

Western Carolina University  
Style Manual



## Memorandum

**To: Campus**  
**From: John W. Bardo**  
**Date: October 1, 2008**  
**Re: Western Carolina University Style Manual**

This document contains Section I of Western Carolina University's new Style Manual, which promulgates guidelines for use and placement of University images – institutional seal, logo, and type fonts – on official communications and documents. Section II, outlining appropriate use of images on signs, vehicles, banners, and other public displays, will follow.

The institutional logo and sub brand images will be used on official letterheads, envelopes, business cards, flags, and other materials, print and electronic, as appropriate and as indicated in the Manual. The University seal is reserved for use by the Board of Trustees and Office of the Chancellor.

Effective at 12:00 noon today, official Western Carolina University images will be those images appearing in Section I of the Style Manual. New documents, materials, or publications printed after that time will utilize the new images and follow the Style Manual. Questions should be addressed to the Office of Publications in the Office of Public Relations, Division of Advancement and External Affairs.

I appreciate the many University offices that, for reasons of economy and in anticipation of this transition in the University's new Branding and Marketing initiative, have maintained limited supplies of materials carrying previous images and fonts. Those materials may be used in transition but should be replaced by December 31, 2008 with materials displaying the new images. It is recommended that, to the extent appropriate, consideration be given to recycling outdated materials as note pads, telephone message pads, etc.

Frequent and consistent use of the University's strong new images will help us build recognition of and appreciation for our outstanding University.

Thanks, in advance, for your cooperation and support.

## Institutional logo

### introduction

The name Western Carolina University is the most potent public face and emblem of our brand. This entire branding effort aims to define and amplify what those three words truly stand for, what we aspire to be, and what we should communicate to the world.

WCU must build its brand on the shoulders of its heritage, good name and its already strong and growing reputation. This elegant, unadorned logo does a powerful job of articulating that. It places no barrier between the viewer and the core idea that is Western Carolina University.

Perhaps the clearest message communicated by this logo is that WCU stands on its name alone. By not relying on a secondary visual image or any representational concepts, it projects a definitive, grounded brand that speaks of confidence, strength and quality.

Consistent presentation of WCU's name using this artful logo proudly proclaims that it is yours alone. It transmits a sense of pride – of place, people, programs and heritage. With no frills, visual gimmicks or secondary concepts, this logo will endure far into the future.

The logo for Western Carolina University features the word "Western" in a large, blue, serif font. Below it, the word "Carolina" is written in the same blue serif font, with a large, stylized "C" that overlaps the "W" in "Western". Underneath "Carolina", the word "UNIVERSITY" is written in a smaller, blue, all-caps, sans-serif font.

Western  
Carolina  
UNIVERSITY

## Primary logo

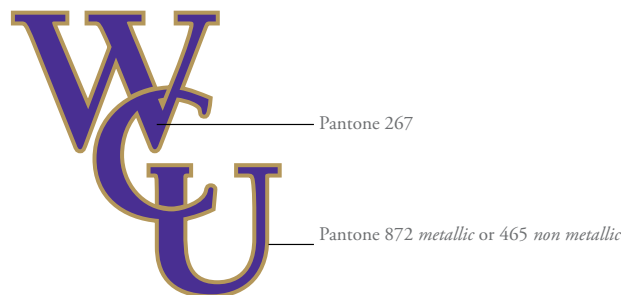
### full-color application

The full-color application of the primary Western Carolina logo is shown below, with the Western Carolina in WCU purple (Pantone 267) and the university in WCU gold (Pantone 872 *metallic* or Pantone 465 *non metallic* when not practical or cost efficient).



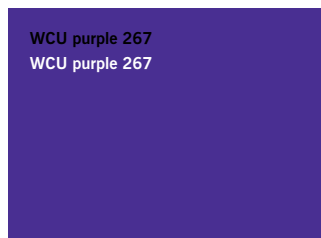
## Limited use logo

For limited use, an initials-only version of the logo has been developed. This is to be used only when the full university name is not necessary, such as for an internal audience or when there is high familiarity with the WCU identity. All the same color and clear space guidelines apply to the primary and limited use logos.



## Color palette

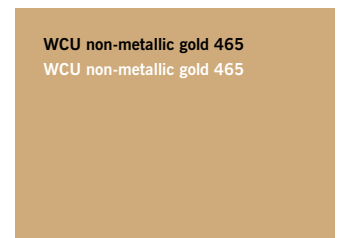
The Western Carolina brand primary color palette is composed of three colors – WCU purple, WCU gold and WCU *non metallic* gold when metallic gold is not practical. Please refer to the corresponding Pantone, HEX, RGB and CMYK breakdowns indicated below.



Pantone 267 CVC  
Pantone 267 CVU  
R: 73 G: 47 B: 146  
C: 89 M: 100 Y: 0 K: 0  
HEX: 592C88



Pantone 872 CVC *metallic*  
Pantone 872 CVU *metallic*  
R: 207 G: 170 B: 122  
C: 20 M: 32 Y: 58 K: 0  
HEX: C1A875



Use Pantone 465 in place of gold 872 when metallic gold is not practical.  
Pantone 465 CVC *non metallic*  
Pantone 465 CVU *non metallic*  
R: 207 G: 170 B: 122  
C: 20 M: 32 Y: 58 K: 0

## Logo/Color Usage

### one-color application

While the full-color Western Carolina logo is preferred for use in most cases, a one-color version may be more appropriate for certain applications. Shown below are the acceptable one-color applications in which the logo may appear: black, Western Carolina purple (Pantone 267) or Western Carolina gold (Pantone 872).

*A one-color gold logo is not to be printed on a black background, and a one-color black logo is not to be printed on a gold background.*

Pantone 267; Pantone 872 *metallic* or 465 when metallic not available; Black



### reverse application: two-color

In circumstances in which the Western Carolina logo appears in Western Carolina gold (Pantone 872) on a solid, dark background (such as Western Carolina purple, as shown), several minor modifications have been made to the mark to ensure optimal legibility and visual impact.

*A one-color gold logo is not to be printed on a black background, and a one-color black logo is not to be printed on a gold background.*

LOGO Pantone 872 | Background Pantone 267



LOGO Pantone 267 | Background Pantone 872/465



### reverse applications: one color

Following are a sample of acceptable uses of the Western Carolina logo, shown reversed out in white on a solid, dark background (such as black, Western Carolina purple or Western Carolina gold, as shown).

Logo reversed from Pantone 267; Pantone 872/465; Black



**Sub-branding**

The primary Western Carolina logo consists of the vertical format with departmental descriptor aligned to the right below the school name. The departmental extender should appear in Western Carolina purple (Pantone 267), as indicated. All the same color and clear space guidelines apply to the primary and sub brand logos.

**2-color**

**1-color**



COLLEGE OF EDUCATION  
& ALLIED PROFESSIONS



COLLEGE OF EDUCATION  
& ALLIED PROFESSIONS



DIVISION OF ADVANCEMENT  
& EXTERNAL AFFAIRS



DIVISION OF ADVANCEMENT  
& EXTERNAL AFFAIRS



OFFICE OF ADMISSION

### Clear space guidelines

To ensure that the Western Carolina logo maintains distinction from all other graphic elements, no type, symbols or marks of any kind should intrude in the clear space area indicated – a space equal to the proportional height of the letter “I” from “Carolina.”

Clear space minimum distance



### Minimum size guidelines

To ensure maximum legibility and impact of the Western Carolina logo, it should appear no smaller than .75” for the primary logo or 1.375” for the sub brand logo.



## Stationery templates

### letterhead

Stationery is the primary means of establishing Western Carolina's image at the personal level. As such, all items in the stationery system follow a consistent format and feature a distinct presentation of the Western Carolina University logo, colors and typography.

The Western Carolina stationery system letterhead is printed on white uncoated stock as determined by the WCU Office of Publications.

To ensure that Western Carolina University's stationery system meets the brand's visual guidelines, the following typesetting specifications must be met.

top margin 2.5 inch

left margin 1.4 inch

right margin 1 inch

bottom margin minimum of 1.4 inch

Text Specifications  
11 pt Garamond  
Left aligned  
No indents  
1 line space between paragraphs  
Title in italics

Department Name  
ITC Stone Serif  
Point size 9  
Leading 11  
Pantone 267

Contact Info  
ITC Stone Serif  
Point size 8  
Leading 11  
Pantone 267

Western Carolina UNIVERSITY  
DIVISION OF ADVANCEMENT & EXTERNAL AFFAIRS

October 1, 2008

John Doe Smith  
1234 Somewhere Street  
Somewhere, NC 28210

Dear John,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque a augue vitae pede tincidunt semper. Donec sem libero, viverra nec, mollis in, pellentesque eu, turpis. Fusce tincidunt ullamcorper dolor. Phasellus lacinia, magna vel imperdiet pellentesque, dui lacus placerat eros, ac gravida lacus mauris volutpat tortor. Vivamus ac turpis. Integer sit amet nisl nec sapien pretium elementum. Nulla laoreet. Curabitur porttitor augue vel mauris. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Vestibulum blandit molestie quam. Mauris sit amet lacus sagittis neque facilisis tincidunt.

Nulla diam tortor, euismod et, egestas non, porta vitae, enim. Praesent nec arcu. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Integer mauris nunc, faucibus fermentum, mattis at, scelerisque sit amet, nisi. Nunc et libero. Aliquam et nulla ut erat bibendum facilisis. Curabitur nibh sapien, pulvinar vitae, dignissim in, molestie in, lectus. Morbi magna magna, vulputate non, tempus sit amet, hendrerit eget, pede. Fusce pulvinar, libero in ullamcorper pretium, leo sem facilisis arcu, nec euismod ligula ante sit amet eros. Curabitur tellus metus, ornare non, gravida non, posuere hendrerit, metus.

Aliquam vel sem. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Nullam aliquam, libero a iaculis elementum, lorem erat venenatis enim, ut vehicula ipsum metus a est. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Morbi facilisis nisl fermentum nisl volutpat placerat. Donec sed nisl. Curabitur condimentum egestas nisi. Sed sit amet velit viverra arcu porttitor tincidunt. Vestibulum augue.

Sincerely,

Jane Doe Smith  
*Senior Vice Something, Development*

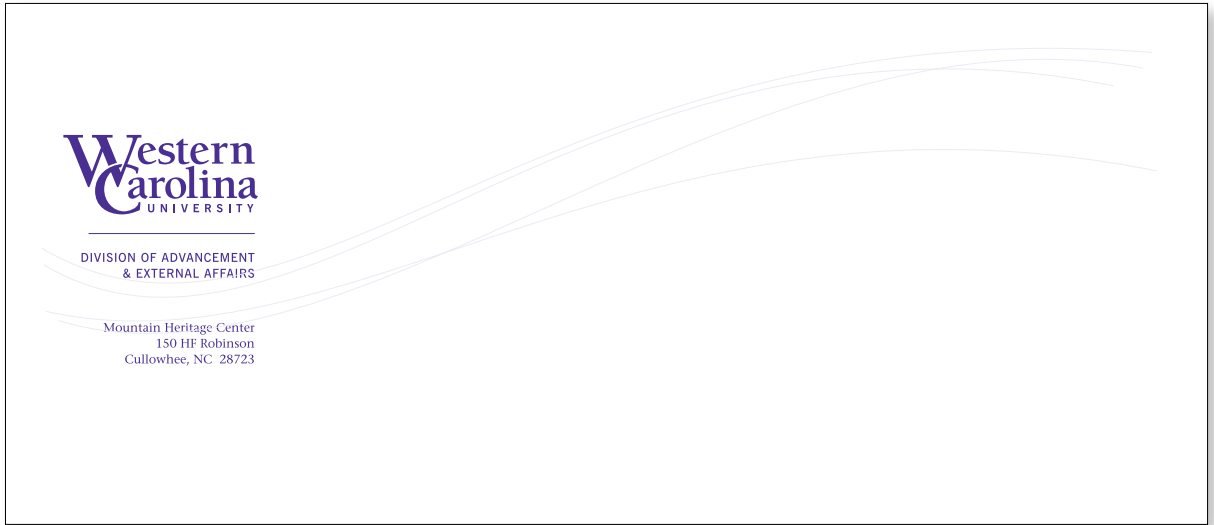
Mountain Heritage Center  
150 HF Robinson | Cullowhee, NC 28723 | 828.227.7129 tel | 828.227.7424 fax | www.wcu.edu

## Stationary templates

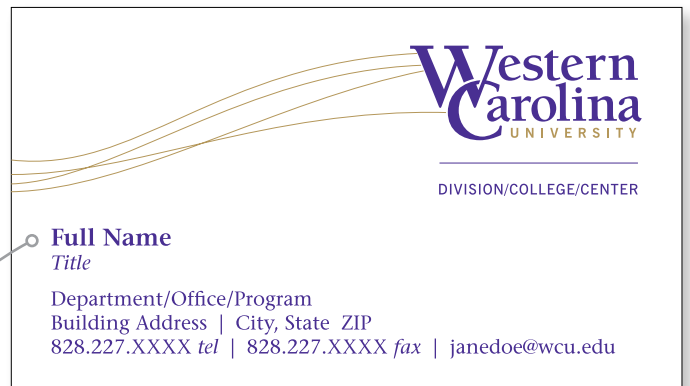
### envelope and business card

The business envelope includes the University logo, sub brand, if applicable, and contact information printed in purple.

The double-sided business card features the Western Carolina logo and contact information on the front, with the web address on the opposite side. The following typesetting specifications must be met.



- Full Name  
ITC Stone Serif Semibold  
Point size 9  
Pantone 267
- Title  
ITC Stone Serif Medium italic  
Point size 7.5  
Pantone 267  
(Maximum 2 lines)
- Contact  
ITC Stone Serif Medium  
Point size 7.5  
Pantone 267  
(Maximum 3 lines)



second side of the business  
is not optional and can  
not be customized



**Improper usage guidelines**

The examples provided below address the most obvious misuses of color and structure for the Western Carolina University logo.



Do not use the logo in any color other than those approved in this guide.



Do not skew, stretch or distort the logo.



Do not alter the size or positioning relationship between the type and the logo.



Do not apply a drop shadow to the logo.



Do not place the logo over a busy, distracting background.



Do not add other elements or symbols of any kind to the logo.



Do not add the logo to other elements or symbols of any kind.

**Improper usage guidelines** This example is another violation of the Western Carolina University guidelines.

Do not use more than one logo on any single item. This includes the athletics logo, university seal or other marks.



**Chancellors seal**

The circular logo shown below is the official Western Carolina University seal. While the University seal has historically represented our campus community in selected applications, its use is now restricted exclusively to the Office of the Chancellor. As such, all uses and applications of the Western Carolina University seal must be approved by the Chancellor for official activities of his office and those of Western Carolina University’s Board of Trustees.



## **Additional information**

Proper use of the logo and color is essential to ensure the integrity of the Western Carolina University brand. If you have questions about these guidelines or implementation, please call our Publications department. Additional information including but not limited to guidelines for the Athletic marks, Powerpoint template, Electronic Letterhead template and other specifications will be available over the next few months, and will be posted on the WCU website for more information contact:

University Publications  
401 HF Robinson | Cullowhee, NC 28723  
828.227.2077 | [rsander@wcu.edu](mailto:rsander@wcu.edu)