

INTRODUCTION

The WCT mark is a new, unique mark for the Wagner College Theatre and Speech Department to use in promoting its performances and other activities to the campus and community. It is for use on social media and marketing materials.

It **does not** replace the current departmental logo for the Theatre and Speech Department, which will still be used on all official and academic materials.

PRIMARY MARK



SECONDARY MARK (MONOGRAM)



OFFICIAL DEPARTMENTAL LOGO



GUIDELINES FOR USE

- The primary mark should be used whenever possible.
- The secondary mark should only be used when there is an abundance of context to make the meaning of the WCT monogram clear.
 - *Example:* The secondary mark (monogram) is used as a social media avatar where the account name is Wagner College Theatre and Speech.
- The mark must always be accompanied by the official Wagner College logo, or the official departmental logo for Theatre and Speech.
 - *Example:* A performance video opens with the WCT logo and ends with the official Wagner College logo.
- Use the RGB artwork files of the mark for screen applications, i.e. video or social media; use the CMYK files for print applications.
- For specific occasions such as the Senior Showcase, the text between the line rules may be replaced with the event name. Contact the Office of Communications and Marketing for the appropriate artwork.

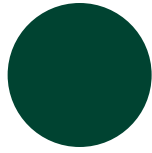
MINIMUM SIZES



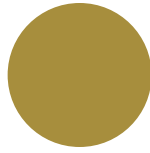
COLORS

The preferred color of the mark is Wagner Green.

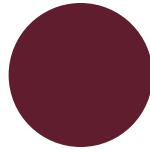
The mark may also be used in any of the approved Wagner colors (see the **Wagner College Graphic Identity Guide**) where appropriate, in addition to black or white. The mark may be reversed out of only the approved Wagner colors or black.



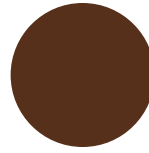
PMS 553
 CMYK 65/0/55/80
 RGB #004331



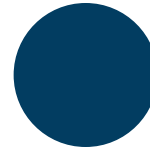
PMS 874
 CMYK 40/42/95/0
 RGB #A68C4A



PMS 505
 CMYK 19/82/44/65
 RGB #663333



PMS 476
 CMYK 55/80/100/45
 RGB #563019



PMS 540
 CMYK 100/75/35/30
 RGB #023D61

INAPPROPRIATE USE

Do not typeset the monogram 'WCT' in Bauer Bodoni on your own. Use the provided graphic file.



Do not typeset the text 'Wagner College Theatre' in Bauer Bodoni on your own.



Do not pull the 'Wagner College Theatre' type from the full mark and use it alone.



Do not change the spacing between the WCT monogram, the line rules, and the 'Wagner College Theatre' type.



Do not use the mark in non-approved colors.

