Brand Overview

The Worcester State University brand has been elevated to represent a more serious stance on academic excellence and career preparation. This is reflected in all elements that are used in communications such as headlines, typography, imagery, logos, colors, and copy. These specifically chosen design elements are commonly associated with prestigious institutions, give WSU a higher perceived value, and reinforce a sense of confidence and leadership.
The Logo

The main logo to be used for Worcester State University printed material consists of the 2-color with blue type and gold seal.

The layout (horizontal or vertical) should be chosen based on its placement on the material. The horizontal logo is the preferred WSU logo.

Horizontal Logo – Preferred

Stacked Logo
Logo Spacing

The WSU logo must be given adequate space to exist on all materials, meaning it must be the same minimum distance as the height of the “W” from any other elements in the design. This applies to all WSU logos and sub-brands.
WSU Logo Uses and Guidelines

The following are unacceptable uses of the WSU logo.

DO NOT condense the logo.

DO NOT expand the logo.

DO NOT place the logo on a busy background.

DO NOT skew the logo.

DO NOT change the background color behind the logo.

DO NOT change the proportions or position of the wordmark and seal.

DO NOT use a white background against a color background.
The Seal

Pictured at the right is the seal of Worcester State University. The 1-color version is preferred. In most cases, the seal will appear next to the university wordmark. In some cases, such as branded mugs, etchings on a glassware, or environmental graphics, the standalone seal may appear.
The Seal - 1-Color and 2-Color

Pictured below are line art versions for use in 1-color and 2-color production.

Black Line Art Seal
Blue Line Art Seal
Inverted Line Art Seal
Gold Line Art Seal

Small Space Line Art Version

Simplified seal for small use and special production requirements.

Examples:
• Branded USB drive
• Embroidery
• Screen printing on fabrics

Enlarged to show detail
Alternative Logos - Overview

Alternative logos address the requirements that various media, production, and budgets present.

- Light yellow or white logo - Small space or viewed from a long distance. (Banner ads, swag item, or billboards)

- Wordmark without seal (Small space restrictions such as banner ads)

- 2-color logo (Newsprint, forms, applications, promotional give-aways...)

- 2-color logo on a background (Newsprint, forms, applications, promotional give-aways...)

- 1-color (Black-and-white newsprint, forms, applications...)
2-Color on White Background
(for use on white backgrounds such as business cards)

Example: 2-Color Envelope

Example: 2-Color Letterhead

2-Color Horizontal Logo

Example: 2-Color Business Card Front

Example: 2-Color Business Card Back

2-Color Stacked Logo
2-Color on Background
(for use on dark backgrounds)

2-Color Horizontal Logo

2-Color Stacked Logo

Example: 2-Color Application Cover
1-Color Black
(for use on black-and-white newsprint or documentation such as billing statements and other forms)

Black Horizontal Logo

Black Stacked Logo

Black Wordmark without Seal
1-Color Blue 287
(for use in 1-color materials except black)

Blue Horizontal Logo

Blue Stacked Logo

Blue Wordmark without Seal
Inverted Logos
(for use on dark backgrounds)

White Horizontal Logo

White Stacked Logo

White Wordmark without Seal
The **WSU Abridged Logo**

The abridged WSU logo will be used as a small-space mark on various WSU social media pages, such as Facebook and Twitter.

The layout (horizontal or vertical) should be chosen based on its placement on the material. The horizontal logo is the preferred WSU logo.

2-Color Blue and Gold Horizontal Logo

2-Color Blue and Gold Stacked Logo
Alternative WSU Abridged Logos

2-Color Inverted Horizontal Logo

1-Color Inverted Horizontal Logo

Black Horizontal Logo

1-Color Blue Horizontal Logo

1-Color Blue Stacked Logo

Black Stacked Logo

1-Color Inverted Stacked Logo

2-Color Inverted Stacked Logo
Alternative WSU Abridged Logos (No Seal)

Inverted Logo
(for use on dark backgrounds)

Blue Logo

Black Logo

Solid Color Yellow Logo
The Logo for the Worcester State Graduate School

The main logo to be used for Worcester State Graduate School printed material is shown on the right. It will be used for all high-quality printed materials.

The layout (horizontal or vertical) should be chosen based on its placement on the material. The horizontal logo is the preferred logo.

Graduate School

2-Color Horizontal Logo

2-Color Blue and Gold Stacked Logo
Alternative Logos for the Worcester State Graduate School

1-Color Inverted Horizontal Logo

1-Color Inverted Stacked Logo

1-Color Blue Horizontal Logo

1-Color Black Horizontal Logo

1-Color Blue Stacked Logo

1-Color Black Stacked Logo
Alternative Graduate School Logos
(No Seal)

Worcester State University Graduate School

Inverted Logo
(for use on dark backgrounds)

Worcester State University Graduate School

Blue Logo

Worcester State University Graduate School

Black Logo

Worcester State University Graduate School

Solid Color Yellow Logo
The Logo for the Worcester State Foundation

The main logo to be used for the Worcester State Foundation printed material is shown on the right. It will be used for all high-quality printed materials.

The layout (horizontal or vertical) should be chosen based on its placement on the material. The horizontal logo is the preferred logo.

2-Color Blue and Gold Horizontal Logo

2-Color Blue and Gold Stacked Logo
Alternative Logos for the Worcester State Foundation
Alternative Logos for the Worcester State Foundation (No Seal)

Inverted Logo
(for use on dark backgrounds)

Blue Logo

Black Logo

Solid Color Yellow Logo
The Logo for Worcester State Alumni

The main logo to be used for Worcester State Alumni printed material is shown on the right. It will be used for all high-quality printed materials.

The layout (horizontal or vertical) should be chosen based on its placement on the material. The horizontal logo is the preferred logo.

2-Color Blue and Gold Horizontal Logo

2-Color Blue and Gold Stacked Logo
Alternative Logos for Worcester State Alumni

2-Color Inverted Horizontal Logo

1-Color Inverted Horizontal Logo

Black Horizontal Logo

1-Color Blue Horizontal Logo

Black Stacked Logo

2-Color Inverted Stacked Logo

1-Color Inverted Stacked Logo

1-Color Blue Stacked Logo
Alternative Logos for Worcester State Alumni (No Seal)

Inverted Logo
(for use on dark backgrounds)

Blue Logo

Black Logo

Solid Color Yellow Logo
Brand Fonts

The WSU brand fonts include Concord BE, Univers, and Univers Condensed Bold.

Concord BE is designated as the main headline font for all WSU printed materials. Univers Condensed Bold is used for subheads and body copy.

Cambria and Arial are alternate fonts for online use and for correspondences within the university and daily work products (for use in Microsoft Office).

Headlines

Concorde BE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

cambria
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Subheads and Body Copy

Univers Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Univers
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Alternate Fonts for Web Use and Microsoft Office

Alternative to Concorde BE: Cambria
Primary Use: Headlines
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Alternative to Univers: Arial
Primary Use: Subheads and body copy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Color Palette Overview

The main WSU color will be the royal blue, seen on the right (PMS 287). The gold and yellow are secondary supporting colors and are seen in the logo and used as accents.

- **Royal Blue**
  - PMS 287
  - C: 100 M: 72 Y: 2 K: 12
  - R: 0 G: 51 B: 142
  - HEX Color: 00338e

- **Yellow**
  - PMS 127
  - C: 7 M: 5 Y: 64 K: 0
  - R: 241 G: 227 B: 123
  - HEX Color: f1e37b

- **Gold**
  - PMS 132
  - C: 0 M: 28 Y: 100 K: 30
  - R: 164 G: 119 B: 0
  - HEX Color: a47700
Promotional Material

These are some examples of how the WSU logos can be used and placed on promotional items. The logos of WSU are controlled under a licensing program administered by Strategic Marketing Affiliates (SMA) (smaworks.com). In order to ensure high quality and consistency in branding, it is recommended by the Marketing Division that any vendor creating merchandise/promotional items bearing any WSU logo should be an approved licensee through SMA.

Vendors who are not currently on the list can apply for a license through SMA. University purchases for internal-only use are exempt from royalty fees. SMA is responsible for processing license applications, coordinating artwork approvals, collecting royalty payments, and enforcing our logos and identity guidelines.

For more information about SMA or a list of approved vendors, please contact the Marketing Office. For items bearing the Lancer logo, please contact the Athletics Office.
Questions

If you have any questions about how to execute against the brand, copy tone, colors, photography, or whether something meets brand standards, contact:

**Marketing**
508-929-8618
marketing@worcester.edu

**Publications and Printing Services**
508-929-8132
WSU_printbranding@worcester.edu