

BRAND GUIDELINES

Branding goals

At WCSU, a brand is more than a logo or a letterhead. It's something human, something that arises from the experiences and interactions that people have with us.

WCSU takes pride in its culture of inclusion and optimism. WCSU is a celebrated public university that empowers students, alumni, scholars and researchers to shape the world in ways that matter. Vibrant, inclusive and forward-looking, WCSU delivers an education that transforms lives.

Bringing this goal to life

We use social media as a way to achieve our branding goals. Following these branding guidelines will help you effectively deliver WCSU's message to our audiences.

Writing Guidelines

Write short, confident and positive headlines that use the opportunity + outcome formula and draw on our brand values. Feel free to branch out and explore different headlines so long as you stay on brand.

Your posts need to be interactive. Use short phrases, strong verbs, and a call to action in your captions. Including reader-directed questions, statistics and statements can help engage your audience.

Remember to:

- Always write out Western Connecticut State University when first mentioning the university, then you can use the WCSU abbreviation for subsequent mentions
- Use Western Connecticut State University when referencing or marketing the university
- Only use WestConn in reference to athletics

The logo

The logo is the most important element of our brand's identity. The breaks in the shield indicate the transformations that one will experience when they pursue an education at WCSU. The logo should never be altered, and additional words or graphics should not be added.



Use the WCSU acronym shield logo whenever possible to establish brand consistency across all platforms. Use the RGB logo for all of your social media posts.

WCSU also offers a secondary acronym shield logo that includes the name of a specific department. Use either the acronym shield logo or the secondary acronym shield logo in your posts, never both. Use the RGB color palette for the secondary acronym shield logo.

Here are examples of how the WCSU logo is used incorrectly:



Adding a drop shadow or any other effect



Placing the logo in a container of any type



Placing the logo over visually distracting backgrounds



Using unapproved colors



Changing any part of the typeface



Adding additional information to the logo

There are suggested minimum sizes for the acronym shield logo and secondary acronym shield logo to ensure visibility and legibility in your posts. Please consult the most current version of the WCSU Brand Guide to ensure that you are using the right dimensions for each logo in your posts.

The primary color palette for WCSU is deep blue (RGB 0/46/86) and Starburst Orange (RGB 0/85/100/0).

Primary Colors



WCSU also has secondary colors that can be used to supplement communication and marketing campaigns. They are RGB 217/216/214, RGB 0/60/165 and RGB 5/30/45.

Secondary Colors



Typography

WCSU prefers the sans serif font family Montserrat as its primary typeface. All weights and faces can be used. Use Montserrat for your headlines.

MONTERRAT

The sans serif font family Roboto is the secondary font used by WCSU. This typeface is used primarily for the body copy in your social media posts.

ROBOTO