UNIVERSITY BRAND POCKET GUIDE

Worcester State University's visual identity is a critical tool for conveying a strong and cohesive brand. If you have any questions about how to use these elements in your work, please reference the Brand Identity Manual or contact the Office of Communications and Marketing for assistance.

COLORS

For more information please reference the Brand Identity Manual.

PRIMARY PALETTE

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

LOGOS

The horizontal logos (shown below) are the preferred versions of our logo. Stacked logos (laid out with the seal resting vertically over the wordmark) are available as an alternative choice or when a horizontal layout is not possible. **Please note:** When placing a logo over a non-white background, it is important to use the PNG version of the file. PNG files have a transparent background while JPEG files **do not**.

PRIMARY LOGO

The primary logo is used for university communications, advertisements, and branded merchandise.

SECONDARY LOGO

The secondary logo is for use on general communications that contain a solid field of color (typically blue) or in cases when the logo is placed over images.

STATIONERY LOGO

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

NEWSPRINT LOGO

The newsprint logo is reserved for use **ONLY** on black-and-white print documents. Use the primary and secondary logos for all other purposes.

TYPEFACES

Montserrat
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Baskerville
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PHOTOGRAPHY

COMPOSITION

Pay attention to composition, which is the placement of the subject within the frame. Using the rule of thirds creates a more interesting and dramatic composition than when capturing the subject in the center of the frame.

RESOLUTION

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.

IMAGE SELECTION

The use of photography and 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.