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Publication Standards Manual

Updated February 2021



Mission Statement

Western is an innovative public community college aimed at empowering, educating, and improving our students, employees, community and environment. Our focus is to inspire the next generation of visionaries by using Wyoming grit and individual development in a diverse array of learning and flexible services. Western is where passion meets purpose.

Vision Statement

Western seeks to inspire and empower today's students to create a better Wyoming.

Guiding Principles

Learning is Our Purpose

Our purpose is to provide quality experiences that foster lifelong learning. We assess learning through our five Goals for Student Success, and continuously improve learning opportunities.

Students Are Our Focus

When students succeed Western succeeds. We are committed to meeting the needs of a diverse student population and creating an environment that it is student centered.

Employees are our Most Important Resource

Growth opportunities along with recognition and empowerment are important in developing and keeping our talent. We value and engage employee perspectives to enhance our collaborative culture.

The Community is Our Partner

We partner with our service area community members, organizations, local business and industry to enrich community life.

Adapting to Change Defines Our Future

The world is consistently changing and we strive to meet the changing demands of our students and communities by encouraging and supporting innovation and continuous improvement.

Data and Integrity Guide Our Decisions

We approach decision-making by analyzing a variety of data, gathering multiple perspectives and implementing solutions in a transparent and ethical manner. Respect and integrity are highly-regarded values in how we do business.



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Publication Standards Manual

The *Publications Standards Manual* is in adherence to the [Student Information Policy 5110D](#). As a small community College, with limited resources, individuals are responsible for their own content directed towards prospects. This manual provides guidance on the design and production of prospect-facing collateral, print or digital. Each employee creating prospect-facing collateral will ensure information accurately represents the institution and follows these assumed practices:

- a. All statements and representations are clear, factually accurate and current.
- b. Any claims regarding job placement and employment opportunities for graduates are accurate, factual and verifiable.
- c. Program costs are accurately and clearly represented.
- d. Information about the transfer of credit and acceptance of degrees attained at other institutions is accurate and clearly defined.
- e. Program entrance requirements are accurately and clearly displayed.
- f. Any independent contractors or agents used by the institution for recruiting purposes shall be governed by all the College's policies and procedures.
- g. Content must be non-discriminatory, non-commercial and protect individual privacy.
- h. Any student photos or testimonials must be supplemented with a signed model and testimonial consent form.
- i. Required disclaimers must be published on each collateral where applicable.

For large, custom design prospecting campaigns, a *Creative Brief Form* and copy in a Microsoft® Word document must be provided to the Publications Specialist. You can make requests via creative@westernwyoming.edu. A new ticketing system will be established for creative projects needing designed by the Publications Specialist in Spring 2021. An example that would require a creative brief is the *Future Mustangs Day* event in April that involves several advertising platforms: movie theater ad, newspaper ad, SweetwaterNOW digital ad, etc. Another past example is the FastTrack Business program launch campaign. Smaller projects, like a poster, do not require the use of the creative brief form, but it is still recommended. The form outlines the project and associated goals.

The *Creative Brief Form* can be found on the MyWestern portal Marketing page along with a sample for reference. Please allow two weeks for first draft. It is the responsibility of the individual to route the creative piece to the appropriate departments for verification. Documentation should be kept with the originator and is not the responsibility of the Publications Specialist nor the Marketing Department. For legal or external challenges, or if printer errors occur, the originator is responsible and should keep record. We suggest originators keep a file for two years. Note, the Publication Specialist will maintain approved digital files only.

Additionally, the *Publication Standards Manual* outlines best practices of College branding for all collateral. In order to maintain integrity and consistency of College branding efforts, it is mandatory that all offices and departments adhere to the approved standards and collateral outlined in this guide. Core branding assets, such as logos and letterhead, can be found on the MyWestern portal Marketing page.

This manual and its components, are maintained by the College's Marketing Committee, a sub committee of SEM, to ensure a consistent and professional visual brand for the institution. This includes, but not limited to, logos, slogans, letterhead, business cards, email signatures, swag, #hashtags, and other public-facing collateral.

Anyone wishing to request a variance from approved usage guidelines may petition the Marketing Committee for consideration of such. You can do so by emailing marketing@westernwyoming.edu. The petitioner may be invited to attend a meeting. Request for variance should be based on legitimate program needs and not on personal preferences. The Marketing Committee will vote on all variance requests, and the Committee's decision shall be considered final and binding.

*Enter With Passion,
Leave With Purpose.*

Trademarks

Businesses that have a unique symbol, name or phrase can protect their marks from other business use by registering through the Secretary of State's Office. Western Wyoming Community College holds the following four trademarks. These are required to be renewed every ten years. In these submittals, font styling, colors and samples are required as part of the application.

1. Western Wyoming Community College logo
 - last renewal April 2019
2. Athletic Mustang logo
 - last renewal April 2019
3. Student Slogan: *Enter With Passion, Leave With Purpose*
 - approved June 2019
4. Alumni Slogan: *I Took My Passion and Ran With It!*
 - approved October 2020

College Name: Western Wyoming Community College

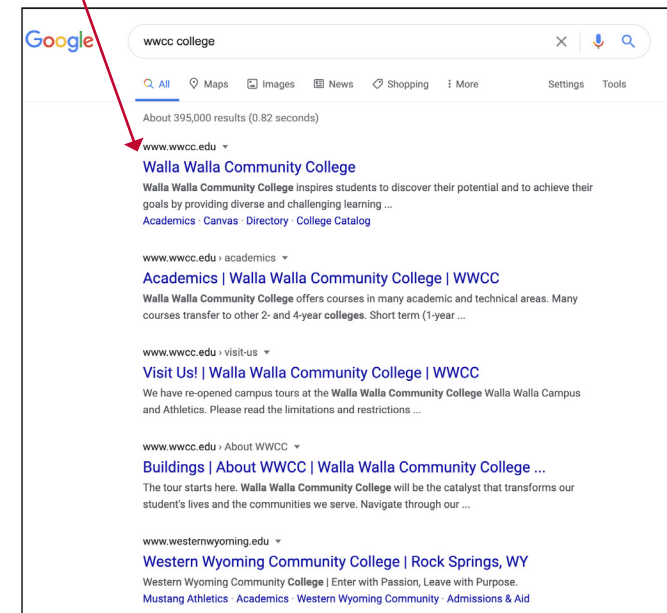
In using the name Western Wyoming Community College please refrain whenever possible from using WWCC. This is a registered trademark of Walla Walla Community College in Washington. It is also used in their website URL: wwcc.edu. By using it we not only infringe on their trademark, but also promote their College in web search engines.

The best use of the College name abbreviation therefore would be “Western”. The best practice is to, when first referenced, spell out our entire college name followed by “Western” in parenthesis. Thereafter in the document you can refer to the College as just Western.

Western Wyoming Community College (Western).



Example



Logos and Slogans

Logos for use can be found on the MyWestern Marketing portal page in these formats: eps, jpeg, tiff, gif, and pdf. Definitions of logo formats can be found in the appendix glossary.

Do not alter or modify these logos in anyway. All department name changes must be approved by the Cabinet. Once approved, you can work with the Publications Specialist for your new logo. Note, custom design logos are not allowed. All old logos, at a point of reorder, will be changed over to the new design. Please direct any external requests for use of Western logos to the Marketing Department.

Logos



Standard Logo



Standard Logo with Slogan

Slogans

ENTER WITH
PASSION,
LEAVE WITH
PURPOSE

Recruitment Slogan

I TOOK MY
PASSION
AND RAN WITH IT!



Alumni Slogan



Athletic Logos (for athletic use only)



Department Logos

Run with the Mustangs!

Human Resources Tagline



Outreach Logos

Examples of Logo Misuse

Do not stretch or constrict logos. Holding the shift key while sizing the logo in most software programs will allow you to scale the logo without distorting its proportions.



Logo is stretched



Logo is constricted

College Colors

There are different color systems used for print and digital design. In most cases the creative assets the Publications Specialist designs has this built in to the file. However, on occasion, vendors or state organizations may request these and therefore provided on this page.

For easier to read documents, we suggest “white space” at an 80% weight. What this means is when you look at a piece you should see predominantly white space with a few of our brand colors as accents.

Print:

When possible, use the PANTONE Matching System (PMS) or “Spot Colors” when reproducing the Western logo as it will provide the most accurate color. In situations when using spot colors is not possible or too expensive, the CMYK formula on the right should be used instead.

When working with off-campus printers or vendors, always request a hard copy proof to ensure the color of your project is as accurate as possible. The Print Shop has a PANTONE swatch book that you may use to check for color accuracy.

Digital:

For projects that will be viewed on digital screens, the RGB formula on the right should be used.

Troubleshooting:

Do not use the RGB color values for printed projects or the CMYK color values for digital-only projects. Both color modes are designed for their respective mediums and, as such, will look completely different when viewed in a format that they weren’t designed for. An RGB logo will look maroon when printed and a CMYK logo will look pink when viewed on a screen.

School Colors:



PANTONE® 200C

RGB 186 12 47
HEX/HTML BA0C2F
CMYK 0 100 76 13



COLLEGE BLACK

RGB 0 0 0
HEX/HTML 000000
CMYK 0 0 0 100

Branding Colors:



PANTONE 200C
RGB 186 12 47
HEX/HTML BA0C2F
CMYK 0 100 76 13



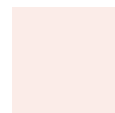
PANTONE 7506C
RGB 244 219 185
HEX/HTML F4DBB9
CMYK 4 13 28 0



PANTONE 1935C
RGB 211 18 69
HEX/HTML D31245
CMYK 11 100 70 2



PANTONE Neutral Black C
RGB 35 31 32
HEX/HTML FBECE8
CMYK 70 67 64 74



PANTONE 7604C
RGB 251 236 232
HEX/HTML FBECE8
CMYK 1 7 5 0



PANTONE 425C
RGB 79 77 74
HEX/HTML 4F4D4A
CMYK 64 57 59 38



PANTONE 9060C
RGB 247 243 227
HEX/HTML F7F3E3
CMYK 2 2 11 0



PANTONE 424C
RGB 116 114 111
HEX/HTML 74726F
CMYK 55 48 49 14

Business Cards, Letterhead and Envelopes

Business Cards

Business cards may be ordered on the MyWestern Print Shop portal page. You are responsible for ensuring that the information you submit is correct. The back of the card is reserved for Marketing and Recruitment purposes. Exceptions are allowed for departments that need appointment reminders on the back side.

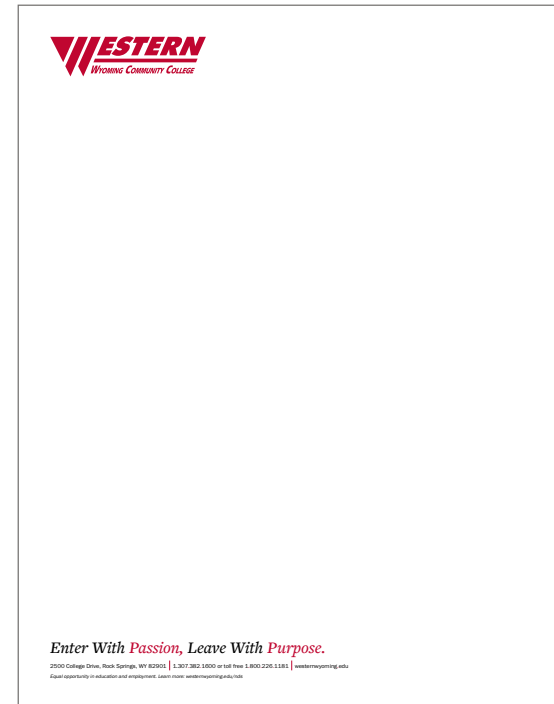
Please allow one week for printing. The Print Shop will send you an email when they are ready to be picked up.

Letterhead and Envelopes

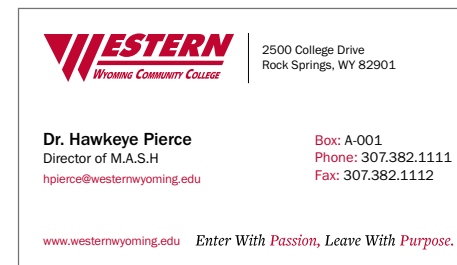
A digital PDF template and Word template for the letterhead are available on the MyWestern Marketing portal page. Physical letterhead and envelopes are available to purchase in the Western Bookstore. Letterhead is \$32.73 per ream (500) or \$0.10 per sheet. Envelopes are \$22.95 per box.



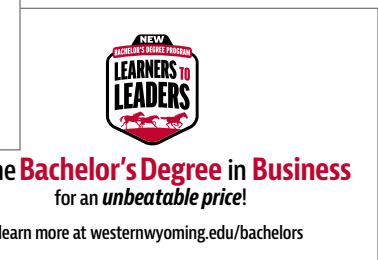
Envelope



Letterhead



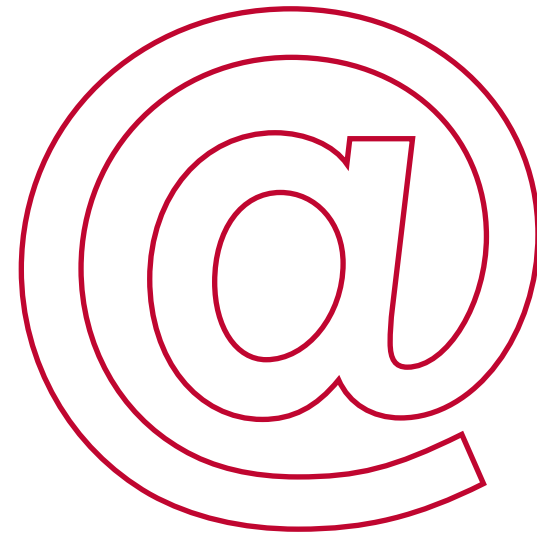
Business Card



Email Signatures

Western employees send on average 1,000 emails a day, or 25,000 a month, to external recipients. This provides Marketing and Recruiting a huge opportunity to promote new messages. The Marketing Committee has designed a new standard email signature, and thru the help of IT, created a template to drop into Outlook. You can find the email signature template on the Marketing and IT MyWestern portal pages. From there you can also find instructions on how to add to your Outlook signatures. If you need additional assistance, please put in a Help Desk Ticket.

Custom designs or alterations to the signature formatting is not allowed. We also ask that you keep the email background white versus a pattern for accessibility (outlined in this booklet), and since certain computers receivers can't read the formatting and turn it black.



Dr. Hawkeye Pierce
Director of M.A.S.H

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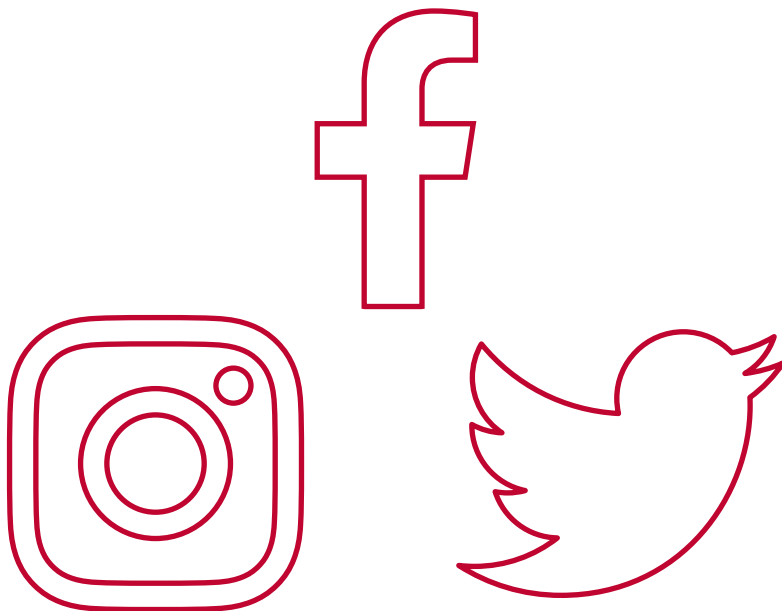
🌐 blog.westernwyoming.edu | westernwyoming.edu



Social Media and Hashtags

In order to better connect with students on social media, where possible, please include the appropriate social media accounts on your creative assets. Social media logos to add to your creative pieces can be found on the *MyWestern* Marketing portal page.

Additionally, if you are designing content, posts or banners, please ensure you reference this manual for branding guidelines (e.g. you can't use WWCC in your posts).



Western has the following official social media pages:

Facebook:

Western Wyoming Community College

- This page is Western's main Facebook page. It is geared toward prospective students. The type of content posted to this page includes, admissions events, accolades, scholarships, student awards, Welcome Week, etc.
- To include this page on creative assets, use:
facebook.com/westernwyoming.edu

Mustang Connections

- This page is for our community events, such as performing arts, guest speakers, spelling bee, International Night, and Community Education messaging.
- To include this page on creative assets, use:
facebook.com/mustangconnections

Western Housing & Student Life

- This page is for our current students who are living both on and off campus. The type of content posted on this page include items such as, student clubs, SGA, student-worker opportunities, student life activities and housing information.
- To include this page on creative assets, use:
facebook.com/WesternResHalls

Instagram

Western Wyoming Community College

- This page includes content showcasing Western's campus and Student-Life activities.
- To include this page on creative assets, use:
[@WesternWyomingCommunityCollege](#) or
[instagram.com/westernwyomingcommunitycollege](https://www.instagram.com/westernwyomingcommunitycollege)

Western Wyoming Outsider

- This page features Wyoming nature photos and activities. The idea behind the page is to combat the notion that "there is nothing to do here" and encourage students to take advantage of the great outdoors.
- To include this page on creative assets, use:
[@WesternWyomingOutsider](#) or [instagram.com/westernwyomingoutsider](https://www.instagram.com/westernwyomingoutsider)

Twitter

Western Wyoming Community College

- Western's Twitter account shares information about events, accolades and all things Western.
- To include this page on creative assets, use:
[@WesternWyoCC](#) or twitter.com/westernwyocc

Dr. Kim Dale, Western's President

- Western's President Dr. Kim Dale shares relevant information related to the College from her office.
- To include this page on creative assets, use: [@WesternPrez](#) or twitter.com/westernprez

Thunder the Mascot

- Thunder the Mascot's Twitter account shares athletics information for all Western sports.
- To include this page on creative assets use:
[@ThunderWestern](#) or twitter.com/ThunderWestern

Hashtags

- Hashtags (#) precede a word on social media and are used to filter posts on a specific topic.
- For example, if a student is on Instagram looking for information on Western's Welcome Week, they would use Western's official Welcome Week hashtag, [#WelcomeToTheStampede](#) to only see information and posts pertaining to Welcome Week at Western.
- If you would like to run a social media campaign and/or utilize additional/unique hashtags, please [reference this article on researching effective hashtags](#). New hashtags not listed below must be submitted to the Marketing Committee and will be approved or denied thereafter. Requests can be submitted to marketing@westernwyoming.edu.

Western has the following official hashtags:

- Instagram: [#WesternWyomingCommunityCollege](#)
[#LifeAtWestern](#) (for Student Life) [#WelcomeToTheStampede](#) (for Welcome Week)
- Twitter: [#WesternWyoCC](#) (Twitter has character limit)
- Facebook: We do not use hashtags on Facebook unless they are part of a specific campaign.
- Athletics Instagram: (Wrestling) [#horsepower](#) [#letsrockintherock](#)
- Athletics Twitter: (Wrestling) [#horsepower](#) [#letsrockintherock](#)
- Graduation: [#WesternGrad](#) (followed by the year, ex. [#WesternGrad2020](#))

Please do not use [#WWCC](#) or any other form such as [#WWCCLife](#). The WWCC acronym is owned by Walla Walla Community College in Washington.

Microsoft® PowerPoint Slides

Western has three new templates to make building presentations easier! You can find these inside the Microsoft® PowerPoint program on your desktop or in the Microsoft Cloud. If you are offsite, you can also access these on MyWestern Marketing portal page for use. Each template is dependent on your audience. Please also take time and consider if you need to add any disclaimers to the power point based on your content.



1. Student Focused Template - internal and external use

(e.g. Orientations; Dual & Concurrent; Future Mustangs Day; Career Fairs; Workforce pitches)



2. Internal College Template – internal only use

(e.g. employee updates; budget; Title IX; FERPA; Town Halls; In-Service)



3. Executive Template – internal and external use

(e.g. presentations to the Commission; WACCT; legislators)

Photos and Videos

All projects that require photography or video should be presented to the Marketing Department and/or Mustang Media for consideration in order to ensure consistent messaging and quality of digital content. Videos produced for course content need not go through Mustang Media. However, faculty are responsible for their own content in these videos and must follow the branding guidelines outlined in this manual. The *Center for Teaching, Learning and Innovation* is available to assist faculty in production if needed. Visit westernwyoming.edu/facultyresources.

If Marketing is not available to help directly, equipment can be checked out with the responsibility of said equipment falling to the department checking out equipment. Demonstrations will be given for all equipment that is checked out. For a full list of equipment available, please visit the *MyWestern* Marketing portal page.

All students who are represented in photos or video for student-facing collateral must be supplemented by a signed consent form for each student. The *Model and Testimonial Release Form* can be found on the *MyWestern* portal Marketing page, through Mustang Media, or online at westernwyoming.edu/release. The originator is ultimately responsible for record keeping and a copy must be provided to Marketing and/or Mustang Media for checks and balances. Classrooms in session are considered private spaces and therefore cannot be photographed. Staged classroom settings can be photographed and used if all participants, including faculty, sign the *Model and Testimonial Release Form*.

Photos:

Please refer to the *How to Take a Proper Photo* document on the Marketing Portal page for tips on how to best take photos using various types of cameras including mobile.

Stock Photography:

The College pays a subscription for usage and is managed by the Publications Specialist. You can make requests for stock photos to the Publications Specialist.

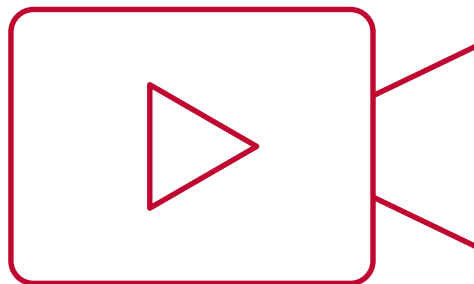
Website:

All photos to be used on westernwyoming.edu must be submitted to Mustang Media for loading. This is for accountability of ensuring accessibility as well as a gatekeeper in verifying release forms are on file.

Videos:

Video content should be kept to an appropriate length to retain viewer's attention, and this varies from project to project. Consultation with Marketing or Mustang Media to determine the length of a video is strongly encouraged.

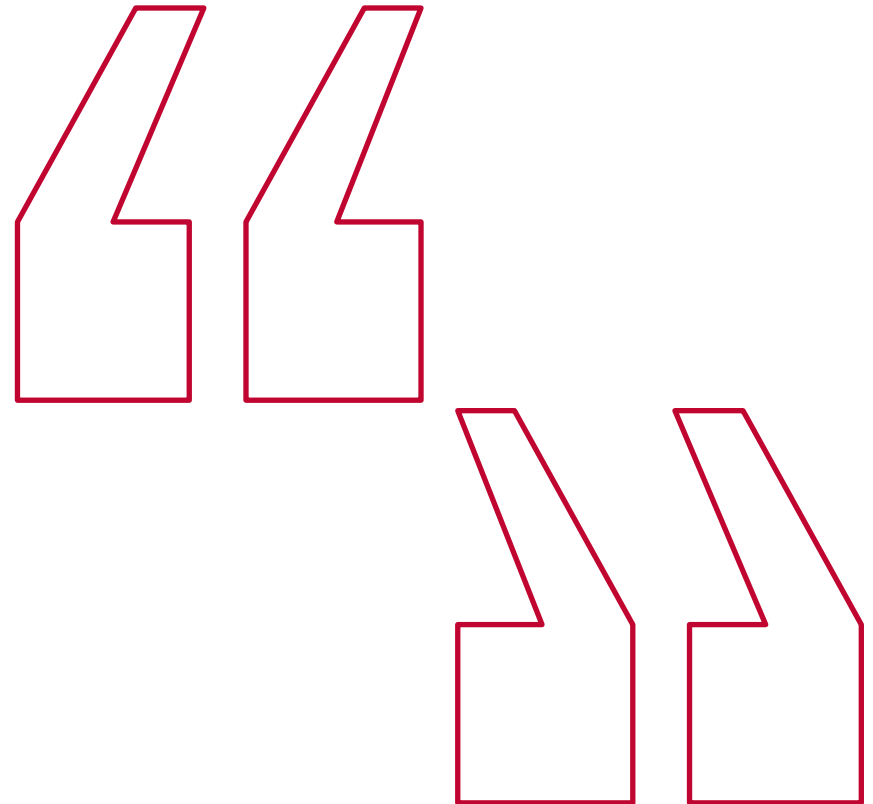
Video content also needs considerably more time than photography, therefore please reach out to Marketing or Mustang Media with your creative needs well ahead of your deadline. Email is the best option for contact at Marketing@westernwyoming.edu or MustangMedia@westernwyoming.edu



Testimonials

Written, photo and video testimonials are an important tool for recruitment of potential students. The best testimonials are recent graduates working in their field of study. Current students can be beneficial, but don't showcase educational outcomes that prospects are looking for. Educational outcomes also highlight connections we keep with students long after they graduate from Western. Other great testimonials are local industry leaders that are our partners in certain programs.

Testimonials can only be used if a *Model and Testimonial Release Form* has been filled out. Emailed testimonials to Western employees are not considered valid. A signature must be obtained. The *Model and Testimonial Release Form* can be found on the *MyWestern* portal Marketing page, through Mustang Media, or online at westernwyoming.edu/release. The originator is ultimately responsible for record keeping and a copy must be provided to Mustang Media for checks and balances.



Mandatories

1. The Non-Discrimination and Equal Opportunity statement* is required by law and must be placed on the bottom, or side, of each piece of collateral in no less than eight-point font. It is recognized that not all creative assets, especially digital, have enough spacing to accommodate the statement. Direct all digital assets to the website or ensure the platform used has the statement (e.g. Mustang Connections App).

- a. Full Statement:

Western Wyoming Community College does not discriminate on the basis of race, color, national origin, marital status, sexual preference, sex, age, religion, political belief, disability, or veteran status, in employment, admission and/or access to programs or activities.

For inquiries regarding non-discrimination policies, please contact Burt Reynolds, Vice President for Administrative Services, 2500 College Drive, Rock Springs, Wyoming 82901, (307) 382-1621.

The contact information for the Office for Civil Rights is: U.S. Department of Education, Cesar E. Chavez Memorial Building, Suite 310, 1244 Spear Avenue Blvd., Denver, CO 80204-3582, (303) 844-5695, or TDD (303) 844-3417 and the Wyoming Labor Standards Department is: 1510 East Pershing Blvd., Cheyenne, Wyoming 82002. (307) 777-7261.

- b. When spacing permits, use this statement:

Persons seeking admission, employment or access to programs of Western Wyoming Community College shall be considered without regard to race, color, national origin, sex, age, religion, political belief, handicap, or veteran status.

- c. When spacing is limited, usually in digital, you can you use this statement:

Western provides equal opportunity in education and employment. Learn more: westernwyoming.edu/NDS



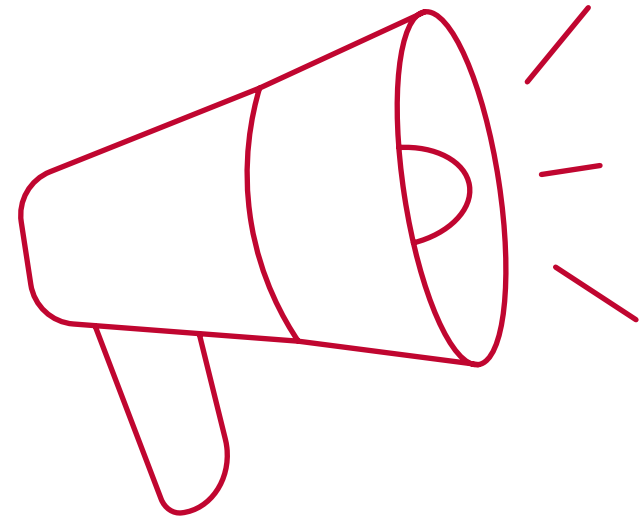
2. If any claims are made in the content, cite the resources to back the statement in the footer or the bottom of the document.
3. If any promotions are highlighted, cite the disclaimers that apply to the promotion in the footer or at the bottom of the document.
4. Promotion of website: westernwyoming.edu, or a unique URL on the website. For example, westernwyoming.edu/calendar.
5. Promotion of slogan if not built into the creative: Enter With Passion, Leave With Purpose
6. Promotion of Western's main social media accounts, if there is room.
7. Call to action: Phone number, email, or other means of reaching the College.
8. Disclaimers may be mandated by the College and added by the Publications Specialist. For example, during COVID-19 our indoor and outdoor events had the following disclaimer: Western will follow local, state, and national health directives regarding COVID-19 as they pertain to events. All on-campus events are subject to space capacities, mitigation protocols, or possible cancellation due to COVID-19.

*The Non-Discrimination and Equal Opportunity statement will soon be updated to meet all State and Federal standards.

College News

As stated in [Policy 1120A](#), the President of the Board of Trustees, the College President, or persons authorized by the College President will issue all statements for publications.

For submittal requests, or approval of, a press release please visit the *MyWestern* Marketing page for the guidelines.



Posters

Posters are considered student-facing and therefore must follow the guidelines outlined in this manual. Posters also fall into [Policy #1320E](#) for advertising and distribution on College campus. For poster distribution guidelines, go to the *MyWestern* Marketing portal page or copies can also be provided by the Student Life Department.



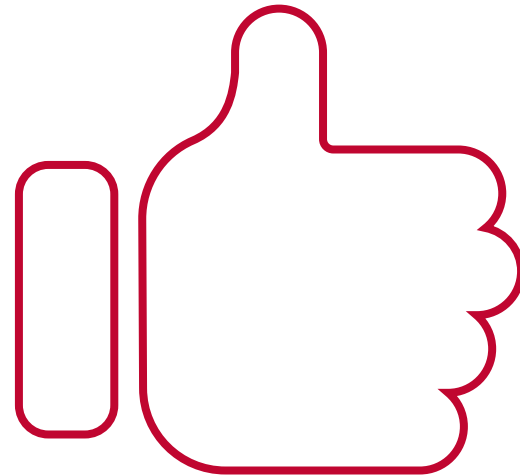
Merchandise

It is more efficient to order swag in large quantities (defined as 200 or more); therefore, orders must be made collectively as a College. If you are interested in swag for your department, requests should be made during the budget planning process in January. If approved, you will be included in a purchasing committee in the summer for purchases in July for the new budget cycle led by the Marketing Sub Committee and approved by for design. Small swag quantity orders designs can be ordered at any time, but still must go through the Marketing Sub Committee for approval for branding sign-off.



Collateral Quality

All large student-facing collateral must be designed by the Publications Specialist. Examples include digital or printed brochures, posters, and flyers. Letters, since letterhead is already approved, do not need to go to the Publication Specialist. Ask if you are uncertain.



Accessibility

Title II of the ADA prohibits discrimination against qualified individuals with disabilities in all programs, activities, and services of public entities. Western is committed to providing equal access to people with disabilities as outlined in [Policy 2120A](#). In order to create accessible print materials, electronic information, and electronic communication to people with visual impairments, learning disorders, color blindness, etc., the following guidelines are recommended.

White space:

A recommendation of 80% white space should be used for design. This includes not only the margins on the sides, top and bottom of the page but also space around headlines, subheads, bulleted items and graphics. White space allows the reader's eye to relax but also brings forth items of importance.

Readability:

Any part of a publication should be readable; do not use tiny, unusual or distracting fonts or shapes of text. Also, instead of underlines to emphasize, use bold or italicized print, or both. You could even use another font style to bring forth a word or phrase. Font size should be at least 12pt, 18pt is considered large print. Left-justified alignment is the easiest alignment to read because the beginning of each line is consistent and easy to find.

Digital materials and documents should be created with accessibility in mind. Proper tagging and structure should be used. Visit the office of Wellbeing and Accessibility or the CTLI for help with document structure and tagging.

Font:

Sans serif fonts, such as Arial, Helvetica, and Verdana are the easiest for people to read. Cursive fonts, extra thin, extra black and italicized fonts are difficult to read and should be avoided. Also avoid capitalizing all letters in a sentence.

Color Contrast:

There should be sufficient contrast between the color elements you choose. Select opposing colors on the color wheel. Avoid color as the sole means of conveying information. For instance, on forms use an asterisk to designate a required field as opposed to just indicating that information in red type.

Paper:

Common white paper often produces significant glare, which can make reading more difficult. An off-white paper with a matte finish is the most readable for printed materials.

Alt Text:

Assistive technology, such as computers and screen readers, cannot analyze an image and determine what the image presents as it relates to the content it supports. When images are used in digital pieces, emails, and instructional content, you will need to provide the reader with alt text which presents the content and function of each image within your work. If the image is only for visual effects, and doesn't contain information relevant to the content, the image can be tagged as decorative.

Reference WebAIM's [article](#) on Alternative Text for more guidance. Visit the office of Wellbeing and Accessibility or the CTLI for help on how to add alt text to you materials.

Multimedia:

Accessible visual and auditory content must include captions. Provide text versions of speech, and other important audio content, which allows multimedia to be accessible to people who can't hear all of the audio. Accessible captions should be:

- Synchronized to appear at the same time as the corresponding audio.
- Equivalent to the spoken words and other audio information.
- Accessible, or readily available, to those who need them.

Reference WebAIM's [article](#) on Captions, Transcripts, and Audio Descriptions for more guidance. Visit the office of Wellbeing and Accessibility or the CTLI for help on how to add captions to your multimedia.

Production

Print fulfillment must follow the [Quotations and Bids Policy #3210A](#). When working with off-campus printers or vendors, always request a hard copy proof to ensure the color of your project is as accurate as possible. The Print Shop has a PANTONE swatch book that you may use to check for color accuracy.

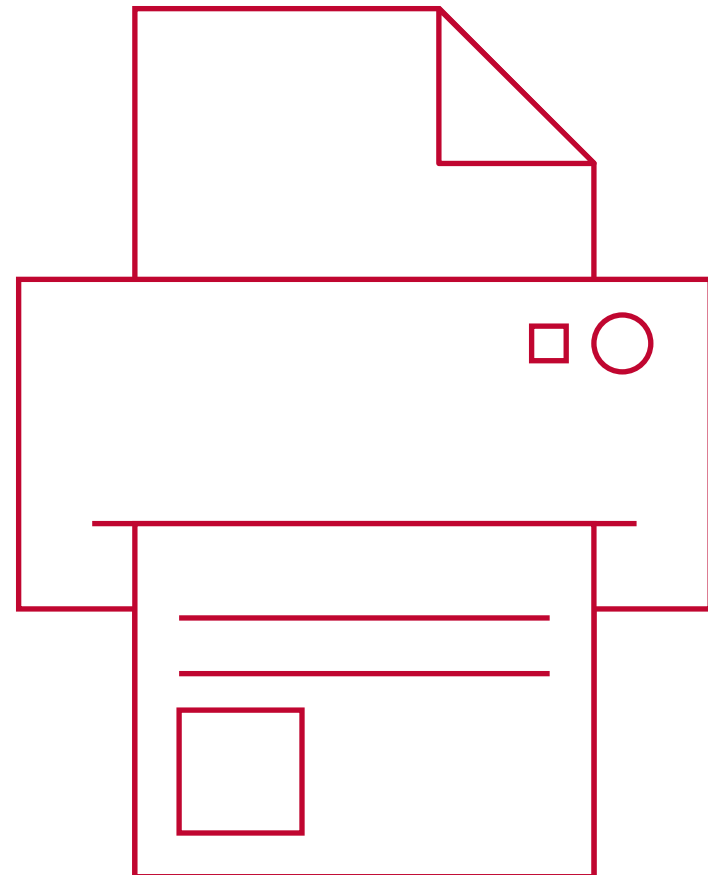
Lab manuals, study guides, and other auxiliary course material -

Publications written by a faculty member for use by students should be ordered through the Western Bookstore for printing by bringing the original and a completed textbook requisition form to the Western Bookstore. The bookstore manager will have the material printed and will handle sales to students through the college bookstore. Cost of course packs will reflect the cost of production and handling.

Postage -

Certain print vendors provide fulfillment opportunities for direct mail. This means not only will you get a bill for the printing but also the postage. If you go this route a mail file will be requested by the vendor.

Or, you can instruct the vendor to send the direct mail back to Shipping and Receiving department to be mailed out here at the College. You will need to make this decision prior to printing due to the indicia on the direct mail piece and sizing will determine your cost. You can also work with the Print Shop in determining what is best for you based on time and budget.



Appendix:

Glossary of Terms

CMYK - The CMYK color model is a subtractive color model, based on the CMY color model, used in color printing, and is also used to describe the printing process itself. CMYK refers to the four ink plates used in some color printing: cyan, magenta, yellow, and key (black).

Creative Assets - Creative assets are files like images, videos and other media. They're linked to marketing because they advertise to target audiences. Assets are typically digital files that are used to build creative marketing campaigns and projects.

EPS (Encapsulated Postscript File) - EPS files are vector-based, meaning they are made up of a series of mathematical points that can be enlarged without losing any detail. All logos are initially created in vector format and are later converted to other file types to accommodate the variety of different projects that they will be used for. To open or view an EPS file you will need Adobe Illustrator, Adobe InDesign, Quark Xpress or Microsoft Publisher. This is the file format that most vendors will request that you send them when ordering any promotional items such as t-shirts, pens, keychains, etc.

GIF (Graphics Interchange Format) - GIFs are ideal for online use due to their small file size. However, they are not suitable for print because they can only be saved in RGB format.

Hashtag - A hashtag, introduced by the number sign, or hash symbol, #, is a type of metadata tag used on social networks such as Twitter and Instagram and other microblogging services. It lets users apply dynamic, user-generated tagging that helps other users easily find messages with a specific theme or content.

Indicia - Markings used on address labels or bulk mail as a substitute for stamps.

JPG (Joint Photographic Experts Group) - JPGs are raster-based images, meaning that they are made up of a series of pixels. When enlarged, JPGs lose detail and become pixelated and blurry. JPGs can be used in virtually all computer programs but are used primarily in Microsoft PowerPoint or Microsoft Word.

PDF (Portable Document Format) - PDF files are preferred by many due to the fact that they can be viewed by anyone, even if they don't have the software that was used to create the file. PDF files can be used in programs such as Adobe Acrobat, Adobe Photoshop, Adobe Illustrator, Microsoft Publisher and Quark Xpress. PDF files can be raster-or vector-based, depending on the initial program used to create them.

PMS - The Pantone Matching System, a proprietary color space used in a variety of industries, primarily printing, though sometimes in the manufacture of colored paint, fabric, and plastics.

RGB - The RGB color model is an additive color model in which red, green, and blue light are added together in various ways to reproduce a broad array of colors. The name of the model comes from the initials of the three additive primary colors, red, green, and blue.

Slogan - A short and striking or memorable phrase used in advertising. Slogans are used for long periods of time, to build traction, and are meant to attract your primary target audience.

Swag - Products given away free, typically for promotional purposes.

Tagline - A catchphrase or slogan, especially as used in advertising, or the punchline of a joke. Taglines are changed out frequently for campaigns.

TIFF (Tagged Image File Format) - TIFF files are ideal for pixel-based images used in print because they allow for transparency and the image quality is better than that of a JPG. However, the file size is significantly larger, so they should be used only in projects for print.