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.
INTRODUCTION

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.
### Introduction
- Behold, the brand

### Strategy
- Audiences
- Messaging
- Why our message matters
- What does engagement mean?
- How do I engage with Central?

### Personality & Voice
- Brand statement
- Personality
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- Nailing the Central voice

### Visual Language
- Logo
- Logo usage
- Logo size and placement
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- Typography overview
- Sans serif
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- Type hints
- Color overview
- Color hints
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- Photography—Academic experience
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- Photography hints
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- Architectural details

### Communication Tools
- Postcard
- Microsite
- E-Newsletter
- Foundation overview
- Appeal piece
- Flexing visual elements

### Resources
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**
  - Expand reach
- **Donors**
  - Build participation
- **Friends**
  - Develop leaders and philanthropic partners
Central Washington University University Advancement Brand Guidelines

Messing

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.

**Attributes (what we offer)**

<table>
<thead>
<tr>
<th>Education</th>
<th>Experience</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Curriculum that focuses on real-world challenges both in the classroom and in the field</td>
<td>Welcoming bright minds from all backgrounds, making all feel accepted, challenged, and supported</td>
<td>Top academic programs regionally and nationally</td>
</tr>
<tr>
<td>Small class sizes and state-of-the-art facilities to maximize learning</td>
<td>A campus community that is inclusive, active, and diverse</td>
<td>Alignment with market and industry needs</td>
</tr>
<tr>
<td>World-class faculty who focus on both teaching and research</td>
<td>A university-wide commitment to each individual's success</td>
<td>An education that focuses on job and life readiness</td>
</tr>
</tbody>
</table>

**Benefits (what they get)**

<table>
<thead>
<tr>
<th>Theoretical knowledge</th>
<th>Personal development</th>
<th>Practical experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Challenged by demanding curriculum</td>
<td>Able to rise to challenges personally and professionally</td>
<td>Possessing the right capabilities for the job</td>
</tr>
<tr>
<td>Instructed by leaders in the field</td>
<td>Supported by a lifelong community</td>
<td>Proven through fieldwork, research, and coursework</td>
</tr>
<tr>
<td>Qualified through academic accomplishments</td>
<td>Confident from personal, holistic growth</td>
<td>Having a clear understanding of what it takes to succeed</td>
</tr>
</tbody>
</table>

Central offers a premier undergraduate education that is essential to today’s environment

So that graduates are prepared to make meaningful contributions in their fields and communities from day one
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.

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?

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

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.
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.

COLOR OPTIONS

PMS 7427 WITH BLACK IDENTIFIER

UNIVERSITY ADVANCEMENT

BLACK

UNIVERSITY ADVANCEMENT

REVERSED OUT

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.

**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 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 stretch, condense, or change the dimensions of the logo in any way.
- DON’T alter the logo’s typeface.
- DON’T skew or bend the logo in any way.
- DON’T use a drop shadow behind the logo.
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.
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.
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
ABCD
EF
GH
HI
JK
LM
NO
PQ
RSTU
VWXY
Z
abcdefghijklmnopqrstuvwxyz
1234567890?!.,

CAPITA MEDIUM
Medium
ABCD
EF
GH
HI
JK
LM
NO
PQ
RSTU
VWXY
Z
abcdefghijklmnopqrstuvwxyz
1234567890?!.,

CAPITA REGULAR
Regular
ABCD
EF
GH
HI
JK
LM
NO
PQ
RSTU
VWXY
Z
abcdefghijklmnopqrstuvwxyz
1234567890?!.,

CAPITA BOLD
Bold
ABCD
EF
GH
HI
JK
LM
NO
PQ
RSTU
VWXY
Z
abcdefghijklmnopqrstuvwxyz
1234567890?!.,

CAPITA EXTRA BOLD
Extra bold
ABCD
EF
GH
HI
JK
LM
NO
PQ
RSTU
VWXY
Z
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.

Uda debisqu equas es imus det tore.

Ernate conem aut accupit.

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

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

BOR MA AXIM CONSED QUAMUS.

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

Ernate conem aut accupit.

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

CES COR SI BERE
Ribus, et ut pos rereste quo etur seque nime parior sit quiasi doluptae as.
Visual Language

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.

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.
VISUAL LANGUAGE

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.

**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.

**Purposeful, motivated, steadfast**
This palette relies more on the neutral and muted colors.

**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.
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

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%

Central Washington University University Advancement Brand Guidelines
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

This Central is the vision.
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

**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

**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

**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
Architectural details

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

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

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

Opacity: 20% – 50%

Effect: Multiply
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.
Can you see
THE FUTURE?

WE CAN.
And the view couldn’t
be more impressive.

We’re looking forward to a Central that stands
even taller and reaches farther than it does today.
But to see our vision through, we need your help.

SHOW YOUR SUPPORT BY VISITING
CWU.EDU/XXXX.

Postcard
This postcard drives
the viewer to the microsite.
Microsite

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

At University Advancement, we've been studying where Central stands today and raising our sights to where we're going tomorrow. To support us in looking ahead, you don't need binoculars—just sign up below.

Encouraging Inquisitive Minds

Students gain the most ground with research projects, and fieldwork, as they tackle real-world issues, using the ideals below as our guideposts. We're like base camp for alumni, fans, and donors, supplying tools and direction to keep Central climbing steadily upward.

Redefinition of the Kilogram

In 2018, the kilogram, the last of the seven base international system of units, will be defined in terms of the Planck constant, a fundamental physical constant. This new definition will make the kilogram more stable and reproducible worldwide.

Scholarships, online classes, and statewide Centers, we keep college education accessible to learners from all walks of life.

Offering a Personalized Experience

As the name suggests, our job is to advance the work of this school, and donors, supplying tools and direction to keep Central climbing steadily upward.

One-on-one guidance. That's why our faculty and donors, supplying tools and direction to keep Central climbing steadily upward.

Empowering Undergrads

As they tackle real-world issues, students gain the most ground with research projects, and fieldwork, as they tackle real-world issues, using the ideals below as our guideposts. We're like base camp for alumni, fans, and donors, supplying tools and direction to keep Central climbing steadily upward.

Helping Central scale new heights takes energy and ingenuity.

Copyright © Central Washington University, 2014.
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.
E-Newsletter

The E-Newsletter gives viewers information relevant to Central’s values, so they’ll remember it and start to consider getting involved.
Every mission needs a vision.

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

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.

Central Washington University University Advancement Brand Guidelines
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.

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.

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.

What do you think about our mission? What steps will you take to help us achieve it?
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.