

## 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.

#### Letterhead Prices

1,000 - \$91.00

500 - \$75.00

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.

**Western Carolina UNIVERSITY**  
 DIVISION OF ADVANCEMENT & EXTERNAL AFFAIRS  
 Mountain Heritage Center  
 150 HF Robinson  
 Cullowhee, NC 28723

Envelope Prices	
1,000	- \$148.00
500	- \$90.00
Window Envelopes -	
1,000	- \$168.00
500	- \$95.00

- 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)

**Western Carolina UNIVERSITY**  
 DIVISION/COLLEGE/CENTER

**Full Name**  
*Title*  
 Department/Office/Program  
 Building Address | City, State ZIP  
 828.227.XXXX tel | 828.227.XXXX fax | janedoe@wcu.edu

**Business Card Prices**

- 1,000 - \$86.00
- 500 - \$68.00
- 250 - \$58.00

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

[www.wcu.edu](http://www.wcu.edu)