



A Template and Reference for Institutional Research & Effectiveness Publications

GO FORTH *inspired.*

Typography Hierarchy

All Institutional Research and Effectiveness publications must follow this typography hierarchy for consistent branding:

| Element | Font | Size | Color |
|----------------|-------------------|---------|---------------------------------|
| Document Title | Open Sans Bold | 28–32pt | White (cover) or Wildcat Purple |
| Chapter Title | Open Sans Bold | 24pt | Wildcat Purple (#3D2C68) |
| Section Header | Open Sans Medium | 16pt | Wiley Purple (#65538F) |
| Subsection | Open Sans Medium | 14pt | Wiley Purple (#65538F) |
| Body Text | Open Sans Regular | 11pt | Carbon (#414042) |
| Captions | Open Sans Light | 9pt | Gray (#595959) |
| Footer | Open Sans Light | 9pt | Gray (#595959) |

Brand Color Reference

| Color Name | HEX Code | Usage |
|----------------|----------|---|
| Wildcat Purple | #3D2C68 | Primary headers, cover backgrounds, main accents |
| Wiley Purple | #65538F | Secondary accents, subheaders, callout borders |
| Carbon | #414042 | Body text |
| Gray | #595959 | Secondary text, captions, footer text |
| Silver | #B1B6C1 | Divider lines, table borders, step box backgrounds |
| Light Stone | #E2E2E2 | Callout box backgrounds, alternating table rows |
| White | #FFFFFF | Page backgrounds, reversed text on dark backgrounds |

Standard Page Elements

Callout Boxes

Use tip/note callout boxes for helpful information:

TIP: This is an example tip callout box. Use for helpful suggestions, best practices, and supplemental guidance.

Use warning/important callout boxes for critical information:

IMPORTANT: This is an example important/warning callout box. Use for critical requirements, policy reminders, or urgent notices.

Tables

All tables use Wildcat Purple headers with white text and alternating white/Light Stone rows:

| Column A | Column B | Column C |
|------------|-----------------|-----------|
| Row 1 data | Example content | Value 100 |
| Row 2 data | Example content | Value 200 |
| Row 3 data | Example content | Value 300 |

Numbered Step Boxes

Use step boxes for sequential instructions:

| | |
|---|---|
| 1 | First Step Title. Description of the first step with details. |
| 2 | Second Step Title. Description of the second step with details. |
| 3 | Third Step Title. Description of the third step with details. |

Bullet Lists

Use purple bullet points for unordered lists:

- First bullet point item with descriptive text.
- Second bullet point item with descriptive text.
- Third bullet point item with descriptive text.

Logo Usage Rules

- Use the Wiley University signature logo for all Institutional Research and Effectiveness documents.
- White logo on dark backgrounds; purple logo on light backgrounds.
- Add department designation with vertical purple line separator.
- DO NOT use the Presidential Seal (reserved for Office of the President).
- DO NOT distort, stretch, rotate, or crop the logo.
- Maintain adequate clear space around the logo.
- No shadows, effects, or outlines added to the logo.
- DO NOT place the logo over busy or patterned backgrounds.

- DO NOT use any retired logos.

Brand Compliance Checklist

Before finalizing any Institutional Research and Effectiveness publication, verify the following:

| Category | Checklist Item |
|------------|--|
| Logo | Wiley University signature logo used correctly |
| Logo | Logo not distorted, stretched, or compressed |
| Logo | White logo on dark backgrounds; purple on light |
| Logo | Presidential Seal NOT used |
| Logo | No retired logos used |
| Colors | Only approved brand colors used |
| Colors | Wildcat Purple (#3D2C68) as primary accent |
| Colors | Wiley Purple (#65538F) as secondary accent only |
| Colors | Sufficient contrast for readability |
| Typography | Open Sans font family used throughout |
| Typography | Correct font weights applied |
| Typography | Designation text in ALL CAPS |
| Typography | Body text minimum 10pt |
| General | “Wiley University” spelled out completely (no abbreviations) |
| General | Consistent formatting throughout document |
| General | Professional, forward-thinking tone |
| General | Contact information included |
| General | Document version/date included |

Document Properties

| Property | Standard Value |
|--------------|---|
| Page Size | 8.5" x 11" (Letter) |
| Orientation | Portrait (default); Landscape for data-heavy documents |
| Margins | 1" all sides (0.75" acceptable for dense content) |
| Header | Wiley University logo vertical purple separator Department name |
| Footer Left | WILEY UNIVERSITY 711 WILEY AVENUE MARSHALL, TEXAS 75670 |
| Footer Right | Page number |
| Footer Font | Open Sans Light, 9pt, Gray (#595959) |

Contact Information

The Office of Institutional Research and Effectiveness is here to support your data needs. Please do not hesitate to reach out with questions, consultation requests, or feedback on how we can improve our services.

Office of Institutional Research & Effectiveness

- Mailing Address: 711 Wiley Avenue, Marshall, Texas 75670
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Key Personnel

| Name | Title | Email |
|--|-------------------------------|--|
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TIP: For general inquiries, please use the shared email address ire@wileyc.edu to ensure your message is routed to the appropriate team member promptly.

This guide is reviewed and updated annually by the Office of Institutional Research and Effectiveness. The most current version is always available on the Wiley University intranet. Last updated: January 2026.

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