WSU RISE
STYLE GUIDE

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MISSION

"The mission of the Research and Innovation in Special Education is to transform the lives of people with disabilities, their families, schools, and communities through research and interdisciplinary approaches that seek innovative solutions to problems related to collaboration, inclusion, transition, and instruction."

VISION

"A world where every person with a disability is fully supported, included, and empowered through research-driven innovation and community collaboration."

TARGET AUDIENCE

LOCATION

Our target audience is based in Washington State and throughout the greater Pacific Northwest, serving WSU students, families, and communities impacted by disability.

PERSONALITY

Inclusive, compassionate, knowledgeable, a person driven by service, community and individuals who are genuine and care.

AUDIENCE

WSU RISE engages students, families, professionals, researchers, scholars, and policymakers who are committed to advancing inclusion, advocacy, and support within the disability community.

NEEDS

Access to information and community support that empowers and connects to opportunities.

VOICE AND TONE

WORDS WE LIKE

Connection, a learning spark, professionalism, expertise, caring, kindness and collaboration

HOW WE MADE OUR AUDIENCE FEEL

Included, supported and hopeful

OUR BRAND AS A PERSON

We are proactive, engaged, research-focused, and knowledgeable. We affirm communities impacted by disabilities by making them feel seen and listened to.

LOGO VARIATIONS AND USAGE

WSU RISE
Center for Research & Innovation in Special Education

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Horizontal Logo

WSU RISE

Logomark

The WSU RISE logo package features a clean, modern mark that incorporates a rising sun to symbolize growth, support, and community.

TYPOGRAPHY AND FONT GUIDELINES

Title: Proxima Nova Bold

HEADING 1

Secondary: FreightBig Pro

Heading 2

AA

PROXIMA NOVA - REGULAR

AA BB CC DD EE FF GG HH II JJ KK LL MM NN
OO PP QQ RR SS TT UU VV WW XX YY ZZ
`-=[]\;',./~!@#$%^&*()_+{}|:"<>?
0123456789

COLOR PALETTE

#4D4D4D

GREY

#A60F2D

CRIMSON

SOCIAL CHANNELS

Our captions will use person-first language by default and identity-first language when appropriate, while maintaining proper grammar and spelling.

Language should be polished yet warm and inviting, reflecting professionalism and authenticity.

We will aim for content that feels genuine — incorporating pop culture references or slang in a professional and respectful way.

Emojis may be used sparingly and primarily in reaction to other posts.

All content will be posted from the brand voice, with consistent word choice, tone, and visual style.

INSTAGRAM AND FACEBOOK

NOTES FOR FUTURE

1

We will make updates as a team. They will be collaborative decisions.

2

Our updates will happen cohesively across all social channels.

3

Updates will maintain our brand as a supportive, kind and knowledgable research organization.