

# Brand Identity

▾ version 1.2

# How to Use the Guidelines

This document reviews Wentworth's brand positioning and graphic identity. If you are officially representing Wentworth, you should use these components to produce institute-branded communications. You can download the elements (logos, gestures, fonts, etc.), by logging into your [myWentworth account](#) and following the link to Digital Communications or refer to the [Resources](#) section in this document for more information.

Submit questions or requests to Marketing & Communications by filling out a [request form](#).

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## Primary Identifier

Our wordmark, or logo, is the most consistent component of our identity. It is set in a customized font called Wentworth IBM/Lab Display. Created specifically for Wentworth, this font is used for the university wordmark and for the school and division sub-branding. The Wentworth wordmark can appear in a “full” or “short” version, depending on the context.

### FULL WORDMARK

For external audiences, always use the version of the Wentworth logo with “Institute of Technology” underneath, reinforcing brand positioning.

**Wentworth**  
INSTITUTE OF TECHNOLOGY

*External Facing*

### SHORT WORDMARK

The simplified version is appropriate for internal audiences already familiar with the breadth of Wentworth’s academic offerings.

**Wentworth**

*Internal Facing*

## Secondary Identifiers

Wentworth's graphic identifiers each have a unique place in our history and represent the school and serve different purposes in expressing our brand. The 'W' logo, shield, or seal should not be used without first obtaining permission from the office of Marketing & Communications. Ensuring proper use of these identifiers is essential for maintaining brand consistency across the university.

### THE 'W'

Represents the school when a technology-centered, modern image is desired. The red logo should be replaced with a logo in our primary color.



*Innovative, proactive, technological, futuristic,  
modern, industrious, corporate*

### THE SHIELD

Represents the school in formal contexts when a collegiate image is desired.



*Scholastic, traditional, historical, collegiate,  
formal, austere, elegant*

## Leopard Logo

The leopard mascot logo conveys our sense of school spirit. It can be used in lighthearted ways across campus to bring our community together. It does not replace the athletic fighting leopard.

### THE LEOPARD SEAL

The leopard can appear within the Wentworth seal circle. The one-color version in yellow or white should be used when placing the leopard on black or dark background.



Full Color



Yellow



White

### THE LEOPARD HEAD

The leopard head logo can be used independently from the Wentworth seal to represent the school to internal audiences. Follow the same placement guidelines as the leopard seal.



Yellow with outline



Yellow no outline

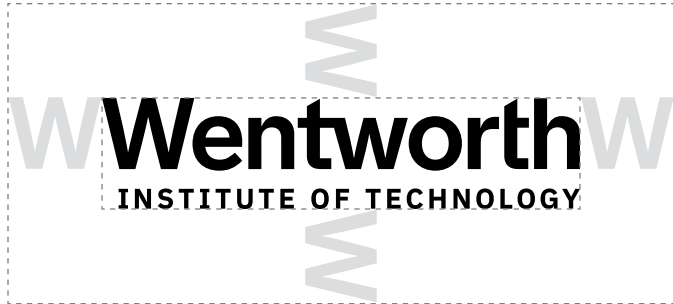


White

## Logo Proportions

It is important to be conscious of the amount of clean space around the logo. Ample space helps establish the importance of the logo, especially in environments where it competes with other graphic elements for attention.

### CLEAR SPACE



To ensure visual balance, the logo should always be surrounded by an ample amount of space, clear of text and graphic elements. The minimum clear space required is equal to the width of the W in 'Wentworth.' The vertical space is equal to the W turned on its side.

### MINIMUM SIZE

0.25" or 18px | **Wentworth**  
INSTITUTE OF TECHNOLOGY

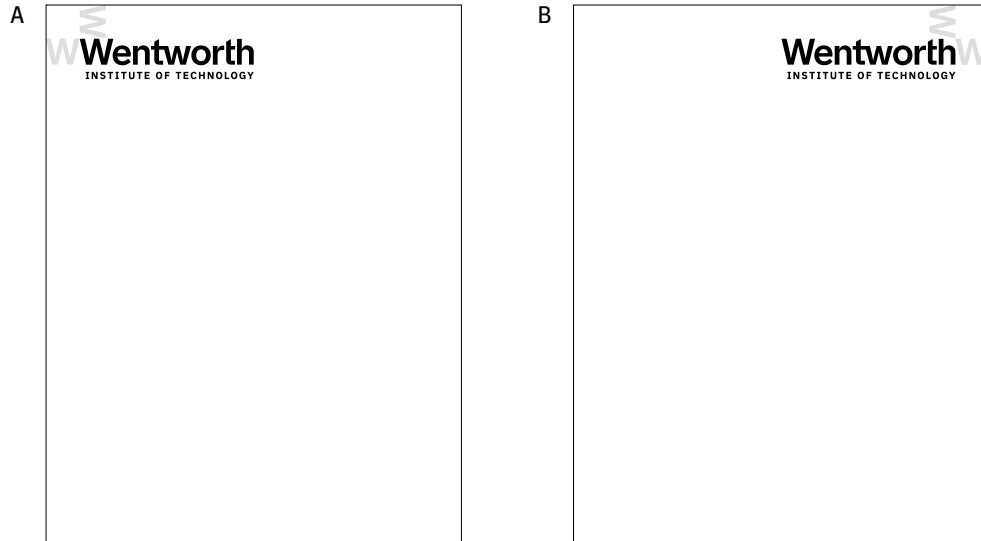
0.15" or 12px | **Wentworth**

For the best legibility, the long version of the logo should not appear smaller than 0.25 inches (print) or 18 pixels (screen) high while the short version can be reduced to 0.15 inches (print) or 12 pixels (screen).

## Placement

The placement of the Wentworth logo should remain consistent across materials. There are several possible configurations and alignment options, so choose what works best for the composition at hand.

### LOGO PLACEMENT



A – The logo may be left-aligned with the edge of the composition, with clear space equal to the height of the W in ‘Wentworth’ along each edge.

B – The logo may be right-aligned with the edge of the composition, with clear space equal to the height of the W in ‘Wentworth’ along each edge.

C – When horizontal space is limited, the wordmark can be oriented vertically. (i.e., on a banner or vertical web ad). Follow the same placement rules as outlined above.

## Color Variations

There are four available colorways for the Wentworth wordmark.

### ONE-COLOR LOGO



**Wentworth**  
INSTITUTE OF TECHNOLOGY



The black Wentworth wordmark is the primary logo to use in most applications. On a white or light background the logo should appear in black. On a dark color or the dark area of an image, the logo should be knocked out to white.

### YELLOW LOGO



**Wentworth**  
INSTITUTE OF TECHNOLOGY



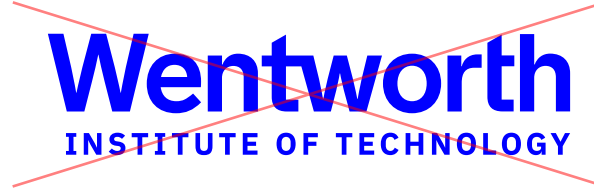
A version of the logo in yellow may be used in some instances to create variety and interest. On a dark background, use the logo in the primary shade of yellow (#ff50d). On white, or lighter backgrounds, the logo should appear in the secondary shade of yellow (#ff123f).

## Incorrect Uses of Wordmark

To maintain a high and consistent level of visual sophistication, legibility, and quick recognition, the logo shouldn't be manipulated. Below are examples of some changes that should never be made.



Do NOT place the knocked out logo in an area of an image that hinders the legibility of the logo.



Do NOT change the color of the Wentworth logotype from an approved color (see page xx).



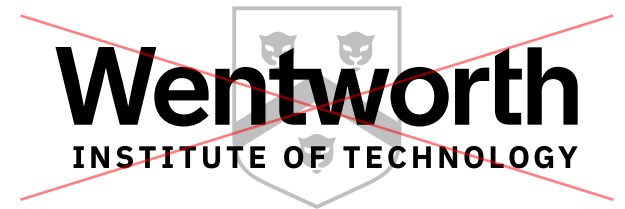
Do NOT add a drop shadow to the logo.



Do NOT replace an element of the logo or add any graphic elements such as a symbol or punctuation mark.



Do NOT manipulate or distort the logo, for example, by stretching or compressing it.



Do NOT have typographic or graphic elements fill the clear space of the logo.

## School Sub-Brand

The school name appears underneath the wordmark and can be written with or without “school of” depending on the context. By maintaining this flexibility, Wentworth can deliver a tailored experience to external and internal audiences.

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### FULL WORDMARK

For external audiences, always use the version of the Wentworth logo with “School of,” reinforcing brand positioning.

**Wentworth**  
**School of Engineering**

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### SHORT WORDMARK

This simplified version is appropriate for internal audiences already familiar with the breadth of Wentworth’s academic offerings.

**Wentworth**  
**Engineering**

## Division Sub-Brand

As a way to link the vast network of Wentworth's departments, groups, and activities to our identity, the school name appears underneath the wordmark. To download your division's logo visit [\[link\]](#). If your division is in need of a logo you may request one by filling out the Marketing & Communications [work request form](#).

SHORT WORDMARK PAIRED WITH IBM PLEX SANS LIGHT

# Wentworth Co-Ops & Careers

## Initiative Sub-Brand

Branding for the vital Wentworth initiatives that support the university utilizes a serif font that evokes a collegiate feeling and conveys formality.

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SHORT WORDMARK PAIRED WITH IBM PLEX SERIF MEDIUM

# Wentworth Alumni Affairs

## Primary Palette

Wentworth's official school colors, gold and black, make up our primary color palette. In most instances, these colors should be used to represent the school.

In some cases, another shade or variation may be required. Please select these variations from the Primary Palette Expanded, referenced on the next page

### PRIMARY BRAND COLORS



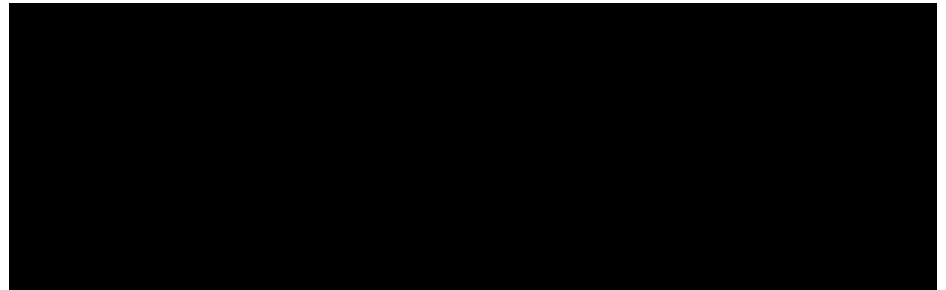
#### Wentworth Gold

CMYK: 0/20/100/0

RGB: 255/203/5

HEX: #FFCB05

PMS: MEDIUM YELLOW C



#### Official Black

CMYK: 0/0/0/100

RGB: 0/0/0

HEX: #000000

PMS: BLACK

## Primary Palette Expanded

Reference the palette below when alternate shades of the primary colors are required. The darker shade of yellow (#FBAA19) is best used on a white background, while any shade can be used on black.

CMYK: 0/38/100/0  
HEX: #FBAA19

CMYK: 0/30/100/0  
HEX: #FDB913

### Wentworth Gold

CMYK: 0/11/100/0  
HEX: #FFDB00

CMYK: 0/05/100/0  
HEX: #FFE600

CMYK: 75/68/64/79  
HEX: #151719

CMYK: 70/67/64/73  
HEX: #231F20

### Official Black

CMYK: 10/0/0/95  
HEX: #2A2E33

CMYK: 70/67/64/73  
HEX: #231F20

## Secondary Palette

### Printing Assets

In cases where additional colors are needed to complement and support Wentworth's primary palette, the Secondary Palette can be used. This page includes the approved secondary colors that should be used for print and marketing assets.

CMYK: 0/84/83/40 HEX: #99181B	CMYK: 61/43/0/69 HEX: #053B57	CMYK: 736/04/0/68 HEX: #344E52	CMYK: 0/20/82/50 HEX: #806617	CMYK: 0/01/01/60 HEX: #666565
CMYK: 0/84/83/25 HEX: #BF1F21	CMYK: 61/43/0/54 HEX: #2E4375	CMYK: 36/04/0/56 HEX: #486C70	CMYK: 0/20/82/37 HEX: #A17F1D	CMYK: 0/01/01/40 HEX: #999797
<b>Wentworth Red</b> CMYK: 0/84/83/15 HEX: #D92326	<b>Sapphire Blue</b> CMYK: 61/43/0/44 HEX: #38528F	<b>Emerald Green</b> CMYK: 36/04/0/46 HEX: #588489	<b>Old Gold</b> CMYK: 0/20/82/27 HEX: #BA9522	<b>Platinum</b> CMYK: 0/01/01/09 HEX: #E8E6E6
CMYK: 0/84/83/10 HEX: #E62528	CMYK: 61/43/0/39 HEX: #116FA3	CMYK: 36/04/0/41 HEX: #679BA1	CMYK: 0/20/82/18 HEX: #D1A726	CMYK: 0/01/01/14 HEX: #DBD9D9
CMYK: 0/54/53/13 HEX: #DF6769	CMYK: 61/43/0/14 HEX: #5D7BBD	CMYK: 36/04/0/16 HEX: #89CED6	CMYK: 0/20/82/10 HEX: #E6B829	CMYK: 0/01/01/04 HEX: #F5F2F2

## Secondary Palette

### Digital Assets

This page identifies the approved secondary palette that can be used for digital assets. Colors render differently between digital and print media, so these should never be used for printed materials.

RGB: 84/26/26 HEX: #541A1A	RGB: 07/55/82 HEX: #073752	RGB: 80/107/110 HEX: #506B6E	RGB: 33/43/51 HEX: #212B33	RGB: 98/102/110 HEX: #62666E
RGB: 148/46/46 HEX: #942E2E	RGB: 10/81/102 HEX: #0A5178	RGB: 108/144/148 HEX: #6C9094	RGB: 40/51/61 HEX: #28333D	RGB: 154/161/173 HEX: #9AA1AD
<b>Red Accent</b> RGB: 212/66/66 HEX: #D44242	<b>Blue Accent</b> RGB: 09/73/107 HEX: #09496B	<b>Teal Accent</b> RGB: 127/169/174 HEX: #7FA9AE	<b>Neutral Dark</b> RGB: 32/41/49 HEX: #202931	<b>Neutral Light</b> RGB: 212/221/237 HEX: #D4DDED
RGB: 186/58/58 HEX: #BA3A3A	RGB: 15/124/184 HEX: #0F7CB8	RGB: 136/181/186 HEX: #88B5BA	RGB: 81/105/125 HEX: #51697D	RGB: 188/197/212 HEX: #BCC5D4
RGB: 244/70/70 HEX: #E04646	RGB: 20/168/247 HEX: #14A8F7	RGB: 189/229/239 HEX: #BDE5EF	RGB: 123/158/189 HEX: #7B9EBD	RGB: 222/232/250 HEX: #DEE8FA

## Gradient

Color gradients are useful flourishes that can be used to enhance an image and drive interest. Please use gradients sparingly. Gradients should never be used for the Wentworth wordmark or official logos.

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### BRAND GRADIENT



RGB: 237/148/29

RGB: 253/202/11

RGB: 255/231/45

## Primary Typeface

There are four primary typefaces in Wentworth's identity system: IBM Plex Sans, IBM Plex Sans Condensed, IBM Plex Mono, and IBM Plex Serif. While the typefaces were chosen to serve different purposes, they were also selected because of their innate compatibility. The full IBM Plex font family is available to [download for free](https://fonts.google.com/?query=ibm+plex) on Google Fonts (<https://fonts.google.com/?query=ibm+plex>).

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### IBM PLEX SANS

USED FOR TITLE, HEADERS, & BODY TEXT (IN PRINT)

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXY  
1234567890

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### IBM PLEX MONO

USED FOR CAPTIONING

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXY  
1234567890

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### IBM PLEX SANS CONDENSED

USED FOR CREDITS AND FINE PRINT

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXY  
1234567890

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### IBM PLEX SERIF

USED FOR PULL-QUOTES & FORMAL TEXT

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXY  
1234567890

## Alternative Fonts

When the primary typefaces are not available Arial should be used in place of IBM Plex Sans and IBM Plex Serif, respectively. These typefaces are included in the font libraries for most operating systems. Open Sans is an available typeface use solely for the web in body text, subheads, captions, and navigation text.

### ARIAL

USED IN PLACE OF IBM PLEX SANS

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

### OPEN SANS

USED ON THE WEBSITE

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

# Photography

## ACTION



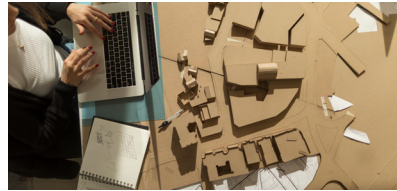
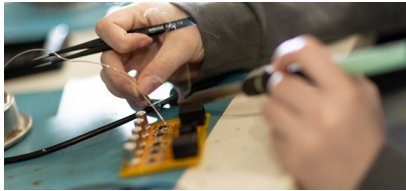
When depicting students or faculty in their learning environment, they should be shown actively working. The subject should appear engaged in the environment and subject material. This technique can also be applied to student life and athletic photography.

## COMPOSED



Contextual scenes establish a visual setting in addition to giving viewers an inside look into what the campus, classrooms, and labs at Wentworth are like.

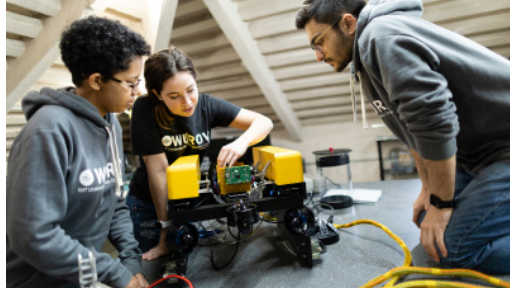
## FOCUSED



Emerging technology at Wentworth can be highlighted by depicting close-up shots of technical instruments, electrical and mechanical components, and complex student projects. This type of imagery can be paired with contextual and action shots or used as a background texture.

# Videography

## EXAMPLES OF VIDEO STILLS



Videography should focus on students in labs and studios actively doing projects and creating artifacts. Look to capture those moments of deep concentration, surprise, humor, and victory while learning. Time high-paced video edits to the beats of music to generate energy and avoid audience tune out. Short videos are ideal and allow us to share on mobile devices. Wentworth should strive to show, not tell, its active learning stories to viewers.

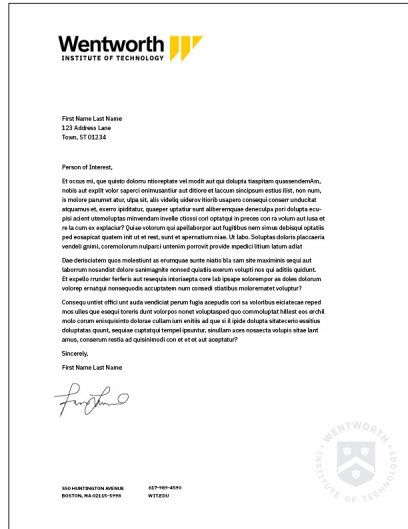
# Business Papers

The rebranded Wentworth letterhead and business cards can be ordered through Collegiate Press (coming soon). Download the letterhead template from the branding assets portal.

## LETTERHEAD



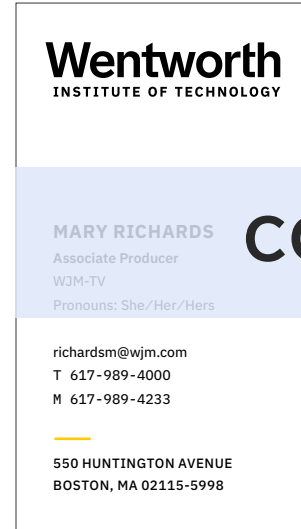
primary



alternative

There are two versions of the letterhead. To insure consistency with the branding be sure to download and install the official font, [IBM Plex Sans](#).

## BUSINESS CARDS



Business cards information includes name, title, division, pronouns (optional), up to two email address, two telephone numbers and a customize URL (optional).

## Design Samples

Wentworth's visual identity evokes a strong collegiate presence and conveys a sense of school spirit in its applications across media. Below are some examples of Wentworth's branding coming to life.



*Spring 2020 Banner Designs*



*ASAP Report Cover*



*Sweatshirt Mockup*



*Co-Branded T-Shirt Mockup*



*Lanyard Mockup*

## Resources

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### DOWNLOADS & LINKS

[Download the Official Wentworth Wordmarks](#)

<https://wit.canto.com/b/K1J71>

To download branded templates, including letterhead, slide deck, an email signature and more, log into your [MyWentworth account](#) and follow the links listed under “Digital Communications”.

Need help? Submit questions or requests to Marketing & Communications by filling out a [request form](#).