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ALUMNI  
ASSOCIATION

BRAND GUIDELINES // 2025





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## ALUMNI ASSOCIATION

### MISSION

The Alumni Association exists to promote the mission of the University by: Establishing and maintaining a mutually supportive relationship between the University and its alumni, former students, and friends  
Serving the University through awards and other appropriate recognitions to students, alumni, and faculty for their contributions to the University and community  
Promoting the general welfare and interests of the University by alumni service to the University.

### VISION

To continually improve the Alumni Association by effectively advocating and communicating the great value of The W's academic programs in service to our University, our communities and to the world, through the talents and contributions of well informed and loyal alumni.





OFFICIAL LOGO OF MUWAA



## COLORS, FONTS, AND TRADEMARKS

Branding is vital for establishing and maintaining a distinct identity, fostering trust and building long-term relationships. It goes beyond just a logo or a name; it encapsulates the essence of the alumni association and university, encompassing their values, missions and the promises. Following branding is of the utmost importance as it ensures consistency, reinforces messaging, facilitates recognition and reflects a commitment to professionalism, all of which contribute to the overall success and sustainability of a brand.

# OFFICIAL COLORS

This versatile color palette is inspired by Mississippi’s natural landscapes, along with the University’s storied history and beautiful campus. The colors also represent the personality of The W, especially when combined with photos that depict our people and their impacts.

## PRIMARY COLOR



W Blue (HEX# 163f74) is our primary color and an integral part of our brand. It is a color that has been associated with our University since its founding when every student wore dark blue uniforms.



HEX# FFD451



HEX# D6D6D4

## SECONDARY COLOR



Welty Blue (HEX# 75B2DD) and white (HEX# FFFFFFFF) serve as secondary colors for the University brand.



HEX# B5BF00



HEX# F3F4DB



# FONTS

We use two typefaces in all of our externally produced communications: Helvetica Neue and Adobe Caslon Pro.

*Both fonts should be crafted with care to ensure a premium look.*

## PRIMARY DISPLAY FONT

# Helvetica Neue

Helvetica Neue is a sans-serif companion font and should be used for title and incidental text for print publication. If Helvetica Neue is not available, Arial can be used as an acceptable alternative.

## SECONDARY FONT: REGULAR, SEMIBOLD, BOLD, ITALIC

# Adobe Caslon Pro

Adobe Caslon Pro is a serif companion font and should be used as body text for print publication. If Adobe Caslon Pro is not available, Georgia can be used as an acceptable alternative.

Century is dedicated as the typeface for The W logo.



Times New Roman is the serif font used for the university word mark. It is used for both the name of the university and legal branding on the word mark.





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ALUMNI  
ASSOCIATION

EVENT MARKS



EVENT MARKS // BLUE



PRIMARY MARK

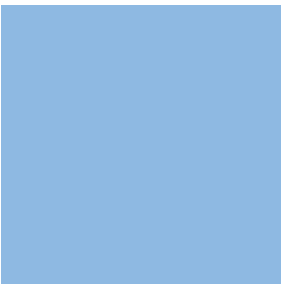
When referencing the BLUE, the first reference should always be MUWAA BLUE. Second and additional references can use BLUE.

**The W Alumni Association** logo should be included in all promotional material for BLUE.

COLORS



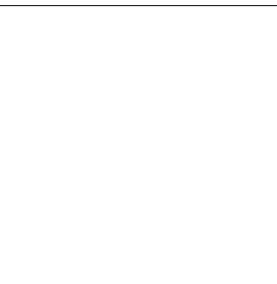
#163F74



#75B2DD



#FFD451



#FFFFFF

# EVENT MARKS // THE W GUILD



PRIMARY MARK

The W GUILD Alumni Awards has its own logo and colors. Like standard MUWAA posts, *Century* and *Adobe Caslon Pro* are the preferred fonts used.

In Canva, *Canva Sans* is an approved secondary font to pair with *Century*.

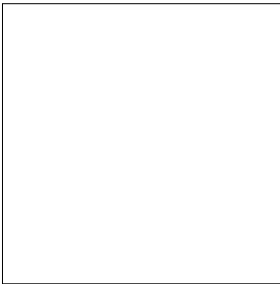
## COLORS



#233B59



#F4D25A



#FFFFFF



# EVENT MARKS // LONG BLUE LINE AUCTION

When referencing the LBLA, the first reference should always be MUWAA Long Blue Line Auction. The second and additional references can be shortened to LBL Auction. LBL and A must always be capitalized in each reference, whether in a social media post, letter, magazine article, etc. LBLA is also acceptable on second and additional reference.

*Previous used hashtags include:*

- #LBSneakPeek
- #LBLAuction
- #LBLAuctionSponsorSpotlight

While marks may be used interchangeably, it is worth noting *Aesthet Nova Regular* is the font used for Long Blue Line and may be utilized as a display font for headings in text on promotional material for the auction. In Canva, *Albertus Nova* is the preferred main font.

## COLORS

		
#005280	#EFAE4E	#FFFFFF



PRIMARY MARK



SECONDARY MARK



YEAR SPECIFIC MARK



EVENT MARKS // MAGNOLIA MINGLE



PRIMARY MARK



ICON


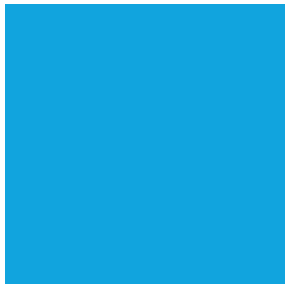
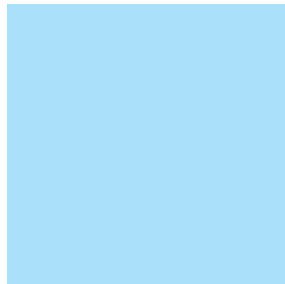
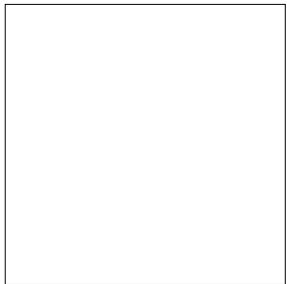
FONTS

**Arial Nova** is the Canva Font for Magnolia Mingle

**Apricots**, used for Mingle, can be used sparingly as a secondary font.

When referencing MM, the first reference should always be The W Magnolia Mingle.

COLORS

			
#1A75CF	#00A6DE	#AAE0FA	#FFFFFF



## EVENT MARKS // MAGNOLIA MINGLE



**The W Alumni Association** logo should be included in all promotional material for **Magnolia Mingle**.





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ALUMNI  
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# SOCIAL MEDIA GRAPHICS // GUIDELINES



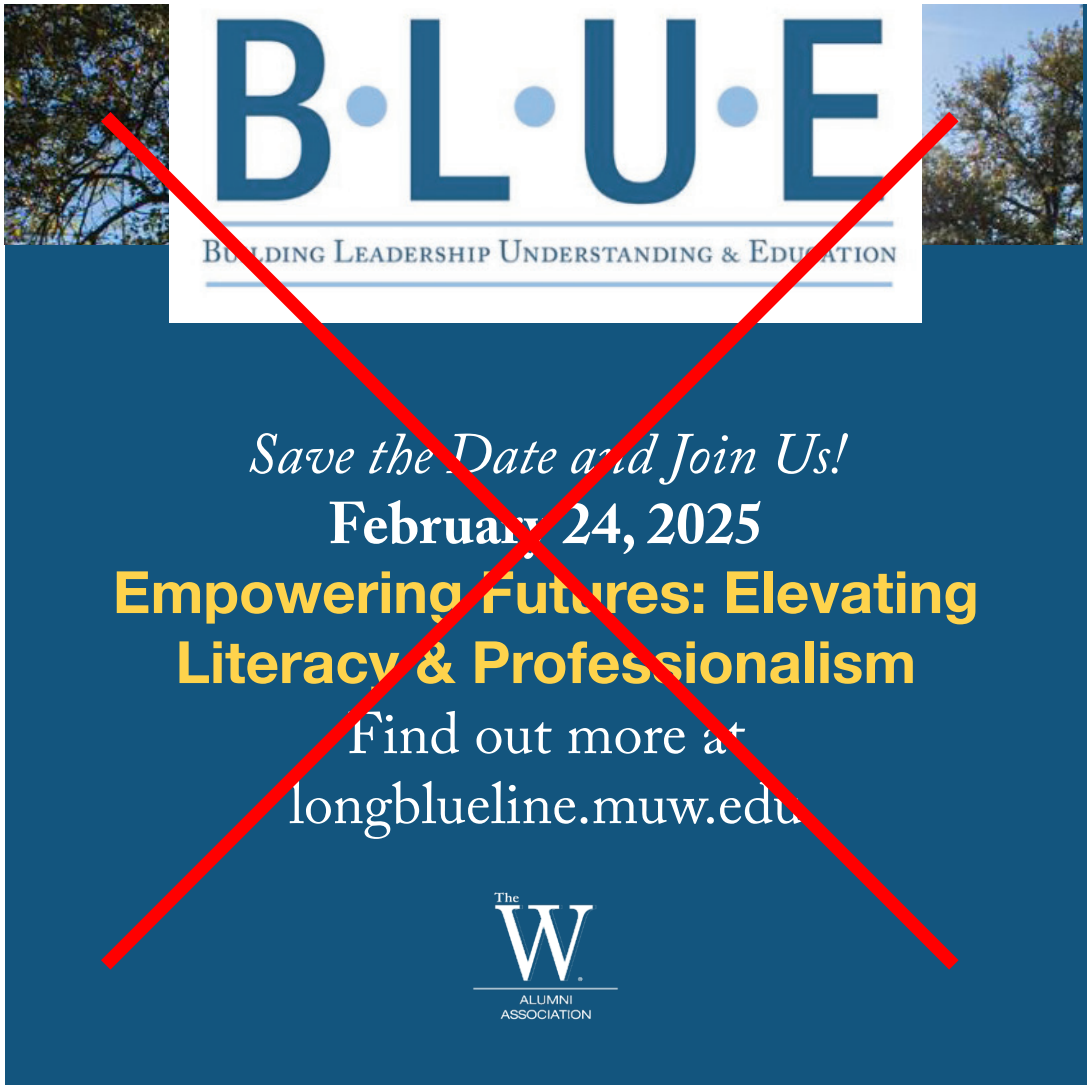
# COLOR / CONTRAST

Color contrast is crucial in social media graphics as it helps make key elements stand out, grabbing the viewer's attention quickly. High contrast between background and text ensures readability, even on small screens or in low-light environments. Additionally, using contrasting colors can evoke specific emotions or highlight important messages, improving engagement and communication effectiveness.



# SCALE / HIERARCHY

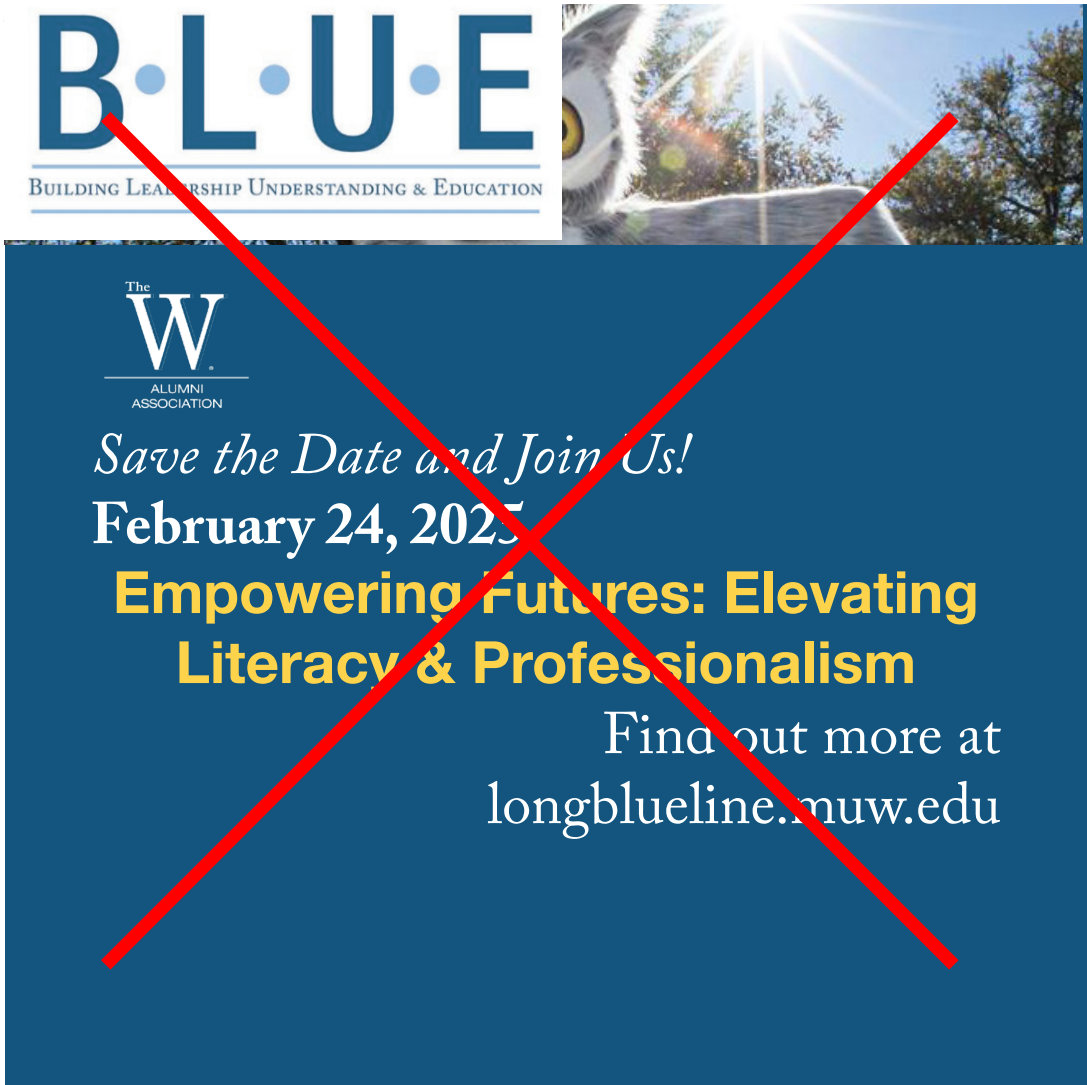
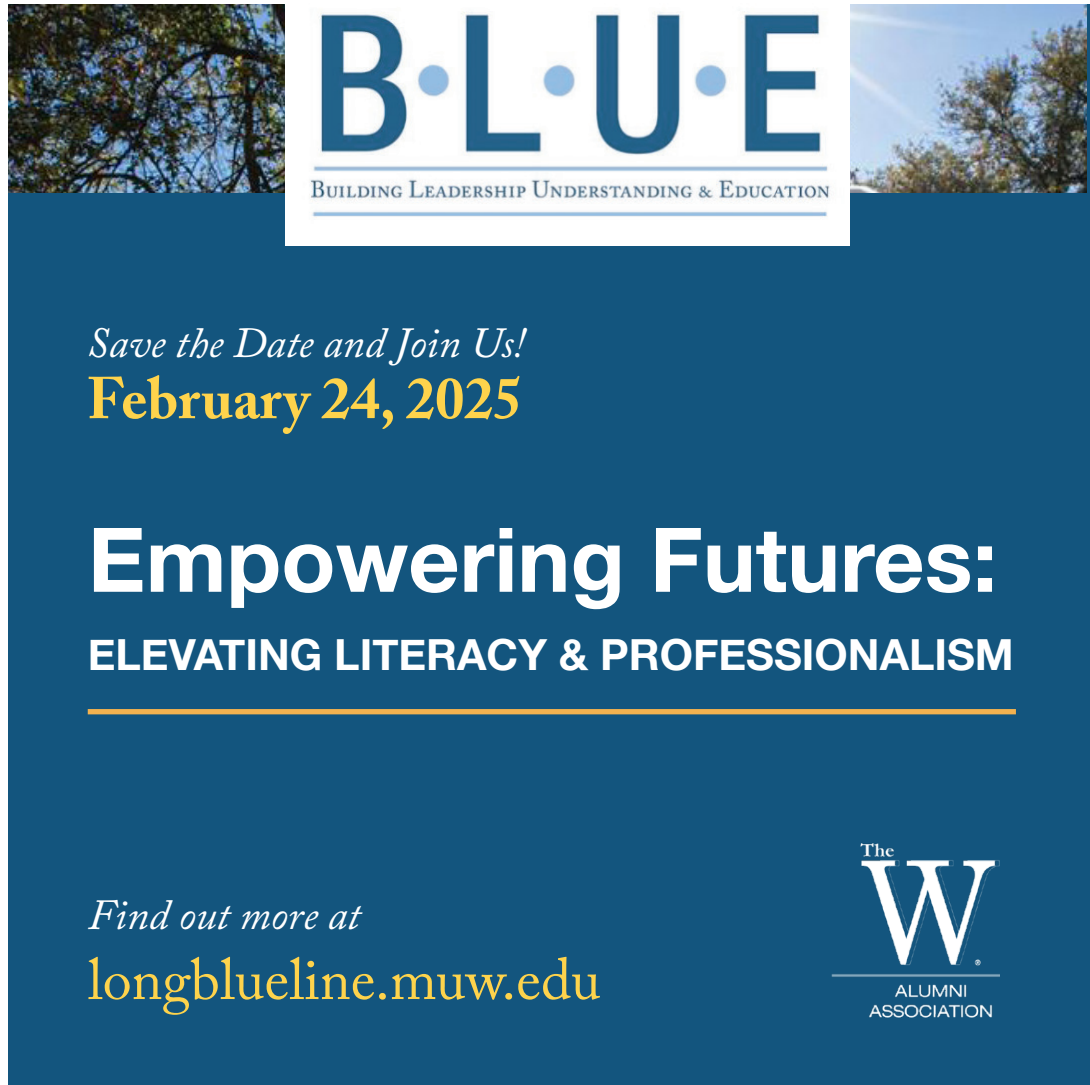
Hierarchy in social media graphics guides the viewer’s eye, ensuring that the most important information is noticed first. By using size, color, and placement strategically, hierarchy helps break down complex content into digestible sections, enhancing clarity and focus. This visual organization not only improves user experience but also increases the likelihood of audience engagement with key messages or calls to action.





# SPACE / PROXIMITY

Space and proximity in social media graphics help create a clean, organized design by preventing overcrowding and allowing key elements to breathe. Proper use of white space between text, images, and other elements enhances readability and makes the graphic feel more balanced. Additionally, grouping related elements together through proximity strengthens the connection between them, making the message clearer and more visually cohesive.



# FIGURE GROUND

Figure-ground contrast in social media graphics helps distinguish the main subject from the background, ensuring the message or focal point stands out clearly. By using contrasting colors, textures, or shapes, this principle makes key elements more visible and engaging. Effective figure-ground design guides the viewer’s attention and prevents visual clutter, improving the overall clarity and impact of the graphic.

