



**WESTMINSTER**  
COLLEGE

---

**GRAPHIC IDENTITY STANDARDS MANUAL**



# WESTMINSTER COLLEGE

## GRAPHIC IDENTITY STANDARDS MANUAL

---

The Westminster College Graphic Identity Standards Manual was created to provide all Westminster employees and associates with the ability to maintain the college's visual identity through a set of guidelines and standards.

The success of Westminster College Graphic Identity depends on the consistent use of these standards by everyone involved in the creation of Westminster communications.

This includes external vendors, freelancers, printers and internal professionals who are responsible for creating communications. The Office of Strategic Communications and Institutional Marketing will answer any questions related to the graphic identity, provide art, and production assistance whenever possible.

# OFFICIAL COLORS

---

Westminster College has three official colors: navy, white and light blue. Navy and white are our primary school colors and light blue is an accent and/or secondary color. To create consistency, specific colors have been selected. Westminster navy is Pantone 540 and Westminster light blue is Pantone 292.

Pantone refers to PMS (Process Management System) and is used by printers and promotional vendors. 4/C (CMYK) refers to 4 Color Process (cyan, magenta, yellow, and key/black) – another printing standard. RGB (red, green and blue) refers to the system of colors used on a digital display screen. HEX refers to “hexadecimal” and is used for web graphics and web design.

 PANTONE® 540	 PANTONE® 292	 WHITE
 4/C (CMYK) C M Y K 100 55 0 55	 4/C (CMYK) C M Y K 49 11 0 0	 4/C (CMYK) C M Y K 0 0 0 0
 RGB R G B 10 50 84	 RGB R G B 135 200 238	 RGB R G B 255 255 255
 HEX #003767	 HEX #79BDE8	 HEX #FFFFFF

# THE LOGO

---

The basis of the Westminster College identity is the logo. The logo consists of two parts: the pictogram and word mark. The pictogram is the oval that contains the column and the dates of the college's founding. The word mark is unique and has been specifically crafted and should be horizontally centered within the height of the pictogram. Do not attempt to recreate any part of the logo. Artwork may be obtained from the Office of Strategic Communications and Institutional Marketing or online at [WCMO.edu/Marketing](http://WCMO.edu/Marketing).



# THE SEAL

---

The Westminster seal is reserved for official and ceremonial purposes and communications only. The seal may also be used on official merchandise from the Westminster College Bookstore. All other uses of the seal must be approved by the Office of Marketing and Strategic Communications. Black and white options are also available.



## APPROPRIATE USE

---

The Westminster logo may only be used to identify the College and its programs and services (See figure 3.1). The development and use of any other logo, mark and/or symbol is prohibited. The Westminster logo may not be combined with any other feature – including, but not limited to, other logos, words, graphics or symbols. The shape, proportion or colors of the Westminster logo may not be altered (See figure 3.2).

FIGURE 3.1



FIGURE 3.2



# APPROPRIATE USE

---

To ensure legibility, the Westminster logo should never be reproduced smaller than one inch wide (See figure 3.3) unless there are special circumstances, like promotional items. Contact the Office of Strategic Communications and Institutional Marketing for more details. The Westminster logo's proportions should never be altered. Do not condense or extend the logo (See figure 3.4).



## CLEAR SPACE AREA

---

To be visually effective, the Westminster logo requires a clear space area. Clear space refers to the amount of unoccupied or “white space” surrounding the logo. The clear space helps maintain the impact and integrity of the logo and ensures a consistent brand and image. As a general rule, the clear space is 20% of the size of the logo with the vertical option and 10% of the size of the logo for the horizontal option.



## TAGLINE WORD MARK

---

Westminster College’s tagline “SMALL COLLEGE. BIG IMPACT. <sup>SM</sup>” captures the mission, vision and purpose of Westminster College. The tagline is graphically interlocked with the Westminster College word mark for use in media and marketing. In certain cases Office of Strategic Communications and Institutional Marketing may approve its use as a stand-alone element.

The tagline word mark incorporates the traditional Westminster College word mark with the tagline, followed by the <sup>SM</sup> symbol. “SMALL COLLEGE. BIG IMPACT. <sup>SM</sup>” is a registered trademark and may not be altered or combined with other logos, taglines or mottoes.

The tagline word mark takes precedence over the standard Westminster College logos and word marks when possible. When size, space or message may be an issue — the use of the standard Westminster College logos and word marks may be utilized.

Best practices include the front or back cover of publications, banners, displays, advertising, websites and other media. The tagline word mark may not be recreated or altered in any way. Artwork may be obtained online at [WCMO.edu/Marketing](http://WCMO.edu/Marketing). Clear space, appropriate use and size restrictions that pertain to the standard Westminster College logo must also be applied to the tagline word mark.



WESTMINSTER  
COLLEGE

SMALL COLLEGE.  
BIG IMPACT. <sup>SM</sup>



WESTMINSTER  
COLLEGE

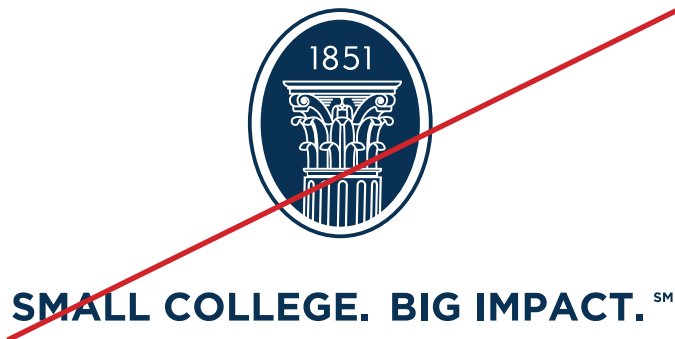
SMALL COLLEGE. BIG IMPACT. <sup>SM</sup>



# INAPPROPRIATE USE OF TAGLINE WORD MARK

---

The tagline word mark may not be combined with any other feature — including, but not limited to, other logos, words, graphics, symbols or colors.



## ALTERNATIVE LOGOS

---

The Westminster College identity is flexible. Variations of the logo (including white, light blue and black versions) have been created to fulfill almost any situation's need. Do not attempt to recreate any of these logos or alter them in any way. Artwork may be obtained online at [WCMO.edu/Marketing](http://WCMO.edu/Marketing) or by contacting Office of Strategic Communications and Institutional Marketing.

### ALTERNATIVE 1: HORIZONTAL LOGO

To be used when the vertical logo does not fit communication pieces. Most frequently used alternative logo.



### ALTERNATIVE 2: WORD MARKS

To be used in situations where clarity or size is an issue. Two versions of this word mark are available, one with "college" and one without.

WESTMINSTER  
COLLEGE

WESTMINSTER

### ALTERNATIVE 3: PICTOGRAM

The pictogram is generally reserved for internal communications and promotional items - when the brand and identity has already been established.



## SPECIAL PROGRAM LOGOS AND WORD MARKS

---

It is essential that the visual identities of Westminster's special programs and centers reflect the graphic identity of the college while retaining a certain level of visual distinction. Therefore, separate logos will be specifically created for programs and events as needed. Each retains the key elements of the Westminster College identity, but the name of the individual program replaces or is used in conjunction with the Westminster word mark.



# INAPPROPRIATE USE OF LOGOS

---

The development and use of any other logo, mark and/or symbol is prohibited. The Westminster logo may not be combined with any other feature — including, but not limited to, other logos, words, graphics, symbols or colors.

**WESTMINSTER**



COLLEGE



**WESTMINSTER**  
COLLEGE



**WESTMINSTER**  
COLLEGE



**WESTMINSTER**  
COLLEGE



**WESTMINSTER**  
COLLEGE

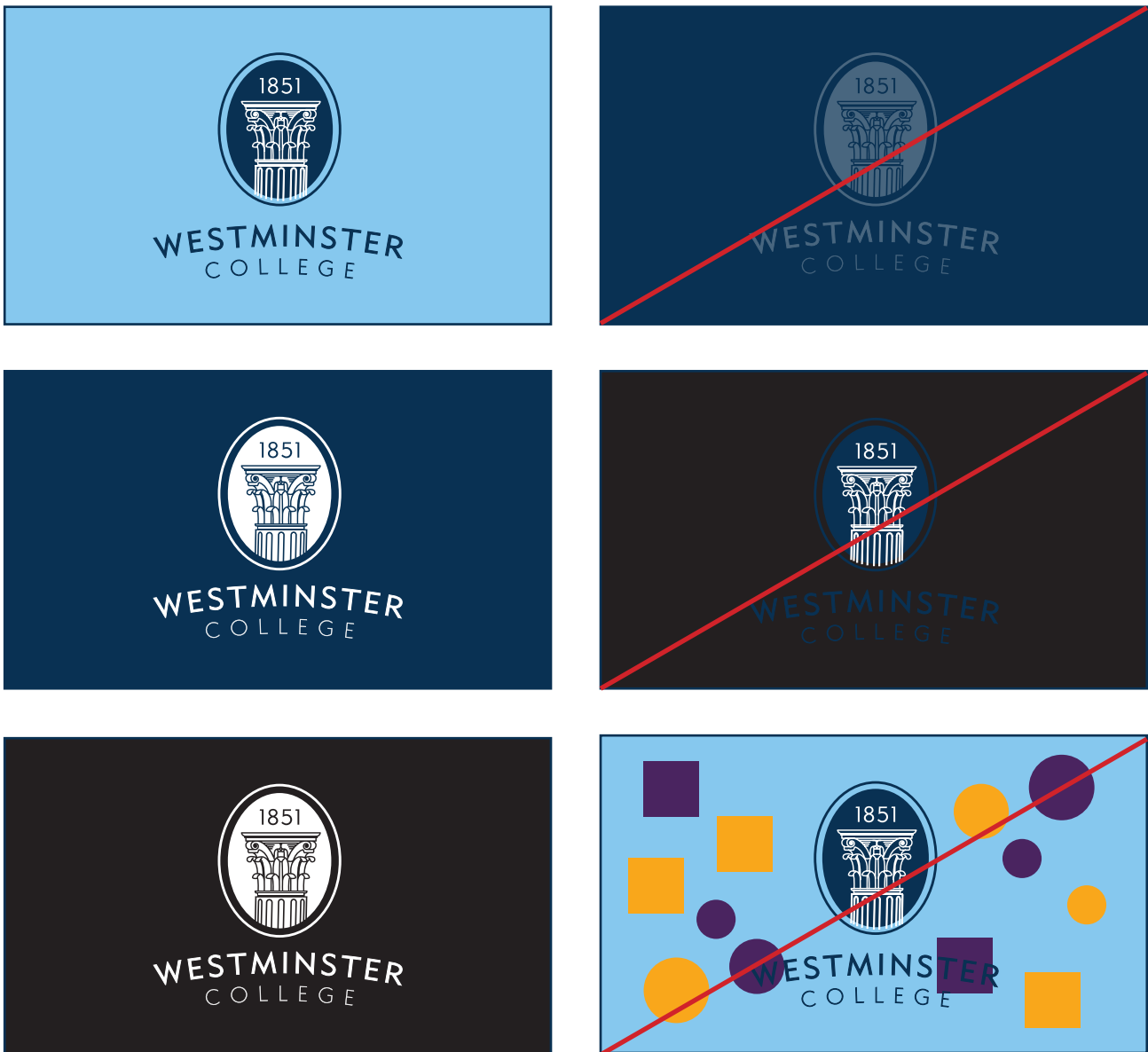


**WESTMINSTER**  
COLLEGE

# LEGIBILITY

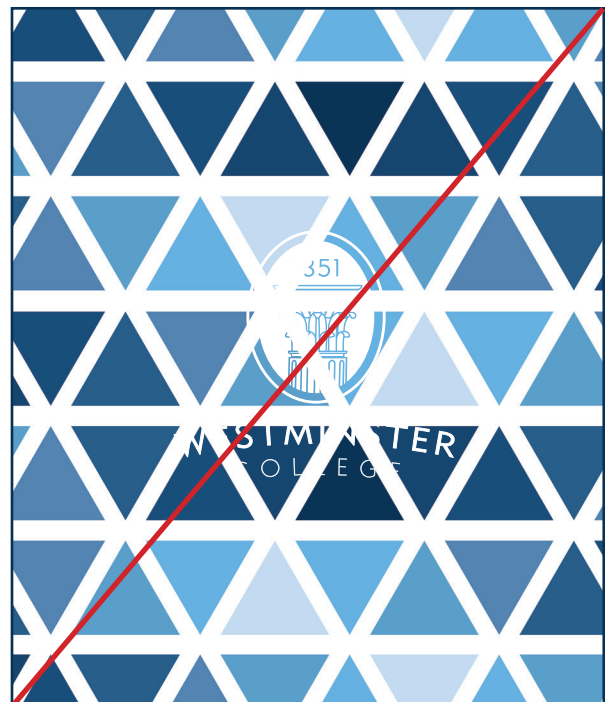
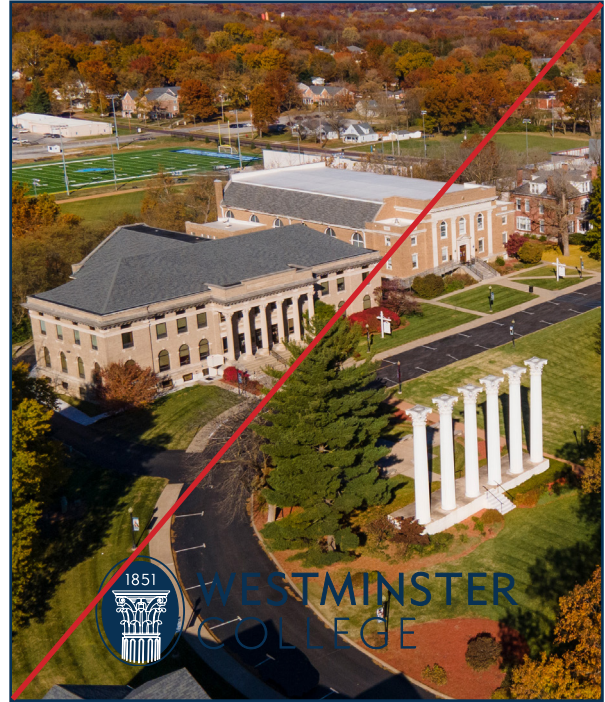
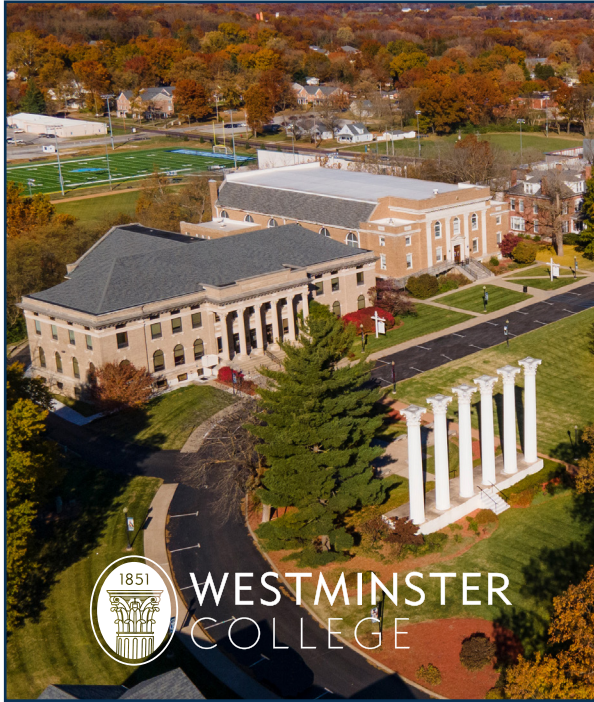
Clarity and readability are key to the overall strength of the Westminster logo. Do not place the logo, word mark or pictogram on patterned backgrounds that impair the readability. Background colors are acceptable; however, it is important to use care in selecting the correct version of the logo in these situations (see figure 9.1). In situations where the logo is used on a background of similar colors or values, the logo should be reversed (white) from the color. Or, if there is enough contrast, the logo may be used in black.

FIGURE 9.1



# LEGIBILITY ON BACKGROUNDS

Clarity and readability are key to the overall strength of the Westminster logo. Do not place the logo, word mark, or pictogram on background colors, patterned backgrounds, or photographs that impair the readability of the logo.




# PUBLICATION TEMPLATES

The Westminster College identity should be consistently reflected in the basic look and feel of all publications that are distributed. To that end, we have developed several templates which can be used as guidelines for producing publications in the most commonly used sizes. Contact the Office of Strategic Communications and Institutional Marketing for files, more information, or more options.

## LETTERHEAD TEMPLATE

Preferred font: Gotham 11 pt. with 14 pt. spacing  
Margins: Top 1.4 inch, sides and bottom 1 inch

WESTMINSTER  
COLLEGE

Date #, ####

Name Lastname  
Address  
Address

Dear Name,

Dolorestis voloruptat. Bisim fugiaecabo. Litio mint. Apieni re num ima nonsendi nonsectem sunt landici aeprat pere odi andaepe lessum volesti sitibust et maximin ctusam excepre hendia nonseni mendus que nimus volo tempos idebit harunte molor-empere lit et eum ini rem aute reria volorendit landi cuscis arum ne il et la quaturias nonsequ issime pratibus volo estisciae maximi, simi, quata etur, adis re aperrun.

Distium iur re explati onserorum quis et is ne adis quibusa nduntioria andellatem reicia pratem hilliquis minvendici reriberis dolo et expe con perro im quis essinvenit quisiam nos qui officita culpa soluptaque laccabo rporiaest, odis eatemquis seri do cum et et ad quis eum et voluptum con cuptam rem none vit quatibusae as di re ex et volupta.

Quissim inisimo lestotatior ma volorecte escidel iquatiaspera nis eum qui offic tem alitaquasi te nullitiis exerit periass intisitaspe pro temperro dolesed que pro moluptatent harchicient a si con plitionsed quis et, qui sam hillo doluptiaecab id quidit endigentet ut doloritiore voluptur? Qui acit unt rem eos noneceped quam rent utatis quaturem duci omnis doluptatur modit quis derum dolorepudam quis que ium est liquosaniet moluptint?


**Bus explis evelendae dolum et eum eveliquas re pro beratur ma con reperovite sino-  
to odiciis repe solorer ectur, qui tet lant ut ipsam abores veriae?**

On non re cusapic tibusdae:

- Itiationsed minciendante rem
- facea am atum harcienim ea et
- ullum quo ipsape nus
- Et eium inverniam dolori si sitio

voluptio cum dolum aut aut voloreh enimusa ntibus nonseri orepel moluptati dest, voluptatem nulpa solupta eperspis vendam voluptat minvel ide explit et et, in core, ut ullaboritio beraestest, quia sum aut que eatia ventur.

Sincerely,




Name Lastname  
Title

501 Westminster Avenue • Fulton, Missouri 65251-1299 • 573-592-5251 • WCMO.edu



## ENVELOPE TEMPLATE

	<p><b>Westminster College</b> 501 Westminster Avenue Fulton, Missouri 65251-1299</p>
	<p><b>Name Lastname</b> <b>Address</b> <b>Address</b> <b>City, State Zip</b></p>

## BUSINESS CARD TEMPLATE

	<p><b>NAME LASTNAME</b> Title</p>
<p><b>WESTMINSTER</b> COLLEGE</p>	<p>P: (573) 592-#### Name.Lastname@WCMO.edu 501 Westminster Avenue Fulton, Missouri 65251-1299</p>

It shall be the mission of Westminster College to educate and inspire all its students through a distinctive liberal arts curriculum and a dynamic developmental experience, to challenge them to be critically aware, life-long learners and leaders of character, committed to the values of integrity, fairness, respect, and responsibility; and to prepare them for lives of success, significance, and service.

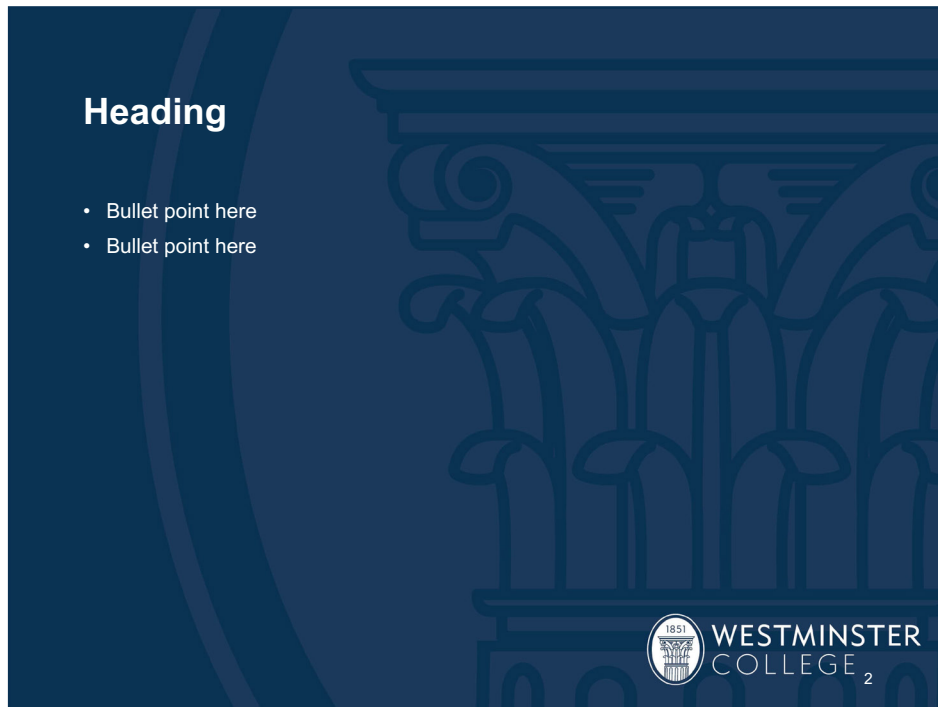
**WCMO.edu**



## EMAIL HEADER SAMPLES



## POWERPOINT TEMPLATE





Questions? Contact the Office of Strategic Communications and Institutional Marketing at 573-592-5251 or [Westminster@WCMO.edu](mailto:Westminster@WCMO.edu).



# WESTMINSTER COLLEGE

SMALL COLLEGE.  
BIG IMPACT. <sup>SM</sup>



**WESTMINSTER**  
COLLEGE

---

**SMALL COLLEGE.  
BIG IMPACT.<sup>SM</sup>**