

Vermont State University Wellness Center



Graphic Standards Manual



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As VTSU has merged and rebranded, several resources haven't been updated to fit with the current branding.

The Wellness Center is a resources that's accessible to everyone, no matter which of the VTSU campus you attend.

Inspired by the standards provided from VTSU, the Wellness Center's standards have adopted a lot of the principles and colors due to the association.

The creation of these graphic standards should help give not just VTSU, but the Wellness Center the representation and reach to make sure all students know of their services and that they are here to help you with not just health concerns, but also the everyday stresses of college.





Graphic Standards

Color - VTSU

The official colors of Vermont State University are Lake and Sunset, with various shades of grey being used around. Some title font uses a dark blue, Twilight, opposed to black.

 <p>VTSU - Lake R0 / G166 / B180 #00A6B4 C84 / M0 / Y18 / K0</p>	 <p>VTSU - Sunset R237 / G53 / B84 #ED3554 C0 / M95 / Y55 / K0</p>		
 <p>VTSU - Ice R243 / G242 / B241 #F3F2F1 C4 / M2 / Y4 / K5</p>	 <p>VTSU - Ice (Tint) R217 / G218 / B218 #D9DADA C13.5 / M10 / Y10.5 / K0</p>	 <p>VTSU - Stone R130 / G166 / B180 #82A6B4 C33 / M18 / Y13 / K30</p>	 <p>VTSU - Midnight R0 / G12 / B31 #000C1F C100 / M90 / Y13 / K7</p>



Graphic Standards

Colors - Campus Specific

VTSU is comprised of 4 main colleges/campuses, being Lyndon (formally Lyndon State College and Northern Vermont University), Johnson (formally Johnson State College and Northern Vermont University), Castleton (formally Castleton University), and Randolph (formally Vermont Technical College). While the Wellness Center wants to be unified across all of VTSU, having one central logo could cause problems for those trying to get resources, only having them be located at another campus. To alleviate this problem, each campus will not only have the umbrella VTSU logo, but a logo specific to each campus as well. Below will be a pair of colors for each individual campus, bring back some old identity to each.

Lyndon - Green R30 / G61 / B31 #1E3D1F C80 / M48 / Y93 / K58	Lyndon - Gold R198 / G193 / B122 #C6C17A C2 / M0 / Y50 / K25	Johnson - Green R34 / G110 / B57 #226E39 C86 / M32 / Y99 / K23	Johnson - Blue R32 / G69 / B124 #20457C C98 / M82 / Y24 / K9
Castleton - Green R0 / G86 / B59 #005638 C90 / M40 / Y83 / K38	Castleton - Grey R36 / G44 / B44 #242C2C C76 / M63 / Y64 / K65	VTC - Dark Green R20 / G141 / B78 #148D4E C85 / M20 / Y91 / K6	VTC - Bright Green R113 / G191 / B70 #71BF46 C60 / M0 / Y99 / K0



Graphic Standards

Use of Logo Type

The Vermont State University Wellness Center logo uses the font Urbanist in both the Black and SemiBold stylization. For title text, using Midnight from the VTSU colors. On dark backgrounds, using Ice is appropriate. Black is appropriate in situations where Midnight doesn't feel applicable, as well as body copy.

Urbanist Black

Urbanist SemiBold



Graphic Standards

Use of Logo

The Wellness Center logo represents not only the four VTSU hubs united as one, but also incorporates symbols of health and wellness with the heart, tear, and the highly stylized human representation. All of this is done intentionally to exemplify the Wellness Center's message, that we are in this together, you are not alone, and that everyone is equal and deserves equal care, regardless of where you are.

When making general announcements or promoting the Wellness Center through general VTSU media, it should be done in the traditional VTSU colors.

Depending on the campus, the signage should match the 2 colors provided for each campus. Refer to the names on the page prior.

Signage may either have the logo isolated, or can use the version with the classic VTSU triangle pattern. When used on top of documents, the logo should be isolated.

The logo should always appear in color, unless it is used in the background of a document or image. Under those circumstances, use the tint of Ice. If a document must be printed in black in white, the entire logo being in black is acceptable.

When promoting the Wellness Center, events, or other material that is specific to a campus, text should accompany the logo along with the proper coloration of the logo. The logo may be seen without text to accommodate situation where it may appear better, however by default, the text should accompany the logo.



Tagline, Text, Signature

Tagline and Text

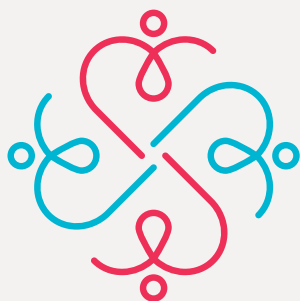
The Wellness Center does not have a tagline, so no text should be added other than what is provided. The only acceptable variation are the ones personalized for each campus. Any other text must go under the logo, passed the clear zone.

Signature

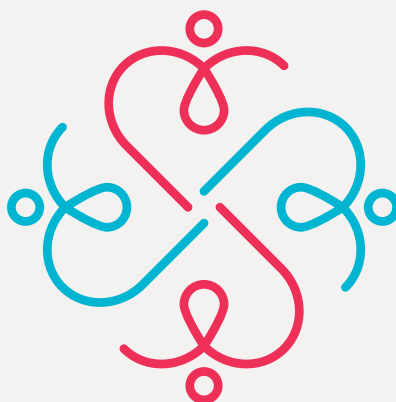
The signature is the combination of both the text and logo. There are variations of combinations on the following pages. The logo may be used in isolation.



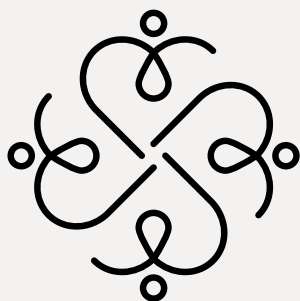
Default Logo (3 Color, Sunset, Lake, Midnight)



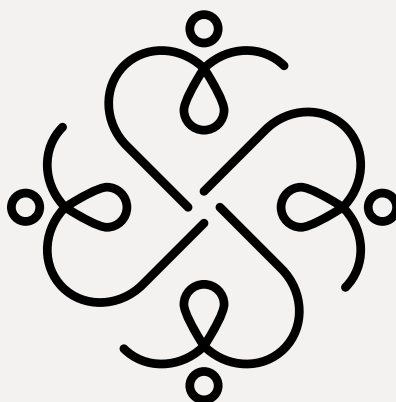
**Vermont State University
Wellness Center**



VTSU Wellness



**Vermont State University
Wellness Center**



VTSU Wellness

Clear Zone



Color and Campus Variations

Lyndon



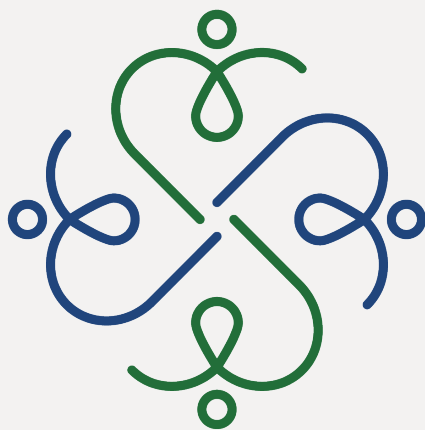
**VTSU Lyndon
Wellness Center**



Lyndon Wellness

Color and Campus Variations

Johnson



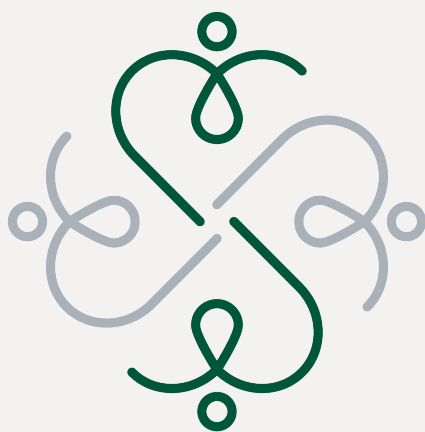
**VTSU Johnson
Wellness Center**



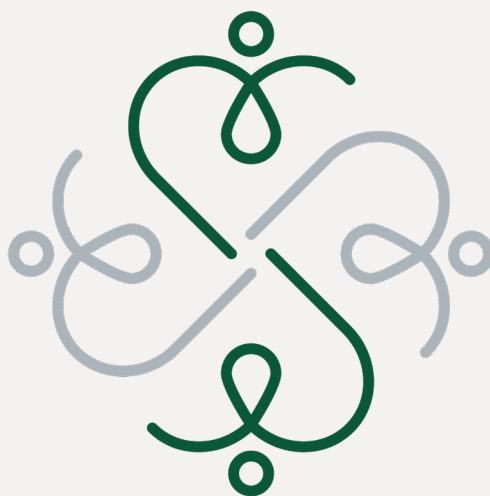
Johnson Wellness

Color and Campus Variations

Castleton



**VTSU Castleton
Wellness Center**



Castleton Wellness

Color and Campus Variations

Randolph



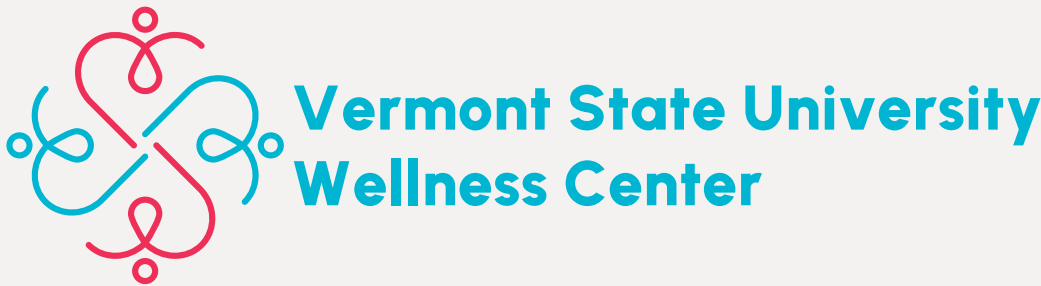
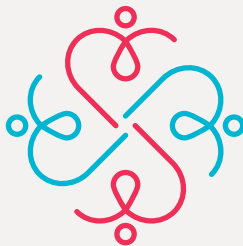
**VTSU Randolph
Wellness Center**



Vermont Tech Wellness

Acceptable Variations

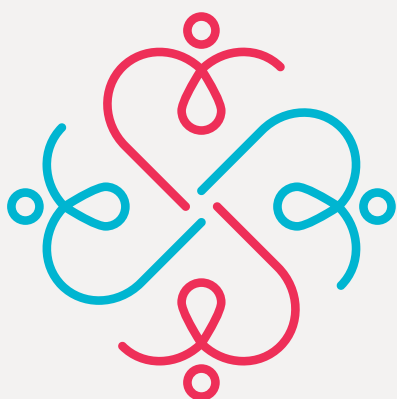
B+W, Alternate Text Colors, Isolated Logo



Non-Acceptable Variations

Incorrect Campus Colors, Text Not Matching Colors

When referring to a campus, use the campus colors provided. When referring to VTSU, use the VTSU colors. These are just 2 examples of incorrect coloring, where neither use the Castleton colors.



**VTSU Castleton
Wellness Center**



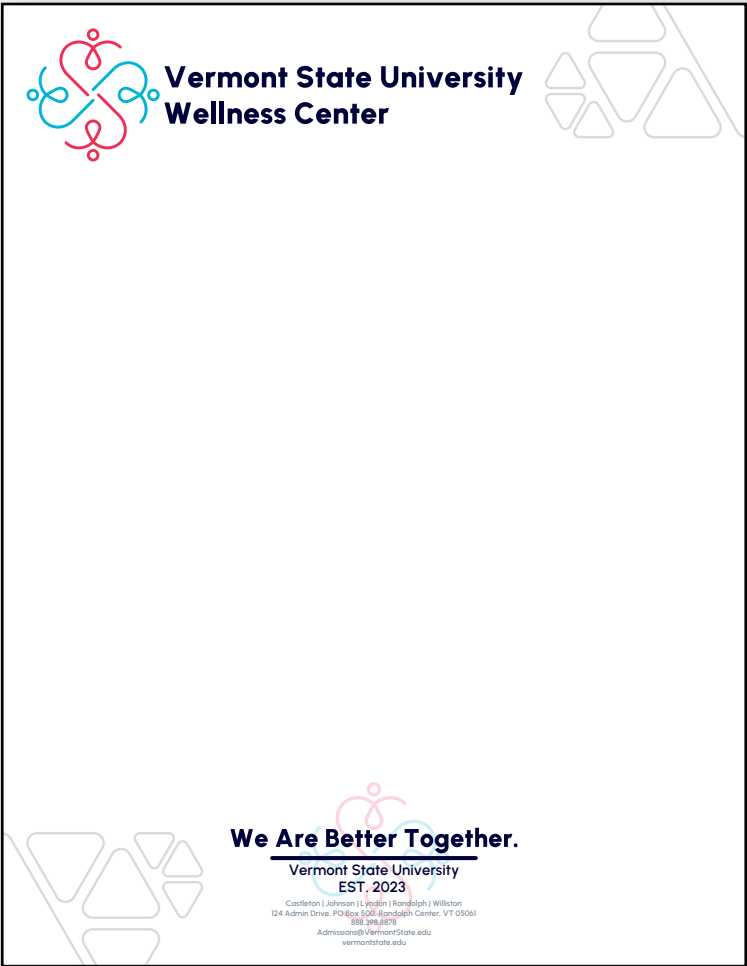
**VTSU Castleton
Wellness Center**

Signage

The following are appropriate signage to be used in both interior and exterior spaces. The examples provided are done with VTSU colors, but wordage and colors should be done in the colors that correspond with the campus.



Stationery and Business Cards



Conclusion

While VTSU continues to evolve, the branding must evolve as well. Anything created here is subject to change, but is to be used as a baseline in creating a new identity, not just for the school, but for the Wellness Center. These standards, while presenting an unique identity for each individual campus, should help create a sense of unity, much needed within the VTSU community, and creating this within the Wellness Center seems like an appropriate place to start. There is a ton of division within the schools, and with division there's stress, as a lot of which stems from the unknown. While it may not have answers, the Wellness Center is a pillar for each and every student, no matter which campus they are on, to confide in their times of need, whatever they may need.

Thank you for your efforts in helping us continue to build our new community stronger, using this branding as a means of unification, health, and wellness throughout VTSU.