

# Keeping Our View in Focus

CENTRAL WASHINGTON UNIVERSITY  
ADVANCEMENT BRAND GUIDELINES



Central Washington University has been a part of the Northwest's educational landscape since 1891. We've stood as a beacon of wisdom, hard work, and character-building, drawing students from all over the state of Washington and the world.

**While our mission has never wavered, the way we've shared that mission in recent years has become foggy. We must sharpen our focus in order to inspire alumni to reconnect, donors to contribute, and supporters to rally to our side.**

# Behold, the brand

Our brand is the bridge between us and our audiences. It's how we attract their attention, invite them in for a closer look, and ensure they can return to us time and time again.

To work, that bridge must be well constructed: anchored in bedrock, assembled with care, and easy to navigate.

**The foundation of the University Advancement brand—the bedrock—is a strategy that answers what we do, how we do it, and, most importantly, why.**

**The brand is expressed through colors, typography, photography, and language that establish our unique visual and verbal identity.**

**Communication tools offer information and direction, ensuring that our audiences know how to connect with us (and vice versa).**

Together, these pieces add up to a sturdy structure that keeps us and our audiences moving in the same direction: toward a successful future for Central Washington University.

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# Strategy


It may sound obvious, but to reach our advancement goals—raising money, engaging alumni, enhancing the university's reputation—we need to be crystal clear about who we're talking to (our audiences), what we're saying (our messaging), and why they should pay attention (the merit of the messaging).

Think of the strategy like a compass: use it to determine the right direction for every communication.

# Audiences

The goals of our communication and engagement efforts are as follows:

**Alumni**  
**Donors**  
**Friends**

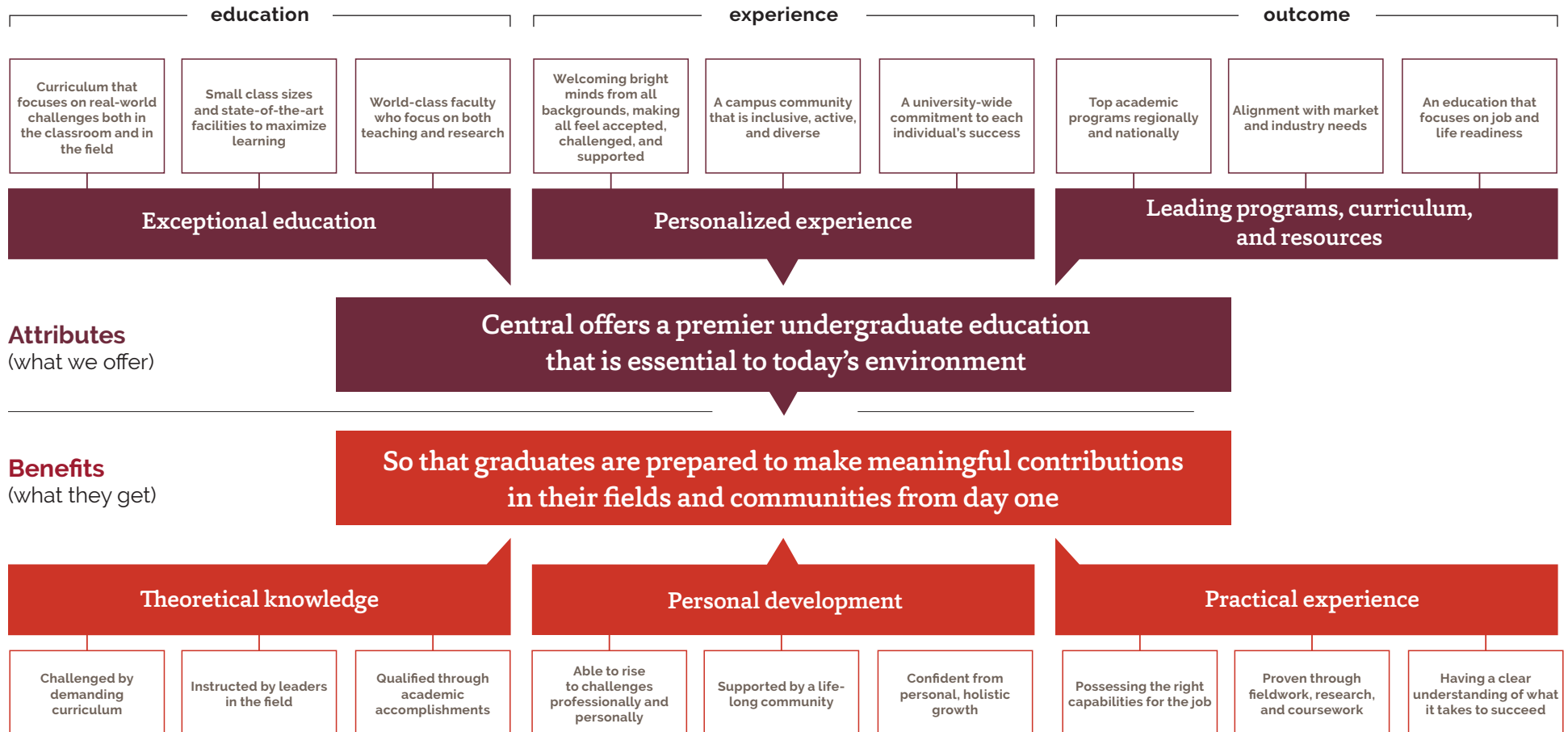


Expand reach  
Build participation  
Develop leaders and philanthropic partners

# Messaging

The messaging should answer three important questions: Why should I engage with Central? What does engagement mean? How do I engage with Central?

This map articulates the key points that distinguish the university and define its value proposition.



# Why our message matters

We have three core beliefs. By communicating them clearly and consistently, they will resonate with supporters.

## What we believe:

**1.**  
Central empowers undergraduates to lead.

**2.**  
Central encourages inquisitive minds to reimagine their world.

**3.**  
Central offers a personalized learning experience.

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## WHY IT MATTERS TO DONORS:

- The type of education Central provides needs and deserves a bigger presence on the regional and national stage—the kind that the region and the world need most. The time for being a best-kept secret is over.
- Central's approach to education is an incredible value to students, giving them critical personal and professional preparation so that they're ready to excel after graduation.
- The type of education Central provides is disappearing elsewhere. Central needs a greater investment to make sure that future generations can experience all that it has to offer.
- Elevating the university's reputation increases the value of a Central degree, for both graduating students and alumni.
- A donor's investment goes further here. Central is better equipped to have a more significant impact in the lives of undergraduates than any other public institution in the state.



# What does engagement mean?

Engagement with University Advancement fuels the university's mission to prepare students for their lives and careers.

**Connecting** with Central creates a vibrant community for students and alumni alike.

- Career support
- Mentoring and resources
- School spirit and pride

**Promoting** Central ensures that more organizations and individuals appreciate its strengths.

- Recognition and value
- Recruiting top students
- Reaching top employers

**Giving money** provides students with life-changing opportunities.

- Student scholarships
- Support for faculty research
- University operations
- Campaign initiatives

**Giving time** strengthens key university efforts.

- Event support
- Classroom participation
- Mentoring and internships

# How do I engage with Central?

Theme	Experience	Take-away	Example
<b>Spirit</b>	Attending student events as a fan	Pride and enthusiasm for the university; fun and entertainment	Special activities surrounding an athletic or arts event
<b>Professional</b>	Volunteering time and knowledge to support students	Opportunity to help current students with professional experience	Speaking to a class or hosting students at a company
<b>Informational</b>	Interest in continuing to learn from the faculty at Central	Continued exposure to the research and academic efforts of faculty	Short video clips of faculty sharing their latest research or speaking on a timely subject
<b>Community</b>	Interacting with the Central community	Networking and connecting with people from the community	Events that feature a Central speaker and gather alumni and friends

# || Personality and Voice

A brand is not simply a static set of principles (what Central and Central Advancement stand for); it's also how we represent those principles. Our tone of voice, the language we use, the mood we set—these nuanced elements express our unique, authentic personality.

# Brand statement

This statement brings together strategy and personality, messaging and voice to express what's one-of-a-kind about Central and University Advancement.

University Advancement has been studying the horizon lately.

And from our vantage among the mountains, we see an institution on the rise. One that inspires alumni, donors, and friends to make Central their investment of choice.

We see a Central where we nurture each student's curiosity and drive, because inquiry breaks ground for innovation.

Where professors' enthusiasm is rivaled only by their expertise—and both are equally valued.

Where we throw open the doors to all kinds of learners, and usher higher education into the 21st century.

We see a Central where the average day has nothing average about it.

Where undergraduates learn to handle just about anything so that as graduates, they're ready to handle just about everything.

We see a Central where our work is never finished and our aspirations never out of reach.

A Central where we climb steadily upward, elevating the value of our degrees and planting our flag beside the strongest universities in the country.

We see a Central where your investment today produces the leaders, the thinkers, the innovators of tomorrow.

We invite you to join us in this vision.

# Personality

Just like a person, Central Advancement has a set of unique characteristics that give it a recognizable, relatable identity. These traits influence everything we do and say, and shape how our audiences think and feel about our brand.

## Emotional

GOOD-NATURED

warm, friendly, and gracious

OPTIMISTIC

energized and focused on the future

ENTHUSIASTIC

proud, spirited, and vibrant

## Intellectual

PURPOSEFUL

earnest and focused

MOTIVATED

smart and ready to take action

STEADFAST

trustworthy, driven, and reliable

# Voice

Central Advancement's verbal style forms another essential layer of our brand. Word choice, sentence structure, even punctuation all contribute to an ownable voice—one our audiences want to listen to.

## The Central Advancement voice is...

### Unpretentious

As a state university that welcomes students from all walks of life, we want our language to be as accessible as our education. Avoid elaborate turns of phrase and elaborate words when straightforward language will get the same idea across.

EXAMPLE: "As our name suggests, Advancement's job is to advance the work and reputation of this university."

### Energetic

We want to generate momentum for this brand, so choose active verbs, forward-looking metaphors, and uncomplicated sentence structures. However, we also want to steer clear of false cheer, so avoid exclamation points and overstatement (like "thrilled" or "can't wait").

EXAMPLE: "University Advancement climbs steadily upward, elevating the value of our degrees and planting our flag beside one of the strongest universities in the country."

### A bit unexpected

When we asked people to describe Central's personality, many said "eclectic," "individualist," or "fun." We take our work seriously, but a surprising turn of phrase or whimsical word here and there will give our communications a friendly feel.

EXAMPLE: "To look ahead with us, you don't need binoculars— just sign up for our newsletter."

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When in doubt, turn to the personality traits—they're helpful filters for what sounds right and what doesn't.

# Nailing the U.A. voice

Observing a few common-sense guidelines will keep the University Advancement voice consistent and relevant to all of our audiences.

## Answer “So what?”

Always explain why what you're discussing should matter to your audience (after all, the best way to make them care is to give them a reason to!) And if you can't provide a ready answer to “so what?” hit that delete key and try again.

DO: “Your contribution funds more state-of-the-art flight simulators, enlarging Washington's only aviation program.”

DON'T: “Your contribution supports academic programs like aviation.”

## Keep it personal

Remember, you're talking to real people out there. Create an approachable tone by using personal pronouns like “you,” “we,” and “us”.

DO: “We invite you to return to campus and join us for Homecoming 2015.”

DON'T: “Central invites alumni to join the campus community for Homecoming 2015.”

## Include a call to action

If your goal is to generate interest and participation, be sure to end with an actual request. Never assume your audience knows what to do next.

DO: “Visit our website to make your capital-campaign contribution.”

DON'T: “We're looking for more contributions to our capital campaign.”

# Nailing the U.A. voice (cont'd)

Observing a few common-sense guidelines will keep the University Advancement voice consistent and relevant to all of our audiences.

## Tailor for your audience

The brand voice is designed to stretch. You can (and should) adjust your tone based on your specific audience.

FOR EXAMPLE: An email to a local volunteer can be chattier than one to a legislator. Or you might use technical terms when addressing fellow Advancement professionals, but avoid insider lingo for individual donors.

## Let the medium shape the message

A single communication cannot be all things to all people. Consider the format and the overall communications plan. If you try to cram in too many ideas or details, you'll dilute your key point—and likely bore or confuse your audience.

FOR EXAMPLE: A brief, catchy message is appropriate for a direct-mail piece; lengthy explanations of a project are not. An overview piece should convey top-level information, then direct readers to the website for more specifics.


## Say thank you

Make your gratitude explicit, for contributions of time, money, or knowledge, whether big or small. When those who help out the university feel appreciated, they're more likely to keep helping. Besides, it's just good manners.

DO: "For the new members of our annual fund, we thank you."

DON'T: "Welcome to our newest annual fund members."





# Visual Language

There's no surer way to stand out—and help our audiences immediately recognize us—than by how we look. Our family of colors and fonts, style of photography, and graphic elements allow us to stay cohesive yet flexible across different types of communications.

# Logo

The medallion is the preferred logo for University Advancement. It should appear in one color with an identifier underneath.

To ensure you're using the right proportions, start with a 1-inch medallion with text in 8 pt. Raleway Bold, with kerning set to 100, placed 0.125" below. Then scale from there.

## CENTRAL BRAND USAGE



## UNIVERSITY ADVANCEMENT USAGE



UNIVERSITY ADVANCEMENT



FOUNDATION



ALUMNI AND CONSTITUENT  
RELATIONS



ALUMNI ASSOCIATION

# Logo usage

The following are the only one-color options approved for the logo and text: PMS 7427, black, and white. Use the white version when laying the logo over fields of color, and the black version when color printing options are limited.

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## COLOR OPTIONS

PMS 7427  
WITH BLACK  
IDENTIFIER



UNIVERSITY ADVANCEMENT



REVERSED OUT

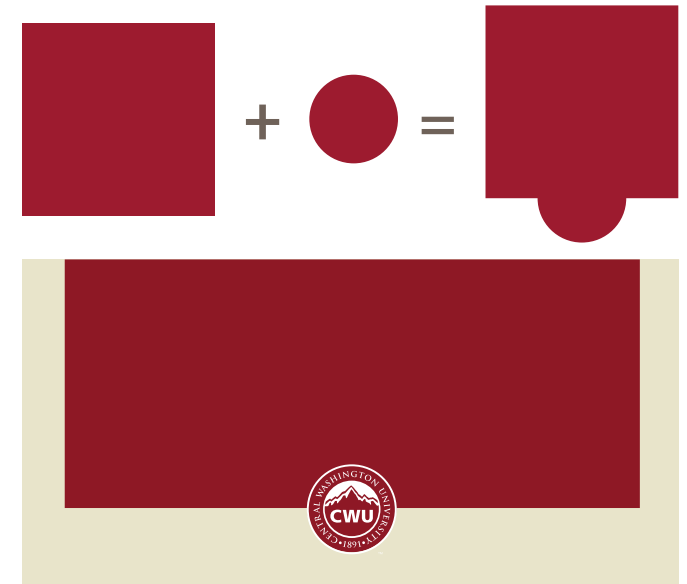
BLACK



UNIVERSITY ADVANCEMENT

# Logo size and placement

To retain the logo's impact, it's important to protect the space around it and to be consistent with placement.



## Clear space

The minimum clear space must be used and maintained throughout all university documents.

Use half the width of the inner circle for the proper clear space. This measuring tool is always relative to the size of the medallion on the page.

### MINIMUM SIZE

Never reproduce the medallion smaller than 0.5 inch from top to bottom. There is no maximum size limit, but use discretion when sizing the medallion.



## Edge placement

When given the opportunity, edge placement can be a unique way to showcase the medallion.

Be sure to center-align the medallion as shown, along the horizontal axis of the inner border. Backing the logo with a color circle allows contrast. The color backing must have the same color and effects as the background within the inner border. To combine the circle and border, use the command pathfinder + Add Shape in InDesign.

# Logo consistency

It's important that we use our logo consistently. Here are a few examples of practices to avoid.



DON'T rearrange the elements of the logo or alter the scale of its elements.



DON'T change the color of the logo.



DON'T skew or bend the logo in any way.



DON'T place the logo over the busy area of an image.



DON'T crop the logo in any way. Also, don't rotate the logo in any direction.



DON'T use a drop shadow behind the logo.



DON'T stretch, condense, or change the dimensions of the logo in any way.



DON'T alter the logo's typeface.

# Visual spectrum

Particular audiences and communications will require different approaches, so our visual language must be flexible. By using certain elements in certain ways, we can achieve a look and feel that's more bold or more traditional.

Good-natured  
Optimistic  
Enthusiastic

(More bold.)



Purposeful  
Motivated  
Steadfast

(More traditional.)

# Typography overview

Both Raleway and Capita were selected because of their friendly feel.

Raleway captures the more emotional traits of the brand—good-natured, optimistic, and enthusiastic—while Capita leans on the intellectual ones—purposeful, motivated, and steadfast.

**A B C D E F**  
**G H I J K L M**  
**N O P Q R S T**  
**U V W X Y Z**

SANS SERIF: RALEWAY

A a B b C c D d E e F f G g  
H h I i J j K k L l M m N n  
O o P p Q q R r S s T t U u  
V v W w X x Y y Z z

SERIF: CAPITA

**RALEWAY  
BLACK**

Capita  
Medium  
**RALEWAY  
BLACK**

Capita  
Regular  
**Raleway  
Bold**

Capita  
Regular

←  
(More bold.)

→  
(More traditional.)

# Sans serif

Raleway is our primary sans-serif typeface. It comes in a variety of weights and styles that allow for great flexibility. It can be used for headlines, subheads, sidebars, and small text. Italic weights are also available, but should not be used for blocks of text. For digital and web applications, Raleway is a web-safe font.

## DEFAULT FONT SUBSTITUTE

Arial is an acceptable substitute for Raleway in Word documents, PowerPoint presentations, and other digital applications. However, anything that is professionally printed or on the web must use Raleway.

Arial Regular ABCabc123  
**Arial Bold ABCabc123**

## MIND THE DETAILS

Always take the time to set text to Optical Tracking and to adjust the kerning. These details make us look professional and greatly improve the readability of our content.

## TO GET TYPEFACES

For all Raleway font files and license information for print and web, please contact the Office of Communications.

# RALEWAY

## RALEWAY THIN

### Thin

ABCDEFGHIJKLMNO  
 PQRSTUVWXYZ  
 abcdefghijklmnop  
 qrstuvwxyz  
 1234567890?!,.

## RALEWAY LIGHT

### Light

ABCDEFGHIJKLMNO  
 PQRSTUVWXYZ  
 abcdefghijklmnop  
 qrstuvwxyz  
 1234567890?!,.

## RALEWAY REGULAR

### Regular

ABCDEFGHIJKLMNO  
 PQRSTUVWXYZ  
 abcdefghijklmnop  
 qrstuvwxyz  
 1234567890?!,.

## RALEWAY MEDIUM

### Medium

ABCDEFGHIJKLMNO  
 PQRSTUVWXYZ  
 abcdefghijklmnop  
 qrstuvwxyz  
 1234567890?!,.

## RALEWAY BOLD

### Bold

ABCDEFGHIJKLMNO  
 PQRSTUVWXYZ  
 abcdefghijklmnop  
 qrstuvwxyz  
 1234567890?!,.

## RALEWAY BLACK

### Black

ABCDEFGHIJKLMNO  
 PQRSTUVWXYZ  
 abcdefghijklmnop  
 qrstuvwxyz  
 1234567890?!,.



# Serif

Capita is our primary serif typeface. It also comes in a variety of weights and styles and can be used for headlines, subheads, sidebars, and small text. Here too, italic weights should not be used for blocks of text. For digital and web applications, Capita is a web-safe font.

## QUICK TIP

When choosing a weight for headlines, Capita Medium is a good standard for this typeface. Always use Capita in sentence case with the kerning set at 0; never use Capita in all capitals.

## DEFAULT FONT SUBSTITUTE

Georgia is an acceptable substitute for Capita in Word documents, PowerPoint presentations, and other digital applications. However, anything that is professionally printed or on the web must use Capita.

Georgia Regular ABCabc123  
Georgia Bold ABCabc123

## MIND THE DETAILS

Always take the time to set text to Optical Tracking and to adjust the kerning. These details make us look professional and greatly improve the readability of our content.

## TO GET TYPEFACES

For all Capita font files and license information for print and web, please contact the Office of Communications.

# Capita

## CAPITA LIGHT

### Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
RSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!,.

## CAPITA REGULAR

### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
RSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!,.

## CAPITA MEDIUM

### Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
RSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!,.

## CAPITA BOLD

### Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
RSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!,.

## CAPITA EXTRA BOLD

### Extra bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
RSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!,.

# Type hints

With typography, it's important to establish a clear hierarchy. This makes the information easy to read and creates rhythm and consistency, setting the pace for your reader. Below are typical examples of type hierarchy.

**BOR MA AXIM  
CONSED QUAMUS.**

HEADLINE  
Raleway Black  
Size: 26 pt.  
Leading: 23 pt.  
Kerning: Optical, 20 pt.

Uda debisqu equas es  
imus det tore.

HEADLINE  
Capita Medium  
Size: 20 pt.  
Leading: 17 pt.  
Kerning: Optical, 0 pt.

**Ernate conem aut accupit.**

Pariandiosam nonserum estnctam  
estotatem volorporem ut ipsam, qui  
adiorepraepe et autem doloreh entibus  
Omnis providesti que et et alis expelent  
aligend ipsumquia plissitet apissed iet,  
tem harit ernate conem aut accupit.  
eruptaerit vollace atemque prat ium quo.

SUBHEADLINE  
Raleway Bold  
Size: 11 pt.  
Kerning: Optical, 20 pt.

BODY COPY  
Raleway Regular  
Size: 9 pt.  
Leading: 12 pt.  
Kerning: Optical, 0 pt.

**CES COR SI BERE**

Ribus, et ut pos rereste  
quo etur seque nime parior  
sit quiasi doluptae as.

CALLOUT  
Raleway Black/Regular  
Size: 7 pt.  
Leading: 9 pt.  
Kerning: Optical, 100 pt./20 pt.

Bor ma axim consed  
quamus. Uda debisqu euas  
es imus det tore. Nis archic  
te sed quatquam inis ut  
fugiant aditem voluptidis.

HEADLINE  
Capita Regular  
Size: 20 pt.  
Leading: 20 pt.  
Kerning: Optical, 0 pt.

**Ernate conem aut accupit.**

Pariandiosam nonserum estnctam  
estotatem volorporem ut ipsam, qui  
adiorepraepe et autem doloreh entibus  
Omnis providesti que et et alis expelent  
aligend ipsumquia plissitet apissed iet,  
tem harit ernate conem aut accupit.  
eruptaerit vollace atemque prat ium quo.

SUBHEADLINE  
Capita Medium  
Size: 11 pt.  
Kerning: Optical, 0 pt.

BODY COPY  
Capita Regular  
Size: 9 pt.  
Leading: 12 pt.  
Kerning: Optical, 0 pt.

**CES COR SI BERE**

Ribus, et ut pos rereste  
quo etur seque nime parior  
sit quiasi doluptae as.

CALLOUT  
Raleway Medium/Regular  
Size: 7 pt.  
Leading: 9 pt.  
Kerning: Optical, 100 pt./20 pt.



# Color overview

Our color palette helps audiences identify us at a glance, and the way we use color sets the mood for each of our pieces. Our palette is made up of a diverse set of reds, complemented by bright accents and balanced neutrals.

To maintain visual consistency across all university materials, it's important to use only the colors outlined here. For professional printing, it's best to use spot colors whenever possible; if you can't, please consult the four-color process builds here, as they have been optimized to match our spot colors as closely as possible.

The color palette is organized into three vertical sections:

- PRIMARY:** A large red block representing Central Crimson | PMS 7427.
  - Color: Central Crimson | PMS 7427
  - CMYK: C:7, M:100, Y:67, K:31
  - RGB: R:150, G:23, B:46
  - HTML: #96172E
- BRIGHTS:** Four smaller color swatches.
  - PMS 7626:** C:0, M:93, Y:95, K:39; R:198, G:53, B:39; HTML: #C63527
  - PMS 7425:** C:4, M:93, Y:28, K:14; R:183, G:41, B:90; HTML: #AA1948
  - PMS 723:** C:5, M:53, Y:79, K:20; R:186, G:111, B:46; HTML: #BA6f2E
  - PMS 7435:** C:13, M:94, Y:19, K:45; R:130, G:36, B:78; HTML: #82244E
- NEUTRALS:** Four smaller color swatches.
  - PMS 7428:** C:18, M:85, Y:31, K:50; R:109, G:45, B:65; HTML: #6D2D41
  - PMS WG11:** C:23, M:32, Y:31, K:64; R:103, G:92, B:83; HTML: #675C53
  - PMS 4735:** C:4, M:20, Y:22, K:12; R:205, G:182, B:167; HTML: #CDB6A7
  - PMS 5875:** C:5, M:3, Y:26, K:6; R:214, G:212, B:174; HTML: #D6D4AE

A new secondary palette has been introduced to complement Central Crimson. The warm palette suits Central's location and also feels friendly—like the people of Central.

# Color hints

When communicating to each audience, our palette should be used in different ways. The examples on this page will help you make color selections.

## QUICK TIP

Our palette consists of a variety of reds. Be sure to create contrast when choosing color combinations in layout, and capitalize on the differences between bright and neutral colors.

### Good-natured, optimistic, enthusiastic

This energetic palette leans heavily on the full brand palette, with more of an emphasis on the primary and bright colors.



(More bold.)

(More traditional.)



### Purposeful, motivated, steadfast

This palette relies more on the neutral and muted colors.

# Photography overview

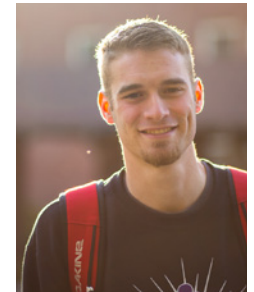
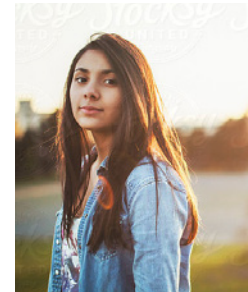
Our photo language feels uniquely Central when we use these guidelines.

## Images should be:

Natural and in the moment, not posed

Warm and golden, with a strong sense of sun when possible

Friendly—capturing the Central personality



ACADEMIC EXPERIENCE

SENSE OF PLACE

THE NEXT GENERATION

# Academic experience

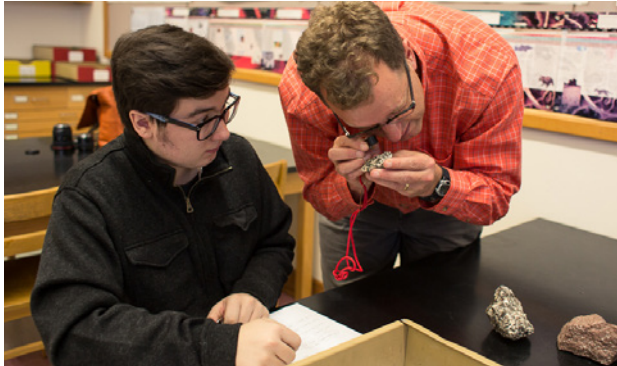
Images in this category should capture the authentic feel of learning at Central.

## Images include:

Student-faculty interaction

Classroom details that suggest research and discovery

In-the-moment teaching



# Sense of place

Central is a spacious campus, with state-of-the-art facilities and the natural surroundings of Ellensburg. All of these elements together make Central unique, and are reflected in our photography.

## Images include:

Interior details

Exterior details

Landscapes and details from nature

Details from Ellensburg



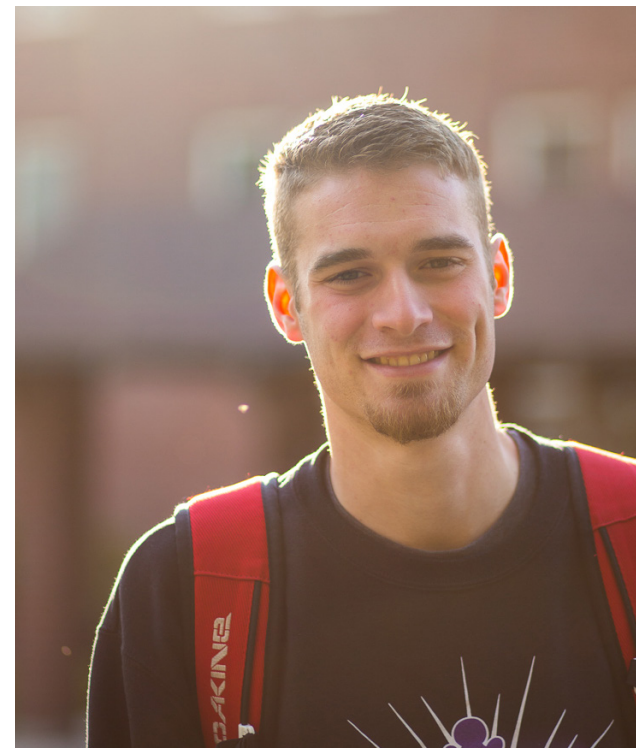
# The next generation

Shots of current Central students should feel sunny and hopeful.

## Images include:

Students embarking on adventures

Portraits taken in a natural setting





# Photography overlays

Central’s photography uses warm tones. To achieve this consistent look, use these techniques when the image lacks warmth.



**Circle gradient**  
Use this on the top right corner of solid-border photo overlays.

PMS options:  
4735, 723, 5875, WG11

Effect:  
Screen

Opacity:  
50%

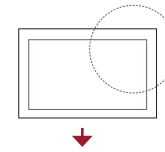
**Light leak**  
Use over photos.

Effect:  
Screen

Opacity:  
10%–50%



Circle gradient



Light leak



After  
Opacity:  
25%

IN USE

# Icons

Icons visually communicate broad concepts at a glance. Ours represent Central's main areas of focus.

## QUICK TIPS

Always use lines; never fill the icon with color.

Use icons only in one color, and keep the color consistent for each icon.



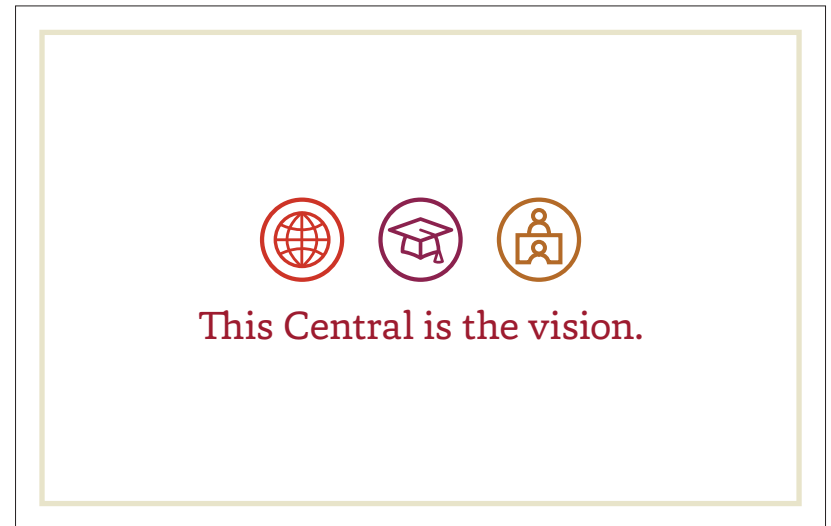
Empowering Undergrads to Lead  
PMS 7626



Encouraging Inquisitive Minds to Reimagine Their World  
PMS 7435



Offering a personalized learning experience  
PMS 723



IN USE

# Framing devices

Framing devices add detail and interest, and lead the viewer's eye to key information. The way we use these devices helps the Central brand look unique.



## Double lines

Use them as underlines or vertical elements to break up white space, in any color from the palette.

Stroke:  
Minimum—1.5 pt  
Maximum—in scale with layout

Cap/Join:  
Round



## Solid border

It can be placed over solid color fields or photography, in any color from the palette.

Border:  
Minimum—0.25 inch  
Maximum—in scale with layout

Over photography:  
Effect—Multiply



## Brackets

Use them to frame lines of copy or headlines in any color from the palette. The rules should always bleed off the layout.

Stroke:  
Minimum—1.5 pt  
Maximum—in scale with layout

Cap/Join:  
Round

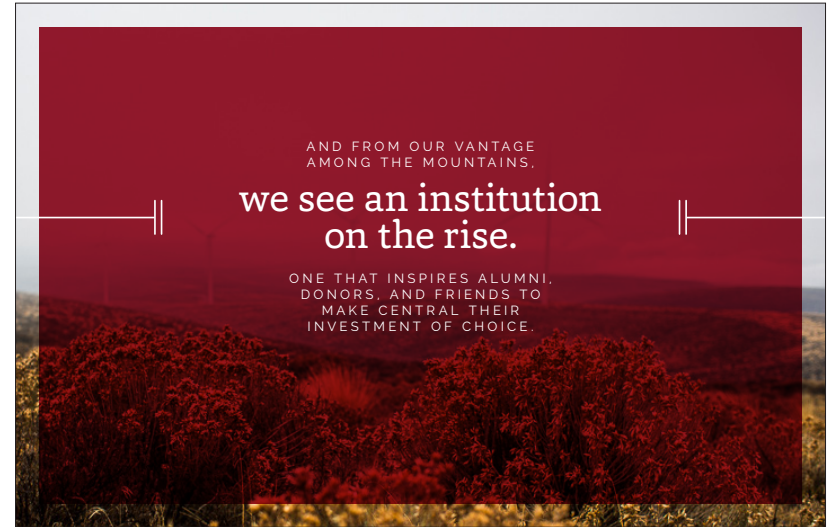


## Ruled border

Use it to frame the layout, in any color from the palette.

Border:  
Minimum—0.25 inch  
Maximum—in scale with layout

Stroke:  
Minimum—3 pts  
Maximum—in scale with layout



IN USE

# Architectural details

Our architectural details are ours alone. Adding them to a layout adds visual depth and gives viewers a glimpse of campus.



Always use these images in grayscale, layering them with color fields.

Opacity:  
20% – 50%

Effect:  
Multiply

**These ideals guide every move we make and help us determine where we need the most help.**

- Empowering Undergrads to Lead**  
As they tackle real-world issues, research projects, and fellowships, our undergraduates become experts in inquiry and innovation. Oculorum enim qui de venere existuntia (p)rogatione aut objecone verborum est que nunc publico neci (p)rius esse nunc existuntia. aut ab (p)rogatione aut objecone verborum est que nunc publico neci (p)rius esse nunc existuntia. Et officio aut vero in regione, in ma narcha sum quon, ad(g)nam, Odi hinc hii modi.
- Encouraging Inquisitive Minds to Reimagine Their World**  
With thoughtful admission policies, scholarships, cultural centers, and research centers, we keep college education accessible to learners from all walks of life. Quis re deliquit agellu colligit volubene voluque (p)rius horum abita perre etiam que sunt rebus quis volubene enim? Qui ne in conatibus conatibus et ad caribus exone abiam que paret, etiam, utiam nactum ab nactum (p)rius non aliquam nactum revo nactum faga. Et et quoniam nactum volubene volubene aut.
- Offering a Personalized Learning Experience**  
Students gain the most ground with one-on-one guidance. That's why our faculty act as mentors, recording boards, and cheerleaders. Copul et hinc et quo veniant. Ne conno hinc exone p)rius nunc exone hinc, objecone conno nacta in exone, conno hinc hinc hinc nunc est in nunc nacta nunc qui dicit. Oculorum enim qui de venere existuntia aut ab (p)rogatione aut objecone verborum enim aut que nunc publico neci quo qui esse nactum.

**WAYS YOU CAN HELP**

- Provide an internship
- Give to university initiatives
- Share your expertise

**WAYS YOU CAN HELP**

- Attend an event
- Give to scholarships
- Share your vision for Central's future

**WAYS YOU CAN HELP**

- Mentor a current student
- Give to university initiatives
- Volunteer to assist

IN USE

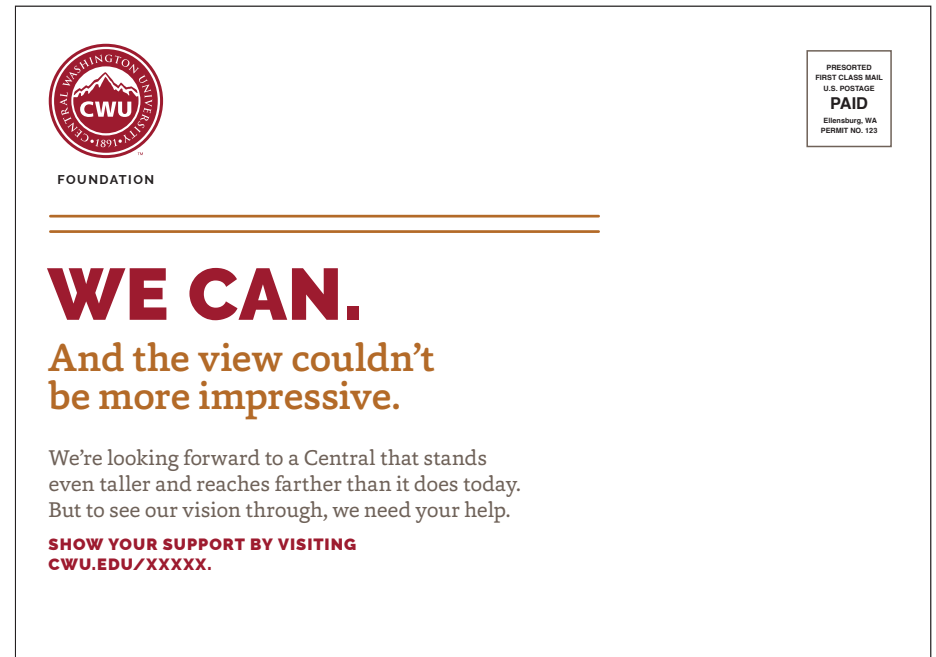


# Communication Tools

The following sample tactics show how all the brand elements work in concert. While this collection is by no means exhaustive, these pieces will give you a sense of how the brand flexes for different audiences and objectives.

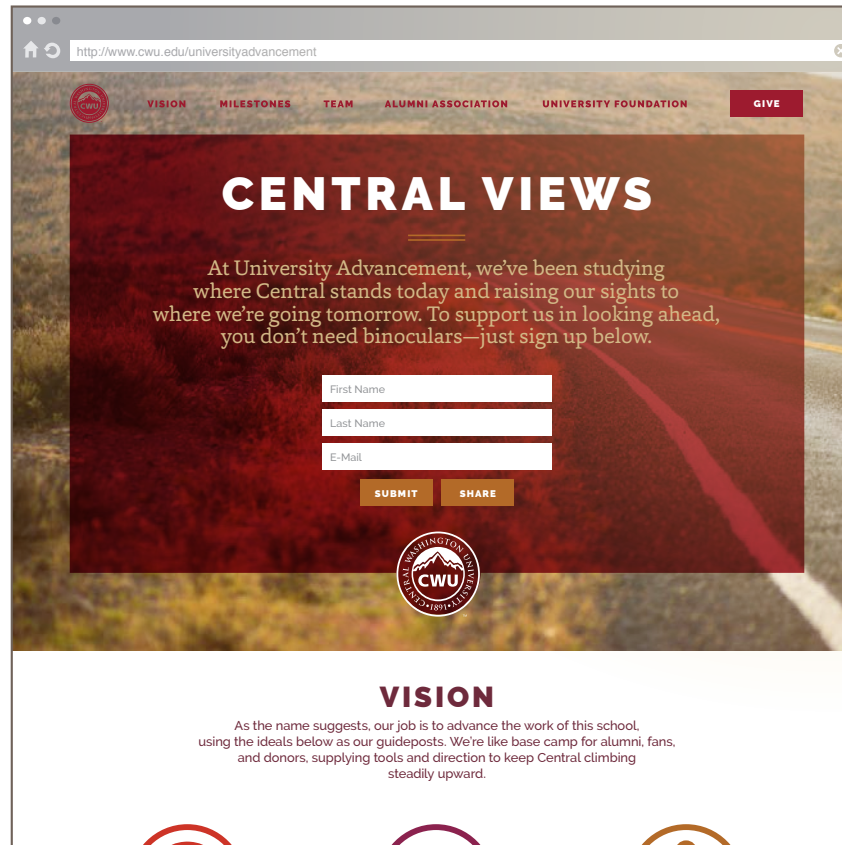
# Postcard

This postcard drives the viewer to the microsite.



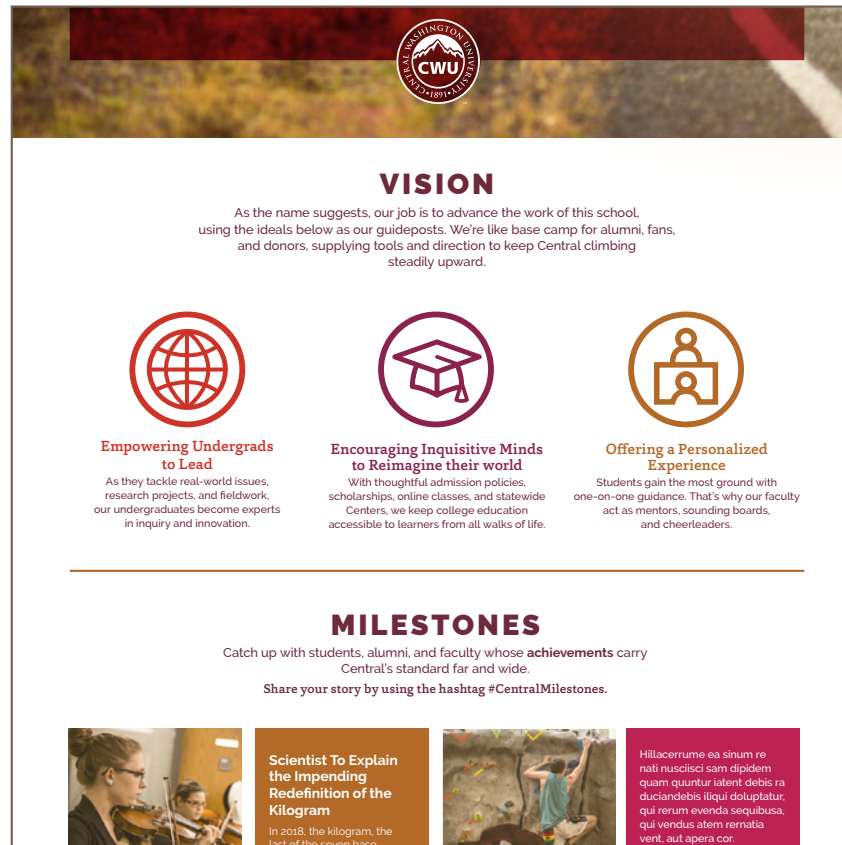
# Microsite

The microsite allows people to engage with University Advancement on their own level.



# Microsite (cont'd)

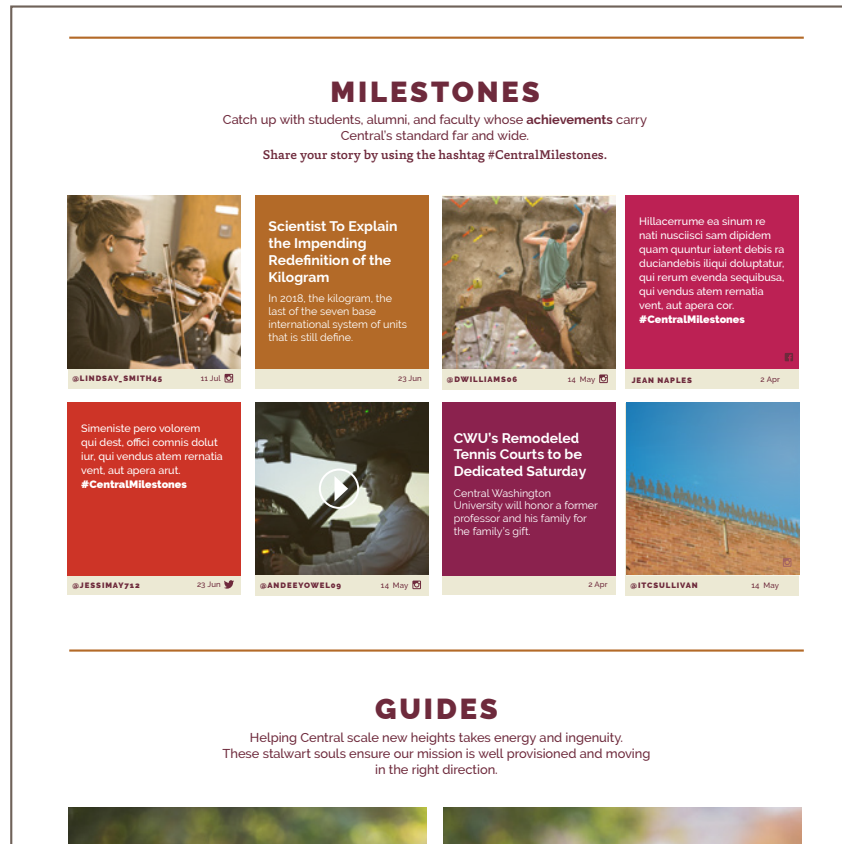
The microsite allows people to engage with University Advancement on their own level.





# Microsite (cont'd)

The microsite allows people to engage with University Advancement on their own level.




# Microsite (cont'd)

The microsite allows people to engage with University Advancement on their own level.




## GUIDES


Helping Central scale new heights takes energy and ingenuity. These stalwart souls ensure our mission is well provisioned and moving in the right direction.







**Scott Wade**  
Vice President, University Advancement  
Executive Director, CWU Foundation




**Karen Shaw**  
Associate Vice President, University Advancement



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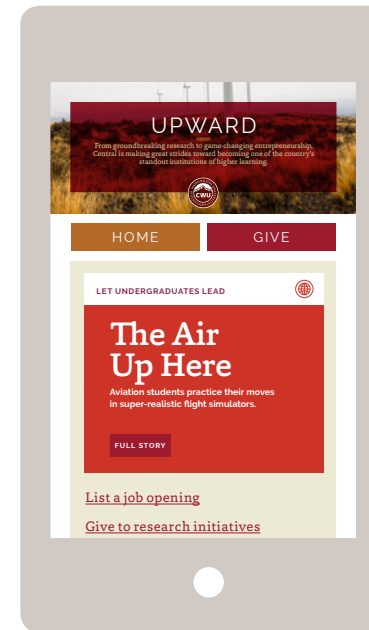
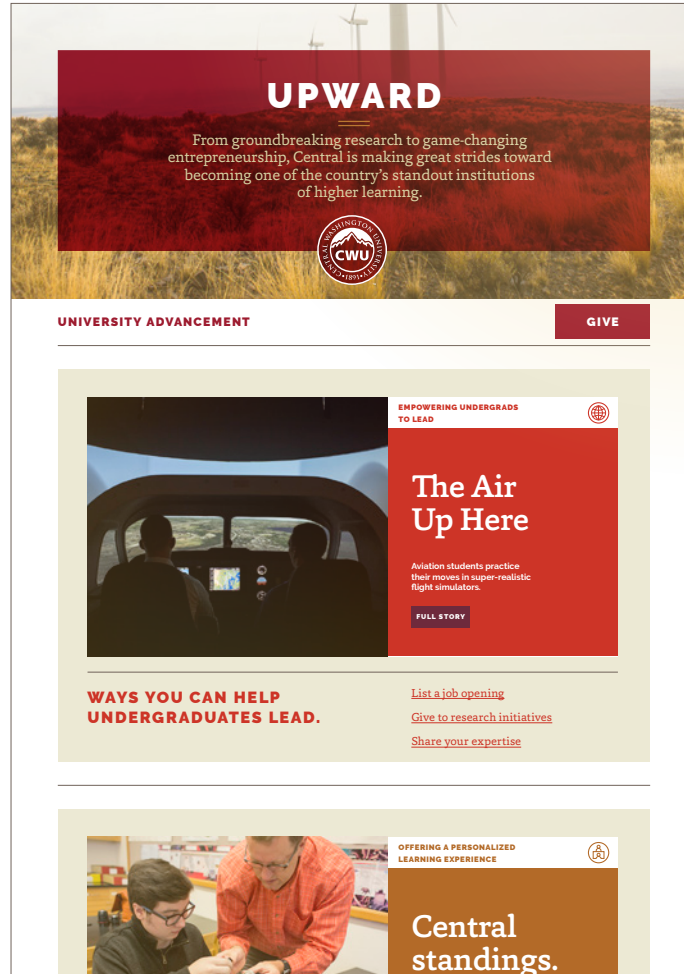
BACK TO



THE TOP

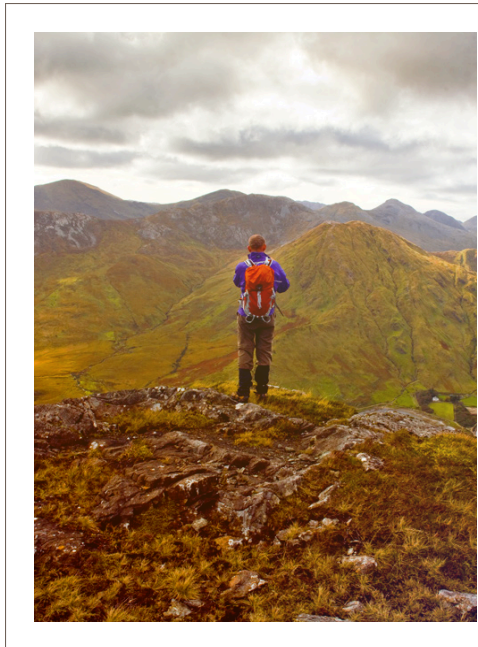
# E-Newsletter

The E-Newsletter gives viewers information relevant to Central's values, so they'll remember it and start to consider getting involved.



# Foundation overview

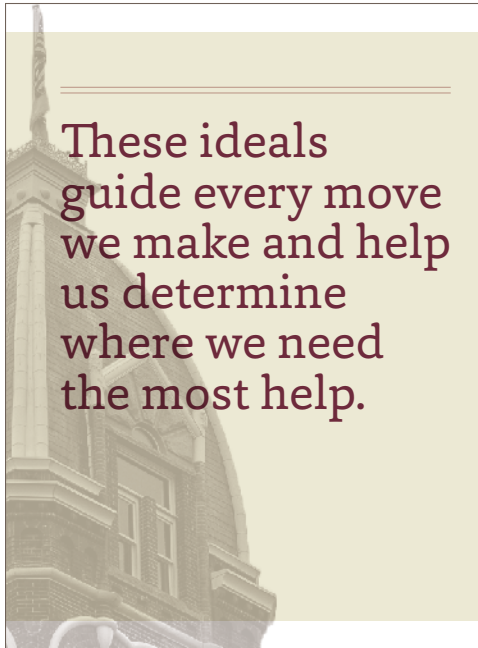
The Foundation overview makes it clear what the university believes in and how money and effort are used to advance those causes.



We're on a mission here at Central. It's a mission true to our vantage among the mountains of Washington—a mission that's about looking forward and looking up.

We're working toward a Central where more students can get an exceptional education, and every student graduates ready to blaze their own trail. We're working toward a Central where our faculty reach the pinnacle of their careers, our facilities are top-notch, and our reputation earns us a place among the strongest universities in the country.

**This vision is within reach, but we need your support to see it through.**



**Empowering Undergrads to Lead**

As they tackle real-world issues, research projects, and fieldwork, our undergraduates become experts in inquiry and innovation.

*Odiosorum evero qui dia verrovi omnisimas ipsaquiagam aut utparame verroventem auti quea molit pedis reici que ipis aspe niscidi, omnisimas emi ab ipsaquiagam aut utparame verroventem auti quea molit. Et an officid nator rem sa magnam, sa ma suscia sum quam, odipsumas. Odi blemi hil modi.*

**WAYS YOU CAN HELP**

- Provide an internship
- Give to university initiatives
- Share your expertise

**Encouraging Inquisitive Minds to Reimagine Their World**

With thoughtful admission policies, scholarships, online classes, and statewide Centers, we keep college education accessible to learners from all walks of life.

*Quis re dolupta spelia caluipiti volokerehne volupuae repro hererep elenit peres utem que eum rehaest quis voluptat enat? Qui nri la con astenti conctia di ad estibus euame alitum que pore, etas, odiam recatum sit reitend notiqae nam aliquatur autatum rerum laclant figa. Et se quositem reicipsime volupae solite aut.*

**WAYS YOU CAN HELP**

- Attend an event
- Give to scholarships
- Share your vision for Central's future

**Offering a Personalized Learning Experience**

Students gain the most ground with one-on-one guidance. That's why our faculty act as mentors, sounding boards, and cheerleaders.

*Capit et iust ut quo vandant. Ne como beatis excrete porped exere maximo blandam, utparata consero: secte is erumet, omniobptam lum labore non con in non cullatv ita qui dolit. Odiosorum evero qui dia verrovi omnisimas emi ab ipsaquiagam aut utparame verroventem auti quea molit pedis reici que ipis aspe niscidi.*

**WAYS YOU CAN HELP**

- Mentor a current student
- Give to university initiatives
- Volunteer for event

# Appeal piece

We hear it all the time: when we wonder why stakeholders haven't donated, they tell us, "Because no one asked." Let's do away with that excuse.

## The direction forward

MOVING TOWARD THE FUTURE OF THIS UNIVERSITY



### Here at Central, WE'RE ON A MISSION.

One to make this the place where every student graduates ready to blaze their own trail, faculty reach the pinnacle of their careers, facilities are top-notch, and our reputation earns us a place among the strongest universities in the country.

These ideals direct every step we take, but we can't reach our destination without you.

**Empowering Undergrads to Lead**  
By doing real-world work, our undergraduates become real-world experts.

**Encouraging Inquisitive Minds to Reimagine Their World**  
We keep college education accessible to learners from all walks of life.

**Offering a Personalized Learning Experience**  
Working one-on-one with students, faculty act as mentors and cheerleaders.

---

**WHAT STEPS WILL YOU TAKE?**

**Connect**

- Provide internships and hire Central graduates.
- Attend Central-sponsored events on campus or in your city.
- Mentor a current student or recent graduate.

**Communicate**

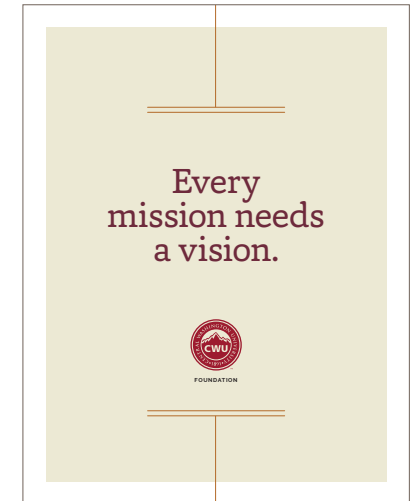
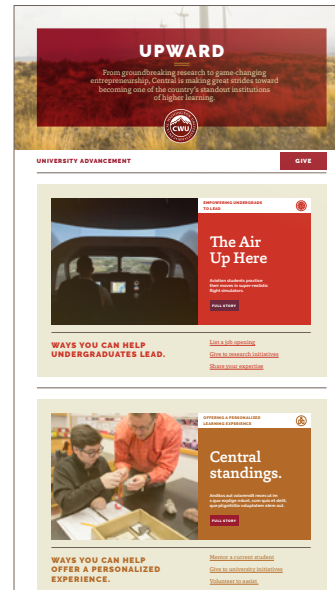
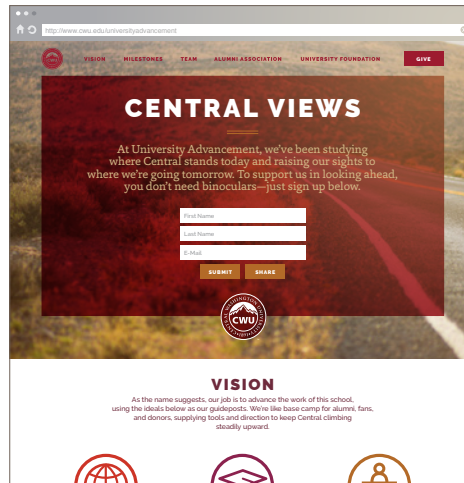
- Tell others how much you value Central.
- Keep us updated on where you are and what you're doing.
- Let us know how you envision the future of Central.

**Contribute**

- Share your expertise by speaking to or teaching a class.
- Give to scholarships, research, and school initiatives.
- Volunteer to assist at events.

# Flexing visual elements

The personality of each tactic shifts as the viewer gets more invested.



Good-natured  
Optimistic  
Enthusiastic

(More bold.)



Purposeful  
Motivated  
Steadfast

(More traditional.)

# —|| Resources

# Resources

For questions and additional information, contact Karen Shaw or Scott Wade at 509.963.2703.





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