WAGNER COLLEGE’S BRAND PROMISE

Wagner College is an innovative, liberal arts college for aspiring leaders who want to live and learn on a beautiful, traditional campus; enjoy the vast resources of New York City; and connect the liberal arts with fulfilling careers.

The Wagner Plan for the Practical Liberal Arts offers students an unparalleled educational experience that integrates different fields of knowledge, connects students with the local and global communities, and focuses on “learning by doing” through means such as internships and civic involvement. The close-knit campus community promotes students’ personal and intellectual development.

Like any institution with many members and many years of history, Wagner College means different things to different people.

But, if you are a member of today’s Wagner community who is charged with maintaining a portion of the Wagner website, leading a tour for prospective students, writing an email to alumni, or otherwise communicating in an official way about the College, we would like you to have a solid idea about what we consider to be the College’s central message. This core message is especially relevant to attracting prospective students and parents, but is also very important in presenting today’s College to alumni, friends, and potential donors.

These are not necessarily phrases to be used verbatim, but they are a guide to help you convey key points that will help your audience understand who we are.
CONTENTS

1 Primary Colors
2 Accent Colors
3–4 Official Logo
5 Alternative Web-Only Logo
6 Specialized Logos
7 Official Crest
8 Print Typography
9 Formal Typefaces
10 Digital Typography and Icons
11 Letterhead and Email Signature
12 Business Cards
Primary 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. If the single color available is not black, it is acceptable for the logo to print reversed 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.
This jewel-toned color palette enhances the Wagner College primary colors and allows for more flexibility when designing. **Accent colors should always be used in conjunction with the official green and gold primary colors.** In print, they may be used as solid blocks of color with type knocked out, or for auxiliary graphics like maps, charts and graphs. On the website, these accent colors may be used where color-coding would help to visually separate or organize content, much the same as in print.

**Neutral Tones for Web**

For the web, headlines and small graphic accents may be done in shades of gray. #818181 for graphic elements and #595959 for headlines.

See page 10 for sample graphic elements available in gray.

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**ACCENT COLORS**

**4-color Process:** C-19 M-82 Y-44 K-65
Web: #663333 (#803C3C for hover)

**4-color Process:** C-55 M-80 Y-100 K-45
Web: #563019 (#6C3D21 for hover)

**4-color Process:** C-100 M-75 Y-35 K-30
Web: #023D61 (#035283 for hover)
OFFICIAL LOGO

Name recognition is important for the reputation of the College. The Wagner College logotype is a wordmark that provides a consistent, easy-to-read, and memorable rendering of the name. The logo has been carefully typeset and is available in a variety of file formats. It should not be used within body copy and should always be sized and positioned as seen at left.

WAGNER COLLEGE
wagner_logo_build_green.eps

WAGNER COLLEGE
wagner_logo_pms553.eps

WAGNER COLLEGE
wagner_logo_build_gold.eps

WAGNER COLLEGE
wagner_logo_pms874.eps

WAGNER COLLEGE
wagner_logo_black.eps

WAGNER COLLEGE
wagner_logo_white.eps
Examples of the Wagner College Logo in situ.
Favicons and Profile Pictures for Web/Mobile Use

Favicons are composed of a thickened Wagner W, knocked out of a green or gold background.

The favicon can also be used as a profile picture for social media. For instances when the profile picture is always displayed at 85 by 85 pixels or greater, the W may be knocked out of an iconic Wagner College image.

ALTERNATIVE LOGO WEB-ONLY

In special circumstances for web, a stacked version of the Wagner College logo may be used. Use it only when it is needed to fit in a template that does not allow for the length of the official logo. (If you think you need this alternative logo, please contact the Office of Communications and Marketing.) It should never be the primary logo on any page of an official Wagner College website.

Wagner_Stacked_Green_WEBONLY.eps
Wagner_Stacked_Gold_WEBONLY.eps
Wagner_Stacked_White_WEBONLY.eps
SPECIALIZED LOGOS

“Be Part of the City” is a long-running campaign at Wagner College. There is a specific logo to be used for the campaign. This logo should be used on admissions materials that feature Wagner College’s location in New York City. It may be used in some other instances too, when the College’s location is being highlighted.

To obtain the proper file, send a request for to the Office of Communications and Marketing. Please also include a description of the usage so the proper file format is sent.

Logo is also available in spot colors or mixed spot and process.
The Wagner College crest is a traditional mark of the College dating back to its earliest days, featuring symbols of the institution’s Lutheran heritage and academic mission. Use the crest on official printed documents and materials, such as formal presidential invitations, diplomas, and the Commencement program. It should never be used on marketing and communications materials, in print or online, except in association with the Wagner College president.
The typeface for the official logo is Bauer Bodoni Roman. This font is generally used in all caps format, which is only appropriate for selective use in headlines and short blocks of highlight copy. When used in all caps it should be scaled to 90 percent horizontally. Add a .08pt. stroke to the font so that it prints cleaner. For a modern juxtaposition, ITC Officina Sans and ITC Officina Serif are used for all purposes; body, headlines, highlight copy, and media; print and advertising.

**Type Tip**
Always try optical kerning and remember to check that all W’s are properly kerned (especially with Bauer Bodoni).
FORMAL TYPEFACES

A more elegant combination of typefaces is to be used for formal invitations and for collateral related to special occasions, including Commencement. Fonts are listed below. Bauer Bodoni Roman should always be 90% horizontal scale and all caps with a .08pt. stroke.

BAUER BODONI ROMAN

Cac Champagne

News Gothic SH Light

Add Flourish to Formal Invitations

Graphic elements can help to visually organize text on formal invitations. Use or create flourishes like the one above.
DIGITAL TYPOGRAPHY AND ICONS

Web fonts specified are for all live text on Wagner College’s website, and for Wagner College video titles. Banner ad campaigns and graphics that include flat text may include Bauer Bodoni.

**News Gothic Bold Condensed BTRegular**

News Gothic Regular

Antium

Antium Bold

Small eye-catching symbols offset headers on the Wagner College website. The set is growing and evolving and is maintained by the Office of Communications and Marketing.

Sample symbols are shown below.
Email Signature
Set up a standard signature for your outgoing emails.
Use the default font.

Name | Title
Department (single line)*
wagner.edu | 718-420-4468

Connect with Wagner College!
(link to wagner.edu/about/social)

*Department should link to your departmental homepage.

All letterhead should be ordered through the Office of Communications and Marketing.
Letterhead for individual departments is to follow the template below and should be printed with PMS 553 and PMS 874 on a bright white uncoated stock.
BUSINESS CARDS

All new business cards should be ordered through the Office of Communications and Marketing. The card templates are below. They should be printed with PMS 553 and PMS 874 on a bright white uncoated stock.