WVU Official Colors and Fonts

The colors and fonts listed in this handout are those recommended by WVU’s University Relations department for use in printed and digital resources. Visit http://brand.wvu.edu for all the details related to communicating WVU’s message.

This handout is to be used as a tool to help you change text to the correct format (typeface, color). If you have any questions about this document, please address those to the Office of Technology (ExtensionTechnology@mail.wvu.edu).

Official Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>PMS</th>
<th>R</th>
<th>G</th>
<th>B</th>
<th>Hex</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue</td>
<td>295</td>
<td>0</td>
<td>40</td>
<td>85</td>
<td>#002855</td>
<td></td>
</tr>
<tr>
<td>Gold</td>
<td>124</td>
<td>234</td>
<td>170</td>
<td>0</td>
<td>#EAAA00</td>
<td></td>
</tr>
</tbody>
</table>

Source: http://brand.wvu.edu/downloads-toolkit/color-palette

Using Microsoft Office and the Official Colors
To change colors in a Microsoft Office file/message, follow the instructions below.

1. Select the text you want to change.
2. Click on either the font color icon (A) dropdown or the command launcher.
3. Then, select More Colors…
4. At the Colors screen click on the Custom tab to bring that screen forward.
5. Using the R G B settings from the first page, type the desired color’s numbers into the appropriate boxes.

The example below shows the values for the WVU-approved gold (PMS 124 C) in the shaded area.

Using slate and the Official Colors
The templates in slate are preset with values related to the color corresponding to a particular heading or to a particular region in the template.

To change font colors in a slate page, use the sample HTML code below. Then, look at the following sentence to see how the color appears in slate.

<font color=#002855>This should be the first blue recommended for WVU branding.</font>

Note: Text has been enlarged slightly to increase its readability.

Official Typeface
Please visit http://brand.wvu.edu/brand-guide/graphic-language/type for more information about the various typeface recommendations.

As of March 2016, Helvetica Neue is the official main typeface with Helvetica as a suitable replacement. The secondary typeface is Iowan Old Style with Times New Roman as its suitable replacement.
Using Microsoft Office and the Official Typeface
When changing to either of the two official fonts, you use the same process as you have in the past.

1. Select the text.
2. Use whatever method you normally use to change to a different font.
   a. Mini Toolbar (what pops up when you select the text)
   b. Drop-down font menu box on the Home tab, Font command group.
   c. Command launcher to access the font dialog box

![Figure 1 - Drop-down font menu box](image1)

![Figure 2 - Font dialog box](image2)

Note: Specific fonts can be purchased using information provided at [http://brand.wvu.edu/brand-guide/graphic-language/type](http://brand.wvu.edu/brand-guide/graphic-language/type).