WAYNE
COMMUNITY COLLEGE

Visual Identity Guidelines

Content

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.

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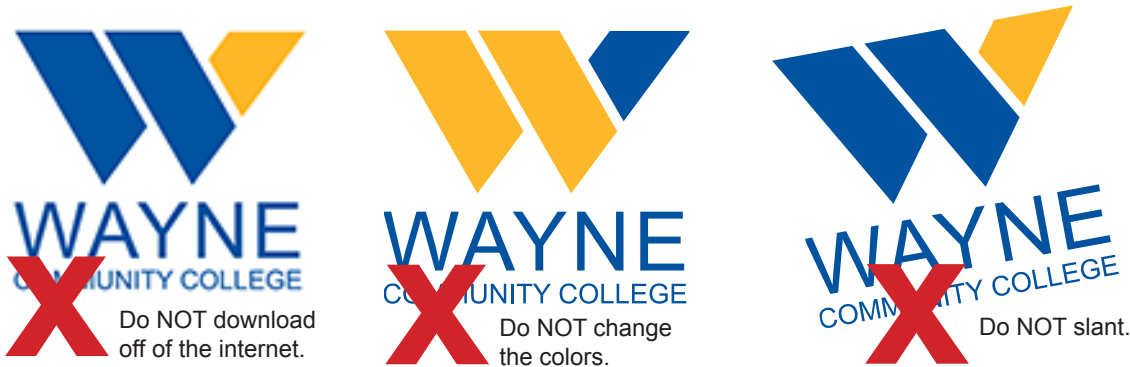
Minimum Size
To ensure legibility and allow for ease of recognition, the logo should never be reproduced any smaller than one inch in width.

1"

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.

Do NOT download off of the internet.

Do NOT change the colors.

Do NOT slant.

Do NOT stack the text.

Do NOT change font or the colors.

Do NOT stretch.

Do NOT use dark colors together.

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

Arial

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
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890%&*()?$

Arial Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890%&*()?$

Arial Narrow
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890%&*()?$

Arial Narrow Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890%&*()?$

Wayne Community College Business Card

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

Jacqueline Kannan
Marketing and Recruiting Specialist

Wayne Community College
www.waynecc.edu

3000 Wayne Memorial Drive • Goldsboro, NC 27534 • 919-735-5151

Phone: 919-739-6714
e-mail: jekannan@waynecc.edu

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.

P.O. Box 8002 • Goldsboro, NC 27533-8002

Tel: 919-735-5151 • Fax: 919-736-9425

www.waynecc.edu

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.

THE FOUNDATION OF WAYNE COMMUNITY COLLEGE
P.O. Box 8002 • Goldsboro, NC 27533-8002
Tel: 919-735-5151 • Fax: 919-731-7413

www.waynecc.edu/foundation
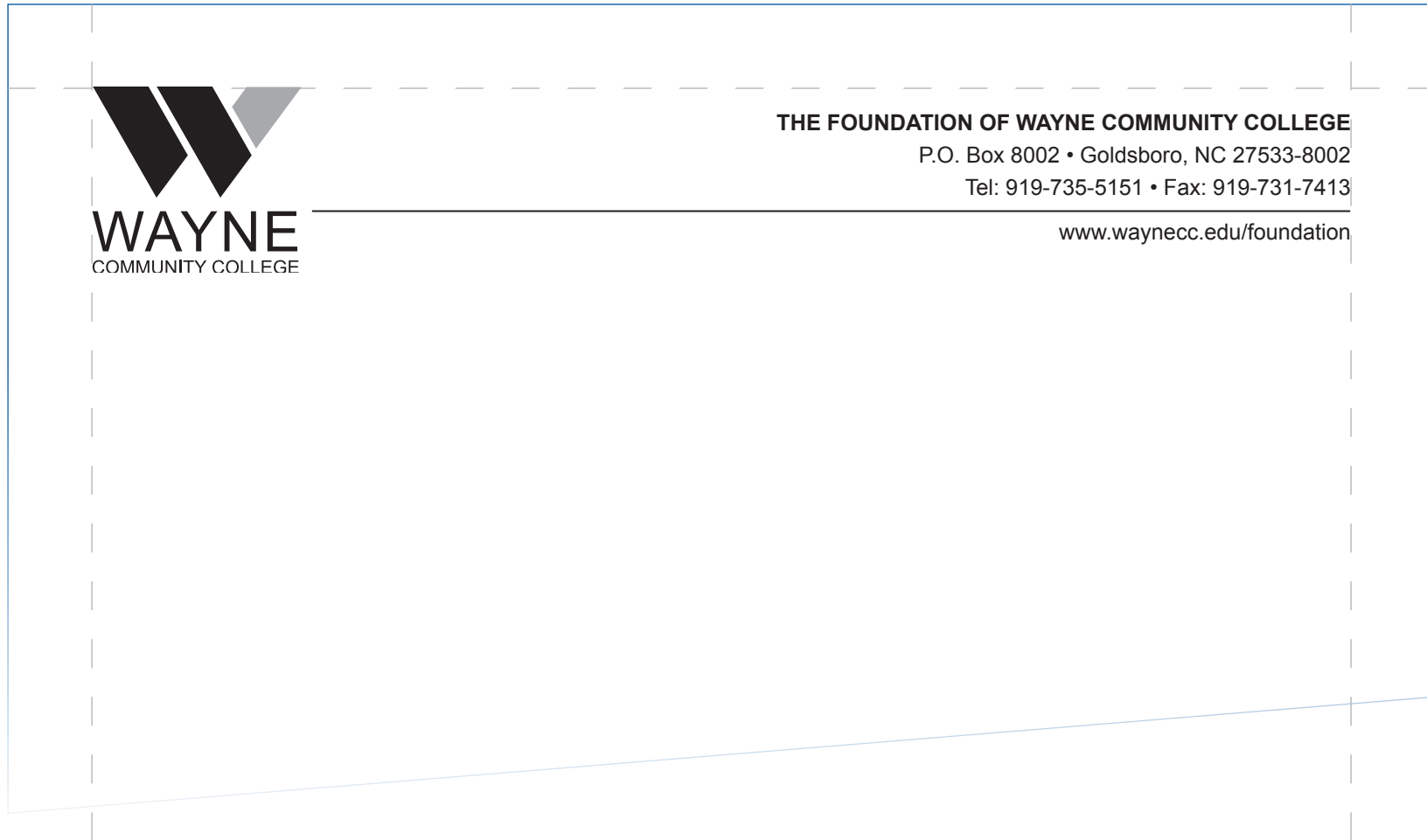
Wayne Community College Envelope

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

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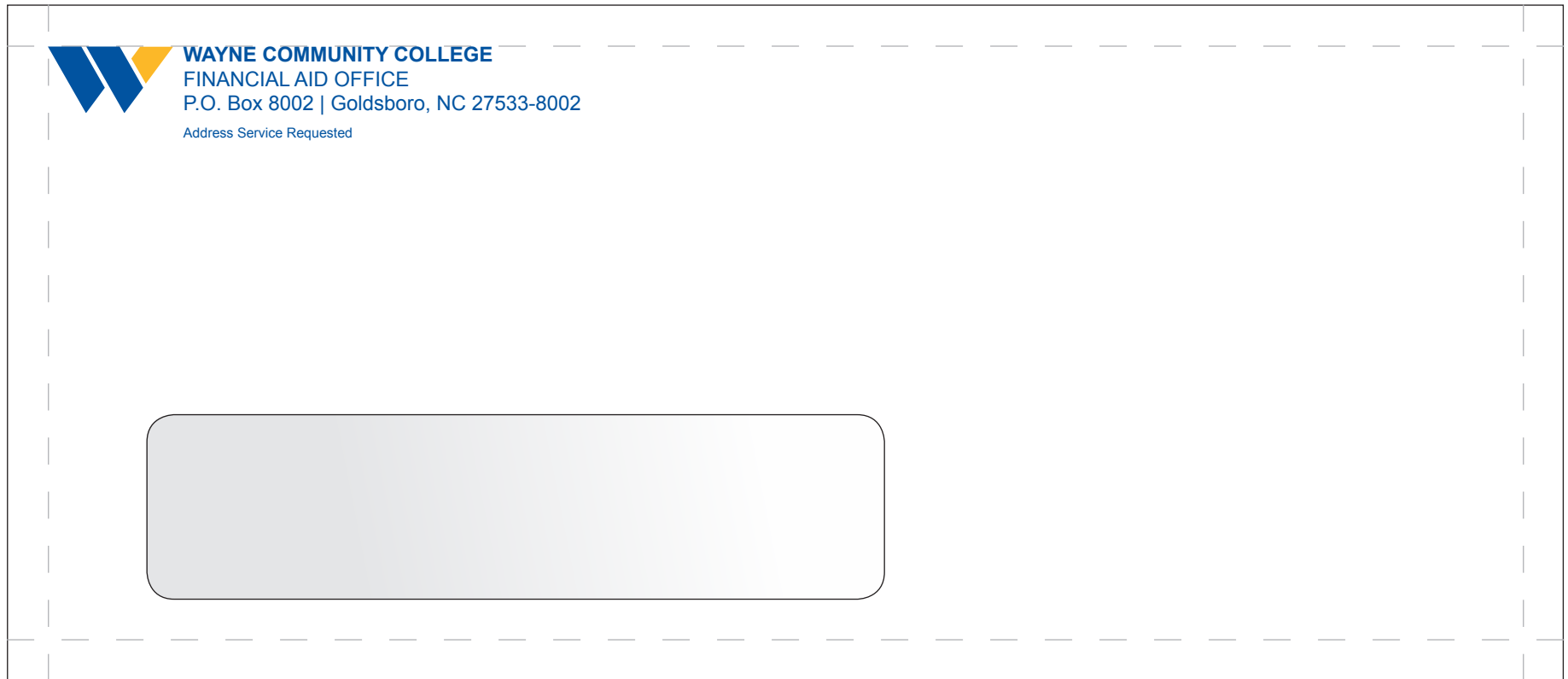There should be a 1/4" margin.

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

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
FINANCIAL AID OFFICE
P.O. Box 8002 | Goldsboro, NC 27533-8002

Address Service Requested

FINANCIAL AID
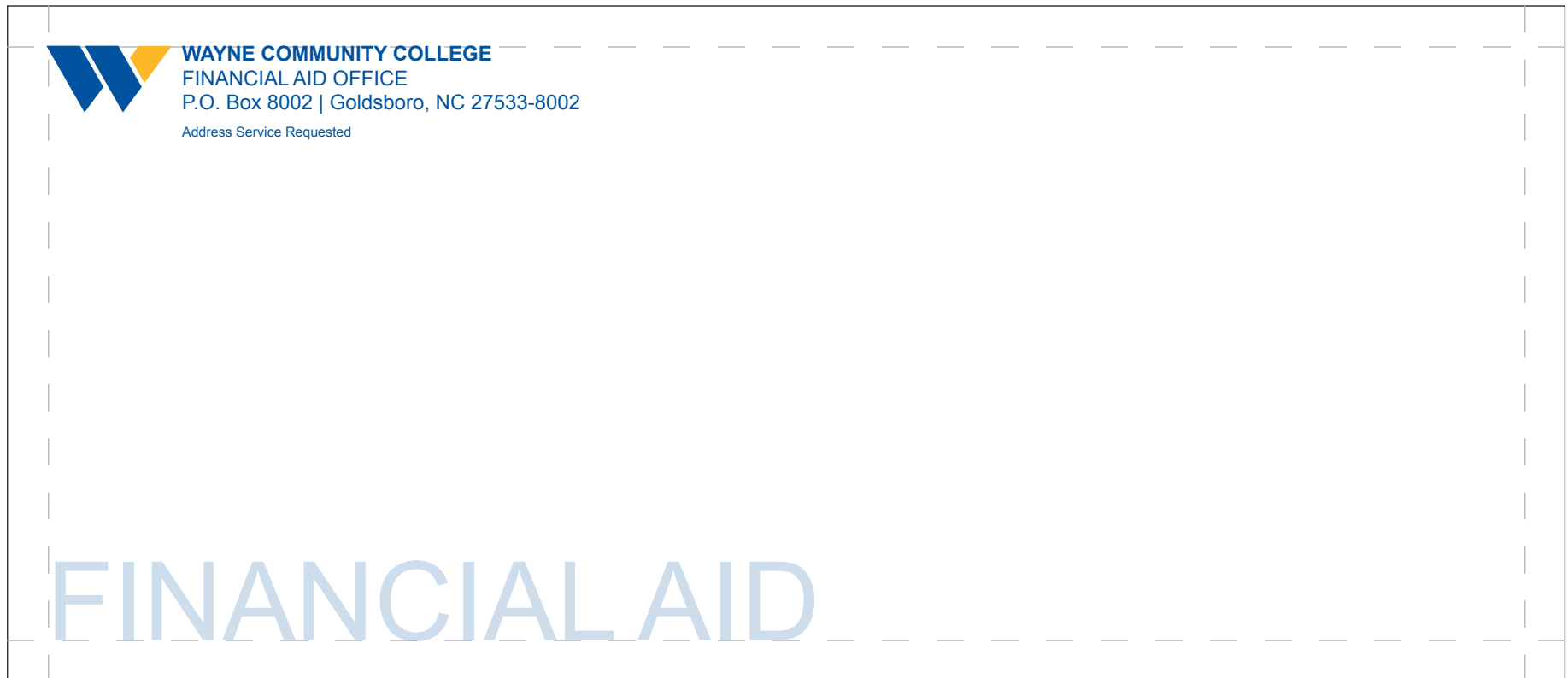
WAYNE COMMUNITY COLLEGE
OFFICE OF ADMISSIONS AND RECORDS
P.O. Box 8002 | Goldsboro, NC 27533-8002

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
P.O. Box 8002 | Goldsboro, NC 27533-8002
Address Service Requested
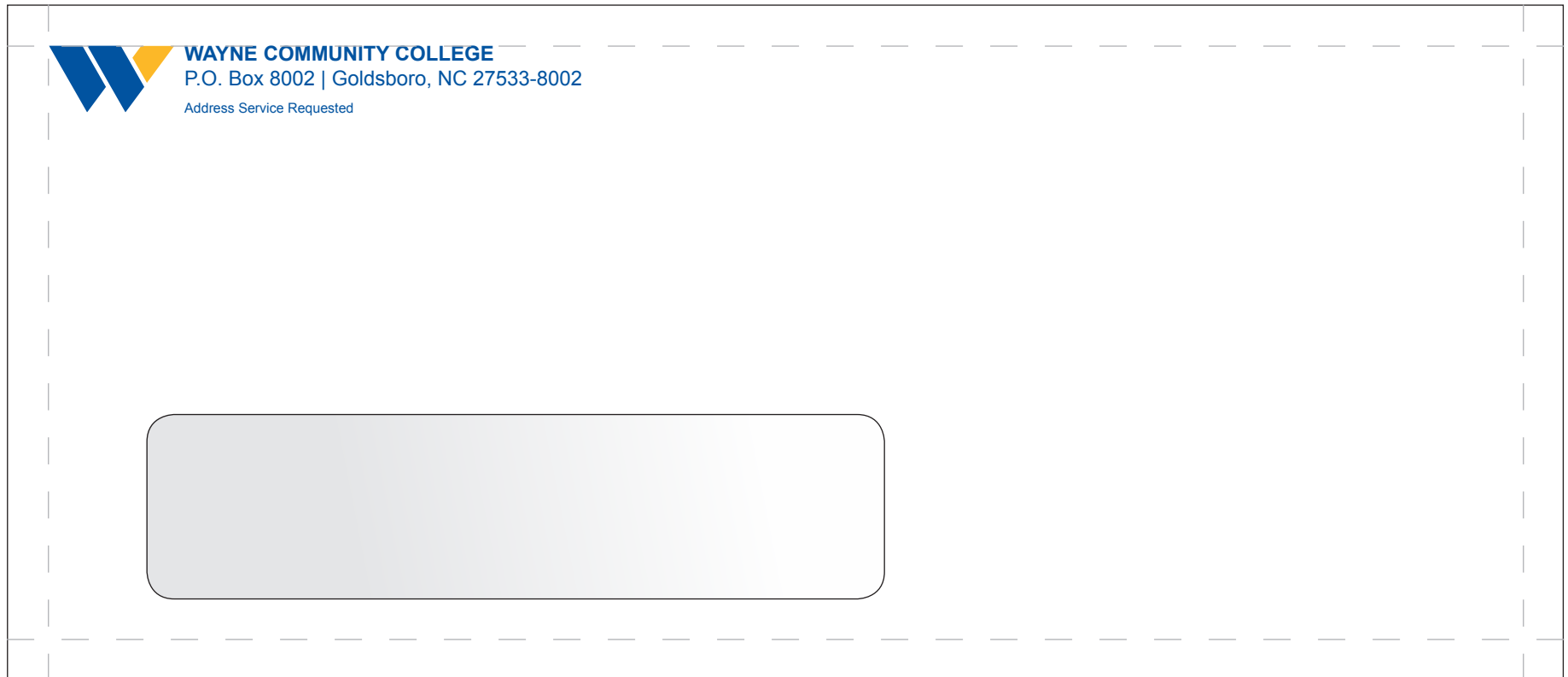
Wayne Community College Departmental Window Envelope

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
FINANCIAL AID OFFICE
P.O. Box 8002 | Goldsboro, NC 27533-8002

Address Service Requested

Wayne Community College Fax Cover Letter

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

There should be a 1" margin.

FAX
Cover Letter

WAYNE
COMMUNITY COLLEGE

To:	From:
Company:	Fax:
Fax:	Phone:
Phone:	E-mail:

Notes: _____

_____

_____

_____

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.

Older Version

Older Version

Updated Version

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 Shirts With College Logo.

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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.....
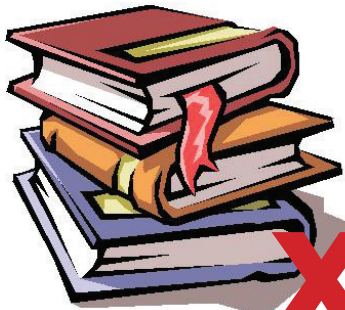
Sample of low resolution image downloaded off of the internet.

Sample of clip art from Microsoft Word.

Sample of image with copyright.
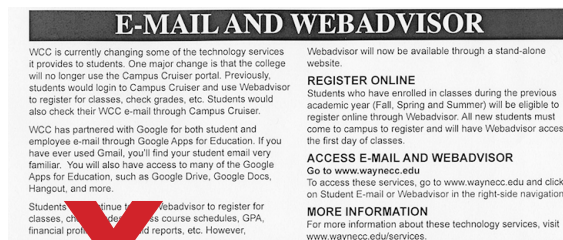
Sample of poorly scanned image.

Requesting The Wayne Community College Logo

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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

Invoice Number: _____
Date Recieved: _____
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 _____
   _____
   _____

mh05-23-13

Graphic Design Information 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

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)

Collate, Single Fold, Letter Fold, 3-Hole Punch, Spiral Bound, Perfect Bound, Staple, Cut, Paste, Foam Board Mount, Laminate, Other ____

Invoice # ____
Total Cost: ____
Date Received: ____
Date Needed: ____
Date Completed: ____

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

Special Instructions: ____

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		

mh02/01/13

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

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.