

# WAGNER COLLEGE

IDENTITY STANDARDS MANUAL 2009

## IDENTITY STANDARDS

As more importance is placed on marketing and message, it has never been more vital for higher education institutions to present a well-founded and consistent brand identity. From the quality of our faculty to the beauty of our campus, there are many deep and far-reaching factors involved in creating a public image. Of all these elements, the most outwardly visible is our logo.

In an effort to create an appropriate and timeless mark, many members of the Wagner community contributed to the evolution of the identity for the College. With this in mind, the single most important element for successful identity implementation is consistent use and application. This manual offers brief, easy-to-follow guidelines to ensure best use practices of our identity as we move forward. Your cooperation in following these guidelines is essential for the successful implementation of this vital part of the Wagner College brand identity.

Please note that this booklet deals with basic graphic elements such as fonts, color and the Wagner logo.

Photography, another important element in the branding of Wagner College print communications, also needs to be considered carefully.

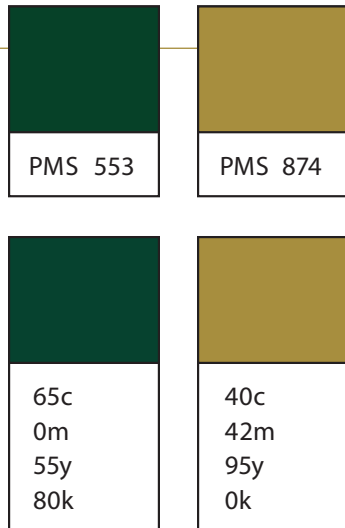
A rule of thumb is to use photographs that showcase the beauty of the Wagner campus and the individuality of Wagner students.

For more information on this or to request photos from the Communications photo database please email [erika.reinhart@wagner.edu](mailto:erika.reinhart@wagner.edu).

# TABLE OF CONTENTS

|                                 |   |
|---------------------------------|---|
| Logo Color and Screens          | 2 |
| Size, Clearance, and Proportion | 3 |
| Fonts and Usage                 | 4 |
| Stationery Package Examples     | 5 |
| Product Examples                | 7 |
| Library of Logo Options         | 8 |

# COLORS AND SCREENS



Use of PMS 553 is essential to the brand identity of Wagner College. Use of another green is not acceptable.

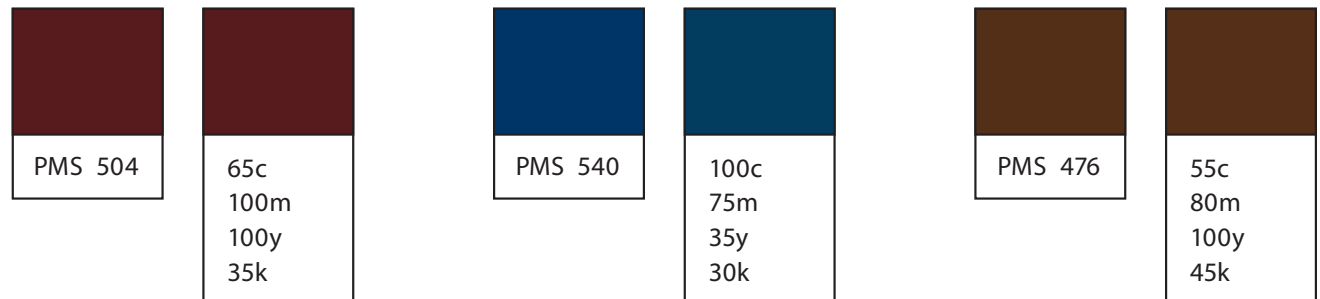
For pieces that call for a 'brighter' look try using PMS 553 in conjunction with a 40 percent screen of itself. Or use a .25" border of white along the edges of the piece instead of flooding the color to the edges.

## Primary Logo Colors

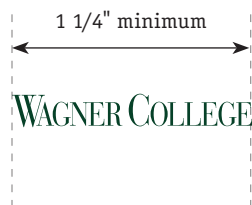
Official logo colors are PMS 553 (green), and PMS 874 (gold). When spot colors and PMS 553 or 874 are available, the logo should print in one or both of these colors. If printing in a single color other than one of the primary logo colors, it is recommended the color be black or reverse to white out of a solid color. If the single color available is not black, it is acceptable for the logo to print in the available color or reverse out of that color. If printing in process color inks and no spot colors are available, it is acceptable to use the provided process color builds in place of the spot colors—with respect given to printer and substrate quality when determining the reproduced size of a process color/build logo.

## Secondary Color Palette

The following colors are recommended as complementary to the logo colors. Use screens/tints as needed.



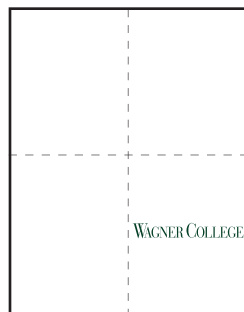
# SIZE, PROPORTION, AND FONTS



minimum safe zone equal to reproduced size of small cap height



1/4 overall page size



## Size

The minimum size the standard logo may be displayed is 1 1/4". As vector art, there is virtually no enlargement size restrictions, however, the logo should generally not be larger than 1/4 of the full displayed page (see grid below left).

## Minimum Safe Zone

When used as a moniker (not screened or as design element), the logo should have a minimum "safe" zone free of other graphic distractions. This space is variable and is determined by the small cap height at the displayed logo size (see example left.).

## Proportion

The logo should generally not appear larger than 1/4 of the display page. Exception to this rule would be if logo is being used as page or cover title or being screened back as a design element.

# FONTS AND USAGE

## Fonts

The official logo font is Bauer Bodoni Roman at 80% horizontal scale. This font is generally used in cap-small cap format that is only appropriate for selective use in headlines and short blocks of highlight copy. For a modern juxtaposition, ITC Officina Sans and ITC Officina Serif are used for all purposes; body, headlines, highlight copy, and media; print, advertising, and web.

BAUER BODONI ROMAN  
BAUER BODONI BOLD

ITC Officina Sans Roman  
*ITC Officina Sans Italic*  
**ITC Officina Sans Bold**  
*ITC Officina Sans Italic*

ITC Officina Serif Roman  
*ITC Officina Serif Italic*  
**ITC Officina Serif Bold**  
*ITC Officina Serif Bold Italic*

For the purposes of the Wagner Magazine please use Rockwell for small headlines and SH New Gothic for sans serif.

SH New Gothic Std  
*SH New Gothic Oblique*  
**SH New Gothic Bold**  
***SH New Gothic Bold Oblique***

Rockwell  
**Rockwell Bold**  
*Rockwell Bold Italic*  
***Rockwell Bold Italic***

# STATIONERY PACKAGE

WAGNER COLLEGE

OFFICE OF ADMISSION

## Letterhead

Shown at 65% of actual size,  
dimensions are 8.5" x 11"

WAGNER COLLEGE

ONE CAMPUS ROAD | STATEN ISLAND, NEW YORK 10301

[www.wagner.edu](http://www.wagner.edu)

## Envelope

Shown at 65% of actual size,  
dimensions are 9.5" x 4.125"

[www.wagner.edu](http://www.wagner.edu)

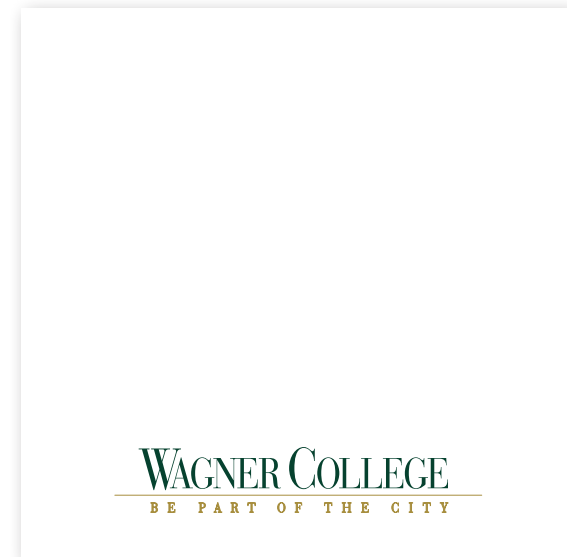
**2-Sided Business Card**

Actual size, dimensions  
are 3.5" x 2.5"



**Post-It Pad**

Actual size, dimensions  
are 2.875" x 2.875"



# EXAMPLES

T-Shirt



Insulated Coffee Mug



# PRIMARY LOGOS

## Spot Color Logos

WAGNER COLLEGE

WAGNER\_logo\_black.ai

WAGNER COLLEGE

WAGNER\_logo\_white.ai

WAGNER COLLEGE

WAGNER\_logo\_pms553.ai

WAGNER COLLEGE

WAGNER\_logo\_pms874.ai

## Build Color Logos

WAGNER COLLEGE

WAGNER\_logo\_build\_green.ai

WAGNER COLLEGE

WAGNER\_logo\_pms874.ai

# BE PART OF THE CITY LOGOS

## Spot Color Logos



WAGNER COLLEGE  
BE PART OF THE CITY

WAGNER\_BPC\_logo\_black.ai



WAGNER COLLEGE  
BE PART OF THE CITY

WAGNER\_BCP\_logo\_white.ai



WAGNER COLLEGE  
BE PART OF THE CITY

WAGNER\_BCP\_logo\_pms874&white.ai



WAGNER COLLEGE  
BE PART OF THE CITY

WAGNER\_BPC\_logo\_pms553&874.ai

## Build Color Logos



WAGNER COLLEGE  
BE PART OF THE CITY

WAGNER\_BPC\_logo\_green&gold.ai



WAGNER COLLEGE  
BE PART OF THE CITY

WAGNER\_BCP\_logo\_gold&white.ai

## Mix Color Logos



WAGNER COLLEGE  
BE PART OF THE CITY

WAGNER\_BPC\_logo\_green&pms874.ai



WAGNER COLLEGE  
BE PART OF THE CITY

WAGNER\_BPC\_logo\_gold&pms553.ai

Certain schools and departments within Wagner College may have their own icons that mimic the visual appeal of the “BE PART OF THE CITY” logo.

For example:



WAGNER COLLEGE  
DIVISION OF GRADUATE STUDIES

Do not create these icons yourself. To obtain the proper file, send a request for a .eps or .jpeg to [erika.reinhart@wagner.edu](mailto:erika.reinhart@wagner.edu) or contact the Office of Communications.