

# Graphic Standards Guidelines

## Why We Value Our Brand Identity

Our brand identity distinguishes us as an institution. It is a promise of the kind of experience people will have with us whether they are students, parents, alumni, visitors, benefactors, employers, the public, or the media. In the graphic treatment of our logo, the colors, type, and design serve to help people to identify us, particularly amid a stream of admissions pieces in their mailbox, and remember who we are when they see it again—on the Web, on a billboard, or on a proud alum’s T-shirt. Just as with iconic logos of major consumer goods, keeping our graphic brand identity consistent is an important reflection of quality. The Division of Marketing and External Affairs is charged with maintaining these high standards in printed and electronic communications, and serves as a resource to the campus community regarding usage guidelines.

Since our transition to a University in 2011, Western New England has developed six distinct logo designs and several variations of those core images. These graphics feature the University name first and foremost with the names of the School of Law and other Colleges appearing as secondary elements. This hierarchy reinforces the fact that we are all a part of one unified institution.

Our dynamic University logo represents the best of our past and the promise of our future. Incorporating the institution’s longstanding cupola motif into a contemporary identity treatment, it adeptly represents who we are today: Western New England University.

## Introduction

These guidelines have been developed as a tool for assisting in the proper usage of the Western New England University logo.

The following pages contain logo usage, typography, colors, and stationery layouts.

By consistently implementing the basic standards shown on these pages, a uniform brand image for Western New England University will be communicated.

If you need assistance in using the logo or have questions about our visual identity program, please contact the Division of Marketing and External Affairs at 782-1626. Different versions of the logos are available for download and use on documents at [www1.wne.edu/marketing](http://www1.wne.edu/marketing). For other file formats of the logos call 782-1626.



# Logo Usage





Black and White

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1-color (PMS 288)

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2-color (PMS 288 and 130), and 4-color process

## Proper Logo Usage on White

The Western New England University logo can be used three different ways on a white background.

The logo can be used as listed below:

Black and White

1-color (PMS 288)

2-color (PMS 288 and 130)

4-color process (looks the same as 2-color version only uses process colors)



Reverse out to white and 4-color process



1-color (PMS 288)



Black and White

## Proper Logo Usage on a Dark Background

The Western New England University logo can be reversed out of a dark background. The reversed logo can be used as listed below:

White with 4-color process

1-color (PMS 288)

Black and white



## Alternative Logo Usage

Depending on space constraints, the logo may be used in these alternative formats. The Office of Marketing and External Affairs will determine when these alternative formats are needed.



## College Logo Usage

Additional branding for the Colleges will highlight the College name and the corresponding color used for each College as shown.





## College of Pharmacy and Health Sciences and the School of Law

Additional branding for these will highlight their names and the corresponding colors used for each as shown.

Note: For more graphic standards on these, see individual guideline booklets.



## Improper Logo Usage

The logo should not be altered in any way such as outlining, adding shadows, adding borders, changing its proportions, changing the font, rotating it, using only elements of it, or cropping it.



PMS 288

CMYK breakdown:  
100c, 67m, 0y, 23k



PMS 130

CMYK breakdown:  
0c, 30m, 100y, 0k

## Logo Color

PMS 288 (blue)

PMS 130 (orange/yellow)

The colors used in the Western New England University logo are PMS 288 and PMS 130. Black or white may also be used.

## Univers

Univers 57 condensed

*Univers 57 condensed italic*

**Univers 67 condensed bold**

***Univers 67 condensed bold italic***

Univers 55

*Univers 55 Italic*

**Univers 65 bold**

***Univers 65 bold italic***

**Univers 75 black**

***Univers 75 black italic***

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

## Berkeley

Berkeley book

*Berkeley book italic*

Berkeley med

*Berkeley med italic*

**Berkeley bold**

***Berkeley bold italic***

**Berkeley black**

***Berkeley black italic***

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

## Typography

For secondary copy, the Berkeley and Univers font families should be used.

Font used for the logo is the from the Frutiger family. Please do not attempt to typeset the logo.

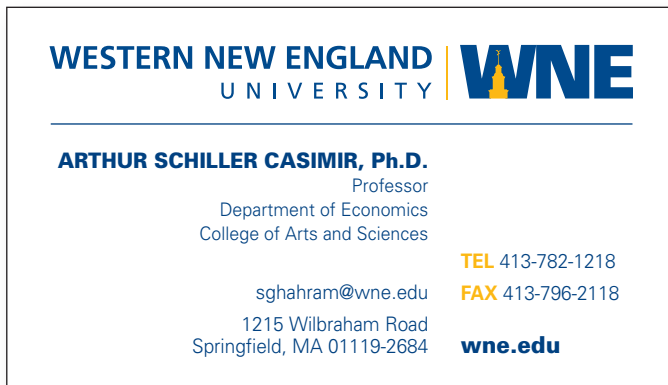
Use only authorized logo art supplied by

Marketing and External Affairs.



# Graphic Standards Stationery





## Business Card

**Dimensions:** 3.5" x 2"

**Color:** 2-color (PMS 288 and PMS 130)  
or 4-color process

**Name:** Univers 75 Black, 8pt. over 10pt. All caps.  
PMS 288

**Title:** Univers 45 Light, 7.5pt. over 9pt. All upper and  
lower case. PMS 288

**Personal information:** Univers 45 Light, 7.5pt. over  
12pt., PMS 288 (Telephone abbreviation and the  
word fax are Univers 65 Bold, 7.5pt. PMS 130)

**Address:** Univers 45 Light, 7.5pt. PMS 288  
(Web address is Univers 75 Black, 8.75pt.)



## Letterhead

**Dimensions:** 8.5" x 11"

**Color:** 2-color (PMS 288 and PMS 130)  
or 4-color process

**Address:** Univers 45, 8pt. over 11pt., PMS 288.  
The address text is set on two lines left aligned on the left-hand side of the page. The telephone number and website address are set on two lines left aligned on the right-hand side of the page. Both sit 1/2" from the bottom of the page and 3/8" from the edge. Use hyphens between digits in telephone numbers.

**Logo:** The logo is centered and is 1/2" from the top of the page. The logo is 2-color (PMS 288 and PMS 130).

WESTERN NEW ENGLAND  
UNIVERSITY | WNE

DIVISION OF MARKETING  
AND EXTERNAL AFFAIRS

1215 Wilbraham Road  
Springfield, MA 01119-2684

wne.edu

TEL: 413-782-1346  
FAX: 413-782-1779

## College or Department Letterhead

**Dimensions:** 8.5" x 11"

**Color:** 2-color (PMS 288 and PMS 130) or 4-color process

**Address:** Univers 45, 8pt. over 11 pt., PMS 288. The address text is set on two lines left aligned on the left-hand side of the page. The telephone number and website address are set on two lines left aligned on the right-hand side of the page. Both sit 1/2" from the bottom of the page and 3/8" from the edge. Use hyphens between digits in telephone numbers.

**Logo:** The logo is centered and is 1/2" from the top of the page. The logo is 2-color (PMS 288 and PMS 130).

**College or Department:** Univers 65 Bold, 8pt. over 11pt. Left aligned 3/8" from the edge of the page and aligned to the bottom of the logo.

WESTERN NEW ENGLAND  
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1215 Wilbraham Road  
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## Envelope

**Dimensions:** Standard #10 envelope

**Color:** 2-color (PMS 288 and PMS 130)  
or 4-color process

**Address:** Univers 45 Light, 7.5pt. over 10 pt., PMS 288  
All address text is left aligned under the logo.

**Logo:** The logo is 2-color (PMS 288 and PMS 130).  
The logo is .322 from top of the envelope and .306  
from the left side of the envelope

The same standards can be applied to other size  
envelopes by increasing or decreasing the size of  
logo and address accordingly.

WESTERN NEW ENGLAND UNIVERSITY | **WNE**

1215 Wilbraham Road  
Springfield, MA 01119-2684

## FAX

**To:** \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

**From:** \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Date: \_\_\_\_\_ Pages including this cover page: \_\_\_\_\_

Comments: \_\_\_\_\_

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Western New England University is a private, independent, coeducational institution founded in 1919. Located on an attractive 215-acre suburban campus in Springfield, Massachusetts, Western New England serves 3,830 students, including 2,580 full-time undergraduate students. Undergraduate, graduate, and professional programs are offered through Colleges of Arts and Sciences, Business, Engineering, Pharmacy, and the School of Law.

In its annual "America's Best Colleges" edition, *U.S. News & World Report* ranks Western New England University in the top tier of the "Regional Universities-North" category of colleges and universities offering a full range of undergraduate and master's programs.

#### Confidentiality Note

This message is intended only for the use of the individual or entity to which it is addressed, and may contain information that is privileged, confidential, and exempt from disclosure under applicable law. If the reader of this message is not the intended recipient, or the employee or agent responsible for delivering the message to the intended recipient, you are hereby notified that any dissemination, distribution, or copying of this communication is strictly prohibited. If you have received this communication in error, please notify us immediately by telephone, and return the original to us by mail without making a copy. Thank you.

## Fax

**Dimensions:** 8.5" x 11"

**Color:** Black

**Address:** Univers 45, 8pt. over 11pt. Address text lies on two lines flush left under University.

**Text:** (Fax header) Univers 75 Black, 28pt.

Left aligned 1 3/8" from the left of the page.

(To & From Text) Univers 75 Black, 14pt. over 22pt.

(Additional information text) Berkeley Book and Berkeley Bold, 10pt. Left aligned 1 3/8" from the left of the page. (Disclosure information) Berkeley Book, 9pt. over 10pt. Centered. (Confidentiality Note) Berkeley Book, 7.5pt. over 9.5pt. Centered.

**Logo:** The logo is centered and is 1/2" from the top of the page.





4-color process



4-color process



2-color (Gold and Red)



1-color (Black and White)

## The University Seal

Western New England University's Seal consists of a torch that was drawn from the official seal of Northeastern University as a tribute to its part in the history of Western New England. The torch is surrounded by the triangle emblem of the YMCA. Western New England University's connection with the YMCA dates from its early years when, from 1919 to 1951, the University existed as Springfield-Northeastern with courses offered at the Springfield YMCA. Soon after, Western New England College became independently chartered, but continued to offer courses at the YMCA until 1959 when the first building was completed on the University's present campus. The words knowledge, integrity, and service, which reflect the mission and character of the University, are inscribed on the Seal.

**Usage:** The Seal is only used for academic purposes, such as Commencement programs, Fall Convocation programs, and diplomas. The Seal is generally not used in the marketing of the University.

*Permission must be obtained from the Marketing and External Affairs office to use the Seal.*



4-color process



2-color (PMS 287 and PMS 130)

## Athletic Logo

The Golden Bear is the University mascot and is used in the athletic logo. This athletic logo was developed in 1993 to adorn the wrestling mats, basketball court, and other athletic items in the new Alumni Healthful Living Center.

**Usage:** This athletic logo is not a substitute for the actual University logo, and should be used for athletic purposes only. Permission must be obtained from the Marketing and External Affairs office to use the athletic logo.