WESTERN CONNECTICUT STATE UNIVERSITY

VISUAL STYLE GUIDE

A FEW WORDS ABOUT OUR LOGO...

Our logo is the most important and recognizable element of our brand's identity. The variations of 'breaks' in the shield indicate uniqueness, flexibility, diversity, and the transformation one will undergo when experiencing education at WCSU. It is an icon that represents our organization to the outside world and acts as a unifying mark.

There are variations of the WCSU logo that serve specific purposes. The role and usage of each is explained in this guideline. Using these variations consistently ensures that we build and protect the equity and recognition of our brand.

The logos should not be altered or redrawn, and additional words or graphic elements should never be added.

For information or questions about these guidelines and usage permissions, please contact **University Publications & Design.**

DESIGN ASSETS

DESIGN ASSETS

WESTERN
CONNECTICUT
STATE
UNIVERSITY

PRIMARY SHIELD LOGO

This is the WCSU primary logo. To establish brand consistency, it should be used whenever possible to represent the school as a whole.

It's construction allows for maximum versatility and usage, either on its own or as a part of a larger system.

Preferred Full-Color Logo

The Pantone, CMYK or RGB full-color logos are preferred. Use Pantone or CMYK for any print use such as collateral or business materials. Use RGB for electronic use such as PowerPoint presentations, digital or video.

Color Reverse & Reverse Logos

Use the reverse logos for applications on color or photographic backgrounds. Always ensure that the background you choose provides sufficient contrast for the logo.

FULL-COLOR LOGO

COLOR REVERSE LOGOS

REVERSE LOGOS

WORDMARK LOGOS

These are variations of WCSU wordmark logo. The purpose of these logos is to vary our footprint while still holding true to our master mark. It is to show the transformation and adaptive nature of our logo. Wordmark logos should be used whenever using the primary logo is not possible due to spacing restrictions, or when the shield is already being used as a design element within the composition. This avoids shield redundancy/over use.

The bar underneath the word mark is as wide as the "WE" is "WESTERN" and the distance between the bar and the word mark is the same size as a sideways "W" in the wordmark. The thickness of the bar is about half the height of the "W".

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Preferred Full-Color Logo
The Pantone, CMYK or RGB full-color logos are preferred. Use Pantone or CMYK for any print use such as collateral or business materials. Use RGB for electronic use such as PowerPoint presentations, digital or video.

Color & Reverse Logos
Use the reverse logos for applications on color or photographic backgrounds. Always ensure that the background you choose provides sufficient contrast for the logo.

FULL-COLOR LOGOS

WESTERN CONNECTICUT STATE UNIVERSITY

WESTERN CONNECTICUT STATE UNIVERSITY

WESTERN CONNECTICUT STATE UNIVERSITY

WESTERN CONNECTICUT STATE UNIVERSITY

REVERSE LOGOS

WESTERN CONNECTICUT STATE UNIVERSITY

WESTERN CONNECTICUT STATE UNIVERSITY

SCHOOL & DEPARTMENT LOGOS

While the WCSU primary logo represents the organization as a whole, these "lock-ups" show the relationship between the college and its schools.

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Preferred Full-Color Logo

The Pantone, CMYK or RGB full-color logos are preferred. Use Pantone or CMYK for any print use such as collateral or business materials. Use RGB for electronic use such as PowerPoint presentations, digital or video.
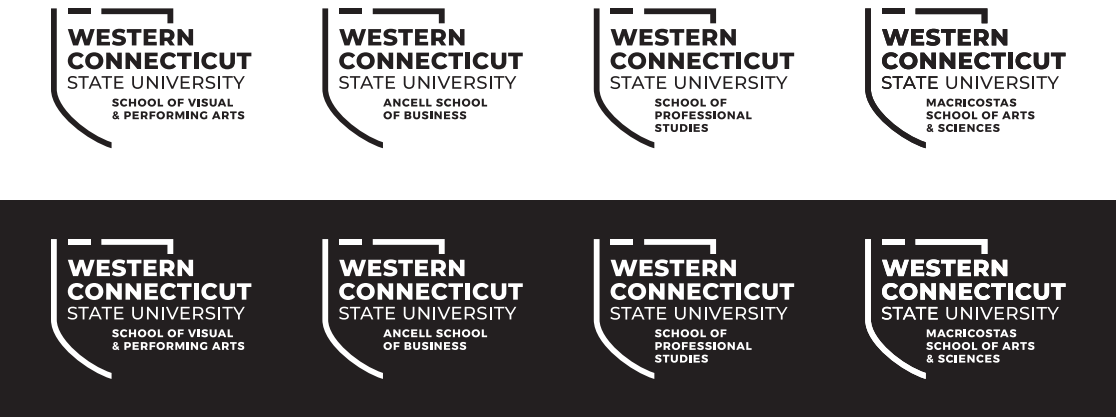
Color & Reverse Logos

Use the reverse logos for applications on color or photographic backgrounds. Always ensure that the background you choose provides sufficient contrast for the logo.

FULL-COLOR LOGOS

REVERSE LOGOS

MINIMUM SIZE

To ensure visibility and legibility, logos should never be presented in sizes smaller than the requirements shown on this page.

To maintain visual integrity, applications using alternative reproduction techniques such as embroidery and silkscreen may require presenting the logos at larger sizes than indicated here.

These are only minimum sizes. Logos should be sized appropriately for the piece being designed. Consult your print vendor for specifics on minimum sizes based on the piece you are creating.

PRIMARY, SECONDARY & WORDMARK LOGOS PRINT

PRINT .75 IN

WESTERN
CONNECTICUT
STATE
UNIVERSITY

PRINT .75 IN

WESTERN
CONNECTICUT
STATE
UNIVERSITY

PRIMARY, SECONDARY & WORDMARK LOGOS DIGITAL

**DIGITAL 113 px
@ 72dpi**

WESTERN
CONNECTICUT
STATE
UNIVERSITY

**DIGITAL 113 px
@ 72dpi**
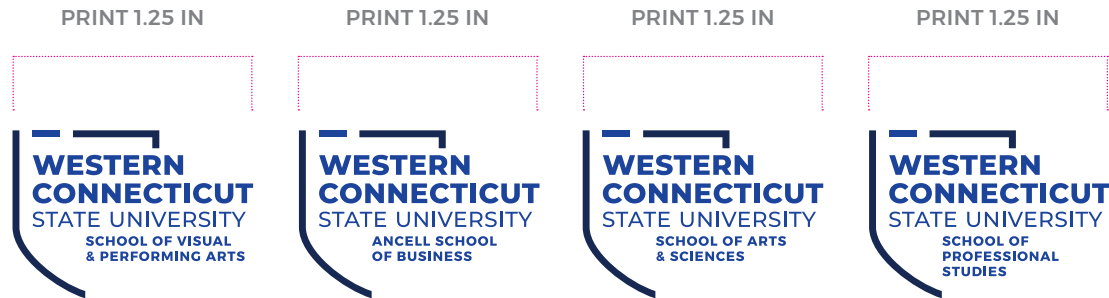
WESTERN
CONNECTICUT
STATE
UNIVERSITY

MINIMUM SIZE - SCHOOL & DEPARTMENT LOGOS

To ensure visibility and legibility, logos should never be presented in sizes smaller than the requirements shown on this page.
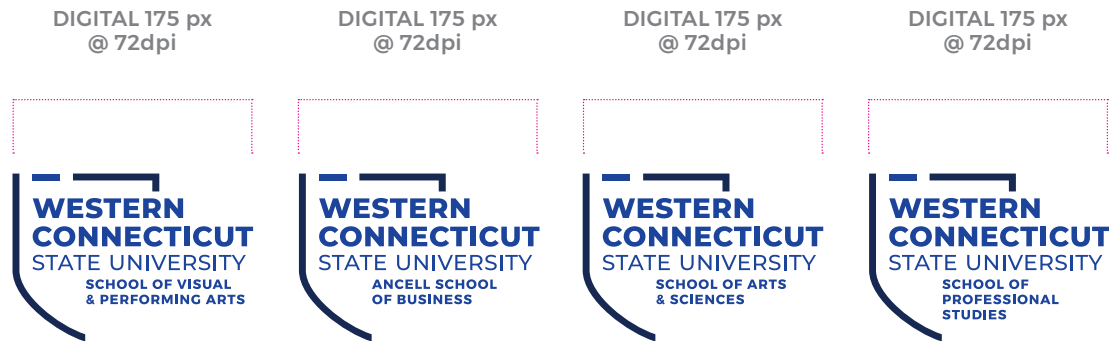
To maintain visual integrity, applications using alternative reproduction techniques such as embroidery and silkscreen may require presenting the logos at larger sizes than indicated here.

These are only minimum sizes. Logos should be sized appropriately for the piece being designed. Consult your print vendor for specifics on minimum sizes based on the piece you are creating.

SCHOOL LOGOS PRINT

PRINT 1.25 IN

PRINT 1.25 IN

PRINT 1.25 IN

PRINT 1.25 IN

SCHOOL LOGOS DIGITAL

DIGITAL 175 px
@ 72dpi

DIGITAL 175 px
@ 72dpi

DIGITAL 175 px
@ 72dpi

DIGITAL 175 px
@ 72dpi

CLEAR SPACE

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should appear inside this zone.

Clear space equals the height of "W" stacked in WESTERN.

The clear space rule applies to all Primary, Secondary, Wordmark & School logos.

LOGO TREATMENT ON PHOTO BACKGROUNDS

If the logo needs to be placed on a photo, use a white logo to create contrast.

Only use full-color logos on light photo backgrounds to ensure sufficient contrast for the logo.

This rule applies to all Primary, Secondary, Wordmark & School logos.

WHITE LOGO

FULL-COLOR LOGO

INCORRECT LOGO USE

Correct and consistent use of the primary logo is an essential part of building brand equity. While a great deal of flexibility has been built into the visual identity system, the correct use of each element has been carefully defined.

The examples shown here represent some–but not all–of the ways the WCSU logos might be used incorrectly. If you have questions about the correct or incorrect use of the school's logos, contact **The University Publications & Design.**

These rules apply to all Primary, Secondary, Wordmark & School logos.

DO NOT add a drop shadow or any other effects to the logos.

DO NOT place logos in a container shape of any type.

DO NOT use unapproved colors for the logos.

DO NOT use unapproved color configurations of the logos.

DO NOT add additional information to the logos.

DO NOT change the typeface of any part of the logos.

DO NOT place the logos on a colors with low contrast.

DO NOT place the logos on visually distracting backgrounds.

DO NOT abbreviate the logos. *(approved variations are on p32)*

DO NOT change logos text orientation.

DO NOT remove or change the line breaks in the shields.

DO NOT add additional elements to the logos.

Color Palette

COLOR PALETTE

Primary Colors

The primary colors of WCSU are DEEP BLUE and STARBURST ORANGE.

Secondary Colors

WCSU has three secondary colors to support the DEEP BLUE and STARBURST ORANGE. While the secondary colors don't represent the school as a whole, they can be used to supplement marketing campaigns and various communications as needed.

In Print

Use the Pantone Coated (C) and CMYK Coated formulas when printing on coated paper stock. Use Pantone Uncoated (U) and CMYK Uncoated formulas when printing on uncoated stock.

PRIMARY COLORS

DEEP BLUE
Pantone® PMS 295
CMYK 100/85/35/40
RGB 0/46/86
HEX #002856

STARBURST ORANGE
Pantone® PMS 1655
CMYK 0/85/100/0
RGB 255/80/0
HEX #ff4d00

SECONDARY COLORS

Pantone® PMS Cool Gray 1
CMYK 15/10/12/0
RGB 217/216/214
HEX #d9d8d6

Pantone® PMS 293
CMYK 100/80/12/3
RGB 0/60/165
HEX #003da6

Pantone® PMS 296
CMYK 90/75/55/70
RGB 5/30/45
HEX #051c2c

TYPEFACES

Montserrat

Montserrat is a simple and versatile sans serif font with a modern feel. This family of fonts is the most flexible system available for use in the WCSU brand. All weights and faces are available for use, but should be used with discretion where appropriate. Montserrat is the primary typeface for headlines and in some instances body copy in marketing materials in print and on web.

Roboto

Roboto is a secondary font in the WCSU brand. It is a san serif font and is used primarily for body copy.

MONTSERRAT

Thin
Thin Italic
ExtraLight
ExtraLight Italic
Light
Light Italic
Regular
Italic
Medium
Medium Italic
SemiBold
SemiBold Italic
Bold
Bold Italic
ExtraBold
ExtraBold Italic
Black
Black Italic

ROBOTO

Thin
Thin Italic
Light
Light Italic
Regular
Italic
Medium
Medium Italic
Bold
Bold Italic
Black
Black Italic

Usage Example

MONTSERRAT

When you have a purpose, you have a plan.

WCSU is forward-looking and future-oriented. We exist not only for today, but for tomorrow – which we're hungrily working to create.

ROBOTO

Lorem ipsum que quo et rerum arum ipsa alis a dunt vellautecta dolore in pratur moloreped ut etus. Raepe audae ipsam, none diorern atatinctam volorec usdam, inveni beris alibus escites suntem qui dolor as ditatquidi adis magnis elitas nostia sus, incto dolor si quo optae estis aut pa verum eius cus ipsunt rerro doluptaquia im haruptae. Cum facea veliquis et eosanis debitae officia turiaectatum asitas quo del ipsa voloritaspit exerupt aessimpos doloressequi quassum.

"WCSU takes pride in its culture of inclusion and optimism. It's a culture that has arisen from the clear-eyed, single-minded purpose we've championed for more than a century."

**AUTHENTIC, DIVERSE, PASSIONATE
AND CONFIDENT**

Utilizing the following photography principles
is essential in consistently presenting the WCSU
brand. All photo choices should aim to make an
emotional connection with the viewer, while still
feeling genuine and authentic. Shots of individuals
should show them working to achieve a goal or
in the immediate moment after, or celebrating
their accomplishment. Group photos should show
individuals interaction with one another in a fun
and relevant settings.

Have a Natural Light Source:
Both indoor and outdoor shots should use a natural
light source with an easily identifiable direction.

Use a Slightly Indirect Camera Angle:
Unusual or unexpected indirect camera angles that
imply aspiration or accomplishment add a uniquely
energetic quality to the composition.

Use Shallow Depth of Field:
Whenever possible, photographs should show
dimension, a sense of space and environment
using a shallow depth of field.

WESTERN CONNECTICUT STATE UNIVERSITY
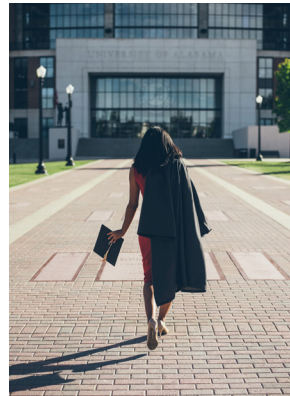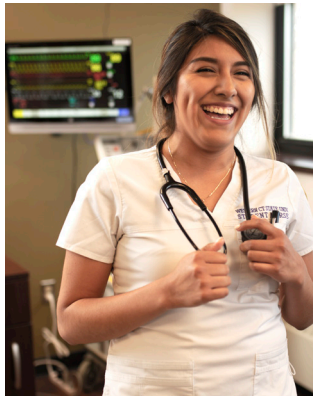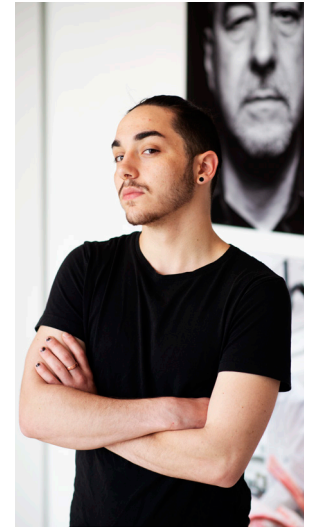
This style guide is a tool to help you strengthen the consistency in your communications. However, it isn't designed to impose restrictions on creativity.

If you have any questions as you help craft our brand, please contact:
The University Publications & Design.