# APPENDIX A
Brand Guide

EWC's Media Core Values

The Media Brand Standards of EWC provides a set of values 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, digital, social media, 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 College Relations department. The College Relations department 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 Communications is charged by the President with responsibility for maintaining these Marketing Core Values. All external communications of the College--i.e., media relations, advertising or publications - must be authorized or approved by the Director of College Relations for compliance to these Core Values.
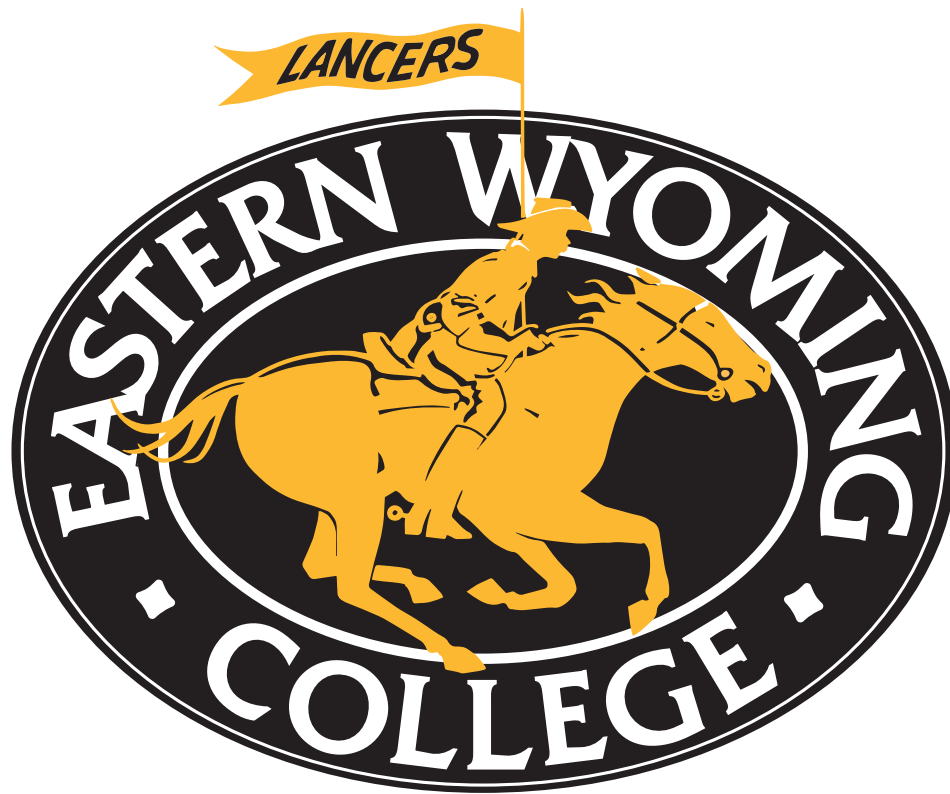
EWC Brand Standards

College Name
The official name is Eastern Wyoming Community College District, otherwise known as 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."

EWC Internet Address
The correct web address for the College is ewc.wy.edu. Do not list the college web address using www.

College Tagline
Charge into Your Future

EWC's Key Messages

The messages below are applied to the college marketing and communication efforts to establish a unified voice for EWC.

Supportive Environment:
- Small class sizes, dedicated faculty, and personalized support foster academic success and career readiness.

Applied Learning:
- Gain Real-World Experience While Earning Your Degree.
- EWC's hands-on training prepares students for immediate entry into the workforce with practical, career-ready skills.

Transfer Programs:
- "Your Pathway to a Bachelor's Degree Starts Here."
- With strong transfer agreements, EWC ensures students can smoothly transition to 4-year institutions after earning an associate degree.

Career-Ready Graduates:
- Programs in agriculture, healthcare, and skilled trades ensure students are prepared to thrive in high-demand fields.

Family Atmosphere:
- EWC is a place where you will become a part of a large family. Everyone knows your name.
-EWC is a caring environment where students are know and safe.

Quality Education:
-Professors prepare students to be the best they can be in their chosen fields of study.
- The programs integrate technology and sustainable practices, equipping students for successful careers.

Community and Career Focus:
- EWC: Serving Eastern Wyoming with Education, Support, and Careers.
- EWC positions itself as the local, affordable, and practical choice for students seeking to gain skills that benefit our communities.

Local Impact, Global Opportunities:
- EWC strengthens local industries and communities while providing students with the skills to compete in a global job market.

Call to Action

All advertisements, all social media posts, YouTube uploads, etc. most end with a Call to Action.

Examples: Charge into your future with us, apply today.
Join us at EWC, apply today.
Dig into your future at EWC, apply today.

Social Media Posting Guidelines

1. Keep Captions Short, Clear, and Engaging
Write concise posts that get to the point quickly. Lead with the key message, use a friendly but professional tone, and include a clear call to action (join us, register here, etc. Send people to our website/ registration links whenever possible and appropriate. Emojis can add personality but should highlight rather than overwhelm. Aim for 2–5 relevant hashtags connected to the college, club, sport, or program.
Examples- #ChargeIntoYourFuture #EWC #GoldBlooded

2. Protect Branding and Identity
"Always adhere to the college's branding guidelines. Use the correct official, unaltered logo in a prominent location on all posts and graphics, and maintain consistency in voice, style, and design. Apply the college's black and gold color scheme to all visuals whenever possible, so that content is immediately recognizable as associated with the college.

3. Edit, Don't Delete
Avoid deleting posts unless absolutely necessary (policy violations, privacy concerns, or major factual errors). Edit or clarify a post whenever possible to keep engagement history intact for our analytics and maintain trust with the audience.

4. Engage Responsibly
Respond to comments in a positive, respectful manner. Engaging with comments is a great way to boost visibility and encourage engagement. Avoid engaging in arguments or confrontational exchanges in the comment section. It is generally ILLEGAL for a public college's official social media pages to delete comments based on their viewpoint, as this violates the First Amendment's protection of free speech. However, colleges can legally hide or remove comments that are genuinely off-topic, spam links, contain illegal content (like threats or obscenity), or are repetitive, provided these actions are consistently and fairly applied and not used as a tool for viewpoint discrimination. They must also be recorded. Social media is a reflection of the college's values—stay professional in tone and approach.

5. Post Consistently and Strategically
Keep the page active. A good goal is 3–5 posts per week, adjusting as needed. Schedule and plan content ahead of time when possible. Post during recommended high-engagement hours to maximize reach and visibility. Publish posts so they are spread out rather than publishing multiple at the same time. Posting too many on the same day will cause them to compete with each other, reducing visibility, overall engagement, and the health of the page.