

NAME TAGS AND UNIVERSITY BRANDING GUIDELINES

Name tags play a crucial role in enhancing identification, reinforcing the University's brand, and creating a sense of unity. They help make individuals more visible and accessible, allowing visitors to feel welcome and easily identify who has contributed to their campus experience.

Recommended Style for Name Tags:

Departments, schools, colleges, and units (except HSC), should use the white oval name tags. The gold name tags, while previously used, now have a dated appearance and are more reminiscent of those seen in service industries. The white oval name tags, on the other hand, offer a cleaner, more contemporary look that aligns better with the University's brand and voice. Additionally, these tags are more welcoming, as they feel less formal and conform to ADA standards, featuring higher contrast for improved visibility. There is also an option to produce these name tags in Braille.

Content Guidelines:

The primary function of the name tag is to clearly display the wearer's name. Therefore, it is essential to limit the information to keep the tag legible. Overcrowding the name tag with titles or credentials can make it harder to read. The following information is recommended:

- ✓ Name
- ✓ Department, school, or college
- ✓ Hometown

Job titles should be omitted. This simplified format fosters a sense of unity across the University, putting all staff—from facilities workers to the president—on equal footing as representatives of WVU.

HSC Name Tags:

The Health Sciences Center (HSC) will continue to use gold name tags for lab coats. The gold complements the clinical environment in which the white coats are worn, maintaining a professional appearance suited to that setting.

This approach maintains a professional and uniform appearance, tailored to each environment, while ensuring accessibility and ease of identification.

HOW TO ORDER:

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