

# Western Nevada College Graphic Standards

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## GRAPHIC STANDARDS

Graphic standards ensure consistent representation of the college through many different mediums — advertising, business cards, letterhead, news releases, newsletters, signage, video production, website, etc. Anyone who wishes to use the college's logo and/or name must contact the Director of Information & Marketing Services.

### WNC COLORS



#### BLUE

**Pantone Print:** Pantone 280 C

**CMYK Print:** C=100, M=94, Y=28, K=23

**RGB Web:** R=35, G=44, B=100

**Hex Code Web:** #005993



#### GOLD

**Pantone Print:** Pantone 124 C

**CMYK Print:** C=8, M=34, Y=100, K=0

**RGB Web:** R=234, G=172, B=33

**Hex Code Web:** #F3CF45

*NOTE: Colors appear on your computer monitor differently than they do in print.*

### WNC TYPE

#### PRINT FONTS:

Myriad Pro Font Family

*Kaufmann Font Family*

Times Font Family

**Barmeno Font Family**

#### ONLINE TYPE FONTS:

Verdana Font Family

Arial Font Family (heading & subheads only)

Times Font Family

### DESIGN TEMPLATES

WNC faculty and staff can access templates through Google Slides using their WNC Google email account.

- Powerpoint Presentations
- Flyers

### CONTACT/SPECIAL REQUESTS

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## WNC LOGO

The college owns its name and logo, insignias, designs and symbols associated with or referring to the college. These symbols may be used without charge by any official unit of the college, for authorized uses. Information & Marketing Services must approve usage.



WNC LOGO A



*For use on  
dark background only*



***Western Nevada College***

WNC LOGO B - HORIZONTAL



**WESTERN  
NEVADA  
COLLEGE**

WNC LOGO C - STACKED

### COLLEGE NAME ON LOGO

The logo may be used with or without the full name of the college. Logos are available with the words "Western Nevada College" as part of the logo file to avoid font matching. Do not add these words by typing; use a logo with the words included.

### SPECIAL APPLICATIONS

The logo may be embossed, engraved, etched, cast in metal or carved in wood or stone. When possible, official colors should be used. To request a special application, pixel size or other logo use, contact the Director of Information and Marketing Services.

## WILDCAT LOGO

The Wildcat logo identifies who we are as the people of Western Nevada College: the students, faculty and staff that make up the heart of WNC. Correct and consistent usage strengthens the Wildcat brand. This logo, in conjunction with the Wildcat Way, reflects everything that we do, what we promise and what we expect of ourselves.

**The Wildcat logo should not be used in place of the W standard academic logo.** It is an accompanying logo only and does not replace the Western Nevada College academic brand in any way.

There are variations of the Wildcat logo to accommodate different applications as needed. Any questions regarding the use of the Wildcat logo should be directed to WNC's Marketing Department.

The most common use of the Wildcat logo is for t-shirts, gear or logo products, or as an accent to marketing pieces that also use the WNC academic logo.



WILDCAT LOGO A



WILDCAT LOGO B



WILDCAT LOGO OPTION C  
*Single color application only*



WILDCAT LOGO OPTION D  
*Use only when there is not space for the full Wildcats logo*

## **CLEAR SPACE**

When placing a college logo, there should be sufficient clear space on all four sides of the logo. Whatever the size of the logo, there should be at least 1/4 of that size of extra white space on all sides of the logo (with the apex of the WNC letters being the place of measurement for the top).

## **IMPROPER LOGO USAGE**

- Do not use a tint or percentage of colors.
- Logo colors should not be changed outside of the WNC Blue and Gold (unless used in black or white).
- Logo may be resized but not altered in any way, including using only part of the logo.
- Logos may not be skewed. Do not scan, copy from college homepage or attempt to recreate the logo.
- Logo must not be placed on a background that causes it to be lost or difficult to recognize.
- Logo should not overlap other logos or text.

## **THE WILDCAT WAY**

### **WELCOMING**

At WNC, we are small enough to know each other's names and to know the names of our students. We welcome all students with open arms and invite them to discover their individual potential at Western.

### **INNOVATIVE**

We are nimble enough to adapt and change to meet the needs of our students and our region. We make big things happen through creative ideas, strategic planning and collaboration.

### **LEARNING**

We care about learning that lasts a lifetime. Whether you're a student attending WNC for the first time or an individual coming back to college to retool for the changing Nevada, Western is the place to help you achieve your goals.

### **DIVERSE**

We embrace diversity. We foster an environment where students from all cultures, orientations and backgrounds can thrive. We promote active student engagement through the Associated Students of Western Nevada, the Latino Cohort, Veterans Resource Center, Disability Support Services and other campus groups.

### **COMMUNITY**

WNC is a fabric of the community we serve. We are committed to making college possible for those in western Nevada. With three campuses in five counties, and multiple online degrees and programs, we offer individuals the opportunity to learn while maintaining commitments to work and family.

### **ACADEMIC EXCELLENCE**

Our faculty and staff are among the best. They are highly qualified and deeply committed to student success and achievement.

### **TRIED AND TRUE**

For nearly 50 years, WNC has offered affordable and quality education in Nevada. Each year more than 500 students graduate from Western ready to enter the workforce or prepared to pursue a bachelor's degree.