds shown on this page are available for your use.

These templates adhere to university guidelines, ensuring uniformity in design elements such as typography, colors and layout. Using these templates consistently reinforces the brand's identity and presents a cohesive image to the university's diverse audiences.

Photography



Photography

37

All photography must align closely with the JWU brand, conveying emotion and inspiration. It should consistently elevate JWU's professionalism while strategically delivering clear messages that connect with people, communities and stakeholders worldwide. JWU photography aims to establish a consistent visual narrative that forges an emotional bond with the university's audience, capturing the stories of individuals and bringing their work to life.

To ensure all photography aligns closely with the JWU brand and effectively communicates with the university's global audience, please adhere to the following guidelines:

Sustainable Assets

- Always shoot in high resolution.
- Avoid in-camera treatments.
- Refrain from depicting specific moments unless required for topical news.
- Use techniques such as aerial shots, blurred images or facing away to ensure individuals' identities are not recognizable.

Engagement

- Explore unique angles.
- Utilize dramatic lighting.
- Establish appropriate eye contact.
- Emphasize scale and contrast in compositions.
- Enhance visual appeal with color contrasts.

Consistency

- Maintain uniform lighting throughout.
- Employ up to three or four lenses for versatility.
- Ensure all output is high-resolution.
- Highlight JWU branding on clean uniforms, excluding corporate office attire.

Diversity

- Represent a diverse mix of nationalities.
- Strive for gender balance in all photography. Include a range of ages across individuals and groups.
- Feature young individuals to support graduate and recruitment initiatives.

Authenticity

- Feature real people in genuine situations.
- Showcase collaborative and meaningful interactions.
- Capture authentic expressions and emotions beyond smiles.

Hero Shots

- Emphasize emotions and expressions in people-focused shots.
- Highlight assets creatively from various angles, details and abstract perspectives.
- Document sustainable practices and community involvement, integrating people and activities.

These guidelines aim to establish a consistent visual narrative that enhances JWU's professionalism while fostering emotional connections with the university's diverse audiences.

Photography

38

EXPERIENTIAL EDUCATION



- Narrative centers around the individuals who embody the university's ethos.
- Emphasize foreground focus on individuals.
- Backgrounds should showcase assets, workplaces and landscapes with a blurred effect.
- For meetings, adopt a candid approach where individuals are not directly facing the camera.
- Profiles and interviews should feature individuals facing forward, engaging with the camera.



Photography

39

COMMUNITY



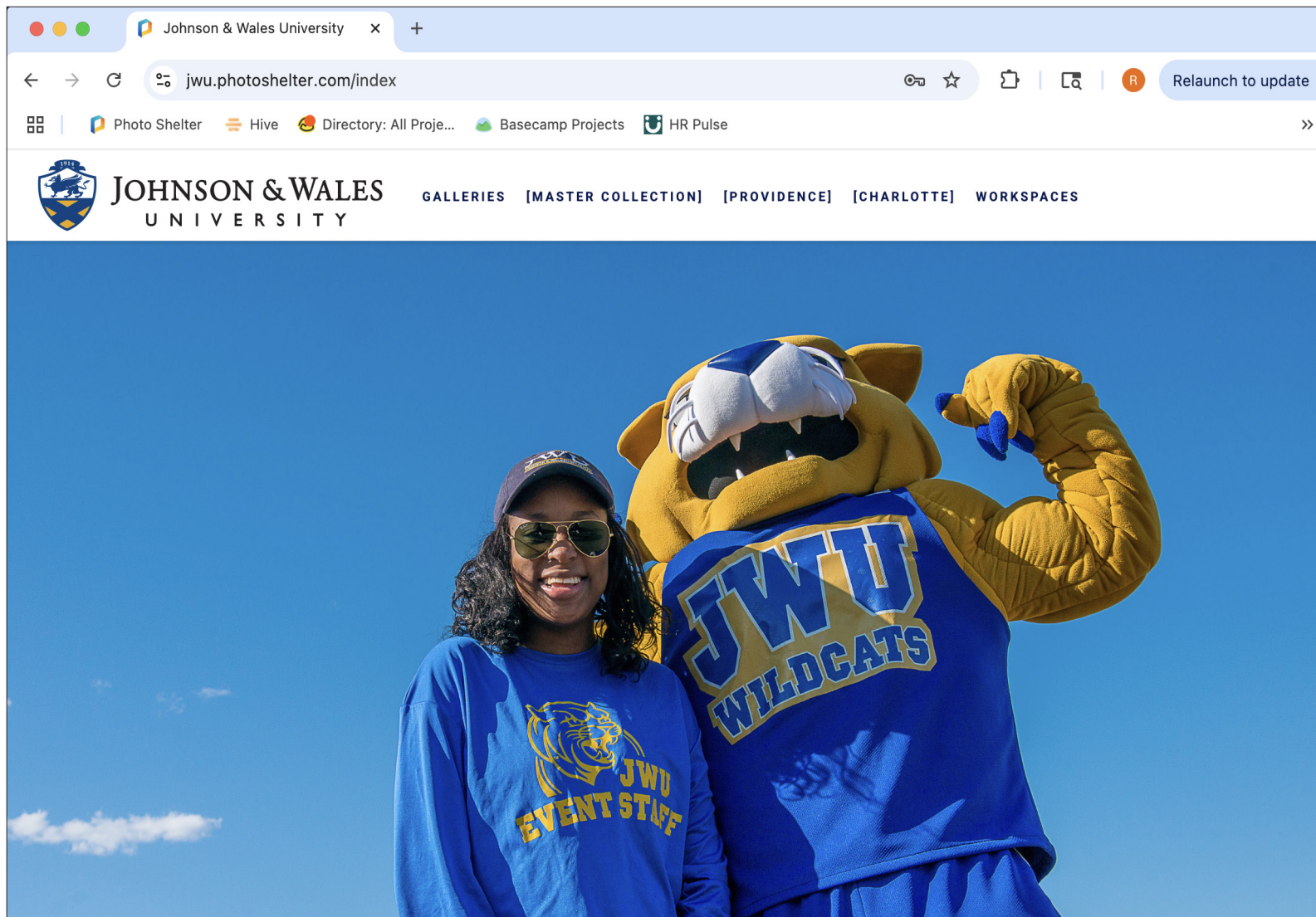
- Narrative revolves around the communities in which the university resides and operates, highlighting its active involvement within them.
- Portray local individuals engaged in community activities.
- Document events such as social gatherings, festivals, sporting events, and sponsored activities, using captivating angles and perspectives.
- Showcase training and educational initiatives.



Photography

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PHOTO LIBRARY



The Johnson & Wales University Photo Library is a source of university images available to the community for JWU-related projects. For access, please email photography@jwu.edu.

Submit A Request

If you are a member of the JWU community looking to request photography from our in-house marketing team, please submit your request via the [Content, Photography and Video Request Form](#).

Image Files

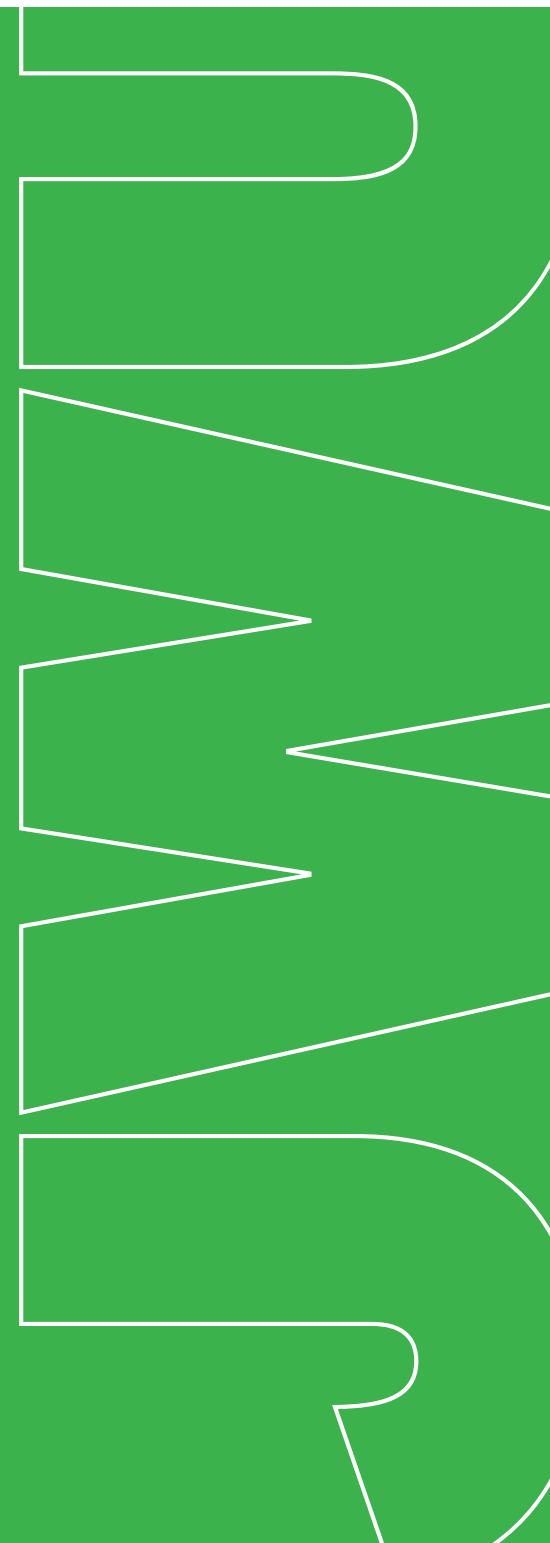


Image File Formats

42

Vector-based files (paths) and raster-based files (photographic) are the two basic types of image file formats. The one that is right for you depends on how you want to use the artwork.

Acceptable File Formats for Common Software Applications (PC and Mac)

Application	Color Mode	PC Acceptable File Format	Mac Acceptable File Format
MS Word (Print)	CMYK/PMS	TIF, JPG, PNG	EPS, PDF, TIF, JPG, PNG
MS Publisher (Print)	CMYK/PMS	TIF, JPG, PNG	EPS, PDF, TIF, JPG, PNG
Adobe InDesign (Print)	CMYK/PMS	TIF, JPG, PNG	EPS, PDF, TIF, JPG, PNG
MS Excel (Print/Electronic)	CMYK/PMS	TIF, JPG, PNG	EPS, PDF, TIF, JPG, PNG
MS PowerPoint (Electronic)	RGB	TIF, JPG, PNG	EPS, PDF, TIF, JPG, PNG

Vector-based Files

Vector-based files are created in Adobe Illustrator, which uses mathematic equations and geometric shapes such as points and lines to create paths.

Vector files can be scaled up or down to any size without loss of quality or sharpness.

Vector files are recommended for page layout programs such as Adobe InDesign and are the best option for larger scale artwork applications, such as signage.

Unfortunately, vector-based files cannot be opened unless you have image programs such as Adobe Illustrator or Adobe Photoshop installed on your computer.

Examples of vector-based image file types are .AI and .EPS files.

NOTE:

All vector-based image files have transparent backgrounds, meaning they can be positioned over any background color. Proper readability, however, will depend on the background image or the colors behind it.

Raster-based Files

Raster-based files are created in Adobe Photoshop, which creates the artwork or an image with a grid composed of tiny colored squares, known as pixels. These pixels combine to form the artwork image. Photos and realistic images are commonly raster based files.

Raster-based files cannot be scaled up without a loss of quality. Because they are resolution dependent, raster files must be used at the correct size and resolution you wish them to appear in your application.

Raster-based files may be used in any application and in any color mode, but are most commonly used in the RGB color mode. Raster files are the best option for electronic applications, such as web sites or PowerPoint presentations.

Examples of raster image file types are .BMP, .TIFF, .GIF, .PNG and JPEG files.

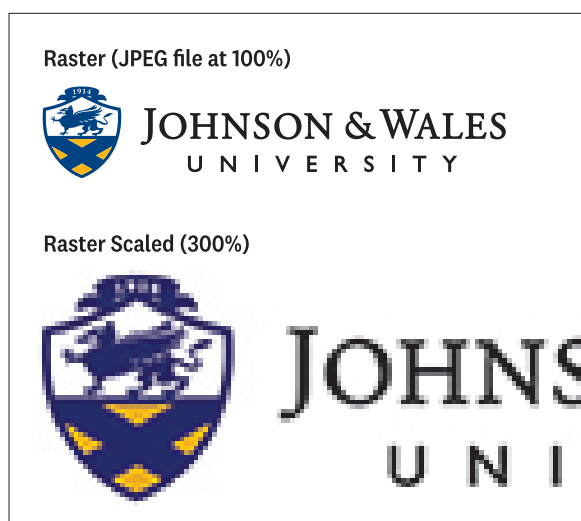
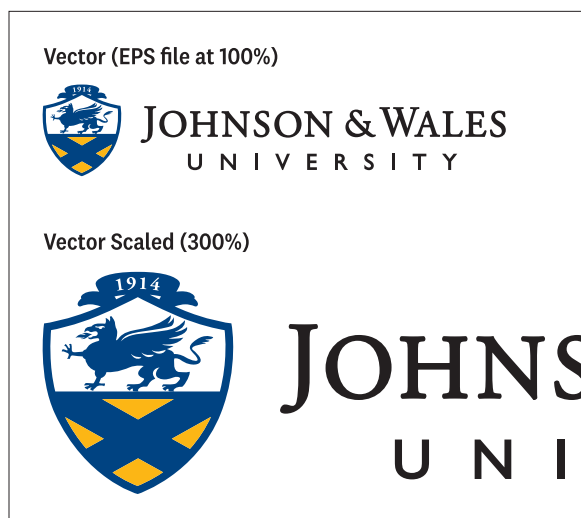
NOTE:

All .BMP, .GIF and .PNG image files have transparent backgrounds, meaning they can be positioned over any background color. Proper readability, however, will depend on the background image or the colors behind it.

Image Resolution

43

Resolution Samples: Scaled Vector vs. Raster-based Images



Print and electronic are the two basic types of image resolution based upon end use. Resolution refers to the number of pixels per square inch (ppi) in an image file. Print applications require 300ppi for crisp reproduction of a file at actual size. Electronic applications require 72ppi. Vector files, however, work at any size.

Scaled Vector vs. Raster-based Images

All artwork files are grouped into application-specific Print or Electronic folders in the Artwork Download section.

Select the correct folder based upon application (Print or Electronic), then select the correct File Format and Color Mode inside (CMYK or PMS for print; RGB for electronic).

For large-scale reproduction such as signage, use Illustrator .AI or .EPS vector files. These are resolution independent and can be scaled up or down without any loss of quality.

How to Access Image Files and Templates

44

Search this site

University Logos and Templates

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JOHNSON & WALES UNIVERSITY

GRAPHIC STANDARDS

JUNE 2025

JWU Graphic Standards Manual

click to download →

University Logos

PowerPoint Templates

Word Templates

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Find and download JWU logos, graphics and templates on [jwuLink](#) under University Logos and Templates.

Glossary of Design Terms



Glossary of Design Terms

46

Baseline

An invisible grid line upon which type or imagery rests

Cap height

The height from baseline to the top of capital letters in a font

Clear space

The space around a logo that is kept free of other elements to ensure that the logo is given prominence

CMYK

An acronym used in offset printing that stands for the cyan, magenta, yellow and black inks used in full-color printing

Collateral

Printed marketing communications delivered to university constituents by sources other than the media

Color palette

A set of official colors determined to be complementary for use in all communications

Composition

How fonts, typefaces and graphic elements are arranged on a page, which alters the visual appearance of text and images

DPI

An acronym for the number of dots per inch, DPI affects the detail quality of an image. When an image has more dots per inch, more detail is captured, and the resulting image is sharper

Four-color process

A printing term referring to the method of reproducing full-color artwork by separating the image into four colors: cyan, magenta, yellow and black (CMYK)

Forest Stewardship Council (FSC)

Established in the U.S. in 1995, the Forest Stewardship Council (FSC) coordinates the development of responsible and sustainable forest management practices throughout the United States. The FSC provides information about certification standards to paper manufacturers and printing companies, and also promotes the certification process throughout the industry

FSC certification

A standard for the forestry industry, FSC certification ensures that forestry management is practiced in an environmentally responsible, socially beneficial and economically viable way

GIF

An acronym for graphic interchange format, GIF is an image format generated specifically for computer use and contains a maximum of 256 colors. GIFs are most appropriate for images with areas of flat color and sharp contrast. The most common file extension for GIF files is .gif

Graphic element

An item that adds visual information to a composition and/or text (e.g., pictures, photographs, icons and banners)

HTML

An acronym for hypertext markup language that is used to create and display web pages

Identity system

All of the identity elements used in a specified relationship to each other

Imagery

Photos, illustrations or other graphic elements used to provide visual information and to evoke an emotional response

JPEG

An acronym for joint photographic experts group, JPEG is a common image compression mechanism that can contain as many as 24 million colors. JPEG files are most appropriate for images with gradations in tone and no sharp contrasts. The most common file extensions for JPEG files are .jpeg and .jpg

Knock out

The removal of color in an area, allowing the background or page color to show through

Layout

The result of arranging text, imagery and/or graphic elements on a page

Leading

The measurement in typography of the vertical space between lines of text measured from baseline to baseline

Logo

A distinctive, proprietary symbol used to identify an institution, company or brand and express its unique attributes

PANTONE®

A color-matching system that provides more than 1,867 unique color swatches to designers and gives printers the formulas needed to accurately reproduce each color with custom matched inks

PDF

An acronym for portable document format, PDF is a universal file format that preserves the fonts, images, graphics and layout of any source document, regardless of the application and platform used to create it. PDF files can be viewed on any computer without platform conflicts. The most common file extension for PDF files is .pdf

Pixel

The smallest point of an image displayed on a computer screen, pixels affect the quality of an image. When an image has more pixels per inch, more detail is captured, and the resulting image is sharper

Point

The unit of measure for type size, which is 1/72 of an inch, or .35 mm

PPI

The number of pixels per square inch

Process color

Color consisting of a mix of the four standard cyan, magenta, yellow and black printing inks

RGB

A red, green and blue color model used in all color computer monitors and electronic media

Sans serif font

A typeface without short finishing strokes at the ends of its characters

Screened value

A defined strength percentage of the tint of any color (e.g., PMS 662 at 20%)

Serif font

A typeface with short finishing strokes at the ends of each character

Signature

The specified arrangement of a logo with any other text

Spot color

Color consisting of its own custom individual ink

Tagline

The specific phrase, used in advertising and other communications, that reinforces a particular message

TIFF

An acronym for tagged image file format, TIFF is a standard file format developed for high-resolution gray scale and color images. TIFF files are most appropriate for print environments, but should not be used for web pages. The most common file extensions for TIFF files are .tif and .tiff

Template

An electronic file used to structure information and key graphic elements in a consistent manner for a particular type of communication

Tone

The overall understanding or perception of an institution's communications conveyed to the audience

Trademark

Legal ownership of a name, restricting the use or sale of the name to an organization or individual (e.g., ™ for a trademarked name, ® for a federally registered trademark)

Typography

The art and practice of creating print and electronic materials from type, including selection, specification and usage in a particular format(s)

Vector file

A graphic file that uses mathematical equations to define lines, shapes and fills, vector files are scalable and can be resized without loss of image quality. The most common file extensions for vector files are .eps, .ai, .swf. and .cdr

Web-safe hexadecimal colors

A set of color values that maintain a consistent appearance across different browsers, electronic applications and web environments.