WORCESTER
STATE
UNIVERSITY

BRAND IDENTITY MANUAL

WORCESTER STATE UNIVERSITY

Updated Summer 2020
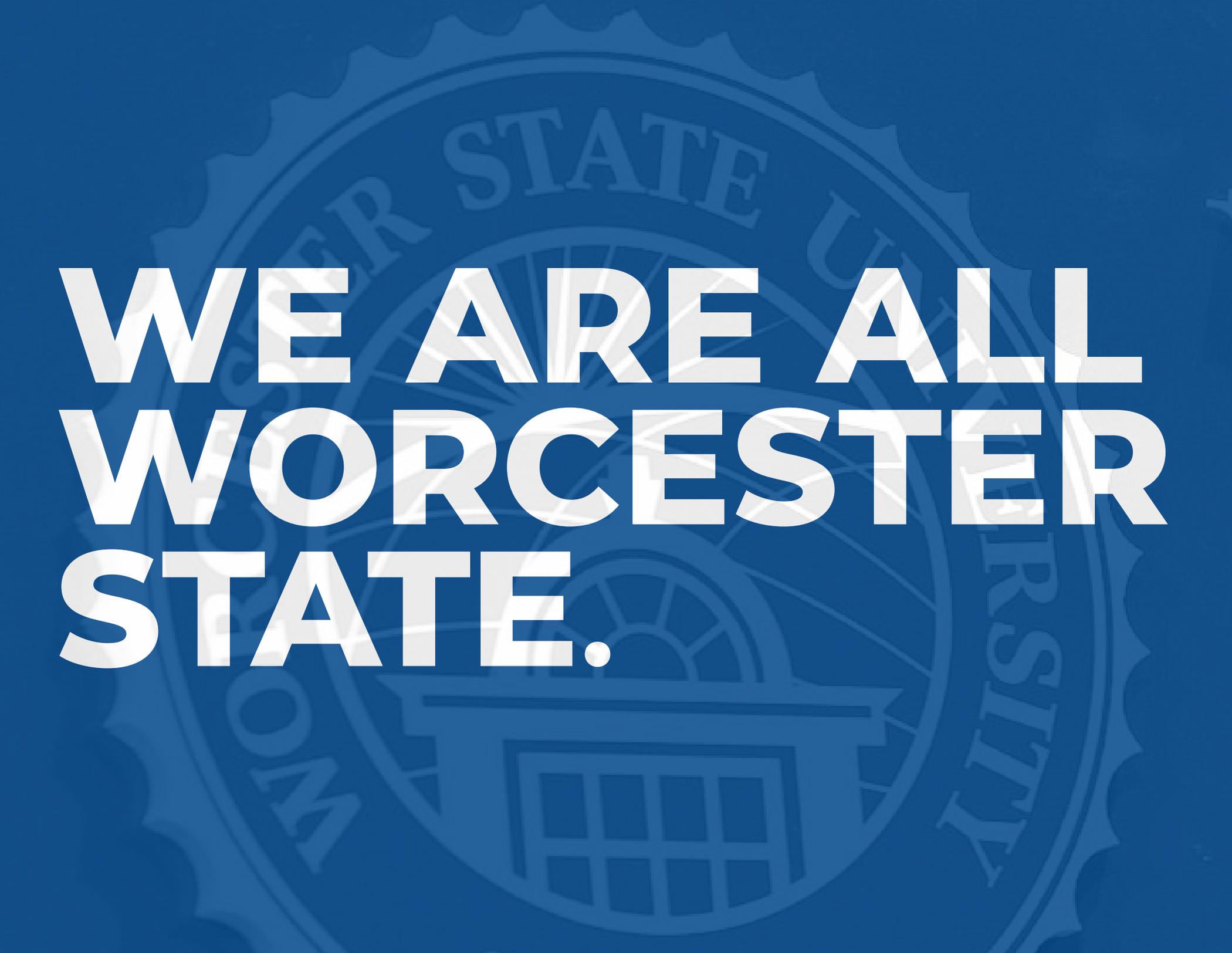
WE ARE ALL WORCESTER STATE.

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WE'RE A LARGE ORGANIZATION WITH MANY OFFICES, DEPARTMENTS, AND UNITS, BUT WE ARE ALL WORCESTER STATE.

The Office of Communications and Marketing is providing this set of guidelines so that we can all tell our story together, and have the power of our brand behind our words.

WHO ARE THESE GUIDELINES FOR?

These guidelines are for anyone who represents the University or communicates on its behalf. *That's everyone!* Tap into and expand the reach of our brand messages and contribute to our continued position of strength and stability by adhering to these guidelines.

UNIVERSITY LEADERSHIP

Leadership can use these guidelines to help inform and position their projects and initiatives.

COMMUNICATORS AND WRITERS

Anyone communicating or writing for or about the university can use this as their go-to resource for establishing consistency in visual and written communications.

STORYTELLERS

Storytellers can rely on the tone words, essense statement, social media best practices, and key messages sections with confidence.

DESIGNERS

Designers can draw inspiration and guidance from the color pallete, typography, and logo *lockups*.

WHY A CONSISTENT BRAND IS IMPORTANT

A *brand identity* is only as good as it is clear, consistent, and thus, memorable. If a *brand* is represented through inconsistent colors, logos, *fonts*, or taglines it will be hard for the viewer to know that they all represent the same thing. Brand consistency strengthens recall in a competitive marketplace, conveys our values and *benefits*, and works 24/7/365!

Having a clear brand position builds loyalty and trust by being reliable. It says, "We follow through." Brand clarity supports recruitment, enrollment, and fundraising efforts by helping decision-makers remember us in those processes and experiences.

Conversely, having an inconsistent brand signals that an institution is confused, disorganized, disjointed, or unstable. A well-defined *brand identity* projects a sense of longevity to those who see it regularly.

Brand clarity supports recruitment, enrollment, and fundraising efforts by helping decision-makers remember us.

HOW THIS GUIDE TRANSLATES TO STORYTELLING

WE ARE ALL WORCESTER STATE.

This guide provides the opportunity to take everyone's different ideas and perceptions about Worcester State and communicate them in a way that signals to the reader or viewer that we are all Worcester State, and that we're here to stay. It gives everyone the opportunity to integrate their individual voices and experiences with the Worcester State *brand*, ultimately strengthening its power and value.

Community and connectedness are at the core of Worcester State's values. By inviting you to be part of how we tell our story, we're advancing those values.

WRITING STYLE MANUAL

Visit **worcester.edu/FP-Reference-Manuals** to download the associated writing style manual.

BRAND DICTIONARY

A brand dictionary is included at the end of this guide to assist with jargon terms and to foster a collective understanding of our insitution's approach to branding. Words included in the dictionary will be italicized and colored *Worcester State Blue*.

BRAND STRATEGY

EVERY BRAND HAS NOT ONLY A STORY, BUT A STRATEGY BEHIND IT. TELLING OUR STORY HELPS US FULFILL OUR STRATEGY.

BRAND STRATEGY

Our *brand strategy* is to embody and communicate our character of being a hard-working, authentic place where people get out what they put in. We position ourselves as a high touch, service-oriented higher education option for first-generation students, ALANA students, and the best public option for our Worcester County region. Our focus on double majors, interdisciplinary programs, leadership, and student support makes us a life-changer, a socio-economic ladder, and a next step towards success for those we serve and educate.

Our brand strategy is to embody and communicate our character of being a hard-working, authentic place where people get out what they put in.

Our *brand essence* is the underlying feeling that our brand represents and seeks to communicate. *Please note that our brand essence statement is not a slogan, tagline, or ad copy.*

WE ARE LEADERS WHO PUSH THE BOUNDARIES OF TRADITION.

VOICE AND TONE

OUR VOICE

The Worcester State University brand represents our rich history, core values, and forward-looking aspirations.

We communicate this by focusing our persuasive communications on:

BENEFITS
Answer the question of why it matters to our key audience(s)

OUTCOMES
Demonstrate the end result of the *benefit*. If they pursue their education here, what can they expect?

ATTRIBUTES
Support statements by citing *attributes*; these are what we offer and should be secondary to *benefits* and outcomes

WHAT OUR BRAND ISN'T

A brand is not a marketing campaign. It runs deeper than that and is the core expression of who we are to our audiences. A *campaign* has a limited usage and period in time.

Our brand is not "Change the Way the World Works," a defunct tagline. Though this tagline can still be found on some older materials, it is no longer active and should not be used in any new materials.

We refer to ourselves as "Worcester State University," "Worcester State," or even "#WooState," but not "WSU" as this is too generic and could be misinterpreted as any number of organizations including Westfield State—a direct competitor—whose primary color is also a dark blue hue.

FORMAL AND INFORMAL VOICE

FORMAL

Worcester State University champions academic excellence in a diverse, student-centered environment that fosters scholarship, creativity, and global awareness.

A Worcester State education equips students with knowledge and skills necessary for lives of professional accomplishment, engaged citizenship, and intellectual growth.

Founded in 1874 as a teacher-training school, Worcester State University has grown to become a traditional liberal arts and sciences university with programs spanning the biomedical sciences, business, humanities, behavioral sciences, health professions, and, of course, education.

We are woven into the fabric of the Worcester community through myriad partnerships, and have evolved to become a resource for lifelong learning throughout Worcester County—and beyond.

INFORMAL

We are proud to be a public liberal arts and sciences university. Our 58-acre campus is home to more than 5,000 students who actively share their time and talents on campus, in the local community, and globally.

As New England's second largest city, Worcester offers our students seemingly endless opportunities for internships, service learning, and research—but they won't stop there! Our students fill their Worcester State experience outside of the classroom by engaging with student-led organizations and activities, NCAA Division III athletics, and study-abroad programs.

Worcester State is a multidisciplinary experience, where students explore academic interests and prepare for careers.

Worcester State's character traits shape the tone of voice for our brand. To ensure our communications feel authentically Worcester State, these traits help to set the tone for how our communications come to life.

At Worcester State University we are:

AUTHENTIC

We're comfortable and confident in who we are.

STRAIGHTFORWARD

We are focused and direct, but not curt.

HARD-WORKING

We know we need to put in a good effort to get the results we want.

CIVIC-MINDED

Our mission keeps us focused and dedicated to the public good.

INCLUSIVE

We are greater than the sum of our parts.

KEY AUDIENCES

Worcester State has many audience groups that we reach through our communications. By understanding who they are, what they need to know, and our core objectives for each, we can more effectively reach each group with the right messages.

KEY AUDIENCES

- Prospective first-year students and their influencers
- Transfer students
- Current students
- Adult learners
- Current faculty and staff
- Prospective faculty and staff
- Alumni
- Donors and funders
- Neighbors and elected officials
- Competitive set (other institutions)

BRAND ARCHITECTURE

The term "*brand architecture*" refers to the relationship of individual services or products to each other within the universe of a company or organization. This means that branding for all of the University's entities (academic departments, institutes, foundations, associations, etc.) fall under the Worcester State *brand identity*.

All requests for logos MUST be reviewed by the Office of Communications and Marketing..

Every department, school, office and program at Worcester State University is part of the University as a whole, adding to and gaining from Worcester State's reputation and history. As such, Worcester State requires academic and administrative units to use the official University identity and logo to maintain the clear affiliation between Worcester State and its programs and initiatives.

The Worcester State University logo MUST NOT be manipulated or altered to incorporate an independent department, program, or office. Independent logos lead to a fractured identity and the appearance of units disassociating from the core values of the institution.

In the very rare case in which there are demonstrated strategic or marketplace advantages for a program or initiative to establish a long-term, consistent brand or identity with audiences external to the institution, programs or offices must contact the Office of Communications and Marketing to develop a separate "independent" logo or identity.

For further guidance on employing the brand architecture, please contact the Office of Communications and Marketing.

ROLE OF COMMUNICATIONS AND MARKETING

Responsibility for managing the Worcester State brand lies with the Office of Communications and Marketing. Our purpose is to promote a positive, consistent identity for Worcester State by gathering, refining, and delivering information about the university to our internal and external audiences. The Office of Communications and Marketing serves the university as in-house consultants and partners to administrative and academic areas, as well as the managers of the university identity and graphic standards online and in print.

Communications and Marketing provides leadership and accountability for the long-term well-being of the university brand.

WHO WE ARE

WE ARE OUR BRAND

A strong brand represents the core elements of an institution. Through our mission, core values, and key messages, we embody our brand and what it means to be Worcester State University. These elements are a fundamental part of our *brand identity*.

BRAND IDENTITY		
MISSION	CORE VALUES	KEY MESSAGES
TONE WORDS	BRAND ESSENCE	BRAND STRATEGY

OUR MISSION

Worcester State University champions academic excellence in a diverse, student-centered environment that fosters scholarship, creativity, and global awareness. A Worcester State education equips students with knowledge and skills necessary for lives of professional accomplishment, engaged citizenship, and intellectual growth.

CORE VALUES

As a public institution, Worcester State University embraces the belief that widespread access to high-quality educational opportunities is the cornerstone of a democratic society. Members of the Worcester State community share the following core values:

ACADEMIC EXCELLENCE

We are committed to providing opportunities to excel in a close-knit learning environment characterized by distinguished faculty, excellent teaching, and creative linkages between classroom learning and real-world experiences.

ENGAGED CITIZENSHIP

We are committed to promoting community service, social justice, the democratic process, environmental sustainability, and global awareness to prepare students to be active and informed citizens.

OPEN EXCHANGE OF IDEAS

We are committed to inviting and considering the most expansive range of perspectives in teaching and learning, in scholarly and creative work, and in the governance of a complex, diverse institution.

DIVERSITY AND INCLUSIVENESS

We are committed to being an inclusive community in which our diversity enhances learning for all and in which people from all cultures and backgrounds have the opportunity to participate fully and succeed.

CIVILITY AND INTEGRITY

We are committed to respecting the dignity of all members of our community and to demonstrate this commitment in our interactions, decisions, and structures.

KEY MESSAGES

AS A BENEFIT *(why Worcester State?)*	AS AN ATTRIBUTE *(this is Worcester State)*
Our students develop relationships with faculty that provide a network of professional opportunities in the future.	We have distinguished, engaged faculty who care about our students.
Academic rigor prepares you for the real-world challenges of a competitive job market through confidence in yourself and your ability to persevere.	Our academic programs hold students to a high standard of academic rigor.
Research experience strengthens your job prospects by demonstrating problem-solving skills—a key trait employers look for.	Unlike some other institutions, our undergraduates have access to robust research and classroom opportunities.
Completing a program aligned with the job market positions you for more job and career opportunities.	We provide career-aligned programs and demonstrate clear outcomes of career success for our graduates.
Being engaged in campus life outside of the classroom has been shown to correlate to better academic performance.	We provide a thriving campus life experience in a vibrant city, for both commuters and residents.
Experiencing diversity enriches your life and the greater community.	Our diverse student body enriches the greater community through their experiences and perspectives.
Our financial stability means your education is built on a reputation you can count on.	As a public university, we are financially stable. We've been around for more than 140 years, and intend to be around for 140 more!
The [Major Plus] curriculum will expand your academic horizons and give you more interesting and marketable credentials.	We are different from our competition because we push our students to explore all learning opportunities by earning two majors or adding a complementary minor to their major.
A city as large and diverse as Worcester provides you with opportunities for internships, research, volunteerism, health and teaching practicums, and community outreach.	The core values of Worcester State are reflected in the contributions of our community. Our interconnectedness with the City of Worcester is part of our identity.

OUR STUDENTS

Our students conduct innovative research and develop creative ideas side-by-side with faculty, take part in community-engaged learning and internships that contribute to the public good, broaden their horizons through study away in the United States and abroad, and take on real-world challenges with portfolios that include critical thinking, teamwork, problem solving, communication, technology, and global awareness skills.

OUR FACULTY

Worcester State University and its faculty value experiential and project-based learning that has a high impact on students and community partners. Civic Learning, internships, clinical placements, and practicums are some of the pedagogies employed by our faculty, which results in faculty and students practicing community-engaged research, public scholarship, and civic learning.

More than half of our students are first-generation college students and 32% are ALANA students.

VISUAL IDENTITY SYSTEM

OVERVIEW

BRAND COLORS

LOGO USAGE

TYPOGRAPHY

PHOTOGRAPHY

DESIGN APPLICATIONS

Worcester State University's visual identity is a critical toolkit for conveying a strong and cohesive brand. It includes a color palette, typefaces and typographic style parameters, and the Worcester State logo and its authorized variations. The use of each of these elements is governed by this manual. If you have any questions about how to use these elements in your work, please contact the Office of Communications and Marketing for assistance.

Our visual identity is a critical toolkit for conveying a strong and cohesive brand.

BRAND COLORS

Using our brand colors proudly and consistently is a powerful way to make Worcester State University recognizable and memorable. The university brand uses primary and secondary color palettes and offers an accent palette for when a greater design variation is desired.

It is important to establish a sense of hierarchy and balance when using the color palette.

The chart at right demonstrates the proportions at which the color palette can be most effectively used. While our color palette offers flexibility, unique and lively visuals can be created using as few as two or three colors from the primary and secondary color palettes.

WORCESTER STATE BLUE
Pantone 287C
CMYK 100/75/2/18
RGB 0/48/135
HEX #003087

SNOW DAY WHITE
CMYK 0/0/0/0
RGB 255/255/255
HEX #FFFFFF

LANCER YELLOW
Pantone 1235C
CMYK 0/31/98/0
RGB 255/184/28
HEX #FFB81C

CHANDLER STREET BLUE
Pantone 2766C
CMYK 100/96/37/39
RGB 17/28/78
HEX #111C4E

SECONDARY PALETTE

FOUNDER'S GOLD
Pantone 132C
CMYK 9/38/100/32
RGB 160/116/0
HEX #A07400

SULLIVAN SILVER
Pantone 428C
CMYK 10/4/4/14
RGB 193/198/200
HEX #C1C6C8

TIFFANY GATES GRAY
Pantone 431C
CMYK 45/25/16/59
RGB 91/103/112
HEX #5B6770

LAKE ELLIE BLUE
Pantone 7461C
CMYK 98/24/1/3
RGB 0/125/186
HEX #007DBA

ACCENT PALETTE

RESEARCH RED
Pantone 7625C
CMYK 0/82/80/0
RGB 255/82/61
HEX #E1523D

POD PURPLE
Pantone 2622C
CMYK 65/100/5/40
RGB 101/49/101
HEX #653165

TATNUCK TEAL
Pantone 3262C
CMYK 76/0/38/0
RGB 0/191/179
HEX #00BFB3

TEACHING GARDEN GREEN
Pantone 340C
CMYK 99/0/84/0
RGB 0/150/94
HEX #00965E

PRIMARY PALETTE

The primary palette should be used as a starting point for all design. It can be used liberally in any situation from a printed flyer to a research poster, but especially on externally facing communications and materials.

WORCESTER STATE BLUE

Pantone 287C
CMYK 100/75/2/18
RGB 0/48/135
HEX #003087

SNOW DAY WHITE

CMYK 0/0/0/0
RGB 255/255/255
HEX #FFFFFF

LANCER YELLOW

Pantone 1235C
CMYK 0/31/98/0
RGB 255/184/28
HEX #FFB81C

CHANDLER STREET BLUE

Pantone 2766C
CMYK 100/96/37/39
RGB 17/28/78
HEX #111C4E

SECONDARY PALETTE

The secondary palette should be used sparingly and in a supporting manner to the primary palette

FOUNDER'S GOLD

Pantone 132C
CMYK 9/38/100/32
RGB 160/116/0
HEX #A07400

SULLIVAN SILVER

Pantone 428C
CMYK 10/4/4/14
RGB 193/198/200
HEX #C1C6C8

TIFFANY GATES GRAY

Pantone 431C
CMYK 45/25/16/59
RGB 91/103/112
HEX #5B6770

LAKE ELLIE BLUE

Pantone 7461C
CMYK 98/24/1/3
RGB 0/125/186
HEX #007DBA

ACCENT PALETTE

The accent palette should be used only in limited circumstances such as small accent details in design layouts or digital ads, and should be used in consultation with the Office of Communications and Marketing.

RESEARCH RED

Pantone 7625C
CMYK 0/82/80/0
RGB 255/82/61
HEX #E1523D

POD PURPLE

Pantone 2622C
CMYK 65/100/5/40
RGB 101/49/101
HEX #653165

TATNUCK TEAL

Pantone 3262C
CMYK 76/0/38/0
RGB 0/191/179
HEX #00BFB3

TEACHING GARDEN GREEN

Pantone 340C
CMYK 99/0/84/0
RGB 0/150/94
HEX #00965E

The primary mark of the university, known most widely as the "Worcester State logo," has two main components: the seal and the *wordmark*. The specific way in which these two elements are placed spatially together is known as a *lockup*.

PRIMARY LOGO LOCKUP

SEAL

WORDMARK

GUIDELINES

The Worcester State logo represents us at the highest level and is by nature an extremely important visual representation of our brand. It acts as an insignia of quality and is representative of our educational offerings, institutions, and programs; as well as the caliber and passion of our students, faculty, staff, and those who make up our community. It is important to use our logo in a dignified manner to promote a strong reputation in the minds of those we wish to influence. We are all Worcester State and support a single brand.

DISCLAIMER

The official logotype, signatures, and marks outlined in this guide are the only sanctioned marks for use across the university. No other marks or symbols may be created, produced, or used to represent the University or any of its school, departmental, or other business units. The development of any new marks, logos, or signatures will be done only through the Office of Communications and Marketing, under the direction of the Director of Marketing.

APPROVED LOGOS

There are four main versions of the Worcester State logo. The guidelines listed below should be followed to ensure consistency across our *brand*:

LOGO VERSION	WHERE TO USE	APPLICATION GUIDELINES
PRIMARY LOGO		
The primary Worcester State University logo is approved for university communications, advertisements, and promotional and branded merchandise.	• Posters • Postcards • Brochures • Promotional merchandise • Advertisements • Website headings or online news features • Research posters • Large banners, signage and table covers	• Use only on white or very light backgrounds • Ensure clear space is maintained around the logo • Ensure any resizing is done proportionately • Use of the .PNG file version is recommended when a fully transparent background is needed
SECONDARY LOGO		
The secondary logo is approved for use on general communications that contain a solid field of color (typically blue) or in cases when the logo is placed over photography.	• Posters • Postcards • Brochures • Promotional merchandise • Advertisements • Website headings or online news features • Research posters • Large banners, signage and table covers	• Use over a solid field of color or image • When using over an image or an area with lots of detail, ensure there is sufficient contrast with the background image • Ensure clear space is maintained around the logo • Ensure any resizing is done proportionately

APPROVED LOGOS

LOGO VERSION	WHERE TO USE	APPLICATION GUIDELINES

STATIONERY LOGO

The stationery logo is reserved for use on stationery and very select printed University communications. Please use the primary and secondary logos for all other purposes.

- Letterhead
- Business cards
- Formal printed communications
- Invitations
- Awards

- Use only on white or very light backgrounds
- Ensure clear space is maintained around the logo
- Ensure any resizing is done proportionately
- Use of the .PNG file version is recommended for a fully transparent background

NEWSPRINT LOGO

The newsprint logo should be reserved for use on black-and-white print documents only.

- Black-and-white documents
- Newsprint
- Black-and-white advertisements
- Meeting agendas and notes
- Billing statements

- Use only on white backgrounds
- Ensure clear space is maintained around the logo
- Ensure any resizing is done proportionately
- Use of the .PNG file version is recommended for a fully transparent background

ALTERNATE LOGO LAYOUT

STACKED LOGO OPTIONS

While the horizontal *lockup* logo versions are the preferred and most widely used and recognizable, stacked versions (laid out with the seal resting vertically over the wordmark) of our logo are available as an alternative choice. These options can be used when a horizontal layout disallows clearspace, or in layouts that benefit visually from a stacked layout. Guidelines for use of each version shown here are the same as the horizontal lockups, listed on the previous page. Examples have been provided of cases when a stacked logo may be the preferred choice:

WHERE TO USE

- On the back cover of print materials (i.e. booklets, brochures, pamphlets, etc)
- On materials or items with a strong vertical aspect ratio
- Podiums
- Banners
- Signage
- Apparel

PRIMARY LOGO - STACKED

SECONDARY LOGO - STACKED

STATIONERY LOGO - STACKED

NEWSPRINT LOGO - STACKED

In some circumstances there may be a need to use special use logos. Please consult with the Office of Communications and Marketing on use of these logo treatments.

LOGO RULES

Logos are only to be used as specified in this guide. **Do not:**

- edit logo in any way
- stretch, skew, or distort logo
- change the color of logo
- use outdated logos
- add text to logo
- crop logo off a page
- tilt or rotate logo
- add shadow to logo
- place other words near logo
  to be construed as part of logo

OTHER PRO-TIPS:

- Use proper file types (descriptions of file types and usage are available in the Brand Dictionary at the end of this document)
- Do not download the logo from a third-party website (i.e. Google image search).
- Approved logos can be downloaded at **worcester.edu/university-logos**

SEAL ONLY

The seal as a standalone mark is appropriate for online profile avatars where space is limited. The seal as a standalone mark is appropriate for formal applications such as diplomas and certificates. Consult with the Office of Communications and Marketing for further guidance on this usage.

SPECIAL USE SEAL

The special usage seal is reserved for use on small applications and for embroidery use. Please contact the Office of Communications and Marketing if you need to obtain this logo.

WORDMARK ONLY

The *wordmark* as a standalone mark is appropriate for use on promotional items, or in creative expressions like watermark treatments and social media iconography.

RETIRED SEAL

In 2011, the University undertook an environmental scan and marketing assessment which recommended significant brand updates, including updates to the primary logo. Subsequently, the university "retired" the previous seal and adopted the current university seal and wordmark. Though this seal can still be found on some older signage on campus, it is no longer active and should not be used in any application.

CLEAR SPACE

To ensure consistent legibility and prominence, any use of the university logos and marks requires an area of clear space around it. This clear space distance should be equal to or greater than the height of the "W" at any given size of the logo.

MINIMUM SIZE

The minimum sizes for the use of the Worcester State logos are shown here.

MIN. WIDTH = 1.5"

MIN. WIDTH = 1.5"

MIN. WIDTH = 1"

MIN. WIDTH = 1.5"
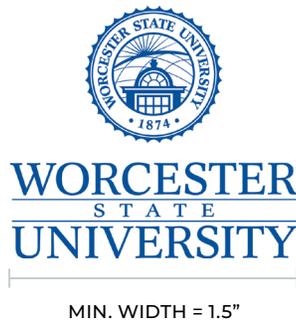
# LOGOS AND BACKGROUND COLOR

NON-WHITE BACKGROUNDS

When the Worcester State logo is placed on a background other than white (such as another color or a photograph), the secondary logo (1-color white) should be used. It is important that enough contrast be present to allow the logo to stand out.

Correct and incorrect uses of our logo and a non-white background are shown here.

FILE TYPES AND TRANSPARENCY

It is important to use the logo lockup with a transparent background when placing the logo over a non-white background. *PNG* files have a transparent background while *JPEG* files do not. Please contact the Office of Communications and Marketing for assistance with selection of the correct file types.

CORRECT
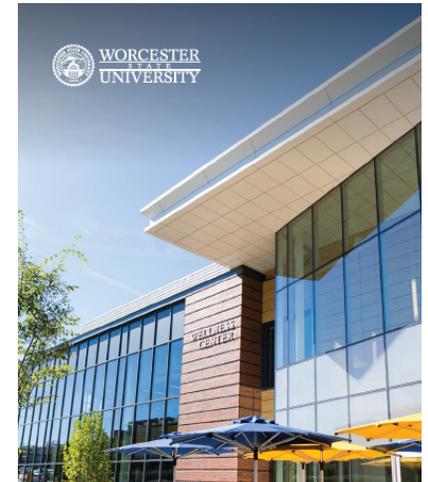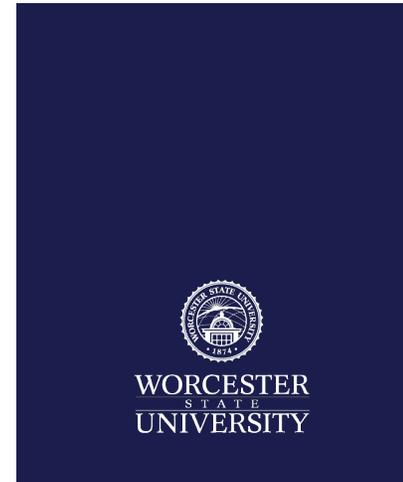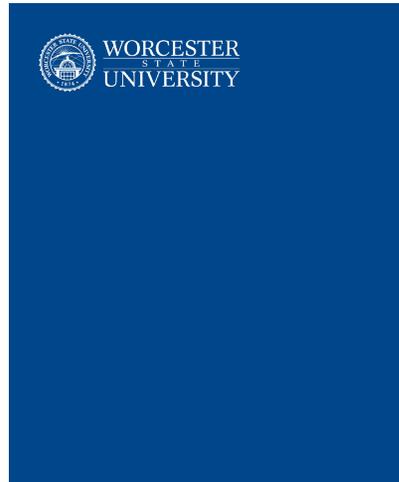
INCORRECT
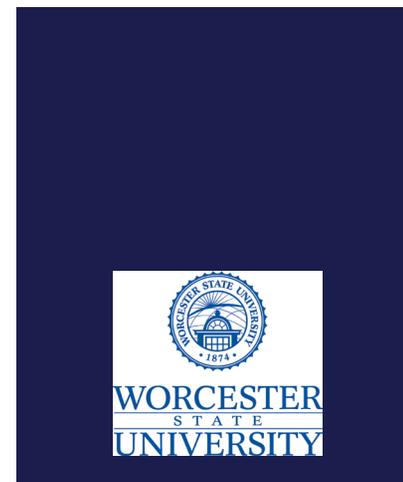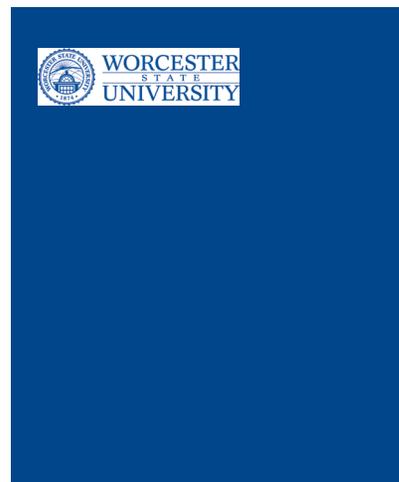
As Worcester State has grown and evolved through the years, so has its brand and visual identity. Old or "retired" logos are sunsetted and only the authorized logos in this document should be used. Shown here are logos that should no longer be used:

- Old Worcester State logo
- "WSU" logos
- Seals, lockups, or wordmarks in gold, yellow, or any color other than blue, white, or black
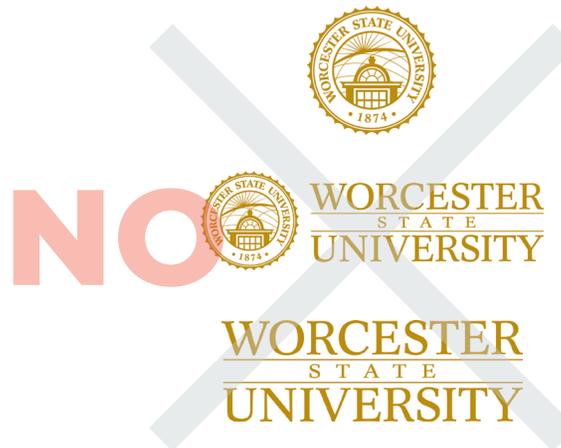
OUR TYPEFACES

Montserrat

Montserrat is a geometric *sans serif* typeface with a bold and contemporary feel. It is an OpenType font and available to all users on campus. It offers great flexibility with nine weight style options and is appropriate for headlines, subheadings, and callouts.

Baskerville

Baskerville is a classic *serif* typeface and is appropriate for subheadings and formal body copy.

Arial

Arial is a widely-used sans serif typeface appropriate for informal body copy and digital use.

TYPOGRAPHY

We convey our brand through bold imagery; strong, persuasive writing; and dynamic advertisements. Typography plays an important role in this effect. Typography is the practice of choosing or arranging letters and words in print and design. When approached tactfully, typography can support a strong representation of personality within a brand identity. Consistent use of typography builds visual familiarity with our brand, ensures a cohesive look and feel in all of our communications, and relays a dynamic visual expression of who we are to our audience.

Worcester State uses three primary *typefaces* in official communications: Montserrat (sans serif), used for headings; Baskerville (serif), used for subheadings and body copy; and Arial (sans serif), used for body copy.

All of our branded typefaces have been made available for every PC and MAC user on campus. If you have any questions about how to use these typefaces, please reach out to the Office of Communications and Marketing.

STYLING AND PAIRING FONTS

To help improve the impact of the messages contained within communications, a few options for pairing our fonts have been presented here.

In general, it is best to adhere to the following guidelines:

HEADLINES:

Always use Montserrat (Light, Regular, Medium, SemiBold, Bold, or Extra Bold)

SUB-HEADINGS:

Choose from Montserrat or Baskerville

BODY COPY:

Montserrat, Baskerville, or Arial are acceptable for body copy.

ALL MONTSERRAT

Headline: Montserrat Medium
Sub-headings: Montserrat ExtraBold
Body Copy: Montserrat Regular

SEE FOR YOURSELF

Schedule your visit today!

Meet faculty and get an inside look at academic programs. Student-guided campus tours are offered Monday through Friday at 1 p.m. and 3 p.m.

MIXING MONTSERRAT, BASKERVILLE, AND ARIAL

Headline: Montserrat Light
Sub-heading: Baskerville Bold
Body Copy: Arial Regular

SEE FOR YOURSELF

Schedule your visit today!

Meet faculty and get an inside look at academic programs. Student-guided campus tours are offered Monday through Friday at 1 p.m. and 3 p.m.

MIXING MONTSERRAT AND BASKERVILLE

Headline: Montserrat ExtraBold
Sub-heading: Montserrat SemiBold Italic
Body Copy: Baskerville Regular

SEE FOR YOURSELF

Schedule your visit today!

Meet faculty and get an inside look at academic programs. Student-guided campus tours are offered Monday through Friday at 1 p.m. and 3 p.m.

PHOTOGRAPHY

Photography should be used to draw a viewer into a publication and provide deeper context to a story. For the most effective visual storytelling, choose images that demonstrate authenticity of our Worcester State brand, and limit use of imagery to one or two larger images rather than multiple smaller images. This allows the viewer to focus on key concepts and helps keep the design clean and concise.

Imagery should reflect Worcester State's diverse, student-centered and inclusive environment and the rich components of its liberal arts and sciences curriculum. Ensure that images capture multiple disciplines and represent a diversity of people and points of view.

It is best to schedule a professional photographer when time and budget allow. The Office of Communications and Marketing offers check-out cameras and access to the Worcester State University image library to support the needs of design and publications throughout the institution.

BASIC COMPOSITION

Composition is the placement of the subject within the frame. It's an important part of creating strong imagery and telling a compelling story. A common composition technique called "the rule of thirds" is demonstrated below. Divide an image into thirds, both horizontally and vertically, and place the subject of the image into the intersection of those dividing lines or along one of the lines itself. This effect can be done when taking a photo, or when cropping a photo afterwards on the computer. Using the rule of thirds creates a more interesting and dramatic composition than when capturing the subject in the center of the frame.

RESOLUTION AND FOCUS

Using blurry or low-resolution images will diminish the professionalism of a print or digital publication. For printed materials, a photograph should be at least 300 *dpi* at actual printed size. For digital or web images, a photograph can be 72 dpi at actual size. Never stretch or distort an image to fill a space—only scale images proportionally.

Here are some things to consider and tips for capturing sharp images and avoiding blurry images:

GET TO KNOW THE CAMERA'S AUTOFOCUS FEATURE

An autofocus (or AF) feature uses a sensor to select a point or area to focus the image. On some camperas, the AF function operates by pressing the shutter button halfway down to focus, then presssing fully to shoot. Not every camera is the same, so reference the camera's user manual to learn how to best use AF.

PAY ATTENTION TO LIGHTING

Bad lighting obscures a photograph's subject and diminishes the professionalism of the communication. Camera technology will attempt to resolve bad lighting issues but often leads to a blurry outcome. Make sure you are using the correct camera settings for the lighting in which you are shooting.

USE A TRIPOD AND TIMER MODE

For indoor photography, consider using a tripod and/or the timer mode setting on the camera. Oftentimes, cameras will try to account for dim lighting by slowing down the shutter speed. Using a tripod will reduce the opportunity for shaking the camera, resulting in clear, vibrant images.

When in doubt, use your smartphone!

Because of the advances in smartphone technology, phone cameras are able to capture good photographic images and offer easy-to-use editing functions. For smaller events and instances when a photographer is not available, smartphones are an option for capturing the moment nicely.

ADVERTISEMENTS

Consistency in advertising is a crucial element of any successful brand. It's how past, present, and future consumers "connect the dots" to create a clear, holistic picture of Worcester State University. Therefore, using the correct voice and layout in advertisements is crucial. The Office of Communications and Marketing should be consulted on the development and design of all advertising for off-campus audiences. This applies to all online ads, magazine and newspaper advertising, posters, invites, banners, and billboards.

Worcester State University must be identified in all university-generated advertising that promotes any unit of the institution. This should generally take the form of the Worcester State logo lockup, but it may also be featured with type identifying Worcester State. When advertising is used to promote an event, university identification must appear prominently, but sizing should reflect the relative roles of the event, the sponsoring unit, and the university.

The design samples on the following pages are inteded to demonstrate a look, feel, and consistency that should be reflected in all Worcester State communications. These design samples illustrate the consistent use of easily identifiable Worcester State brand elements.

ADVERTISEMENTS

PROMOTIONAL ITEMS

Looking to order promotional items for your program or department? Contact the Office of Communications and Marketing and we'll work with our network of vendors to get you what you need.

STATIONERY

The standard letterhead design features the stationery logo lockup in the horizontal format at the top-left to clearly emphasize the Worcester State brand. At the top-center, either the specific until or individual's name and title are listed. The full University name and address are at the bottom of the sheet.

Similarly, the business card features the horizontal staionery logo lockup at the top-center.

For assistance with stationery, contact Publication Design: **worcester.edu/ FP-Publication-Design-Request**
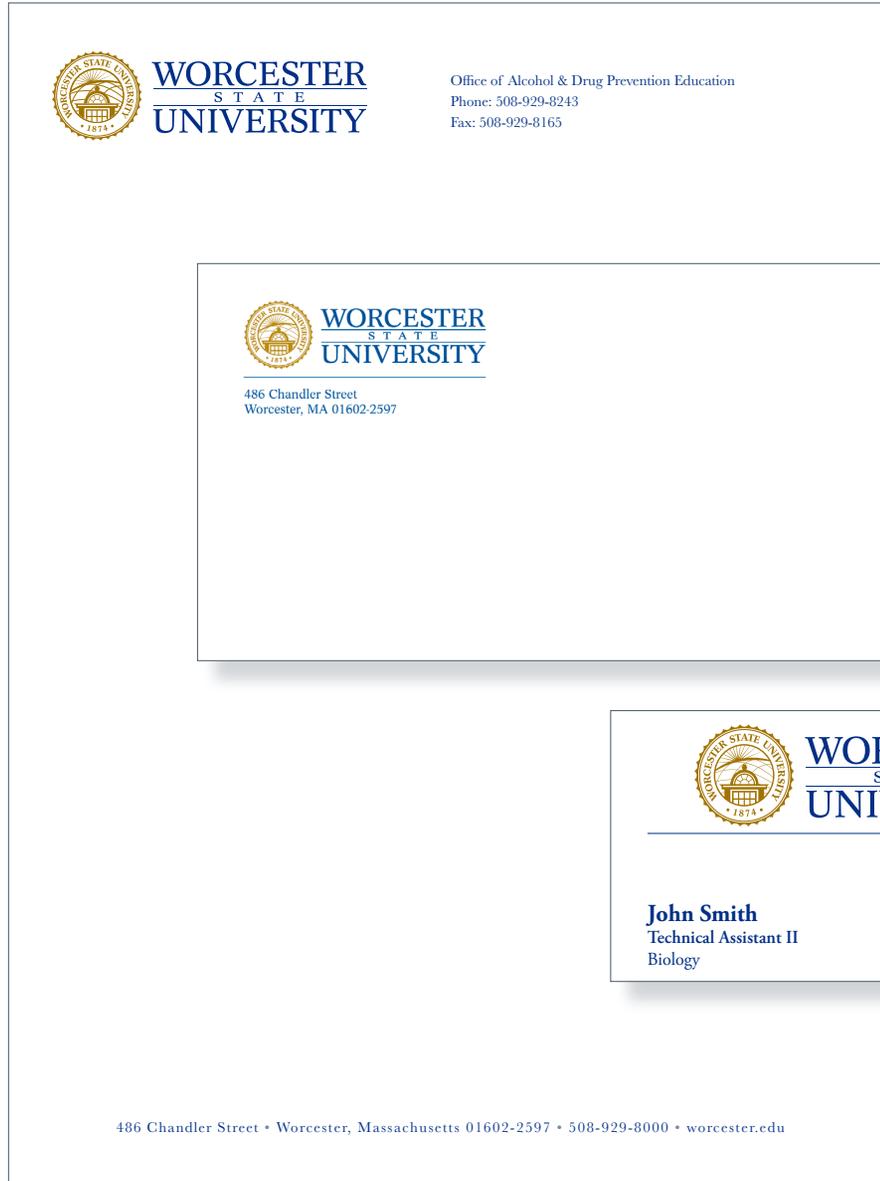
WORCESTER
S T A T E
UNIVERSITY

Office of Alcohol & Drug Prevention Education
Phone: 508-929-8243
Fax: 508-929-8165

WORCESTER
S T A T E
UNIVERSITY

486 Chandler Street
Worcester, MA 01602-2597

WORCESTER
S T A T E
UNIVERSITY

486 Chandler Street
Worcester, MA 01602-2597
Office: 508-929-0000
Fax: 508-929-0101
jsmith1234@worcester.edu

John Smith
Technical Assistant II
Biology

486 Chandler Street • Worcester, Massachusetts 01602-2597 • 508-929-8000 • worcester.edu

WEB & DIGITAL

SOCIAL MEDIA

EMAIL COMMUNICATIONS

BRANDING WEB-BASED SYSTEMS

SOCIAL MEDIA

SOCIAL MEDIA SNAPSHOT

Social media channels are a powerful tool for sharing the Worcester State University story, *brand*, and culture. The chart below provides a snapshot of how our voice is best communicated through each channel. The strongest approach across each platform is to bring an authentic voice and share the stories that represent the great work being done on campus and by our community:

	KEY STRENGTH	TONE OF VOICE CATEGORY	AUDIENCE(S)
INSTAGRAM	Builds community and engagement	Informal, Authentic, Straightforward, Inclusive	Prospective students, transfer students, current students
FACEBOOK	Audience-targeted broad information	Informal, Authentic, Civic-Minded, Inclusive	Prospective students influencers, adult learners, alumni, donors, faculty and staff
TWITTER	Conversational and in-the-moment	Informal, Civic-Minded, Hard-Working, Straightforward	Prospective students and their influencers, transfer students, adult learners, prospective faculty and staff
SNAPCHAT	Fun and engaging	Informal, Authentic, Inclusive	Prospective students and their influencers, transfer students, current students
LINKEDIN	Targeted messaging to career-oriented people and topics	Semi-Formal, Hard-Working, Inclusive	Transer students, adult learners, prospective faculty and staff, current faculty and staff, alumni, donors
WSU NEWS	Informational	Formal, Civic-Minded, Hard-Working, Inclusive	Current students, prospective students, donors and funders, current faculty and staff, neighbors and elected officials

The following guidelines are meant to ensure that the visual identity of every account representing Worcester State is consistent and helps followers easily recognize the University.

The primary Worcester State social media accounts (@WorcesterState) are managed through the Office of Communications and Marketing. Accounts affiliated with the University must meet the standards outlined here in order to be cross-promoted through the primary Worcester State social media account.

ACCOUNT NAME
Your account name should be the same across platforms. Don't use WSU in any social media account name, since it can be confused for other WSU institutions, such as Washington State University.

PROFILE/INFO/BIO SECTION
Your name should identify your department, unit, group, or team in addition to mentioning Worcester State University.

PROFILE PICTURE
For consistency, a strong visual recognition, and brand representation, your profile picture should:
- be the same across all digital platforms (Facebook, Instagram, Snapchat, Twitter, YouTube, etc.);
- rarely (if ever) change;
- consist of images (photo or text-free logo) instead of words;

Keep in mind that your audience will most often visit your social media on a mobile device, and textual logos are often too small to be easily read. Your name that you set for your account will identify you with words; your profile picture should be a unique visual identifier.

Worcester State ✔
@WorcesterState

Official account of #WorcesterState University #woostate, #woopride, #woolife, #lancernation, #lancersleading

⊙ Worcester, Massachusetts 🔗 worcester.edu 🗓 Joined March 2010

EXAMPLE OF SOCIAL MEDIA IDENTITY

COVER PHOTO
Cover photos are the larger, horizontal images across the top of many social media profiles (Facebook, Twitter, YouTube). For consistency, your cover photo should also match across all digital platforms. Unlike profile pictures, covers can be changed on a regular basis (for example, to promote current events related to your account, or to align with changing seasons).

*If you manage an account that does not currently meet these standards, please contact **social@worcester.edu**.*

EMAIL COMMUNICATIONS

FORMATTING EMAILS AND EMAIL SIGNATURES

It is recommended that all faculty and staff using a worcester.edu email account format their emails and email signatures in the same way. *Following this format ensures your emails are compliant with accessibility standards.*

EMAIL FORMATTING

Acceptable fonts for emails include Google Sans Serif (the default Google suite font), Arial, and Calibri. Backgrounds should remain white; do not add background colors or patterns.

EMAIL SIGNATURE FORMATTING

The information included in your email signature should be the same as your business card information.

- The color of the email signature may be black or dark blue.
- Bold your name and Worcester State University
- Always include a blank line between title/department (if using) and the rest of the school information.

ALWAYS INCLUDE

- Name
- Title
- Worcester State University
- Mailing Address
- Phone number (use dashes to separate components 508-555-5000)
- Email address
- Worcester State University URL (worcester.edu)

MAY INCLUDE

- Department name and/or department contact information
- Additional contact numbers, such as fax, cell, 800 number, etc.
- Preferred pronouns

DO NOT INCLUDE

- Personal websites, blogs, social media accounts, quotes, etc.
- Background images or decorative elements such as emoticons, clip art, etc.
- Links or logos for organizations unrelated to Worcester State University.

EXAMPLES

Firstname Lastname
Title Placed Here
Department name (optional)

Worcester State University
486 Chandler Street
Worcester, MA 01602-2597
Phone: 508-555-8001
Fax: 508-555-0000 (optional)
email@worcester.edu
worcester.edu

OR

Firstname Lastname
Title Placed Here
Department Name (optional)

Worcester State University
486 Chandler Street
Worcester, MA 01602-2597
Phone: 508-555-8001
Fax: 508-555-0000 (optional)
email@worcester.edu
worcester.edu

BRANDING WEB-BASED SYSTEMS

THIRD-PARTY WEBSITES

Did you know that our web presence is like an ecosystem, spanning many different sites and platforms? This ecosystem is managed collectively across many areas of the university and includes the academic catalog, a blog like "Faces of Leadership", or the library's LibGuides. These are called third-party managed sites, and offer a basic level of customization that represents our brand. We can ensure brand consistency through these third-party managed sites by selecting brand colors and a logo, most commonly. Some systems offer even greater customization options.

CREATING A COHESIVE "LOOK AND FEEL"

If you are responsible for a third-party managed site, it's important to consider our brand and utilize this brand manual when making or updating choices on fonts, colors, logos, imagery, and even the content!

Here are some tips for success:
- Choose the right logo for the orientation and layout (for example, consider what color background the logo will be placed on and whether the logo will be displayed in a horizontal or vertical arrangement).
- Choose the right colors; pay attention to what elements are color customizable. Refer to page 29 in this manual for guidance with brand colors.

CONSIDER SCREEN SIZE

There are many kinds of devices these days, from desktop PCs to tiny smartphones. Not only screen size varies. Today's smartphones offer extremely high resolution graphics. Choosing only high resolution images and graphics ensures our image remains clear and communicates quality.

To make sure images aren't blurry:
- Use a vector-based format, like *.SVG*.
- Provide a standard resolution graphic that's scaled up in size by double the required dimensions. The graphic will then be displayed at the standard size, while providing high-density screens with the full resolution needed to display a crisp, sharp logo.

AD-FREE EXPERIENCES

Some third-party managed sites like WordPress.com, a common web platform, include advertisements. If you create a website to represent your area of the university using a free site like WordPress, you have no control over what advertisements appear on that website, and those advertisements can be interpreted as endorsements by the university. This is not an acceptable practice.

If you need assistance creating or updating website content you can contact the Office of Communications and Marketing or submit a request via the ticketing system:
worcester.edu/FP-Communications-Marketing-Support.

RESOURCES

BRAND DICTIONARY

FAQ

CONTACT

BRAND DICTIONARY

Attribute
An *attribute* is a characteristic or feature of a product that is thought to appeal to customers. Attributes usually represent a manufacturer's or a seller's perspective and not necessarily that of a customer.

Avatar
In the digital world, an *avatar* specifically refers to a character or visual identity components that represents an online user.

Benefit
A *benefit* in marketing is a desirable attribute of a good or service, which a customer perceives they will get from obtaining goods and services.

Brand
A *brand* is the expression of a product, service, or concept that is publicly distinguished from other products, services, or concepts so that it can be easily communicated and marketed.

Brand Ambassador
A *brand ambassador* is an advocate for Worcester State's "products" or services. Anyone who represents Worcester State on or off-campus can be considered a brand ambassador. To that end, brand ambassadors are responsible for promoting Worcester State consistently and positively in printed and digital communications and at on-campus and off-campus events.

Brand Architecture
Brand architecture is a hierarchy that defines how a brand is structured within an organization.

Brand Essence
Brand essence is the core characteristic which defines a brand. It is an intangible attribute that separates a brand from a competition's brand via audience. It is emotional and based on feelings.

Brand Equity
Brand equity is the commercial value that derives from consumer perception of the brand name of a particular product or service, rather than from the product or service itself.

Brand Identity
A *brand identity* is the collection of all elements that an organization creates to portray the right image to its consumers.

Brand Steward
A *brand steward* is a person responsible for managing a brand and its expression within an organization.

Brand Strategy
Brand strategy is a long-term plan for the development and/or maintenance of a successful brand in order to achieve specific goals.

Brand Voice
Brand voice is the uniformity in selection of words, the attitude, and values of the brand while addressing the target audience or others. It is how a brand conveys its brand personality to audiences.

Campaign
Marketing *campaigns* promote offerings through different types of media, such as television, radio, print, and online platforms.

CMYK
CMYK stands for "Cyan, Magenta, Yellow, and Black." These are the four basic colors used in combination for printing color images.

DPI
DPI or *dpi* stands for "Dots Per Inch." DPI is used to measure the resolution of an image both on screen and in print. For print materials, a DPI of 300 or greater is recommended and considered high resolution. Screen images are typically lower, usually 72 DPI.

.EPS
An *EPS* file is a vector file of a graphic, text, or illustration.

Font
A *font* refers to the weights, widths, and styles that constitute a typeface For example, Montserrat is a typeface while Montserrat SemiBold is a font.

BRAND DICTIONARY

HEX Color Code
Hexadecimal (HEX) colors are one type of html color codes used for webdesign. They are formatted in six digits following a pound sign.

High Resolution
Sometimes abbreviated as high res, *high resolution* describes an image or video displayed at high DPI/PPI (dots per inch or pixels per inch). Its primary benefit is that it contains a high amount of visual information. Typically, a high-res image or video is 300 DPI or higher.

Lockup
A *lockup* is the final form of a logo with all of its elements included.

Low Resolution
Low resolution, or low-res, is a relative term. Compared to a high-resolution image, low-resolution images have fewer pixels, higher compression, or both. They sacrifice quality of the image for a smaller file size. Low-resolution images, such as photographs, may appear blurry or indistinct.

Medallion
A *medallion* is a custom design created for events, anniversaries, or other special occasions that merit the use of additional branding components. A medallion is not a logo and should not include names or other identifiers of departments, institutions, or groups.

Pantone or PMS Colors
Pantone colors refer to the color specified in the Pantone Matching System (PMS). This is a proprietary, standardized color system used across many industries in manufacturing, which describes colors by an allocated number (e.g. "PMS 125"). The Pantone system is the standard language for color communication from designer to manufacturer to retailer to customer.

.PNG
PNG, which can be pronounced "ping" or "P-N-G," is a compressed graphic format. While the PNG image format has many benefits, it is not suitable for all purposes. PNG files allow for transparent backgrounds in logo lockup files.

RGB
RGB (red, green, and blue) refers to a system for representing the colors to be used on a computer display.

Sans Serif Font
Sans serifs are a category of fonts that do not use serifs—small lines at the ends of characters. Montserrat and Arial are examples of sans serif typefaces, which contain sans serif fonts.

Serif Font
A *serif* is a small line or stroke regularly attached to the end of a larger stroke in a letter or symbol within a particular font or family of fonts. A font making use of serifs is called a serif font. Baskerville is an example of a serif typeface, which contain serif fonts..

Slogan
A *slogan* is a catchy phrase or series of words used to help consumers remember a company, brand, or product.

.SVG
SVG, or Scalable Vector Graphic*,* is a vector graphic format based on XML and is used to display a variety of graphics on the web.

Typeface
Typeface refers only to the distinctive design of the letters (Montserrat or Arial, for example). Font, on the other hand, actually refers to one particular size and style of a typeface design (such as 10-point, bold).

Watermark
A *watermark* is a figure or design impressed in some paper during manufacture, visible when the paper is held to the light. This can also refer to a design treatment like the example of the university seal on page 2 of this manual.

Wordmark
A *wordmark* is very similar to a logo, but the major difference is that a wordmark does not have any graphic elements, it is typography only.

FAQ

Where can I download our logo?

You can download university logos and other brand resources at **worcester.edu/FP-Brand-Identity-Resources.**

Can I create a new logo for my department or institution?

No. Logos can only be created by the Office of Communications & Marketing. Please contact us for assistance.

Where can I find photography to use in my work?

The Office of Communications and Marketing hosts and manages a digital photo library. Email **marketing@worcester.edu** to obtain access and instructions on using our photo library.

Which logo should I use on social media?

The university seal is a great go-to image for your social media icon, which may have size and dimension limitations. For cover photos or other social media imagery, please contact the Office of Communications and Marketing to request assistance or a photo from the university photo library

When should I use this manual versus the athletics brand manual?

This manual represents the entire university community and should be your primary reference guide. If you are an athletics coach or are working specifically with an NCAA athletics team on campus, you should contact the Assistant Director of Athletics. If you are unsure, contact the Office of Communications and Marketing.

Did our colors and fonts change?

Yes! Thanks for noticing. We've updated the university fonts to more accurately represent us as an organization. The primary colors have not changed, though we've added four accent colors to broaden our visual identity.

Why do I see logos around campus that are not in this manual?

Great question! Refer to pages 37 - 40 of this manual for guidance. We're tracking instances of outdated logos around campus. Tell us where you spotted something out of date so we can make sure our list for updates is accurate. Email us at **marketing@worcester.edu** and thanks!

CONTACT

FOR MORE INFORMATION ON:

· The Worcester State University Brand Identity Manual
· Web standards or practices
· Accessing logo files
· Editorial style guidelines
· Social media best practices

Please contact: **marketing@worcester.edu**

NOT SURE WHERE TO START?

Submit a request via the ticketing system:

worcester.edu/FP-Communications-Marketing-Support

OFFICE OF COMMUNICATIONS AND MARKETING

Shaughnessy Administration Building | Office A-212

marketing@worcester.edu

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The Worcester State University Brand Identity Manual was
created by the Office of Communications and Marketing.

WORCESTER
S T A T E
UNIVERSITY

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Worcester, MA 01602