The guidelines in this document outline the instruction and restrictions pertaining to the visual articulation of the Webster University brand.

Webster University’s brand is one of our most valuable assets because it sets us apart from our competition and is the source of our constituent franchise.

It is critical that we shepherd the functional and psychological value the Webster brand delivers in all of our communication efforts.

Through this guide, we aim to establish and maintain a clear, unified brand identity within the University community (i.e. students, faculty, donors, staff, etc.) and beyond.

WHO SHOULD USE THIS GUIDE?

Any Webster University college, school, department, campus location, affiliated student group (or any outside agency acting on behalf of the institution) should adhere to the following brand Guidelines.

When creating materials for external audiences (including prospective students, alumni, parents, legislators and the general public) use of the Webster logo, official color palette and prescribed typography is required.

Questions regarding proper usage of the brand guidelines should be sent to Webster University’s Office of Global Marketing & Communications at: branding@webster.edu.
Overview

Our Platform:
Global Distinction

Webster University is a powerful global brand that our academic and administrative predecessors have invested over 100 years in planning, creating, developing and expanding to locations around the world. The Webster University family of logos and the name “Webster University” are protected by trademark and registered with the U.S. Patent and Trademark Office. Additional steps are taken to legally protect the brand name in the countries in which we have Webster University locations.

It is our legal duty to ensure that we protect and steward this brand for the years, and decades to come. If we do not, we risk losing the right to continue using the registered trademark(s) and we risk dilution of the very brand that is our name.

These brand guidelines apply to each and every Webster University campus, campus location, college, school and administrative unit around the world that is branded as Webster University. This includes St. Louis, metropolitan locations, military locations, online and global campuses.

Webster’s Office of Global Marketing & Communications has the duty to design, implement, monitor and steward the correct usage of the brand in order to build a consistent awareness of our global academic and administrative excellence. This unit will work collaboratively with Webster University locations globally, in a manner that recognizes local and cultural characteristics that should be taken into consideration when implementing a global brand on a local level.

We ask that you adhere to these guidelines, as together, we continue to steward the Webster University brand.
Our Brand Platform

MISSION
Webster University, a worldwide institution, ensures high-quality learning experiences that transform students for global citizenship and individual excellence.

POSITION
With its home campus in St. Louis, Missouri, USA, Webster University (www.webster.edu) comprises an action-oriented global network of faculty, staff, students and alumni who forge powerful bonds with each other and with their communities around the globe. Founded in 1915, Webster is a private non-profit university with almost 20,000 students studying at campus locations in North America, Europe, Asia and Africa and in a robust learning environment online. The university is committed to delivering high-quality learning experiences that transform students for global citizenship and individual excellence.

PERSONALITY
As a strong, truly international university, Webster provides uniquely global experiences, which prepare our students to lead in their communities and around the world. Webster integrates academics and operations in innovative ways to achieve excellence in academic and administrative programs, services, and graduates.

VISION
Our vision is to be a premier U.S.-based international university setting a distinct standard for global education.

PROMISE
- Our students deserve the highest level of academic excellence. We commit to providing the degree programs and academic enrichment opportunities to help our diverse student population embrace their individual talents and strengths to achieve success. At Webster University, our focus is on student learning.
- Our programs reflect global academic excellence and are purposefully structured to help students succeed in their lives and in their careers.
- Our distinguished faculty provides a balance of global scholarship and professional experience to bring first-class, real-world knowledge to their classrooms.
- Our small, highly interactive classes encourage innovation, collaboration and self-expression.
- Our faculty and staff at each campus location have strong local and international connections and are committed to providing unparalleled personal service to our students.
- Our students, faculty and staff have exceptional opportunities to connect with people from around the world.
- Our learning environment embraces an appreciation for diversity and inclusion based on race, color, creed, national origin, ethnicity, gender, gender identity, sexual orientation, age, socioeconomic status, disability, religion or military status.
- Our more than 176,000 alumni form an elite global network of accomplished and connected citizens, equipped to advance their current careers, start a new career or expand their business to new markets.

ATTRIBUTES
Webster University adopts mission-focused strategies that help meet the needs of our students and the communities we serve. We do this through a global mindset that welcomes cultural immersion, new ways of living and thinking, and education that opens our students to the world and in turn, opens the world to our students.

Webster University campus locations are part of a powerful network of information sharing and social and cultural exchange. Ultimately, they provide a location for knowledge creation, preservation and dissemination on a local and global scale.

Webster provides uniquely global experiences that prepare our students to lead as global citizens. Together, students, faculty, staff and alumni create an intentional future—one that advances Webster’s vision and mission into the next century by anticipating and serving the needs of our local communities.

Webster University is a dynamic and strong global institution. Faculty teaching, scholarship, research, artistic endeavors, curriculum development, and service support our culture of academic excellence across the network.

An integrated and highly functioning infrastructure, policies, systems, and actions support our culture of operational excellence across the network.

Our inviting global campus environment attracts students from diverse cultures, ages, and socioeconomic backgrounds and instills in them a respect for diversity and an understanding of their own and others’ values.

We attract diverse, interesting and accomplished students, faculty and staff who thrive in and contribute to the premier global network for learning. Our students, faculty and staff are committed to their local communities and enjoy building connections to friends and colleagues around the world.

Our action-oriented community of faculty, staff and graduates are equipped to work well with people of all cultures and be successful in their chosen careers anywhere in the world.
Our Brand Platform

CHARACTERISTICS

WEBSTER UNIVERSITY – ST. LOUIS
Webster University – St. Louis is the exciting and vibrant residential home campus where Webster was founded in 1915. Distinguished as a truly global university, faculty, staff, students and alumni connect with each other in St. Louis and around the globe in a dynamic and diverse learning environment driven by knowledge, ideas and creativity. Small classes and personal attention are the hallmark of the Webster University experience—at the home campus, locations around the world or online.

WEBSTER UNIVERSITY – GLOBAL
Students have access to classes taught in English by Webster University faculty from across the world resulting in a Webster University degree. With campuses in North America, Europe, Asia and Africa, Webster University is recognized as a leader in international education, and its global orientation dates back to the early 1900s. Small classes and personal attention are the hallmark of the Webster University experience—at locations around the world or online. Webster’s global locations are as distinctive as the regions they serve and as diverse as the world of Webster itself.

WEBSTER UNIVERSITY – MILITARY
Webster University and the U.S. Department of Defense have worked together for over 40 years to provide high-quality, cost-effective graduate programs at military installations, online and other locations throughout the country. Webster works to personalize education to meet specific goals and schedule demands of our military students while maintaining full-time employment or actively serving in the military. Quality academic programs help military members advance in their careers or transition to private sector success. Our distinguished alumni include thousands of military personnel as well as retired military. Webster University is recognized as a Military Friendly institution and leader in adult and military education.

WEBSTER UNIVERSITY – METRO
Webster University’s Metropolitan campus locations offer convenient and flexible class scheduling with outstanding, market-responsive academic programming for busy adult students, allowing them to balance higher education goals with work and family responsibilities. We provide multiple campus locations and online courses to improve the quality of life for our students and their families. New academic programs are introduced to enrich the communities we serve and provide education for advanced careers to keep up with a changing job market.

WEBSTER UNIVERSITY – ONLINE
Webster University, a pioneer in developing online academic programs since 1999, offers a robust online learning environment—one that engages faculty and students from around the world in a dynamic and engaging university experience. Webster’s online WorldClassRoom affords students access to the same high quality faculty who teach in our traditional classrooms. Hosted discussions, small classes, blogs and journals help to maintain a personal atmosphere for students. Most of our 9,000 online students take a combination of on-ground and online courses. With WorldClassRoom, students may take courses from anywhere in the world with online access.

VALUES

STUDENTS
By sustaining a personalized approach to a global, student-centered education through small classes, close relationships with faculty and staff, and attention to student life.

LEARNING
By developing educational programs that join theory and practice, provide an international perspective, encourage creativity and scholarship, and foster a lifelong desire to learn and actively serve communities and the world.

DIVERSITY AND INCLUSION
By creating an environment accessible to individuals of diverse cultures, ages, and socioeconomic backgrounds and instilling in students a respect for diversity and an understanding of their own and others’ values.

GLOBAL CITIZENSHIP
By educating a diverse population locally, nationally, and internationally, acting responsibly toward the environment to foster a sustainable future, and strengthening the communities we serve.

OUR STORY
Founded in 1915 with our home campus in St. Louis, Missouri, Webster University is the only Tier 1, private, nonprofit university that serves students at campus locations around the world. That includes traditional American-style campuses in North America, Europe, Asia and Africa, extensive online offerings as well as metropolitan, military and corporate locations.

While many universities have tried to emulate the model of an international campus, Webster University pioneered it and has mastered the concept. We are committed locally. We are connected globally. It is this unique blend of local footprint, global reach and academic excellence that gives new meaning to the term “world class” and makes us unlike any other university in the world.
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 & Communications department.
Our Typography

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
Best practices for using digital typefaces are constantly changing. Until an official process is formalized, please use the indicated substitute typefaces (Georgia and Arial) 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**

<table>
<thead>
<tr>
<th>Uncoated Applications</th>
<th>Coated Applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK: 100.72.0.18</td>
<td>CMYK: 100.72.0.18</td>
</tr>
<tr>
<td>Pantone: 294U</td>
<td>Pantone: 7658C</td>
</tr>
</tbody>
</table>

Digital Applications

| RGB: 58.78.132        |

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**

<table>
<thead>
<tr>
<th>Uncoated Applications</th>
<th>Coated Applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK: 0.27.76.0</td>
<td>CMYK: 0.27.76.0</td>
</tr>
<tr>
<td>Pantone: 122U</td>
<td>Pantone: 136C</td>
</tr>
</tbody>
</table>

Digital Applications

| RGB: 255.175.80       |

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 which 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.
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.

Requests for the Webster Logo

The Office of Global Marketing & Communications (GMC) 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/brand.

If desired artwork cannot be found on the brand website, units requiring the creation of new artwork should submit requests through the GMC Project Work Request Form, found online at webster.edu/gmc.
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 Webster University should refrain from creating secondary and tertiary identities.

CREATION OF SECONDARY AND TERTIARY BRAND IDENTITIES

The Office of Global Marketing and Communications (GMC) is responsible for the creation of all official logo artwork for all extended and international campuses. Units that require artwork or the creation new artwork should submit their requests through the GMC Project Work Request Form, found online at webster.edu/gmc.
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.
WEBSTER UNIVERSITY BRAND GUIDELINES

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 Saint 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 Ave. and Lockwood Ave.) that intersect in the heart of Webster Groves, site of Webster University’s home 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 the Office of Global Marketing & Communications.
Photography

Photography is a major component of Webster University’s brand. Engaging imagery provides context and storytelling about Webster without the need to write a single word. Help maintain a high standard of photography by choosing images that support the Webster brand and reflect the excellence of the university.

EXAMPLES OF WEBSTER PHOTOGRAPHY

WHEN TAKING OR SELECTING PHOTOGRAPHS
Consider lighting, composition and the story your photographs need to tell. Whether shooting the grand opening of a campus or a portrait of a faculty member, professional photography should be used as often as possible. Avoid overly staged, flat and otherwise uninteresting photos that don’t illustrate the dynamic and diverse nature of Webster.

- All photography requests, including selection and use of vendors, must be approved through the Office of Global Marketing and Communications (GMC) manager of Photography Services.
- All photos taken on official business for Webster University become property of the University and must be shared with GMC’s manager of Photography Services.

Direct questions or concerns regarding photography to the manager of Photography Services at photos@webster.edu.
Advertising is an important tool used to complement recruitment efforts, position the organization amongst competitors, and increase the awareness of the Webster brand across all of its constituencies. Done effectively, advertising can yield great results that increase inquiries, promote goodwill and raise the recognition of the brand.

Under no circumstances should any employee of the University engage in the buying of advertising media. This is the responsibility of the Office of Global Marketing & Communications (GMC).

ADVERTISING OVERVIEW

GMC develops all non-employment advertisements to assure that all ads contribute favorably to the image of Webster University and are consistent with defined standards, regardless of media type and relative to content, format and graphics.

Extended campuses and departments should not engage in media buying as this is the sole responsibility and contractual obligation of GMC. Advertising strategy, planning and placement is conducted on an annual basis prior to the beginning of the next fiscal year. This is typically a 3-4 month period, and involves market-specific research, development of overall media strategy and persons by market, media planning and buying, review of enrollment goals and inquiry formula calculations – all of which culminate in a fully integrated, measurable, media calendar per market.

All extended campuses or departments must secure approval from GMC for any Webster University or department related advertisements — regardless of the media type or form in which the advertisement will appear.
Promotional products help create opportunities for conversation and entice contacts to reconnect long after an event is over. Webster University offers promotional products to all campus locations for the purposes of outreach and recruiting new students at education fairs and other recruitment events.

**UNIVERSITY PROCEDURE**

All promotional items should be funded through individual department or extended campus budgets.

Only the official University logo, the University URL (webster.edu) or a marketing website URL, such as grad.webster.edu, may be imprinted on promotional items.

**HOW AND WHEN TO ORDER**

Whether ordering a pen, t-shirt or coffee mug, adherence to brand guidelines must be maintained. The same criteria for logo usage, fonts, color palettes, tag lines and trademarks apply. For this reason, the following ordering systems have been put in place to provide consistency, efficiency and create economical options for your recruitment needs:

- Use the official Webster University vendor, apspromos.com/webster, to place your order at any time during the year.

If you are in need of a special order please contact:

**Jim Curran**
Advertising Premium Sales, Inc. | St. Louis, MO
phone 314-872-7000 | fax 314-872-7026
jim@apspromos.com | www.apspromos.com

Should you have any questions, concerns or need assistance with your promotional product, contact Global Marketing & Communications at branding@webster.edu.
The University identity is seen on correspondence more often than in any other medium. Consequently, it is imperative that all communications use officially branded letterhead, envelopes, notecards and business cards to convey professionalism and unity throughout the organization.

**UNIVERSITY PROCEDURE**

**Schools, Colleges and departments should refrain from creating branded stationery. Instead, place orders for desired materials through Webster University Mail & Copy Solutions.**

**HOW TO ORDER**

Webster University Mail & Copy Solutions, located on Webster University’s home campus in St. Louis, provides easy online ordering of a variety of collateral items in addition to mailing services, shredding and general printing.

To submit an order, use the following procedure:

- **Visit** webster.edu/copycenter and select “Printing”
- Select “Printing”
- Choose an item to order from the left-hand menu, fill out the subsequent form

Questions about orders, quantities, shipping or special concerns can be directed to Mail & Copy Solutions at copyctr@webster.edu.
Technology is now an intrinsic part of everyday life. At Webster that means finding ways to use trusted and emerging tools that convey the brand through experiences that are intuitive, reliable, graceful and focused on user experience.

UNIVERSITY PROCEDURE

Consult the Office of Global Marketing & Communications before creating any form of digital marketing media not addressed in this guide. This includes websites, video production, smart/mobile phone applications, SMS messaging and other emerging technologies.

WEBSTER.EDU

The Webster University website is the anchor of the university’s media identity. Always on, it is the first place students, faculty and staff visit to obtain information about the University. It is imperative that the site be easy to navigate, present information clearly, and adheres to the established brand of the University.

Official web templates are provided for use by all academic and administrative units with access to the OU Campus CMS system. A variety of design elements are included in the template which support the effective and visually appealing presentation of content. CSS stylesheets are also embedded, making it easy to adhere to brand guidelines.

All web content should be consistent with established styles and must be appropriately tagged with keywords and metadata. Tutorials and Information about the OU Campus content management system are available online: webster.edu/gmc/resources.

WEB AND EMAIL MARKETING

All official email, websites, blogs, message boards, intranets, digital newsletters or other emerging digital media should adhere to established brand guidelines. Any email communication sent on behalf of the University must be in full compliance with the CAN-SPAM Act. Additional information can be found online: webster.edu/gmc/resources.
Email is the most frequently used medium for sending and receiving business correspondence. Adoption of a University-wide standard for email signatures is a small, but crucial step in conveying a professional presence on behalf of the institution.

UNIVERSITY PROCEDURE

Follow the below guidelines for formatting when creating your email signature. Never include new fonts, inspirational quotes, illustrative or photographic designs or unrelated icons.

EXAMPLES OF APPROVED SIGNATURES

WITH PIPES

Name
Title
Department
Webster University | Address 1 | Address 2
Office: xxx-xxx-xxxx | Mobile: xxx-xxx-xxxx

WITHOUT PIPES

Name
Title
Department
Webster University Address 1 Address 2
Office: xxx-xxx-xxxx Mobile: xxx-xxx-xxxx

YOUR EMAIL SIGNATURE

The Webster University signature fits on four lines and should never go more than six. Go wider rather than longer, and use pipes (Shift + `) to separate components.

Include your name, Webster University, your title and the best method for getting in touch with you. There is no need to include your email address in your signature since it’s just as easy to click “reply.” And while random quotes are fun among friends, they can risk offending business associations that may not share the same points of inspiration.

DO NOT:

1) Use images or icons in your signature
   An image only increases an email’s file size and may be blocked before it’s opened. Most email clients store images as attachments or block them altogether, meaning the recipient will have to guess if it’s a genuine attachment or not.

2) Use more than one font
   Standard-sized fonts are one of the only ways to ensure a signature will appear the same across monitors and devices. Refrain from the use of script or cursive fonts, multiple colors, or extreme differences in font size.
Social Media

If you participate in social media as part of your position at Webster University, please follow the principles, guidelines and policies found online at:

[webster.edu/gmc/resources](http://webster.edu/gmc/resources)

**NEW ACCOUNTS AND PROFILES**

Social media identities, log-on ID's and user names may not use Webster's name without prior approval from Digital Marketing & Communications. Social media avatars and profile pictures must follow all Webster logo brand guidelines. Assistance in setting up social media accounts and their settings can be obtained from the office of Digital Marketing & Communications staff. Prior to contacting them, prepare a social media plan. Please be ready to outline specific usage, needs, goals and what outcomes would make the social media account successful. Ask if there is a pre-existing social media account that would be able to communicate to the audience you are trying to reach.

All accounts must include one administrator from Digital Marketing & Communications.
Global Marketing & Communications

Rick Rockwell  
Chief Communications Officer  
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Webster Groves Main Campus (WEBG)  
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rickrockwell@webster.edu

John Costello  
Director of Marketing & Creative Services  
Loretto Hall 321  
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johncostello65@webster.edu

Craig Carmichael  
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Director of Communications  
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janskyd@webster.edu

See the Office of Global Marketing & Communications website for other resources:  
webster.edu/gmc