The Westminster Graphic Identity Standards Manual was created to provide all Westminster employees and associates with the ability to maintain the college’s visual identity through an easy-to-follow set of guidelines.

WESTMINSTER LOGO

Stand-alone logo

Vertical logo

Horizontal logo

Dark background logos

For black and white printing logos
WESTMINSTER PURPLE AND GOLD

C: 78  
M: 100  
Y: 0  
K: 33

PMS 269

#45166A

C: 27  
M: 37  
Y: 65  
K: 2

PMS 874

#BA996A

TYPOGRAPHY

GROUP ONE
Fonts available in most PCs, great for use by regular users without technical knowledge.

Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

1234567890 &

Lucida Grande

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

1234567890 &

Century Gothic (Admissions look)

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

1234567890 &

GROUP TWO
Fonts for graphic designers and IS professionals. Use these fonts if designing for print.

ITC Giovani

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

1234567890 &

The Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

1234567890 &

Verlag (Admissions look)

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

1234567890 &

DOs & DONTs

• Do not combine the Westminster logo with any other features (words, other logos, images, etc) unless approved by the Office of Communications.
• Do not print the Westminster logo in any colors other than the official purple and gold, or in black or white, as seen on the previous page.
• Photographs and illustrations can be used behind the logo, though care should be taken to ensure the logo is free from clutter and is easy to read.
• Do not attempt to recreate the logo. Art can be obtained from the Office of Communications.