

Introduction

The WCT logo is a unique mark for the Wagner College Department of Theatre and Speech to use in promoting its performances and other activities to the campus and community. It is designated for use on social media and marketing materials. It does not replace the departmental logo for the Department of Theatre and Speech, which is for use on official and academic materials.

For information on the full Wagner College institutional graphic identity, consult the Graphic Identity Guidelines at wagner.edu/communications.

FILE FORMAT NOTES

This logo is available in **JPG**, **PNG**, **PDF**, and **EPS** formats.

- The **JPG** and **PNG** files will work fine for most uses. Do not enlarge them because they will lose quality. If you need a larger size, contact the Office of Communications and Marketing for assistance.
- The **PDF** files are vector-based and can be enlarged without a loss of quality.
- If you are working with a vendor to produce something, they may request **EPS** files. If you do not have these, contact the Office of Communications and Marketing for assistance.

Marks



PRIMARY:

The primary logo is preferred for most uses.



PRIMARY + TITLE LOCKUP:

The primary logo is locked up with a typesetting of 'Wagner College Theatre' between two line rules.



DEPARTMENT OF THEATRE AND SPEECH

DEPARTMENTAL LOGO:

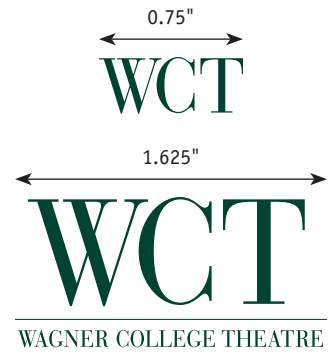
The mark used for the Department of Theatre and Speech on official and academic materials.

Guidelines

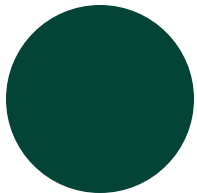
- This logo should be accompanied by the official Wagner College logo in most cases.
- The primary mark should only be used when there is an abundance of context to make the meaning of the WCT monogram clear. Where unclear, use the type lockup that features 'Wagner College Theatre' below.
- The type lockup is a flexible format. For special occasions such as the Senior Showcase, the text between the line rules may be replaced by the event name. Contact the Office of Communications and Marketing for the appropriate artwork file(s).
- Keep the logo clear of other design elements to ensure that it retains a strong presence in the layout in which it appears.
- These marks should be reproduced from the appropriate artwork files.

Do not re-create them by typesetting.

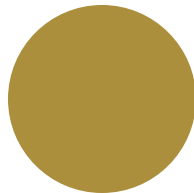
- **MINIMUM SIZES:** To ensure legibility and quality of reproduction, use the marks no smaller than specified at right.
- **COLORS:** The preferred use of this mark is color: Wagner green. Additional approved colors: one-color Wagner gold, black, and reverse white. See below for color specifications.



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: 175, 144, 60
Hexadecimal: #AF903C

Examples: improper use



DON'T re-typeset the logotype or change fonts



DON'T stretch the logo



DON'T condense the logo



DON'T change the colors in the logo.



DON'T resize or rearrange elements within the logo or lockup.



DON'T place the logo over photos or complex textures.



DON'T use the lockup type 'Wagner College Theatre' alone