

WILLISTON STATE COLLEGE

# **GRAPHIC STANDARDS & USAGE GUIDE**

July 30, 2019





## **Importance of Graphic Standards**

The Williston State College logo was developed to represent WSC in a dynamic, easily recognizable and long-lasting fashion. By using the logo in a consistent and uniform manner, and adhering to these simple usage guidelines, you will help to grow it into one of the strongest symbols in the region, and also help to keep it that way.

The full logo is a combination mark containing a graphical “W” with a bar on both sides and the words “Williston State College” underneath on two lines. Except as noted, the full logo containing all elements are to be used at all times and treated as one graphic with no alterations.

The identity of WSC is affected by all visual materials so the consistent application of these standards is a necessary step to ensure a positive marketing strategy for WSC.

The standards are here to achieve two purposes:

- To fulfill the function for which the pieces is designed
- To maintain a positive identity for WSC

## **Logo Usage**

The Office of the President has appointed the Marketing Department to monitor and guide the usage of the logo. All requests to use the logo should be directed to the Marketing Department at [wsc.marketing@willistonstate.edu](mailto:wsc.marketing@willistonstate.edu).

## Official Full Color Version

The full color logo with PMS 3308 (green) and PMS 424 (grey) is the WSC standard and should be used as often as possible. This should be used on a white background. In most cases it is preferable to use this logo.



## Clear Space

The immediate area surrounding the Williston State College logo is to remain clean and free of other elements. This clear space is also the closest that the logo can be placed to the edge of a page — printed or online. This area can easily be determined by measuring from the top of “Williston” to the bottom of “State College” and using that measurement to compare to the top, bottom, left and right of the logo. A larger clear space measurement is acceptable, but a smaller measurement is not.



## Minimum Size

The full logo is never to be used with a left-to-right width smaller than .75”.



## Acceptable Color Variations

The Marketing Department will guide you regarding which logo is most appropriate for your purpose.

### One-Color Version

When a one-color version of the logo is needed, either use the all-green (PMS 3308) or all-grey (PMS 424) version.



### Black and White Version

When a black and white version of the logo is needed, use the all-black version.



### White Logo

When the logo is printed in reverse, it should always be in plain white against a dark-enough background to be easily seen.



## **Simplified Logo Exception**

In specific circumstances, the stylized “W” of the full logo can be used alone without the “Williston State College” portion of the full logo. Approval of this exception would be determined on a case-by-case basis by the Marketing Department.



## **Horizontal Logo**

For use in pieces where there is limited vertical space.



## Unacceptable Renderings



Do not alter the approved logo colors.



Do not crop the logo.



Do not outline the logo.



Do not tilt or vertically flip the logo.



Do not add elements to or remove elements of the logo, except as allowed.



Do not stretch, pinch, distort or otherwise change the proportions of the logo in any way.



Do not redraw or change the shape of the graphical "W" in the logo in any way.



Do not allow anything to intrude into the logo's designated clear space.



Do not replace any or all of the "Williston State College" portion of the logo with a different typographical treatment.



Do not rearrange the elements of the logo in any way.





Do not add lighting or depth effects to the logo.



Do not use as a watermark or background image.

# Official Colors

There is only one official WSC green and one official WSC grey, as specified below. These are WSC's official logo colors and no other color variations are allowed, except as mentioned earlier when the logo is used in reverse.

	PMS 3308		PMS 424
	CMYK 100-0-60-72		CMYK 0-0-0-61
	RGB 0-72-58		RGB 126-128-131
	HEX 00483A		HEX 7E8083

# Fonts

The official font for Williston State college is Myriad Pro. This should be used on all printed publications and communications.

When this font isn't available then Arial is an acceptable substitute.

## **Logo on Apparel/Merchandise**

The Williston State Logo can be used on all kinds of apparel and merchandise. On dark materials the white version of the logo needs to be utilized to enhance readability and contrast. If embroidered the type needs to be at a size that is easily readable.

Clothing and promotional materials ordered from outside vendors (other than the bookstore) with the logo need to be approved by the Marketing Department before purchasing.

All promotional materials must conform to the policies and standards described in this Graphic Standards & Usage Guide.

Contact the Marketing Department with any questions you have regarding logo usage.

## **Letterhead, Envelopes, Business Cards and Name Tags**

All academic programs, departments and administrative offices are required to use the official WSC letterhead, envelopes and business cards.

Letterhead, envelopes, business cards and name tags will be designed and must be ordered through the Marketing Department.

## **Signage**

All WSC signage must be approved by the Marketing Department prior to purchase.

## **Print, Broadcast and Social Media**

The Graphic Standards & Usage Guide applies to all multimedia projects and broadcast advertising.

## **Commercial Use of WSC Logos**

Commercial use of any WSC logo requires advance notice and approval of WSC.



## Official WSC Seal



The Williston State College seal is for official academic purpose and to represent the Office of the President.

Use of the College seal is limited to the following:

- Formal college documents, such as diplomas and certificates
- Communication from the Office of the President
- Ceremonial events

The WSC seal should never be used on promotional materials.

