

# APPENDIX B

## Style Sheet



# EWC Logos and Their Usage

## EWC Main College 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, is always to the east.

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.



## Minimum Size in Print Materials

A minimum usage size has been determined so that the EWC logo is always legible. The oval should never be reproduced smaller than 3/4" high (from top of Lancer banner to bottom of oval). If reproduced any smaller, details are lost.



## Logo with Additional Type

Outreach Centers, Foundation, 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 Benton Modern Text, all 100% black or all Pantone #1235 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.

# EWC Logos and Their Usage

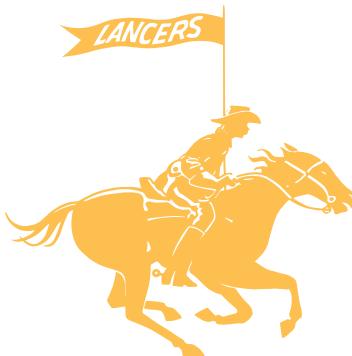
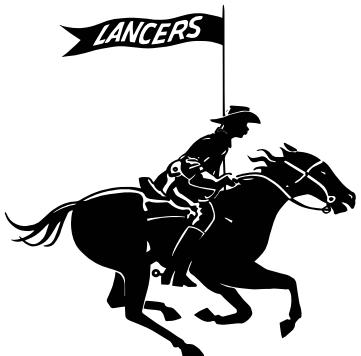
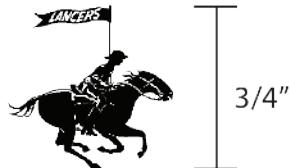
## Athletic Logo

The Lancer logo may be removed from the oval logo for the Athletic department only. Use of the logo in this format must have approval from the Director of College Relations.



## Minimum Size in Printed Materials

A minimum usage size has been determined so that the EWC Athletic logo is always legible. The oval should never be reproduced smaller than 3/4" high (from top of Lancer banner to bottom of oval). If reproduced any smaller, details are lost.



## Color Standards

EWCA Gold - Pantone 1235



### Four-Color Process (CMYK):

Cyan: 0%  
Magenta: 27%  
Yellow: 79%  
Black: 0%

### RGB:

Red: 255  
Green: 185  
Blue: 53

Web: #FFB935

EWCA Black - 100% Black



# College Seal



The College Seal is on all EWC diplomas and official college documents.

This seal should not be altered or modified in any manner. Should you have questions on the use of the College Seal, contact the College Relations Department.

## Preferred Fonts

### Benton Modern Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Benton Modern Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### *Benton Modern Text*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### *Benton Modern Text*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Monterratt

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### ACADEMIC M54

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Franklin Gothic Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Franklin Gothic Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789