

Wagner College Visual Identity Quick Guide

Primary logo

The Wagner College logo is a wordmark and should be reproduced from the appropriate artwork files.

Approved colors are one-color Wagner green, Wagner gold, black, and white.



Extension/departmental logos

An individual unit name is paired with the primary logo in the departmental logo format, available upon request from the Office of Communications and Marketing.

WAGNER COLLEGE

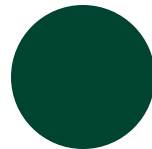
OFFICE OF THE REGISTRAR

Official seal

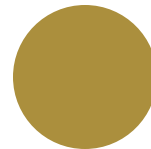
New artwork for the seal based on the original 1918 version was approved in 2018. **Use of the seal is limited** to official, formal occasions and documents, and the Office of the President. **The seal is not a logo** and should never be used as a promotional device.



Primary colors



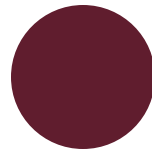
Pantone: 553
C/M/Y/K: 65/0/55/80
RGB: 0, 67, 49
Hexadecimal: #004331



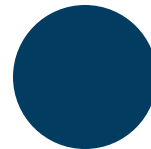
Pantone: 874
C/M/Y/K: 38/42/95/0
RGB: 170, 142, 60
Hexadecimal: #AA8E3C

Website only, for WCAG 2.0: RGB 138, 116, 46; Hex #8A742E

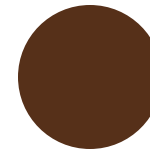
Secondary colors



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

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

Typography

Font files are available only to those directly involved in creating communications publications for the College.

Bauer Bodoni

When used in all caps or small caps, the type should be scaled to 90% width.

ITC Officina Sans, ITC Officina Serif

These are primarily for use in print, as body copy.

Typography on wagner.edu is predefined for users with permission to edit pages on the website. Do not attempt to override the available options.

Resources

At wagner.edu/communications, you can:

- View the full Visual Identity Guidelines
- See our digital policies and website tutorials
- View the Social Media Handbook
- Request business cards and letterhead

Questions or inquiries

Contact the Office of Communications and Marketing at wagner.edu/communications or 718-420-4498.