This document serves as a resource for understanding and applying the WestConn Athletics brand, identity and creative expression. It outlines and provides standards for the use of logos, artwork, color palette, typography and other key visual elements.

A living reference, this guide is intended to serve as a resource and a starting point for communications and creative professionals charged with articulating and representing the WestConn Athletics brand. It is intended to be a tool to help strengthen the consistency in communications. It is not designed to impose restrictions on creativity.

For information or questions about these guidelines and usage permissions, please contact The Office of Marketing and Public Relations.
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WRITING AND OTHER WESTCONN ATHLETICS RULES

- When referencing Western Connecticut State University's Athletics, it needs to be referenced first as WestConn Athletics. When referencing WestConn Athletics second, it can simply be referred to as WestConn.

  e.g. Welcome to WestConn Athletics brand guide. This document serves as a resource for understanding and applying the WestConn brand identity...

- When referencing Athletics as an organization or entity, use WestConn Athletics, especially externally.

- When referencing Athletics individually or a specific department, use WestConn.

- When referencing or marketing the University Athletics department, always use WestConn Athletics or WestConn - DO NOT use Western Connecticut State University Athletics.

- Acceptable social media account names for WestConn Athletics:
  Twitter - WestConnATH
  Facebook - @WestConnATH
  Youtube - WesternCTState
  Instagram - westconnath
DESIGN ASSETS
**Brand Mark**

**PRIMARY ATHLETICS LOGO**

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

Its 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 apparel. Use RGB for electronic use such as PowerPoint presentations, digital or video.

**Reverse (Knockout) 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.
ALTERNATE ATHLETICS
WESTCONN LOGOS

These are WestConn Athletics alternate logos. They should be used whenever using the primary logo is not possible due to spacing restrictions, etc.

Within the Shield
The Pantone, CMYK or RGB full-color logos are preferred. Use Pantone or CMYK for any print use such as collateral or apparel. Use RGB for electronic use such as digital or video.

The size of the shield here is 4x the wordmark stacked. Contents inside the shield should always be centered.

Word Mark
The Pantone, CMYK or RGB full-color logos are preferred. Use Pantone or CMYK for any print use such as collateral or apparel. Use RGB for electronic use such as digital or video.

This is an acceptable use of the wordmark combined with the W icon. The size of the gray W icon is 2x the wordmark stacked and centered with the wordmark.

This wordmark alone can be used on both home and away uniforms.
**Brand Mark**

**ALTERNATE ATHLETICS COLONIAL LOGOS**

These are the WestConn Athletics alternate Colonial logos. They are available to use whenever needing to reference WestConn Athletics.

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**Within the Shield**

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

Contents inside the shield should always be centered.

**Word Mark**

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

This is an acceptable use of the wordmark combined with the W icon. The size of the gray W icon is 2x the wordmark stacked and centered with the wordmark.

This wordmark alone can be used ONLY on home uniforms.
SHIELD LOGO VARIATIONS

This is the WestConn Athletics shield icon logo and its approved color variations.

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 apparel. Use RGB for electronic use such as digital or video.

One-Color 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.
"W" ICON LOGO VARIATIONS

This is the WestConn Athletics "W" icon logo and its approved color variations. Its compact 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 apparel. Use RGB for electronic use such as digital or video.

One-Color 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.
MINIMUM SIZE — PRIMARY ATHLETICS LOGO

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.
MINIMUM SIZE — ALTERNATE ATHLETICS WESTCONN AND COLONIAL 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.
Brand Mark

MINIMUM SIZE — SHIELD & W LOGO ICONS

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.

When utilizing the stroke, the W as an icon or the wordmark as a whole should never be scaled smaller than 1/2 inch. If the W or wordmark contains no stroke, it can be scaled down to a size of 1/4 inch.

ICONS

| Print 3/4 in | Digital 72px |
| Print 1/2 in | Digital 48px |
| Print 1/4 in | Digital 24px |
ATHLETIC DEPARTMENTS LOGOS

These are the WestConn Athletic departments logo lockup variations. These should be used whenever representing an athletic department.

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 apparel. Use RGB for electronic use such as digital or video.

Lock Up
These are all acceptable uses of the WestConn Athletics logo locked up with a specific athletic department. The department name is always shown in Montserrat Bold with a kerning of 380 pt. The name size should be 1/3 of the primary logo wordmark. The space between the primary wordmark and department is as tall as the department letters.
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 in primary logo and wordmark logo equals the height of “W” in “WESTCONN” (X).

Clear space in shield logo equals the height of two stacked W’s in “WESTCONN” (in gray).

The clear space rule applies to all WestConn Athletics logos.
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 WestConn Athletics logos might be used incorrectly. If you have questions about the correct or incorrect use of the school’s logos, contact The Office of Marketing and Public Relations.

Incorrect logo rules apply to all WestConn Athletics logos.

- **DO NOT** add a drop shadow or any other effects to the logo.
- **DO NOT** place the primary logo in a container shape of any type.
- **DO NOT** break up and/or stack the wordmark.
- **DO NOT** use unapproved color configurations of the logo.
- **DO NOT** add additional information to the primary logo in the same font.
- **DO NOT** change the typeface of any part of the logo.
- **DO NOT** break up and/or stack the wordmark.
- **DO NOT** place the logo on a color that does not provide sufficient contrast or on visually distracting backgrounds.
COLOR PALLETTE

Primary Colors
The primary colors of WestConn Athletics are deep blue and starburst orange. The current blue was inspired by the past athletics color palette, this being a truer blue in color. The bright orange was chosen to replace the past brown "brick" color to add some excitement to this new color palette and WestConn Athletics as a whole.

Secondary Colors
WestConn Athletics has Cool Gray as a secondary color to support the deep blue and starburst orange. While the secondary color does not represent WestConn as a whole, it can be used to supplement marketing campaigns, apparel, 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.
Typography

**TYPEFACES**

**Earth A.D. After Disaster**

Earth A.D. After Disaster is an authentic, tall, condensed face with an athletic feel. Earth A.D. After Disaster is the primary typeface for all numbers on WestConn uniforms and apparel. It should not be used as anything other than for numbering.

**Montserrat**

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

Montserrat Bold is also the primary typeface for athletic department names when locking up with the “WESTCONN” or “COLONIALS” wordmark logo.

The wordmark "WESTCONN" and "COLONIALS" is a customized wordmark. It cannot be typed out.
PHOTOGRAPHY

Utilizing the following photography principles is essential in consistently presenting the WestConn Athletics 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 in action, confident, aggressive, working hard to achieve a goal, overcoming adversity, or celebrating. Group photos should highlight teamwork by showing individuals interaction with one another. All photos should have minimal backgrounds if possible.

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.
SOCIAL ICONS

When choosing a profile picture on a WestConn Athletics social media account, choose from the following approved color variations. Make sure the "W" icon has enough padding and does not touch the edges of the contained space.

For further questions contact The Office of Marketing and Public Relations.
This brand guide is a tool to help you strengthen the consistency in your communications. However, it is not designed to impose restrictions on creativity.

If you have any questions as you help craft our brand, please contact:

The Office of Marketing and Public Relations.