



WAYNE
COMMUNITY COLLEGE

Visual Identity Guidelines

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The Wayne Community College logo can be used for all applications requiring the entire company. Wayne Community College is the ‘Mother’ brand of all the college and brings together all sub brands.

The Wayne Community College Logo Use

An instantly recognisable symbol to join the Wayne Community College brand family. The logo is the most valuable asset of the brand. It is crucial to reproduce the logo correctly and consistently.

Wayne Community College Logo Application

Always use the correct version.

Full Color Version

This logo version should appear on ALL College literature applications. It should only be reproduced in the approved colors shown later in this section.



One Color Version

When using the logo on one color promotional items.



Grayscale Version

When using the logo on one black and white promotional items.



Reversed Version

When using the logo on a solid color background it must only sit on the core corporate color reversed out in white.



The Wayne Community College logo can be used for all applications requiring the entire company. Wayne Community College is the ‘Mother’ brand of all the college and brings together all sub brands.

The Wayne Community College Logo Use

An instantly recognisable symbol to join the Wayne Community College brand family. The logo is the most valuable asset of the brand. It is crucial to reproduce the logo correctly and consistently.

Wayne Community College Logo Application

Always use the correct version.

Photographic Background

The entire logo will appear in a single color - one color version or white reversed out of the background. Always ensure that it is clear and readable.



Black and White Version

This version is used only in situations where no colors other than black is allowed.



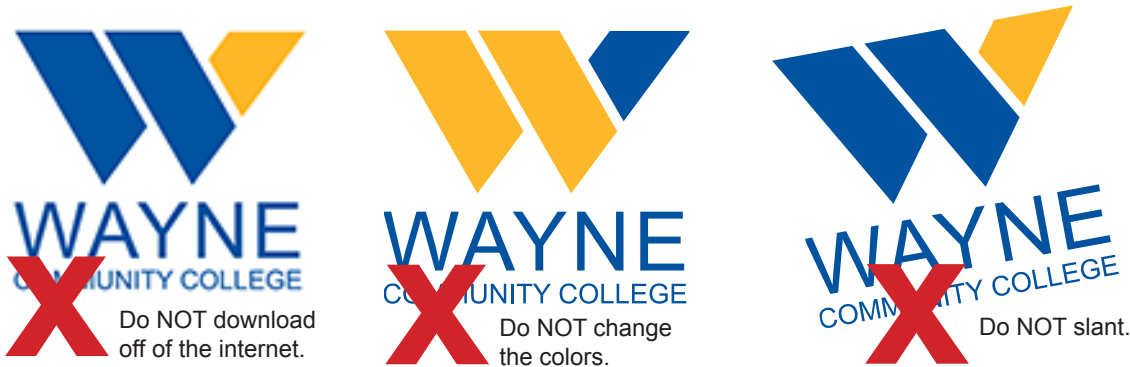
Minimum Size

To ensure legibility and allow for ease of recognition, the logo should never be reproduced any smaller than one inch in width.



Wayne Community College Logo Misuse

Be careful: the logo is important, it needs to be protected. It must never be redrawn or modified in any way.



Wayne Community College Colors

Below are the official school colors.



Pantone Reflex Blue CVC



Pantone 123 CVC



Black 100% is used in black version of logo.



Black 40% is used in grayscale version of logo.

Wayne Community College Logo Sub-brands

Always use the correct version. Below are the sub-brand logos for Wayne Community College.



Wayne Community College Typeface

Within the Arial typeface family

Where possible, avoid the use of italics

A **ri** **a** **l**

Arial Regular

Arial Narrow

Arial Bold

Arial Narrow Bold

The Arial typeface families have been selected for its modern feel, clarity and as well as its flexibility.

Arial is a clean, modern, and easy to read sans serif typeface. It is to be used in the headings, subheadings as well as in the main body text.

You must use Arial in all professionally produced communication materials, as well as in internal documents.

Arial Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890%&*()?\$

Arial Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890%&*()?\$

Arial Narrow

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890%&*()?\$

Arial Narrow Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890%&*()?\$

Wayne Community College Business Card

This style will be used by every representative of Wayne Community College.



Wayne Community College E-mails and E-mail Signature

This style will be used by every representative of Wayne Community College.

Use 12pt, Arial font

Your Name

Job Title

Wayne Community College
3000 Wayne Memorial Drive
Goldsboro, NC 27534

www.waynecc.edu

919-739-(Your Extension)

Wayne Community College Letterhead

This style will be used by every representative of Wayne Community College.

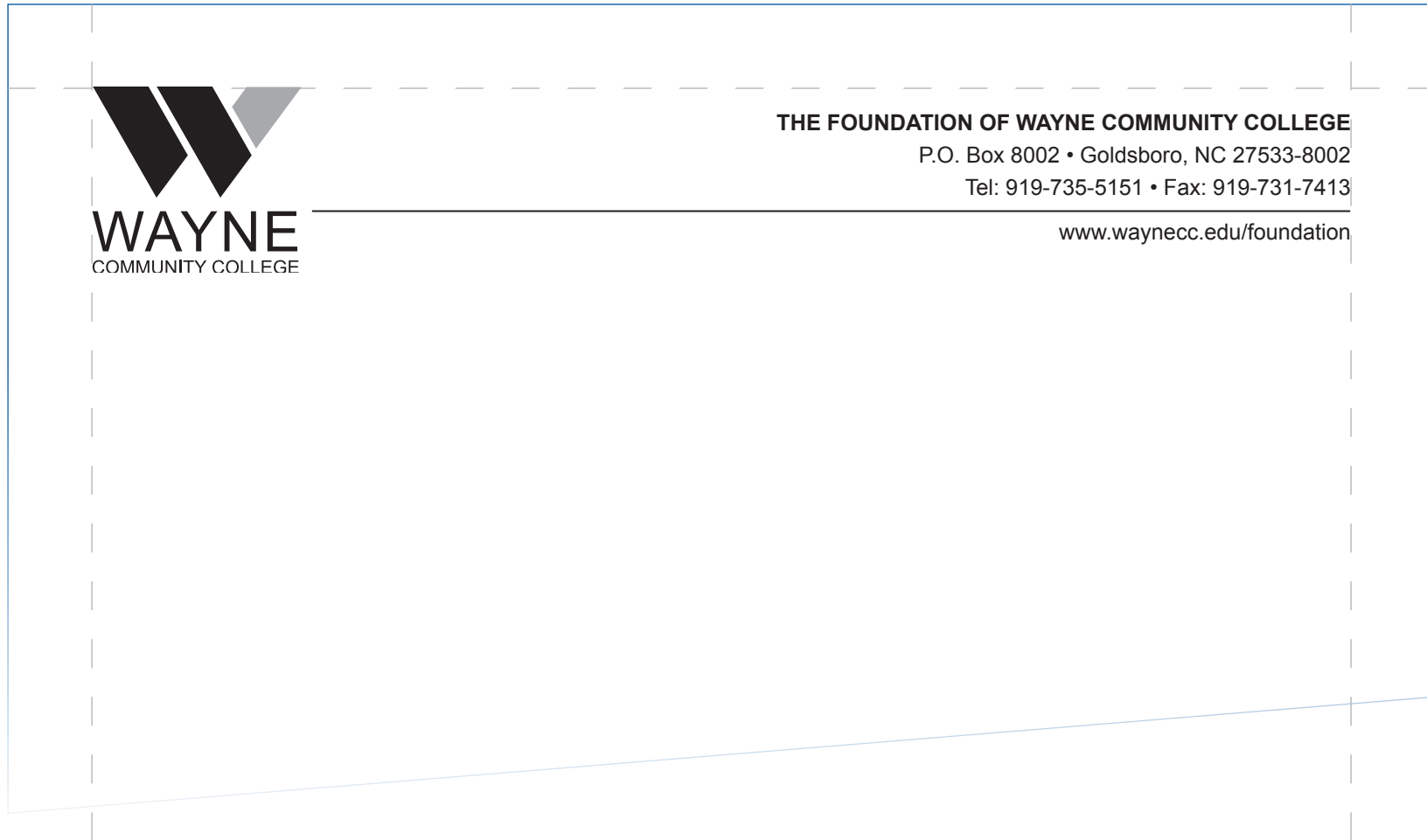
There should be a 1/2" margin.



Wayne Community College Departmental Letterhead

This style will be used by every specified department of Wayne Community College.

There should be a 1/2" margin.



Wayne Community College Envelope

This style will be used by every representative of Wayne Community College.

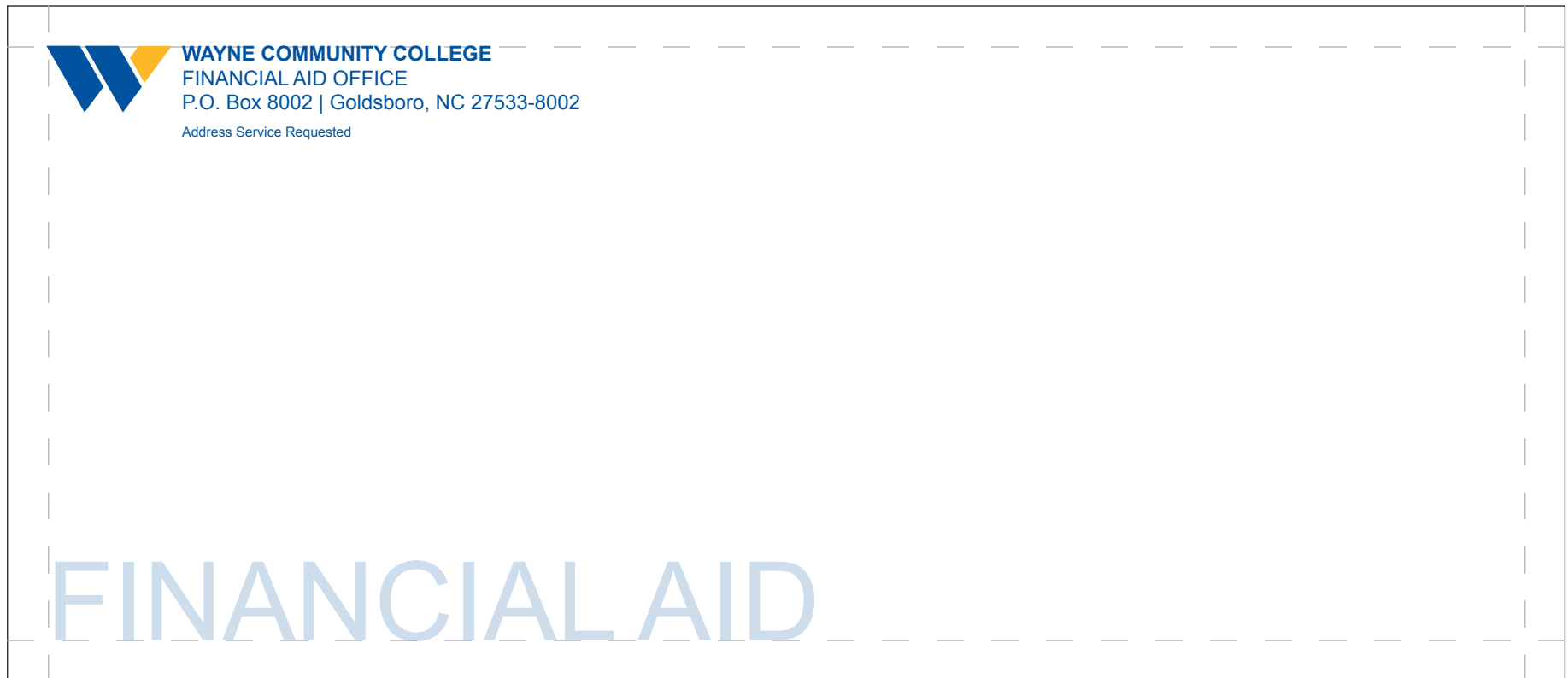
Standard #10 Envelope.
There should be a 1/4" margin.




Wayne Community College Departmental Envelope

This style will be used by every specified department of Wayne Community College. The specified departments for departmental envelopes are Financial Aid, Admissions and Records, Continuing Education Services, and the Foundation.


There should be a 1/4" margin.





WAYNE COMMUNITY COLLEGE
OFFICE OF ADMISSIONS AND RECORDS
P.O. Box 8002 | Goldsboro, NC 27533-8002
Address Service Requested

ADMISSIONS
AND RECORDS



WAYNE COMMUNITY COLLEGE
CONTINUING EDUCATION SERVICES
P.O. Box 8002 | Goldsboro, NC 27533-8002
Address Service Requested

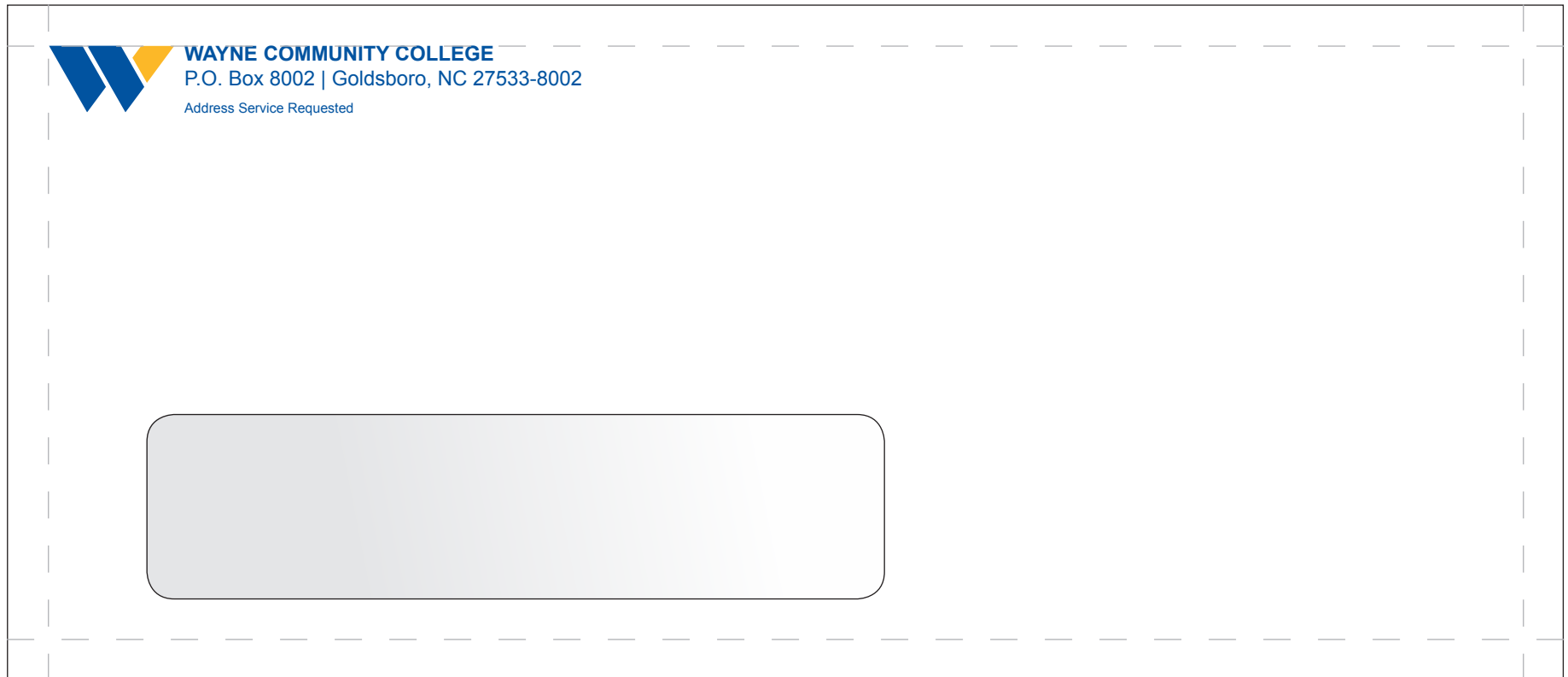
CONTINUING
EDUCATION SERVICES

Samples on
this page are
scaled down.

Wayne Community College Window Envelope

This style will be used by every representative of Wayne Community College.

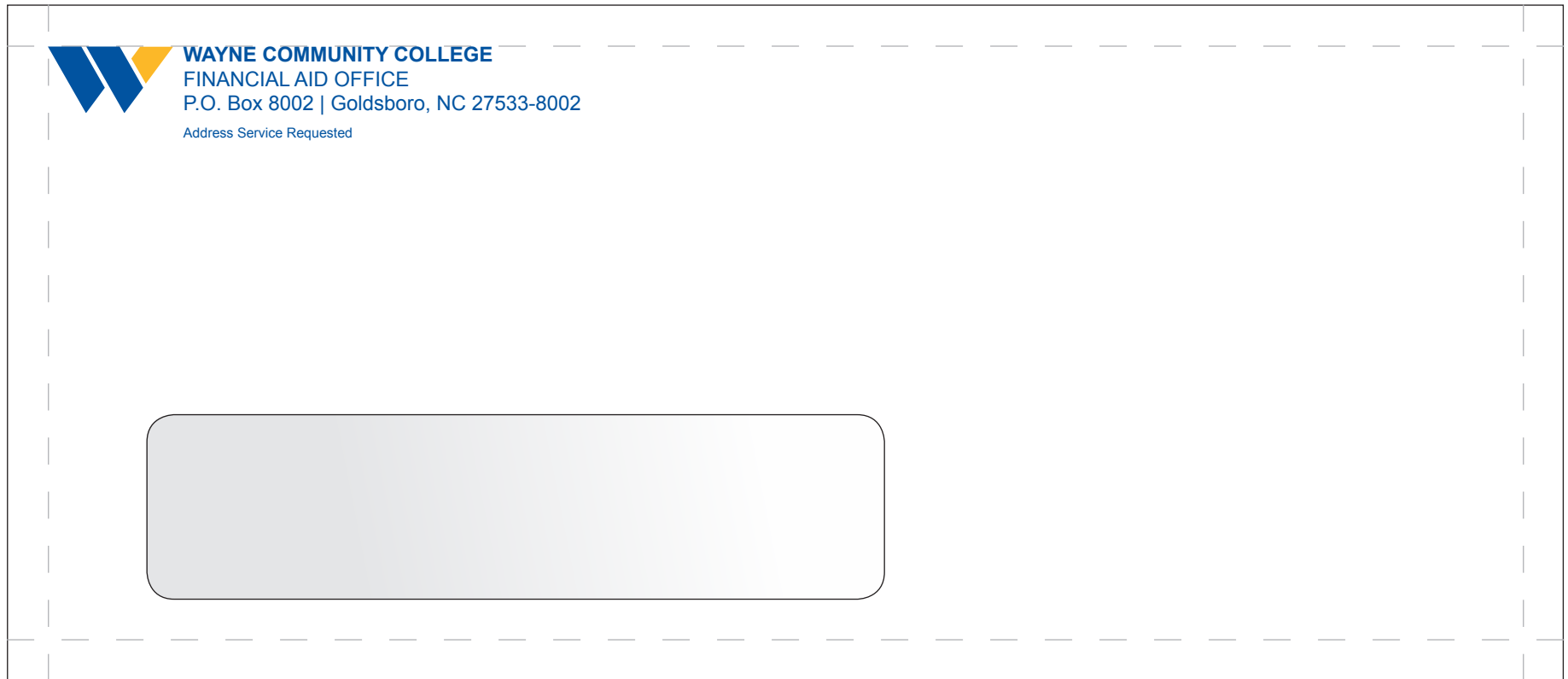
Standard #10 Window Envelope.
There should be a 1/4" margin.



Wayne Community College Departmental Window Envelope

This style will be used by every specified department of Wayne Community College. The specified department for a departmental window envelope is Financial Aid.


Standard #10 Window Envelope.
There should be a 1/4" margin.



Wayne Community College Fax Cover Letter

This style will be used by every department of Wayne Community College.

There should be a 1" margin.

	
<p>FAX Cover Letter</p>	
To:	From:
Company:	Fax:
Fax:	Phone:
Phone:	E-mail:
<hr/> <p>Notes: _____</p> <p>_____</p> <p>_____</p> <p>_____</p>	

Wayne Community College Sample Documents.

All material should be updated to match the style of the college before being reprinted. All jobs should go through the College Graphic Designer, and the editing process before being printed in the College print shop to ensure quality and correct statements are in place.

Career Opportunities

Health Service is one of the largest industries in the country with about 11.3 million jobs. WCC provides access to entry-level healthcare occupations as well as continuing education for healthcare professionals. Let us know how we can assist you in meeting your career goals.





Contact us

Wayne Community College
(919) 735-5151
3000 Wayne Memorial Drive
Goldsboro, NC 27534-8002
www.waynecc.edu

Program Director ext. 313

Where Futures Grow

Our reputation for educational excellence is known nationwide. With our open-admissions policy, smaller class sizes, affordable tuition, and top-notch faculty and staff, we make it easy for you to succeed in more than 75 curriculum programs leading to a degree, diploma, or certificate. WCC offers numerous Continuing Education and Small Business Center programs that allow you to pursue a special interest, gain occupational skills, obtain an Adult High School diploma, or start your own business. WCC provides extensive support services throughout your enrollment. These services include academic advising, counseling, and financial assistance.



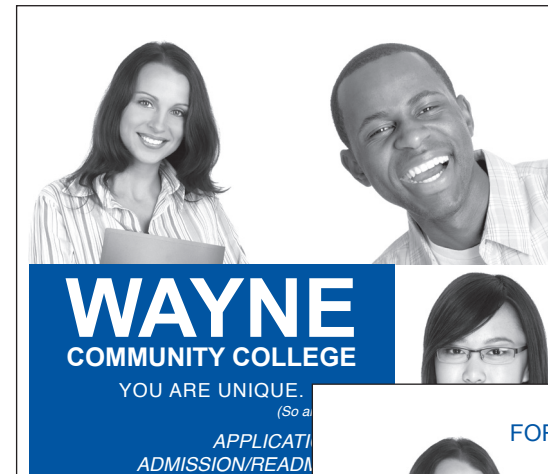
Wayne Community College

Continuing Education

Healthcare Occupations

Nurse Aide I
Nurse Aide II
Nurse Aide Instructor
Medication Aide
North Carolina Interventions
Medical Terminology
Pharmacy Technician
Home Companion Aide
Health Unit Coordinator
Substance Abuse Counselor
Medical Billing

Older Version



WAYNE COMMUNITY COLLEGE

YOU ARE UNIQUE.

(So are you.)

APPLICATION FOR ADMISSION/READMISSION

Older Version

Continuing Education Services provides education and training to lifelong learners in the diverse communities we serve.


Courses Available:

- Nurse Aide I
- Nurse Aide II
- Medication Aide
- Med Tech Prep
- Health Unit Coordinator
- Medical Terminology with Anatomy and Physiology
- Medical Billing and Coding
- Substance Abuse Counselor Series
- ServSafe Food Safety
- EKG/ECG Monitor Tech

For more information, contact Joyce Hamilton-Fleming
919-739-6929 • jhfleming@waynecc.edu
or visit us online: www.waynecc.edu/continuing-ed

WAYNE COMMUNITY COLLEGE
3000 Wayne Memorial Drive
Goldsboro, North Carolina 27534
919-735-5151 • www.waynecc.edu

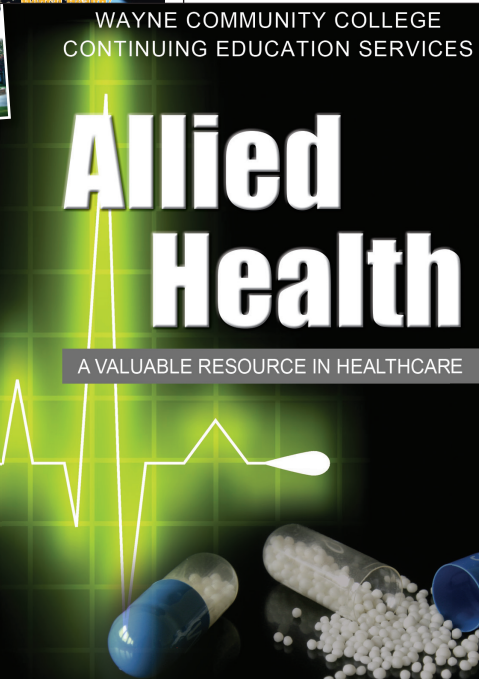
Wayne Community College is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award associate degrees. Contact the Commission at 1865 Southern Lane, Decatur, Georgia 30033-8077 or www.sacscoc.org for more information. Wayne Community College is a tobacco-free institution.

 Follow us on Facebook!

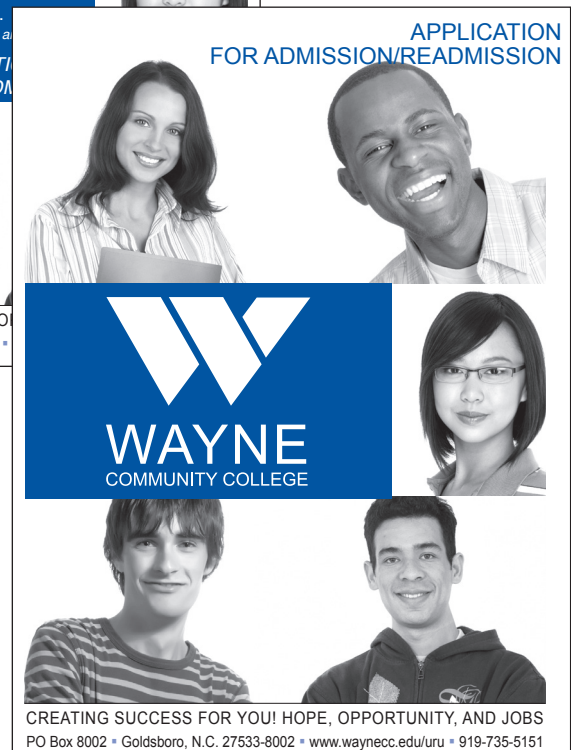
WAYNE COMMUNITY COLLEGE
CONTINUING EDUCATION SERVICES

Allied Health

A VALUABLE RESOURCE IN HEALTHCARE



Updated Version



WAYNE COMMUNITY COLLEGE

FOR ADMISSION/READMISSION

CREATING SUCCESS FOR YOU! HOPE, OPPORTUNITY, AND JOBS

PO Box 8002 • Goldsboro, N.C. 27533-8002 • www.waynecc.edu/uru • 919-735-5151

Updated Version

Wayne Community College Sample Documents.

These are just a few samples of material implementing proper use of the new logo and style.

WAYNE COMMUNITY COLLEGE CONTINUING EDUCATION SERVICES

FREE ESL CLASS

ENGLISH AS A SECOND LANGUAGE

Class begins April 8th!
Monday and Wednesday
6 p.m. - 8:30 p.m.

Pikeville Library
107 W. Main Street
Pikeville

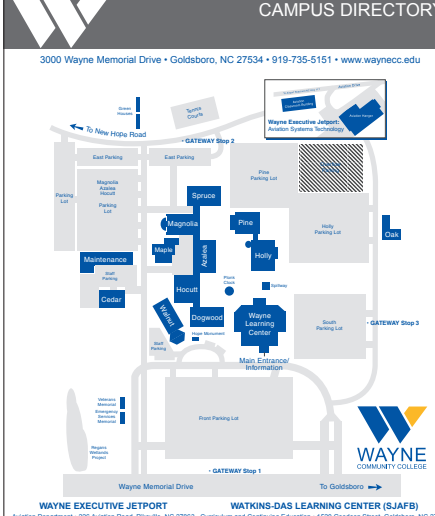
For more information, call
Amelia Hall at **919-739-6911**
or Maria Abalo-Zarate at **919-739-6924**



WAYNE COMMUNITY COLLEGE
3000 Wayne Memorial Drive
Goldsboro, NC 27534
919-734-5151
www.waynecc.edu

CAMPUS DIRECTORY

3000 Wayne Memorial Drive • Goldsboro, NC 27534 • 919-735-5151 • www.waynecc.edu



WAYNE EXECUTIVE JETPORT
Aviation Department • 228 Aviation Road, Pikeville, NC 27863

WATKINS-DAS LEARNING CENTER (SJAFB)
Curriculum and Continuing Education • 1520 Goodson Street, Goldsboro, NC 27531


AGRICULTURE AND NATURAL RESOURCES

AGRIBUSINESS	FORESTRY	ANIMAL SCIENCE	SUSTAINABLE AGRICULTURE	TURFGRASS
DEGREE Agribusiness Technology Degree (A15100)	DEGREE Forest Management Technology Degree (A15200)	DEGREE Applied Animal Science Technology Degree (A15280)	DEGREE Sustainable Agriculture Technology Degree (A15410)	DEGREE Turfgrass Management Technology Degree (A15420)
CERTIFICATE Agribusiness Technology Certificate (C15100)		CERTIFICATE Applied Animal Science Technology Certificate (C15280)	CERTIFICATE Sustainable Agriculture Technology Certificate (C15410)	CERTIFICATE Turfgrass Management Technology Certificate (C15420)

AGRICULTURE AND NATURAL RESOURCES

AGRIBUSINESS FORESTRY ANIMAL SCIENCE
SUSTAINABLE AGRICULTURE TURFGRASS

For more information, contact Gabe Mitchell at 919-739-6807 • gmitchell@waynecc.edu



WAYNE COMMUNITY COLLEGE
3000 Wayne Memorial Drive • Goldsboro, North Carolina 27534
919-735-5151 • www.waynecc.edu

Follow us on Facebook!

New Student Orientation Is Now Open!

All new students enrolling for the FALL 2013* term should attend Wayne Community College's New Student Orientation. Students who attend a New Student Orientation session, and have completed the steps below, can register for classes while attending New Student Orientation.

Registration Checklist for New Students:

- 1 Apply and be Accepted to WCC
- 2 Complete the Residency Status Form
- 3 Take Placement Tests, if necessary
- 4 Provide Official High School and all College Transcripts

If you have not completed one of the steps above, please contact the Admissions Office immediately at 919-739-6720

Students can choose from the following sessions:

July 10, 2013 at 8 a.m. • July 10, 2013 at 1 p.m.
July 10, 2013 at 6 p.m.
July 11, 2013 at 8 a.m. • July 11, 2013 at 1 p.m.

We look forward to meeting you at the New Student Orientation 2013!

*This orientation is for students that have graduated from high school. If you are a CCP High School student please call 919-739-6757 for your orientation dates.

To sign up now visit:
<http://www.waynecc.edu/new-student-orientation>




WAYNE COMMUNITY COLLEGE
3000 Wayne Memorial Drive • Goldsboro, NC 27534
919-735-5151 • www.waynecc.edu



Wayne Community College encourages persons with disabilities to participate in its programs and activities. If you anticipate needing accommodation or having questions about access, please contact the college's Disability Services Coordinator at 919-739-6729 or dholand@waynecc.edu. Please allow sufficient time to arrange accommodation.
Wayne Community College is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award associate degrees. Contact the Commission on Colleges at 1865 Southern Lane, Decatur, Georgia 30033-4027 or call 404-671-4500 with questions about the accreditation of Wayne Community College.
Wayne Community College is a tobacco-free institution.

Wayne Community College Shirts With College Logo.

XXXXXXX



Professional Collar Shirt Design



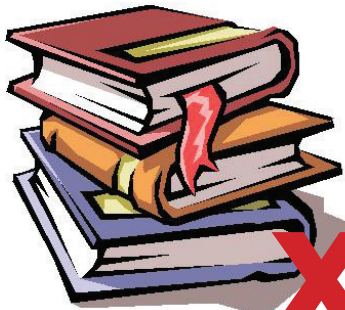
Professional Collar Shirt Design
For Departments

Using Clip Art, Images That Are Copyrighted, Scanned Images and Downloading Images Off The Internet

Most clip art on the internet is not saved at a resolution that is high enough for printing. The Graphic Artist has high quality images that will be used when a project is designed. Clip art from Microsoft or other sources are not allowed.

The use of an image with a copyright is not allowed unless proof of permission can be provided.

Scanned images.....



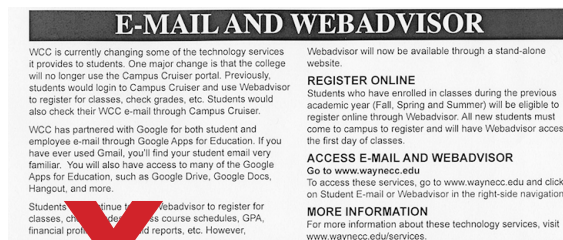
Sample of low resolution image downloaded off of the internet.



Sample of clip art from Microsoft Word.



Sample of image with copyright.



Sample of poorly scanned image.

Requesting The Wayne Community College Logo

xxxxxxx

Graphic Design and Printing Guidelines

The first thing to keep in mind is to plan! Every job is different and the time it will take to complete that job will vary. Below, we have outlined the steps involved to ensure your material is developed correctly, maintains appropriate elements, looks professional and is done on time.

There are certain times throughout the year that the Graphic Designer, Public Information Officer, Marketing and Recruiter Specialist, and Print Technician are required to work on essential jobs. (Ex: Course packets, Semester Schedules, and the Catalog/Student Handbook, just to name a few.) Discover Wayne, Wayne County Agricultural Fair, and recruiting events are examples of recurring jobs that involve needs from every department. That means everyone will most likely need updated or new material at the same time. That is why it is important to plan ahead and submit graphic and/or print requests early.

The Schedule to have print work done:

1. Contact the graphic designer to schedule an appointment. In some cases a meeting is not needed. This will be determined when you first contact the Graphic Designer. In this initial contact, the Graphic Designer will also determine if the job will be printed on-campus or off-campus. You will need to bring a print request form with a budget code. If off-campus print jobs are required, quotes must be obtained by the Graphic Designer. All off-campus jobs require at least two weeks for printing and delivery.

Below are the time frames and the general types of jobs that are produced by the graphic designer. The amount of time to meet with the graphic designer prior to your print material deadline is as follows:

- a. Two weeks for posters, flyers, business cards or one page documents.**
- b. Three weeks for brochures, detailed forms or handouts.**
- c. One-two months for any type of book or pamphlet.**

(Things to consider: There are certain instances that books must be sent off campus. When this situation arises, We have to obtain bids. Outside print companies require a two-week minimum for print orders. So two weeks will be added to the time frame mentioned.)

2. If the Graphic Designer determines that a meeting is needed she will provide you with the following:
 - an estimated design and printing time frame,
 - an appointment with the Printing Technician, if paper or materials need to be ordered,
 - notification of Public Information Officer/Marketing Recruiter/Marketing Recruiter of your upcoming project.
3. The Graphics Designer will request you to collect all content and materials and e-mail them to her. Text content should be provided in a Word document.

Graphic Design and Printing Guidelines

Continued

4. The Graphic Designer will determine if editing will be required. If so, the Graphic Designer will forward the content to the appropriate editor.
5. Depending on the print job, please allow the editor five working days to edit your content and material. Please keep in mind that larger projects will take more time to edit.
6. The editor will e-mail the edited content and materials to the Graphic Designer. The editor will also select legal statements that will be required for your document.
7. Once the Graphic Designer has received all edited documents, the design process will begin. At this time the Graphic Designer will notify you that she has received the edited documents.
8. Once the design is completed you will receive a proof. A proof will also be sent to the editor for final minor edits.
9. Once an approval is received by all, the job will be sent to print. You will be notified when your print job is complete.

Graphic Design Information Form

Download this form from the internal college Web site or you may pick up a copy from the Graphic Designer.

GRAPHIC DESIGN INFORMATION FORM

Invoice Number: _____
 Date Received: _____
 Date Needed: _____
 Date Completed: _____

Name: _____ Department: _____ Project Title: _____
 Contact Ext.: _____ Contact E-mail Address: _____
 Dir./Div./Dept. Chair Approval: _____ Department Code for Billing: _____
 Public Information Officer/Marketing Recruiter Approval: _____

REQUIRED STATEMENTS:

(To be determined by Public Information Officer or Marketing Recruiter)

- SACS - Short Version
- SACS - Long Version
- Gainful Employment
 - Statement for all Gainful Employment Programs
 - Specific Program (Please list.)

- Equal Opportunity/Affirmative Action
- Students Right-to-Know
- Disability Access
 - Please provide Contact name, phone number and e-mail address.

- Schedule for prospective students
- Safety Report
- Grant
 - Consult Grant Writer or Administrator for verbiage.

- Other

PURPOSE OF PRINTED MATERIAL:

PRINTED SIZES:

- 8 1/2" x 11"
- 8 1/2" x 14"
- 11" x 17"
- 18" x 24"
- 24" x 36"
- 2' x _____' Banner
- 4' x _____' Banner
- Postcard 4-up
- Postcard 2-up
- Envelope
- Other _____

INK:

- Black and White
- Color
- Spot Color
- Color Bleed
- Other _____

MISCELLANIOUS:

- QR Code Needed _____
Please provide web address.
- Special Logo _____
Please list.

TYPE:

- Poster/Flier
- Brochure (Tri-fold)
- Brochure (Single-fold)
- Invitation
- Business Card
- Book
- Other _____

FINISHING:

- 3-Hole Punch
- Spiral Bound
- Perfect Bound
- Staple
- Laminate
- Foam Board Mount
- Padding
- Other _____

WCC Print and Graphics Request Form

Download this form from the internal college Web site or you may pick up a copy from the Graphic Designer.

WCC PRINT AND GRAPHICS REQUEST FORM

ALL MATERIALS THAT ARE DESIGNED OR PRINTED MUST BE APPROVED BY THE APPROPRIATE VICE-PRESIDENT. EST MUST RECEIVE THIS COMPLETED FORM BEFORE ANY REQUEST WILL BE HONORED. THIS INCLUDES LOGO REQUESTS, POWERPOINTS, WEB DESIGN, PHOTOGRAPHY AND VIDEO PRODUCTION. ALL MATERIAL MUST BE REVIEWED BY THE EDITING COMMITTEE.
(AV EQUIPMENT - CALL EST AT EXT. 7024 OR 7027)

Name: _____
 Department: _____
 Dir./Div./Dept. Chair Approval: _____
 Approved for QR Code: Yes No
 V.P. Approval: _____
(Needed for new projects and major revisions)

Dept. Code for Billing: _____
 Editing Approval: _____

Black & White Copier	#Orig.	#Copies	Cost
8.5x11 Front Only .02	_____	_____	_____
8.5x11 Front & Back .03	_____	_____	_____
8.5x11 Cardstock .03	_____	_____	_____
8.5x11 Cardstock F&B .04	_____	_____	_____
8.5x14 Front Only .03	_____	_____	_____
8.5x14 Front & Back .05	_____	_____	_____
8.5x14 Cardstock .04	_____	_____	_____
8.5x14 Cardstock F&B .06	_____	_____	_____
11x17 Front Only .04	_____	_____	_____
11x17 Front & Back .06	_____	_____	_____
11x17 Cardstock .05	_____	_____	_____
11x17 Cardstock F&B .07	_____	_____	_____
Color Copier	#Orig.	#Copies	Cost
8.5x11 Front Only .12	_____	_____	_____
8.5x11 Front & Back .20	_____	_____	_____
8.5x11 Cardstock .13	_____	_____	_____
8.5x11 Cardstock F&B .21	_____	_____	_____
8.5x14 Front Only .18	_____	_____	_____
8.5x14 Front & Back .30	_____	_____	_____
8.5x14 Cardstock .19	_____	_____	_____
8.5x14 Cardstock F&B .31	_____	_____	_____
11x17 Front Only .24	_____	_____	_____
11x17 Front & Back .40	_____	_____	_____
11x17 Cardstock .25	_____	_____	_____
11x17 Cardstock F&B .41	_____	_____	_____
Crack & Peel	.25	_____	_____
Transparencies	.15	_____	_____
NCR Paper	#Parts	#Sets	Cost
8.5 x 11 Letter .03	_____	_____	_____
11 x 17 Tabloid .06	_____	_____	_____
DVD/CD	No.	Cost	
Per disk .50	_____	_____	
Laminating Prices:	No.	Cost	
2 1/4" x 3 1/4" Sheet Size .35	_____	_____	
4 1/2" x 6 1/4" Sheet Size .55	_____	_____	
9" x 12" Sheet Size .65	_____	_____	
25" wide roll price per foot 1.00	_____	_____	
40" wide roll price per foot 2.00	_____	_____	

<input type="checkbox"/> Collate	<input type="checkbox"/> Paste	Invoice # _____
<input type="checkbox"/> Single Fold	<input type="checkbox"/> Foam Board	Total Cost: _____
<input type="checkbox"/> Letter Fold	Mount	Date Received: _____
<input type="checkbox"/> 3-Hole Punch	<input type="checkbox"/> Laminate	Date Needed: _____
<input type="checkbox"/> Spiral Bound	<input type="checkbox"/> Other _____	Date Completed: _____
<input type="checkbox"/> Perfect Bound	_____	
<input type="checkbox"/> Staple	_____	
<input type="checkbox"/> Cut	_____	

Special papers will be charged according to price of paper ordered plus print cost.
 Special Instructions: _____

Photo Paper	No.	Cost
Per page (8x10 standard) \$1.00	_____	_____
Per page (10x13 standard) \$2.50	_____	_____
Per page (12x18 standard) \$3.00	_____	_____
Per page (13x19 standard) \$3.50	_____	_____
Per page (18x24 standard) \$4.00	_____	_____

Poster Printer:	No.(feet)	Cost
24" wide sheet per foot \$1.00	_____	_____
36" wide sheet per foot \$3.00	_____	_____
42" wide sheet per foot \$4.00	_____	_____

Proofs must be printed on printshop color printer and approved before printing on poster printer.

Foam Board:	No.	Cost
1/4 of a full sheet \$1.50	_____	_____
1/2 of a full sheet \$3.00	_____	_____
Full sheet (24" x 36") \$6.00	_____	_____

Business Cards	No.	Cost
WCC Business Cards \$2.00/50 cards	_____	_____

Envelopes	No.	Cost
Plain Envelopes \$7.25 box	_____	_____
Window Envelopes \$8.50 box	_____	_____

WCC Envelopes	No.	Cost
WCC Plain or Window \$32.00 box	_____	_____

WCC Stationery	No.	Cost
WCC Stationery(500) \$10.00 box	_____	_____

Blank Paper	No.	Cost
8 1/2 x 11 Letter Bond \$3.25 ream*	_____	_____
8 1/2 x 11 Letter Bond Color \$3.75 ream*	_____	_____
8 1/2 x 14 Legal Bond \$4.25 ream*	_____	_____
8 1/2 x 14 Legal Bond Color \$5.00 ream*	_____	_____
11 x 17 Tabloid Bond \$6.75 ream*	_____	_____
11 x 17 Tabloid Bond Color \$7.50 ream*	_____	_____

**A ream is 500 sheets of paper, Box = 500 envelopes (5 boxes = 1 case)
 10 reams in a case of 8 1/2 x 11; 5 reams in a case of 11 x 17.

Price for Second Name Tags (No Charge on First) \$5.00 _____

Spiral Binders	Price	No.	Cost	Spiral Binders	Price	No.	Cost
5/16" .08 ea.	_____	_____	_____	1" .47 ea.	_____	_____	_____
3/8" .10 ea.	_____	_____	_____	1 1/4" .55 ea.	_____	_____	_____
1/2" .14 ea.	_____	_____	_____	1 1/2" .70 ea.	_____	_____	_____
5/8" .28 ea.	_____	_____	_____	1 3/4" .75 ea.	_____	_____	_____
3/4" .30 ea.	_____	_____	_____	2" .75 ea.	_____	_____	_____
7/8" .36 ea.	_____	_____	_____				

Perfect Binding	Price	No.	Cost
1/4"-1/2" .25 ea.	_____	_____	_____
1/2"-3/4" .35 ea.	_____	_____	_____
3/4"-1" .50 ea.	_____	_____	_____

**1/4" minimum and 1" maximum. Must be an order of 10 books or more.*

