Why We Value Our Brand Identity

Our brand identity distinguishes us as an institution. It is a promise of the kind of experience people will have with us whether they are students, parents, alumni, visitors, benefactors, employers, the public, or the media. In the graphic treatment of our logo, the colors, type, and design serve to help people to identify us, particularly amid a stream of admissions pieces in their mailbox, and remember who we are when they see it again—on the Web, on a billboard, or on a proud alum’s T-shirt. Just as with iconic logos of major consumer goods, keeping our graphic brand identity consistent is an important reflection of quality. The Division of Marketing and External Affairs is charged with maintaining these high standards in printed and electronic communications, and serves as a resource to the campus community regarding usage guidelines.

Since our transition to a University in 2011, Western New England has developed six distinct logo designs and several variations of those core images. These graphics feature the University name first and foremost with the names of the School of Law and other Colleges appearing as secondary elements. This hierarchy reinforces the fact that we are all a part of one unified institution.

Our dynamic University logo represents the best of our past and the promise of our future. Incorporating the institution’s longstanding cupola motif into a contemporary identity treatment, it adeptly represents who we are today: Western New England University.
Introduction

These guidelines have been developed as a tool for assisting in the proper usage of the Western New England University logo.

The following pages contain logo usage, typography, colors, and stationery layouts.

By consistently implementing the basic standards shown on these pages, a uniform brand image for Western New England University will be communicated.

If you need assistance in using the logo or have questions about our visual identity program, please contact the Division of Marketing and External Affairs at 782-1626. Different versions of the logos are available for download and use on documents at www1.wne.edu/marketing. For other file formats of the logos call 782-1626.
Proper Logo Usage on White

The Western New England University College of Pharmacy and Health Sciences logo can be used five different ways on a white background. The logo can be used as listed below:

Black and White
1-color (PMS 288)

2-color (PMS 288 and Orange 021)

3-color (PMS 288, Orange 021, and 130), and 4-color process (looks the same as the 3-color version only it uses process colors)
Proper Logo Usage on a Dark Background

The Western New England University College of Pharmacy and Health Sciences logo can be reversed out of a dark background. The reversed logo can be used as listed below:

- Black and white
- 1-color (PMS 288)
- 2-color (PMS Orange 021 and white)
- 4-color process
Alternative Logo Usage

Depending on space constraints, the logo may be used in this alternative format. The Office of Marketing and External Affairs will determine when this alternative format is needed.
Proper Logo Usage

The logo should not be altered in any way such as outlining, adding shadows, adding borders, changing its proportions, changing the font, rotating it, using only elements of it, or cropping it.

Improper Logo Usage
The colors used in the Western New England University logo are PMS 288, PMS Orange 021, and PMS 130. Black or white may also be used.

**Logo Colors**

PMS 288 (blue)
PMS Orange 021 (orange)
PMS 130 (yellow)

PMS 288
CMYK breakdown:
100c, 67m, 0y, 23k

PMS Orange 021
CMYK breakdown:
0c, 83m, 100y, 0k

PMS 130
CMYK breakdown:
0c, 30m, 100y, 0k
Univers
Univers 57 condensed
Univers 57 condensed italic
Univers 67 condensed bold
Univers 67 condensed bold italic
Universes 55
Univers 55 Italic
Univers 65 bold
Univers 65 bold italic
Univers 75 black
Univers 75 black italic

ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklm nopqrstuvwxyz
1234567890!@#$%^&*()
Business Card

Dimensions: 3.5” x 2”

Color: 3-color (PMS 288, PMS 130 and PMS Orange 021) or 4-color process

Name: Univers Black, 8pt. over 10pt. All caps.
PMS 288

Title: Berkeley Book, 7.5pt. over 9pt.
Upper and lower case. PMS 288

Personal information: Univers light, 7.5pt. over 12pt.
PMS 288 (Telephone abbreviation and the word fax are all caps.)

Address: Univers light, 7.5pt. PMS 288
(Web address is Univers black, 8.75pt.)
Letterhead

Dimensions: 8.5” x 11”

Color: 3-color (PMS 288, PMS 130 and PMS Orange 021) or 4-color process

Address: Univers light, 8pt. over 11pt., PMS 288. The address text is set on two lines left aligned on the left-hand side of the page. The telephone number and website address are set on two lines left aligned on the right-hand side of the page. Both sit 1/2” from the bottom of the page and 3/8” from the edge. Use hyphens between digits in telephone numbers.

Logo: The logo is centered and is 1/2” from the top of the page. The logo is 3-color (PMS 288, PMS 130 and PMS Orange 021).
Envelope

Dimensions: Standard #10 envelope

Color: 3-color (PMS 288, PMS 130 and PMS Orange 021) or 4-color process

Address: Univers light, 7.5pt. over 10 pt., PMS 288
All address text is left aligned under the logo.

Logo: The logo is 3-color (PMS 288, PMS 130 and PMS Orange 021). The logo is .351 from top of the envelope and .288 from the left side of the envelope

The same standards can be applied to other size envelopes by increasing or decreasing the size of logo and address accordingly.
To:

Company: _____________________________________________________________
Phone: __________________________________________________________________
Fax: _____________________________________________________________________

From: _____________________________________________________________________
Phone: _____________________________________________________________________
Fax: _____________________________________________________________________

Date: _____________________________________________________________________

Pages including this cover page: ______________________

Comments: _____________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

Western New England University is a private, independent, coeducational institution founded in 1919.
Located on an attractive 215-acre suburban campus in Springfield, Massachusetts, Western New England
serves 3,930 students, including 2,480 full-time undergraduate students. Undergraduate, graduate,
and professional programs are offered through Colleges of Arts and Sciences, Business, Engineering,
Pharmacy, and the School of Law.

In its annual "America's Best Colleges" edition, U.S. News & World Report ranks Western New England
University in the top tier of the "Regional Universities-North" category of colleges and universities offering
a full range of undergraduate and master's programs.

Confidentiality Note
This message is intended only for the use of the individual or entity to which it is addressed,
and may contain information that is privileged, confidential, and exempt from disclosure under
applicable law. If the reader of this message is not the intended recipient, or the employee or agent
responsible for delivering the message to the intended recipient, you are hereby notified that
any dissemination, distribution, or copying of this communication is strictly prohibited. If you
have received this communication in error, please notify us immediately by telephone,
and return the original to us by mail without making a copy. Thank you.

Fax

Dimensions: 8.5” x 11”
Color: Black

Address: Univers 45, 8pt. over 11pt. Address text lies on two lines flush left under University.

Text: (Fax header) Univers 75 Black, 28pt.
Left aligned 1 3/8” from the left of the page.
(To & From Text) Univers 75 Black, 14pt. over 22pt.
(Additional information text) Berkeley Book and Berkeley Bold, 10pt. Left aligned 1 3/8” from the left of the page.
(Confidentiality Note) Berkeley Book, 7.5pt. over 9.5pt. Centered.

Logo: The logo is centered and is 1/2” from the top of the page.