WAGNER COLLEGE

Visual Identity Guidelines

Updated 08/2018

Introduction

From the quality of our faculty to the beauty of our campus, there are many factors involved in cultivating Wagner College's public image. Our **visual identity** guides the visual communication of that image by defining a system of logos, colors, typefaces, and other elements to be applied across many applications and media.

Wagner College's current visual identity originates in the adoption of its logo in the early 2000s. The identity has evolved and expanded over time. This update to the guidelines clarifies, reinforces, and expands on the previous edition.

Notably, this update introduces a new rendering of the College seal, commissioned on the occasion of the one hundredth anniversary of Wagner College's move to Staten Island, N.Y., and intended to replace all prior versions of the seal and related marks.

Scope

These guidelines pertain to the proper use of the **institutional visual identity**, as overseen by the Office of Communications and Marketing.

For questions, please contact the director of the Office of Communications and Marketing.

The Department of Athletics oversees the use of the Wagner athletics marks.
For questions, please contact the assistant athletic director for external relations.

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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. Our Brand Promise encapsulates the key strengths that Wagner College emphasizes today, in communications to prospective students, alumni, friends, and the public at large.

Identity and visual expression policies

Our policies address visual expression at two levels: **institutional and official**, and **campus-level/limited audience, range, or duration**. For a more in-depth explanation, see Appendix A on page 29.

Institutional identity

The visual identity and its guidelines apply to all departments, offices, sub-brands, and others who represent Wagner College in an official, institutional capacity. The identity organizes the various units and entities at Wagner into a tiered system.

I. CORE IDENTITY

The institution as a whole, guided by its core mission, is represented by the core identity.

II. IDENTITY EXTENSIONS

Identity extensions are individual units within Wagner that support its core mission. This category includes most departments, offices, and other entities at Wagner. Identity extensions are represented by a typesetting of their name with the primary logo in a specific arrangement (lockup). Most units use a format known as the departmental logo; named schools may use a unique format that reflects their named status.

III. SUB-IDENTITIES

Sub-identities are granted to sub-brands, which are programs, initiatives, or campaigns that have specialized missions or another strategic need to differentiate themselves from the core institution. Sub-identities may have more varied and unique designs, but should still convey a strong relationship to Wagner by using identity colors and typography. All sub-identities must be approved by the Office of Communications and Marketing.

Campus-level/ limited visual expressions

Wagner College recognizes the desire for campus members to create unique and varied visual expressions that foster a sense of spirit and community around events or other purposes. Unique graphics, illustrations, and type treatments are permitted if these expressions are noncommercial, informal, and have limited audiences, range, or duration. When one of these criteria is not met, further guidance is provided at right and in Appendix A on page 29.

IV. OFFICES AND DEPARTMENTS, LIMITED EXPRESSIONS

Offices and departments are considered identity extensions (Tier II, above), but may create more varied visual expressions for limited (typically, on-campus) contexts. For instance, they may create a logo for a sub-program that is used to communicate with students on campus about that program's activities. Or, they may create unique graphics for use on flyers to promote an event. The Office of Communications and Marketing may provide assistance or oversight. For more information, see page 29.

V. STUDENT ORGANIZATIONS

Generally, student organizations need not follow the Wagner core identity, as they do not operate as official representatives of the institution. They should refrain from using the identity to imply institutional endorsement of their activities unless such use has been approved by the Office of Communications and Marketing. In cases where a student organization has a strong relationship to the institution, via a particular office or as an organizing body, it may be appropriate for to convey that relationship by using colors and typography from the core identity.

Visual Identity:
Components

Primary logo

The Wagner College logo is the primary visual mark that represents the College. It is a **wordmark**, consisting solely of letterforms. It includes no other graphic elements.

The letterforms of the wordmark have been arranged in a specific manner and proportion. For that reason, it should always be reproduced from the appropriate artwork files. **Do not attempt to recreate the logo by typesetting 'Wagner College' in any typeface.**

The logo should be used on official public communications and materials. It may not be used by non-College entities to imply association or endorsement unless such use is approved.

Note: Official seal

Wagner College's official seal **is not a logo and should never be used as a promotional device**. Its use is limited to official, formal occasions and documents, and the Office of the President. For more information, see pages 11–12.

➔ Logo files are available at wagner.edu/communications. Vector files are available upon request.

WAGNER COLLEGE

Guidelines

General

- Do not attempt to recreate the logo by typesetting 'Wagner College' in Bauer Bodoni or any other typeface.
- Use the logo in full; do not separate 'Wagner' and 'College'.
- Do not use the logo in body copy.
- The logo may be rotated 90° to accommodate certain uses, such as a binder spine. Otherwise, it should remain at 0° (horizontal) orientation.

WAGNER COLLEGE

Clear area

The minimum clear area for the logo is equal to the height of the small cap E.

The top clear area is defined in relation to the small cap height and not that of the capital W and C. The left clear area is measured from the leftmost stroke of the W and not its serif.

WAGNER COLLEGE

Minimum dimensions

1¼" is the minimum width required for reproducing the logo.

1¼"

WAGNER COLLEGE

Colors

- Wagner green, Wagner gold, black, and white are the only approved colors for the primary logo.
- When used on a background color, gold may only be used on one of the other identity colors or black.
- White may be used in reverse on any background color as necessary, though identity colors are preferred.

WAGNER COLLEGE   WAGNER COLLEGE

WAGNER COLLEGE   WAGNER COLLEGE

GOLD LOGO: If using on background color, use only on an identity color or black

WAGNER COLLEGE   WAGNER COLLEGE

Examples: Improper use

DON'T distort

DON'T tilt at an angle other than 90°

DON'T use in non-approved colors

DON'T change the letter spacing
or other proportions

DON'T use only 'Wagner'

DON'T recreate the logo by typing in a font

DON'T use in green on a dark background

DON'T place over busy backgrounds
that interfere with legibility

DON'T cover with other design elements

DON'T use the shield
(See page 12 for more information.)

DON'T pair the logo with your own graphics
to imply that they are part of the logo

DON'T use with the seal unless you are
the President or have prior approval

Variants and derivatives

Stacked logo

The full, one-line logo is preferred and should be used in most applications. In limited cases where dimensions do not allow use of the full logo, such as on mugs, the stacked logo may be used instead. Approval from the Office of Communications and Marketing must be obtained.

W initial

The W initial is derived from the primary logo and may be used online and in other contexts where the full logo is not appropriate.

Guidelines

- **COLORS:** Wagner green, Wagner gold, black, and white.
- When the image will be displayed at 85 px x 85 px or greater, the W may be knocked out of (superimposed in white over) a Wagner College-related photo.
- The initial should not be used as a replacement for the logo if an application permits use of the full logo; in such cases, the initial should function as a supporting image.
  - **EXAMPLE:** the W initial is used as part of the design of the lower third titles in a video. At the beginning or end of the video, the full Wagner College logo should appear.
  - **EXAMPLE:** the W initial is used as a profile image on a Wagner College social media account. It does not make sense to use the primary logo elsewhere in this context.

➜ Download generic social media profile images featuring the W initial at wagner.edu/communications.

➜ Read more about our social media policies in the Social Media Handbook, available at wagner.edu/communications.

Tagline lockup

"Be Part of the City" is a tagline that highlights Wagner College's location in New York City. This mark is a lockup of the primary logo with the tagline in a specific typesetting.

This mark is primarily for use on admissions-related materials, but may be used whenever it is desirable to emphasize Wagner's location.

This mark should be reproduced from the appropriate artwork files. **Do not recreate it by typesetting.**

➔ Logo files are available from the Office of Communications and Marketing upon request.

Guidelines

- Where possible, a two-color version (Wagner green and gold, or Wagner gold and white) is preferred.
- Additional approved colors: one-color Wagner green, Wagner gold, black, and white.

Tier II logos: Named schools

The named schools at Wagner may use special lockups of their names with the primary logo to highlight their named status.

These marks should be reproduced from the appropriate artwork files. **Do not recreate them by typesetting.**

➜ Logo files are available from the Office of Communications and Marketing upon request.

NICOLAIS
SCHOOL *of* BUSINESS
WAGNER COLLEGE

EVELYN LINDFORS
SPIRO SCHOOL *of* NURSING
WAGNER COLLEGE

Alternate horizontal arrangement

NICOLAIS SCHOOL *of* BUSINESS
WAGNER COLLEGE

Guidelines

- These may be used in a lockup with the primary logo, or separately from it. If used separately, the primary logo should appear elsewhere on the same document.
- **COLORS:** Where possible, a two-color version (Wagner green and gold, or Wagner gold and white) is preferred. Additional approved colors are one-color Wagner green, Wagner gold, black, and white.
- An alternate, more condensed horizontal arrangement is available for the Nicolais School of Business when needed.

NICOLAIS SCHOOL OF BUSINESS WAGNER COLLEGE
NICOLAIS SCHOOL OF BUSINESS WAGNER COLLEGE
NICOLAIS SCHOOL OF BUSINESS WAGNER COLLEGE
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NICOLAIS SCHOOL OF BUSINESS WAGNER COLLEGE
NICOLAIS SCHOOL OF BUSINESS WAGNER COLLEGE

Tier II logos: Departmental logo

All departments and other entities at Wagner should use a lockup format known as the departmental logo when there is a need to identify their individual unit. The named schools may use their special lockups (page 9) or this format, depending on the application and context.

The Office of Communications and Marketing provides files for departmental logos upon request.

These marks should be reproduced from the appropriate artwork files. **Do not recreate them by typesetting.**

Exceptions for online use and apparel are noted below.

➔ Logo files are available from the Office of Communications and Marketing upon request.

➔ *Designers:* Internal guidelines provide more information on creating new departmental logos.

Basic departmental logo format in one or two lines

WAGNER COLLEGE

OFFICE OF THE REGISTRAR

WAGNER COLLEGE

DEPARTMENT OF MODERN LANGUAGES, LITERATURES, AND CULTURES

Extra-long departmental logo format (uncommon)

WAGNER COLLEGE

CENTER FOR LEADERSHIP AND COMMUNITY ENGAGEMENT

Guidelines

- The title below the line is formatted in **small caps**.
- **Formal nomenclature** should be used, e.g., 'Office of Business and Finance', rather than 'Business Office'.
- These marks should be reproduced from the appropriate artwork files. **Do not recreate them by typesetting.**
- **COLORS:** Where possible, a two-color version (Wagner green and gold, or Wagner gold and white) is preferred. Additional approved colors are one-color Wagner green, Wagner gold, black, and white.

- Most units should use the one- or two-line format. For certain offices, an extra-long one-line format is allowed.
- **ONLINE USE:** The departmental logo format should **not** be used online. Set the name of your unit in live type in the body of the page, rather than embedding it as an image.
- **APPAREL:** The departmental logo may not reproduce well on apparel (e.g., as embroidery in a left chest placement). An alternate typesetting for apparel is available upon request. See page 26.

Official seal

To mark Wagner College's one hundredth anniversary on Staten Island, new artwork based on the original 1918 seal was commissioned. Approved in 2018, the official seal is now standardized across all applications and replaces all previous renderings (see page 12). Two versions are available: one color, and two-color Wagner green and gold.

The seal is not a logo and should never be used as a promotional device for your event, program, or cause.

Use of the seal is limited to official, formal occasions and documents (e.g., Commencement, transcripts), and the Office of the President. It may be appropriate to pair the seal with the primary logo within these approved contexts.

Colleges and universities have increasingly adopted the limited use of the official seal as a best practice. Separating the seal from the promotional and everyday function of a logo allows it to retain its authoritative, historical, and ceremonial significance. Logos may change according to evolving objectives or design trends, while the seal is meant to be an enduring mark of Wagner College.

The seal may be approved for use on high-end or formal products. See page 25.

CONTACT THE OFFICE OF COMMUNICATIONS AND MARKETING FOR APPROVAL

TWO COLORS

ONE COLOR

Obsolete marks

In the past, a variety of renderings of the seal and related images have represented Wagner College. New artwork based on the original 1918 seal was commissioned and approved in 2018 and standardized across all applications. **All prior versions are now obsolete and should not be used.**

The use of obsolete marks creates confusion about the official visual identity and contributes to a disorganized public image. Additionally, the non-approved use of Wagner College's official seal dissipates the authority that the seal is meant to convey.

Shield — obsolete

In the past, a shield was a used as a graphic mark on its own or to accompany the logo wordmark. This was rendered obsolete in 2014 and should no longer be used for any reason.

Seals — obsolete

At right are the two most recent prior renderings of the seal. With the adoption of the 2018 seal, both are now obsolete, along with other prior renderings.

Use of the current seal is limited to official, formal occasions and documents, and the Office of the President.

+ Other prior renderings of the seal

Athletics

The Department of Athletics oversees the use of the Wagner athletics marks, including the seahawk head and athletics wordmarks. For questions, please contact the assistant athletic director for external relations.

➔ Contact the assistant athletic director for external relations in the Department of Athletics for all inquiries related to the athletics marks.

Spirit mark

The Office of Communications and Marketing has developed a spirit mark as a fun, informal graphic for primarily on-campus and student-centered visual expression. **It should not be paired with official Athletics marks.**

The pose and garb of the spirit mark may be changed for various applications on request.

FULL COLOR

ONE COLOR

REVERSE WHITE

Guidelines

Typography

Preferred typefaces for use with the spirit mark are ITC Officina Serif Bold and One Stroke Script. See pages 17–18.

Minimum sizes

- **SCREEN PRINTING** Minimum size for reproducing in screen printing is 3" high.
- **ALL OTHER METHODS** Minimum size for reproducing in all other forms is 2.25" high.

Colors

Pantone: 553
C/M/Y/K: 65/0/55/80
RGB: 0, 67, 49
Hexadecimal: #004331

Pantone: 7479
C/M/Y/K: 76/0/80/0
RGB: 29, 183, 106
Hexadecimal: #1DB76A

Pantone: Cool Gray 3
**C/M/Y/K:** 8/5/7/16
**RGB:** 199, 201, 201
Hexadecimal: #C7C9C9

Colors

Wagner green and gold are the primary colors of the core identity. They effectively and immediately communicate a connection to Wagner College.

Secondary and tertiary colors should be used in conjunction with at least one of the primary colors at all times. Tints are permitted when used with at least one of the primary colors at full ink coverage/opacity.
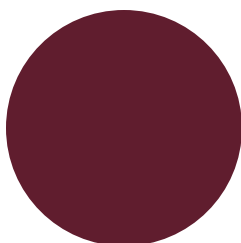
Primary colors
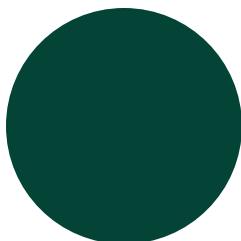
Pantone: 553
C/M/Y/K: 65/0/55/80
RGB: 0, 67, 49
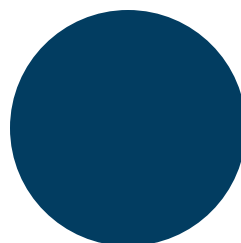**Hexadecimal:** #004331
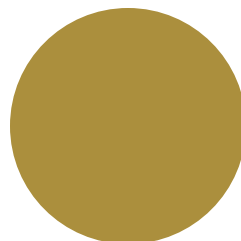
Pantone: 874
C/M/Y/K: 38/42/95/0
RGB: 170, 142, 60
Hexadecimal: #AA8E3C
Website only, for WCAG 2.0:
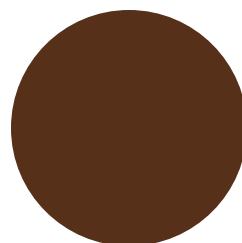RGB 138, 116, 46; Hex #8A742E

Secondary colors

Pantone: 505
C/M/Y/K: 19/82/44/65
RGB: 96, 29, 46
Hexadecimal: #601D2E

Pantone: 540
C/M/Y/K: 100/75/35/30
RGB: 3, 61, 97
Hexadecimal: #033D61

Pantone: 476
C/M/Y/K: 55/80/100/45
RGB: 86, 48, 25
Hexadecimal: #563019

Tertiary colors

Shades of gray may be used as tertiary accents to the primary and secondary colors.

Primary typefaces

Typography can effectively and immediately communicate a connection to Wagner College. Use of the primary typefaces can help distinguish publications as professional and official.

The primary typefaces are mainly used for print applications. For more information on web/digital typography, see page 20.

➔ Font files for the identity typefaces are available only to those directly involved in creating communications publications for the College. We do not have a license to make fonts available to the campus at large.

If you need to use these fonts, but are not a qualified user as defined above, you or your department may purchase the fonts from MyFonts or another vendor.

Bauer Bodoni

Bauer Bodoni is the signature typeface of Wagner College. It is used in a special typesetting for the primary logo and tier II identity extension logos.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Guidelines

- **ALL CAPS** The type should be scaled to 90% width when set in all caps in order to reflect the unique proportions of the primary logo.

  CORRECT — 90% scaled:

  THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

  INCORRECT — not scaled:

  THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

- To ensure legibility at 24 pts and below in print, it may be necessary to **add an outline** to the type, from 0.04 pt to .3 pt. Check the appropriateness of the additional outline by printing a proof at 100% scale.

- **SMALL CAPS** The type should be scaled to 90% width in small caps. In addition, the PostScript Type 1 font files (see below) should be used to ensure correct formatting.

  CORRECT — PostScript Type 1:

  THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

  INCORRECT — OpenType:

  THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

- Formatting certain headlines and key text in all caps or small caps is preferred for formal applications.

Font file formats: The Office of Communications has Bauer Bodoni in two formats: OpenType and PostScript Type 1.

- **The OpenType (.otf) font file format is the preferred format** for most uses. The files in this format will appear in the menu as '**Bauer Bodoni Std 1**' and '**Bauer Bodoni Std 2**'.

- The PostScript Type 1 format is semi-obsolete and may require a workaround to install. The files in this format will appear in the menu as '**Bauer Bodoni**'. Use this **only for small caps**.

Primary typefaces

ITC Officina Sans

ITC Officina Sans is preferred for use in body copy, as it is more legible at text sizes than Bauer Bodoni.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ITC Officina Serif

ITC Officina Serif is another option for use in body copy, especially for subheadlines when paired with ITC Officina Sans.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Non-paid alternatives

If you do not have the budget to purchase a license for the core identity fonts, suggested alternatives for formatting professional-looking documents are at right.

These suggested alternatives are not intended as substitutes for the primary typefaces and may not be used in place of them for official publications.

MICROSOFT OFFICE
- **Serif:** Palatino, Garamond
- **Sans Serif:** Tahoma

GOOGLE FONTS
- **Serif:** Unna
- **Sans:** Alegreya Sans

Special use typefaces

Additional typefaces may be used for special applications or limited campaigns. Some of these are standardized for reoccurring occasions and applications.

Generally, special-use typefaces should be used in conjunction with at least one of the primary typefaces.

CAC Champagne

CAC Champagne is for use on invitations and other special-occasion materials.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Have Heart One

Have Heart One is for use on primarily fundraising and alumni-related applications, notably as part of the annual Day of Giving campaign.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

One Stroke Script

One Stroke Script is for use with the Spirit Mark only. See page 14.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Visual Identity:
Applications

Website

All departments and offices of Wagner College must maintain their primary web presence on wagner.edu. Each department or office is responsible for overseeing the content of its own page.

Overall design, typography, and colors for pages on the website are predefined to ensure consistency and compliance with web standards. Do not attempt to override the available options.

Apart from following the guidelines for color and the use of logos and other marks, the design of wagner.edu is more fluid than the rest of the visual identity. This allows it to adapt to web standards and best practices as they evolve.

➔ Go to wagner.edu/communications for full digital policies and website tutorials. Or, contact the director of digital media in the Office of Communications and Marketing.

➔ **For information on Wagner College's social media policies, refer to the Social Media Handbook**, available at wagner.edu/communications.

Web typography

Typography for wagner.edu is not defined within the core identity. This allows the design to be more adaptable to web standards and best practices as they evolve.

Text on the website and in email communications should be **live** (i.e., selectable). Before using an image with embedded text, please ensure compliance with WCAG 2.0, available at w3.org.

Typography and colors are predefined for users with permission to edit pages on the website. Do not attempt to override these.

Departmental logos

It is **not recommended** that you use your departmental logo on the website, as the format is not optimized for viewing on screen at small sizes. Instead, the name of your department or office should be set in live (selectable) type. The Wagner College logo is pre-positioned in the top header of most pages.

Images

- Images should be used at the smallest file size necessary to obtain the desired image quality at their final viewing size (typically less than 500 KB).
- Images used online should be in RGB color mode and saved at 72 ppi resolution.
- Descriptive alt text should be provided for images.

Email signatures

Emails from your wagner.edu account should include a signature with basic contact information.

Use the following format:

Name | Title
Department *(with link)*
wagner.edu | Phone number | @wagnercollege *(Link to instagram.com/wagnercollege)*

Connect with Wagner College! *(Link to your office's most important social media platform)*

Web icons

The Office of Communications and Marketing maintains a set of custom icons for use on the website.

Social media icons

When providing links to wagner.edu and Wagner College social media accounts, icons in white on Wagner gold or green are preferred.

Video

Videos published on official Wagner College channels should be created with oversight by the director of digital media in the Office of Communications and Marketing.

➜ Contact the director of digital media for all video inquiries.

Guidelines

- **GENERAL STYLE:**
  - For promotional videos, keep the length to under three minutes, and grab the viewer's attention in the first 5–10 seconds.
  - Use one style for transitions throughout the video. A simple cut is preferred.
- **TYPOGRAPHY:** Primary typefaces from the visual identity should be used if possible. For best legibility, ITC Officina Sans is preferred.
- **COLORS:** Colors for any design elements should be consistent with the visual identity.
- **LOWER THIRDS:** Lower third designs may vary based on the needs of the video, but should comply with overall visual identity guidelines.
  - When writing the name of a student or alumnus, include the year of graduation, e.g., Sammy Seahawk '18.

- **LOGO:** The official logo should be featured in the video bumper/end card.
  - Video bumpers/end cards featuring the Wagner College logo are available from the Office of Communications and Marketing upon request.
  - Do not include a watermark on the video. The W initial will automatically be included on our YouTube channel.
- **MUSIC:** All music must be licensed and copies of the licensing agreement should be filed with the director of digital media.
- **PUBLISHING SPECS:**
  - HD video (minimum 1280 x 720; ideally 1920 x 1080 or higher with H.264 codec)
  - Please include a transcript with your video, if possible.

Business cards

Business cards for faculty, staff, and administration should be ordered through the Office of Communications and Marketing.

Senior administrative staff and the president have specialized business card designs.

➔ Business cards must be ordered through the Office of Communications and Marketing.

➔ *Designers:* Internal guidelines provide more information on formatting business cards.
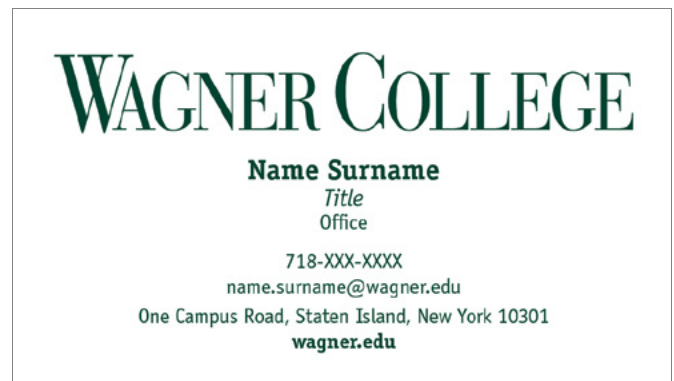
Business card specs:

DIMENSIONS: 3.5" x 2"

INK: Pantone 553, standard; Pantone 553 and Pantone 874, senior staff and president.
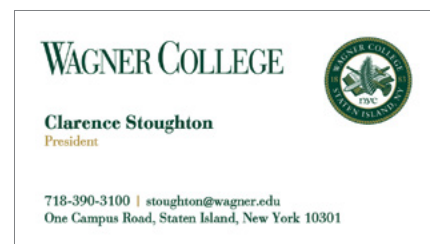
Guidelines:

- Titles and credentials should be limited to what will fit on a maximum of two lines.
- Standard business cards are printed on one side only. Appointment scheduling or other specialized information may be added to the reverse side with approval.

Standard business card
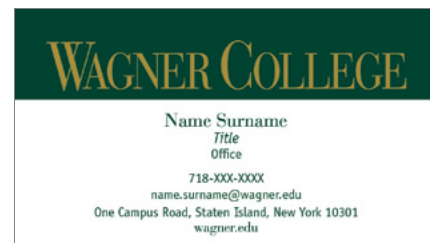
Senior staff

President

Letterhead and stationery

Stationery is typically customized with the tier II departmental logo (see page 10). Generic designs using the primary logo are also available. The Office of the President uses specialized stationery that includes the official seal.

Official stationery should be ordered through the Office of Communications and Marketing.

Letterhead specs:

DIMENSIONS: 8.5" x 11"

PAPER STOCK: Domtar Cougar Text 60lb. White Smooth

INK: Pantone 553 and Pantone 874

## Letterhead guidelines

- Customizable sections of the letterhead:
  - Department or office title
  - Phone number
  - Fax number
  - wagner.edu URL
- Footer items should be separated by vertical gold bars (|).
- Letterhead is available printed on paper, in a Word document, or as a PDF.
- When sending a document electronically, it should be **converted to a PDF** before sending. This will preserve formatting and prevent unauthorized use by third parties.
- The Office of the President uses a specialized letterhead design that incorporates the Wagner College seal.
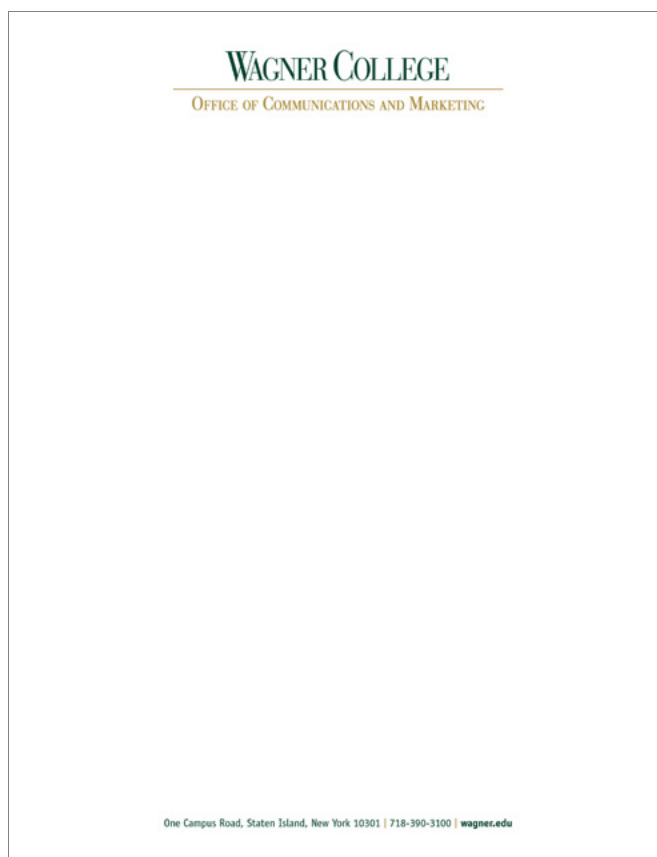
Departmental letterhead

Other stationery

Additional stationery designs, including #9 and #10 envelopes, note cards, and notepads, are available.
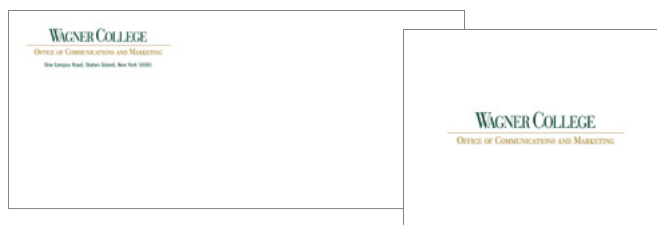
Signage

The Office of Communications and Marketing creates new exterior signage to be consistent with the visual identity.

Office door and desk sign styles may vary by department and building. Where there is no preexisting standard, a 4" x 6" design in a clear acrylic holder is available.

➜ Contact the Office of Communications and Marketing for general inquiries about internal and external signage.

➜ 4" x 6" Office door signs should be ordered through Campus Operations.

➜ *Designers:* Internal guidelines provide more information on formatting office door signs.
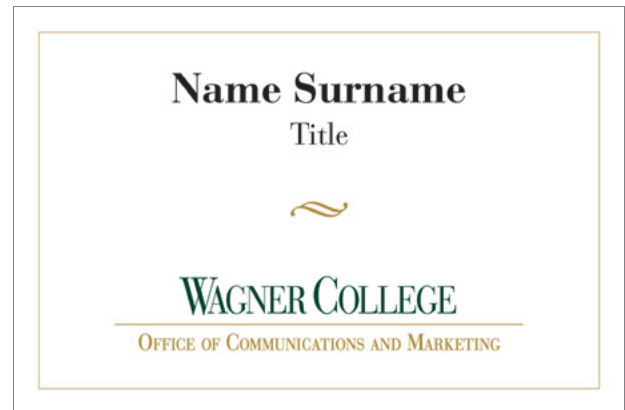
Office door sign

- Name, title, and office or department are customized.
- The 4" x 6" door sign design is printed on regular paper and inserted into a clear acrylic sign holder.
- 3" x 5" signs are available for older sign holders.
- Door signs should be ordered through Campus Operations.

Other signage

Other interior and exterior signs may vary in design based on size and placement. New signage should follow the general guidelines below.

General guidelines for signage

- **COLORS:** Wagner green on white
- **TYPOGRAPHY:** Use primary typefaces; *Typically:* Bauer Bodoni
- Use the leaf motif and divider as space allows
- Include the primary logo on external signage, as space allows.

Name Surname
Title

WAGNER COLLEGE
OFFICE OF COMMUNICATIONS AND MARKETING

Office door sign

Reynolds House
Advancement
Alumni Relations
Communications

WAGNER COLLEGE

External signage example

Merchandise and other products

Wagner College reviews and approves merchandise and other products that use institutional and athletics marks through its designated partner, Learfield Licensing Partners.

The Office of Communications and Marketing oversees the use of institutional marks. Non-athletic merchandise should adhere to the guidelines below, even if it does not use institutional marks.

The Department of Athletics oversees the use of athletics marks.

➔ Merchandise and other products that use institutional or athletics marks should be submitted to Learfield Licensing Partners for approval.

➔ Contact the director of the Office of Communications and Marketing for all inquiries related to institutional marks.

➔ Contact the assistant athletic director for external relations in the Department of Athletics for all inquiries related to the athletics marks.

General guidelines

- Products created for unofficial/non-institutional purposes need not utilize institutional marks.
- Institutional and athletics marks may not be combined on the same product.
- **TYPOGRAPHY:** It is generally permissible to set "Wagner College" in typefaces other than those in the core identity for casual or spirit products.
  - However, if 'Wagner College' will be set in all caps and in a serif typeface on a straight line, it is preferable to use the logo rather than a non-identity typeface.
- **COLORS:** Official school colors, especially Wagner green, are the preferred base colors, though other colors may be used as necessary and appropriate.

FAKE COLLEGE SEALS AND SEAL-LIKE IMAGES

- To avoid brand confusion and to prevent the association of Wagner College with sub-par imagery, **no products may feature graphic treatments that are reminiscent of a college seal and are not the official seal. Use of the official seal is limited** as described below.
  - **A SEAL-LIKE IMAGE** is considered to be any design that looks like a distinctive device or shield and bears graphic elements, such as laurel leaves, a book, or other symbols of education and learning, that imply a collegiate identity.

Institutional marks

- Institutional marks may not be altered in any way.
- When the Wagner College logo is used, it must be used in full.
- Institutional marks may not overlap or intersect with other elements.
- The stacked version of the Wagner College logo should only be used when scale and placement do not permit the full, one-line primary logo.

Official seal

- **The official seal is not a logo.** It should not be used on casual or spirit products.
- The official seal may be used on high-end or formal products with approval. High-end materials include metal and glass. *Examples*: jewelry; diploma frames.
- **No products may use obsolete renderings of the seal or shield.** See page 12 for more information.

Staff apparel

Apparel created for staff or other campus members acting in an official, non-athletics capacity for Wagner College should use the institutional logo.

When it is necessary to include the unit name with the logo, the tier II departmental logo format (page 10) should not be used at small sizes, such as a chest imprint. The Office of Communications and Marketing will provide an alternate lockup, which features the official logo and the unit name set in ITC Officina Serif, upon request. This version omits the formal nomenclature, such as "Office of...", etc.

When apparel is created for unofficial and on-campus or otherwise limited use, a range of visual expression is permissible, so long as it does not conflict with or subvert the core identity or Wagner's mission. (See Appendix A on page 29 for more information about policies on on-campus visual expression.)

➜ Contact the Office of Communications and Marketing for general inquiries about staff apparel designs.

WAGNER COLLEGE
RESIDENTIAL EDUCATION

Sample unit lockup for apparel

Resources

Logo downloads

Logo files are available at wagner.edu/communications. Vector files are available upon request.

Templates

The Office of Communications and Marketing provides basic design templates for use in Microsoft Word and PowerPoint that are consistent with Wagner College's visual identity. These can be downloaded at wagner.edu/communications.

Photography

The Office of Communications and Marketing maintains a large collection of photos, including images of campus scenery and Wagner events. Many of these are available to the public on the Wagner College Flickr account.

If you are directly involved in creating communications materials, you may qualify to access to our image database. Contact the director of digital media for more information.

Photographic and video documentation for campus events may be available through the Office of Communications and Marketing upon request. If our staff is not able to provide these services, we may be able to connect you with a freelance photographer.

Other guides and resources

- **WEBSITE:** Go to wagner.edu/communications for full digital policies and website tutorials. Or, contact the director of digital media in the Office of Communications and Marketing.
- **SOCIAL MEDIA:** The Social Media Handbook, a guide to operating social media accounts on behalf of Wagner College, is available at wagner.edu/communications.
- **WRITING:** An editorial style sheet is available at wagner.edu/communications.

Contact

For questions about these guidelines, contact the director of the Office of Communications and Marketing.

Appendices

Appendix A: Brand/identity architecture

Brand and identity architecture

A **brand architecture model** is a way of describing how the programs, departments, and other entities that make up Wagner College relate to the institution, and its brand, as a whole.

This model provides a framework for organizing the **visual identity**. A tiered system guides how entities within Wagner can visually express themselves while supporting and reinforcing the core identity.

When Wagner presents itself in a unified and consistent manner, its values and brand promise are able to take the forefront with our audiences.

We strongly discourage the use of independent logos that do not follow our policies on the visual identity and visual expression. A proliferation of logos creates confusion and unnecessary visual competition.

Visual identity and expression policies

Our policies address visual expression at two levels: **institutional and official**, and **campus-level/limited in audience, range, or duration**.

The visual identity primarily addresses the institutional and official level of visual expression; the identity architecture is articulated on page 30.

Campus-level expressions, or those that are otherwise limited in scope, may be informed by the visual identity but are not necessarily required to follow it. Further guidance and specific examples are articulated on page 31.

Identity architecture

Institutional identity architecture

The framework for the visual identity of Wagner College in its official, public, institutional capacity

- **For all audiences and constituents**
- **Overseen by the Office of Communications and Marketing**

TIERS	INSTITUTIONAL EXAMPLE(S)	VISUAL GUIDELINES	VISUAL EXAMPLE(S)
I. CORE IDENTITY The institution as a whole, guided by its core mission.	Wagner College as a whole	Core identity: primary logo, core typography and colors	
II. IDENTITY EXTENSION Individual units within Wagner that support its core mission. Most departments, offices, and other entities at Wagner are considered identity extensions.	**a. Named schools** • Nicolais School of Business • Evelyn L. Spiro School of Nursing	Unit name is presented in a type lockup with primary logo using core typography and colors	
	b. Departments, offices, and all other official/ institutional entities *Examples:* • Department of Physical Sciences • Office of the Registrar	Unit name is presented in a type lockup with primary logo using core typography and colors in a format known as the 'departmental logo'	
III. SUB-IDENTITY Programs, initiatives, or campaigns that have specialized missions or another strategic need to differentiate themselves. Possible characteristics: • Mission is related to, but distinct from, the core mission in scope or emphasis • May be a product of partnerships extending beyond Wagner • May need to market to a unique/specific audience	*Examples:* • Hugh L. Carey Institute for Government Reform • Wagner College Holocaust Center • Port Richmond Partnership • WCT: Wagner College Theatre (for marketing performances only; the Department of Theatre and Speech in its academic capacity is still considered an identity extension, *above*.) • The Wagner Fund	Design may be more varied and unique, but should still convey a strong relationship to Wagner by using identity colors and typography. Sub-identities should always be accompanied by the institutional logo in their application. Sub-identities must be approved by the Office of Communications and Marketing.	

SEE PAGE 31 FOR CAMPUS-LEVEL/LIMITED VISUAL EXPRESSIONS POLICIES

Identity architecture

Appendix A

Campus-level/limited visual expressions

Unique graphics, illustrations, and type treatments are permitted if these visual expressions are **noncommercial**, **informal**, and have **limited audiences, range, or duration**. When one of these criteria is not met, such as when offices or departments are involved (and the expression is therefore not informal), further guidance is provided below.

- **For primarily on-campus or otherwise limited audiences; limited ranges or durations**
- **The Office of Communications and Marketing may provide oversight and support as the case merits**

TIERS	INSTITUTIONAL EXAMPLE(S)	VISUAL GUIDELINES
IV. OFFICES OR DEPARTMENTS, LIMITED AUDIENCE, RANGE, OR DURATION		
Offices and departments are considered identity extensions (See tier II, on page 30), but may create more varied visual expressions for limited (typically, on-campus) contexts.		
a. Logos for sub-programs with a limited audience A department or office has a sub-program that it promotes to a primarily on-campus or otherwise limited audience.	*Example:* Multiple offices collaborate to oversee Community Leaders, a student leadership program. Community Leaders has a logo that it uses on campus to visually signal when an event is organized by the program, or when a student is acting as a staff member of the program. *Example:* The Chai Society is an alumni affinity group that works with the Office of Development. The Chai Society has a unique mark. It is used on materials seen primarily by alumni and other interested parties. For general communications, the Office of Development uses its departmental logo.	Design should convey a relationship to Wagner by using colors and typography from the core identity; additional variation may be permissible. The Office of Communications may provide support to design or approve such marks. If the sponsoring department or office includes a separate logo to represent itself, it should use the primary or its departmental logo (See II, on page 30).
b. Other graphics with a limited audience A department or office has an event or other initiative to promote to a primarily on-campus or otherwise limited audience.	*Example:* CACE promotes the Majors Fair to students via flyers, postcards, and table tents. The graphics used vary with the theme of the fair, which changes yearly. CACE includes their departmental logo on the materials. *Example:* The Department of Modern Languages, Literatures, and Cultures hosts an international film night. They create a flyer and table tent with colorful illustrations. They include the primary logo on the flyer and table tent.	Overall design does not need to adhere to the core identity. If the department or office includes a logo to represent itself, it should use the primary or its departmental logo (See II, on page 30).

V. STUDENT ORGANIZATIONS

Student organizations generally need not follow the Wagner core identity, as they do not operate as official representatives of the institution. They should refrain from using the identity to imply institutional endorsement of their activities unless such use has been approved. *Example:* Alpha Delta Pi creates a t-shirt for its members to wear at Songfest. The design does not need to adhere to the visual identity.

When a student organization has a strong relationship to the institution, via a particular office or as an organizing body, it may be appropriate for it to convey a stronger institutional relationship by using colors and typography from the core identity. The Office of Communications may provide support to design or approve such marks. *Example:* The Student Alumni Association works closely with the Office of Alumni Relations. They have a logo that incorporates the spirit mark and core typography.

WAGNER COLLEGE VISUAL IDENTITY GUIDELINES | APPENDIX A   31

Appendix B: File formats, color modes

File formats

Logos may be supplied in JPG, PNG, PDF, or EPS formats.

- **JPG files** can be used at the size provided or smaller on flyers, posters, and social media. Do not enlarge a JPG file beyond its original dimensions as this will result in a loss of quality.
  - If a larger or higher quality JPG is needed, contact the Office of Communications and Marketing for assistance.
- **PNG files** are best used online when a transparent background is needed. They can be used at the size provided or smaller. Do not enlarge a PNG file beyond its original dimensions.
  - If a larger PNG is needed, contact the Office of Communications and Marketing.
- Logos provided as **PDF files** are vector-based and can be enlarged without a loss of quality. This file format can be provided to a printer or vendor for high-quality reproduction.
  - *Note:* the above applies only to logos supplied by the Office of Communications and Marketing in PDF format. Not all images in all PDFs, generally speaking, are vector-based.
- **EPS files** are vector-based and can be enlarged without a loss of quality. This file format can be provided to a printer or vendor for high-quality reproduction.

Color modes

- Logo files may be provided in **RGB** or **CMYK** color modes. They will be labeled as such in their file names.
  - **RGB** color mode is best for digital/screen applications.
  - **CMYK** color mode is best for print applications.
- JPGs and PNGs are generally provided by the Office of Communications and Marketing in RGB mode.
- EPS and PDF files are generally provided by the Office of Communications and Marketing in CMYK mode.
- Logo files are also available in Pantone spot colors. Contact the Office of Communications and Marketing for further assistance.

WAGNER COLLEGE

The Office of Communications and Marketing

One Campus Road, Staten Island, New York 10301 | **wagner.edu/communications**