



# BRAND GUIDELINES

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A complete guide to Webster University's identity and visual brand.

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These brand guidelines provide direction for how Webster University presents itself visually and verbally across its global network. A unified brand helps distinguish Webster, build trust with our audiences and ensure the experience of the University is clear and consistent wherever it is encountered.

## WHO SHOULD USE THESE GUIDELINES?

These guidelines apply to anyone creating, managing or approving communications on behalf of Webster University, including faculty, staff, students and external partners. They should be used whenever developing materials for external audiences to ensure the Webster brand is presented clearly and consistently across all channels.

Questions about applying the brand guidelines can be directed to Global Marketing and Community Resource Development.

Updated on: 2/12/26

# THE WEBSTER BRAND

## BRANDING STATEMENT

The foundation that defines who Webster is, what we offer and what makes us distinct. An internal statement used to guide messaging, creative and strategic decisions across the University.

**For students who see the world differently, Webster University is a globally integrated University that provides an inclusive, transformative experience — empowering personal and professional growth through diverse perspectives so individuals can drive meaningful change in their communities across the globe.**

## BRAND PROMISE

A short, external-facing statement that captures the experience Webster commits to delivering. Used consistently across external communications.

**Webster empowers individuals with diverse perspectives to lead transformative impact worldwide.**

## CHARACTERISTICS

Brand characteristics describe the core traits that shape how Webster shows up in voice, tone, visuals and behavior. They are used to evaluate and align communications, helping ensure messaging and creative choices feel consistent with the Webster brand across all audiences and channels.

### Global



Being global is who we are, not just where we are. Through a worldwide network of campuses and immersive study-abroad experiences, Webster offers students unparalleled opportunities to learn, connect, and discover new perspectives. Our global reach isn't defined by geography — it's a mindset. One that builds collaboration and equips students to create impact in their communities.



### Diverse

Our global community inspires action through collaboration, innovation, and shared purpose. Webster expands opportunities and proves that excellence and access aren't competing values. We amplify the contributions of every student, faculty, and staff member, knowing that diversity and mutuality fuel the innovation, creativity and success that define our community.



### Innovative

Innovation at Webster is rooted in our people. It emerges from a community that challenges assumptions, asks better questions and brings lived experience to how we learn, work and solve problems. Through new and creative approaches, we develop transformative learning experiences that turn ideas into action and learning into impact, empowering our community to grow and lead with purpose, driving meaningful change across the globe.

# THE OFFICIAL SEAL

The seal is the most formal endorsing mark of the University and as such, it is reserved for messages that speak in an official, authoritative and ceremonial capacity.



## FOR OFFICIAL USE ONLY

Use of the seal is strictly reserved for use by the Office of the President and only for documents or correspondence presented on its behalf, such as diplomas, medallions, awards, honorary certificates and official letterhead.

The seal should not be used as a design element on the cover of brochures, pamphlets, flyers, publications or University merchandise. The seal should not be used next to or in combination with the University logo or modified in any way. Permission for use of the seal in any manner except on official University documents, or in connection with official University functions, must be secured from the Global Marketing and Community Resource Development department.



# BRAND ELEMENTS

These components make up the *visual* brand of Webster University.

# Our Typography

# Sabon

## APPROVED FAMILY

Sabon Roman  
Sabon Small Cap  
*Sabon Italic*  
**Sabon Bold**  
***Sabon Bold Italic***

## DIGITAL APPLICATION SUBSTITUTE

Georgia

## APPROVED FAMILY

Franklin Gothic Book  
*Franklin Gothic Book Italic*  
Franklin Gothic Book Condensed  
*Franklin Gothic Book Condensed Italic*  
**Franklin Gothic Medium**  
***Franklin Gothic Medium Italic***  
**Franklin Gothic Demi**  
***Franklin Gothic Demi Italic***  
**Franklin Gothic Demi Condensed**  
***Franklin Gothic Demi Condensed Italic***  
**Franklin Gothic Heavy**  
***Franklin Gothic Heavy Italic***

## DIGITAL APPLICATION SUBSTITUTE

Arial

### IN PRINT

Webster University's official typefaces mirror qualities inherent to Webster's brand. The Sabon font family promotes tradition and quality, while Franklin Gothic adds modernity and flexibility. **Use only these typefaces when creating any printed collateral**, including flyers, brochures, posters or publications. Our goal is to establish a continuity of appearance that supports the University brand while promoting a cohesive look to printed communication materials.

### ON SCREEN

Webster University uses the Franklin Gothic family when designing for presentations or the Web.

# University Colors

Webster University's official color palette helps audiences quickly identify Webster brand touchpoints — from signage to apparel.

## PRIMARY PALETTE

### Webster Blue

Uncoated Applications	Coated Applications
CMYK: 100.72.0.18	CMYK: 100.72.0.18
Pantone: 294U	Pantone: 7685C
Digital Applications: <b>Congress Blue</b>	
RGB: 2.72.144    HEX: #024890    HEX (on hover): #012f5e	



Note: Extra care should be taken when reproducing Webster Blue across mediums like screens, signage and paper. Too often, hues will turn "warm," falling into a purple spectrum instead of a cool blue. To help avoid these issues, use the above CMYK values when desiring screens of blue.

### Webster Gold

Uncoated Applications	Coated Applications
CMYK: 0.27.76.0	CMYK: 0.27.76.0
Pantone: 122U	Pantone: 136C
Digital Applications: <b>Corn Yellow</b>	
RGB: 245.183.6    HEX: #f5b706	



## SECONDARY PALETTE (DIGITAL USE ONLY)

Lochmara	Tia Maria	Gallery
RGB: 0.119.204  HEX: #0077cc	RGB: 212.69.17  HEX: #005fa3	RGB: 238.238.238  HEX: #eeeeee
HEX: #005fa3	HEX (on hover): #bf5116	HEX: #d44511

# University Colors

## USE OF THE COLOR PALETTE

Take care when working with the official color palette. Strive to create a balance of color that is visually pleasing and doesn't clash or vibrate. Follow these guidelines to create a result that is harmonious, effective and on brand.

- Always ensure good contrast and legibility of information.
- Incorporate both colors when possible, in roughly a 70/30 mix of coverage.
- If limited to printing in one color, choose Webster Blue and its screens.

## ACCESSIBILITY

The legibility of text is very important when it comes to creating an accessible graphic. See chart below for acceptable color uses. **A contrast ratio of at least 4.5:1 is recommended for legibility.** [Discover more ratios.](#)

## EXAMPLES OF ACCEPTABLE COLOR USES

<b>EXAMPLE</b> 100.72.0.18 on 0.0.0.0 = 9:1	<b>EXAMPLE</b> 100.72.0.0 on 0.0.0.0 = 7.09:1	<b>EXAMPLE</b> 80.55.0.0 on 0.0.0.0 = 5:1
<b>EXAMPLE</b> 0.0.0.0 on 100.72.0.18 = 9:1	<b>EXAMPLE</b> 0.27.76.0 on 100.72.0.18 = 4.99:1	<b>EXAMPLE</b> 100.72.0.18 on 0.27.76.0 = 4.99:1
<b>EXAMPLE</b> 0.0.0 on 0.119.204 = 4.65:1	<b>EXAMPLE</b> 0.0.0 on 212.69.17 = 4.5:1	<b>EXAMPLE</b> 2.72.144 on 238.238.238 = 7.76:1

## EXAMPLES OF UNACCEPTABLE COLOR USES

<b>EXAMPLE</b> 0.27.76.0 on 0.0.0.0 = 1.8:1	<b>EXAMPLE</b> 40.20.0.0 on 0.0.0.0 = 2.1:1	<b>EXAMPLE</b> 80.55.0.0 on 100.72.0.18 = 1.8:1
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# Our Institutional Logo

The University's logo is the key element used to present Webster University in a unified manner to the public. The logo was designed to honor the tradition of the University while offering greater flexibility to highlight all the University has grown to encompass.

## OFFICIAL FULL COLOR LOCKUP

Blue text with yellow arch.



## REVERSED APPLICATIONS

White text with yellow arch or all white.



## 1-COLOR APPLICATIONS

All blue or all black.



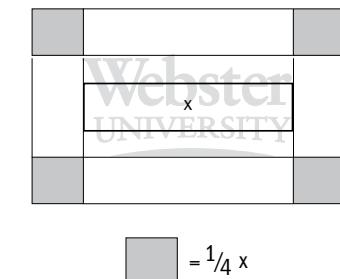
## MINIMUM SIZE



.75" wide  
128 Pixels

## CLEAR SPACE

Width of logo (x) multiplied by 1/4.



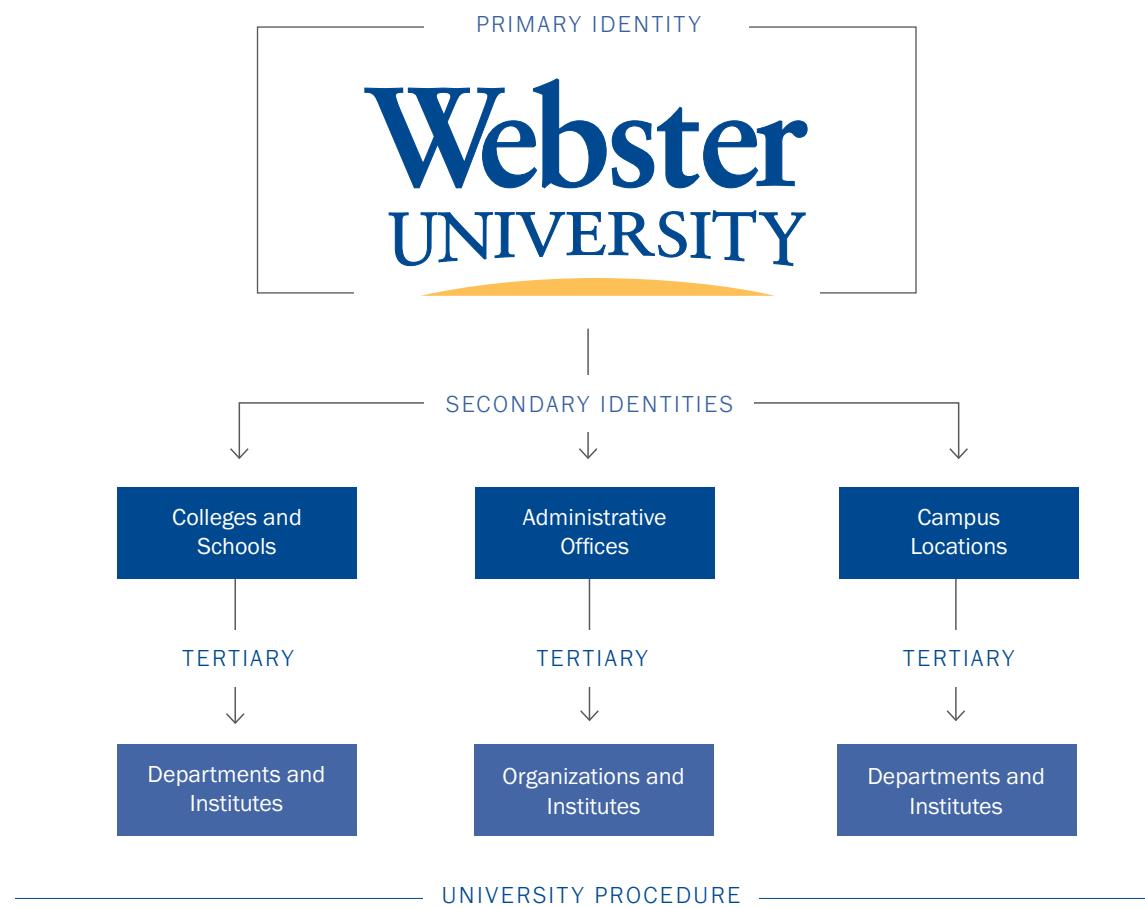
## REQUESTS FOR THE WEBSTER LOGO

The Office of Global Marketing and Community Resource Development creates and manages the institutional, office and departmental logos for the university system. All official artwork should be downloaded through the Webster University official brand resource website, found online at [webster.edu/gmc](#) (login required).

If desired artwork cannot be found on the brand website, units requiring the creation of new artwork should submit requests through the GMRD Project Work Request Form, also found online at [webster.edu/gmc](#) (login required).

# Institutional Hierarchy

Applying a visual hierarchy to Webster's organizational structure is crucial to implementing our brand throughout the institution. Rules dictate the pairing of school and department info with the official logo, resulting in secondary and tertiary identities that are the basis of brand ownership for units across the University.



All units of the University should reframe from creating their own secondary and tertiary identities without consulting GMCRD.

All official artwork should be downloaded through the Webster University official brand resource website, found online at [webster.edu/gmc](http://webster.edu/gmc) (login required).

## CREATION OF SECONDARY AND TERTIARY BRAND IDENTITIES

Global Marketing and Community Resource Development is responsible for the creation of all official logos for all academic and administrative units of the University including schools and colleges, departments, and international and domestic campuses. Units that require artwork or the creation of new artwork should submit their requests through the GMCRD Project Work Request Form, found online at [webster.edu/gmc](http://webster.edu/gmc) (login required).

# Institutional Hierarchy



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## A NOTE REGARDING EXTENDED AND INTERNATIONAL LOCATIONS

Extended and international campus logos require a location identifier in addition to academic and administrative department information. In these cases, campuses should use their locations as the secondary brand, while adding "Department of" at the tertiary level to provide a sense of consistency in organizational structure across the institution.

# Spirit Marks

Webster University's brand loyalty cascades to other aspects of the university experience like student groups, campus life and athletic achievement. In these contexts, spirit marks carry the weight of communicating a less formal brand experience, while still tying closely to our official brand.

## THE GORLOK

The Gorlok is Webster University's school mascot, representing a mythical creature made up of the paws of a speeding cheetah, the horns of a fierce buffalo and the face of a dependable St. Bernard. The Gorlok embodies the highest standards of speed, agility and stamina in an atmosphere of fairness and good conduct. The name "Gorlok" is derived from the combination of two streets (Gore Avenue and Lockwood Avenue) that intersect in the heart of Webster Groves, site of Webster University's main campus.



Uses of the Gorlok in marketing materials is flexible. The artwork may be cropped for use as backgrounds or other design elements but the image itself should not be modified in any way. The Gorlok should always appear in a variation of Webster Blue, Gold or Black.

## WEBSTER ATHLETICS

Athletic marks help apply an active and dynamic sensibility to our athletic programs and should only appear in messaging and communications regarding Athletics programs. These logos should never be used to market or endorse academic programs, campus events or any other formal University business.



## UNIVERSITY PROCEDURE

Athletics logos are reserved strictly for Athletics Department use only. Permission for use of the athletics logo(s) in any manner except on official University documents, or in connection with official University functions, must be secured from Global Marketing and Community Resource Development.

# International Logos

When referencing the term "University" in connection with specific Webster campus locations, it is important to follow these guidelines to maintain consistency. The word "University" should only be paired with specific locations. Always adhere to the format and examples shown on this page for clarity and uniformity.

## EXAMPLES OF APPROVED LOGOS FOR NON-"UNIVERSITY" CAMPUSES Geneva and Leiden



Geneva Campus



Leiden Campus

## EXAMPLES OF APPROVED LOGOS FOR "UNIVERSITY" CAMPUSES Athens, Vienna, Tashkent, Tbilisi, Shanghai and Chengdu



Athens



Athens

All official artwork should be downloaded through the Webster University official brand resource website, found online at [webster.edu/gmc](http://webster.edu/gmc) (login required). If desired artwork cannot be found on the brand website, units requiring the creation of new artwork should submit requests through the GMCRD Project Work Request Form, also found online at [webster.edu/gmc](http://webster.edu/gmc) (login required).

# Incorrect Logo Usage

## PRIMARY LOGO EXAMPLES



Do not alter or manipulate fonts.



Do not rearrange logo elements.



Do not distort vertically or horizontally.



Do not alter arch.



Do not remove arch.



Do not create new color combinations.



Do not create in grayscale.



Do not outline.



Do not add a gradient.



Do not add graphics that impinge on the logo.



Do not rotate.

## DO NOT

## GORLOK LOGO EXAMPLES



Do not add clothing, accessories, etc.



Do not alter existing clothing.



Do not alter colors.



Do not remove the registered mark (trademark).



Do not create in grayscale.



Do not distort vertically or horizontally.

# Co-Branding

Webster University is an active partner in our surrounding community and region, and we often need to communicate those partnerships in marketing materials. There is a need to define how to best represent the University in each of these partnerships. Successful co-branding of these partnerships should always uphold Webster University's brand identity and recognize external partners appropriately.

## INTERNAL (MULTIPLE SCHOOLS AND COLLEGES):

- The secondary setup of the logo should be used
- Departments should then be stacked

## EXAMPLES OF INTERNAL



School of Education  
Reeg Academic Resource Center  
Impact Center



School of Education  
Reeg Academic Resource Center  
Impact Center

## EXTERNAL:

- The primary Webster logo should be used and should appear first
- Allow for ample space between logos and brand lock (separating line)
- Brand lock should always be as tall as the logos and a neutral color (black or white)
- All logos should be the same size and/or proportionate

## EXAMPLE OF EXTERNAL



Webster UNIVERSITY | BJC HealthCare

TAKE YOUR NURSING CAREER TO THE NEXT LEVEL

Through Webster's Bachelor of Science in Nursing (BSN) program, you will sharpen your real-world skills and learn about new technology and research needed to meet the growing demands of your profession. BJC has partnered with Webster University to develop a cohort program that is flexible:

- Complete your degree in 2 years
- Cohorts start each August and January
- Courses are offered online, so you can study on your own time

The program is also affordable, with reduced tuition, minimal out-of-pocket expenses and simplified billing process.

ABOUT WEBSTER'S RN TO BSN PROGRAM

- Options to establish credit for prior nursing education
- Personalized approach with each student to formulate a learning plan
- Learn from faculty, who are professionals in the health care field

TAKE THE NEXT STEP

Learn more about Webster's BSN program and contact us with any questions.

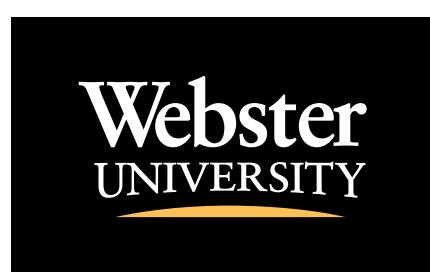
- For special cases, reach out to GMCRD for logo placement and who to place first
- When Webster is being represented in an external piece, the primary logo should always be used (nothing with department specifications)

# BRANDED PRODUCTS AND APPAREL

Utilizing branded merchandise and apparel is a great way to engage with our audiences and promote the brand. When conceptualizing and crafting promotional products, it's essential to adhere to brand guidelines.

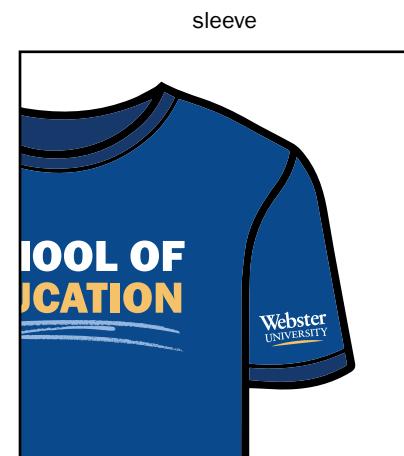
- Use official brand fonts only for text on branded apparel and merchandise.
- Try to select products that use our primary color palette and print or embroider our color palette.
- Line art must follow University standards for the weight and treatment and the graphics should not be used in conjunction with a departmental signature. The graphic should appear separately and meet clear space requirements with the departmental signature.
- Every product must contain a version of the primary Webster University logo OR the words "Webster University."
- Although the two-color primary logo is preferred, one-color logos may be utilized when screen printing or embroidering products for cost-saving purposes.

## APPROVED COLOR COMBINATIONS



# BRANDED PRODUCTS AND APPAREL

## EXAMPLES OF LOGO PLACEMENT



## EXAMPLES OF "WEBSTER UNIVERSITY"



## EXAMPLES OF UNACCEPTABLE LOGO USES



# ADDITIONAL RESOURCES

## ADVERTISING

Advertising plays a critical role in recruitment, brand positioning and awareness. To ensure consistency and avoid confusion in the marketplace, all advertising must align with the University's brand and strategic priorities.

**Individual employees and units may not create or place advertising on behalf of the University without prior approval from GMCRD and Enrollment. This applies to all paid media, including print, digital, streaming and outdoor advertising.**

Any questions should be directed to **Tara Graves, Director of Marketing and Creative Strategy** ([taragraves74@webster.edu](mailto:taragraves74@webster.edu)).

## PHOTOGRAPHY

Photography is a core expression of the Webster brand and helps tell our story in an authentic, engaging way. When selecting or capturing images, prioritize photos that are well-lit, thoughtfully composed and natural in appearance, avoiding overly staged imagery.

GMCRD manages professional photography for use in official marketing materials, including print and digital advertising. Photos intended for event documentation, internal communications, newsletters or University social media subaccounts may be taken by individual departments.

All individuals appearing in photographs used across University-owned channels or materials must have a signed **Photo Release Form** on file.



Photography requests and release forms are available on [Connections](#).

## PROMOTIONAL ITEMS

All promotional items, including giveaways and apparel, must follow the University's logo, color and font guidelines outlined in this document.

Webster University does not maintain a preferred promotional vendor. Departments are encouraged to solicit bids to ensure quality and value. For guidance or questions related to promotional items, contact **Nick Rettig, Director of Community Engagement Marketing** ([nicholasrettig@webster.edu](mailto:nicholasrettig@webster.edu)).

The resources below provide policies, best practices and tools that support marketing and communication efforts across the University. These materials live outside the brand guidelines and should be referenced as needed.

### SOCIAL MEDIA GUIDELINES AND BEST PRACTICES

Guidance on managing University-affiliated social media accounts

### WEBSITE AND DIGITAL GUIDELINES

Standards for web content, structure and digital experiences

### EDITORIAL STYLE GUIDE

Writing and grammar standards for University communications

### BLOG RESOURCE HUB

Support and best practices for creating blog content

### ACCESSIBILITY POLICIES

Requirements and guidance to ensure inclusive, accessible communications

All resources are available on the [Connections page](#).



# OFFICE OF GLOBAL MARKETING AND COMMUNITY RESOURCE DEVELOPMENT

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