Introduction

The success of the Westfield State graphic identity depends on the consistent use of communications materials by everyone involved with the university. This manual has been created to provide all Westfield State employees and associates with the ability to maintain the university’s visual identity through an easy-to-follow set of guidelines.
The logo

The basis of any successful graphic identity is the logo and the Westfield State University graphic identity is no exception. The logo is made up of two components, the logotype and the founding year.

The logotype has been specifically designed for Westfield State and no attempts to recreate it should be made. Art files may be obtained from the Marketing Department.
Appropriate use

The Westfield State logo may only be used to identify the University’s identity, its programs, and its services (See figure A). The development and use of any other logo, mark and/or symbol is prohibited. The Westfield State logo may not be combined with any other feature — including, but not limited to other logos, words, graphics or symbols (See figure B. The shape, proportion or color of the Westfield State logo may not be altered in any way. The logo may not be redrawn or altered (See figure c).

The Westfield State logo should never be printed using any other colors than Westfield State Blue, Gold, black or white (See figure D).
Size and proportion

To ensure legibility and consistency, the Westfield State logo should never be reproduced at a width smaller than 1.5 inches (See figure E). The Westfield State University logo’s proportions should never be altered. Do not condense or extend the logo (See figure F).
Color

Blue is the official Westfield State color. To unify the colors of the school, a dark blue similar to the athletic blue has been selected as the official Westfield blue, PMS* 280 (see figure G).

Gold is the secondary color. Blue should always be dominant over gold. Westfield gold is PMS 872.

A process color equivalent has been assigned for each of the PMS* colors for use when printing in CMYK (Cyan, Magenta, Yellow and Black, the four colors used in process printing): PMS 280 (CMYK: 100 C; 72 M; 0 Y; 18 K) and PMS 872 (CMYK: 20 C; 30 M; 70 Y; 15 K) (figure H).

* PMS stands for Pantone Matching System. Pantone Color Standards is the system of ink colors used by printers worldwide to guarantee color consistency.

NOTE: The colors shown on this page and throughout the guidelines are representations of the Pantone Color Standards. Only PMS inks can match the Pantone Color Standards. Pantone® is a registered trademark of Pantone, Inc.
Color palette

Additional colors have been selected for use with Westfield State blue and gold. These selected colors are meant to complement or accent the Westfield colors.

The colors are divided into three groups, Primary, Secondary, and Tertiary. Primary colors are the school colors and should be used on most publications. Secondary colors are the main set of accent colors. These can be used as the primary colors of a brochure in lieu of blue or they can be used just as accent colors. Tertiary colors are only to be used as accent colors and should never be the dominant color.

Please note, that when using Secondary colors in lieu of blue, the logo should always print in black or be reversed to white. The logo should never appear in the Secondary or Tertiary colors.

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Please note that the colors depicted are only representational of the actual PMS colors, please refer to a PMS color guide for accurate color.
Control area

To be visually effective, the Westfield State logo requires an open area around it.

This open area is called “the control area” in this manual. No other visual elements may appear in the control area. The control area is a box of empty space around the logo which is marked by a specific distance \( (x) \) from the edges of the logo. This space, \( (x) \), is equal to the distance between the baseline of the word “University” and the baseline of the word “Founded” (figure I).

Photographs and illustrations can be used behind the logo, though care should be taken to ensure the logo is free from clutter and is easy to read (figure J).
Legibility

Clarity and readability are important factors to consider when using the Westfield State logo. It is important that the logo be clearly readable to any viewer. Different versions of the logo have been created for the various situations in which the logo may be used.

Do not place the logo on patterned backgrounds that impair the readability of the logo. Colored backgrounds are acceptable, however, it is important to use care in selecting the correct version of the logo to use in these situations (See figure K).

In situations where the logo is used on a color of similar value to any of the PMS colors, the logo should be reversed (white) from the color or if there is enough contrast, printed in black.
A consistent approach to typography reinforces the effectiveness of the Westfield State graphic identity. With consistent use, these typefaces, also known as fonts, will create a strong and recognizable identity for Westfield State University.

Sabon has been the official typeface for Westfield State for many years and it continues to fill this role. Sabon comes in many weights and is a versatile and elegant typeface. Sabon is the typeface of choice for text and headlines.

Franklin Gothic is the official sans serif typeface that is used to complement Sabon. Like Sabon, it comes in wide variety of weights and styles. Franklin Gothic Condensed Book and Medium are the typefaces suggested for subheads and captions.

Typefaces can be obtained from the Marketing Department.
Stationery

Stationery includes business cards, envelopes and letterhead (see figures L, M, and N). Stationery is one of the most visible representations of an institution. As such, special care must be taken to ensure that all stationery has the same appearance. The look of the Westfield State stationery is based on a system of color, typefaces, and layout. The University has contracted with a local vendor to produce stationery items using templates outlined in this manual. Contact the Marketing Department for information about ordering stationery and business cards.

NOTE: No tag lines, slogans, promotional information, or other images or wording not addressed in these standards should be included on any stationery item.
FIG. M #10 GENERAL ENVELOPE SHOWN ACTUAL SIZE (4.125 IN. X 9.25 IN.)

11 WESTFIELD STATE UNIVERSITY GRAPHIC IDENTITY

Stationery

Westfield
STATE UNIVERSITY

577 Western Avenue
PO Box 1630
Westfield, MA
01086-1630

Title/Department
Stationery

Title/Name

Westfield
STATE UNIVERSITY

An Education Leader and Innovator Since 1838

577 Western Avenue
PO Box 1630
Westfield, MA
01086-1630

(413) 572-xxxx
(413) 572-xxxx (f)
xxxx@wsc.ma.edu
www.wsc.edu
Publications

All publications that are intended for distribution to any of Westfield State’s constituencies (current and prospective students, faculty, staff, alumni, parents, friends, and members of our neighboring communities) should reflect the university’s graphic identity.

To that end, we have developed guidelines and templates for producing publications with the “look and feel” of the graphic identity. If these designs do not meet your needs, Westfield State marketing professionals can help you to adapt them as necessary. Please consult with the Marketing Department before you start work on any new publication. A member of the staff can work with you to ensure that the final product matches the graphic identity, fulfills your goals and fits your budget.

In this example (figure O), a four color brochure with bleeds (prints to all edges) uses multiple-images for the cover. A graphic of the Westfield Logotype is “ghosted” on the cover. Ghosted is a term describing an image that is transparent rather than screened. The logotype portion of the logo may be used as a graphic. A large block of a Secondary Color (PMS 561) has been chosen from the Westfield color palette.
Publications

In this example (figure P), a four color brochure with bleeds (prints to all edges) uses a single image for the cover.

Title of Publication

LOGO
Logotype without “Founded” portion can be used as a graphic. Adjust the transparency to suit the photo being used. The effect created should be subtle.

LOGOTYPE

PMS 561
Choose color from Secondary Color palette.

WSU_WHITE_LOGO.EPS

Reverse logo from color field.

Description of Publication 2009-2010
Publications

In this example (figure Q), a four color brochure uses a single image for the cover but does not bleed. Sometimes budget or the method of printing limits options such as bleeds.
Publications

In this example (figure R), a four color brochure with bleeds (prints to all edges) uses a graphic of the iconic Westfield globe. Other icons can be created and used as graphics as budget and time permits. The entire background of this version uses a color from the Secondary Color palette.

FIG. R  OPTION 4  8.5 X 11, FOUR COLOR BROCHURE, FULL BLEED, GRAPHIC

LOGO
Reverse logo from color field.
WSU_WHITE_LOGO.EPS

LOGOTYPE
Logotype without “Founded” portion can be used as a graphic. The graphic is screened between 75% and 85% depending on the color and paper used.

PMS 561
Choose color from Secondary Color palette.

GLOBE ART
Transparency of globe art can range from 15-25% depending on color and paper surface. The effect should be subtle.
Publications

In this example (figure S), a four color brochure with bleeds (prints to all edges) the only graphic is the Westfield logotype. The entire background of this version again uses a color from the Secondary Color palette.

LOGOTYPE
Logotype without “Founded” portion can be used as a graphic. The graphic is screened between 75% and 85% depending on the color and paper used.

PMS 561
Choose color from Secondary Color palette.

LOGO
Reverse logo from color field. WSU_WHITE_LOGO.EPS
Publications

This example (figure T) is a four color tri-fold brochure with bleeds (prints to all edges). The size is smaller and more vertical in proportion than the 8.5 x 11 brochures but the “look and feel” of the graphic identity is maintained.
Information

If you have any questions regarding the Westfield State graphic identity please contact the Marketing Department.

To obtain logo art, typefaces, or print templates, please contact the Marketing Department.