

THE
ESSENTIAL
RULES

Western Technical
College

BRAND IDENTITY GUIDE



Western Technical College

Welcome Center



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Western Technical College is committed to principles of equal opportunity and affirmative action. Accommodation requests, or questions and complaints about discrimination should be directed to the Employment, Benefits, and EEO Manager, 608-785-9274.



GUIDE FOR COLLEGE IDENTITY AND BRAND STANDARDS

The Western Technical College brand is about an experience someone has with us. To support this experience, this guide has been created to document and share the visual elements that need to be consistently executed to convey a consistent brand. Please use it for reference when clarification or direction is needed.

The College Marketing and Communications department is here to lead and manage the branding process, produce college-wide communications and to assist you with creating effective, consistent targeted marketing communications. Please call us if you have questions about any of this material or would like to consult about specific targeted marketing strategies. Visit the Marketing and Communications Web Site via WIRE at <http://wire.westerntc.edu/marketing/> for a variety of marketing tools, plans, templates and checklists. Or contact any member of the Marketing and Communications Team.

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COLLEGE BRAND – THE ESSENTIAL EXPERIENCE

Every communication piece produced by Western Technical College has two functions: 1) the specific function for which the piece is designed, and 2) projecting the image and brand identity of the College. While many faculty and staff produce many documents through the use of personal computers, the image of the College (our brand) must never be compromised. The College brand is the foundation upon which communications should be built. A familiar brand is valuable, and is about an experience someone has with us.

Following is our **College Brand Position Statement** that is used to focus our communications. It defines the specific value to the customer and is a statement of our market position.

We strive to provide the essential education, offer essential experiences, embody essential knowledge, provide essential training, and capture essential needs.

The Essential People at Western have a “calling” to provide the essential experience students need, to offer the essential knowledge that will carry students forward, and to be the essential, the core educational experience of the students’ lives.



The role of Western employees in promotion of the brand is to champion the further development and implementation of the essential experience brand, and provide ongoing support of the essential experience brand within the college and within the community.

The Western Brand Communication Strategy guides all communications at the College.

- Tone: personal, competent, down-to-earth.
- Expression: use clear, user-friendly language. Be straightforward, and when appropriate, be conversational.
- Visuals: Images of people, particularly close-ups of faces, and hands on equipment (in career, classroom, or lab settings) "Eye contact" between the subject(s) and viewer is desirable.

COLLEGE-WIDE LOGOS

Consistent use of our logo is critical in building brand image. The College logo should never be distorted or changed in any way, and should be applied consistently across various media including print, Web, video and novelty items.

Our logo can be accessed in a variety of file formats via WIRE at <http://wire.westernnc.edu/marketing/>.

Logo-use Standards

Correct logo use (Horizontal Format)

Full Color



Black



COLLEGE-WIDE LOGOS

Logo-use Standards

Correct logo use (Horizontal Format)

Reversed



COLLEGE-WIDE LOGOS

Logo-use Standards

Correct logo use (Stacked Format)

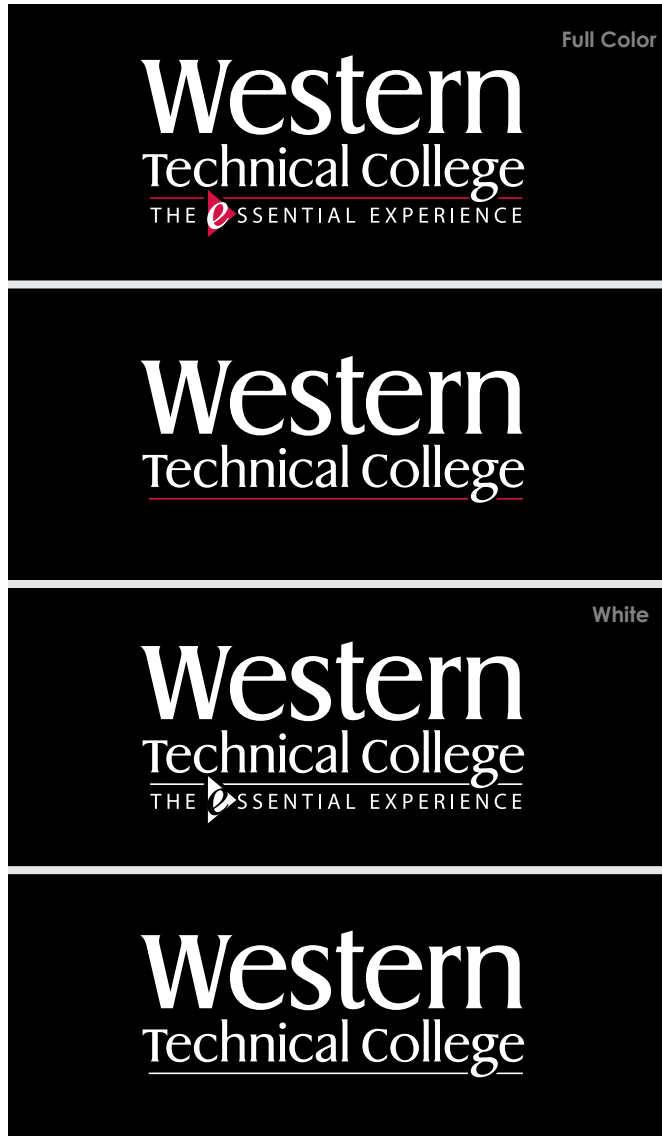


COLLEGE-WIDE LOGOS

Logo-use Standards

Correct logo use (Stacked Format)

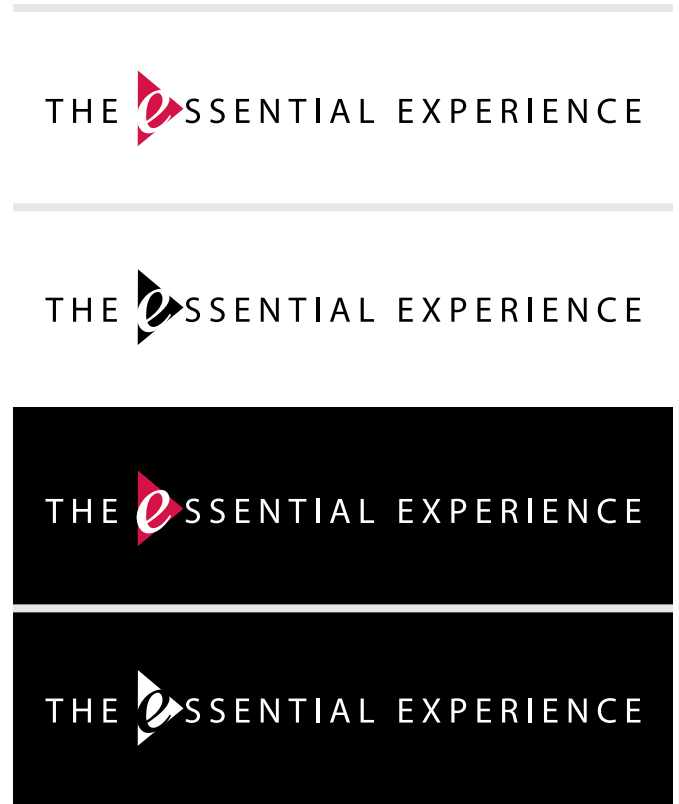
Reversed



COLLEGE-WIDE LOGOS

Logo-use Standards

Correct logo use (Essential Experience)



LOGO REPRODUCTION TIPS

- The Western Technical College logo should be printed in color whenever possible. Official colors are black and red (PMS 200). It should always be printed in the red and black combination or exclusively in black or in white.
- Logo must appear on both front and back covers of all college-wide pieces.
- Use the Essential Experience brand statement with logo whenever possible. Exceptions apply when space is limited or when design warrants.
- Logo should not be modified, altered or distorted in anyway. The Essential Experience or the Western Technical College words should not be typed separately using different or similar looking fonts.
- Correct proportions of the logo must be used when resizing the logo. This can be achieved by holding the SHIFT key down and dragging one corner of the logo in or out to achieve the desired size. Do not "pull" one side of the logo as that will result in a distorted image. If you are unable to appropriately resize the logo, please contact the marketing and communications department.
- A reasonable clear space, minimum of ½ inch or more, around the logo should be kept free of text or other graphic elements.

PROGRAM & SERVICE AREA LOGOS

The College logo is to be used on all College marketing communications, including standard College-identity materials (business cards, letterhead and envelopes). However, for specific targeted communications (e.g., on targeted mailings where a department or program name is needed for mailroom identification, promotional items for a specific program, etc.) some program and service area logos have been created. Marketing and Communications can assist you with this, should you have a need for a logo of this type. These logos will consist of the College logo with the program or service area text. Once created, these logos can also be accessed via WIRE at: <http://wire.westernnc.edu/marketing/>.

Full Color Stacked

Western
Technical College
FINANCIAL AID

Full Color Horizontal

Western Technical
College
FINANCIAL AID

Reversed Stacked

Western
Technical College
DIESEL & HEAVY
EQUIPMENT TECHNICIAN

Reversed Horizontal

Western Technical
College
DIESEL & HEAVY
EQUIPMENT TECHNICIAN

BRAND IDENTITY GUIDE

CAVALIER LOGO

Use of the Cavalier logo is for use on certain items subject to marketing approval.

Full Color Logo



- #1 Option
- 3 Color Logo Options
 - All Colors Available

- #2 Option
- 2 Color Logo Options
 - No Gray Option



Grayscale Logo



COLLEGE SEAL

The Western Technical College seal is used most often for academic and ceremonial-related publications and other items, e.g. diplomas, diploma covers, commencement programs, banners, medallions, podium drapes, etc. Use of the seal must have approval from Marketing and Communications.



Seal Black



Seal Full Color



Seal Two Color



Seal Reversed

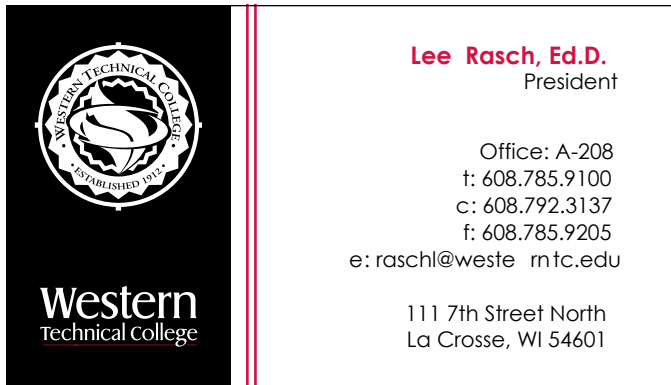


Seal Gray Scale

BRAND IDENTITY GUIDE

COLLEGE STATIONARY

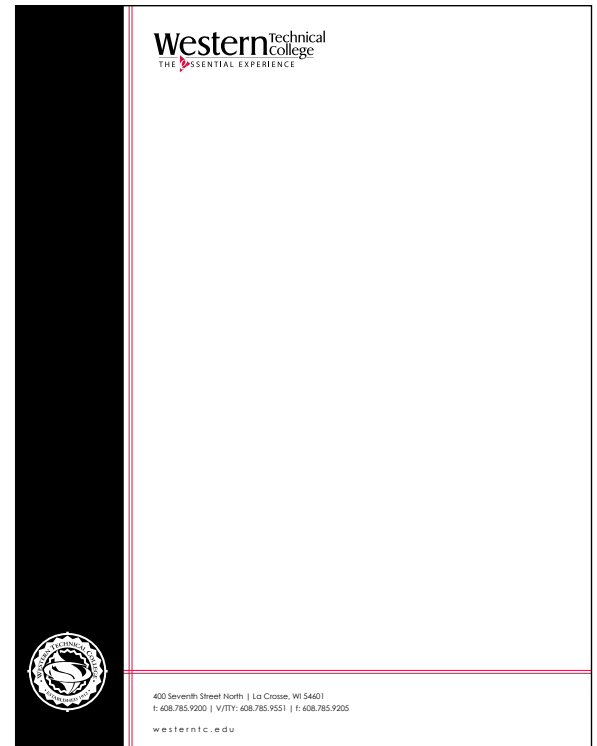
College letterhead, envelopes, and business cards may be ordered from the Marketing and Communications Department web site on WIRE. Use the online request form found on the marketing and communications web site, <http://wire.westernnc.edu/marketing/> to order these materials.



Business Card



Envelope



Letterhead

WORDMARK

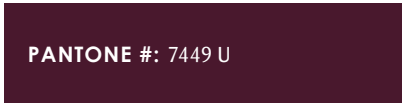
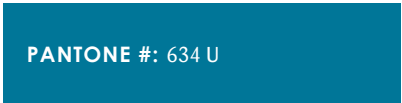
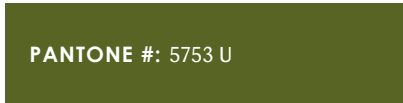
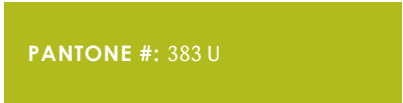
In some situations it is necessary to use the name of the college without using the logo. This often times is true when printing on novelty items such as pens and pencils that have small imprint areas, or on wearable items such as sweatshirts or t-shirts. The wordmark is available in both horizontal and stacked formats using the Griffon font. Wordmark may be printed in black or white.

Western Technical College

Western Technical College

WESTERN COLORS (SECONDARY)

Nordium invermilius publiu mor hor antis proption sentesser ut fic ina, consultia? Sendeor talaritis,Rum te, quodina, ne contius es pora, cons ca potem ela moeris la diis is? Opicon vivirib ulibus mortandum intes, occhus auctus, comnes ordit? Ari ter a diendamquos adeti, tatque con ta, intiam linulina, di, ommolibutem firmanum hos, quam escer l



SUBSTITUTE FONT

When using the Western Technical College or Western name, Griffon font is the preferred font. However, in situations where Griffon is not available, Century Gothic font is also an option. Name must be printed in black or white.

Century Gothic

REGULAR

ITALIC

BOLD

BOLD ITALIC

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
123456789

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
123456789**

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
123456789*

***ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
123456789***

Tem est hillest, culparum etur as ped qui testiur? Ro teculla etur? Quis voluptiatia quia voles solum reperec fibust, tem seque pliquatus ut et rehene venim volo e

SUBSTITUTE FONT

When using the Western Technical College or Western name, Griffon font is the preferred font. However, in situations where Griffon is not available, Aachen font is also an option. Name must be printed in black or white.

Aachen

**ROMAN
BOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789**

Tem est hillest, culparum etur as ped qui testiur? Ro
teculla etur? Quis voluptiatia quia voles solum reperec
tibust, tem seque pliquatus ut et rehene venim volo e

USE OF IMAGES

Following are guidelines and examples of images used to promote Western Technical College.

Broad guidelines

- Images should be fresh, high-quality and incorporate people with eye contact wherever possible. Use of clip art or clip art-like illustrations should be minimally used.
- Clean and natural people are preferred. Think buttoned-up shirt, cleanly shaven males, tidy hair, no visible tattoos, minimal body piercing.
- Combination of stock and in-house photography will be used. Photography use should be balanced so that some images don't overpower others.
- Appropriate age and minority groups represented.
- Images should be hard-edged and not fuzzy, unless the specific application supports this type of design treatment.
- Images should convey some or all of Western Technical College's key brand attributes – hands-on learning, diversity, career fulfillment, customer-focused, community-based, accessibility and authenticity.
- A feeling of natural light and space should be present in the images. Backgrounds should not detract from main image.
- Images should create a sense of confidence and optimism. Negative imagery should be avoided.

STANDARD TREATMENT OF COLLEGE CONTACT INFORMATION

City-Only Listing

List seven cities in alphabetical order with the exception of the La Crosse location being listed first.

La Crosse	Black River Falls
Independence	Mauston
Tomah	Viroqua

City and Address Listing

List seven cities in alphabetical order with the exception of the La Crosse location being listed first.

La Crosse	Black River Falls
Independence	Mauston
Tomah	Viroqua

Content for each location: address (street address, city, state, zip), local phone number, V/TTY phone number, toll-free number (if applicable).

Phone Numbers

Proper format for local number: 608.785.9200.
 Proper format for V/TTY number: 608.785.9551 (V/TTY). Other phone numbers should be in the same format. Proper format for toll-free number: 1.800.322.9982.

ADDITIONAL COLLEGE MESSAGE TREATMENTS

Equal Opportunity Statement (Short Version)

Use on all core publications and any printed pieces to which it would be applicable.

Western Technical College shall not discriminate on the grounds of race, color, religion, sex, sexual orientation, national origin or citizenship status, age, disability, or veteran's status in employment, education, and all other areas of the College. The College provides reasonable accommodations to qualified individuals with disabilities upon request. Questions and complaints about discrimination in any area of the College should be directed to the human resource director, 608.785.9166(voice), or 608.785.9551(TTY).

Long version: Use in College Catalog, Credit Course Schedules, and Student Handbook. To obtain a copy of the long version, contact Marketing and Communications or Human Resources.

Wisconsin Technical College System Logo and Statement

- Use logo and statement on publications only if room permits, and if it is appropriate.







Western
Technical College