

# WESTMINSTER COLLEGE ATHLETICS

## IDENTITY GUIDE



**PREPARED BY:**  
Westminster College  
Sports Information Office  
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# INTRODUCTION

This identity guide is developed to standardize and create uniformity for the visual identity of the Westminster College Department of Athletics. The intent is to function as “one school, one identity,” not 18 separate teams. The following standards must be applied to all publications and varsity sports uniforms. For questions not covered in this guide, or for more information on the Westminster College Athletics editorial style or identity system, please contact the publications office (**Elizabeth Hildebrand**, publications director, 724-946-7226) or the sports information office (**Justin Zackal**, sports information director, 724-946-6357).

A “**publication**” in this guide refers to any hard-copy document produced for internal or external audiences. It is mandated that all materials be produced through the publications or sports information offices. Materials produced elsewhere must conform to these guidelines and refrain from introducing conflicting graphic elements.

A “**uniform**” in this guide refers to any garment worn during competition – by athletes in the competitive arena and by coaches on the sidelines.

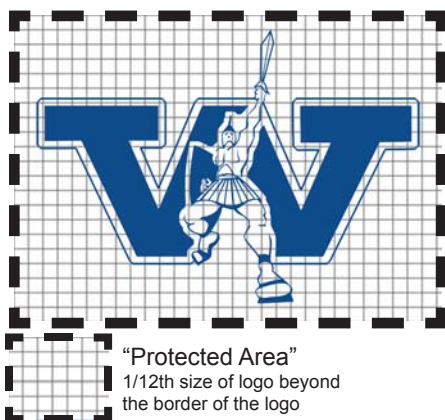
# GRAPHIC IDENTITY

There is one exclusive official logo for Westminster athletics.



### Usage guidelines:

- The logo must not be modified in any way.
- No other college logos – the College’s official logo (the Old Main tower logo), the college seal, or any variations of a “W” or “WC” – are permitted to appear on the same face.
- Additional artwork or text may not be incorporated into the logo or “protected area.” (See sample #1)
- Logo size may be increased or decreased, but the proportions may not be altered or skewed. (See sample #2)
- Color patterns may not be altered. Exception: black and white publications (See sample #3)



“Protected Area”  
1/12th size of logo beyond  
the border of the logo



Sample #1 -  
No graphic elements in protected area



Sample #2 -  
Don't change proportions.



Sample #3 -  
 Blue and white and inverse are correct color patterns. Black and white may be used for black and white publications only.  
 Do not alter color pattern on any circumstance.

## WESTMINSTER “W” IDENTITY

In circumstances, such as headgear usage or when the official logo is decreased small enough that the “Titan” is indistinguishable, the Westminister “W” should be used. **The same usage guidelines** for the official logo apply to the Westminister “W.”



# COLOR USAGE

The school’s official colors are blue and white. For publications, the blue is #288 on the Pantone Matching System (PMS). For uniforms, the blue is “Navy Blue.”

In usage for publications, the graphic identity – the official athletics logo and the Westminster “W” – may only appear as white or blue (#288) in color publications. Black may be used in black and white publications only. It is required that color publications use the Pantone #288 when blue is used.

Uniform colors: The uniform colors may be navy blue or white. The only exceptions are: 1.) soccer goalkeepers’ uniforms, 2.) pants used by golfers, and 3.) gray jerseys used by baseball and softball teams as a base color for “road” jerseys.

Typeface colors: The typeface, which includes the words “Westminster,” “Titans” and the numbering – on the jerseys may be navy blue or white.

Typeface outline (trim): The typeface may be outlined with blue, white or gray. Gray as a typeface outline is the only instance where a third color can be used. (See samples in uniform typography section.)

# PUBLICATIONS TYPOGRAPHY

The official typeface for all Westminster Athletics-produced publications is **Arial**, which should be used consistently as a body text. It may appear in three weights: regular, italic, and bold. **Haettenschweiler** may be used for headlines and subheads in bold with either all caps or normal case.

ARIAL - for body text

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

**Haettenschweiler** - for headlines and subheads

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890**

| TITAN ATHLETICS       |                            |
|-----------------------|----------------------------|
| <b>Quick Facts</b>    |                            |
| Name of School: ..... | Westminster College        |
| City/Zip: .....       | New Wilmington, PA 16172   |
| Founded: .....        | 1852                       |
| Enrollment: .....     | 1,470                      |
| Nickname: .....       | Titans                     |
| School Colors: .....  | Blue and White             |
| Affiliation: .....    | NCAA Division III          |
| Conference: .....     | Presidents' Athletic (PAC) |

## About Westminster College ...

Founded in 1852 and related to the Presbyterian Church (U.S.A.), Westminster College ranks first in the nation as “Best College for Women in Science, Technology, Engineering and Math,” according to *Forbes.com*. Westminster is a top tier liberal arts college, a national leader in graduation rate performance, and a “Great School, Great Price,” according to *U.S. News Best Colleges* guide. Westminster ranked 38th among liberal arts colleges, according to the *Washington Monthly College Guide*, and is one of the most affordable national liberal arts colleges



**WESTMINSTER COLLEGE  
DEPARTMENT OF ATHLETICS**

- 29 NCAA Championship Appearances
- 31 PAC Team Championships
- 8 PAC All-Sports Trophies
- 25 Academic All-Americans
- 110 All-Americans
- 389 Varsity Athletes in 2011

**JIM DAFLER  
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## LETTERHEAD, STATIONERY, AND ENVELOPES

### General

All official Westminster College Athletics stationery, letterhead, and envelopes must be approved prior to production or updating by the College graphic designer or the Sports Information Director and must conform to the specifications below.

### Office and Departmental Letterhead, 8 ½" x 11"

All athletics letterhead should include one logo, the official athletics logo. The logo should appear in the upper left corner in Pantone #288 blue at 1.5 inches in width. Type under the logo will be centered for headline font and flush left for body text font. A 1-point, vertical rule is placed 1.625 inches from the margin. The footer is limited to five lines, one of which is a headline font. The footer is to the right of the vertical rule. Text is flush left.

### Standard #10 envelope, 9 ½" x 4 1/8"

The athletics logo will be positioned top left. Type under the logo will be positioned 10 points from the bottom of the logo to the bottom of the type, and will align flush with the right edge of the athletics logo. It will be limited to "WESTMINSTER COLLEGE," the address line except for the addition of "SPORT NAME" as necessary; include the College's street address of 319 South Market St.; include "Return Service Requested."

## UNIFORM TYPOGRAPHY

The official typeface for all Westminster Athletics uniforms is Varsity Block. Only the words “Westminster” or “Titans” may appear on a uniform. When possible, it is recommended that “Westminster” appear on road jerseys and “Titans” appear on home jerseys. The lettering may appear on the jersey as either “arched” or “straight.” Other variations such as “bridge,” “angled,” “slanted,” or “bookend” are not permitted.

**WESTMINSTER  
TITANS**

Approved layout styles for uniforms marked with a check mark.

**EXPRESS** ✓  
Arched

**EXPRESS** X  
Bridge

**EXPRESS** X  
Bookends

**EXPRESS** ✓  
Straight

**EXPRESS** ✓  
Vertical Arch

**EXPRESS** X  
Double Bridge

**EXPRESS** X  
Reverse Bookends

**EXPRESS** X  
Angled

**EXPRESS** X  
University Arch

**EXPRESS** X  
Sweep

**EXPRESS** X  
Bridged Bookends

**EXPRESS** X  
Slanted

**EXPRESS** X  
Rev. Bridged Bookends

**EXPRESS** X  
University Arch Bookends

**VARSIITY**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**0123456789**

Approved “arched” and “straight” uniform topography combinations with no trimming.



Approved uniform topography combinations with gray trimming (arched or straight is correct).



Approved uniform topography combinations with same color trimming (arched or straight is correct).



Samples of improper usage of trimming.



Samples of uniforms

