



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.



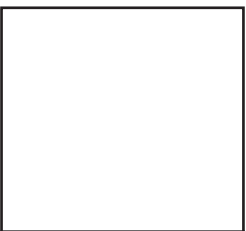

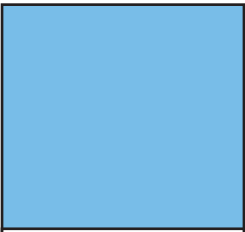




The success of Westminster College Graphic Identity depends on the consistent use of these standards by everyone involved in the creation of Westminster communications. This includes external vendors, freelancers, printers and internal professionals who are responsible for creating communications.

The Office of Marketing and Strategic Communications 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 refers to 4 Color Process - another printing standard. HEX refers to “hexadecimal” and is used for web graphics and web design.

 PANTONE® 540	 PANTONE® 292	 WHITE
 4/C Process C M Y K 100 55 0 55	 4/C Process C M Y K 49 11 0 0	 4/C Process C M Y K 0 0 0 0
 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 wordmark. The pictogram is the oval that contains the column and the dates of the college's founding. The wordmark 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 Marketing and Strategic Communications or online at www.westminster-mo.edu/go/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's identity, 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



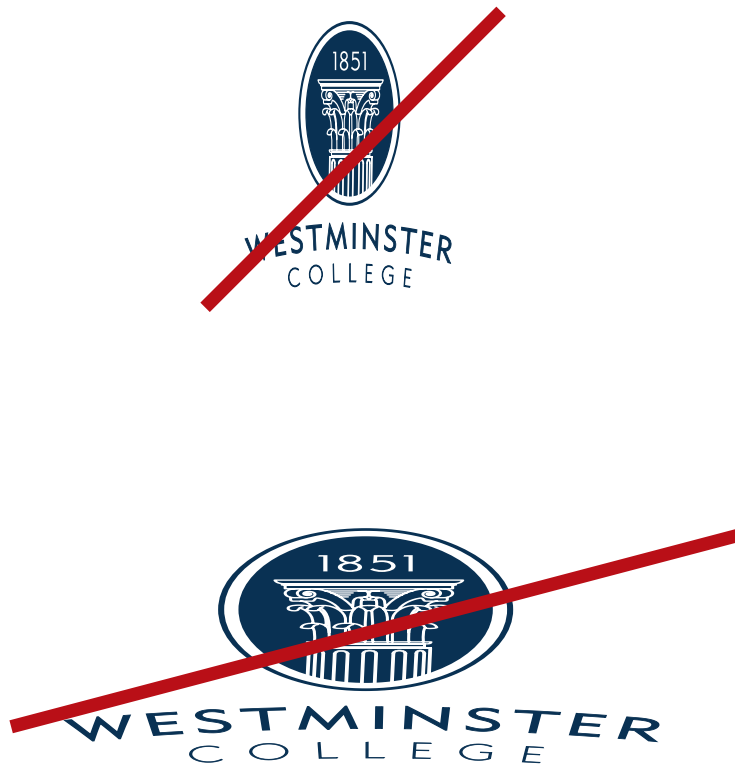
LOGO SIZE AND PROPORTIONS

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 Marketing & Communication for more details. The Westminster logo's proportions should never be altered. Do not condense or extend the logo (See figure 3.4).

figure 3.3

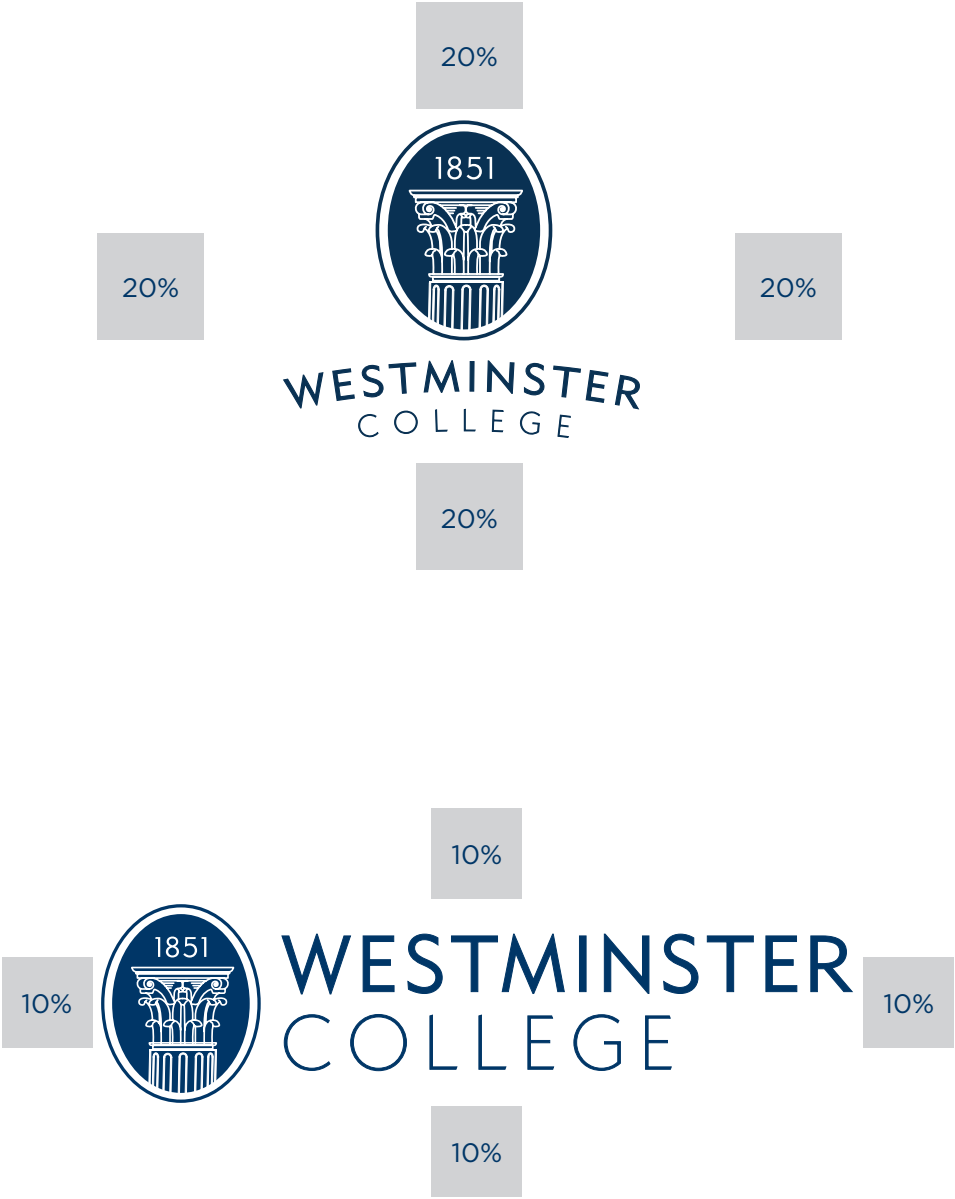


figure 3.4



CLEARSPACE AREA

To be visually effective, the Westminster logo requires a clearspace area. Clearspace refers to the amount of unoccupied or “white space” surrounding the logo. The clearspace 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 WORDMARK

Westminster College's tagline "The Power in Purpose." captures the mission, vision and purpose of Westminster College. The tagline is graphically interlocked with the Westminster College wordmark for use in media and marketing. In certain cases the marketing department may approve its use as a stand-alone element.

The tagline wordmark incorporates the traditional Westminster College wordmark with the tagline, followed by the ™ symbol. "The Power in Purpose." is a registered trademark and may not be altered or combined with other logos, taglines or mottos.

The tagline wordmark takes precedence over the standard Westminster College logos and wordmarks when possible. When size, space or message may be an issue - the use of the standard Westminster College logos and wordmarks may be utilized.

Best practices include the front or back cover of publications, banners, displays, advertising, websites and other media. The tagline wordmark may not be recreated or altered in any way. Artwork may be obtained online at www.westminster-mo.edu/go/marketing. Clearspace, appropriate use and size restrictions that pertain to the standard Westminster College logo must also be applied to the tagline wordmark.



INAPPROPRIATE USE OF TAGLINE WORDMARK

The tagline wordmark 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 www.westminster-mo.edu/go/marketing or by contacting the Office of Marketing & Strategic Communications.

ALTERNATIVE 1: HORIZONTAL LOGO

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



ALTERNATIVE 2: WORDMARKS

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



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 & WORDMARKS

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 wordmark.



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.

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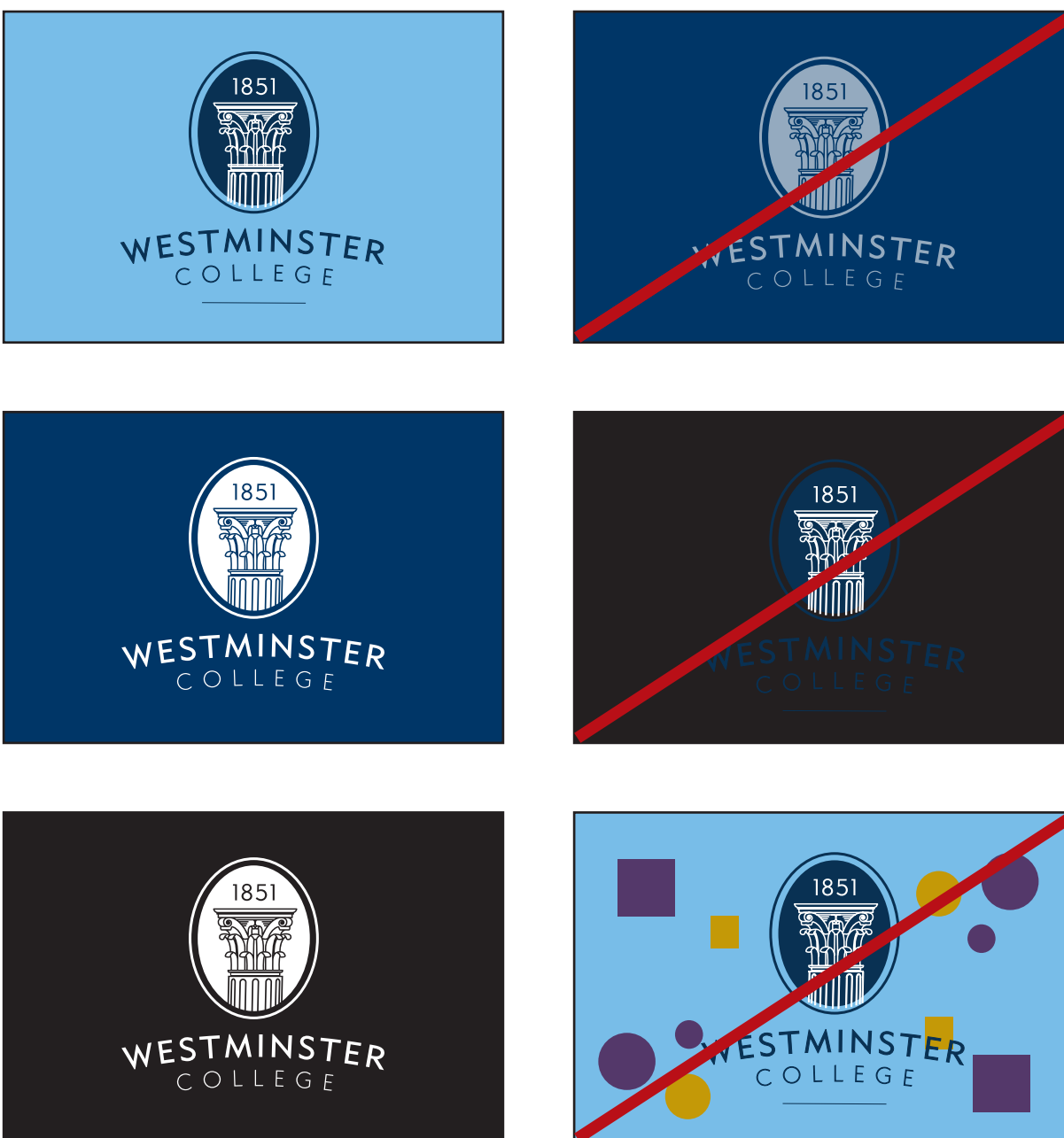
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LEGIBILITY

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

figure 10.1



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. You may download the templates at www.westminster-mo.edu/marketing. If these designs do not meet your needs, please contact the Office of Marketing & Strategic Communications for more information and options.



Letterhead Template

Preferred font: Gotham 11 pt with 14 pt spacing
Margins: 1/2 inch

Alternate font choice: Adobe Caslon Pro



**WESTMINSTER
COLLEGE**

501 Westminster Avenue
Fulton, Missouri 65251-1299

Envelope Template



**WESTMINSTER
COLLEGE**

THE POWER IN PURPOSE

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Vice President and
Chief Communications Officer

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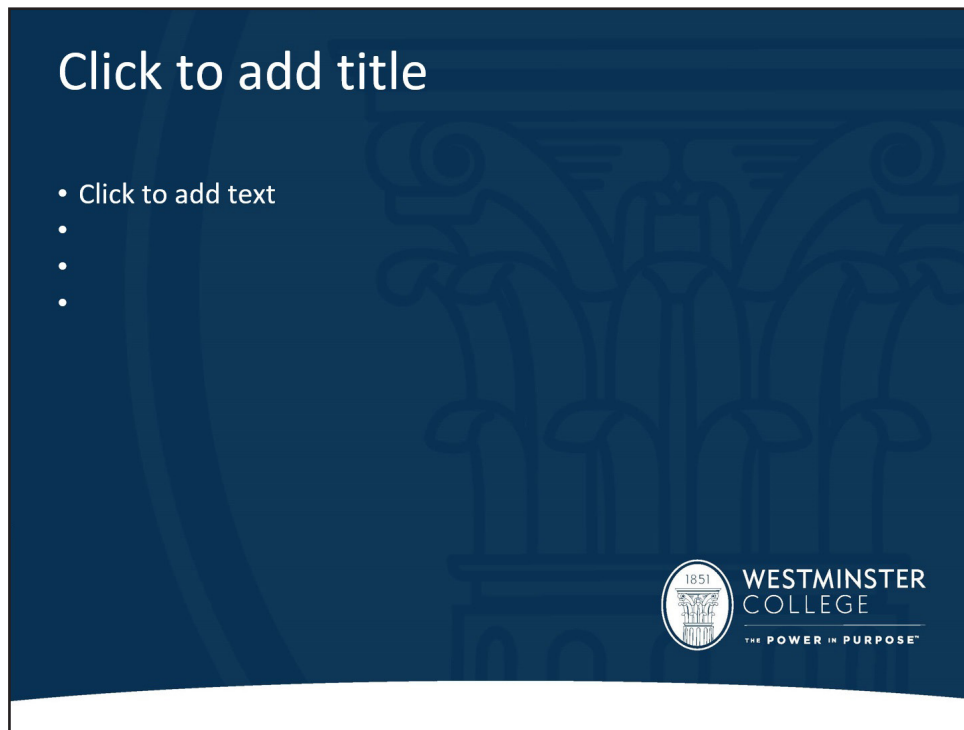
It shall be the mission of Westminster College to educate and inspire all its students through a distinctive liberal arts curriculum and a dynamic developmental experience, to challenge them to be critically aware, life-long learners and leaders of character, committed to the values of integrity, fairness,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

www.westminster-mo.edu

Business Card Template



PowerPoint Template



PowerPoint Template

DISCOVER
THE POWER IN
YOUR PURPOSE.

Each of us has come into this world with a purpose. To not simply be — but to become the embodiment of everything extraordinary



1851

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that lives inside of us. At Westminster, find the intensive focus and clarity to unleash the power in your purpose.



Advertisement Sample (7.5x4.5)

DISCOVER
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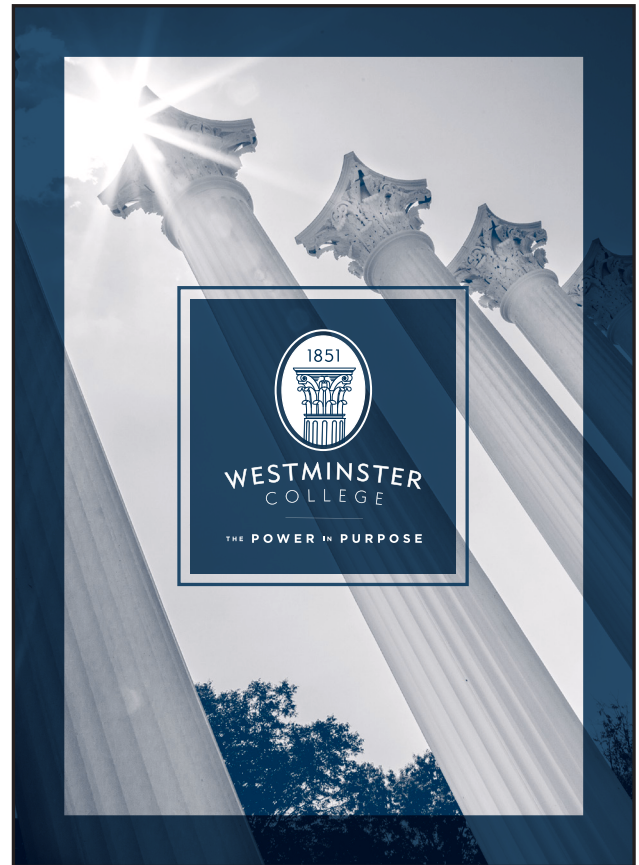
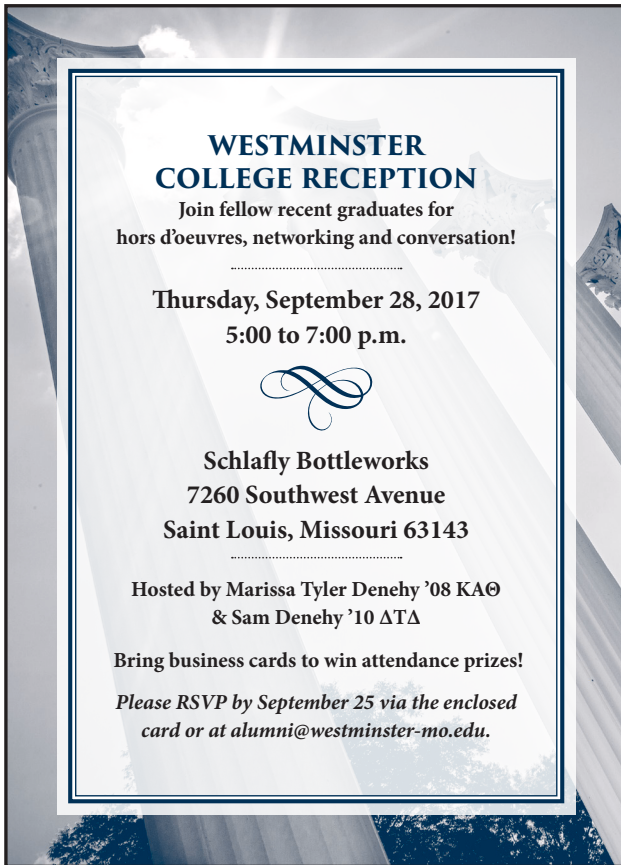
THE POWER IN PURPOSE™

westminster-mo.edu



Alec Bise, Jefferson City Jays Class of 2014,
Westminster College Class of 2018.
Pursuing a dual-degree in nursing through
Westminster's partnership with the Goldfarb School
of Nursing at Barnes-Jewish College in St. Louis.

Advertisement Sample (7.25x9.75)



Invitation Sample



Email Header Sample 1



Email Header Sample 2

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



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