



ATHLETIC IDENTITY GUIDELINES

Introduction

Presenting a strong visual identity is a critical part of Worcester State Athletic's efforts to promote the University, recruit students, and display a high level of excellence. Athletics is a public face of the institution and needs an identifiable "brand" that complements and enhances Worcester State University's successful reputation.

A brand must tell everyone who you are or who you want to be. It must be easily identifiable and must be sharp, modern and flexible in order to work in a variety of applications including apparel, broadcast, web, print, and promotional materials. Most importantly, it must be professional and recognizable.

Our identity is an important communications tool and must be employed with care and consideration. Like any successful organization, we need to communicate our excellence with a unified identity, which strengthens our brand. This guide creates a framework whereby all athletes, coaches, faculty/staff, fans, and supporters can present Worcester State in a unified look. We hope you will find these guidelines to be useful and that you employ them in ways that suit your specific needs.

About Our Visual Identity

As Worcester State University continues to strive for excellence in and out of the classroom, it is imperative that the entire athletic department communicate with a clear, consistent public identity. The athletic logos will provide the athletic department with the opportunity to bring uniform colors back to one standard and give the University a consistent look across all athletic teams. This consistent look will also ignite an interest in the retail sale of clothing and merchandise to fans, alumni and students.

The logos are flexible and give each coach choices as to how to use the logos without changing the overall feel and look of the University. The logos come in both multiple color and single color versions and will be used on all material to convey a consistent message from Worcester State University.

Protecting Our Visual Identity

Because visual identity plays an important role in shaping the image of the Worcester State Athletics, all members of the department and campus community should strive to protect that identity in their internal usage of the official athletic logos and when working with external vendors to reproduce logos on apparel, gear, etc.

The graphic elements contained in this guide are not to be altered in any manner and are reserved for use by Worcester State Athletics only. The Director of Athletics must approve any exceptions.

- Individuals may not order any merchandise (clothing, stationery, etc.) that does not conform to these guidelines, including all items purchased/produced in-house or by third-party vendors.
- Apparel-related items may require additional guidelines. Please contact the Director of Athletics.
- All designs must be initiated through the Department of Athletics and approved by the Director of Athletics.
- When printing the names of individual teams and programs, a University approved font type must be used.
- Each of the images shown in this guide must appear in a horizontal and square position. No other format is acceptable.
- Use of any previous images, letterhead, or other athletic design elements must be discontinued as new items are ordered.
- In accordance with all graphic standards and uniform guidelines, images shown are only a sampling of how the logos will be personalized to fit each athletic program.

In addition, graphic filters, such as drop shadows, bevels, 3-D effects, emboss, or glows should not be applied to the Worcester State logos. The logos should never be altered, animated or appear in any other color without approval by the Director of Athletics.

Primary Logo

The primary Worcester State Lancers athletic logo incorporates three essential elements: 1) The Lancer; 2) a stylized treatment of the words Worcester State University Athletics; 3) three primary colors - PMS 287 (royal blue), PMS 127 (yellow), and PMS 2766 (navy blue). For the vast majority of applications, the Primary Logo should be used. The primary logo can be used standalone or be combined with the secondary marks. A single color version can be used as an alternative.



Color Logos for Individual Varsity Sports Teams

The main logos to be used for Worcester State individual varsity sports teams printed material are shown below. They will be used for all high-quality printed materials. The logos incorporate three essential elements: 1) The Lancer; 2) a stylized treatment of the words Worcester State and designated sport; 3) three colors - PMS 287 (royal blue), PMS 127 (yellow), and PMS 2766 (navy blue).



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Single Color Logos for Individual Varsity Sports Teams

The alternative single color logos to be used for Worcester State individual varsity sports teams printed material are shown below.



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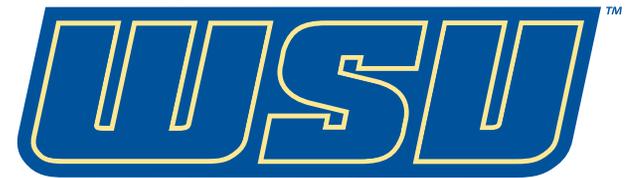
The Shield

Pictured below are the shields of Worcester State University Athletics. The 3-color version is preferred. The standalone shield may appear in cases when a formal logo is needed, such as branded class gifts or etchings on glassware. The three colors include: PMS 287 (royal blue), PMS 127 (yellow), and PMS 2766 (navy blue). A single color version can be used as an alternative.



Color Secondary Logos

The use of secondary logos is acceptable for most applications, but must be used in conjunction with either a primary logo or word mark. Placement of the secondary logos is at the discretion of the Director of Athletics. These elements are designed to be mixed and matched according to each sport's needs, while keeping with the specifications presented in the Athletic Identity Guidelines. Any other exceptions should be approved by the Director of Athletics. The three colors include: PMS 287 (royal blue), PMS 127 (yellow), and PMS 2766 (navy blue).



The Worcester State wordmark includes 2 colors: PMS 287 (royal blue) and PMS 127 (yellow).

The Worcester State Lancers wordmark includes 2 colors: PMS 287 (royal blue) and PMS 127 (yellow).



Single Color Secondary Logos

The alternative single color logos to be used as Worcester State secondary logos are shown below.



WSU Logo Uses and Guidelines

The following are unacceptable uses of the WSU Athletics logo.



DO NOT condense the logo.



DO NOT expand the logo.



DO NOT change the background color behind the logo.



DO NOT place the logo on a busy background.



DO NOT skew the logo.



DO NOT print within a border or other type of artwork.



DO NOT use a white background against a color background.



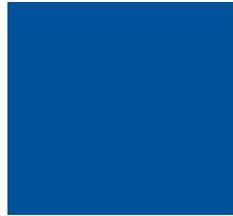
DO NOT reproduce from a website or previously printed item.



DO NOT reverse or flip the primary and secondary logo horizontally/vertically.

Color Palette Overview

The three main athletic colors are: PMS 287 (royal blue), PMS 127 (yellow), and PMS 2766 (navy blue).



Royal Blue
PMS 287
C: 100 M: 72 Y: 2 K: 12
R: 0 G: 51 B: 142
HEX Color: 00338e



Yellow
PMS 127
C: 7 M: 5 Y: 64 K: 0
R: 241 G: 227 B: 123
HEX Color: f1e37b



Navy Blue
PMS 2766
C: 100 M: 94 Y: 0 K: 47
R: 17 G: 22 B: 94
HEX Color: 11165e

Brand Fonts

Our athletic font used in the athletic logos is artwork that was created from the Tallington font. Tallington is a licensed font and will require purchasing for usage. We suggest that you use our official university font for letters, brochures, and correspondence from the Athletics Office. Our university fonts include Concorde BE, Univers, and Univers Condensed Bold.

Concorde BE is designated as the main headline font for all Worcester State printed materials. Univers Condensed Bold is used for subheads and body copy.

If you don't have the Concorde BE and Univers fonts on your PC or Mac, Cambria and Arial are alternate fonts for online use and for correspondences within the university and daily work products (for use in Microsoft Office).

Headlines

Concorde BE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Subheads and Body Copy

Univers Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Univers
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Alternate Fonts for Web Use and Microsoft Office

Alternative to Concorde BE: Cambria
 Primary Use: Headlines
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Alternative to Univers: Arial
 Primary Use: Subheads and body copy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Customization

Though the primary logos should be used most of the time, there are situations when a custom version of Worcester State's athletic logos is appropriate for a specific sport or application. Usage of custom logo treatments must be approved by the Director of Athletics, who can help you select the custom logo that will work best for each specific application.

Licensing

Worcester State has paired with Strategic Marketing Affiliates (SMA), an Indianapolis-based collegiate licensing company to ensure protective rights of its logos. Through SMA, Worcester State allows manufacturers to acquire non-exclusive and exclusive, royalty bearing licenses to produce, market, and sell goods bearing the University logo.

All manufacturers wishing to use Worcester State's athletic marks on its products must be properly licensed to do so. SMA is Worcester State's authorized agent for trademark licensing purposes and is authorized to license manufacturers meeting Worcester State's qualifications. Worcester State will not issue licenses directly. For all license inquiries, vendors should contact Jared Harding at jharding@smaworks.com or Brian Young at byoung@smaworks.com.

Once approved, vendors will have direct access to all Worcester State logos, marks and seals. Vendors will submit artwork through the Approvals On Demand (AOD) system and artwork will be approved by the Director of Athletics.

Trademark Information

Worcester State's athletic marks are currently registered with the U.S. Patent and Trademark Office. This means:

- Neither the University marks nor athletic marks may be used to identify entities other than Worcester State University.
- The University's right to generate revenue by the commercial use of its mark is protected.
- The University marks cannot be altered or used inappropriately without jeopardizing legal protective status.
- Marks, when used on apparel, should be displayed with the "TM" symbol, indicating trademark status.

Approval Process

In order to gain approval for production, each vendor must be licensed by SMA. Once licensed, vendors will have access to all University logos, seals and athletic marks through the Approval on Demand system. With this system, vendors will submit artwork to be approved by the Director of Athletics. Once artwork is submitted and approved, production may begin.

The approval process is not intended to slow down the production of a job. It is established to ensure proper use of all athletic logos. All artwork will be reviewed within 1-2 days of vendor submission and will be immediately ready for production once approved.

Merchandising

To protect the trademarks of the University, all items bearing the Worcester State name or logo must be officially licensed and approved.

Worcester State strongly encourages that ordering items (apparel, accessories, etc...) be done through the Department of Athletics by contacting the Director of Athletics. This department must approve all merchandise bearing the name and/or symbols of the University prior to manufacturing or distribution.

Note to Vendors

The visual identity marks displayed in the guide are trademarks of Worcester State University. All standards and restrictions outlined in this manual apply to the production of all merchandise. Design alterations or substitutions are strictly prohibited without the written consent of the Director of Athletics.

Worcester State Athletics reserves the right to reject delivery of, and payment for, materials containing unauthorized or incorrect usage of the Worcester State University visual identity marks, including the University logo, seal, and athletic logos.

Questions

Worcester State University's athletic marks are available by requesting files through the Department of Athletics. If you have any questions about how to execute against the brand, colors, photography, or whether something meets brand standards, contact:

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