

Spine: plastic coil, Stock: 80# smooth cover

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

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.

Overview



PANTONE Violet

Hex #4B08A1

R: 75, G: 8, B: 161

C: 92%, M: 98%, Y: 0%, K: 0%

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

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



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

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



PANTONE Violet
Hex #4B08A1
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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



PANTONE Violet
Hex #4B08A1
R: 75, G: 8, B: 161
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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



PANTONE Violet
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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



Print Examples

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



PANTONE Violet
Hex #4B08A1
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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

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

Contact Us

create@winona.edu
507.457.5025

Office Hours

Mon. – Fri. 8:00 – 4:30

Summer Hours

Mon. – Fri. 7:30 – 4:00