

# WORCESTER STATE UNIVERSITY VISUAL IDENTITY GUIDELINES

Revised Spring 2024



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# OVERVIEW

Worcester State University's visual identity is a critical toolkit for conveying a strong and cohesive brand. It includes brand colors, the Worcester State logo and its authorized variations, brand typefaces, guidelines for photography, advertising, and stationery. The use of each of these elements is governed by this document. If you have any questions about how to use these elements in your work, please contact the Office of Communications and Marketing ([marketing@worchester.edu](mailto:marketing@worchester.edu)) for assistance.

# BRAND COLOR OVERVIEW

Beyond our logo, color is the most recognizable aspect of our visual brand identity. Using color appropriately is an important and impactful way to make sure our materials reflect a cohesive Worcester State image and visual story.

When using brand colors, always use the color values listed in this document. They were carefully selected for the best reproduction in print and on screen. Worcester State colors are specified based on paper stock (i.e., coated or uncoated) for print. For digital use, colors are specified by RGB or HEX values.

Depending on the media, brand colors should be reproduced using these formulas and can be found on the following pages:

**PMS (PANTONE)** For offset printed materials, product imprinting, or signage

**CMYK** For printed materials using the four-color process

**RGB** For Microsoft Office Suite, other software, or broadcast media use

**HEX** For websites and online use



# PRIMARY COLORS

Worcester State's primary brand colors are blue, white, and yellow. Using our brand colors proudly and consistently is a powerful and important way to make Worcester State University recognizable and memorable.

## WOO STATE BLUE



### Print

*Coated Paper*

PMS 287C

CMYK 100 75 2 18

*Uncoated Paper*

PMS 287U

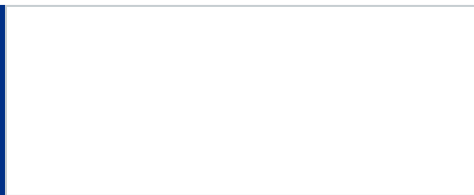
CMYK 92 62 0 0

### Digital

RGB 0 48 135

HEX #003087

## SNOW DAY WHITE



### Print

CMYK 0 0 0 0

### Digital

RGB 255 255 255

HEX #FFFFFF

## LANCER YELLOW



### Print

*Coated Paper*

PMS 1235C

CMYK 0 27 99 1

*Uncoated Paper*

PMS 122U

CMYK 0 35 100 0

### Digital

RGB 255 184 28

HEX #FFB81C

# SECONDARY COLORS

The secondary color palette should be used in a supporting manner to the primary palette. It is important to establish a sense of hierarchy and balance when using the secondary color palette; the primary colors should remain the dominant focus.

## FOUNDER'S GOLD



### Print

*Coated Paper*

PMS 132C

CMYK 3 43 93 29

*Uncoated Paper*

PMS 125U

CMYK 12 39 92 29

### Digital

RGB 160 116 0

HEX #A07400

## TIFFANY GATES GRAY



### Print

*Coated Paper*

PMS 431C

CMYK 60 36 46 27

*Uncoated Paper*

PMS 432U

CMYK 58 38 39 41

### Digital

RGB 91 103 112

HEX #5B6770

## LAKE ELLIE BLUE



### Print

*Coated Paper*

PMS 7461C

CMYK 97 34 0 1

*Uncoated Paper*

PMS 640U

CMYK 100 25 0 0

### Digital

RGB 0 125 186

HEX #007DBA

## CHANDLER STREET BLUE



### Print

*Coated Paper*

PMS 2766C

CMYK 97 55 3 58

*Uncoated Paper*

PMS 282U

CMYK 100 65 7 49

### Digital

RGB 17 28 78

HEX #111C4E

# ACCENT COLORS

The accent palette should be used only in limited circumstances such as small accent details in design layouts or digital ads when a greater design variation is desired.

## RESEARCH RED



### Print

*Coated Paper*

PMS 7625C

CMYK 0 87 85 1

*Uncoated Paper*

PMS 7417U

CMYK 0 84 73 0

### Digital

RGB 255 82 61

HEX #E1523D

## POD PURPLE



### Print

*Coated Paper*

PMS 259C

CMYK 67 100 4 5

*Uncoated Paper*

PMS 2612U

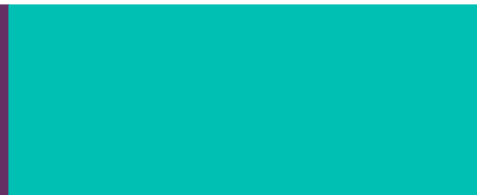
CMYK 49 78 0 0

### Digital

RGB 101 49 101

HEX #653165

## TATNUCK TEAL



### Print

*Coated Paper*

PMS 326C

CMYK 81 0 39 0

*Uncoated Paper*

PMS 2397U

CMYK 99 0 48 0

### Digital

RGB 0 191 179

HEX #00BFB3

## TEACHING GARDEN GREEN



### Print

*Coated Paper*

PMS 2417C

CMYK 99 0 84 0

*Uncoated Paper*

PMS 2417U

CMYK 84 6 65 17

### Digital

RGB 0 150 94

HEX #00965E

# PRIMARY LOGO

The Worcester State logo represents us at the highest level and is 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.

Logos can be [downloaded from our website](#) or obtained by contacting the Office of Communications and Marketing ([marketing@worchester.edu](mailto:marketing@worchester.edu)).

## PRIMARY LOGO LOCKUP



SEAL

WORCESTER  
STATE  
UNIVERSITY

WORDMARK

# APPROVED LOGO VERSIONS

Only use approved logos listed in this document; do not attempt to recreate or edit a Worcester State logo.

## PRIMARY LOGO

Primary usage of our logo appears in either Worcester State Blue or white in a horizontal layout. It is important to maintain contrast between the logo and the background; the logo should be very easy to read.



# APPROVED LOGO VERSIONS

## STATIONERY LOGO

The stationery logo is reserved for use on stationery and very select printed University communications. Use the primary for all other purposes. Please do not use the stationery logo for digital media.



## NEWSPRINT LOGO

The newsprint logo is reserved for use on black-and-white print documents.



# STACKED LOGOS

Stacked versions (laid out with the seal resting vertically over the wordmark) of our logo are available as an alternative choice when the primary horizontal version disallows appropriate clearspace, or in layouts that benefit visually from a stacked layout.



# SPECIAL USE LOGOS

In some circumstances there may be a need to use special use logos. Follow usage guidelines in this document and contact the Office of Communications and Marketing ([marketing@worchester.edu](mailto:marketing@worchester.edu)) to obtain digital files of these logos.

## **SEAL ONLY**

The Worcester State seal as a standalone mark is appropriate when space is limited, on formal applications such as diplomas and certificates, or in creative expressions like watermark treatments.



## **WORDMARK ONLY**

The wordmark as a standalone mark is appropriate for use on promotional items, apparel, or on campus signage.





# CLEAR SPACE AND MINIMUM SIZE

## 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:



# LOGOS AND BACKGROUND COLOR

When the Worcester State 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. Use the logo lockup with a transparent background when placing the logo over a non-white background (**PNG and EPS** files have a transparent background while **JPEG** files do not).

## CORRECT



## INCORRECT





Typography can strongly affect how our audiences react to a design and other communications. When approached tactfully, typography can support a strong representation of personality within a brand identity. Worcester State uses three primary typefaces in official communications: Montserrat, Baskerville, and Arial. These typefaces have been made available for every PC and MAC user on campus.

## OUR TYPEFACES

### Montserrat

Montserrat is a geometric sans serif typeface with a bold and contemporary feel. 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.

*\*Gotham may be used as a substitute for Montserrat in special cases, however, license for use is not provided by the university.*

# 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.

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.

Contact the Office of Communications and Marketing (**marketing@worchester.edu**) to check out camera equipment or access our image library, Extensis.

# PHOTOGRAPHY

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.



# 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 intended 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

**HOW DOES  
WORCESTER STATE  
FIT YOUR LIFE?**



**OUR ACADEMICS ARE GROUNDED IN THE IDEA THAT EVERY STUDENT HAS THE POWER TO CHANGE THE WORLD.** With programs from biology to big data, philosophy to physical therapy, you'll find a world of opportunities to focus on your passions while broadening your perspective.

 **WORCESTER STATE UNIVERSITY**

486 Chandler Street  
Worcester, MA 01602  
508-929-8000  
worchester.edu

 **WORCESTER STATE UNIVERSITY**




**STEP INTO THE SPOTLIGHT AT WORCESTER STATE UNIVERSITY**

Explore a vibrant and dynamic creative path in visual and performing arts with options to major or minor in art, music, theatre, and more.

Visit [worchester.edu/vpa](http://worchester.edu/vpa) to learn more!

 **LEARN MORE**

 **WORCESTER STATE UNIVERSITY**

**ACADEMIC EXCELLENCE FOR TODAY'S CHANGING WORLD**



[worchester.edu](http://worchester.edu)

 **WORCESTER STATE UNIVERSITY**

**ACADEMIC EXCELLENCE FOR TODAY'S PROFESSIONALS**


**WORCESTER STATE UNIVERSITY GRADUATE STUDIES**

- 30+ full and part-time degree and certificate programs
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- Accelerated, 7-week online courses
- Affordable tuition

Advance your career and still have time for work and family.

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508-929-8040  
[worchester.edu/graduate](http://worchester.edu/graduate)




 **WORCESTER STATE UNIVERSITY**

486 Chandler Street  
Worcester, MA 01602-2287  
[worchester.edu](http://worchester.edu)

**EARN A FORMAL CREDENTIAL TO MATCH YOUR LIFE EXPERIENCES AND PASSION FOR MAKING A DIFFERENCE.**

Worcester State's Addictions Counseling Certificate provides the expertise associated with helping people in recovery from substance abuse disorders. Throughout the program you'll learn content knowledge that meets core competencies outlined by the Massachusetts Department of Public Health's Bureau of Substance Abuse Services (BSAS)\*, and the 24 credits you'll earn can be transferred towards an undergraduate degree.

Almost everyone with this credential will find a job in this growing field. Contact us to find out how to take your passion to the next level.

[worchester.edu/certificates-and-workshops](http://worchester.edu/certificates-and-workshops)

\*Worcester State University has been recognized by the BSAS as an approved Addictions Education Provider.

**TURN YOUR PASSION FOR MAKING A DIFFERENCE INTO A CAREER IN ADDICTIONS COUNSELING.**

Earn a certificate in Addictions Counseling in as little as one year while working full-time.

 **WORCESTER STATE UNIVERSITY**

[worchester.edu/certificates-and-workshops](http://worchester.edu/certificates-and-workshops)





# PROMOTIONAL ITEMS

Looking to order promotional items for your program or department? Contact the Office of Communications and Marketing ([marketing@worchester.edu](mailto:marketing@worchester.edu)) 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 unit 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 stationery logo lockup at the top-center.

For assistance with stationery, submit a Publication Design request:

[worchester.edu/FP-Publication-Design-Request](http://worchester.edu/FP-Publication-Design-Request)



# CONTACT

## **Office of Communications & Marketing**

Shaughnessy Administration Building | Office A-212

486 Chandler St

Worcester, MA 01602

**[marketing@worchester.edu](mailto:marketing@worchester.edu)**

508-929-8492

Submit a request via our ticketing system:

**[worchester.edu/FP-Communications-Marketing-Support](https://worchester.edu/FP-Communications-Marketing-Support)**