

# Visual Identity and Style Guidelines



Revised December 1, 2010

## I. Visual Identity

A clear and recognizable presentation of the College can go a long way toward communicating effectively with our audiences. Visual identity standards provide direction to those responsible for creating publications, advertisements and products that represent Warren Wilson College. They also help campus communicators, College Press personnel and contract graphic designers/printers consistently reproduce the name, colors and logo of the College.

Purpose of graphic standards:

- Integrate the College's communication efforts
- Strengthen logo/name recognition
- Create consistency among publications
- Eliminate confusion
- Guide outside printers and designers
- Allow for flexibility
- Provide design direction

### Logo Usage

The College logo is the graphical representation of the College. At a glance a person should be able to identify a sign, ad or envelope as coming from Warren Wilson College. The type is a condensed version of Garamond set to be flush left and right, placed beside a representation of a spruce tree. The tree is surrounded by a rounded-corner box.

**Any brochure, advertisement, flyer, poster, etc. representing the College should include a logo.**

The official College logo comes in two forms – one that is made up of two colors and one that is a single color (see below). **Do not try to reproduce this logo on your own.** The College Press or marketing department can provide you with the appropriate version.

Below is the official two-color logo for the College. In this two-color version, Warren Wilson College and the box around the tree are printed in PMS blue 287. The tree is printed in PMS green 342 in most cases. For the green be consistent from document to document, PMS 349 looks better on stark white paper stock and PMS 342 on cream or ivory stock. Unless your document is printed in four-color or in the two PMS colors specified above, the logo should be printed in black.



The two following logos are also available for use:

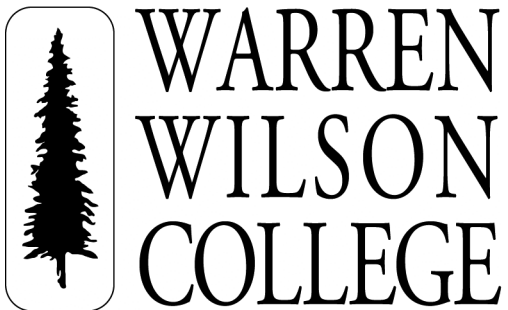


*In the Swannanoa Valley  
of the Blue Ridge Mountains*



PO Box 9000  
ASHEVILLE, NC 28815-9000

This single color version of the College logo also exists for use with black/white print pieces:

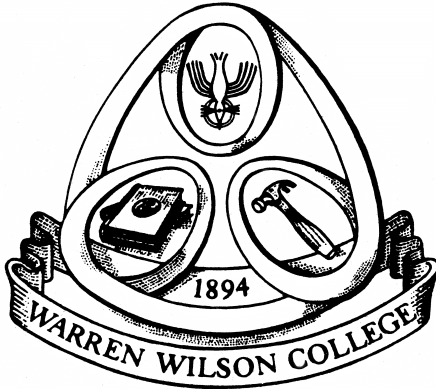


### Special Applications

If you have a need to include a graphic representing the College for a mug, t-shirt, etc. that does not lend itself to the official College logo, please contact the marketing department for assistance.

### The College Seal

The College Seal appears on diplomas, graduation invitations and graduation programs. The seal is occasionally used for products or publications for alumni.



### The Warren Wilson College Owls

The owl is the College's official mascot and athletic team name. Contact the communications director or the athletics director for the official mascot logo.

### Official School Colors

The College's official and traditional colors are blue (PMS 287) and gold (PMS 116). This combination of colors is used primarily for some alumni publications and memorabilia.

### Use of color

The use of the College's colors project the visual identity just as the official logo, seal or mascot does – it creates consistency and contributes significantly to our message. **The College's visual standard is our blue and green logo.** Both "cool" colors denote nature and environment – a nod to the College's sense of place and environmental mission. When you use these colors, you accentuate the connection to the College. Other colors should be chosen to suit to the message and the desired impact upon the audience.

### Letterhead and Business Cards

The College logo is used on letterhead, business cards and envelopes. **The College Press produces all College letterhead.** Names on letterhead and business cards are typeset using the typeface Garamond, which is the type used in the official College logo. Both business cards and letterhead have the recycled paper symbol and are printed in PMS green 342 and PMS blue 287. Contact the College Press to order official College letterhead and business cards. Standard letterhead is available here in electronic format:

Download electronic letterhead here: [PDF](#) [Word](#)

### **Tag Lines**

The phrase *In the Swannanoa Valley of the Blue Ridge Mountains* is used under the logo on business cards and at the bottom of College letterhead.

The phrase *We're not for everyone... but then, maybe you're not everyone* is an admission tag line primarily for early introductions to the College.

The phrase *Work for the hands, Service for the heart, and Academics for the mind* is an alternate tag for use by the Office of Admission.

### **Words and images**

Words associated with the WWC experience are as follows: environmental, work, community, liberal, joy, individuality, Triad, farm, beautiful, sustainable.

Images associated with the WWC experience include mountains, the misty valley, the red barn, field, forest, farm, green, the drive in to campus, students working, students playing, students doing, smiles.

### **Photography**

The photographic style of the College is best described as candid, natural, honest and authentic.

### **Music and sounds**

The music associated with the College is often acoustic in nature – guitar, fiddle and flute. There is some nod to the mountain roots of Celtic and Old-Time traditions, and on the widely defined genre of folk. The sounds of the College are also a mixture of nature and work – cows and saws, pigs and hammers, backhoes and birds.

### **Environmental choices in paper and ink**

We use vegetable-based inks printed on FSC certified, 100% post-consumer recycled (PCR) paper manufactured bleach free. We will seek out alternative papers as they become available.

## II. Style Guidelines

The purpose of following a particular style when writing and producing publications is simple—consistency. Like a consistent visual identity, a consistent voice and grammatical style throughout the College’s publications lends to their overall harmony and effectiveness. With a few exceptions, the College follows the Associated Press (AP) style. Following are some of the most common rules and guidelines. These should be followed when composing copy for any College publication, whether used internally or externally.

### A

academic degrees – use the following capitalization rules:

- associate degree
- Bachelor of Arts
- Bachelor of Science
- bachelor’s degree
- master’s degree

Abbreviations take periods: B.A., Ph.D., etc. Doctorate is preferred: John Jones, who has a doctorate in psychology.

academic departments – use lowercase unless it is a proper noun: history department, department of English, department of psychology. Capitalize only when used as part of the official/formal name: Warren Wilson College Department of Chemistry.

academic titles – capitalize and spell out formal titles only when they precede a name: President Pfeiffer, Professor Scoville, Dean Tate, etc.

a.m. – lower case, with periods

alumni and current student reference - When referencing a current Warren Wilson student or alumni, the name is followed by the appropriate class year, such as J Clarkson '95. A comma does not follow the name.

### B

board of trustees – lowercase

building names – see section below

### C

Canon Lounge – note spelling (not Cannon).

College - capitalize when referring to Warren Wilson College

course titles – do not capitalize course titles unless they contain a proper noun: introduction to the history of the English language. Do capitalize a subject title when coupled with the course number: Writing 142.

course work - two words, not hyphenated.

### D

dates - use Arabic figures, without nd, rd, st or th. Months can be spelled out or abbreviated. Example: Sept. 22, 2008 or September 22, 2008

### E

email – no hyphen

email addresses in running text - do not use angle brackets (< >) or underlining. Do not break a line on a hyphen

or insert a hyphen. Break an email address before a punctuation mark, moving the "@" or "." down to the next line: publications@uiuc.edu.

Environmental Leadership Center of Warren Wilson College – note the preposition phrase

## **F**

first-year – hyphenated, lower case unless beginning sentence

## **I**

Internet - capitalized

## **M**

majors/minors – do not capitalize unless it is a proper noun: He was a business major with an English minor.

master's degree

## **N**

names – use a person's full name upon first use. For second references use the last name only. First names can be used on second reference in informal articles/publications.

non-discrimination statement – The College's anti-discrimination statement should be placed in all College publications that solicit students or advertise employment opportunities.

Warren Wilson College does not discriminate on the basis of race, color, creed, religion, national or ethnic origin, gender, age, marital status, disability, or sexual orientation, in the administration of its educational policies, recruitment or admission of students, scholarship, grant or loan programs, or other College administered programs or activities, employment procedures, training programs, promotion policies or other related personnel practices. Inquiries should be directed to Gail Baylor, Director of Human Resources, Warren Wilson College, 701 Warren Wilson Road, Swannanoa, NC 28778; (828) 771-2048 or email gbaylor@warren-wilson.edu.

numbers - spell out whole numbers below 10; use figures for 10 and above.

Exceptions:

Always spell numbers at beginning of sentences. However, a number that identifies a calendar year may be used at the start of a sentence: 2003 was a good year for cats.

Always use figures in percentages: 4 percent

## **O**

office names - capitalize official office names: Office of Admission, Office of Student Life, Work Program Office, etc.

online – no hyphen

organizations - references to the proper name of a campus program, club or organization should be capitalized: Fencing Club.

## **P**

p.m. - lower case, with periods

punctuation – see below

## **S**

seasons - spring, summer, fall, winter

semesters – do not capitalize unless used with year: fall semester, Fall 2008  
spaces - use one space after end marks

Swannanoa Chamber Music Festival at Warren Wilson College – note prepositional phrase

The Swannanoa Gathering

The Swannanoa School of Culinary Arts at Warren Wilson College - - note prepositional phrase

## **T**

telephone numbers – place area code in parentheses: (828) 771-7004.

trustee – do not capitalize if used before a name

## **U**

URL – see web addresses

## **V**

Vice President or vice president – use initial capitals if including complete title and name, such as Larry Modlin, Vice President for Business and Treasurer. Use lowercase if using title generically as in “Modlin is a vice president at Warren Wilson College.”

## **W**

Warren Wilson College – upon first reference use “Warren Wilson College.” Upon second reference, the use of WWC or Warren Wilson is acceptable.

web addresses – For copy in print pieces drop “http://www” and do not underline: warren-wilson.edu. Do not break a line on a hyphen or insert a hyphen; it can be misleading. Try to break before or after units of the URL. If the URL is at the end of a sentence, add a period as usual.

website – one word, not capitalized

work crew – not capitalized. However, specific work crews are capitalized: Echo Crew, Farm Crew, etc.

## Punctuation guide

**Commas** - Use commas to separate items in a series, but do not place a comma before the conjunction. However, place a comma before the conjunction if an element of the series contains a conjunction. (Example: I had tea, cakes, and bread and butter for a snack.) Also use a comma before the final conjunction in a complex series of phrases.

\*Use a comma to separate adjectives that are equal in rank. Adjectives are equal if the comma could be replaced by “and” without changing the sense of the phrase.

\*Use a comma to introduce a one-sentence, complete quotation in a paragraph. Do not use a comma before an indirect or partial quote.

\*Use commas to separate names of cities and names of states or nations.

\*Commas are always placed inside quotation marks.

**Italics** - Use for titles of magazines, books, plays, epic poems, etc.

**Quotation marks** - Use to enclose magazine articles, presentation titles, song titles, papers, artwork titles, poem titles, manuscript titles, etc.

**Spaces** - use only one space after periods

## Official Building Names

Formal names are followed by accepted/customary usage.

### Athletics/Wellness

Ahmad “Mike” Kartalab Field (adjacent to tennis courts) - soccer field

Bryson Gym - Bryson

DeVries Athletic Center - DeVries

DeVries Natatorium - pool

McConnell Field (closest to Gossmann-Cannon Adventure Lab) – new field

### Residence Halls

Annette G. Schafer Court – Schafer

Archie Sutton Residence Hall - Sutton

Asheville Normal and Teachers College Memorial Hall - ANTC Memorial Cottage

EcoDorm

Marian Elmslie Residence Hall (formerly Ballfield A)

Virginia Korevec Residence Hall (formerly Ballfield B)

Wellness Residence Hall

Florence Stephenson Residence Hall - Stephenson

Margaret O. Sage Residence Hall - Sage

The Reverend Luke Dorland Residence Hall - Dorland

Ruth Shepard Residence Hall - Shepard

Sunderland Residence Hall - Sunderland

Vining Residence Hall A, B, C - Vining

#### Administration

Emma Jessie Ogg Administration Building - Ogg  
Laursen Administration Building - Laursen  
Ransom Service Learning House - Ransom  
The Reverend D. Stuart Dodge House - Dodge

#### Academic

Anna C. Carson Hall - Carson  
Daniel W. Spidel Hall - Spidel  
Gossmann-Cannon Learning Lab – Adventure Lab  
Hamill Science Center  
Hermann N. Morse Science Hall - Morse  
J. Houston Witherspoon Hall - Witherspoon  
Bannerman Technology Center - Bannerman  
Ferguson Courtyard  
Jensen Humanities and Social Science Center - Jensen  
Lucy T. Fletcher Art Studios  
Kittredge Community Arts Center - Kittredge  
Holden Visual Arts Center - Holden  
Elizabeth Holden Gallery - Holden Gallery  
Shelley Mueller Pew Learning Center and Martha Ellison Library - Pew Learning Center and Ellison Library

#### Other

Blacksmith Shop  
Canon Lounge - Canon  
College Press  
Fannie Murden Health Center - Health Center  
Garden Cabin  
Gladfelter Student Center - Gladfelter  
  
Mierke Dining Room (A, B, C) – Mierke  
Morris' Community Pavilion - Pavilion  
Randolph House - Randolph  
Ransom Fellowship Hall – Fellowship Hall  
Recycling Center  
St. Clair Guest House – St. Clair  
Viola Rust Pryde Memorial Bell Tower - Bell Tower  
Warren Wilson College Chapel – Chapel

#### Sources

*The Chicago Manual of Style*, 14th ed.; Indiana University Style Guide, 1995  
*Merriam Webster's Collegiate Dictionary*, 10th ed.  
*The American Heritage® Dictionary of the English Language*, Fourth Edition  
*The Associated Press Stylebook and briefing on Media Law*, 2002

## Part III. Web Guidelines

### Website Design

Websites that officially represent campus departments, programs, or groups should use the same design and style as the secondary pages of the core college website. In order for the design to be managed dynamically, use the [Marionette Content Management System](#) to create and manage pages.

### Website Content

- **DO NOT REPRODUCE COPYRIGHTED MATERIAL** outside of fair use without proper permission from the copyright holder. This includes images, text, sounds, and video.
- Navigation should be in the form of a “menu box” to remain consistent with other college pages.
- Do not use graphical headers or titles
- Do not use excessively large images (no larger than 700 pixels on a side)
- Do not use bright primary or neon colors, blinking or animated graphics, mouse cursor effects, overly large text, or any other design element that could be considered unprofessional or in bad taste in the context of the College site.
- Do not embed sounds or music. If you must link to multimedia content, use an .mp3 or similar file to stream it to the user or provide a link for direct download.
- Be consistent in your text formatting and layout.

### Social Media, Blogs and Other Digital Media

Employees should follow the same behavioral standards online as they would in real life. The same laws, professional expectations and guidelines for interacting with students, parents, alumni, donors, media representatives and other Warren Wilson stakeholders apply online as in the real world. Employees are liable for the content they post to social media and other websites.

Employees who would like to start a social media or other online resource that represents the College must contact marketing staff to discuss the purpose, process, naming conventions and visual identity. Additionally, marketing staff can provide training options and resources for employees. Web resources cannot be branded or identified by the “Warren Wilson College” name and/or logo without first consulting marketing staff.

Digital content guidelines:

- Internet resources must have an employee identified as being responsible for content.
- Consider content carefully. Published material is widely accessible and will exist for quite a while. Google has a robust memory.
- Do not alter the College logo or design a new logo. You can find official college logos here <http://www.warren-wilson.edu/info/logo> and ask marketing staff for assistance.
- Never represent yourself or the College in a false or misleading way.
- Post meaningful, respectful comments.
- Make sure your efforts to be transparent don't violate privacy, confidentiality and legal guidelines such as [HIPAA](#) and [FERPA](#).
- Never post content related to legal matters or litigation.
- Be transparent by identifying yourself and your role at the College.
- Refer any media inquiries to the College's media relations director.
- All announcements to media outlets should be coordinated with the College's media relations director.