

WESTMINSTER



ATHLETICS

OVERVIEW

Westminster College has created Athletic Brand Standards to ensure proper use of athletic logos for use on printed and visual materials, including but not limited to:

- Uniforms, T-Shirts, Polos & Gear
- Media Guides, Forms & Letters
- Web Graphics & Web Pages
- Camp & Recruitment Information
- Equipment & Facilities
- Promotional Items

Adhering to the athletic brand standards will help create and maintain a clearly defined athletics program and identity.

The brand standards include the Westminster color specifications, athletic logo, blue jay logo, WC logo and uniform specifications.

Athletics should contact the Office of Marketing and Strategic Communications regarding brand standards, acceptable uses and other questions regarding the brand and logos.



Color Specifications



Athletics Logo



Blue Jay Logo



WC Logo

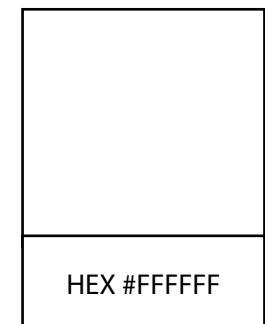
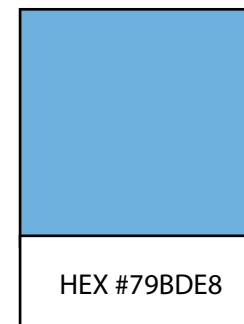
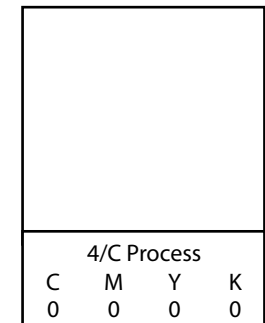
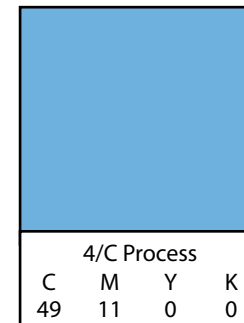
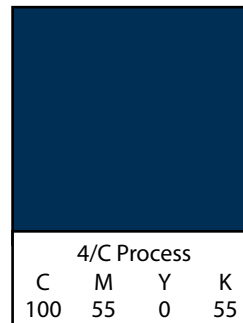
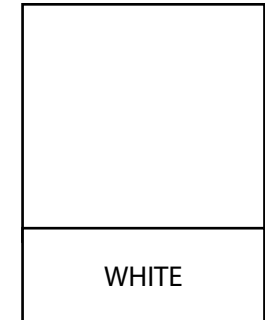
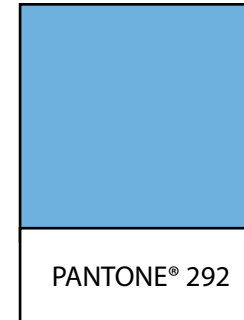
COLOR SPECIFICATIONS

The athletic brand standard includes three color options: navy, light blue and white.

Official Colors

- Navy
- Light Blue
- White

Pantone refers to PMS (Process Management System) and is used by printers and other vendors. 4/C refers to 4 Color Process - another printing standard. HEX refers to "hexadecimal" and is used for web graphics and web design.



FONT SPECIFICATIONS

Typography is an essential and key element of the Athletic Brand Standards. Using the designated typeface ensures familiarity with the brand.

Our typeface is called Superstar M54 and is a classic collegiate typeface that works well in headlines. When Superstar M54 is not available a suitable and similar substitution may be made with permission from the Office of Marketing and Strategic Communications.

A B C D E F G H I J K L M

N O P Q R S T V W X Y Z

1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M

N O P Q R S T V W X Y Z

1 2 3 4 5 6 7 8 9 0

WESTMINSTER ATHLETIC LOGO

In some special circumstances, the Westminster Athletic logo may be used, specifically on uniforms. The Westminster athletic logo may be used in the official athletic colors and reversed out in white, navy or black. The logo may also be outlined in the official athletic colors.

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HORIZONTAL ATHLETIC LOGOS

The primary logo is the athletic horizontal logo. The horizontal logo works best on t-shirts, most merchandising items and event signage. If space does not allow for the use of the horizontal logo, a vertical option is provided.

Each team has their own horizontal and vertical athletic logo. The logo is available in navy, light blue and white.

The horizontal logo can be reversed out on other background colors for t-shirts, special events and promotions. The horizontal logo may only be reversed out as white, navy or black. The logo may not be outlined under any circumstance. Should you need text outlined, you may use the Westminster Athletic Logo on page 6.

If you need an additional logo created for a special event or team, please contact the Office of Marketing and Strategic Communications.



HORIZONTAL ATHLETIC LOGOS

Continued from previous page. Please refer to page 7 of the Horizontal Athletic Logos section for more information.



HORIZONTAL ATHLETIC LOGOS

Continued from previous page. Please refer to page 7 of the Horizontal Athletic Logos section for more information.



VERTICAL ATHLETIC LOGOS

The vertical athletic logo is the secondary logo and should only be used if space does not allow for the use of the horizontal logo. For example, some polos and hats have a narrow imprinting area - therefore the vertical logo is the best option.

Each team has their own vertical athletic logo. The logo is available in navy, light blue and white. If you need an additional logo created for a special event or team, please contact the Office of Marketing and Strategic Communications.

The vertical logo can be reversed out on other background colors for t-shirts, special events and promotions. The vertical logo may only be reversed out as white, navy or black.

The logo may not be outlined under any circumstance. Should you need text outlined, you may use the Westminster Athletic Logo on page 6.



VERTICAL ATHLETIC LOGOS

Continued from previous page. Please refer to page 10 of the Vertical Athletic Logos section for more information.



ATHLETIC LOGO GENERAL USE REQUIREMENTS

Minimum Clear Space Requirements

Clear space refers to the amount of unoccupied or “white space” surrounding the logo. As a general rule, the clear space is 20% of the size of the logo.

The clearspace helps maintain the impact and integrity of the logo and ensures a consistent brand and image.

Minimum Clear Space Requirements



ATHLETIC LOGO GENERAL USE REQUIREMENTS

Improper Uses

Please refer to the examples to the right for improper uses of the logo.

You may not change the colors, resize disproportionately, skew the logo or add backgrounds, or other text to the logo.

If you have questions regarding the proper use of the logo please contact the Office of Marketing and Strategic Communications.



Do not skew.



Do not alter colors.



Do not outline in inappropriate colors.



Do not add backgrounds or other shapes behind the logo.



Do not arc other portions of the logo.



Do not remove portions of the logo.



Do not stretch or change logo proportions.



Do not change the position or layout of the logo or the elements of the logo in any way.

BLUE JAY LOGOS

The Blue Jay logo includes three color options: navy, light blue and black.

The Blue Jay logo may only be used in one color and includes three color options. The colors may not be combined into one logo under any circumstance nor can the logo be outlined.

Blue Jay Logo Colors

- Navy
- Light Blue
- Black

The Blue Jay logo may be used on its own, but should be used in conjunction with the athletic horizontal or vertical logos when possible.



BLUE JAY LOGOS

The Blue Jay logo may also be “reversed out” on other backgrounds when necessary. There are several options for reversing the logo:

- Navy Blue Jay logo on light blue background
- Light blue Blue Jay logo on navy background
- White Blue Jay logo on navy background
- White Blue Jay logo on black background

The Blue Jay logo can be reversed out on other background colors for t-shirts, special events and promotions. The Blue Jay may only be reversed out as white, navy or black. Contact the Office of Marketing and Strategic Communications for approval and customized files.

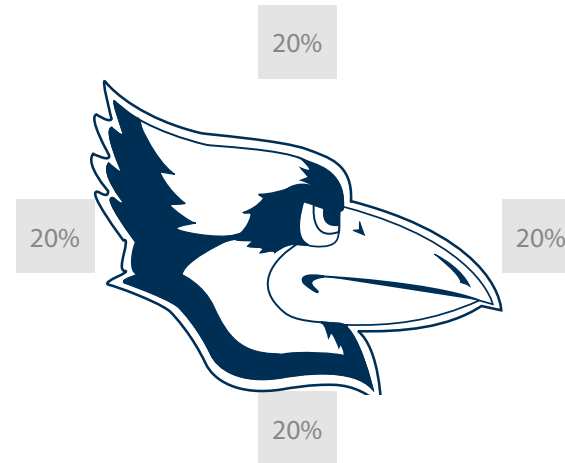


BLUE JAY LOGO GENERAL USE REQUIREMENTS

Minimum Clear Space Requirements

Clear space refers to the amount of unoccupied or “white space” surrounding the logo. As a general rule, the clear space is 20% of the size of the logo.

The clearspace helps maintain the impact and integrity of the logo and ensures a consistent brand and image.



BLUE JAY LOGO GENERAL USE REQUIREMENTS

Improper Uses

Please refer to the examples to the right for improper uses of the logo.

You may not change the colors, resize disproportionately, skew the logo or add backgrounds, or other text to the logo.

If you have questions regarding the proper use of the logo please contact the Office of Marketing and Strategic Communications.



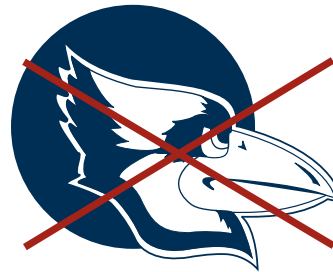
Do not rotate or flip.



Do not alter colors.



Do not skew.



Do not add backgrounds or other shapes behind the logo.



Do not combine or alter elements of the logo.



Do not add color to the beak.



Do not use previous versions of the Blue Jay logo including but not limited to the angry, smiling or walking Blue Jay variations.



WC ATHLETIC LOGO

The WC Athletic logo is a secondary logo. It is best used in situations that do not allow use of the horizontal or vertical athletic logos.

However, the WC logo may not be used by itself – Westminster College must be featured somewhere else on the apparel, signage, etc. to ensure brand recognition and familiarity.

Example

The horizontal athletic logo is used on the baseball teams jersey. The WC or Blue Jay logo may then be used on the helmet. The outfit, together, represents Westminster College Athletics. The WC by itself does not represent the athletic department as a whole.

Outline of Logo

The logo may be outlined, but only in one of the three official athletic colors. See the Color Specifications section for more information.

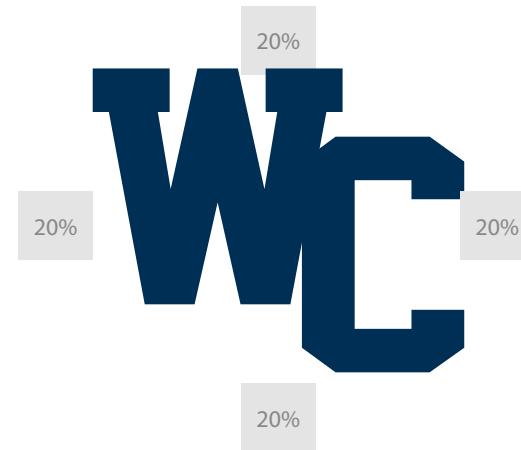


WC LOGO GENERAL USE REQUIREMENTS

Minimum Clear Space Requirements

Clear space refers to the amount of unoccupied or “white space” surrounding the logo. As a general rule, the clear space is 20% of the size of the logo.

The clearspace helps maintain the impact and integrity of the logo and ensures a consistent brand and image.



WC LOGO GENERAL USE REQUIREMENTS

Improper Uses

Please refer to the examples to the right for improper uses of the logo.

You may not change the colors, resize disproportionately, skew the logo or add backgrounds, or other text to the logo.

If you have questions regarding the proper use of the logo please contact the Office of Marketing and Strategic Communications.



Do not alter colors.



Do not separate the letters.



Do not skew.



Do not outline in inappropriate colors.



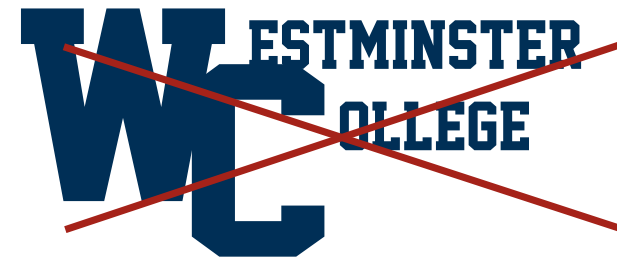
Do not add the blue jay head to the WC logo.



Do not use previous versions of the logo.



Do not add backgrounds or other shapes behind the logo.



Do not combine or alter elements of the logo.

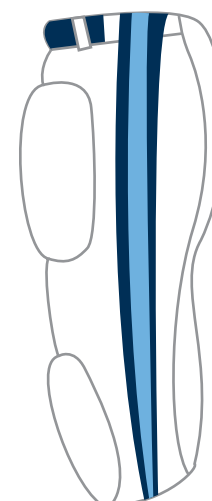
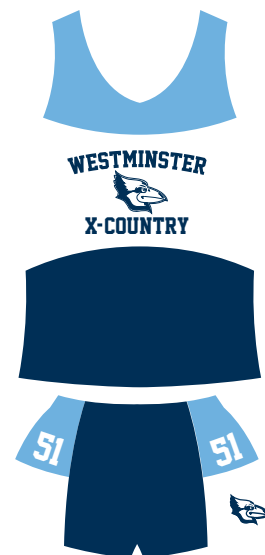
UNIFORM & APPAREL SPECIFICATIONS

Westminster College uniforms should have a consistent identity. Coaches are required to use all three official school colors on uniforms. All uniforms must say Westminster somewhere on the apparel - the placement may vary from sport to sport.

Using all three official colors and the Westminster name ensures the uniforms consistently reflect the schools branding and visual identity efforts.

The placement of athletic, blue jay and WC logos may vary from sport to sport, as well as the color of uniforms. If the official school colors are not available as fabric options, coaches should request the uniform vendor achieve the closest possible match.

In addition to player uniforms, coaches should keep the uniform specifications and athletic brand standards in mind when creating their coaching apparel. Coaching uniforms and special event apparel are not required to use all three official colors like uniforms.



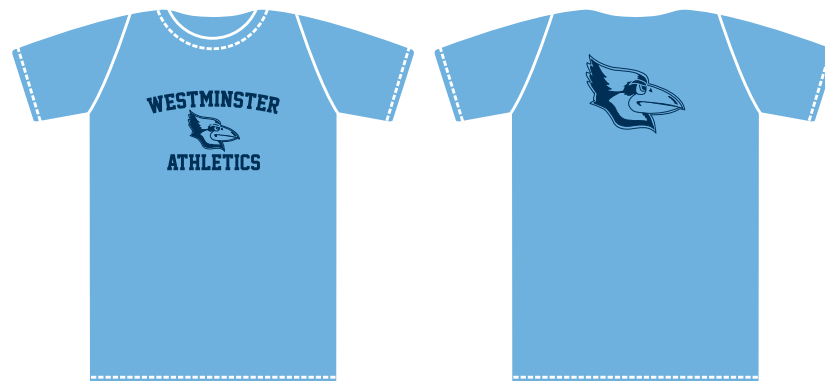
UNIFORM & APPAREL SPECIFICATIONS

Continued from previous page. Please refer to Page 21 of the Uniform & Apparel Specifications section for more information.



UNIFORM & APPAREL SPECIFICATIONS

Continued from previous page. Please refer to Page 21 of the Uniform & Apparel Specifications section for more information.



Questions? Additional Design Requests?

Contact the Office of Marketing & Strategic
Communications at 573-592-JAYS or
marketing@westminster-mo.edu