

2-2.45 GRAPHICS STANDARDS AND VISUAL IDENTITY

The publications/video committee's goal is to create an attractive, flexible and practical emblem that can be used for the university's stationery package, for publications, for TV and audio-visual materials, media advertising, signage and for CWU vehicles.

The purpose of the Graphic Standards and Visual Identity policy is to ensure that the Central Washington University image is presented in a consistent manner so that CWU is easily recognized as a forward-looking, quality university. Consistency in the use of the official signature will show a unity of purpose among all university entities and will help gain recognition and recall of the university's many programs. This policy deals largely with printed and video materials; however, the same guidance applies to all forms of university communication.

2-2.45.1 Responsibility.

The Graphics Standards and Visual Identity policy is the responsibility of the vice president of university advancement. Coordination responsibility is assigned to the following:

- Publication/Video Committee
- University Advancement, 963-1491
- IMC Media Production & Development, 963-2850
- Auxiliary Services Productions, 963-1605
- Central Services Duplicating/Printing, 963-3685

2-2.45.2 Qualifying Publications/videos

A Central Washington University core publication/video is considered to be printed matter or video originated by CWU departments, administrators, faculty or staff, and intended for an external audience. It does not include classroom support materials, internal letters or memoranda.

University publications will be designed to show Central Washington University as the primary focus. Entities such as a school, college, department or program will be portrayed in a manner keeping with overall university goals and objectives. Photos used in publications shall illustrate the university mix with regard to minorities, females and disabled people.

2-2.45.3 Components of Visual Identity

samples

2-2.45.3.1 The university seal.

The University seal has been used in place of a logo for many years. Its similarity to the seals of other state universities or other state departments rendered it an ineffective graphic element for CWU visual identity.

The university seal is reserved for the office of the president and for formal documents such as diplomas or certificates.

The new university logo is the official symbol used to represent the university. The new logo design allows for greater flexibility in usage and for improved recognition while carrying forward a visual relationship with the seal. Often, a person's first contact with CWU is through printed materials. For this reason, it is important for logo usage to be consistent. The new logo must appear on all university publications and cannot be smaller than 5/16" (2 picas) measuring from top to bottom. In rare instances, authorization to use just the name of the university prominently on a piece may be granted by the Publications/Video Committee.

2-2.45.3.2 The University Signature.

The image above is called the signature. The signature has two elements: the name of the university and the logo, which is the stylized version of the CWU seal. For the stationery, the words Docendo Discimus ("by teaching we learn") have been added. Please contact IMC or Auxiliary Services Productions if you would like to use the signature with Docendo Discimus.

The CWU signature does not always have to be printed on the front cover of a publication. It may be replaced by the university name and/or a graphic representation; however, it should always appear somewhere on the printed piece. In rare instances, authorization to use just the name of the university prominently on a piece may be granted by the Publications / Video Committee. The signature may not be overprinted, ornamented, scanned or altered, and, to ensure readability, it should never appear smaller than 5/16" or two picas high.

2-2.45.3.2.1 Use with Other Signatures or Symbols

Do not place the signature on the same page or surface with any other logo or symbol without consulting the CWU Publications/Video Committee.

Proper and consistent use of the authorized signature will help Central maintain a positive image. In rare instances, authorization to use logos in addition to those listed above is granted by the Publications/Video Committee.

2-2.45.3.2.2 Signature Variations

Variations of the CWU institutional signature have been developed to meet different spatial requirements. It is important to use only these accepted variations, to use them at every opportunity to present the university to the public and to use the guidelines to ensure an exact reproduction of the signature.

2-2.45.3.2.3 Signature Guidelines

- 1. The signature represents all departments and offices. The names of individual units should be presented typographically to avoid developing competing logos.**
- 2. Use the signature as it is. Do not corrupt the signature by modifying, resetting or repositioning the elements.**
- 3. The signature lettering is Times regular.**
- 4. Allow generous space around the signature, so that the name of the university will stand out.**
- 5. Do not enclose the signature in a color shape or rule which could be interpreted as part of the signature.**

2-2.45.3.2.4 Signature Colors

The university's colors are one of its most obvious visual identifiers. The official crimson and black ink specifications are:

A. Crimson PMS 200 on coated stock; PMS 193 on uncoated stock

B. Black PMS 6 on all stocks.

C. Single Color

The signature is designed to be used in any single color. When one color is to be used, good taste and judgment should be exercised to assure that the signature color provides adequate contrast with the background. Often, black is the best solution and gives prominence to the university's name. The signature can be printed in any appropriate single color; however, the signature cannot be divided into any two colors except crimson and black.

2-2.45.3.3 The CWU Athletic "Wildcat"

This is the mascot of CWU athletic teams. One standardized Wildcat logo will be developed, and variations to the logo will not be allowed. A standardized Wildcat logo will represent CWU athletic programs in the same manner and purpose as the university's logo.

2-2.45.4 Overprints

The signature in crimson and black can be overprinted on a third color if that color is light enough to provide sufficient contrast. A single-color signature can also appear on a sufficiently contrasting colored background. Tinted backgrounds with signature overprint should be 40 percent value or less. The signature cannot be printed over a pattern.

2-2.45.5 Reverses

The signature can also be reversed out of another ink color, such as black, creating a white signature. A tinted background with the signature in reverse should be 60 percent value or more.

2-2.45.6 Stationery

Letterheads, envelopes and business cards are often the first, if not the only printed materials received as an introduction to Central Washington University. They are also more widely distributed than any other publication. Consequently, it is important that they be of the highest quality, and that a consistence in use be maintained in order to reinforce Central's reputation as a quality university.

The stationery package has been designed for use by all units that are part of CWU. By using the signature with standardized formats shown here, every school, college, department or office can effectively show its affiliation to Central.

2-2.45.7 Letterhead

One standardized format has been approved for use by all campus units. Three options for printing the letterhead are available.

Specifications:

- **the logo is centered and is 1 1/4" down from the top edge of the paper to the base of the logo;**

- Central Washington University is centered, all caps, 12 point Times regular and is 1 1/2" down from the top edge of the paper;
 - the line graphic is centered, is 1 5/8" down from the top edge of the paper and is 3/4" long, 0.4 line width;
 - the department name is centered, caps and lower case, 9 point Helvetica Light and is 1 7/8" down from the top edge of the paper;
 - the address is centered, caps and lower case, 7 point Helvetica Light and is 10 1/2" down from the top of the paper;
 - the affirmative action statement is centered, all caps, 6 point Helvetica Light and is 10 5/8" down from the top of the paper.
- * all type is measured at the baseline.

Option A: The signature will appear in crimson and black on Wausau Royal Fiber, Glacier Mist 24lb. laser-compatible paper. Laser proof inks will be used. The school, college, department, office name or name of other segments of the university appears beneath a line separating it from the signature. Address, phone numbers, affirmative action statement and TDD number appear at the bottom of the page. Leave at least one-half inch of space before beginning your copy below the department/office name, and one-half inch at the end of your copy above the address information.

Option B: The format will be the same as for Option A. The only difference being that the signature and all type will be printed in laser proof black ink on a 25 percent cotton, smooth finish, white, laser-compatible paper.

Option C: This option allows for the generation of the letterhead electronically. The standardized format must be maintained. Output must be on a laser printer capable of 600 DPI resolution on white stock. An electronic signature will be available for anyone using this option.

2-2.45.8 Envelopes

Depending upon which option is selected to print the letterhead, the envelope must be printed on the same matching stock and the same color scheme as the letterhead. The format will be the same for all options. The mismatching of letterhead and envelope stock is not allowed.

Specifications:

- the logo is 1" down from the top edge of the envelope to the base of the logo and 3/8" in from the left edge of the envelope;
- Central Washington University is flush left, all caps, 10 point Times bold and is 1 1/2" down from the top edge of the envelope with a 3/16" space between the logo and the type;

• the address is flush left, caps and lower case, 7 point Helvetica Light and the first line is 1 5/8" down from the top edge of the envelope.

2-2.45.9 Business Cards

All business cards will be printed in crimson and black on Wausau Royal Fiber, Glacier Mist, 80# coverstock. A consistent use of a standardized format will be maintained. The use of a second logo will not be permitted.

2-2.45.10 Procedures for Developing Publications

Central Washington University is judged in many ways, including its publications and videos. We strive for quality, and we are working toward a team approach in the process. There is a procedure to follow for developing Central's publications which are intended for an external audience. This list starts with, but is not limited to CWU's "Core" publications. Some examples are the catalog, viewbook, Central Today, Residence Life, departmental brochures, commencement booklet, and summer session. University videos also are included.

Publications should have a common thread, a consistency and meet certain standards. They must effectively portray the image of the university. Publications offices for the university are:

- University Advancement Publications 963-1491
- IMC Media Production and Development 963-2850
- Auxiliary Services Productions 963-1605

2-2.45.10.1 General Instructions.

2-2.45.10-1 Original

Normally, the original manuscript to be used in your publication is your responsibility. Submit your proposed copy well before the final product is needed. Computer-originated copy is recommended. It is unnecessary to format your copy when submitting a disk. Keep all copy flush left and without returns (except for paragraphs) and commands for tabs, boldface, centering, underlining and other formatting. Please include a hard copy to indicate formatting. Budget information, quantity and other printing specifications also will be discussed at the initial planning meeting. An editor will review your material, but you should examine it carefully for aCWUacy. The appropriate publication office will guide each publication from the first planning session through printing and delivery. There are many steps in the publication process, so make sure you start early. Time might be needed for design, typesetting, paste-up, photography, bids, proofing, making negatives and plates, printing and bindery work.

2-2.45.10.2 Major Rewriting.

Major rewriting should not be done after copy is submitted to the appropriate publication office. Editors will check for unity, coherence, punctuation, grammar, spelling, timeliness, completeness and that it is consistent with CWU's visual identity

policy. The client has the main responsibility for proofreading. You will have more than one opportunity to proof your copy.

2-2.45.10.3 Design

Publications will be designed by CWU's professional graphic design staffs – IMC and/or Auxiliary Services Productions. The university design staffs take pride in professionally designed publications, and have won numerous awards for their work. You will need to complete an authorization form at this stage. Letting the professionals do the graphic design will allow you time to do your job, and ensure that Central presents publications consistent with the quality education it provides.

2-2.45.10.4 Photography

Photography for core publications must be arranged in advance. University Advancement, IMC or Auxiliary Services Productions can provide assistance with photography when planned ahead.

2-2.45.10.5 Printing

Most publications can be printed on campus. Printed material that stays on campus can go directly to Duplication/Printing. For printed material that goes off campus contact University Advancement, IMC or Auxiliary Services Productions. A Duplicating/Printing work order will be completed for this printing. Jobs which cannot be done on campus will be awarded to an outside vendor through a bidding procedure, and a purchase order will be issued. When contracting for writing, design, photography or printing with outside vendors, please check with University Advancement, IMC or Auxiliary Services Productions. The publication offices will prepare specifications for those jobs requiring a bid and will forward it to Duplicating/Printing and Purchasing for processing. Contacts with the selected printer will be handled by the publication offices or graphic designers. Printing jobs traditionally processed by CWU's print shop normally will not be approved for off-campus printing.

For on-campus printing jobs, the earliest possible contact with the print shop will ensure your work order is scheduled for printing. Basic printing work orders can be sent through the campus mail, brought directly to the printshop or picked up from the department.

The Central Services Supervisor will review work order contents for any potential copyright infringement and to ensure that the quality of the requested work meets with the university's visual identity policy. Printing requests that are questionable regarding quality or content will be reviewed by one of the graphic design units or by at least two members of the Publications/Video committee. Any work orders that may be considered a potential copyright infringement will be sent back to the originating department with an explanation of why the materials could not be reproduced.

2-2.45.11 Procedures for Developing Videos

Central has the capabilities to produce videos on campus. Those considering producing a video for off-campus purposes and using the institution's name should check with University Advancement, IMC or Auxiliary Services Productions in the early planning stages for authorization and direction. The client will provide a script and discuss details of filming with the Publications/Video committee prior to the start of production. The committee will review the video prior to distribution off campus. It will look for artistic quality, accuracy, unity, coherence, timeliness, completeness and that it presents the proper image of the university. The client has the main responsibility for content. In rare instances, deans/vice presidents might need to make a final determination if a video is suitable for release. Videos will include appropriate affirmative action and Americans with Disabilities Act statements, the university seal or logo and the name of the university.

2-2.45.12 Copyright Policies

Copyright law protects "original works of authorship fixed in a tangible medium of expression." Any tangible medium of expression is acceptable, even if it was not yet developed at the time of the enactment of the copyright law. Works are protected from the moment of creation, whether published or unpublished, and do not necessarily need to be registered or identified with a copyright notice. A notice concerning copyright restrictions will be posted where Library patrons order copies. Questions about copyright laws can be directed to Business Services & Contracts, 963-2324.

2-2.45.13 Duplicating/printing/bindery Procedures

Duplicating/Printing (Central Services) is the official reproduction facility for all CWU departments. Printing is done by the offset lithography process. Duplicating/Printing has several printing presses, each with different specialized features.

The official university bindery is also located at Duplicating/Printing. Collating, stapling, binding of books, padding forms, folding, punching, scoring, numbering of forms and perfect binding are some of the services provided.

Production work (copies, binder, etc.) of 25 copies or more must be ordered through Duplicating/Printing. University departments are expected to plan ahead for their reproduction needs.

Duplicating/Printing has an extensive inventory of recycled paper. Not all of the papers in stock hold up for multiple color ink runs. Please check with the Central Services supervisor to ensure your paper will meet the specifications for your printed material. When preparing your copy, margins of at least one-half inch are required for each page.

Your choices for ink colors are basically unlimited. The print shop staff can mix inks from a Pantone ink chart. The inks used in the print shop are environmentally friendly.

2-2.45.13.1 Helpful Hints

- Registration marks are necessary for color work to ensure a quality finished piece.

• Always send a sample of what the finished job will look like.

• Check with Duplicating/Printing to find out how to avoid marks when printing on coated stocks.

• Solids—less than image area—might need to be double printed.

• Some recycled stocks might warp and stretch after two runs.

2-2.45.14 Mail Services

Materials printed for the university must follow certain formats and specifications for mailing:

• Correct CWU addresses will bear the name of the department or office, and the university street address of 400 E. 8th Avenue.

• Zip codes must include the 4-digit extension for that location. This should be used for return addresses and for envelopes printed for return to CWU.

• The 4-digit extension is to be used on all intercampus mail.

• University stationery cannot be used for personal messages or mail. All personal mail must have a stamp, and can be mailed from campus.

Large quantities of outgoing mail should be printed with a permit imprint, eliminating the need for metering. A bulk non-profit rate is available for 200 or more identical pieces.

If first-class service is needed, a different imprint is used. The first-class permit is to be used for first-class mailings of size greater than about 1,000 pieces. It is more cost-efficient for smaller first-class mailings to be metered.

If it is desired that the sender not pay postage when returning mail to Central, Business Reply Mail should be used. Postage is charged only for those pieces actually received by the university.

Mail Services must be contacted when large mailings, which should be arranged in zip-code order, are to be considered. The telephone number for mail services, which is open Monday through Friday from 8 a.m. to 5 p.m., is 963-3687.

IMC Media Production and Development has negatives of each mail permit format. Mail pieces should be checked by mail services before printing to ensure that they follow postal regulations.

2-2.45.15 Nondiscrimination Statements

Federal guidelines require that Central Washington University include statements regarding equal opportunity and accommodation for persons of disability in materials which publicize its programs and events. The following language has been developed to meet those requirements.

2-2.45.15.1. General university publications such as Undergraduate/Graduate Catalog, Residence Life Magazine, Central Today, departmental brochures, and quarterly class schedules should include this statement:

Central Washington University's policies and practices affirm and actively promote the rights of all individuals to equal opportunity in education and employment without regard to their race, color, religion, creed, national origin, sex, sexual orientation, age, marital status, disability, or status as disabled or Vietnam era veterans. Central Washington University complies with all applicable federal, state, and local laws, regulations and executive orders. Direct related inquiries to Nancy Howard, Office of Affirmative Action, Barge 211, Ellensburg, WA 98926-7497. Telephone (509) 963-2205; TDD (509) 963-2207.

Persons of disability may request this material in alternative format by calling (insert name of person responsible for the publication at (509) 963-xxxx) or leaving a message on TDD 509 963-3323.

2-2.45.15.2 A shorter statement may be used on posters and fliers which announce university-sponsored events (e.g., performances, lectures, activities) an on application forms for short term university-sponsored programs (e.g., Senior Ventures, continuing education programs, summer athletic camps). The statement should include the following language:

Persons of disability may make arrangements for reasonable accommodations by calling (insert name of person responsible for the event) at (509) 963-xxxx or TDD (509)963-3323. Central Washington University is n AA/EEO/Title IX Institution.

If a question arises regarding which statement ot use, contact either the ADA Coordinator, Keith Champagne (963-1515) or the Affirmative Action Director, Nancy Howard (9063-2205)

Letterhead sample:

Business Card Sample