



WASHINGTON STATE
COLLEGE OF OHIO

GRAPHIC IDENTITY AND STYLE STANDARDS

UPDATE: JUNE 2024



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INTRODUCTION

Graphic identity standards were originally established for Washington State College of Ohio in 1990 with the introduction of a new logo at that time. In 2016, an effort was made to refine the logo. The refined logo was reviewed again in 2023 during the institution's name change process. The following standards are to be used to assure a consistent image to all who see the logo.

In addition to following standards in the way we use graphic representation, the consistent use of the style with which we communicate verbally is an important element of presenting a united image and clear, consistent message.

This document lists guidelines that will direct you through many questions that arise in both graphic and verbal communication. The Marketing & Public Relations Department is responsible for the content and application of the standards. Instances that are not specifically covered in the guidelines should be referred to that office for direction and decision. When in doubt, please ask the Marketing & Public Relations Department for assistance.



LOGO AND COLOR

WASHINGTON STATE
COLLEGE OF OHIO



COLLEGE SEAL AND USE

The Washington State College of Ohio seal will be used to authenticate the highest official College documents (e.g., diplomas and legal documents). Other uses must be approved by the Marketing & Public Relations Department.



OFFICIAL COLLEGE COLORS

The following color palette was chosen deliberately to represent Washington State College of Ohio.



PANTONE®
3435 C

CMYK RGB
C: 86 R: 20
M: 45 G: 71
Y: 79 B: 51
K: 49

HEX: #144733



PANTONE®
356 C

CMYK RGB
C: 96 R: 0
M: 27 G: 121
Y: 100 B: 52
K: 15

HEX: #007934



PANTONE®
362 C

CMYK RGB
C: 74 R: 78
M: 15 G: 157
Y: 100 B: 45
K: 2

HEX: #4E9D2D



PANTONE®
2995 C

CMYK RGB
C: 80 R: 0
M: 12 G: 168
Y: 1 B: 225
K: 0

HEX: #00A8E1



PRIMARY LOGO

The Washington State logo—the Evergreen symbol combined with the stylized words Washington State College of Ohio—is the keystone of Washington State’s identity.

Using this logo consistently enhances the institution’s recognition. The logo should be used on all College communications intended for off-campus audiences and for internal communications that will be used interdepartmentally, including but not limited to:

- correspondence,
- publications,
- signage,
- advertising,
- merchandise
- other marketing and public relations materials.

The exception is for documents of official business, graduation diplomas, and other documents at the discretion of the president, all of which shall use the college seal. Only the official college logo can be used, and it must be used in its entirety and without distortion.

The logo includes both the Evergreen icon and the name of the college in the typeface listed in these standards, used in specific colors. The two elements are inseparable and unalterable. No additional elements may be added. The Evergreen icon may appear without accompanying type, use of the icon alone is at the discretion of the Marketing & Public Relations Department.



WASHINGTON STATE
COLLEGE OF OHIO



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SECONDARY LOGO

As space can sometimes be an issue when it comes to various design applications, a condensed secondary logo has been developed. The secondary logo should only be used when legibility concerns are present or space is an issue.

The WSCO type should not appear on its own without the icon accompanying it.



ALTERING THE LOGOS

Altering the logo in any way is prohibited, for example DO NOT:

- Eliminate the words College of Ohio
- Rearrange the logo mark or logotype
- Distort the logo
- Recreate the logo with changed spacing between letters or between the logo mark and logotype
- Use in colors other than those approved

It is important to start with a clean, crisp image so that the logo will look right on the final project. DO NOT copy the logo from the College Web site, as this produces a very poor quality image because of the relatively low resolution of computer monitors. Logos for use can be obtained from the Marketing & Public Relations Department.

Specific guidelines for use of the logo appear in the following pages, including:

- Use of the Evergreen logo and logotype as separate objects
- Preferred orientation for certain uses
- The amount of space surrounding the logo
- Colors that may be used for the logo and as background
- The minimum and maximum size of the logo
- Location in relation to other logos in a document or item



BRAND HEIRARCHY

During the brand refresh in 2016. A brand heirarchy structure was created in order to maintain proper visual identity throughout all offices and divisions within the college.

PRIMARY MARKS



SECONDARY MARKS



INCORRECT USES OF THE LOGO

INCORRECT USE: separating the logo and logotype, changing proportions and recreating the logo.



INCORRECT USE: distorting the logo from the original proportions.



INCORRECT USE: recreating/ using incorrect font or removing College of Ohio.



INCORRECT USE: adding other design elements to the logo.



AREA OF ISOLATION

A minimum amount of space is required around the logo. No other image or text should cross into the clear zone, indicated below by a dotted line.

A space equal to the height or width of the “Evergreen emblem” inside the icon must be clear on all sides of the logo in stack format.



A space equal to the height or width of the “Evergreen emblem” inside the icon must be clear on all sides of the logo in horizontal format.



COLOR VARIATIONS

The preferred color scheme for Washington State’s logo is the Washington State four color logo on a white background. The logo may also be printed in one color. On a screened or light color background, black should be used. On dark solid backgrounds the logo also can be reversed, and printed in white.

Special applications: Blind embossing or foil stamping of the logo is permissible.



BACKGROUND COLORS AND IMAGES

The logo should never be used against a background that distracts from it. Solid color backgrounds are preferred. The logo should always contrast with the background and avoid areas with distracting patterns or elements.



FONTS

The type style for “Washington State” is Futura Bold, all upper case. Futura Book in all caps are used for the words “College of Ohio”. Addresses used in conjunction with the logo should be in Futura Medium, for example, the address and phone number.

Use of the Futura and Arvo font families throughout publications is recommended to promote consistency.



LOGO MINIMUM AND MAXIMUM SIZE

The logo and logotype should be used in appropriate proportion to the rest of the design with which it appears. The logo and logotype do have minimum allowable sizes. In order to assure clear reproduction and legibility, the marks may not be used any smaller than the sizes shown.



Print items and merchandise minimum size

The minimum allowable width for the logo in horizontal format = 1.375 inches. (1-3/8")

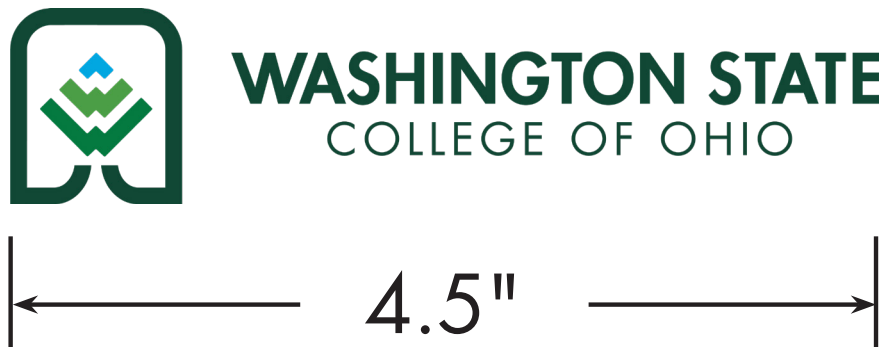
The minimum allowable width for the logo in vertical format = 1 inch. (1")



These minimum sizes may not be applicable for items that are embroidered or silk screened. For all reproductions the logo must reproduce clearly, if that cannot be accomplished at the stated minimum size with the reproduction type being used, the logo must be enlarged to meet clear concise representation of the image in its entirety without distortion.

Maximum size

The maximum size for use of the logo is determined specific to use. If you are planning to use a copy of the logo in a width greater than 4.5", contact the Marketing & Public Relations Department for an appropriately scaled version. *DO NOT enlarge a copy of a smaller logo to sizes beyond 4.5"*.





STATIONERY AND OTHER MATERIALS

WASHINGTON STATE
COLLEGE OF OHIO



LOCATION AND PLACEMENT OF THE LOGO

All publications, documents and merchandise that are created in conjunction with the College and to be used for external purposes **MUST** contain a copy of the Washington State logo. Most internal publications, documents, and merchandise for use by employees, students and other Washington State audiences, should include the Washington State logo. If in doubt whether the logo is required, contact the Marketing & Public Relations Department.

STATIONARY SYSTEM

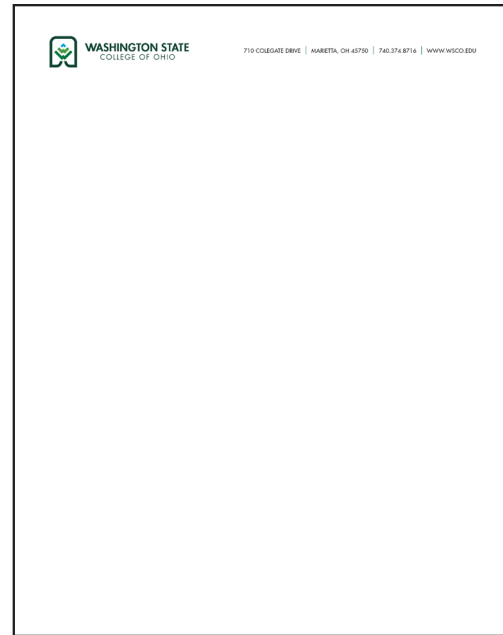
All stationary items, including letterhead, envelopes, business cards, notecards, notepads, business forms, checks, certificates and diplomas will follow these graphic standards. The Marketing & Public Relations Department must approve all stationary items prior to printing. If an external vendor is used to produce an item, the proof must be shared with the Marketing & Public Relations Department before the order is finalized.



LETTERHEAD

This letterhead is designed by the Marketing & Public Relations Department and is available as a digital template on the WSCO Intranet. The letterhead design shall not be edited/altered. All letterhead is to be printed on white paper in either black/white or color. The white copier paper is sufficient. As an exception, the President’s letterhead is pre-printed.

All correspondence from any department, unit or program with offices on Washington State’s campus shall be prepared on Washington State letterhead.



LETTERHEAD CONTENT STYLE

The address shall be aligned flush right and set in 7 pt. Futura Medium.

RECOMMENDED MARGINS and FORMAT:

- Left margin for body shall be 1"
- Date shall begin at 2" from top of page
- When possible, the body of correspondence should be typed in either Minion Pro or Arial font
- All type shall be flush left on the page; do not indent paragraphs; leave a line space between paragraphs.



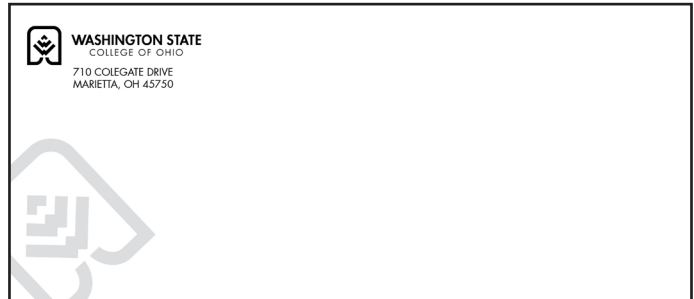
ENVELOPES

The 3" wide horizontal signature shall be used, aligned .3" from the top of page and .25" from left edge.

The preferred paper stock for formal letterhead envelopes to be used in all external personal correspondence is:

- PRESIDENT’S OFFICE: Strathmore Writing – Laid; 24# White
- OTHER: Strathmore Writing – Laid, 20# White.

Envelopes of all sizes shall follow the same formats, but may be printed on white stock with logo printed in black. In lieu of a printed envelope or for envelopes/packages larger than 10" X 13", a pressure-sensitive label may be used that is printed with the logo and address. The address is set in 8 pt. Futura Book.



BUSINESS CARDS

Business cards templates are created by the Marketing & Public Relations Department. An online ordering form is required to populate the required information including name, department, credential, email, phone and fax number. The logo is designed to be in color and all other print is to be white.

The preferred paper stock is Strathmore Cover; #150 White. The person’s name is set in 12 pt. Futura Std Bold with 12 pt. leading. Title, degrees and licensure/certifications are set—in that order—in Futura Std Book 8 pt.

Following the name and title, all type is to be set in 8 Futura Std Book with 9 pt. leading. The order of information shall be as follows:

- Phone: 740-xxx-xxxx, Ext. xxxx or direct line
- WSCO Address
- E-mail Address

On the back side, there a WSCO white vertical logo with the approved QR code of choice and social media accounts in green print that is set in 5.2 pt. Futura Std Book.



NOTE CARDS & OTHER STATIONARY ITEMS

Note pads, note cards, internal correspondence paper and other stationary items using the Washington State logo shall be approved on an as-needed basis. Contact the Marketing & Public Relations Department if you wish to have note cards, note pads, routing slips or other stationary items printed.



FAX COVER SHEETS

The stationary system includes an 8.5" x 11" fax cover memo. The cover sheet utilizes the Washington State logo, printed in black on white paper. The fax sheet can be downloaded from the Washington State intranet. All fax transmissions should be sent using the official cover sheet.

FORMS

All forms used by Washington State should include the college logo as well as a revision date, preferably in the lower left corner of the first page of the form as shown below.

Rev. xx/xxxx (i.e. 1/2017)

Final day to withdraw: _____

 **WASHINGTON STATE**
COLLEGE OF OHIO

710 COLEGATE DRIVE | MARIETTA, OH 43750 | 740.374.8716 | WWW.WSCO.EDU

CCP CLASS WITHDRAWAL/APPROVAL FORM

After the first 7 days of an 8-week class or the first 14 days of a 16-week class, withdrawing from a CCP course will result in a W on your official college transcript, and you may be responsible for the tuition cost of the course. The high school also has the option of billing you for the tuition cost if you fail a CCP course. **Before deciding to withdraw from a course, you are strongly encouraged to discuss your class progress with your instructor and seek tutoring services if needed.** Free tutoring is offered on campus through the Center for Student Success.

Withdrawing from a college course may affect completion of graduation requirements and **must** be discussed with (1) WSCO CCP Advisor, (2) your parents/legal guardians, and (3) your high school counselor. A high school counselor must sign this form indicating their awareness of your intent to withdraw **before the college will process a withdrawal.**

The cost paid for you by the state may also be recovered from you, your parents or your guardian, depending on your high school or school board policy and practice. **The high school has the option of billing you for the amount of the tuition cost, and it is important that you discuss your school's individual policy with your high school counselor.** The amount of your financial liability is determined by the date you withdraw from the class. When you submit this completed form to Debbie Gurtis, the course will officially be dropped from your schedule. After dropping a course, Washington State will forward a copy of the withdrawal form to your high school counselor.

Student Name: _____ Date: _____

Course: _____

Reason for withdrawal: _____

Estimated cost of attendance: _____ WSCO Advisor: _____ Date: _____

Parent/legal guardian approval: _____ Date: _____

Student approval: _____ Date: _____

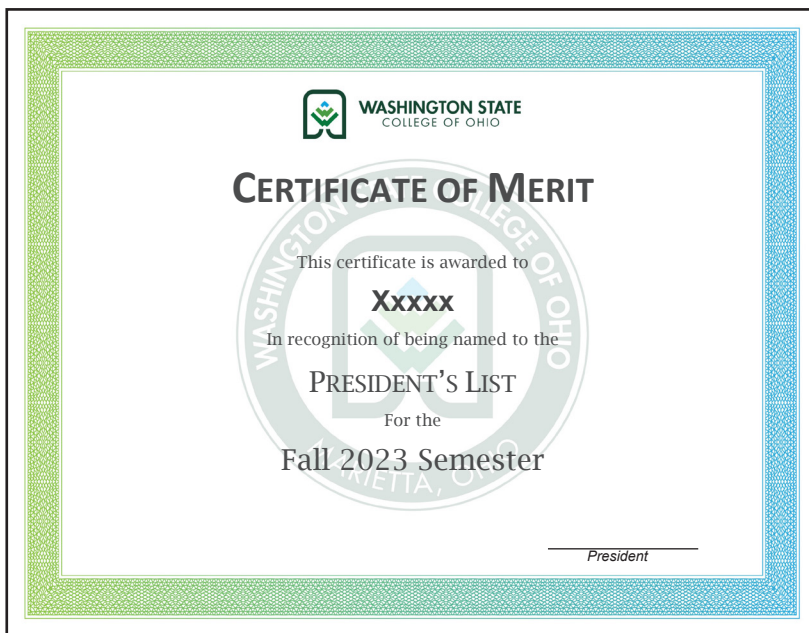
Estimated cost of repayment: _____ High School Counselor: _____ Date: _____

Notes (i.e. plan to complete credit): _____

Revised June 2024

CERTIFICATES

Certificate formats shall be issued by the Marketing & Public Relations Department. In cases where an office or department is the primary office of responsibility for a specific certificate, such as president's list or diploma, that office shall work in conjunction with the Marketing & Public Relations Department to assure consistency.



PUBLICATIONS

The logo shall be included on every publication—newsletters, brochures, fliers, folders, etc. - produced by any department or program in the college, including grant-funded programs, consortium's and partnerships. As a graphic element, the logo should be part of the overall design of a page. Only the official college logo can be used and it must be used in its entirety and without distortion.

Rule of thumb guidelines for size:

- Tri-fold publication logo should be about 2-1/2" wide
- 8-1/2" x 11" sheet logo should be no more than 5" wide
- 11" x 17" poster logo should be no more than 7" wide

If the publication is created with a mail panel, the horizontal logo should appear in the upper left corner of the panel with the college return address below, as shown in the section on address and text blocks.



OTHER DOCUMENTS

The logo shall be included on all documents produced by any department or program in the college, including grant-funded programs, consortiums and partnerships, to be used externally or interdepartmentally within the college. For ease of use, departments are encouraged to use the college letterhead for documents whenever appropriate.

COLLEGE ADDRESS AND TEXT BLOCKS

When the logo is used with an address block, placement of the address should be aligned according to the format of the logo. The distance between the logo and the text block/address should be equal to the height of the words Washington State.

HORIZONTAL LOGO: the address should align flush left with the letter “W” in Washington. Text should not extend further than a logo width beyond the right side of the signature; if text is longer, it should wrap to another line.

VERTICAL LOGO: the address should be center aligned with the words Washington State, unless a rule is used between the logo and the text block. Text should not extend further than a logo width beyond either side of the logo, if text is longer, it should wrap to another line.



WASHINGTON STATE
COLLEGE OF OHIO
WASHINGTON STATE
710 Colegate Drive, Marietta, OH 45750



WASHINGTON STATE
COLLEGE OF OHIO
WASHINGTON STATE
710 Colegate Drive, Marietta, OH 45750

COLLEGE WEB ADDRESS AND PHONE NUMBER

Nearly all communications for external distribution, including merchandise when feasible, should include the College Web address: www.wsco.edu. When space permits, an appropriate College phone number should be included, for example, a recruiting publication or merchandise for Admissions should include the phone number for Admissions, one for Financial Aid should include the Financial Aid number.



MERCHANDISE GUIDELINES AND APPROVAL PROCESS

WASHINGTON STATE
COLLEGE OF OHIO



PRIMARY APPAREL COLORS

The 8 colors shown below are the approved primary color apparel options for Washington State College of Ohio.

When selecting your color, please select the best possible match based on the vendor.

Color selections may be solids or heathered cottons, as long as they are still the best possible match to the following colors shown.



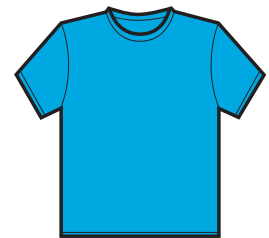
PMS 3435



PMS 356



PMS 362



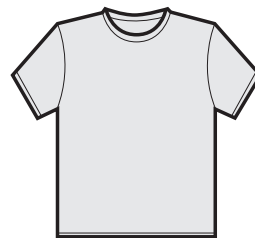
PMS 2995



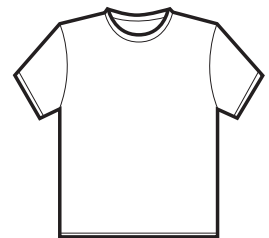
BLACK



PMS 425



GRAY - 10%



WHITE



RESTRICTED APPAREL PATTERNS AND COLORS

Any type of pattern or dark and royal blue hues are restricted apparel color options. Examples of such variations are demonstrated on the right. These examples are meant to be representative and do not encompass all possible cases.



STRIPED



ANIMAL PRINT



DARK AND ROYAL BLUE



POLKA DOTS



PLAID



CHEVRON




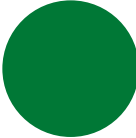

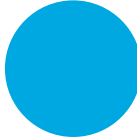
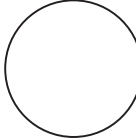













SCREENPRINT & EMBROIDERY COLOR PALETTE

The color palette for Washington State College of Ohio is the current standard to be used for both screenprint ink and embroidery thread.

These specific colors are to be used as the preferred primary and secondary color palettes for any artwork on apparel.

Other colors in the spectrum are allowed to be used as long as they are not the dominate color in the design.

The colors shown on this page and throughout this manual have not been evaluated by Pantone Inc., for accuracy and may not match the PANTONE® color standards. PANTONE® is a registered trademark of Pantone Inc.

| | | | | | | |
|-----------|---|---|---|---|---|--|
| PRIMARY |  PMS 3435 |  PMS 356 |  PMS 362 |  PMS 2995 |  WHITE |  BLACK |
| SECONDARY |  PMS 322 |  PMS 382 |  PMS 151 |  PMS 2995 - 50% |  PMS 2592 |  PMS 200 |
| |  PMS 319 |  PMS 3965 |  PMS 7549 |  PMS 7544 |  PMS 107 |  PMS 196 |



CLEAR SPACE

Our logo should never be lost on the design of the apparel. It should not be crowded against other elements on the item of clothing. A minimum clear space must be maintained around the logo at all times, equal to the height or width of the “Evergreen Emblem” to ensure its visibility and protect its integrity. This clean space differentiates the logo from other graphic elements such as text, images, and graphics.



LOGO COLOR OPTIONS FOR APPAREL

On student apparel, our logo should only be reproduced in 4 color variations shown below. 1-color white, 1-color black, and 4-color PMS 3435, 356, 362, 2995.

In no way should the artwork be altered.



LOGO COLOR ON APPAREL COLOR

1-Color White Logo

The 6 colors of shirts shown below should only be screenprinted or embroidered using the 1-color white logo shown below.



PMS 3435



PMS 356



PMS 362



BLACK



PMS 425



PMS 2995



LOGO COLOR OPTIONS FOR APPAREL

1-Color Black Logo

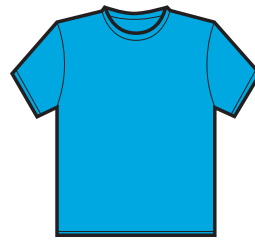
The 6 colors of shirts shown below should only be screenprinted or embroidered using the 1-color black logo shown below.



PMS 356



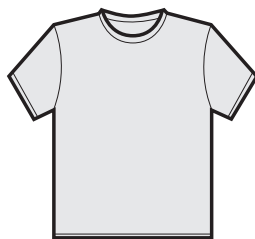
PMS 362



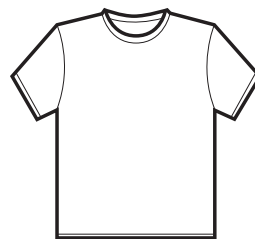
PMS 2995



PMS 425



GRAY - 10%



WHITE



RESTRICTED USAGE EXAMPLES



APPROVED USAGE EXAMPLES

