

**Our Place.
Our Purpose.**



**WORCESTER STATE
UNIVERSITY**

Worcester State 150th Anniversary

VISUAL IDENTITY GUIDELINES

OVERVIEW

Worcester State's 150th anniversary offers a time to reflect on past achievements and reaffirm the university's longstanding commitment to academic excellence and student success. It also serves as a testament to the university's resilience and adaptability and celebrates its many contributions to the arts and sciences and to the city of Worcester. This document outlines the visual identity of the 150th celebration and how to use the affiliated logo marks.

Visual elements should be used to promote awareness, generate excitement, and inspire engagement in key events and celebrations; to strengthen brand awareness and reputation; and as a toolkit to develop a visually consistent and cohesive anniversary celebration.

The anniversary logos have been created with the intention of a limited-time use throughout the duration of the 150th anniversary celebration (Fall 2024-Spring 2026) and are not intended to take the place of Worcester State institutional branding.

For more information, contact marketing@worchester.edu.

TAGLINE

Our Place. Our Purpose.

Our **place** is Worcester, the heart of the Commonwealth and a hub of innovation, industry, and culture. A place where people of diverse interests and backgrounds have come together to pursue a bright future for their families and their community. A place of opportunity, possibility, and promise.

Our **purpose** is rooted in our commitment to making higher education accessible to everyone. We cultivate an inspiring and supportive environment in which learners can explore, discover, create, and achieve. Come as you are and leave the best version of yourself.

That's how we build a greater Worcester and a better world.

ANNIVERSARY LOGO

The anniversary logo is based on the Tiffany gates, a fixture on both the original campus on Saint Ann’s Hill and the current campus on Chandler Street. By referencing this historic treasure and capturing it in a streamlined, modern design, the logo roots Worcester State in a specific place, celebrates generations of our alumni, and affirms our purpose and looking to the future.

The logo is offered in horizontal and vertical formats in both blue and white. There are three components to each lockup: the 150th insignia, the university name, and the anniversary tagline “Our Place. Our Purpose.” All three components must remain visible on all uses and applications. Only use approved logos listed in this document; do not attempt to recreate or edit a Worcester State anniversary logo.

150th anniversary logo lockup



LOGO VERSIONS

Primary usage of the anniversary logo appears in Worcester State blue in horizontal and vertical orientations. It is important to maintain contrast between the logo and the background; the logo should be very easy to read.



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LOGO VERSIONS

Alternate usage of the anniversary logo appears in white in horizontal and vertical orientations.

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



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 or imagery to logo
- crop logo off a page
- tilt or rotate logo
- add shadow or gradient to logo
- place other words near logo to be construed as part of logo

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 “O” from 150 at any given size of the logo.

MINIMUM SIZE

The minimum sizes for the use of the anniversary logos are shown here. Please contact marketing@worchester.edu with specific concerns about sizing for imprinting on merchandise.



CONTACT

Contact marketing@worchester.edu with any questions or inquiries.

Submit a marketing support request via [worchester.edu/marketingsupport](https://www.worcester.edu/marketingsupport).