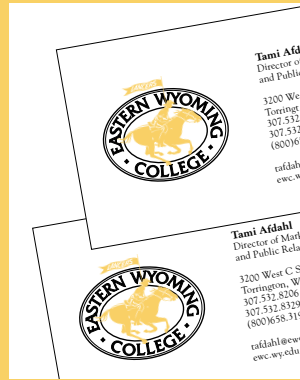




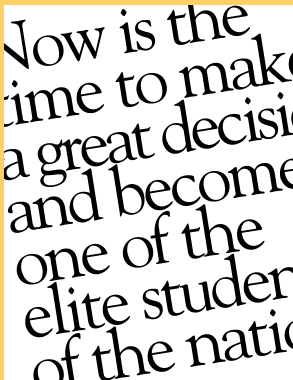
Letterhead



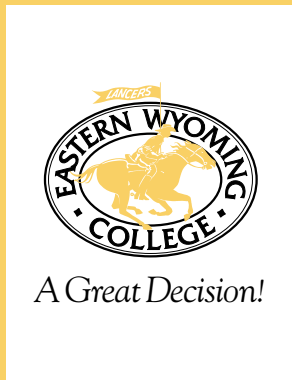
Envelopes



Business Cards



Core Values



Logotype



Typefaces



Publications



Advertising



Lancer

COMMUNICATIONS GUIDE

Standards for Applying the EWC Brand Identification System



Message from the Board of Trustees:

2

Dear Friends of Eastern Wyoming College:

It is our privilege to commend to you these Communications Guidelines. In the pages that follow, you will discover the meaning and intent of EWC's new Brand Identity System, and why its consistent application is important for the future of the College.

These guidelines were developed over many months with the involvement of every segment of the College. Special thanks must go to the Marketing Task Force, which directed the project. The result of this collaboration is a Brand Identity System that represents the rich heritage of Eastern Wyoming College, and expresses it with distinction. Such a visible and unique "signature" conveys to the world that EWC is a college with a mission and purpose, committed to excellence and diversity, and focused on the higher educational needs of its students.

These Guidelines will help every individual member of the EWC family, as well as vendors, to apply this new Brand Identification System consistently and accurately.

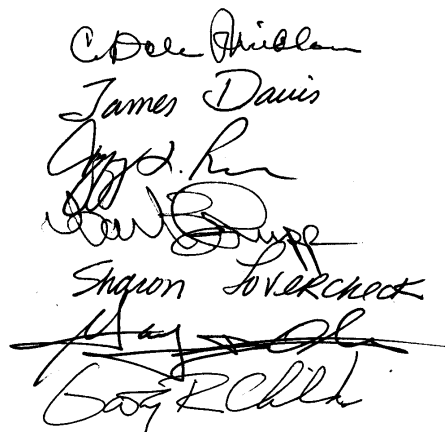
The College President has charged the Director of Marketing and Public Relations with responsibility to oversee and coordinate the application of the Brand Identification System, thereby assuring the Board that these standards are applied correctly and appropriately in publications, advertisements, and products used throughout the College and its Outreach Centers.

Please familiarize yourself with these Guidelines. Should you have a question about the application of this system, need help appropriating elements of the system, or need authorization for printing and usage of the system, please contact the Director of Marketing and Public Relations.

Sincerely,

Eastern Wyoming College Trustees:

Dale Wickham, President
Gary Olson, Vice President
Sherri Lovercheck, Secretary
James Davis, Treasurer
Jeff Rose
Gary Childs
Carl Rupp



Handwritten signatures of the Eastern Wyoming College Trustees, including Dale Wickham, James Davis, Sherri Lovercheck, and Gary Childs.

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Introduction

A college's brand identity is the most important element of its visual image. Because of its potential for credibility and influence, and the impression it has on the public, a brand identity can be considered the foundation of all marketing and communications efforts.

The brand identity demonstrates EWC's commitment to quality, its staff, its public, and its goals. It must make a memorable impression, one that clearly communicates the College's basic mission and philosophy and reflects its significance. A single, consistent message, therefore, is key.

Purpose of this Standards Manual

The primary purpose of this Communication Guide is to provide guidelines and specifications for the use and presentation of the EWC logo, positioning statement and themeline. It also provides helpful marketing information. The manual includes examples of how and how not to use the College's logo and brand identity system in a variety of materials and situations. It is important that these standards are applied when the new identity is incorporated into all communications to create familiarity and maintain consistency and continuity. When the College signature is treated consistently, it becomes the visual cornerstone that supports the EWC message and identity across the entire organization and throughout its service area, in all College programs, services and activities.

For More Information

The EWC Marketing and Public Relations Office monitors and maintains the correct use of the EWC branding identity system. If you have any questions about this manual, use of the logo and other visual identification elements, please contact Tami Afdahl at 307-532-8206.

Institutional References

College Name

The official name of the College is Eastern Wyoming College. The official acronym is EWC. Use the complete name on any first reference. Subsequent references in written form may use EWC (with no periods). Do not use any other variation such as “E.W.C.” or “Eastern.”

Nondiscrimination Statement

Eastern Wyoming College complies with federal laws and regulations regarding equal opportunity in admissions and employment. The equal opportunity clause shall appear on all publications. The official Nondiscrimination Statement must be used without variation.

The Nondiscrimination Statement is as follows:

“Eastern Wyoming College does not discriminate on the basis of race, color, national origin, sex, age, or disability in admissions or access to, or treatment or employment in, its education programs or activities. Inquiries concerning title VII, Title IX, and Section 504, and Americans with Disabilities Act, may be referred to the Coordinator of Human Resources, Eastern Wyoming College, 3200 West C Street, Torrington, WY 82240, telephone (307) 532-8330, or the Wyoming Department of Education, Office for Civil Rights Coordinator, 2nd Floor, Hathaway Building, Cheyenne, WY 82002-0050, telephone (307) 777-6218.”

For questions about the usage of this statement, contact the Marketing and Public Relations Office, which is responsible for monitoring and authorizing College publications.

Statement of Accreditation

The following is the correct way to list the College's accreditations:

Eastern Wyoming College
is accredited by:

The Higher Learning Commission:

Member, North Central Association

www.thehigherlearningcommission.org

American Veterinary
Medical Association

American Welding Society.

The EWC Internet Address

The correct web address for the College is ewc.wy.edu.

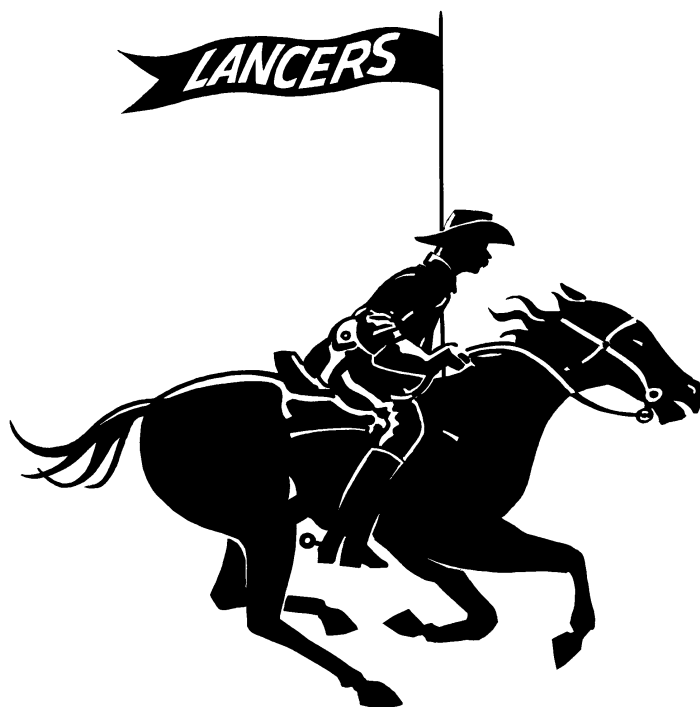
Elements of the Brand Identity System

History of the Lancer

EWC's distinguished mascot and icon, the Lancer, was selected by students of the College in 1968. After researching cavalry units with unique names and traits, the Lancer stood out above all the rest. EWC voted in the colors black and gold and the Lancer, which have become symbols of academic and athletic excellence.

According to records, Col. Richard Rush was commissioned by General George McClellan to command a new volunteer cavalry regiment from Pennsylvania comprised of literate, intelligent men, many who graduated from the University of Pennsylvania. With no other weapons available, McClellan asked Rush to arm his soldiers with the lance. Rush agreed, and the Sixth Pennsylvania Cavalry, known as Rush's Lancers, was born.

Each man received a nine-foot-long wooden lance tipped with an eleven-inch steel blade. The lances, copies of an Austrian pattern, each weighed about eight pounds, and were topped by a scarlet swallow-tailed pennant. Although the weaponry seemed archaic, the men learned to be soldiers. Historians state that Rush's Lancers won acceptance and admiration by the Regulars because of their combat ability, tactical skill, intelligence, bravery and stalwart service as they served shoulder to shoulder on many a hard-fought field. After nearly four years of service, the regiment was mustered out of federal service in August 1865.



The EWC Marketing Positioning Statement and Themeline

The EWC brand is based on brand essence, character and attributes that distinguish the College from among competing institutions of higher education. In expressing the brand, we will endeavor to use verbal or pictorial “descriptors” of the EWC essence.

EWC Brand Descriptors:

- Rugged
- Hardworking
- Close to the soil
- Individualistic
- Open spaces
- Pioneering
- Unlimited resources
- Bold and courageous

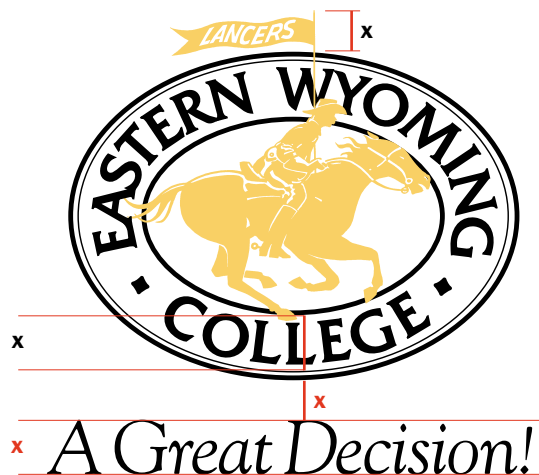
EWC Brand Attributes:

- Real-world
- Can-do
- Transforming, life-changing
- Entrepreneurial
- Individualistic
- Potential
- Energetic
- Engaged, connected
- Innovative
- Achieving
- Excelling

From these attributes and descriptors, we generate the College’s brand Positioning Statement:

“Embracing its distinctive culture and heritage, Eastern Wyoming College offers a pathway to success through education, strengthened by a caring, involved faculty and staff, and programs enhanced by academic excellence and real-world experience.”

The EWC themeline embodies the “tone” and direction for advertising and visual images carried in College recruitment and important external publications and advertisements. This themeline has been stylized for visual presentation specifically for EWC and should not be altered in size, weight, font or color. When used with the College logo, the themeline should maintain a proportional distance to the logo.



College Logo



The EWC Logo

The oval name with Lancer icon forms the visual signature of Eastern Wyoming College. The logo contains imagery of the College's heritage and culture. The oval is a familiar shape in Wyoming ranching and industry. The Lancer, carrying a banner and riding a charger always to the east, represents an era when U.S. Cavalry patrolled from forts and outposts throughout the Wyoming frontier.

The name, Eastern Wyoming College, is descriptive of the institution's location, service area and mission.

The EWC logo is its visual signature. It is formed by two elements—the oval bearing the College name, and the Lancer icon. These two elements must always be used in combination as the College signature. The oval bearing the name cannot be used separately from the Lancer icon.

Trademark

The College logo, the College icon (the Lancer) and the themeline are trademark expressions of Eastern Wyoming College. Trademarks are regulated by federal and state law. Accordingly, no unauthorized use of these elements is permissible. With written permission, usage of these elements is conditional on proper application of the elements according to the specifications defined in this Communications Guide. Vendors using any of these elements on products for commercial sale may be charged royalties.

Employees of Eastern Wyoming College are authorized to use elements for College purposes only, subject to the specifications defined in this Guide. No usage for private or personal gain is permissible.

To request written permission to use these elements and to obtain current policies and regulations royalties, contact the Marketing and Public Relations Office.

Minimum Size

A minimum usage size has been determined so that the EWC logo is always legible. The oval should never be reproduced smaller than 3/16" high (from top of Lancer banner to bottom of oval). If reproduced any smaller, details are lost.

Color Standards



EWC Gold - Pantone 1235



Four-Color Process (CMYK)

Cyan 0%
Magenta 27%
Yellow 76%
Black 0%

RGB and Web

Red 255
Green 190
Blue 0
Web #FFBE00

Color Standards

The College logo may only be reproduced in the color combinations shown here. The oval and the College name must be reproduced in 100% black.

The acceptable ink formula for the Lancer icon is in Pantone 1235.

If only one color can be used, the oval name and Lancer icon must be reproduced in 100% black.

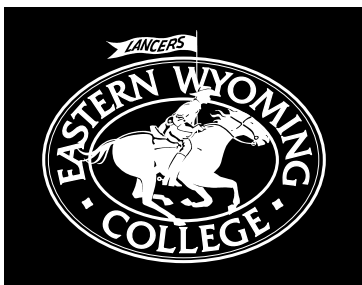
When four-color process is being used, the CMYK percentages shown here will approximate the Pantone color. When printed, this color may vary somewhat due to paper stock or printing techniques.

When the color is intended only to be viewed on a screen, monitor or television, the RGB values shown here should be used. For convenience, the Web color code number has also been provided.

Reverse Use



Proper reverse use of color logo



Proper reverse use of black logo



Reverse uses on color background

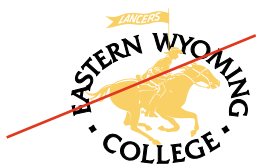
It is preferred that the College logo only be used on a white or off-white background. In cases when this is not possible, the reverse version of the logo must be used. When reversed, the oval and College name must always remain white. The Lancer icon must maintain its consistent color, Pantone 1235. If only one reverse color is possible, the entire College logo can be reproduced in white.

The logo's oval and type must appear in either white or black. The samples shown here should be used to determine when the logo should change from black to white. It is important to have enough contrast between logo and background so that the logo is visible and easily recognizable. The logo should never be placed on a background that would visually compete or reduce its impact.

Improper Use



Do not reverse the EWC signature colors.



Do not alter the relationship between the oval, name and Lancer icon.



Do not use colors other than the official EWC colors.



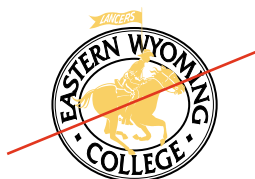
Do not change or alter the typeface.



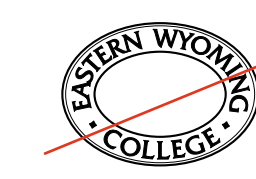
Do not change the proportions of the oval name and Lancer icon.



Do not add any drop shadows or screen tints.



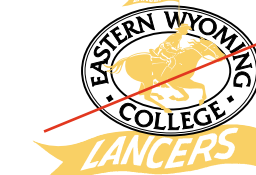
Do not alter the shape of the College logo.



Do not display the oval name without the Lancer icon.



Do not use the logo as a watermark.



Do not add elements to the logo or position other symbols in close proximity.



The following are examples of proper and improper use of the EWC logo.

The logo should never be altered from its original format.



Do not change the format or placement of the type.



Do not rotate the College logo.

Requirements for Space Around Logo



In order for the corporate signature to aptly represent EWC, it must be displayed in a prominent, uninterrupted manner. This means that the icon must never be cluttered by other elements such as text, photographs, illustrations, or even background textures. Space, therefore, must always exist around the signature. The minimum amount of such space can be defined as “x” as shown here, in proportion to the size of the logo used.

Logo with Additional Type

Goudy

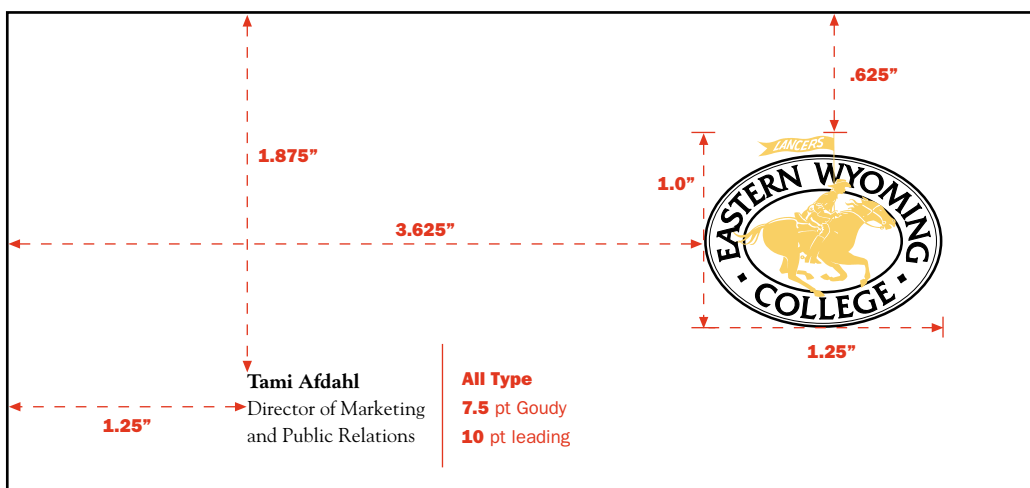
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!&?%\$

Goudy Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!&?%\$

Outreach Centers, College office, department, program or division names may be used with the logo on letterhead, business cards and envelopes.

Type used for these names must be Goudy, 100% black, and placed below and aligned with the logo's type as illustrated below. This is the only typeface and color permitted. The size of the typeface must remain in proportion with the size of the logo, as shown.



Typography for Publication

Goudy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!&?.\$%

Goudy Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!&?.\$%

Goudy Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!&?.\$%

Goudy Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!&?.\$%

Franklin Gothic Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!&?.\$%

The typefaces shown here are recommended for EWC publications. These are not, however, the typefaces used for the identity itself. Do not modify (expand or condense) the type in any way. When type is set, letters should be spaced tightly but not touching. Never set kerning (the distance between letters) to more than 5 points.

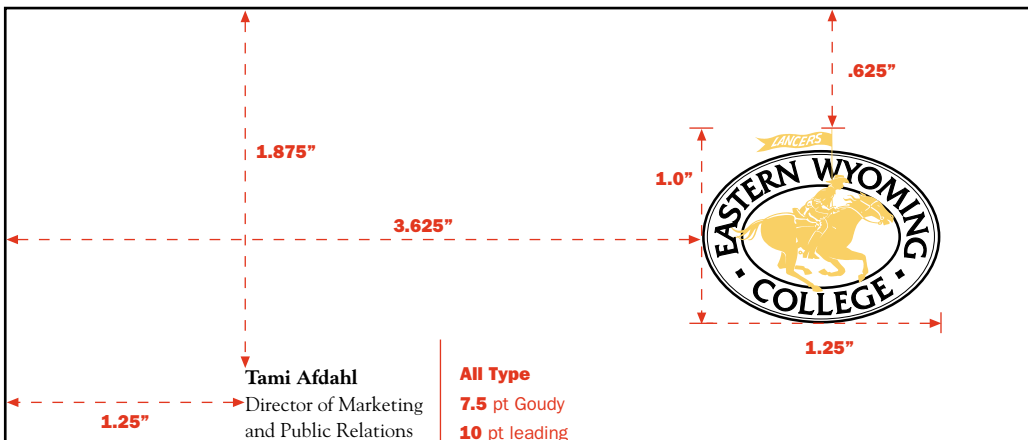
Stationery–Letterhead



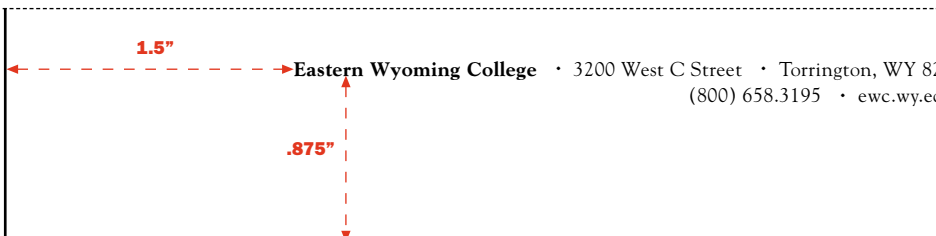
All letterhead must follow these exact design specifications. Contractors must only use printing companies that can meet these specifications. No letterhead may be computer-generated. There will be an inter-office memo file available on the M drive for on-campus correspondence only. All correspondence to the board or external audiences must be written on official letterhead. Letterhead can be purchased in the bookstore.

The designated paper stock used should be a 28# Writing Classic Crest Solar White.

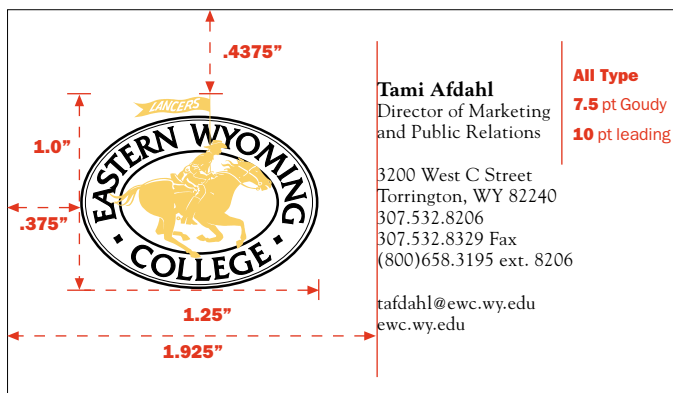
Letterhead at 100% with dimensions



Bottom of Letterhead at 100% with dimensions



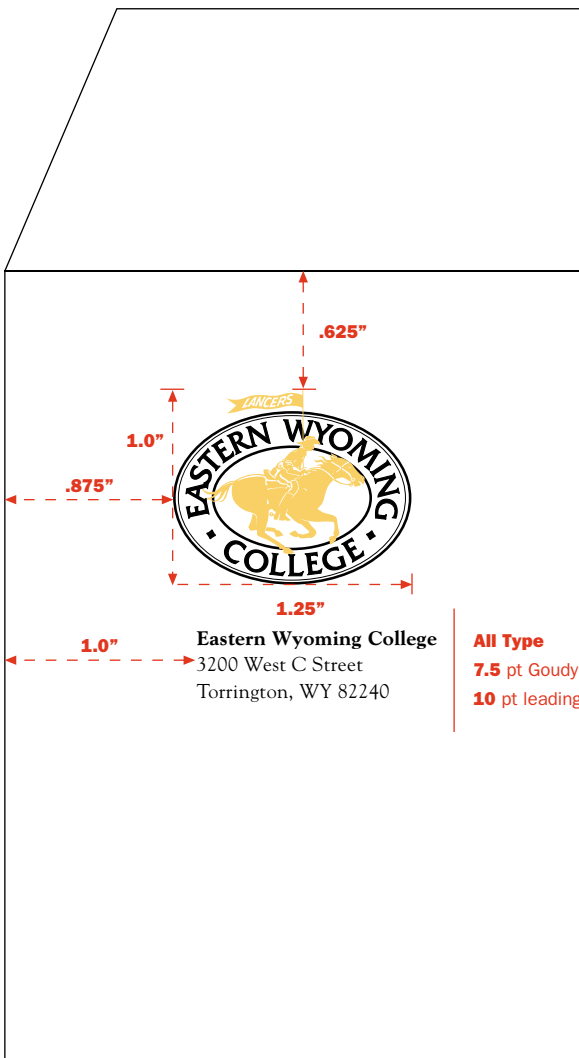
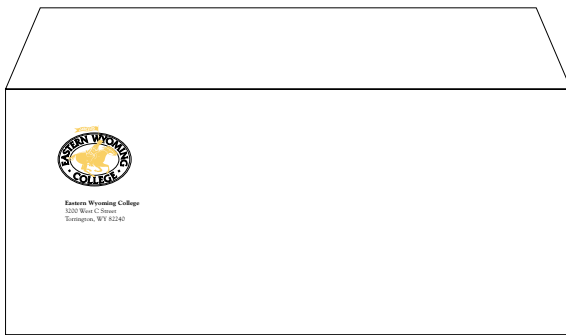
Stationery–Business Card



All business cards must follow these exact design specifications. Contractors must only use printing companies that can meet these specifications. No business cards may be computer-generated.

The designated paper stock used should be a 100# Cover Classic Crest Solar White .

Stationery–Envelopes



All Type
7.5 pt Goudy
10 pt leading

All envelopes must follow these exact design specifications. Contractors must only use printing companies that can meet these specifications. No envelopes may be computer-generated.

The designated paper stock used should be a 28# Matching Classic Crest Solar White square flap envelope.

Envelope at 100% with dimensions



Promotional Items and Apparel

The College logo (the oval name and Lancer icon) is the trademark signature of EWC and intended for the exclusive use of the College.

No reproduction of this visual signature may be use by any vendor, individual, company, organization or entity for any purpose without written permission of the EWC Director of Marketing and Public Relations.

The logo or Lancer icon may be produced on items such as mugs, caps, and t-shirts keeping with the quality standards set forth in this manual. The preferred background for these items is white. Other approved background colors are EWC gold (Pantone 1235) and black. Colors that vary dramatically from these may not support the integrity of the identity. Florescent colors, for instance, are not permitted.

EWC Marketing Core Values

The core values of EWC marketing operations are a “code” of practice which sets the tone, direction and responsibility of College marketing operations. These values establish the standard of excellence to be achieved in all EWC marketing activities, and assign responsibility for initiating and evaluating all marketing practices, including advertising, publications, media relations and public relations.

These core values are:

- EWC will maintain a consistent image of quality and accuracy in its publications.
- EWC will maintain a consistent image of quality and accuracy in its advertisements.
- EWC will communicate clearly and accurately with the news media.
- Marketing is a shared responsibility between each EWC office and the Marketing and Public Relations Office. The Marketing and Public Relations Office will work to coordinate and support marketing activities initiated by College offices and programs, and will lead multi-division and college-wide marketing activities, where appropriate.

The Director of Marketing and Public Relations is charged by the President with responsibility for maintaining these core values. All external communications of the College—i.e., media relations, advertising or publications—must be authorized or approved by the Director of Marketing and Public Relations for compliance to these core values.

Marketing Committee Responsibilities

EWC will maintain a campus-wide marketing committee that represents various academic, technical, athletic, support service and administrative areas of the College. The Marketing Committee will be chaired by the Director of Marketing and Public Relations, who reports to the President of the College.

The purpose of the Marketing Committee is :

- To create and evaluate meritorious marketing ideas, programs and strategies for College implementation.
- To write a College-wide marketing plan.
- To coordinate and recommend solutions for marketing strategies in conflict with other campus goals or strategies.
- To evaluate the effectiveness of College publications, advertising, media relations, and other aspects of the College's marketing activities.
- To recognize and reward outstanding marketing activities.



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