



Division of
Human Resources



Style Guide

Creating our HR Identity

A Higher
Degree of **HR**
hr.wayne.edu

This guide is designed to help you navigate the process of creating new documents with ease! Our new, streamlined look and feel is supported by the use of specific colors, fonts and templates created in partnership with Marketing & Communications and aligned with the University branding standards.

The following guidelines were created with our HR value of Excellence in mind. Please take the time to read through this document, and reference it as often as you need when creating new materials.

If you have any questions or need help with any of the items listed in this document, be sure to reach out to Katie McDowell at 7-2111 or katie.mcdowell@wayne.edu.

Fonts

Wayne State has a designated font for the University. There are two versions of these fonts:

Stone Sans

Regular

Semibold

Italic

Stone Serif

Regular

Semibold

Italic

These fonts are not automatically available in Microsoft Office, and will need to be downloaded to your computer. To download them yourself, please visit <https://mac.wayne.edu/downloads/index.php> or contact your Desk Tech representative and they can come download them for you. They will then appear in your regular list of fonts. They will be listed as ITC Stone Sans or ITC Stone Serif.

Please note that not every computer on campus has these fonts. If you send a Word document to someone who does not have these fonts on their computer, Microsoft will change the font and formatting to a default setting and it will ruin the appearance of your document. To avoid this, always save your documents as a PDF first, or if you need the document to be workable just use the secondary fonts.

Our secondary font option is Calibri. Font size 11 or 12 are standard for general Word documents, but can be adjusted as needed. ITC Stone and Calibri fonts can be mixed within the same document to add interest and variety! For example, ITC Stone makes great headers, and Calibri is perfect for the body of the document.

Colors

Primary Colors

The primary Wayne State colors of green and gold are preferred for all materials. The green and gold are specific shades that are not readily available in Microsoft. Each shade is defined by a series of numbers (RGB).



R = 12

G = 84

B = 74

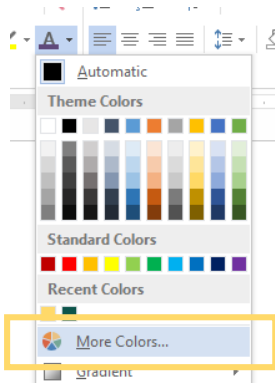


R = 255

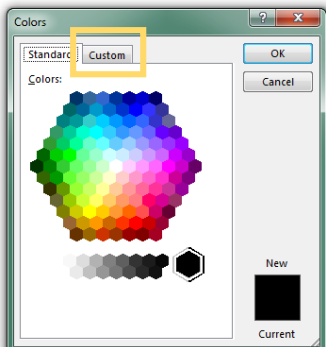
G = 217

B = 105

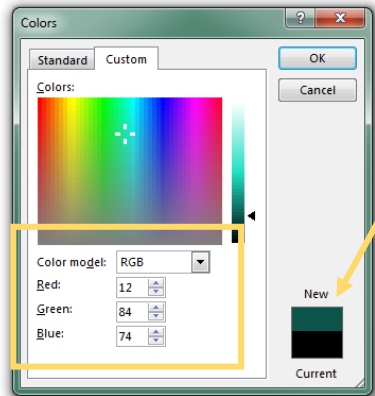
To use these colors, you will need to type the corresponding numbers into the color box. This is a quick and easy process!



Open the color box and select the More Colors option.



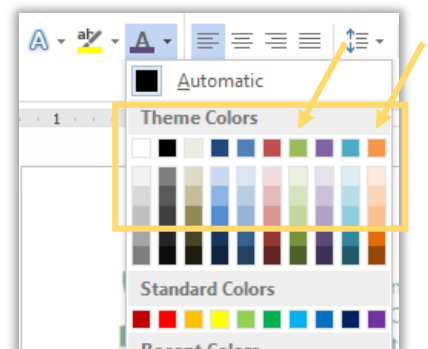
A pop up window will appear with additional colors options. Select the Custom tab.



In the drop down box labeled Color Model, make sure RGB is selected. Then type the corresponding numbers next to each letter (listed on previous page). For WSU green, you will type 12 for Red, 84 for Green and 74 for Blue. You will notice that the New color swatch in the bottom corner will change to the color you want. Click OK and you are done!

Accent Colors

Wayne State has stopped using maroon and beige as accent colors. Black, white and various shades of gray are now recommended. Should you wish to use additional colors, muted tones are preferred. This means the top four rows of color choices in the Theme Colors options. Of those, orange and green are preferred over other colors. Colors labeled Standard Colors are not recommended.



Logos

Only Wayne State logos and the Division of Human Resources logo (provided in the HR Templates folder) should be used in HR documents.

In accordance with the WSU style guidelines:

- The color and shape of the logos should not be altered in any way.
- The University or Department name included in the logo should not be altered or added by anyone other than Marketing & Communications. If you are creating a document specifically for another S/C/D, you can include their logo if you have access to the official version. Do not create one yourself by adding the Division name under the Wayne State logo.
- Two logos should not be used on the same document.



A Higher Degree of HR

This phrase should be treated as a tagline, not a logo – meaning it should not be added to documents as a visual image. Acceptable uses include:

- Included in documents as part of header/footer (already included in the official HR templates).
- Included in copy as part of a sentence (e.g., “We are really delivering a Higher Degree of HR.”).

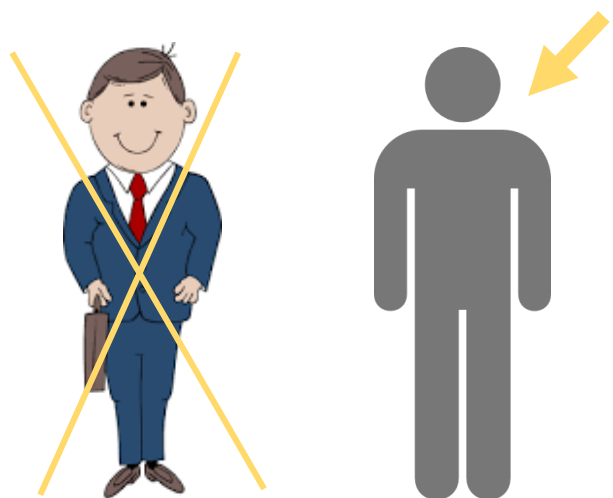
Images

Images included in any of the templates are for placeholder purposes only, and can be swapped out at any time. Wayne State specific images are recommended for all materials, however, stock photos are fine if necessary or preferred for a particular document. The HR Templates folder contains a sub-folder labeled WSU Images. Within this folder you will find a variety of Wayne State photos to choose from.

Please note: If you remove the image entirely, the format will change. This may take some adjusting to fix – if you need assistance, please reach out to Katie McDowell.

Clip Art

Colorful, cartoon-style clip art should be avoided. Instead, try choosing black and white or gray scale options with minimum amounts of detail.



Templates

HR Templates are available in the Common drive: W: > HR Common > Shared Data > HR Templates

- Only official, approved HR Templates and Images should be housed in this location. Please do not add or remove any files in the folder.
- Templates in this folder are master versions and should not be altered in any way. All files are saved as Read Only or Final in an attempt to prevent edits being made. Please be sure that when you open a template, you immediately *Save As* to your computer and work off of that version.

These templates are for HR only, and should not be provided to clients or external departments as a template for their use.

Email Signatures

Standardized email signatures will be utilized across the Division. Address and email are subject to change based on the individual, but please be sure to retain the original format. To create an email signature, simply copy and paste the provided signature template from the word doc and into your email signature creator. You can then adjust the personal information.

Your email signature should always be included on *at least* the initial email being sent (whether it is a response to someone or an email you initiate).

Out of Office Auto-Response

Whenever you will be out of the office and/or unable to check your email for a period of 24 hours or more, an Out of Office auto-response is required. Please use the verbiage provided in the Out of Office Template document and update the timing and contact information as needed.

Business Cards

Business cards that are ordered moving forward for any new or existing team member must follow the provided format.

- Fax numbers should be included when applicable.
- Emails must be wayne.edu email addresses (either AccessID "fe6879@wayne.edu" or alternate email "katie.mcdowell@wayne.edu").

Letterhead

This letterhead template can be used for both internal and external communication. The tagline *A Higher Degree of HR* should not be included. For correspondence that is not specific to HR, please use the Wayne State generic letterhead template.

Proposals

This document is designed to be used when putting together a new project or concept for your clients/partners. A multi-page format is provided, but feel free to add or delete pages as needed. Images are included as suggestions and can be utilized however you see fit. We recommend using images that apply to your clients as much as possible. This helps to create a sense of identity and also demonstrates that we know who our client is. The HR Images folder will continue to grow in an effort to provide images related to our specific client groups.

Flyers

These templates should be used as promotional tools to provide information related to a program or event. Two layout options are available. Please note that these are one-sided flyers, should you need a two-sided version, please reach out to Katie McDowell.

- In most cases, one-sided flyers are sufficient, but using the two-sided layout is preferred over trying to fit too much content on one page.
- Flyers will be most effective when text is kept at a minimum and bulleted lists are used where possible.

PowerPoint Presentation

This PowerPoint template is designed to keep our presentations clean and easy to follow. You will notice that pieces of this template are locked and cannot be removed or altered. Several template slides are included to provide you with different layout options. Feel free to pick and choose from these as needed, or create your own!

- Slide background should remain white and yellow footer line should remain fully visible.
- The only thing that should appear below the yellow footer line is a slide number, if desired.

Please note: This PowerPoint template is designed to be printed in color. The image on the cover page and the yellow footer line will not print in black and white.

Word Document

Use this template as a starting point for all your general Word document needs (handouts, agendas, etc.).