

Westfield State University

*Visual Brand*  
**GUIDELINES**

Westfield  
STATE UNIVERSITY

W W

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# WHAT IS A BRAND?

A brand is an organization's unique identity and viewpoint that conveys its spirit and mission. When a brand is used at its optimal performance level, an organization can build connections with many audiences by ensuring that interactions are purposeful, informed, and consistent.

## WHAT IS OUR BRAND?

At Westfield State University, our brand focuses on providing an accessible quality higher education with a shared vision of our commitment to student engagement and success.

Consistency in our message, the way we speak, and the way we look determine the impression we make on others.

Use this guide to help make informed decisions as you support the University's brand purpose and story. Remember that there is always logical reasoning behind all images and words spanning across every medium. Our brand's development process is reflected within this document, and in it, you will find proper guidance for making it successful.

Changes may be made often to this guide to reflect new information. Please contact the Marketing Department for the most current version.

## WHAT IS THE IMPORTANCE OF A BRAND?

What we say, how we say it, and how we look determine how others perceive us. When we form opinions, our decisions are deeply influenced by them. For that reason, it is important for the University to facilitate meaningful and positive interactions whenever possible.

It is the purpose of this document to make sure that all elements work together in harmony to emanate a compelling narrative about Westfield State. These principles should guide every interaction and piece of communication disbursed.

***\*Materials intended for an external audience need to be reviewed, designed, and approved by Marketing before they can be printed, produced, posted, or distributed. This extends to all mediums, including print, digital, video, and web.***

## WE'RE HERE TO HELP.

If it's related to marketing, we can help you accomplish your goals. The process of communicating your message and reaching your target audience can be time-consuming and complex. Our in-house team of professionals has experience in marketing strategy, branding, visual design, copyediting, photography, and videography, as well as communicating with your audience on the web and through social media.

Your project begins when you complete a [Marketing Work Request Form](#).

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# LOGOS

The basis of any successful brand identity is the logo, and Westfield State University's brand identity is no exception.

Our logos have been specifically designed for Westfield State and no attempts to recreate them should be made. The official logos may be obtained from the Marketing Department.

Westfield State's logos may only be used to identify the University, its programs, and its services.

**The development and use of any other logo, mark and/or symbol is prohibited.** The logos may not be combined with any other feature—including, but not limited to: other logos, words, graphics, or symbols. The shape, proportion, or color of any Westfield State logo may not be altered in any way.

This section highlights the Westfield State logos and their proper usage. Please reach out to the Marketing department with any questions regarding logos usage.

## PRIMARY LOGOS

Westfield  
STATE UNIVERSITY

### STACKED LOGO

Primary

**COLOR** PMS 280, black, white

Westfield  
STATE UNIVERSITY

Westfield  
STATE UNIVERSITY

Westfield State University

### HORIZONTAL WORDMARK

Secondary

**COLOR** PMS 280, black, white

Westfield State University

Westfield State University

## PRIMARY AND SECONDARY LOGO USAGE

The Westfield State University primary logo is our official logo. This logo should be used to represent the University in all print and digital materials, unless otherwise stated by the Marketing Department. This logo is the university's identifying feature.

The horizontal wordmark can be used in support and addition to our primary logo, as long as our primary logo is the bigger

one. When the use of our primary logo is not possible, the Marketing Department may approve the use of the wordmark.

Both Westfield State primary logos should never be printed using any colors other than Pantone 280, black, or white. The logos' typefaces are custom designed and should never be replaced by another font or typeface. See page 11 for typography information.

## OTHER LOGOS



### OFFICIAL SEAL

**COLOR** PMS 280, black, white

The Westfield State University seal is used to represent official business of the University. It symbolizes Westfield State's founding and instills a sense of tradition. **It should not be used in place of the official Westfield State University primary logo.**

Appropriate uses of the seal include communication provided by the President's Office; the Board of Trustees; Office of Human Resources, Inclusion, Diversity, and Equity; and Administration and Finance; as well as diplomas and formal awards. The Marketing department oversees all uses of the University Seal.



### SPIRIT MARK Nestor Icon

Nestor is the Westfield State University mascot and our University spirit mark. The spirit mark is primarily used to represent student life and spirit activities. Edits to the university spirit mark are prohibited, and the primary color of the spirit mark is PMS 280. All versions of the spirit mark can be obtained and used with permission from the Marketing Department.



### WESTFIELD "W" LETTER MARK

**COLOR** See page 10 for color palettes

The Westfield State "W" is strictly in the Sabon font and may be used in any color featured in our university color palette. This letter mark is primarily used in undergraduate admissions and continuing education, but exceptions can be made with expressed consent from the Marketing Department.



## OTHER LOGOS

Westfield  
STATE UNIVERSITY

DEPARTMENT NAME



### DEPARTMENT LOGO

**COLOR** PMS 280, black, white

The University's schools, divisions, and departments are the next tier in the Westfield State University logo system. In order to stay consistent with the university brand, no custom logos are allowed without expressed permission from the Marketing Department. These logos cannot be altered or replicated and are available by submitting a Marketing Work Request.



WESTFIELD STATE OWLS  
ATHLETICS



WESTFIELD STATE OWLS  
ATHLETICS

### ATHLETIC LOGOS

Westfield's spirit and athletic marks are symbols of the University, and have their own brand standards and usage guidelines. These are trademarks of the University, and are carefully managed in accordance with NCAA guidelines.

The Westfield State University Owl spirit mark that includes the "W", and/or the word "Athletics" may only be used by the Athletics Department. Any unauthorized use is a violation of these trademarks. In addition, the use of the Athletics royal blue is restricted to Athletics only. Please contact Athletics at (413) 572-5405 for permissions or questions regarding the Athletics logo.

The Owl (Spirit Mark) may be used without the "W" for student life and spirit activities. See previous page for proper usage.

## LOGO ON COLOR

All Westfield State materials should display the logo clearly and legibly. Use best judgment and practices when implementing the logo. For example, use the white logo on dark colors or photography. Use PMS 280 or black logos on white or light colors.

For advertisements and print materials, the logo is generally placed in the bottom corner or center bottom. On letterheads, the logo is placed to the right or center top.

A color block should be presented behind the Westfield State logo when it is not used on a solid color, with a maximum of 85% opacity. Although the other colors shown below can be used, Pantone 299 should be the primary color.

Below are examples of acceptable color boxes and proper placement of our primary logo. It is important to maintain consistency in the representation of our brand so that it can be instantly recognized.



## EXAMPLES

**COMMUNICATION**  
at Westfield State University

**B.A. IN COMMUNICATION**  
Concentrations in Media Arts and Analysis, Journalism, Public Relations, Communication and Culture  
Curriculum balances theory and practical experience, followed by translational projects in arts, community and intercultural communication  
Film Minor

**OPPORTUNITIES**  
Practical, on-air and faculty advised  
On-air television studio, radio station, student messenger  
Internships locally and in Washington, D.C.  
Exceptional alumni networking  
Communication Club and Television Club

**CAREER PATHS**  
Broadcast and news journalist  
Communications coordinator  
Public relations adviser  
Social media coordinator  
Production manager  
Sports team publicist  
Event management  
Web designer  
Creative director

Westfield STATE UNIVERSITY  
 Questions? Contact us at (413) 573-3340 or [admission@westfield.ma.edu](mailto:admission@westfield.ma.edu)  
 For more information, visit [westfield.ma.edu/Communications](http://westfield.ma.edu/Communications)  
 WE'RE SOCIAL! FOLLOW US  
 Facebook Twitter Instagram LinkedIn  
[www.westfield.edu](http://www.westfield.edu)

**OPEN HOUSE**  
Come see our campus and your future as an Owl!

Westfield STATE UNIVERSITY

[westfield.ma.edu/GetToKnowUs](http://westfield.ma.edu/GetToKnowUs)



## LOGO IMPLEMENTATION

In order to maintain legibility and consistency, Westfield State's logo should never be reproduced at a width of fewer than 1.5 inches. The Westfield State University logo's proportions should never be altered. Condensing, extending, or distorting the logo is not permitted.

The following examples illustrate what not to do. **This applies to all university logos as listed on pages 4–6.**



*Do not stretch or condense the logo.*



*Do not crop the logo.*



*Do not change any of the colors of the logo.*



*Do not change any of the colors of the logo.*



*Do not place the logo on hard to read colors.*



*Do not place the logo on hard to read patterns, photos, or textures.*



*Do not rotate the logo.*



*Do not remove any elements of the logo.*



*Do not change any of the fonts of the logo.*



*Do not add any extra elements to the logo.*



*Do not add drop shadows or other visual effects to the logo.*



*Do not make the logo so small that it is illegible.*

# COLORS

There are two color palettes that are available for university use: primary and secondary color palettes. The University's official school colors are blue (Pantone 280) and white. As a general rule, University materials should mainly use the primary color palette. However, the secondary color palette may be incorporated as an accent.

Our color palette has been selected based on its specific values. Always use the listed values and do not alter them. An Adobe Swatch Exchange (.ase) file is available upon request.

All colors have been formulated for print and web use. Pantone (PMS) values should always be used unless otherwise specified. Print materials generally require CMYK. Web materials generally require RGB or HEX.

## PRIMARY COLORS

<b>Dark Blue</b> PMS 280 C100/M94/Y28/K23 R35/G44/B100 HEX #232C64	<b>White</b> C0/M0/Y0/K0 R255/G255/B255 HEX #FFFFFF
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## SECONDARY COLORS

<b>Dark Gray</b> C78/M67/Y43/K28 R64/G74/B95 HEX #404A5F	<b>Blue</b> PMS 299 C77/M30/Y0/K0 R28/G146/B209 HEX #1C92D1	<b>Dark Green</b> PMS 5545 C59/M0/Y50/K52 R52/G113/B91 HEX #33715B	<b>Orange</b> PMS 7583 C16/M73/Y96/K4 R200/G96/B45 HEX #C8602D
<b>Light Gray</b> C11/M7/Y2/K0 R223/G227/B237 HEX #DFE3ED	<b>Light Blue</b> C65/M5/Y0/K0 R51/G187/B237 HEX #33BBED	<b>Green</b> PMS 7738 C76/M13/Y100/K1 R69/G160/B65 HEX #45A041	<b>Yellow</b> PMS 7405 C9/M31/Y100/K0 R232/G177/B33 HEX #E8B121

## GRADIENTS

Gradient are when one color slowly transitions into another. Exact gradient swatches will be available within the official University color palette. Do not make attempts to recreate, and use thoughtfully.



# TYPOGRAPHY

The Westfield State graphic identity is strengthened by a consistent typographic approach. When used consistently, these typefaces, also known as fonts, will create an identity for Westfield State University that is distinctive and recognizable. University branding currently uses Filosofia and Proxima Nova. These fonts should be used whenever possible. You can request these typefaces from the Marketing Department.

Where these fonts are not available, alternative typefaces have been listed below for use on websites, e-newsletters, or other electronic media.

Style sheets are available upon request for those using InDesign.

Copy looks best when it is properly formatted for readability and legibility. See pages 15–16 for typography best practices.



# Proxima Nova

PRIMARY TYPEFACE

SANS SERIF

## Proxima Nova Light

### WHERE TO USE

Headers, Body copy

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789

## Proxima Nova Regular

### WHERE TO USE

Body copy

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789

## Proxima Nova Semibold

### WHERE TO USE

Headers, Subheads

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789

## Proxima Nova Bold

### WHERE TO USE

Headers

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789

### ALL WEIGHTS

Thin

Light

Regular

Semibold

**Bold**

**Extrabold**

**Black**

*Thin Italic*

*Light Italic*

*Italic*

***Semibold Italic***

***Bold Italic***

***Extrabold Italic***

***Black Italic***

### ALTERNATIVE TYPEFACE

ARIAL

Arial should be used instead of Proxima Nova when applicable. Use case scenarios include Microsoft PowerPoint, Word and Excel, Google documents, and email.

# Filosofia

ACCENT TYPEFACE  
SERIF

## Filosofia Regular

### WHERE TO USE

Headers, Body copy

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789

## Filosofia Italic

### WHERE TO USE

Quotes, Signatures

*Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789*

## Filosofia Bold

### WHERE TO USE

Headers, Subheads

**Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789**

### OTHER

ALL SMALL CAPS  
SMALL CAPS

### ALTERNATIVE TYPEFACE

Times New Roman

Times New Roman should be used instead of Filosofia when applicable. Use case scenarios include Microsoft PowerPoint, Word and Excel, Google documents, and email.



STYLE SHEET

Lorem ipsum dolor sit amet, consectetur adipiscing elit

Header example

Ut enim ad minim veniam

Subhead example

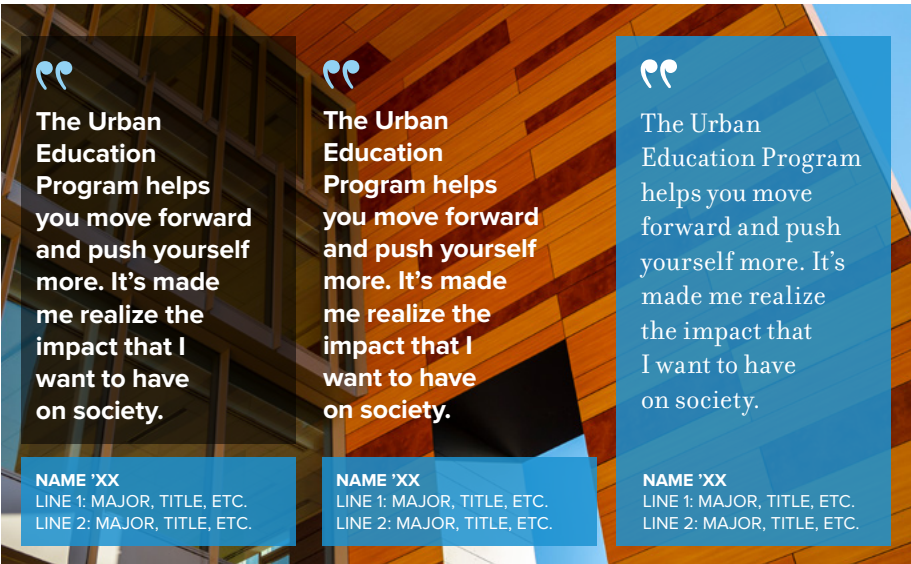
Lorem met, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud

or

Lorem met, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud

Body copy example

PULL-QUOTE EXAMPLES



# TYPESETTING

## BODY TEXT

Body text should be around 8–10 points. Copy that is too small is illegible and also becomes an accessibility issue.

## LEADING

Leading is the space between each line of your paragraph. The key to readability is to maintain consistent leading. A general rule is to set your leading two points higher than your font (e.g., a 10 point font should use 12 points of leading). Your leading may need to increase as text size increases. In this case, use your best judgment.

## KERNING AND TRACKING

Kerning is the process of adjusting the space between individual characters to achieve a visually correct and proportional result. Tracking adjusts spacing across a range of characters to be uniform. Kerning and tracking should not exceed 20 or -20. The purpose of these functions is to keep text easy to read and uniform.

## FONTS

Limit the number of fonts to 2–3 fonts per document, prioritizing Proxima Nova and Filosofia as the main fonts. It is acceptable to mix serif and sans serif fonts as long as they complement each other. Be consistent with your use throughout the document, for example, all body copy should be one font, all headers should be one font.

## ALIGNMENT

There are four main alignment options: Left Aligned, Center Aligned, Right Aligned, and Justified.

Left Aligned is the most common and preferred position in graphic design. It follows the natural direction our eyes read and keeps the spacing between words consistent and easy to read. Right Aligned text is difficult to read and should be avoided. Only use Center Aligned for titles, call-outs, and quotes.

Justified is not acceptable as it creates too much variation in space between words and is considered hard to read.

## WIDOWS AND ORPHANS

A widow is when a single word falls on the final line of a paragraph. To avoid this, use either tracking or kerning to bring the widow up to the previous line, or use soft returns to bring a word down to the final line.

Orphans are text lines that are part of one paragraph but have been moved to the next column or page. To avoid this, use leading or tracking to bring the orphan to the previous column/page.

## HYPHENS

A hyphen should not be used in the rags unless the word itself is hyphenated (e.g., full-time, long-term). Words that are split between two lines of text can be difficult to read. Drop the beginning of the hyphenated word to the next line and review the paragraph's rags.

## TYPESETTING EXAMPLES

### LEADING

Ut enim ad ✓

Lorem met, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim.

Ut enim ad ✗

Lorem met, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.

LEADING  
TOO CLOSE

### KERNING AND TRACKING

Ut enim ad ✓

Lorem met, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim.

Ut enim ad ✗

Lorem met, consectetur adipiscing elit, sed do eiusmod tempor.

Lorem met, consectetur adipiscing elit, sed do.

KERNING  
TOO TIGHT

TRACKING  
TOO TIGHT

TRACKING  
TOO LOOSE

### WIDOWS AND ORPHANS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec at mattis neque. Duis ultrices dolor non velit

sagittis placerat. Ut viverra justo id turpis condimentum bibendum. Aliquam tincidunt sit. ✗

WIDOW

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec at mattis neque. Duis ultrices dolor non velit

sagittis placerat. ✗

ORPHAN

### HYPHENS

Ut enim ad ✗

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec at mattis neque. Duis ultrices dolor non velit sagittis placerat. Ut viverra justo id turpis condimentum bibendum. Aliquam tincidunt sit amet mauris vel vehicula. Integer lacinia, sem at semper lobortis, mi ipsum aliquet felis.

UNNECESSARY  
HYPHENS

# GRAPHIC ELEMENTS

There are many ways to use graphic elements to compliment and highlight information and call to actions. It is important to keep the audience engaged with the brand, and adding graphic elements can make

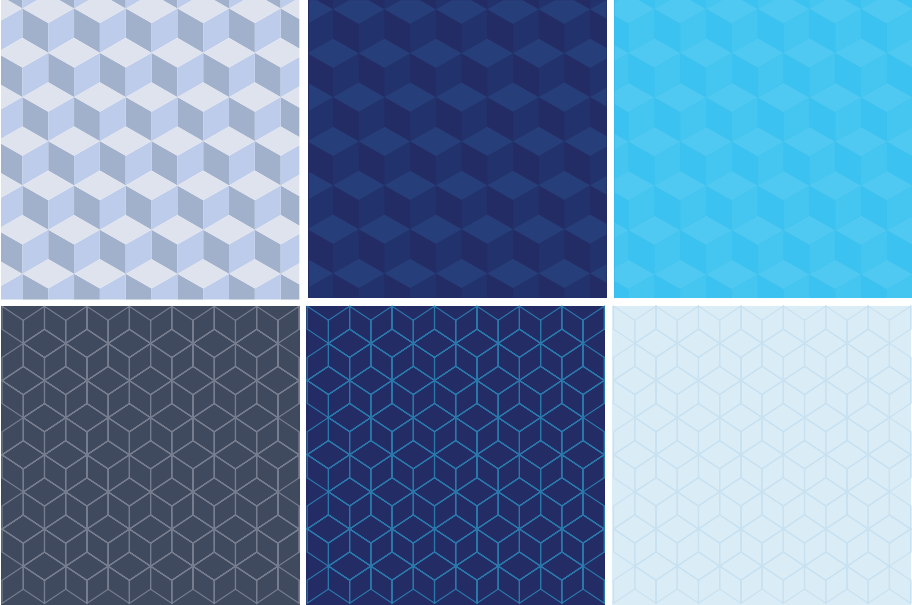
information appear more appealing and personalized. These elements also elevate Westfield State as a brand by using easily recognizable visual branding.



# GRAPHIC ELEMENTS

## PATTERNS

Patterns can enhance a composition's depth and detail. Only patterns on this page should be used. Do not make attempts to recreate. Contact the Marketing Department for further guidance.



## GRADIENT EXAMPLES



## BRACKETS

The purpose of brackets is to call attention to statistics (e.g., numbers and facts) and paragraphs. Do not make attempts to recreate. Contact the Marketing Department for further guidance.

<b>15:1</b> STUDENT TO FACULTY RATIO	<b>4,800</b> UNDERGRADUATE STUDENTS	<b>50+</b> majors and concentrations
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## 'W' AS A GRAPHIC ELEMENT

The W letter mark is also used as a graphic element. It is not a substitute for the primary logo. The Marketing Department is responsible for determining the use case scenarios for the W element. Do not make attempts to recreate. Contact the Marketing Department for further guidance.



## 'WE'RE SOCIAL' LOCKUP

Undergraduate recruitment and on-campus materials should contain one of the following 'We're Social' lockups for easy access to Westfield State's social media accounts. The information can be stacked horizontally or vertically, and the following color combinations can be used.



## ICONS FOR INFOGRAPHICS

Icons can be paired with information to create an infographic that stands out. Icons should be outlines only. PMS280, PMS299, or Light Blue are the approved icon colors. Examples of using icons with statements or numbers are seen below. The Marketing Department is responsible for determining use case scenarios for icons. Contact the Marketing Department for further guidance.



Broad  
*intellectual  
development*



Solid  
preparation for  
*a profession*



Significant  
*community  
service*



**18**  
business  
leaders



**8**  
higher  
education  
leaders



**11**  
student  
leaders/groups

The logo for Westfield State University, featuring the word "Westfield" in a large, white, serif font above the words "STATE UNIVERSITY" in a smaller, white, sans-serif font. The text is centered within a light blue rectangular box.

Westfield  
STATE UNIVERSITY

[westfield.ma.edu/marketing](http://westfield.ma.edu/marketing)