

Winona State University

# Style Guide



# Style Guide

## STYLE GUIDE

The Winona State University Graphic Identity Guidelines are central to our communications strategy. An integrated system of graphic elements, including logos, positioning statement, and color palette, present the university in a cohesive and memorable way to our internal and external audiences.

These guidelines are intended to help communicators use Winona State graphic elements consistently and effectively across all print and electronic media.

Files for all graphic elements can be found at [www.winona.edu/create/logoguidelines.asp](http://www.winona.edu/create/logoguidelines.asp)

## POSITIONING STATEMENT

“A community of learners improving our world” is a positioning statement carefully crafted to communicate the university’s mission. It has been in general use since 1997.

## UNIVERSITY SEAL

The Winona State University seal is reserved for specialized use such as diplomas, academic awards, official documents, and medallions.



PANTONE Violet  
Hex #4B08A1  
R: 75, G: 8, B: 161  
C: 92%, M: 98%, Y: 0%, K: 0%

## Overview

# Style Guide

The university logo and word mark are registered trademarks and may not be altered in any way.

For complete graphic guidelines visit [www.winona.edu/create](http://www.winona.edu/create)

University Logo

## FULL LOGO AND WORD MARK

- PMS Pantone Violet versions shown
- May be used in black and reverse signature
- Word mark serif font: Utopia
- Word mark sans serif font: Helvetica Condensed



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[www.winona.edu/create](http://www.winona.edu/create)

# Style Guide

A standard signature system for colleges within the university has been developed that incorporate the university logo and word mark.

## COLLEGE SIGNATURES

- PMS Pantone Violet versions shown
- May be used in Black
- May be used in reverse signature on black or other colors that provide acceptable contrast
- College signature font: Utopia Italic

College Logo

**WINONA** | *College of Business*  
STATE UNIVERSITY

  
**WINONA**  
STATE UNIVERSITY  
*College of Business*

 | *College of Business*



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# Style Guide

A standard signature system for departments and centers that incorporate the university logo and wordmark within the university has been developed.

## DEPARTMENT SIGNATURES

- PMS Pantone Violet versions shown
- May be used in Black
- May be used in reverse signature on black or other colors that provide acceptable contrast
- Department signature font: Hanshand

Department Logo



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# Style Guide

The Winona State University-Rochester logo and word mark should be prominently displayed in all publications related to the Rochester campus.

## WINONA STATE UNIVERSITY-ROCHESTER

- PMS Pantone Violet versions shown
- May be used in Black
- May be used in reverse signature on black or other colors that provide acceptable contrast
- Word mark serif font: Utopia
- Word mark sans serif font: Helvetica Condensed

Rochester Logo

**WINONA**  
STATE UNIVERSITY  
**ROCHESTER**

  
**WINONA**  
STATE UNIVERSITY  
**ROCHESTER**

  
**WINONA**  
STATE UNIVERSITY  
**ROCHESTER**



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# Style Guide

## Standard Business Card System

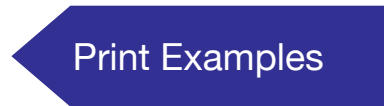

- Size: 3.5 x 2
- Color: 2 Single Sided
- Orientations: Vertical, Horizontal
- Quantity: 250 / 500

**Name**  
*Title, Department*

Building, Room #  
P.O. Box 5838  
175 West Mark Street  
Winona, MN 55987.5838

*website*  
*T* telephone number  
*F* fax number

email address



**Name**  
*Title, Department*

Building, Room #  
P.O. Box 5838  
175 West Mark Street  
Winona, MN 55987.5838

*website*  
*T* telephone number  
*F* fax number

email address



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# Style Guide

## Design Services

- Concepts/graphic solutions
- Consultation
- Digital Stationary
- Coordination of off-campus graphic projects

## Printing Services

- 1-4 color offset printing
- Sheet size up to 11 x 17

## Copy Services

- Standard black and white duplication
- 24-hour turn around time
- Sheet sizes: 8.5 x 11 inches, 8.5 x 14 inches, 11 x 17 inches
- To access electronic copy request form, visit

[www.winona.edu/create/copy](http://www.winona.edu/create/copy)

## Bindery Services

- Cutting
- Collating
- Folding
- Stapling (multiple options)
- Laminating
- Punching
- Padding
- Spiral binding (3 options)
- Perforating
- Numbering
- Shrink wrapping

## Creative Services

To learn more about what Creative Services can do for you, please visit [www.winona.edu/create](http://www.winona.edu/create)

## Contact Us

[create@winona.edu](mailto:create@winona.edu)  
507.457.5025

## Office Hours

Mon. – Fri. 8:00 – 4:30

## Summer Hours

Mon. – Fri. 7:30 – 4:00

[www.winona.edu/create](http://www.winona.edu/create)