OVERVIEW
Western Carolina University is updating all template marketing materials for 2015-16 and beyond to move away from the “climb lines” and to incorporate recent brand/logo updates.

Included in this handout are a variety of templates available for use in table top and large floor expand banners. The University encourages all units to update banners used for recruitment events as soon as budget allows.

A few notes on messaging:
Always consider how banners might be used both together and separately.

Colleges and departments are encouraged to consider how college-level banner messaging will balance and complement program-level materials. When it is possible to plan them in tandem, do so!

Always consider the nature of the event(s)—Will people be in an environment where they will want to stand and read several sentences, or will one short headline and a website be most effective?

Do you have a lot to say? Keep in mind one banner should have one main message/takeaway. If you need to convey multiple messages consider using multiple banners or driving recruits to your website or brochure materials.

Banners can be ordered in two basic sizes, 2.5x7’ (standing floor expand banner) and 2x3’ (table top size). Additional display formats are available, but units are encouraged to use these two banner sizes.

Cost of the 2.5x7 = $500  
Cost of the 2x3 = $160

Updating to the new banner template is not required, but if your display materials are more than one year old, an update is strongly encouraged. Any new materials should be in keeping with the new template options.

EXAMPLE BANNER SET  (see the full presentation with all six sets and at creativeservices.com)
NEXT STEP Ready to order your materials? Here’s what you need to do next:
Consider your audience, the environment(s) where your banners will be used, and the message(s) you want to convey.

Decide on the number of banners and sizes needed. Note that this may be pre-determined by available budget.

Draft copy for your banners. Use active, positive verb headlines when possible. If you need assistance with copy writing, include that note in your creative request.

Submit a Creative Services request for design. Go to creativeservices.wcu.edu to access the form. Include the preferred banner design number(s) from this presentation. Note that if University photography has taken photos for your program, Creative Services has access to that photography. If you are unsure if your program has been photographed, or if you are interested in new photography, please include that in your Creative Services request.

To order, submit a Creative Request including the preferred banner design number at creativeservices.wcu.edu

* Note the difference between L1 and L4, and S5 and S6 is the use of the signature mark. See page 5 of the University Style Guide (found at branding.wcu.edu) for guidelines on use of the mark. We are also showing multiple versions of some of the smaller banners so you can see the flexibility in text and photo use.