WESTCONN

ATHLETICS BRAND GUIDELINES

WELCOME TO
WESTCONN ATHLETICS
BRAND GUIDELINES

Never edit, change, touch up or in any way modify our logo.

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 Communications and Marketing.**

WESTCONN

WESTCONN WRITING GUIDE

DESIGN ASSETS

WESTCONN ATHLETICS WRITING GUIDE

WESTCONN ATHLETICS RULES

- We are one community. Whenever possible, use the word Wolves.

- All outward-facing visual branding is only Wolves.

- Clothing and gear can have the word WestConn, but never use the undesigned logo/text or incorrect font of WestConn and Wolves--there are logos for your use. Do not design your own!

WRITING

The word WestConn is used ONLY for Div III sports.

When referencing Western Connecticut State University's Athletics, it needs to be referenced first as WestConn.
When referencing Athletics as an organization or entity, use WestConn.
When referencing WestConn Athletics second, it can simply be referred to as WestConn or Wolves.

Welcome to WestConn Athletics brand guide. This document serves as a resource for understanding
when referencing Athletics individually or a specific department, use WestConn. and applying the WestConn
brand identity.

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

DESIGN
ASSETS

WESTCONN

PRIMARY ATHLETICS LOGO

This is WestConn Althetics 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.

FULL-COLOR LOGO

REVERSE LOGOS

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.

FULL-COLOR LOGO

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.

FULL-COLOR SHIELD 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.

FULL-COLOR "W" LOGO

MINIMUM SIZE — PRIMARY ATHLETICS LOGO

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.

Print 1.25 in

Digital 150px

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.

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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.

ALTERNATE ATHLETICS LOGOS

Print 1.25 in

Digital 150px

Print 2 in

Digital 250px

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.

FULL-COLOR DEPARTMENT LOGOS

WESTCONN
BASKETBALL
10 pt./380 pt.

WESTCONN
BASKETBALL

WESTCONN
BASKETBALL

WESTCONN
BASKETBALL

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

Do not modify, change or edit the logo in any way.

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 Communications and Marketing.**

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 change the typeface of any part of the logo.

DO NOT break up the logo and place the shield next to the wordmark.

DO NOT place the logo on a color that does not provide sufficient contrast or on visually distracting backgrounds.

COLOR PALETTE

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.

PRIMARY COLORS

DEEP BLUE
PMS 295 C
C100 **M**85 **Y**35 **K**40
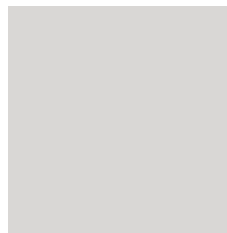**R**0 **G**40 **B**86
HEX #002856

STARBURST ORANGE
PMS 1655 C
C0 **M**85 **Y**100 **K**40
R255 **G**80 **B**0
HEX #FF4D00

SECONDARY COLORS

PMS Cool Gray 1 C
C15 **M**10 **Y**12 **K**0
R217 **G**216 **B**214
HEX #D9D8D6

TYPEFACES

Earth A.D. After Disaster

Eart 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" is a customized wordmark.
It cannot be typed out.

EARTH A.D. AFTER DISASTER

Aa

0 1 2 3 4 5
6 7 8 9 ! ?
& * $

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

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, agressive, 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.
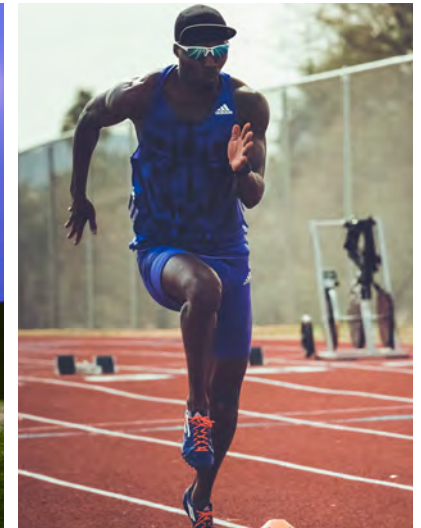
SOCIAL ICONS

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**.

ACCEPTABLE SOCIAL ICONS

WESTCONN

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 Communications and Marketing.

WOLVES

BRAND GUIDELINES

WELCOME TO THE
WOLVES BRAND GUIDELINES

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 Communications and Marketing.**

WESTCONN WRITING GUIDE

DESIGN ASSETS

DESIGN ASSETS

Do NOT touch up, edit or mix-&-match mascot logo!

PRIMARY ATHLETICS LOGO

This is WestConn Althetics 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.

FULL-COLOR LOGO

REVERSE LOGOS

ALTERNATE WOLVES LOGOS

These are WestConn Wolves alternate logos. They should be used whenever using the primary logo is not possible.

Colors

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.

None of the colors should be changed. Only use the different color variations that are provided to you by the Communications and Marketing Department.

FULL-COLOR LOGO

ALTERNATE WESTCONN WOLVES LOGOS

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

Paw prints are ok to use as long as they are in brand colors.

Full Body wolf only to be used as an accent, not with team name.

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.

The only variations that should be used are the variations that are provided to you by the Communications and Marketing Department. **The only color to never change is the inner blue outline**. If using that variation/outline, it should always remain blue.

FULL-COLOR 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.

PRIMARY ATHLETICS LOGO

Print 1.25 in

Digital 150px

MINIMUM SIZE — ALTERNATE ATHLETICS WESTCONN WOLVES LOGOS

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

ALTERNATE WOLVES LOGOS

Print 2 in	Digital 250px

Print 2 in	Digital 250px

Print 1.25 in	Digital 150px

Print 2 in	Digital 250px

ATHLETIC DEPARTMENTS LOGOS

These are the WestConn Wolves 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 Wolves logo locked up with a specific athletic department. The department name is always shown in **Montserrat SemiBold** with a **kerning of 150 pt**. The space between the primary wordmark and department is as tall as the department letters.
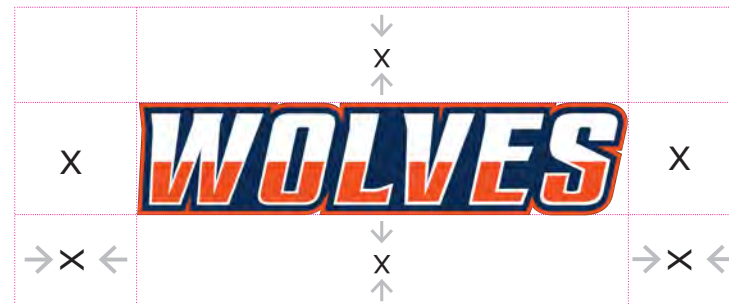
FULL-COLOR DEPARTMENT LOGOS

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 "WOLVES" (X).

The clear space rule applies to all WestConn Wolves logos.

INCORRECT LOGO USE

Simply put: **do not change or modify the logo.**

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 Communications and Marketing.**

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 place the logo on a color that doesn't contrast.

DO NOT use unapproved color configurations of the logo.

ANY WORDS AT ALL

DO NOT add additional information to the primary logo at all.

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

SPORTS TEAM

DO NOT place sports team names below any image other than the WOLVES sports team images provided by Communications and Marketing.

Team Name

Full Body wolf only to be used as an accent, not with team name.

Color Palette

COLOR PALETTE

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.

PRIMARY COLORS

DEEP BLUE
PMS 295 C
C100 **M**85 **Y**35 **K**40
R0 **G**40 **B**86
HEX #002856
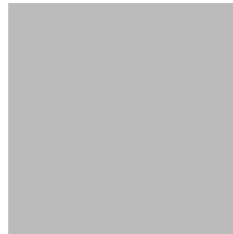
STARBURST ORANGE
PMS 1655 C
C0 **M**85 **Y**100 **K**40
R255 **G**80 **B**0
HEX #FF4D00

SECONDARY COLORS

PMS Cool Gray 4 C
C27 **M**21 **Y**22 **K**0
R187 **G**187 **B**187
HEX #bbbbbb

SOCIAL ICONS

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

For further questions contact **The Office of Communications and Marketing**.

The Mascot wolf head and the wolves text can only be separated under special circumstances, **pending Communications & Marketing and Athletic approval.**

ACCEPTABLE SOCIAL ICONS

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 Communications and Marketing.