

# Western Nevada College

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## Graphic Identity

### View **Graphic Standards**

The marketing success of WNC depends partly upon its ability to communicate strategically with many different audiences as a cohesive institution. A graphic identity “speaking” throughout many different mediums – advertising, business cards, letterhead, news releases, newsletters, signage, video production, web site, etc.

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 off business.

Manufacturers or service providers who wish to use the college’s symbol and/or name must obtain written permission from the Director of Information & Marketing.  
Western Nevada College Logo



**300dpi TIFF Image (Zipped download)** [ ZIP / 27 KB ]  
**345×156 72dpi jpg** [ JPG / 76 KB ]

### WNC Masthead without Campus Names



**300dpi TIFF (Zipped for Download)** [ ZIP / 44 KB ]  
**600×76 72dpi JPG** [ JPG / 16 KB ]

### Wildcat Logo

**B&W: 300dpi TIFF (Print)** [ ZIP / 117 KB ]  
**Color: 150×152 GIF** [ GIF / 7 KB ]  
**Color: 200×203 GIF** [ GIF / 10 KB ]  
**Color: 300dpi TIFF (Print)** [ ZIP / 228 KB ]

### W Logo

The “W” logo must be on the front page or top of your piece with the name of the college, typeset in Helvetica Narrow Bold Italic. The “W” logo may be used in positive or reversed version. Use the official blue color logos whenever possible; may be reproduced in black.

**150×150 72dpi GIF** [ GIF / 5 KB ]  
**50×50 72dpi GIF** [ GIF / 1 KB ]  
**562×562 72dpi GIF** [ GIF / 12 KB ]  
**600dpi TIF (For Print)** [ TIF / 335 KB ]  
**75×75 72dpi GIF** [ GIF / 2 KB ]

## Graphic Standards

Graphic standards ensure consistent representation for the college through many different mediums – advertising, business cards, letterhead, news releases, newsletters, signage, video production, web site, etc.

Anyones who wishes to use the college's logo and/or name must contact the Director of Information & Marketing Services.

### WNC Colors

Print Colors: Pantone Gold 124  Pantone Blue 280  Warm Gray 6 

Web Colors: Blue: #005993 – Gold: #F3CF45 – Gray: #C9C9C9

RGB Colors: PMS 280 = Red: 1 – Green: 33 – Blue: 105; PMS Gold 124 = Red: 234 – Green: 170 – Blue: 0

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

### WNC Type

Type Fonts:

Myriad Pro Font Family

Helvetica Font Family

*Kaufmann Font Family*

Palatino Font Family

Times Font Family

Barmeno Font Family

Online Type Fonts:

Verdana Font Family

Arial Font Family (heading & sub-heads only)

Times Font Family

### WNC Logo

The college owns its name and logo, insignias, athletic logos, 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.

Please note the following when using the logo:

- Logo may only be used in blue and black. Do not use a tint or percentage of colors.
- Logo may not appear in any other color without approval from the Information & Marketing Department.
- Logo should be adequately separated from other symbols.
- Logos 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 may be used on a multi-colored background, gradient or image. If used in this manner, the logo must be easily distinguished and not lost in the background.

## 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.

## 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.

## Logos



300dpi TIFF Image (Zipped download) [ ZIP / 27 KB ]

345x156 72dpi jpg [ JPG / 76 KB ]



300dpi TIFF (Zipped for Download) [ ZIP / 44 KB ]

600x76 72dpi JPG [ JPG / 16 KB ]



300dpi TIFF (Zipped for Download) [ ZIP / 44 KB ]

600x76 72dpi JPG [ JPG / 16 KB ]

## College Tag Line

**START HERE** - *Go Anywhere*

WNC's tagline may be used on marketing materials, in conjunction with the college name or logo. It should not be used separately or in place of the college logo and name.

## Wildcat Logo

Wildcat image should not be used in place of the college logo.



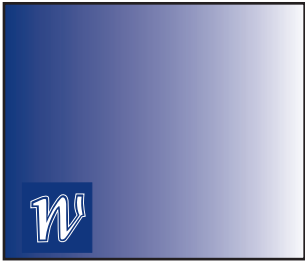
Color: 300dpi TIFF (Print) [ ZIP / 228 KB ]

600x76 72dpi JPG [ JPG / 16 KB ]

## Logo Usage Examples

Select a different location for logo

Don't:



Do:



Do not skew/stretch/rotate the logo

Don't:



Do:



Don't:



Do:



Don't:



Do:



## **Design Templates**

WNC faculty and staff should contact Information & Marketing Services for design templates:

- Powerpoint Presentations
- Electronic Letterhead
- Flyers
- More, coming soon

## **Contact/Special Requests**

Director, Information & Marketing Services

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