

The logo is a white outline of a shield with a horizontal bar across the top. The text 'WESTERN CONNECTICUT STATE UNIVERSITY' is written in white, bold, sans-serif capital letters inside the shield.

**WESTERN
CONNECTICUT
STATE
UNIVERSITY**

VISUAL STYLE GUIDE

A solid blue horizontal bar is positioned below the text '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 **Communications & Marketing**.



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A close-up photograph of a person's hand pointing at a large digital display screen. The person is wearing a dark, patterned top and a black wristband. The background is a blurred design studio with a table covered in papers and sketches. The text "DESIGN ASSETS" is overlaid on the left side of the image.

DESIGN ASSETS



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”.

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



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.

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.

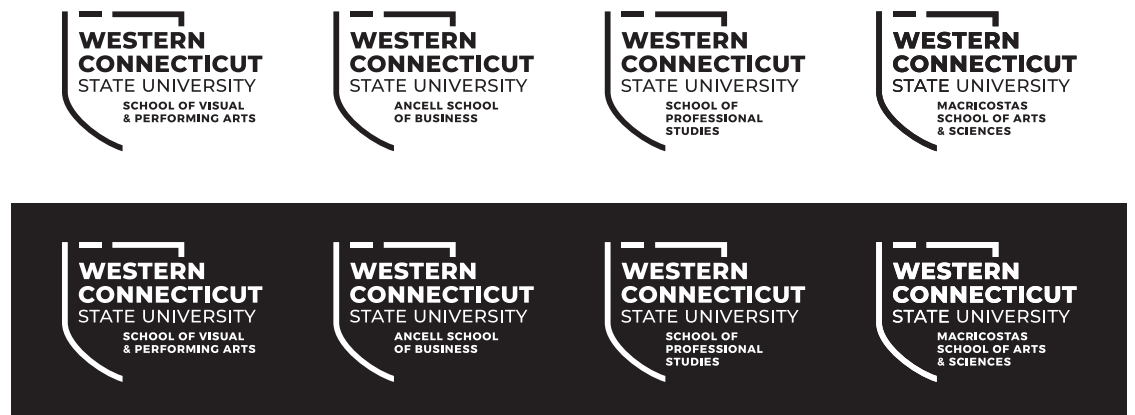
Color & Reverse Logos

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



PRINT .75 IN



PRIMARY, SECONDARY & WORDMARK LOGOS DIGITAL

DIGITAL 113 px
@ 72dpi



DIGITAL 113 px
@ 72dpi



MINIMUM SIZE - SCHOOL & DEPARTMENT LOGOS

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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

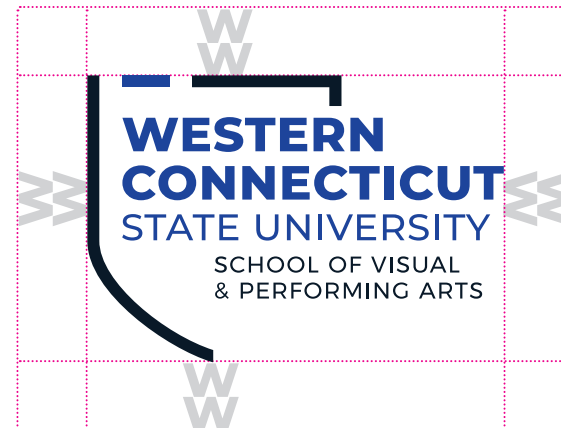


CLEAR SPACE

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 **Communications & Marketing**.

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.



FUNDRAISING EVENT

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

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

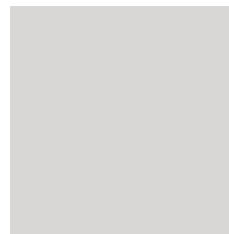
Pantone® PMS 295
CMYK 100/85/35/40
RGB 0/46/86
HEX #002856



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 sans serif font and is used primarily for body copy.

MONTERRAT

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

MONTERRAT

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 vellauctecta 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 debita 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:

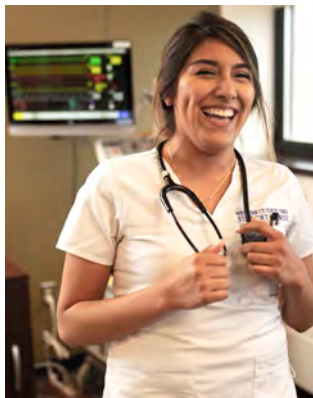
Both indoor and outdoor shots should use a natural light source with an easily identifiable direction.

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.





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:

Communications & Marketing



BRAND GUIDELINES

WELCOME TO THE WOLVES BRAND GUIDELINES

This document serves as a resource for understanding and applying the Wolves 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 WCSU brand. It is intended to be a tool to help strengthen the consistency in communications. It is not designed to impose restrictions on creativity but anything outside the guidelines must receive approval from **Communications & Marketing**.

For information or questions about these guidelines and usage permissions, please contact the office of **Communications & Marketing (203)837-8294**.

All marketing pieces must be cohesive and look like they came from the university. If you require help with a design, please submit a request through the office of Communications & Marketing's website. www.wcsu.edu/communications-marketing

Any signage created for the campus needs to follow these guidelines and be approved by **Communications & Marketing**.



DESIGN ASSETS

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



PRIMARY WOLVES LOGO

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

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

FULL-COLOR LOGO



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 LOGOS

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 WOLVES LOGOS

These are WCSU 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 & Marketing Department**.

FULL-COLOR LOGO



ALTERNATE WOLVES LOGOS

These are the alternate Wolves logos. They are available to use whenever needed.

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



Full Body wolf only to be used as an accent.

**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 WOLVES 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 WOLVES LOGOS

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ALTERNATE WOLVES LOGOS

Print 2 in



Digital 250px



Print 3 in



Digital 350px



Print 2 in



Digital 250px

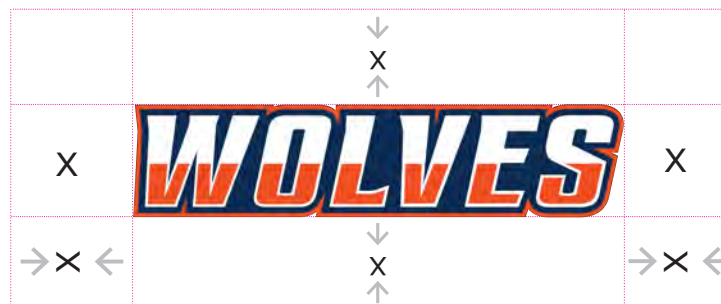


CLEAR SPACE

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 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 logo might be used incorrectly. If you have questions about the correct or incorrect use of the school's logos, contact **the office of Communications & Marketing (203)837-8294**

Incorrect logo rules apply to all Wolves 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.



DO NOT use the Mascot as a watermark unless approved by Communications and Marketing.



DO NOT use the Mascot wolf head alone. Must include the Wolves text logo in design somewhere alongside the separate head.

COLOR PALETTE

Primary Colors

The primary colors of the mascot are deep blue, starburst orange and Cool Gray.

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



COOL GREY
PMS Cool Gray 4 C **C**27
M21 **Y**22 **K**0 **R**187 **G**187
B187 **HEX** #bbbbbb

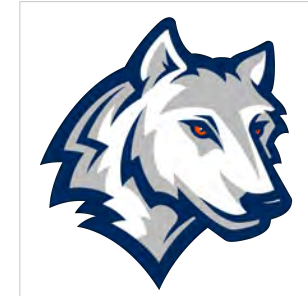
SOCIAL ICONS

When choosing a profile picture on a 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 & Marketing**.

The Mascot wolf head can only be separate from the wolves text under special circumstances, **pending Communications & Marketing's 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 & Marketing.