WASHINGTON STATE
COMMUNITY COLLEGE

GRAPHIC IDENTITY
AND
STYLE STANDARDS

UPDATE: JANUARY 2017

CONTENTS

INTRODUCTION

Graphic identity standards were originally established for Washington State Community College in 1990 with the introduction of a new logo at that time. In 2016, an effort was made to refine the logo. The following standards are to be used to assure a consistent image to all who see the logo.

Like the original evergreen depicted in the logo, an image must be tended in order to remain healthy and relevant to current circumstances. After 16 years, it is time to update the identity system standards that protect and enhance Washington State's presentation.

In addition to following standards in the way we use graphic representation, the consistent use of the style with which we communicate verbally is an important element of presenting a united image and clear, consistent message.

This document lists guidelines that will direct you through many questions that arise in both graphic and verbal communication. The VP of Enrollment and Student Success is responsible for the content and application of the standards. Instances that are not specifically covered in the guidelines should be referred to that office for direction and decision. When in doubt, please ask the Office of Marketing and Communication for assistance.

September 2016

LOGO AND COLOR

WASHINGTON STATE COMMUNITY COLLEGE

COLLEGE SEAL AND USE

The Washington State Community College seal will be used to authenticate the highest official College documents (e.g., diplomas and legal documents). Other uses must be approved by the Office of Marketing and Communication.

OFFICIAL COLLEGE COLORS

The following color palette was chosen deliberately to represent Washington State Community College.

PANTONE® 3435 C	**PANTONE®** 356 C	**PANTONE®** 362 C	**PANTONE®** 2995 C
CMYK **RGB** C: 86 R: 20 M: 45 G: 71 Y: 79 B: 51 K: 49	**CMYK** **RGB** C: 96 R: 0 M: 27 G: 121 Y: 100 B: 52 K: 15	**CMYK** **RGB** C: 74 R: 78 M: 15 G: 157 Y: 100 B: 45 K: 2	**CMYK** **RGB** C: 80 R: 0 M: 12 G: 168 Y: 1 B: 225 K: 0
HEX: #144733	**HEX:** #007934	**HEX:** #4E9D2D	**HEX:** #00A8E1

PRIMARY LOGO

The Washington State logo—the Evergreen symbol combined with the stylized words Washington State Community College–is the keystone of Washington State's identity.

Using this logo consistently enhances the institution's recognition. The logo should be used on all College communications intended for off-campus audiences and for internal communications that will be used interdepartmentally, including but not limited to:
• correspondence,
• publications,
• signage,
• advertising,
• merchandise
• other marketing and public relations materials.

The exception is for documents of official business, graduation diplomas, and other documents at the discretion of the president, all of which shall use the college seal. Only the official college logo can be used, and it must be used in its entirety and without distortion.

The logo includes both the Evergreen icon and the name of the college in the typeface listed in these standards, used in specific colors. The two elements are inseparable and unalterable. No additional elements may be added. The Evergreen icon may appear without accompanying type, use of the icon alone is at the discretion of the Office of Marketing and Communication.

PRIMARY LOGO WITH TAGLINE

"Be Inspired." was adopted as the official tagline for Washington State Community College. It can appear as part of the Primary Logo when used as depicted below. When Be Inspired is used, the hashtag of #BeWSCC should also be included as part of the tagline set-up. The tagline should never be used with the Secondary Logo.

SECONDARY LOGO

As space can sometimes be an issue when it comes to various design applications, a condensed secondary logo has been developed. The secondary logo should only be used when legibility concerns are present or space is an issue.

The WSCC type should not appear on its own without the icon accompanying it.

ALTERING THE LOGOS

Altering the logo in any way is prohibited, for example DO NOT:
• Eliminate the words Community College
• Rearrange the logo mark or logotype
• Distort the logo
• Recreate the logo with changed spacing between letters or between the logo mark and logotype
• Use in colors other than those approved

It is important to start with a clean, crisp image so that the logo will look right on the final project. DO NOT copy the logo from the College Web site, as this produces a very poor quality image because of the relatively low resolution of computer monitors. Logos for use can be obtained from the Office of Marketing and Communication.

Specific guidelines for use of the logo appear in the following pages, including:

• Use of the Evergreen logo and logotype as separate objects
• Preferred orientation for certain uses
• The amount of space surrounding the logo
• Colors that may be used for the logo and as background
• The minimum and maximum size of the logo
• Location in relation to other logos in a document or item

BRAND HEIRARCHY

During the brand refresh in 2016. A brand heirarchy structure was created in order to maintain proper visual identity throughout all offices and divisions within the college.

DIVISION SPECIFIC LOGOS (TERTIARY MARKS)

Division specific logos were created as part of the brand heirarchy. The division specific logos are available in either stacked format or horizontal format.

The horizontal logo is the preferred format. It should be used on stationary items, forms, documentation, and web pages.

ARTS & SCIENCES
WASHINGTON STATE
COMMUNITY COLLEGE

BUSINESS TECHNOLOGIES
WASHINGTON STATE
COMMUNITY COLLEGE

ENGINEERING &
INDUSTRIAL TECHNOLOGIES
WASHINGTON STATE
COMMUNITY COLLEGE

HEALTH SCIENCES
WASHINGTON STATE
COMMUNITY COLLEGE

WORKFORCE
DEVELOPMENT
WASHINGTON STATE
COMMUNITY COLLEGE

The stacked logo is an option for use when use of the horizontal logo is impossible because of limited space. The stacked orientation is an option in advertisements and on merchandise if the shape of the item or space used would aesthetically benefit from a stacked orientation element.

WASHINGTON STATE
COMMUNITY COLLEGE
ARTS & SCIENCES

WASHINGTON STATE
COMMUNITY COLLEGE
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WASHINGTON STATE
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TECHNOLOGIES

WASHINGTON STATE
COMMUNITY COLLEGE
HEALTH SCIENCES

WASHINGTON STATE
COMMUNITY COLLEGE
WORKFORCE DEVELOPMENT

Spacing and alignment of the logo, in either stacked or horizontal format, must always be proportionally exact. Elements of the logo should never be moved or rearranged. The examples above show the approved orientations for the Washington State logo. The logo and logotype should always appear together.

CLUB/ORGANIZATION LOGOS (TERTIARY MARKS)

Specific clubs or organizations at and associated with the college may require a logo. These are created under the direction and at the discretion of the Office of Marketing and Communication within WSCC. Typically, clubs or organizations that speak on behalf of or represent WSCC in the public eye require a branded logo. **Clubs that operate solely within the WSCC campus do not require a logo.**

INCORRECT USES OF THE LOGO

INCORRECT USE: separating the logo and logotype, changing proportions and recreating the logo.

INCORRECT USE: distorting the logo from the original proportions.

INCORRECT USE: recreating/ using incorrect font or removing Community College.

INCORRECT USE: adding other design elements to the logo.

AREA OF ISOLATION

A minimum amount of space is required around the logo. No other image or text should cross into the clear zone, indicated below by a dotted line.

A space equal to the height or width of the "Evergreen emblem" inside the icon must be clear on all sides of the logo in stack format.

A space equal to the height or width of the "Evergreen emblem" inside the icon must be clear on all sides of the logo in horizontal format.

COLOR VARIATIONS

The preferred color scheme for Washington State's logo is Washington State four color logo on a white background. The logo may also be printed in one color. On a screened or light color background, black should be used. On dark solid backgrounds the logo also can be reversed, and printed in white.

Special applications: Blind embossing or foil stamping of the logo is permissible.

BACKGROUND COLORS AND IMAGES

The logo should never be used against a background that distracts from it. Solid color backgrounds are preferred. The logo should always contrast with the background and avoid areas with distracting patterns or elements.

FONTS

The type style for "Washington State" is Futura Bold, all upper case. Futura Book in all caps are used for the words "Community College". Addresses used in conjunction with the logo should be in Futura Medium, for example, the address and phone number.

If using the tag line in conjunction with the logo, use the type style Arvo Bold for the "Be statement", and Arvo Regular for the "#BeWSCC.

Use of the Futura and Arvo font families throughout publications is recommended to promote consistency.

WASHINGTON STATE
COMMUNITY COLLEGE
Be Inspired. #BeWSCC

LOGO MINIMUM AND MAXIMUM SIZE

The logo and logotype should be used in appropriate proportion to the rest of the design with which it appears. The logo and logotype do have minimum allowable sizes. In order to assure clear reproduction and legibility, the marks may not be used any smaller than the sizes shown.

Print items and merchandise minimum size

The minimum allowable width for the logo in horizontal format = 1.375 inches. (1-3/8″)

The minimum allowable width for the logo in vertical format = 1 inch. (1″)

These minimum sizes may not be applicable for items that are embroidered or silk screened. For all reproductions the logo must reproduce clearly, if that cannot be accomplished at the stated minimum size with the reproduction type being used, the logo must be enlarged to meet clear concise representation of the image in its entirety without distortion.

Maximum size

The maximum size for use of the logo is determined specific to use. If you are planning to use a copy of the logo in a width greater than 4.5″, contact the Office of Marketing and Communication for an appropriately scaled version. *DO NOT enlarge a copy of a smaller logo to sizes beyond 4.5″.*
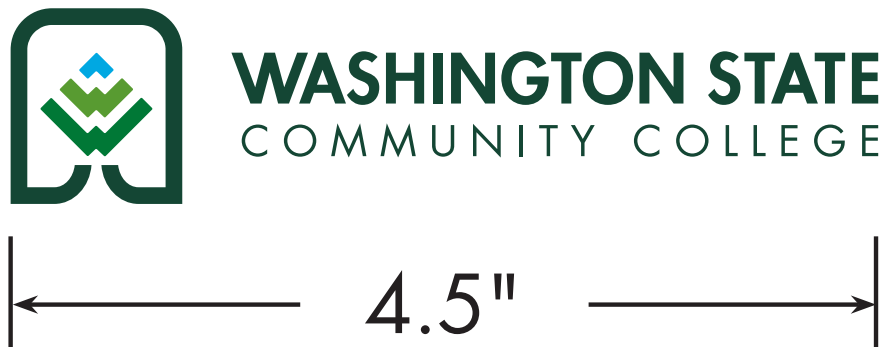
STATIONERY AND OTHER MATERIALS

WASHINGTON STATE COMMUNITY COLLEGE

LOCATION AND PLACEMENT OF THE LOGO

All publications, documents and merchandise that are created in conjunction with the College and to be used for external purposes **MUST** contain a copy of the Washington State logo. Most internal publications, documents, and merchandise for use by employees, students and other Washington State audiences, should include the Washington State logo. If in doubt whether the logo is required, contact the Office of Marketing and Communication.

STATIONARY SYSTEM

All stationary items, including letterhead, envelopes, business cards, notecards, notepads, business forms, checks, certificates and diplomas will follow these graphic standards. The Office of Marketing and Communication must approve all stationary items prior to printing. If an external vendor is used to produce an item, the proof must be shared with the Office of Marketing and Communication before the order is finalized.

LETTERHEAD

This letterhead is designed by the Office of Marketing and Communication and is available as a digital template on the WSCC Intranet. The letterhead design shall not be edited/altered. All letterhead is to be printed on white paper in either black/white or color. The white copier paper is sufficient. As an exception, the President's letterhead is pre-printed.

All correspondence from any department, unit or program with offices on Washington State's campus shall be prepared on Washington State letterhead.

LETTERHEAD CONTENT STYLE

The address shall be aligned flush right and set in 7 pt. Futura Medium.

RECOMMENDED MARGINS and FORMAT:
- Left margin for body shall be 1"
- Date shall begin at 2" from top of page
- When possible, the body of correspondence should be typed in either Minion Pro or Arial font
- All type shall be flush left on the page; do not indent paragraphs; leave a line space between paragraphs.

ENVELOPES

The 3" wide horizontal signature shall be used, aligned .3"
from the top of page and .25" from left edge.

The address shall be aligned flush left with the C in Community
and set in 10 pt. Futura Book.

The preferred paper stock for formal letterhead envelopes to be
used in all external personal correspondence is:
• PRESIDENT'S OFFICE: Strathmore Writing – Laid; 24# White
• OTHER: Strathmore Writing – Laid, 20# White.

Envelopes of all sizes shall follow the same formats,
but may be printed on white stock with logo printed in
black. In lieu of a printed envelope or for envelopes/
packages larger than 10" X 13", a pressure-sensitive
label may be used that is printed with the logo and
address. The address is set in 8 pt. Futura Book.

WASHINGTON STATE
COMMUNITY COLLEGE
710 COLEGATE DRIVE
MARIETTA, OH 45750
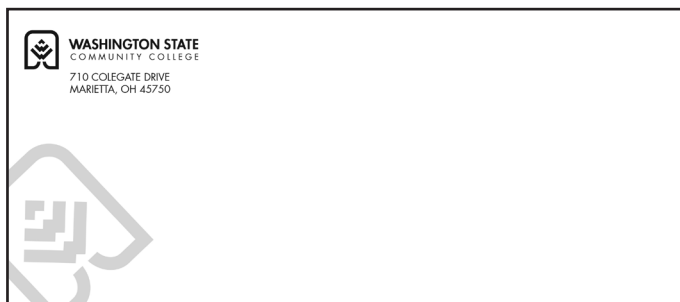
BUSINESS CARDS

Business cards templates are created by the Office of Marketing and
Communication. An online ordering form is required to populate the
required information including name, department, credential, email,
phone and fax number. The logo and address design is to be printed
in color; all other print is to be black.

The preferred paper stock is Strathmore Cover; #150 White.
The person's name is set in 10 pt. Futura Lt Medium Bold with 12 pt.
leading. Degrees and licensure/certifications are set—in that order–in
Futura Lt Medium Bold 10 pt. The title is 7.5 Futura Lt Medium Italic
with 9 pt. leading.

Following the name and title, all type is to be set in 7.5
pt. Futura Lt Medium Regular with 9 pt. leading. The
order of information shall be as follows:
Phone: 740.374.8716, Ext. xxxx or direct line
Cell phone (If applicable)
e-mail address
Fax (if applicable)

WASHINGTON STATE
COMMUNITY COLLEGE
Be Inspired. #BeWSCC

710 COLEGATE DRIVE │ MARIETTA, OH 45750 │ 740.374.8716 │ WSCC.EDU

NAME HERE, CREDENTIALS
WSCC JOB TITLE
740.374.8716 ext. XXXX
name@wscc.edu
Fax 740.XXX.XXXX

NOTE CARDS & OTHER STATIONARY ITEMS

Note pads, note cards, internal correspondence paper and other stationary items using the Washington State logo shall be approved on an as-needed basis. Contact the Office of Marketing and Communication if you wish to have note cards, note pads, routing slips or other stationary items printed.

710 COLEGATE DRIVE | MARIETTA, OH 45750 | 740.374.8716 | WWW.WSCC.EDU

WASHINGTON STATE
COMMUNITY COLLEGE

FAX COVER SHEETS

The stationary system includes an 8.5" x 11" fax cover memo. The cover sheet utilizes the Washington State logo, printed in black on white paper. The fax sheet can be downloaded from the Washington State intranet. All fax transmissions should be sent using the official cover sheet.

WASHINGTON STATE
COMMUNITY COLLEGE

FAX

Company Name:

Phone:

FAX:

Address:

TO: FROM:

FAX #:   FAX #:

DATE: # OF PAGES:

Message:

FORMS

All forms used by Washington State should include the college logo as well as a revision date, preferably in the lower left corner of the first page of the form as shown below.

Rev. xx/xxxx (i.e. 1/2017)

CERTIFICATES

Certificate formats shall be issued by the Office of Marketing and Communication. In cases where an office or department is the primary office of responsibility for a specific certificate, such as president's list or diploma, that office shall work in conjunction with the Office of Marketing and Communication to assure consistency.

PUBLICATIONS

The logo shall be included on every publication—newsletters, brochures, fliers, folders, etc. - produced by any department or program in the college, including grant-funded programs, consortium's and partnerships. As a graphic element, the logo should be part of the overall design of a page. Only the official college logo can be used and it must be used in its entirety and without distortion.

Rule of thumb guidelines for size:
- Tri-fold publication logo should be about 2-1/2" wide
- 8-1/2" x 11" sheet logo should be no more than 5" wide
- 11" x 17" poster logo should be no more than 7" wide

If the publication is created with a mail panel, the horizontal logo should appear in the upper left corner of the panel with the college return address below, as shown in the section on address and text blocks.
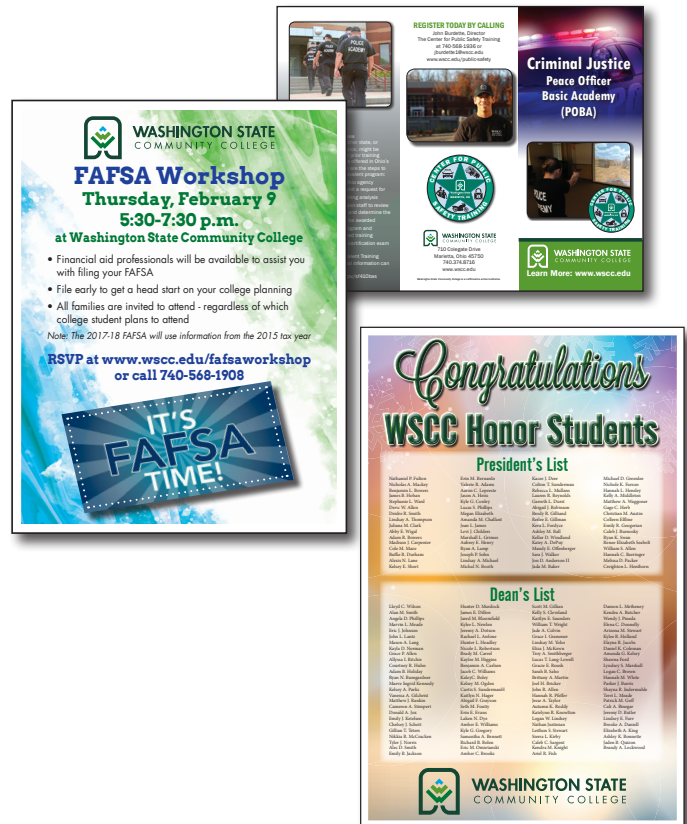
OTHER DOCUMENTS

The logo shall be included on all documents produced by any department or program in the college, including grant-funded programs, consortiums and partnerships, to be used externally or interdepartmentally within the college. For ease of use, departments are encouraged to use the college letterhead for documents whenever appropriate.

COLLEGE ADDRESS AND TEXT BLOCKS

When the logo is used with an address block, placement of the address should be aligned according to the format of the logo. The distance between the logo and the text block/address should be equal to the height of the words Washington State.

HORIZONTAL LOGO: the address should align flush left with the letter "C" in Community. Text should not extend further than a logo width beyond the right side of the signature; if text is longer, it should wrap to another line.

VERTICAL LOGO: the address should be center aligned with the words Community College, unless a rule is used between the logo and the text block. Text should not extend further than a logo width beyond either side of the logo, if text is longer, it should wrap to another line.

WASHINGTON STATE
COMMUNITY COLLEGE
710 Colegate Drive,
Marietta, OH 45750

WASHINGTON STATE
COMMUNITY COLLEGE
710 Colegate Drive, Marietta, OH 45750

COLLEGE WEB ADDRESS AND PHONE NUMBER

Nearly all communications for external distribution, including merchandise when feasible, should include the College Web address: www.wscc.edu. When space permits, an appropriate College phone number should be included, for example, a recruiting publication or merchandise should include the phone number for admissions, one for Workforce Development should include the workforce number.

MERCHANDISE GUIDELINES AND APPROVAL PROCESS

WASHINGTON STATE COMMUNITY COLLEGE

PRIMARY APPAREL COLORS

The 8 colors shown below are the approved
primary color apparel options for Washington State
Community College.

When selecting your color, please select the best
possible match based on the vendor.

Color selections may be solids or heathered
cottons, as long as they are still the best possible
match to the following colors shown.
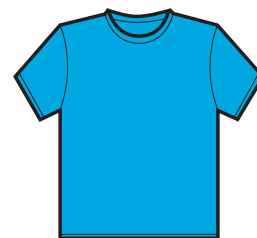
PMS 3435	PMS 356	PMS 362	PMS 2995
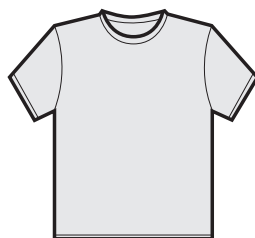
BLACK	PMS 425	GRAY - 10%	WHITE
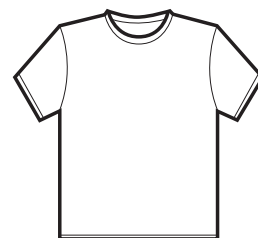
RESTRICTED APPAREL PATTERNS AND COLORS

Any type of pattern or dark and royal blue hues are restricted apparel color options. Examples of such variations are demonstrated on the right. These examples are meant to be representative and do not encompass all possible cases.

STRIPED

ANIMAL PRINT

DARK AND
ROYAL BLUE

POLKA DOTS

PLAID

CHEVRON
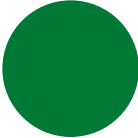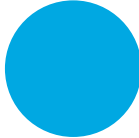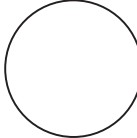
SCREENPRINT & EMBROIDERY COLOR PALETTE

The color palette for Washington State Community College is the current standard to be used for both screenprint ink and embroidery thread.

These specific colors are to be used as the preferred primary and secondary color palettes for any artwork on apparel.

Other colors in the spectrum are allowed to be used as long as they are not the dominate color in the design.

The colors shown on this page and throughout this manual have not been evaluated by Pantone Inc., for accuracy and may not match the PANTONE® color standards. PANTONE® is a registered trademark of Pantone Inc.

PRIMARY

| PMS 3435 | PMS 356 | PMS 362 | PMS 2995 | WHITE | BLACK |

SECONDARY

| PMS 322 | PMS 382 | PMS 151 | PMS 2995 - 50% | PMS 2592 | PMS 200 |

| PMS 319 | PMS 3965 | PMS 7549 | PMS 7544 | PMS 107 | PMS 196 |

CLEAR SPACE

Our logo should never be lost on the design of the apparel. It should not be crowded against other elements on the item of clothing. A minimum clear space must be maintained around the logo at all times, equal to the height or width of the "Evergreen Emblem" to ensure its visibility and protect its integrity. This clean space differentiates the logo from other graphic elements such as text, images and graphics.

LOGO COLOR OPTIONS FOR APPAREL

On student apparel, our logo should only be
reproduced in 4 color variations shown below. 1-color
white, 1-color black, and 4-color PMS 3435, 356,
362, 2995.

The WSCC logo shown is the acronym primary without
tagline. In no way should the artwork be altered.

LOGO COLOR ON APPAREL COLOR

1-Color White Logo

The 6 colors of shirts shown below should only be
screenprinted or embroidered using the 1-color white
logo shown below.

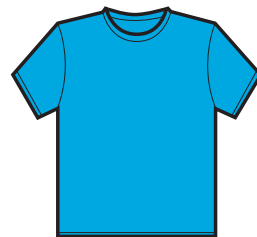PMS 3435   PMS 356   PMS 362

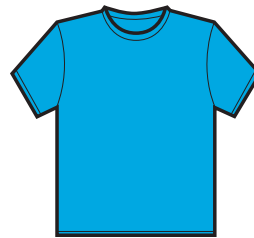BLACK   PMS 425   PMS 2995

LOGO COLOR OPTIONS FOR APPAREL

1-Color Black Logo

The 6 colors of shirts shown below should only be
screenprinted or embroidered using the 1-color black
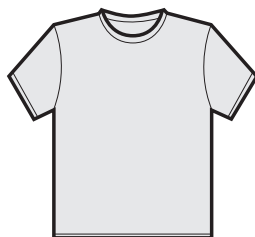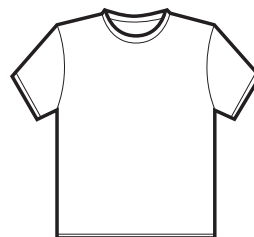logo shown below.

PMS 356

PMS 362

PMS 2995

PMS 425

GRAY - 10%

WHITE

RESTRICTED USAGE EXAMPLES

APPROVED USAGE EXAMPLES