MajorPlus

VISUAL COMMUNICATION GUIDELINES

OVERVIEW

MajorPlus is Worcester State University's unique academic framework that gives students the ability to focus on two academic areas of study without adding time to their degree. This high-impact academic attribute requires a strategic communication approach that is consistent, informative, and adheres to institutional university brand standards. The purpose of this document is to provide guidance to the Worcester State community on marketing MajorPlus as a unique selling point of the univeristy and to further support our foundational qualities of academic excellence and rigor.

CONTENTS

WORCESTER STATE UNIVERSITY

TALKING POINTS

- MajorPlus is Worcester State's new academic framework that balances liberal arts, sciences, and professional education, doubling students' skill sets and upping the game when it comes to their career opportunities.
- MajorPlus is designed to be completed in four years; it won't add more time to graduate!
- With MajorPlus, you can learn, grow, and experience more, all within four years. By concentrating more on what you are interested in and not having to take classes that you don't want, MajorPlus was designed to give you a much stronger and fulfilling academic experience.

TESTIMONIALS

- "The MajorPlus program at Worcester State University was developed to give our students a competitive edge in the job marketplace."- Andrew Piazza, Ph.D., Assistant Professor

STYLE & WRITING TIPS

- MajorPlus is capitalized and spelled out. Do not refer to or write out as "Major+"
- MajorPlus taglines include:

    Two programs. Four years. Endless opportunities.

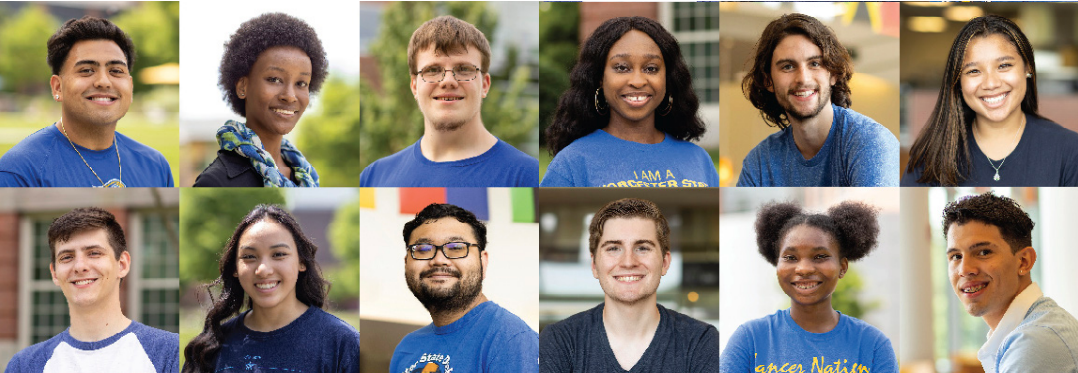   Worcester State University - Home of MajorPlus

VISUAL ELEMENTS

MajorPlus Logo

MajorPlus Banner

MajorPlus Imagery

FONTS

Montserrat ExraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Primary font used for headlines and subheadings

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Font used for body copy, long-form text, and captions

COLOR PALETTE

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

LANCER YELLOW
Pantone 1235C
CMYK 0 27 99 1
RGB 255 184 28
HEX #FFB81C

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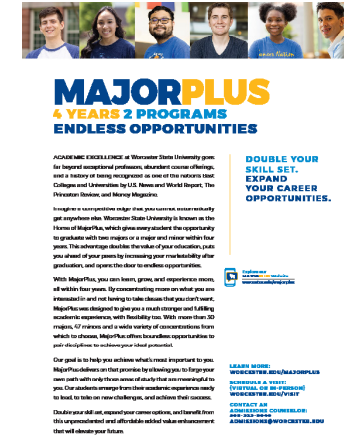Pantone 7461C
CMYK 98 24 0 1
RGB 0 125 186
HEX #007DBA

These colors have been intentionally pulled from Worcester State's primary and secondary palettes to distinctively represent MajorPlus in print and digital mediums.
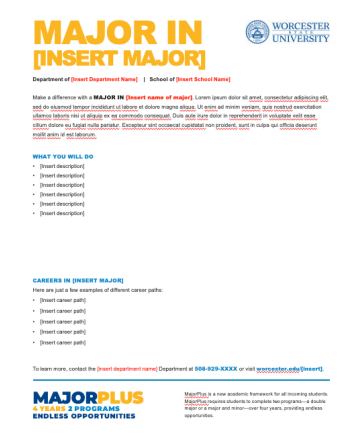
TEMPLATES & RESOURCES
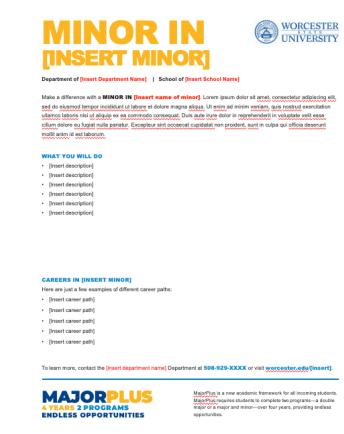
MajorPlus Presentation Template

MajorPlus One-Page Info Sheet

MajorPlus Major Flyer Template

MajorPlus Minor Flyer Template

CONTACT **OFFICE 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.

Contact **marketing@worcester.edu** with any questions or inquiries.
Submit a marketing support request via **worcester.edu/marketingsupport**.