

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. For other file formats of the logos call 782-1626.



Logo Usage



Black and White



1-color (PMS 288)



2-color (PMS 288 and Orange 021)



3-color (PMS 288, Orange 021, and 130), and 4-color process

Proper Logo Usage on White

The Western New England University College of Pharmacy and Health Sciences logo can be used five 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 Orange 021)

3-color (PMS 288, Orange 021, and 130)

4-color process (looks the same as the 3-color version only it uses process colors)



Black and White



1 color (PMS 288)



2-color (PMS Orange 021 and white)



4-color process

Proper Logo Usage on a Dark Background

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

Black and white

1-color PMS 288

2-color PMS Orange 021 and white

4-color process



Alternative Logo Usage

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

~~WESTERN NEW ENGLAND UNIVERSITY | **WNE**
COLLEGE of PHARMACY and HEALTH SCIENCES~~

~~WESTERN NEW ENGLAND UNIVERSITY | **WNE**
COLLEGE of PHARMACY and HEALTH SCIENCES~~

~~WESTERN NEW ENGLAND UNIVERSITY | **WNE**
COLLEGE of PHARMACY and HEALTH SCIENCES~~

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 Orange 021

CMYK breakdown:
0c, 83m, 100y, 0k



PMS 130

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

Logo Colors

PMS 288 (blue)

PMS Orange 021 (orange)

PMS 130 (yellow)

The colors used in the Western New England University logo are PMS 288, PMS Orange 021, 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

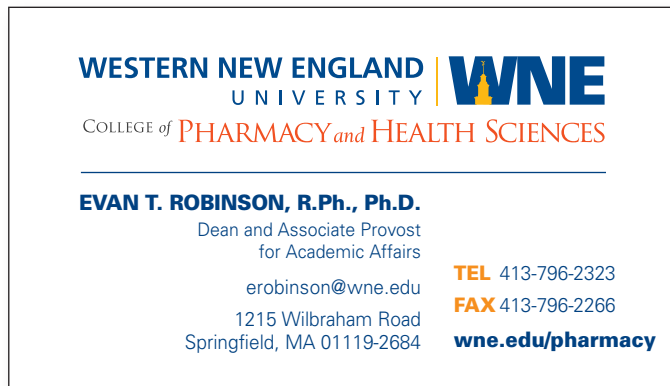
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

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: 3-color (PMS 288, PMS 130 and PMS Orange 021)
or 4-color process

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

Title: Berkeley Book, 7.5pt. over 9pt.
Upper and lower case. PMS 288

Personal information: Univers light, 7.5pt. over 12pt.
PMS 288 (Telephone abbreviation and the word fax
are all caps.)

Address: Univers light, 7.5pt. PMS 288
(Web address is Univers black, 8.75pt.)



OFFICE OF THE DEAN
Evan T. Robinson

1215 Wilbraham Road
Springfield, MA 01119-2684

erobinson@wne.edu
wne.edu/pharmacy

TEL: 413-796-2323
FAX: 413-796-2266

Letterhead

Dimensions: 8.5" x 11"

Color: 3-color (PMS 288, PMS 130 and PMS Orange 021) or 4-color process

Address: Univers light, 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 3-color (PMS 288, PMS 130 and PMS Orange 021).



OFFICE OF THE DEAN
Evan T. Robinson
1215 Wilbraham Road
Springfield, MA 01119-2684

Envelope

Dimensions: Standard #10 envelope

Color: 3-color (PMS 288, PMS 130 and PMS Orange 021) or 4-color process

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

Logo: The logo is 3-color (PMS 288, PMS 130 and PMS Orange 021). The logo is .351 from top of the envelope and .288 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**
COLLEGE of PHARMACY and HEALTH SCIENCES
1215 Wilbraham Road
Springfield, MA 01119-2684

FAX

To: _____

Company: _____

Phone: _____

Fax: _____

From: _____

Phone: _____

Fax: _____

Date: _____ Pages including this cover page: _____

Comments: _____

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.