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@worcester.edu) for assistance.
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
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**
  - Coated Paper
  - 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
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.
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.

**ACCENT COLORS**

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**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

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**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

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**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

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**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
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@worcester.edu).
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.
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 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.
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@worcester.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.

![Worcester State Seal](image)

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

![Worcester State Wordmark](image)
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.

CLEAR SPACE AND MINIMUM SIZE

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**

![Correct Examples]

**INCORRECT**

![Incorrect Examples]
As Worcester State has grown and evolved through the years, so has its brand and visual identity. Old or “retired” logos are sunned and only the authorized logos in this document should be used. Shown here are logos that should no longer be used:
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 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@worcester.edu) to check out camera equipment or access our image library, Extensis.
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.
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.
Worcester State University

Worcester State University'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 maps to 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.

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

worcester.edu/certificates-and-workshops

EARN A FORMAL CREDENTIAL TO MATCH YOUR LIFE EXPERIENCES AND PASSION FOR MAKING A DIFFERENCE.
Looking to order promotional items for your program or department? Contact the Office of Communications and Marketing (marketing@worcester.edu) and we’ll work with our network of vendors to get you what you need.
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 stationery logo lockup at the top-center.

For assistance with stationery, submit a Publication Design request:

worcester.edu/FP-Publication-Design-Request
Office of Communications & Marketing
Shaughnessy Administration Building | Office A-212
486 Chandler St
Worcester, MA 01602

marketing@worcester.edu
508-929-8492

Submit a request via our ticketing system:

worcester.edu/FP-Communications-Marketing-Support