Webb Institute

# Webb Institute

## Brand Guidelines

VERSION 1 | 03.02.2026



# Introduction

## Welcome to the new Webb Institute brand.

These guidelines are your comprehensive resource for understanding and applying our new design system and the storytelling approach that defines our brand. Within these pages, you'll find tools and strategies to consistently represent Webb, ensuring our communications are clear, professional, and aligned with our values.

Whether you're creating publications, marketing content, or internal communications, we expect everyone contributing on behalf of Webb to familiarize themselves with these guidelines and put them into practice. Together, we can maintain a strong, cohesive brand presence across every touchpoint.

Cheers —

***From the Webb Marketing Team***




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# Introduction

## What is a brand identity?

A brand identity represents the values, services, ideas and personality of an organization. It is designed to increase recognition and build perceptions of the organization in its chosen marketplace.

This brand identity needs to be graphically represented and usually includes elements such as logos and supporting graphics, color palette, typography and photography choices and can, within its guidelines, use examples to visualize how a brand should be depicted across various different visual media.

## Why use these guidelines?

Webb Institute needs to manage how its brand is represented across all visual media in various situations.

The brand identity system in this document has been created to fulfill this purpose and the guidelines herein explain how to correctly depict and embody our brand ethos consistently across different applications and in various markets to maintain the integrity of Webb Institute.

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# Introduction

## Maintaining our brand image

Every phrase we use to describe Webb, every photograph we choose, every time we use our logo, we are creating an image of Webb Institute. These verbal and visual elements introduce Webb to those who do not yet know us and create their first impression of our college. For those who do know us, they reinforce the image. Our brand image, therefore, is both drawn from and enriched by the actual experience of Webb Institute. Everyone who speaks publicly about Webb Institute, publishes print or electronic information about us or represents us to the media plays a part in creating and maintaining our image.

This branding guide gives us a verbal and visual language to express our image in ways that reflect the Webb experience and strengthens our brand. It allows us to accurately capture and convey our essence and differentiates ourselves from other institutions. It creates continuity by providing a common language and technical specifications for graphics and visuals.

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# 1. How We Talk About Webb Institute

## Core Story

**Who built the world's first boats?**

Creative thinkers who somehow knew there was a better way to move through water than floating on a log. They were the unsatisfied, the impatient, the *"we can do this better—so we should"* types. They were those who thought in terms of destinations and possibilities.

At Webb Institute we've been training the designers and engineers of nautical vessels for more than a century. And, we understand that we're part of a tradition that goes back millennia, a tradition that belongs to the problem solvers of the world. These are the systems thinkers who band together to go farther and move faster. The discoverers and innovators who believe the world is bigger than others say it is.

Today we need these people more than ever. Because leadership in a challenging world calls for a distinct mix of curiosity, intelligence, and willingness to work as part of a team—exactly what Webbies are known for.

We already know we have the best naval architecture and marine engineering program available anywhere, and that our graduates bring a level of unmatched mastery to the maritime world. But even beyond this, Webb engineers learn a method, an approach, and a way of thinking that enables them to tackle any complex challenge they encounter. The scope of our curriculum has empowered our graduates to design careers that navigate the vast maritime industry—and beyond.

**Webb Institute—where engineering, creativity, and leadership combine to form *the spirit of the voyager*.**

The Spirit of the Voyager

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# 1. How We Talk About Webb Institute

**Audience Specific Sample:**

## Prospective Students

The world's first boats weren't built by people content to drift. They were made by restless minds—creative problem solvers who looked at a floating log and imagined something better. These were the original engineers, thinking not just about how things work, but how they could work.

At Webb Institute, we look for those same kinds of minds.

For 135 years, we've been preparing the next generation of naval architects and marine engineers—not just to join the industry, but to redefine it. And throughout our history, every student has received a full-tuition scholarship.

That's how much we believe in what our students will accomplish.

Webb students aren't just smart. They're curious. Tenacious. Wired to collaborate. They think in systems, build with purpose, and thrive on challenge. Sound familiar?

If you're someone who can't ignore a problem once you've seen it—someone who sees complexity as an invitation, not a roadblock—Webb might be your kind of place.

Yes, our program is rigorous. Yes, it's focused. But it's also expansive. The skills you learn at Webb—complex engineering, systems thinking, elegant design—will equip you to chart your own course, whether that leads you across oceans or into entirely new industries.

Because being a Webbie isn't just about boats. It's about boldness. It's about learning how to navigate whatever comes next in your own voyage.

Engineering and creativity.
Curiosity, craft and collaboration.

**That's the Webb Institute.**
***And that could be you.***

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## 1. How We Talk About Webb Institute

# Positioning Statement

**For** curious, driven students with a passion for engineering and the sea,

**Webb Institute** offers the nation's only full-tuition scholarship undergraduate program dedicated to the fundamentals of naval architecture and marine engineering

**that** combines world-class academics, hands-on ship design and maritime industry experience, with a tight-knit campus community

**because** we understand that the world needs innovation and leadership across the global maritime industry and beyond.

**And** we believe the world needs Webbies.

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## 1. How We Talk About Webb Institute

# What We Believe

## Our Vision

To be a driving force in defining, and training for, the next generation of leadership—on the sea, and anywhere we are needed.

## Our Mission

**Long version:**

At Webb Institute, a rigorous program of Naval Architecture and Marine Engineering provides a platform for training the next generation of leaders. With a close-knit community committed to excellence, critical thinking, and complex problem solving, Webb is a launchpad for making your mark on the world.

**Short version:**

Webb Institute trains leaders in engineering: for the maritime industry and beyond.

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## 1. How We Talk About Webb Institute

# What We Believe

## Taglines

**Web and print:**
An Exceptional College of Engineering

**Campaign for Webb:**
*(do not use for any other materials that do not pertain to the case statement)*
America's Most Unique College

**Documentary title (2014)**
Engineering Excellence.
Webb Institute, a college unlike any other.

**125th Book Title: Final Title (2014)**
Webb Institute: 125 Years of Excellence

## Taglines Not to Use

- ✕ The Engineering College Unlike Any Other
- ✕ A College Unlike Any Other
- ✕ America's Naval Architecture and Marine Engineering College

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## 1. How We Talk About Webb Institute

# Tone of Voice Guidelines

## When writing copy or speaking for Webb, here are some guidelines that should be followed.

### Speak in the active voice:

When writing or speaking for Webb, keep your audience in the room. As often as possible, address them directly.

**Instead of**

Webb develops skills that will enable graduates to become leaders in, and make significant contributions to the maritime industry or their chosen profession, and the wider community.

**Say**

Lead the transformation of the maritime industry and take those skills forward into any profession you choose. With a Webb Institute degree, you aren't just a leader, you're a change agent.

**Continue to put the benefits of of a Webb education in the hands of our students and alumni,** as though they're already delivering those benefits to the industry and beyond.

**Good**

From ship design and systems engineering to marine engineering, electrical engineering, and civil engineering, our students are exposed and build expertise across the engineering spectrum.

**Better**

Build your expertise across the engineering spectrum. Gain a broad set of skills; from ship design and systems engineering, to marine, electrical, and civil engineering.

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## 2. Our Values

# What We Value

## Excellence

Achievement doesn't come easy at Webb—it is earned. The drive to seek it, and for our faculty and staff to support students in that journey, is a hallmark of the Webb experience.

- We seek high-performing students who excel in their academic careers and take on a wide range of experiences in their personal lives
- Students commit to the high workload required to become proficient in our field of study
- Webb faculty commit to supporting students to successfully learn
- We value creativity and innovation as key attributes to success in life and careers

## Community

Coming to Webb isn't simply about choosing a college—it's about joining a legacy. Webb students are welcomed into a community that starts here and stays with them for life.

- We admit and connect students with diverse perspectives, talents, experiences, and backgrounds
- We respect and support others and welcome and encourage their differing views
- We collaborate – academically, professionally, personally
- We take action and lead to achieve our goals
- We build lifelong relationships, at Webb and in the wider Webb community
- We act with honor and integrity
- We give back to our communities and to Webb, to help others succeed as we have

## Opportunity

From full-tuition scholarship to job placement support to a lifetime of alumni connections, Webb is about both receiving an education and what you can, and will, do with it to build a life.

- We offer a path to success regardless of socioeconomic status by providing a full-tuition scholarship and meeting full demonstrated need for other costs
- We allow graduates to make an immediate impact in their chosen field with 100% placement in the maritime industry, alternate career paths, or graduate education
- With low cost of attendance and high average starting salary, graduates have a high return on their invested time with limited or no debt

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# 3. How We Fit in the Marketplace

## Differentiators

### Strength in Community

Our uniquely small size creates a deep sense of community that other institutions simply can't match. Factors like our 10:1 student-to-faculty ratio, extensive mentorship, and deep collaboration combine to make Webb stand alone.

### Extraordinary Student Support

All Webb students are given a tuition-free experience, which means they can focus on education and personal development without financial distractions.

### Workforce (and Life) Readiness

100% of Webb students graduate into job placements, or graduate school—every year. A Webb education isn't just a degree—it's a launch pad.

### Alumni Alignment

Webb alumni stay connected to the school and to each other. Our 70% alumni giving rate helps keep Webb strong for future generations, and our strong alumni community translates into lifelong connection and opportunity.

### Educating the Whole Person

Engineering is our specialty, but education is our focus. Webb students learn to communicate, to problem solve, and to navigate complex systems—skills that, time and again, prove valuable no matter a given student's chosen path.

### A Department as a College

While there are a few major universities that have elected to add a program or discipline in naval architecture and marine engineering, we are an entire college governed and organized around this field of study.

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## 4. Brand
## Messaging Applications

# Sample Headlines

**The mind of the innovator.**
**The spirit of the explorer.**
Webb Institute, a college where engineering, creativity, and leadership meet.

**To be Seaworthy,**
**Is to be Worldworthy.**
Webb Institute. Defining the future of the maritime industry—and beyond.

**Built for the sea.**
**Designed for the world.**
Webb Institute.
Your voyage begins here.

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# Visual Identity


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# Logo Variations

The Webb logo is central to our brand identity and reflects who we are. It has been meticulously designed to ensure consistency, professionalism, and recognition across all applications.

To maintain its integrity use only the provided logo files and follow the guidelines on the following pages to ensure proper usage.

*RGB Logos and marks are displayed on this page.*

**Logo without Tagline**




**Logo with Tagline**




**Wordmark Only**




**Stacked**




**Mark**



**Merchandise**




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# Primary Logo Color Variations

The Webb logo is available in a range of defined color variations. Each has been carefully developed to perform effectively across common background and production environments. Always use one of these approved marks to ensure consistency and brand integrity.

*RGB Logos and marks are displayed on this page.*

Full Color Logo (Dark)




Bluescale




Grayscale




Single Color Navy




Single Color Black




Single Color Blue




Reverse Logo on Black




Reverse Logo




Single Color White




Single Color Gold




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# Logo Sizing

To ensure clarity and brand recognition across all materials, never scale the logo below its minimum size. Always maintain the required negative space around the logo to preserve its visibility, legibility, and overall impact.

*RGB Logos and marks are displayed on this page.*

### Primary Logo: Minimum Size




200 px wide

### Mark: Minimum Size



45 px wide

### Logo with Tagline: Minimum Size




250 px wide

### Primary Logo: Minimum Clear Space




### Mark: Minimum Clear Space



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# Logo Errors

The logo must be used consistently across all brand assets to maintain a strong and cohesive identity.

Altering the logo undermines its integrity—avoid these common mistakes in all materials.

- Do not alter the logo's color, layout, proportions, aspect ratio, or spacing.
- Avoid applying filters, effects, or other modifications that deviate from the approved design.
- Use only the provided logo files and follow the guidelines to ensure proper usage.

*RGB Logos and marks are displayed on this page.*

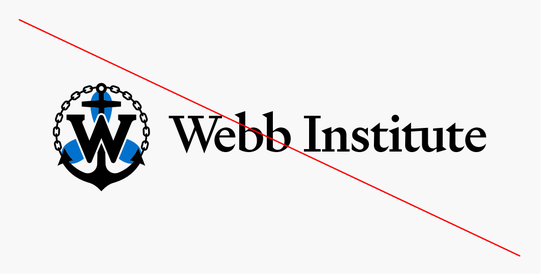
**This is the Primary Mark (do not alter)**




**Do not stretch or distort**




**Do not use different colors**



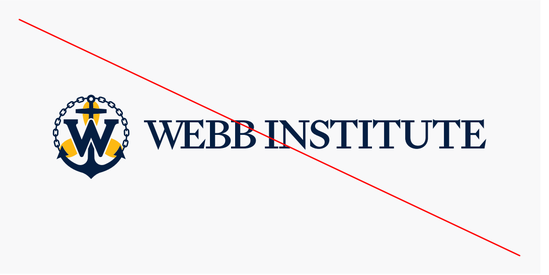

**Do not typeset the company name or change the typeface**




**Do not rearrange the elements**




**Do not change the wordmark casing**




**Do not change the kerning of the wordmark**




**Do not rotate the logo**




**Do not place the full color logo on busy photographs**




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# Additional Marks

The school uses additional marks in some contexts. See to the right for another merchandise logo and club specific lockup.

*RGB colors are displayed on this page.*

## Merchandise Logo




## Club Specific




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# Color Palette

Inspired by the rich colors around Webb's campus, as well as nautical colors relevant to naval and maritime subjects, Webb uses a primary blue palette with Gold. Refer to this page for specifics on color information. Use these values to ensure consistent use of color, which will strengthen our brand recognition.

Use HEX and RGB values for digital applications like social media, web graphics, etc. Use CMYK for printed materials. Pantones are included to ensure accuracy when reproducing the palette. Whenever possible, request a proof from a print vendor in order to determine whether artwork should be setup as Pantone or CMYK, even when printing digitally.

*RGB colors are displayed on this page.*

## Primary Color:

**Navy**
#041E42
RGB 4, 30, 66
CMYK 100, 76, 12, 70
Pantone 289 C

**Blue**
#0072CE
RGB 0, 114, 206
CMYK 90, 48, 0, 0
Pantone 285 C

**Gold**
#FDB913
RGB 253, 185, 19
CMYK 0, 31, 98, 0
Pantone 1235 C

## Secondary Colors:

**Black**
#000000
RGB 0, 0, 0
CMYK 100, 79, 44, 93
Pantone Black 6 C

**Grey**
#69788C
RGB 105, 120, 140
CMYK 68, 39, 30, 9
Pantone 2165 C

**White**
#FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0

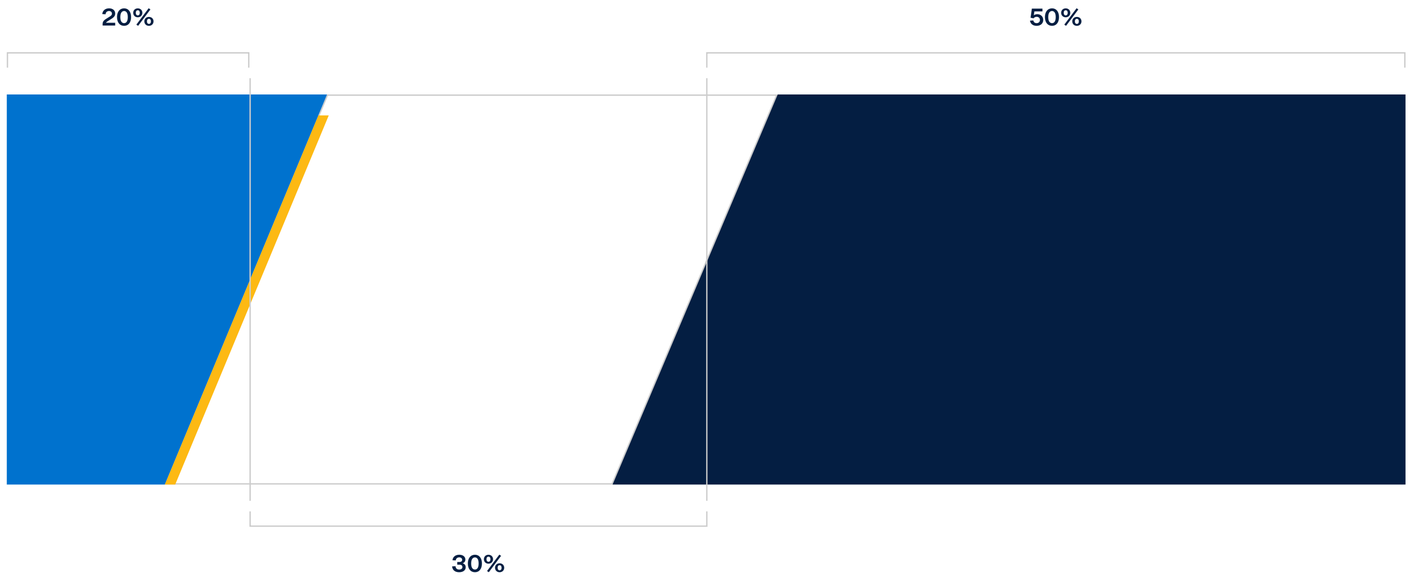
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# Color Proportion

When applying colors to a composition, use an asymetric approach to color: the majority of the layout should use either White or Navy. A minority can use the inverse color, and include pops of Blue or Gold sparingly as accents and to provide interest.

This page shows an example of how color proportions may be applied to a spread.

*RGB colors are displayed on this page.*




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# Digital Color Compliance

The following color grid represents RGB (digital) Webb brand color combinations that are compliant with **WCAG 2.0 minimum contrast**.

Contrast (Minimum): The visual presentation of text and images of text has a contrast ratio of at least 4.5:1, except for the following: (Level AA)

- **Large Text:** Large-scale text and images of large-scale text have a contrast ratio of at least 3:1;
- **Incidental:** Text or images of text that are part of an inactive user interface component, that are pure decoration, that are not visible to anyone, or that are part of a picture that contains significant other visual content, have no contrast requirement.
- **Logotypes:** Text that is part of a logo or brand name has no minimum contrast requirement.

**Access the Contrast Grid here**

| Background \ Text | #FFFFFF | #041E42 | #FDB913 | #0072CE | #69788C | #000000 |
|---|---|---|---|---|---|---|
| **White** #FFFFFF | | Text AAA 16.5 | | Text AA 4.8 | Text AA 4.5 | Text AAA 21 |
| **Navy** #041E42 | Text AAA 16.5 | | Text AAA 9.5 | Text AA18 3.3 | Text AA18 3.6 | |
| **Gold** #FDB913 | | Text AAA 9.5 | | | | Text AAA 12.1 |
| **Blue** #0072CE | Text AA 4.8 | Text AA18 3.3 | | | | Text AA18 4.3 |
| **Grey** #69788C | Text AA 4.5 | Text AA18 3.6 | | | | Text AA 4.6 |
| **Black** #000000 | Text AAA 21 | | Text AAA 12.1 | Text AA18 4.3 | Text AA 4.6 | |

AAA Pass, AAA (7+)
AA Pass, AA (4.5+)
AA18 Pass, Large Text Only (3+)
DNP Does Not Pass
About WCAG 2.0 contrast

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# Primary Serif Typeface

Webb's typography combines two brand fonts: the serif typeface Signifier and the sans-serif Oceanic Grotesk. To the right are the various weights of Signifier.

Contact the Webb Marketing team to acquire this typeface.

Read about the typeface here:

https://klim.co.nz/fonts/signifier

### Signifier Light

ABCDEFGHIJKLMNOPQRSTUVXWYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%^&*(),.?

### Signifier Light Italic

*ABCDEFGHIJKLMNOPQRSTUVXWYZ*
*abcdefghijklmnopqrstuvwxyz*
*0123456789 !@#$%^&*(),.?*

### Signifier Regular

ABCDEFGHIJKLMNOPQRSTUVXWYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%^&*(),.?

### Signifier Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVXWYZ*
*abcdefghijklmnopqrstuvwxyz*
*0123456789 !@#$%^&*(),.?*

### Signifier Medium

ABCDEFGHIJKLMNOPQRSTUVXWYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%^&*(),.?

### Signifier Medium Italic

*ABCDEFGHIJKLMNOPQRSTUVXWYZ*
*abcdefghijklmnopqrstuvwxyz*
*0123456789 !@#$%^&*(),.?*

### Signifier Bold

**ABCDEFGHIJKLMNOPQRSTUVXWYZ**
**abcdefghijklmnopqrstuvwxyz**
**0123456789 !@#$%^&*(),.?**

### Signifier Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVXWYZ***
***abcdefghijklmnopqrstuvwxyz***
***0123456789 !@#$%^&*(),.?***

### Signifier Black

**ABCDEFGHIJKLMNOPQRSTUVXWYZ**
**abcdefghijklmnopqrstuvwxyz**
**0123456789 !@#$%^&*(),.?**

### Signifier Black Italic

***ABCDEFGHIJKLMNOPQRSTUVXWYZ***
***abcdefghijklmnopqrstuvwxyz***
***0123456789 !@#$%^&*(),.?***

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# Primary San Serif Typeface

Webb's typography combines two brand fonts: the serif typeface Signifier and the sans-serif Oceanic Grotesk. To the right are the various weights of Oceanic Grotesk.

Contact the Webb Marketing team to acquire this typeface.

Read about the typeface here:

https://intervaltype.com/product/oceanic-grotesk/

**Oceanic Grotesk Light**

ABCDEFGHIJKLMNOPQRSTUVXWYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%^&*(),.?

**Oceanic Grotesk Light Italic**

*ABCDEFGHIJKLMNOPQRSTUVXWYZ*
*abcdefghijklmnopqrstuvwxyz*
*0123456789 !@#$%^&*(),.?*

**Oceanic Grotesk Regular**

ABCDEFGHIJKLMNOPQRSTUVXWYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%^&*(),.?

**Oceanic Grotesk Regular Italic**

*ABCDEFGHIJKLMNOPQRSTUVXWYZ*
*abcdefghijklmnopqrstuvwxyz*
*0123456789 !@#$%^&*(),.?*

**Oceanic Grotesk Medium**

**ABCDEFGHIJKLMNOPQRSTUVXWYZ**
**abcdefghijklmnopqrstuvwxyz**
**0123456789 !@#$%^&*(),.?**

**Oceanic Grotesk Medium Italic**

***ABCDEFGHIJKLMNOPQRSTUVXWYZ***
***abcdefghijklmnopqrstuvwxyz***
***0123456789 !@#$%^&*(),.?***

**Oceanic Grotesk Bold**

**ABCDEFGHIJKLMNOPQRSTUVXWYZ**
**abcdefghijklmnopqrstuvwxyz**
**0123456789 !@#$%^&*(),.?**

**Oceanic Grotesk Bold Italic**

***ABCDEFGHIJKLMNOPQRSTUVXWYZ***
***abcdefghijklmnopqrstuvwxyz***
***0123456789 !@#$%^&*(),.?***

**Oceanic Grotesk Extra Bold**

**ABCDEFGHIJKLMNOPQRSTUVXWYZ**
**abcdefghijklmnopqrstuvwxyz**
**0123456789 !@#$%^&*(),.?**

**Oceanic Grotesk Extra Bold Italic**

***ABCDEFGHIJKLMNOPQRSTUVXWYZ***
***abcdefghijklmnopqrstuvwxyz***
***0123456789 !@#$%^&*(),.?***

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# Heritage Typeface

As a nod to our historical roots, we use the script typeface Hamilton in certain use cases.

Use on Heritage Society collateral, on posts and graphics referring to our history, or in association with our founder, William H. Webb.

Read about the typeface here:

**https://tomchalky.com/the-hamilton-font-duo-and-extras/**

**Hamilton Regular**

*A B C D E F G H I J K L M N O P Q R S T U V X W Y Z*

*a b c d e f g h i j k l m n o p q r s t u v w x y z*

*0 1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ( ) . . ?*

**Watermark**

*Webb*

**Signature**

*William H. Webb*

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# Substitute Typefaces

For cases when the brand typeface may not be accessible (i.e., Microsoft PowerPoint presentations, internal documents, etc.), use Palatino as a substitute for Signifier and use Aptos as a substitute for Oceanic Grotesk. Avoid use of substitute fonts for marketing and event materials.

Learn more about the Microsoft-hosted font Franklin Gothic:

**https://learn.microsoft.com/en-us/typography/font-list/palatino-linotype**

Learn more about the Microsoft-hosted font Aptos:

**https://learn.microsoft.com/en-us/typography/font-list/aptos**

**Palatino Regular**

ABCDEFGHIJKLMNOPQRSTUVXWYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%^&*(),.?

**Palatino Regular Italic**

*ABCDEFGHIJKLMNOPQRSTUVXWYZ*
*abcdefghijklmnopqrstuvwxyz*
*0123456789 !@#$%^&*(),.?*

**Palatino Bold**

**ABCDEFGHIJKLMNOPQRSTUVXWYZ**
**abcdefghijklmnopqrstuvwxyz**
**0123456789 !@#$%^&*(),.?**

**Palatino Bold Italic**

***ABCDEFGHIJKLMNOPQRSTUVXWYZ***
***abcdefghijklmnopqrstuvwxyz***
***0123456789 !@#$%^&*(),.?***

**Aptos Regular**

ABCDEFGHIJKLMNOPQRSTUVXWYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%^&*(),.?

**Aptos Italic**

*ABCDEFGHIJKLMNOPQRSTUVXWYZ*
*abcdefghijklmnopqrstuvwxyz*
*0123456789 !@#$%^&*(),.?*

**Aptos Bold**

**ABCDEFGHIJKLMNOPQRSTUVXWYZ**
**abcdefghijklmnopqrstuvwxyz**
**0123456789 !@#$%^&*(),.?**

**Aptos Bold Italic**

***ABCDEFGHIJKLMNOPQRSTUVXWYZ***
***abcdefghijklmnopqrstuvwxyz***
***0123456789 !@#$%^&*(),.?***

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# Typography

The serif and san serif typefaces should be used consistently across all mediums to establish appropriate hierarchy.

Refer to these general guidelines for examples of how to use weight, color, capitalization, and scale to determine hierarchy.

Ideally, both Signifier and Oceanic Grotesk will be used frequently for headlines. When emphasizing a word or phrase in a sentence, both typefaces may be used with Signifier applied to whatever needs more weight. When pieces are more casual, Oceanic Grotesk can be used more often, while Signifier can be relied on more for formal pieces.

**Sample Character Styles**

**H1**
**Signifier, Bold Headline**

# Header One Style

**H2**
**Oceanic Grotesk Light, -10 pt tracking**

## Header Two Style

**S1**
**Signifier Medium Headline**

### Sample Text Here

**Oceanic Grotesk Medium**

#### Header Three Style

**Oceanic Grotesk Bold**

**Header Three Style**

**S4**
**Oceanic Grotesk Bold**

**TITLE STYLE**

**Body**
**Oceanic Grotesk Regular**

Body Copy Style: At Webb Institute, a rigorous program of Naval Architecture and Marine Engineering provides a platform for training the next generation of leaders. With a close-knit community committed to excellence, critical thinking, and complex problem solving, Webb is a launchpad for making your mark on the world.

**Body Text Link**
**Oceanic Grotesk Bold**

**Text link**

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# Photography: Subject Matter

Webb utilizes a photo library containing a variety of shots of the campus, students, classes and equipment, sailing, and travel.

Draw from this library as needed, and if new photos are required, match the style to fit the brand.

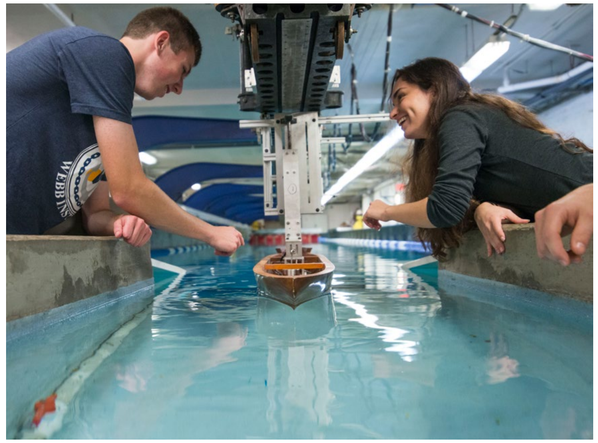
- **Subject Matter:** Campus and work locations, students and professors, labs and recreation.
- **Mood & Aesthetic:** Bright, clear, focused - environments are well lit, and there's a mix of candid shots and portraits.
- **Purpose:** Showcase the beauty of Webb's campus and authentically captures the life of students.

For print, photos must be high-quality, 300 DPI.

If you are interested in any photos, please contact Kerri Allegretta at kallegretta@webb.edu.













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# Photography: Treatments

Photo treatments may be added to combine typography with imagery. An atmospheric style, blurring the background and layering either blue or white, can be used to subtly fade an image and provide space for copy to be placed over the photo without interferance from background details.

When an in-focus subject should be set apart from the background, use a diagonal shape the matches the angle of the "W" in the logo (see page 29 for more details) in-between the subject and background. Text may also be placed over this graphic shape to ensure proper contrast and visibility.

## Atmospheric

Tilt-shift blur: 92 px




Blue gradient

## Diagonal Graphic



Ensure subject is clipped cleanly from background

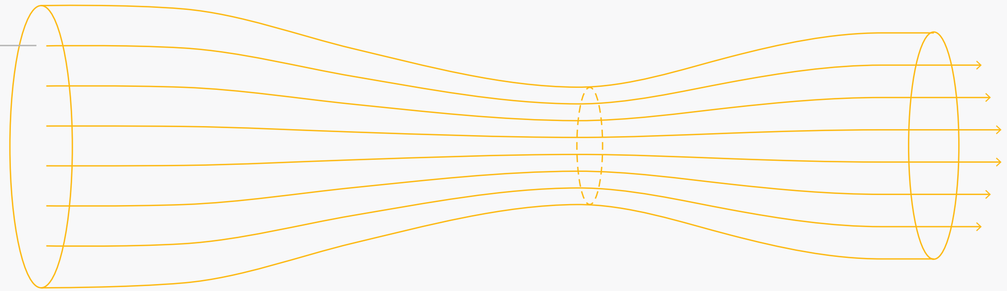
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# Illustration Style: Linear

The illustration style we use is inspired by scientific diagrams and ship blueprints, utilyzing thin strokes and small type. Where possible, reference exisiting manuscripts provided by Webb. In the case of new illustrations that need to be created, refer to the styles here to capture the same look-and-feel.

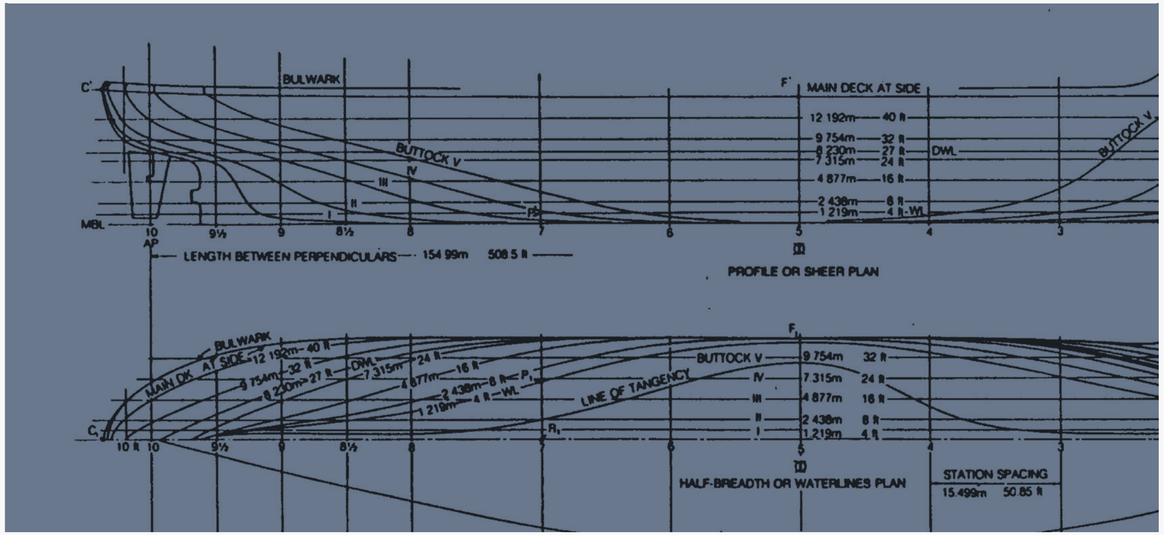
**Diagram style:**

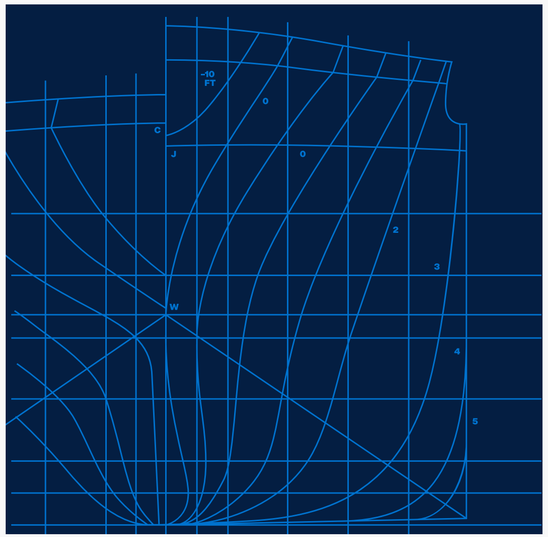
Stroke: 1 pt
Flat Cap
Miter Joint



**Ship blueprints:**

Ensure there is enough contrast between the diagram and the background to be visible.



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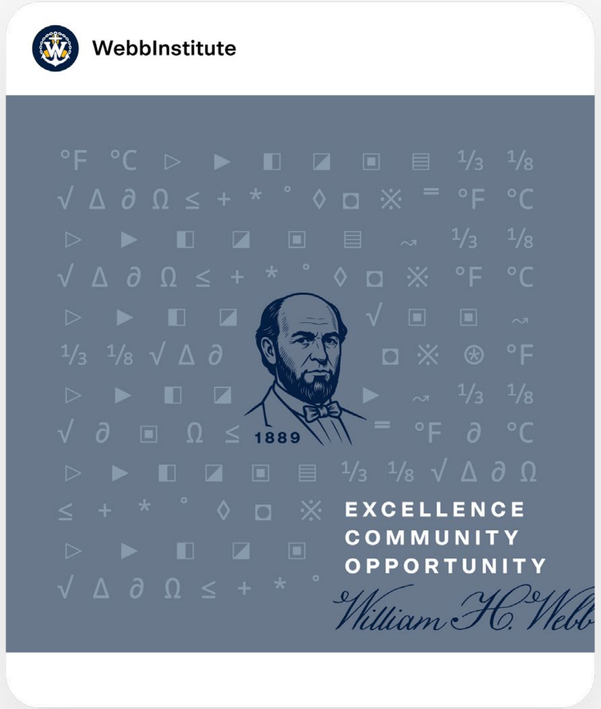
# Illustration Style: Webb

William H. Webb is already central to the identity of Webb Institute; embedded in its name, campus, history, and values. Creating an illustrated icon of Webb is not about introducing new symbolism, but about extending an existing legacy into a more modern, flexible form.

A contemporary reinterpretation of his portrait allows the image to move beyond formal representations and into student-facing materials, where it can be used with familiarity, pride, and a sense of shared ownership.

Do not use any other non-approved illustrations of Webb.




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# Graphical Elements

Webb's visual identity is built on a set of carefully defined graphical treatments that ensure consistency and adaptability across all executions.

Our typefaces can be combined into a single headline, with the serif being used to add emphasis. Applying type along a circle can also be used to create unique lockups that show off particular subjects, values, etc.

Parallelograms that match the angle of the "w" in our logo are frequently used to contain images, divide a composition, frame text, and add pops of color and interest. Ensure the same angle is used for consistency.

Highlight callout text and quotes with a bar of solid color, as shown.

We also use a pattern made of mathematical symbols.

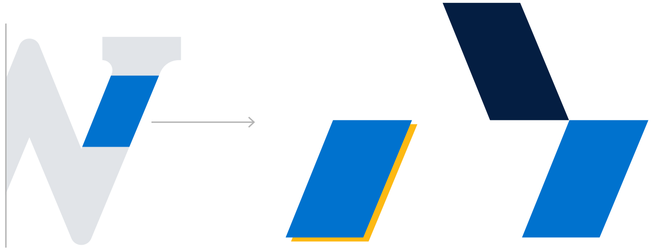
**Use of both typefaces in a headline**

The mind of the innovator. **The spirit of the explorer.**

**Circular Type Treatment**




**Diagonal graphics:**



**Mathematical symbol pattern:**



**Highlighted quotes and callout text:**




**Example of diagonal graphics:**




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# Graphical Elements

Webb's visual identity is built on a set of carefully defined graphical treatments that ensure consistency and adaptability across all executions.

A pill shape is often used to contain tertiary information, to add a touch of tech to designs.

To carry through the manual inspiration behind our graphics, we use dividing lines and arrows drawn from blueprint styles.

Combine Signifier and Oceanic Grotesk for stats, layering the text for a tight lockup.

Text in a pill

GLEN COVE, NEW YORK

Linear dividers



Stat treatment




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# Executions

This section showcases approved notional Webb design layouts, serving as a visual guide for the application of brand elements. These examples show the brand applied across various formats while remaining consistent.

By referencing the principles and decisions in these layouts, we can maintain the identity of the brand while allowing flexibility as various different design needs and applications present themselves in the future.

## Viewbook



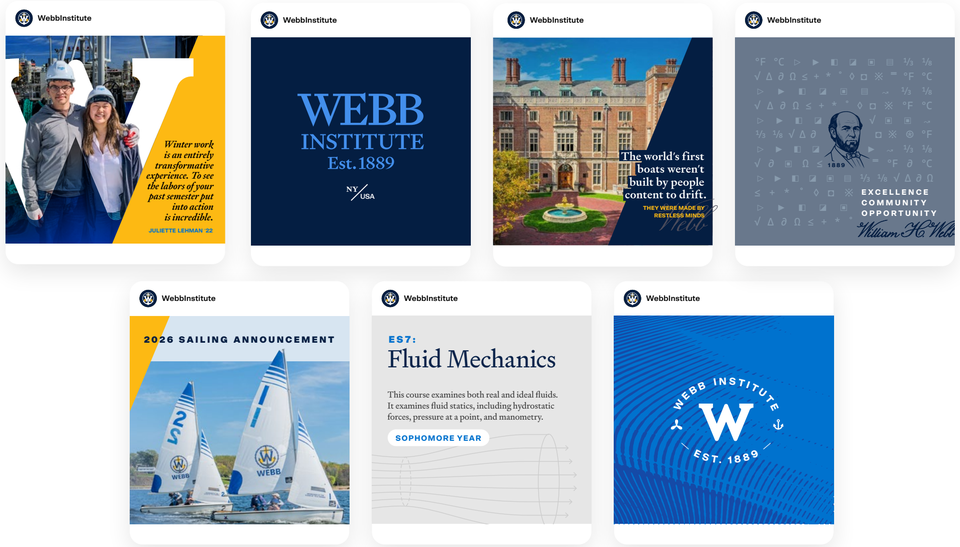

## Formal report



## Stationery Suite




## Social Graphics



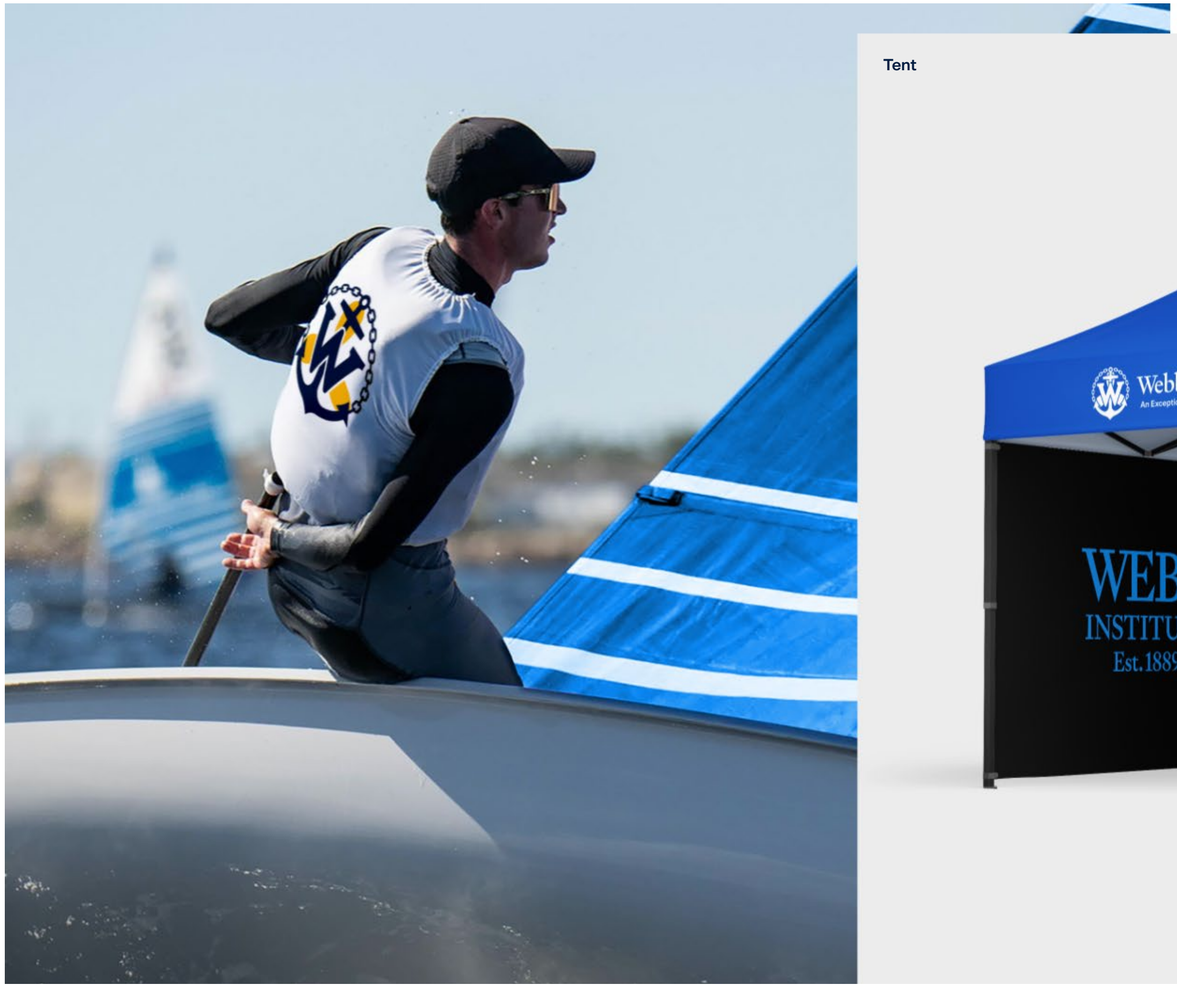

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# Executions

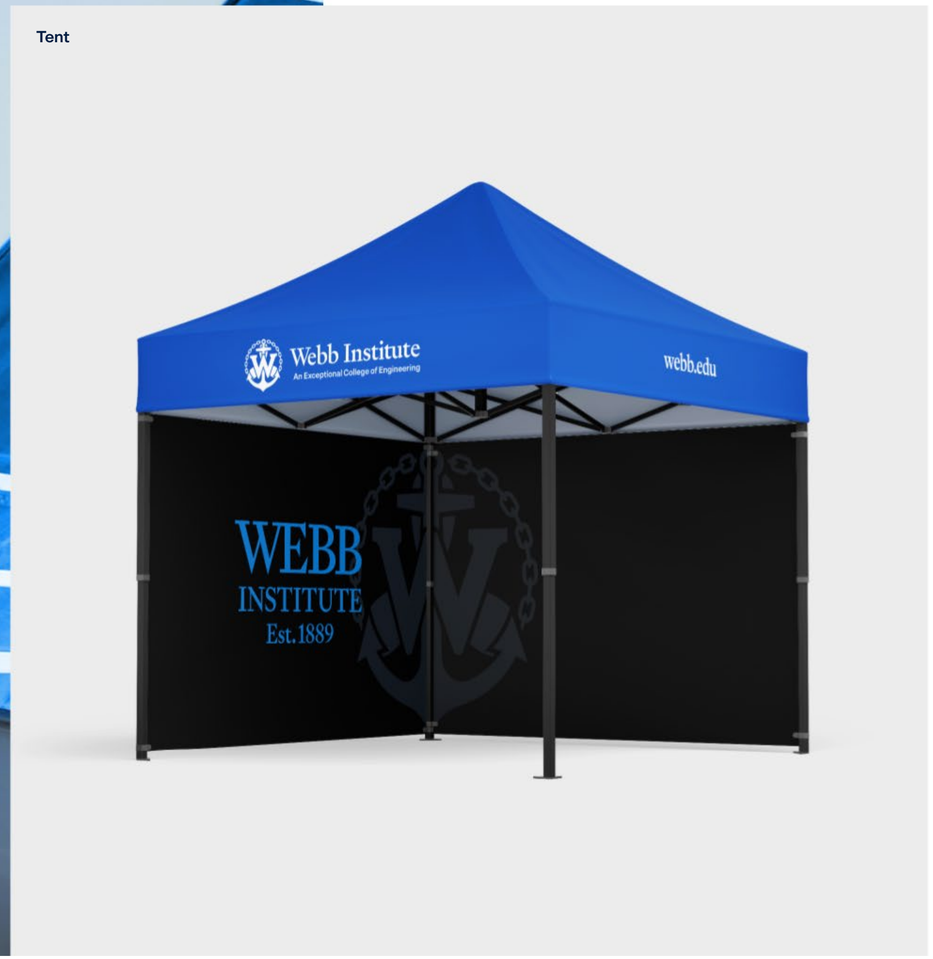
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Sailing Jersey



Tent




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Apparel

Pins

Tote




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