## Table of Contents

- **President’s Address** ................................................................. 2
- **Importance and Purpose of Identity Standards** ...................... 3
- **Messaging Overview** .............................................................. 4
- **College Mission and Branding Statements** ............................ 5
- **Logo Usage: Design Elements of College Logo** ..................... 6
  - Logo Configurations .............................................................. 7
  - Clear Space ........................................................................... 8
  - Logo Size Restrictions .......................................................... 9
  - Logo Colors .......................................................................... 10
- **Alternate Applications** ........................................................... 11
- **Logo Backgrounds** ............................................................... 12
- **Unacceptable Logo Usage** .................................................... 13
- **Athletic Mascot: The Cougar and Athletic Logo** ................. 14
  - Athletic Logo Size Restrictions ............................................. 15
- **College Color Palette: Primary & Secondary Palettes** .......... 16
  - Program Colors and Related Fields ....................................... 17
  - Tertiary Palette ..................................................................... 18
- **Photography** ......................................................................... 19
- **Typography: College Fonts** ................................................... 20
  - Fonts for the Web .................................................................. 23
- **Business Systems: Stationery** ................................................. 24
  - PowerPoint Presentation Template ........................................ 25
- **Advertising** ......................................................................... 26
President’s Address

Every time someone from Western Nebraska Community College communicates with the public, it contributes to our reputation. Newsletters, flyers, stationery, T-shirts, web sites, displays, and other forms of communication represent not just the individual or program, but the entire College.

Thus, it is imperative that our visual communications present a clear, consistent image that reflects WNCC’s quality, professionalism, and mission. The consistent use of our logo also conveys the message that while we operate in several locations, we are indeed one College.

The Graphic Standards Manual is your resource for maintaining this consistency and integrity when you are producing any communication materials for the College. If you have questions that are not answered in this manual or wish to place a request for assistance, please contact the Public Relations & Marketing Director.

Thank you for helping WNCC maintain a clear and consistent image that supports our mission, an image we all build together and of which we can be proud.

Todd Holcomb, Ed.D.
President
Importance and Purpose of Identity Standards

This Graphic Standards Manual defines and outlines how to use all identifying elements pertaining to Western Nebraska Community College (WNCC) including logos, mascot, fonts, stationery, and marketing and advertising materials.

It is critical to follow these rules and use only the authorized document templates in order to convey the traits and personality of the College as a brand, and do it consistently. Please treat this guide not only as the authority on what is and is not permissible, but as strictly proprietary and confidential information.

As relevant situations arise, updates to these guidelines will be distributed. Any question about this manual and its contents should be directed to Erin Stinner, public relations & marketing director, at 308.635.6081 or stinnere@wncc.edu
To be truly effective, any messaging from Western Nebraska Community College must give the recipient “reasons why” they should attend or associate with the College. When producing any piece of communication on behalf of WNCC, be sure to include any or all of the following points to give support to the document:

**Wide Range of Courses** - from academic prerequisites to business training and community education programs, WNCC offers something for everyone.

**Three Convenient Campuses** - with campuses in Alliance, Scottsbluff, and Sidney, we’re within reach of communities of the entire Nebraska panhandle, eastern Wyoming, and northern Colorado.

**Affordable** - because of our size and resources, we’re able to offer an education at much lower costs than bigger colleges and universities, while still retaining high standards and national accreditation.

The use of these benefits can assist in providing incentive and increasing interest, as well as promoting a positive feeling about WNCC, its people, and its programs.
College Mission Statement

The mission guides the actions of the College, spells out our overall goal, provides a sense of direction, and guides decision-making.

*WNCC assures learning opportunities for all – enriching lives, invigorating communities, creating futures*

College Branding Statement

The College’s branding (or positioning) statement can often help when creating messaging, by defining what the College is and what we offer potential students and the community.

*Western Nebraska Community College (WNCC) is a valuable resource with supportive faculty and staff dedicated to empowering and enriching our students and communities. We provide accessible opportunities for personal, professional, and cultural growth through higher education, career training, and community education in an innovative environment.*
Design Elements

The Western Nebraska Community College logo refers to the specific, identifying graphic comprised of the word forms and the “W” mark. The mark is an integrated “W” and “N” in a graphic look depicting strength and positive movement that, when combined with the College name, conveys a strong academic and collegiate tradition.

The logo is not only a symbol, but also a piece of artwork that should not be reproduced in type or used in body copy, headlines, or the possessive, plural, or as a part of another word, nor should it ever be altered in any way.

The WNCC logo is the primary identification of our College and as such, it should appear on all WNCC communications. Templates are available for College documents with the correct logo usage. Use these templates when communicating internally or externally with students, vendors, and the community.
Logo Configurations

The Western Nebraska Community College logo exists in two versions that allow for use in a variety of situations. The approved versions and their preferred usage are as follow:

**Standard Stacked Version**
This is the preferred usage of the WNCC logo. Please use it whenever possible.

![Standard Stacked Version](image)

**Horizontal Version**
This version is to be used when space is limited and a more horizontal application would fit better.

![Horizontal Version](image)
Clear Space

To ensure maximum impact, all applications of the WNCC logo must include clear space around the logo equal to the space between the top of “Western Nebraska” to the baseline of “Community College” of the logo at the size it’s being used, as illustrated below.
Logo Size Restrictions

Minimum Size
The minimum size for use of the preferred (stacked) WNCC logo will depend on media or how it’s produced. Use the following as a rule and refer all exceptions to Public Relations & Marketing for review. When using the horizontal version of the logo, size comparably.

Print: 1/2 inch in height.
Digitally: 72 pixels in height.*

Measurement should always be from the top of the “W” to the bottom of the descenders in “Community College.”

Maximum size
There is no maximum size for the WNCC logo usage. However, attention needs to be paid to the integrity of the logo as distortion and image quality can often become a factor in larger-format processes.

Proportions
If you are using the logo on a non-template document, be sure to size the logo proportionally to fit your materials. Never stretch or compress the logo in any way as this distorts the artwork and is no longer a true representation of the College.

* Standard computer screen resolution is 72 pixels per inch so a 72 pixel high logo would be one inch in height.
Logo Colors

It is preferred that the Western Nebraska Community College logo be used in its color format of blue and gold on a white background. When a color format is not practical, the black, grayscale, or white versions on the next page may be used.

**Color Formats**

**Spot Color***
Blue - PMS 654
Gold - PMS 7408

**4-Color Process***
Blue - C:100  M:71  Y:10  K:47
Gold - C:0  M:27  Y:100  K:0

**Electronic/RGB**
Blue - R:0  G:58  B:112
Gold - R:249  G:190  B:0

**Web Palette**
Blue - #002c5f
Gold - #f4af00

* Spot colors and their formulas are based on Pantone Coated colors. For color specifications for use with uncoated stocks, contact Public Relations and Marketing.
**Alternate Applications**

The following examples are of acceptable alternate logo color usages when full-color usage is not possible or practical as on a solid colored background or in a newspaper.

**White**
(reversed out of a dark color)

![White Logo](image)

**Black**
**Grayscale**

![Black and Grayscale Logos](image)

For professional printing applications, the WNCC logo may be embossed or reproduced using a varnish, but should not exist in any other color configurations than provided in this manual. For specific questions please contact Public Relations & Marketing.
Logo Backgrounds

The WNCC color logo should always appear on a white background if possible. When this is not possible, the background should be clean, clear, and solid (void of any patterns and variations of color). However, when necessary, the background image may be altered to make the logo more visible. It is not acceptable to alter the logo. If the color of the background is a darker color, use the white version of the logo.

Proper Uses

![On white](image1)

![On dark background](image2)

![On solid colored background](image3)

![On light background](image4)

Improper Uses

![On dark background](image5)

![On dark background](image6)

![On patterned background](image7)

![On dark background](image8)
Unacceptable Logo Usage

As previously stated in this guide, the WNCC logo must not be altered. The following are some examples of how the logo may not be used. Examples of unacceptable use of the mark include using the wrong colors, stacking incorrectly, and using the logos to create a pattern.
The Athletic Mascot

The Cougar
The Cougar was chosen to represent Western Nebraska Community College because, as an animal indigenous to this part of the country, it is known as a powerful, intelligent creature. Its strength, speed, and cunning make it a dynamic predator. All of these qualities are admirable and desirable in an athletic program, making the Cougar a perfect mascot for WNCC.

The Athletic Logo
With the College mascot being the Cougar, the WNCC athletic programs use a stylized image of a cougar’s head and neck. The bold shapes and overall graphic look of the mark portray a fierce competitor.

Blue - PMS 654
Gold - PMS 7408

It is preferred that the WNCC athletic logo be used in its color form of blue and gold on a white background. When color usage is not practical or possible, the following grayscale version may be used with its corresponding values of black.

Black - 100% Black
Gray - 25% Black
Athletic Logo Size Restrictions

Minimum Size
Like the WNCC logo, minimum size usage of the athletic logo will depend on media or how it’s produced. Use the following as a rule and refer all exceptions to Public Relations & Marketing for review.

Print: 1/2 inch in height.
Digitally: 72 pixels in height.*

Measurement should always be from the top to the bottom of the mark.

Maximum size
Again, as with the College logo, there is no maximum size for the athletic logo though attention needs to be paid to the integrity of this logo, as well, in larger-format reproduction.

Proportions
Never stretch or compress the logo in any way as this distorts the artwork and weakens the visual impact of the mark.

For specific questions about usage of the athletic logo please contact Public Relations & Marketing.

* Standard computer screen resolution is 72 pixels per inch so a 72 pixel high logo would be one inch in height.
Color Palette

The purpose of the color palette is to help quickly identify communication pieces as being from WNCC. They can be used for visual accents like graphic shapes, backgrounds, etc., and can help label or identify specific categories, departments, special programs, themes, etc.

Primary/Institutional Colors

These colors are to be used to directly represent WNCC and should be the prominent colors in any communication from the College.

- **PMS 654**
  - CMYK: 100, 71, 10, 47
  - RGB: 0, 58, 112
  - HEX: 002c5f

- **PMS 7408**
  - CMYK: 0, 29, 100, 0
  - RGB: 246, 190, 0
  - HEX: f4af00

Secondary Colors

These colors are similar in value and intensity as the primary colors in order to visually support the main blue and gold. These colors should be used primarily to provide emphasis for subheads, copy points, and other visual cues. These colors also represent specific program groups as outline by the Nebraska Department of Education’s NCE color wheel (listed on the following page).

- **PMS 347**
  - CMYK: 100, 0, 94, 0
  - RGB: 0, 163, 81
  - HEX: 009a49

- **PMS 293**
  - CMYK: 100, 68, 0, 0
  - RGB: 27, 81, 150
  - HEX: 0046ad

- **PMS 187**
  - CMYK: 0, 97, 80, 20
  - RGB: 172, 43, 55
  - HEX: ac1a2f

- **PMS 2613**
  - CMYK: 64, 100, 0, 14
  - RGB: 107, 47, 117
  - HEX: 651f76

- **PMS 181**
  - CMYK: 0, 83, 61, 50
  - RGB: 128, 53, 47
  - HEX: 7d2b27

- **PMS 158**
  - CMYK: 0, 57, 100, 0
  - RGB: 228, 126, 26
  - HEX: ea7125
Color Usage

Program Colors and Related Fields

Agriculture, Food, and Natural Resources
- Food Science
- Forestry/Wildlife Management

Communication and Information Systems
- Art
- Business Technology
- Computer Science
- English
- Information Technology
- Journalism
- Theatre Arts
- Vocal Performance

Skilled and Technical Sciences
- Anthropology
- Auto Body/Automotive Technology
- Aviation Airframe Maintenance/
  Aviation Power Plant Maintenance
- Biology/Ecology
- Biomedical Research
- Chemistry

Health Sciences
- Athletic Training
- Coding Technician
- Dental Hygiene/Dentistry
- Emergency Medical Technician (EMT)
- Health Information Technology
- Medical Technology/Medicine
- Nursing
- Pharmacy
- Phlebotomy
- Physical Therapy
- Physics
- Radiologic Technology
- Veterinary Medicine
Tertiary Colors

Tertiary colors provide graphic interest or a means of calling attention to a specific part of a page or document. These are brighter than the secondary colors and can be used for graphic support like backgrounds, shapes for emphasis, chart colors, etc.

PMS 326
CMYK: 74, 0, 31, 0
RGB: 47, 178, 171
HEX: 00b1ac

PMS 233
CMYK: 13, 100, 0, 0
RGB: 195, 22, 124
HEX: ca0083

PMS 116
CMYK: 0, 14, 100, 0
RGB: 255, 181, 17
HEX: ffb511

While it is recommended to use the entire color palette at 100 percent, colors should be used at a lower percentage (or tint) when used as background, such as 20 or 30 percent. For specific questions about color usage please contact Public Relations & Marketing.
Using Photography

Photography is a vital part of portraying the personality of WNCC. Photography should feature the individuals that make our College a vibrant and exciting place to be. These people should not appear staged or posed, but caught in a genuine moment showing a positive emotion. Subjects should be looking into the camera to establish a personal, emotional connection.

Approved photography is available through Public Relations and Marketing. Should you not find an image that fulfills your needs, stock photography may be used, however all such photos must be cleared through Public Relations & Marketing.

Acceptable examples of photography
College Fonts

Fonts, or typefaces, are also a key visual component in communicating a brand. WNCC’s official fonts are Minion Pro for headers and subheads, and Optima for body copy. When working on a computer without these fonts, use Times for headers and Arial for body copy.

Minion Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Minion Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Minion Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Minion Pro Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Minion Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Minion Pro Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
Fonts

Minion Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Minion Pro Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Optima Font

Optima Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Optima Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Optima Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Optima Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
Fonts for the Web

Since the Web allows live function for only a limited number of fonts, it will be necessary to recommend substitute fonts for Web applications. Times and Arial are to be used for headers and body copy respectively.

Times Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Times Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Times Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Times Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
Body copy font for the Web

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

For specific questions regarding usage of these or other fonts, please contact Public Relations & Marketing.
Stationery

Any correspondence on behalf of the College must utilize the approved business system preprinted stationery, which includes letterhead, envelope, and business card.
PowerPoint Presentation Template

All PowerPoint presentations for both internal and external use should use the approved template. The headers and text boxes for page content are pre-formatted to ensure uniformity and consistency of appearance between presentations.

A pre-determined image area on the left can contain any brand-approved image to support the content of the presentation. When placing charts and graphs, etc., please be conscious not to “stuff” them into the page. A page with too much information is unpleasing to the eye and difficult to read.
Print Advertising

Print advertising is an important part of the WNCC marketing efforts and serves as an introduction, for many people, to the WNCC brand. Print advertisements can be created in color or black and white depending on the publication. All print advertising must be authorized and created by the Public Relations & Marketing Department.

Sample Ads
This manual has been issued for your convenience as an authoritative guide for any document or other communication that comes from or on behalf of Western Nebraska Community College and the guidelines within it must be adhered to. If you have questions regarding this document, please contact Erin Stinner, public relations & marketing director, at 308.635.6081 or stinnere@wncc.edu