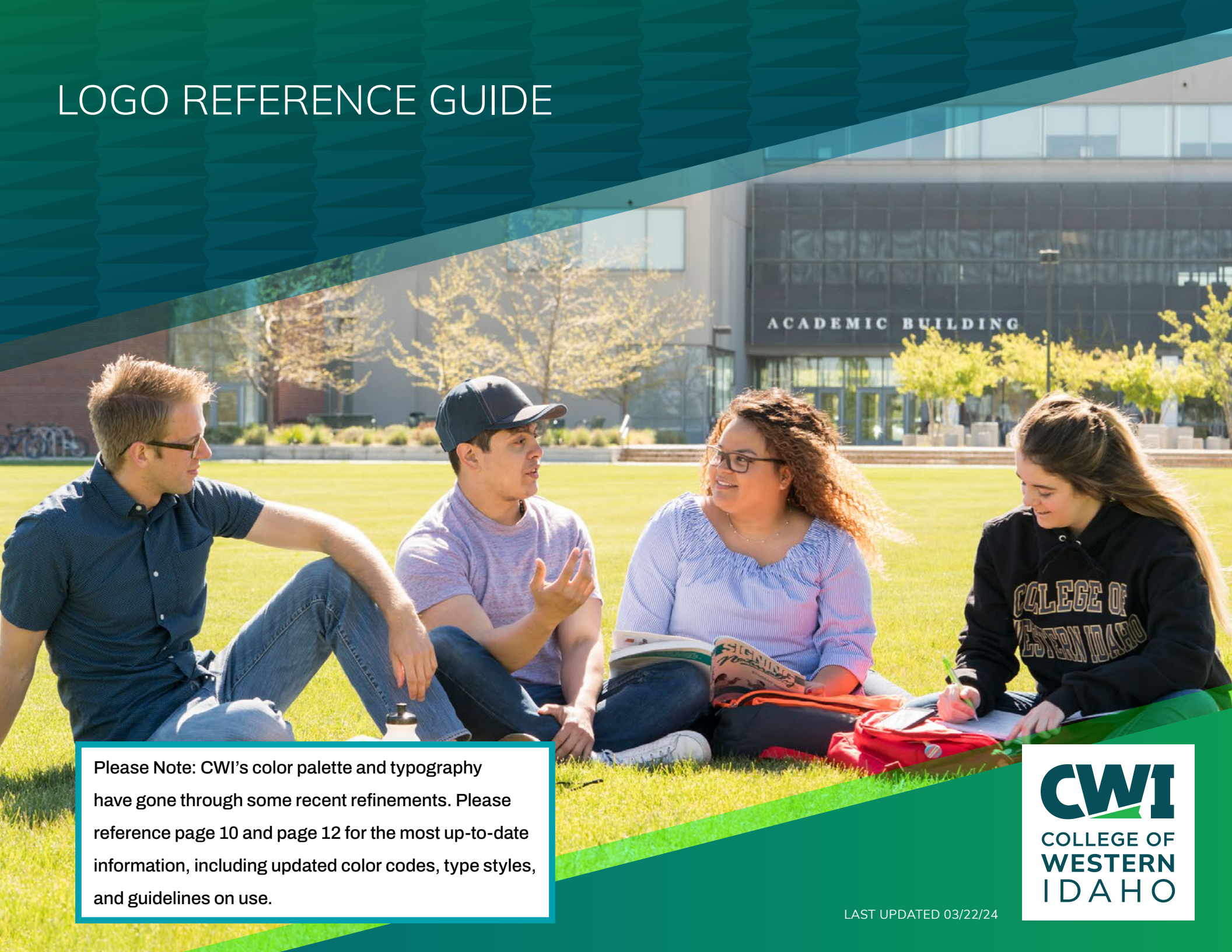


# LOGO REFERENCE GUIDE



Please Note: CWI's color palette and typography have gone through some recent refinements. Please reference page 10 and page 12 for the most up-to-date information, including updated color codes, type styles, and guidelines on use.



LAST UPDATED 03/22/24

LOGO REFERENCE GUIDE  
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# BRAND IDENTITY

## INTRODUCTION

THANK YOU FOR TAKING THE TIME TO READ THIS GUIDE.

The purpose of the College of Western Idaho (CWI) Logo Reference Guide is to establish the visual identity system for the institution and ensure a consistent use of our logo. The CWI identity is more than a logo — it represents our bold vision for the brand. This logo is a promise to our students, faculty, and members of our community that we are committed to education at the highest standard.

Our brand identity is the family of visual elements that support the College's core look and feel. When used correctly and consistently, brand guidelines explain how brand elements communicate CWI in an articulate and compelling way.

## BRAND IDENTITY

### MASTER LOGO

The College of Western Idaho master logo is available in a vertical and horizontal version. We strive to use the vertical version as often as possible but the horizontal version is permissible for use when needed.

The CWI acronym can be used separate from the type as long as the logotype is visible in the viewing plane. For example, in a print advertisement, the College of Western Idaho logotype could be used at the top and the CWI acronym at the bottom. Any use of the acronym without the logotype must be reviewed and approved by Marketing & Communications.

#### MASTER VERTICAL LOGO



#### MASTER HORIZONTAL LOGO



# BRAND IDENTITY

## MASTER LOGO USAGE

Using the full version of College of Western Idaho's primary identity (Master Vertical and Master Horizontal logos) will ensure the brand identity is always used consistently, from promotional items to flyers to the online experience.

MASTER VERTICAL LOGO



MASTER REVERSED LOGO



WHITE



BLACK



GRAYSCALE



## BRAND IDENTITY

### SECONDARY LOGOMARKS

Logo variations are available should space and/or design limitations, or the specific requirements of an application cause issues with using the primary mark. For example, there might be situations where it is useful to employ a one-color teal, black, or white secondary mark or wordmark.

The logo acronym should be used in complete form in all cases. There may be special instances when the logotype or one-line logo can be used — for example, branded merchandise or instances where height restrictions limit legibility of the primary horizontal mark. Overall, as these are not the primary identity for the College, any alternate use of the logo using a secondary mark must first be reviewed and approved by Marketing & Communications.

#### ACRONYM



#### LOGOTYPE

COLLEGE OF  
WESTERN  
IDAHO

#### ONE-LINE LOGO

**CWI** COLLEGE OF WESTERN IDAHO

## BRAND IDENTITY

### SIZE & CLEAR SPACE

The brand identity should have clear spaces above and below equal to the height of the slab serif in the 'I' in the CWI acronym. This will ensure the brand identity has room to breathe when used in combination with other graphic elements. This applies to all versions of the logo.

The minimum size of logos can be calculated by ensuring that the height of the CWI acronym does not go below 0.25 inches. For instances where only the CWI Logotype is used, the minimum width should not go below 0.5 inches.





## BRAND IDENTITY

### THINGS TO AVOID

The College of Western Idaho brand identity should not be altered or re-created in any way. Any modifications to the logo are strictly prohibited. Following are examples of unacceptable treatments of the brand identity.

Do not:

- Alter the typeface of the logo or reposition the type in any way.
- Use the logo in any colors other than those specified.
- Use any artistic filters on the logo (such as embossing or shadow effects) or use any additional embellishments or elements.
- Stretch, rotate, or distort the logo.

TYPOGRAPHY



COLOR



EMBELLISHMENTS



DISTORTION





# VISUAL LANGUAGE

## OVERVIEW

### THE VISUAL LANGUAGE IS THE GLUE FOR OUR BRAND

Visual language is how we communicate our brand visually: images, colors, and design. These elements should be consistent to create a recognizable brand and instill audience loyalty. Speech and visual communication are parallel and often work together to exchange information with audiences. The following elements best represent the visual language foundation of College of Western Idaho.

# VISUAL LANGUAGE

## COLOR PALETTE

College of Western Idaho has a specific color palette that may not be changed or altered. Additional colors may not be added or used without specific approval by the creative team within Marketing & Communications.

### *Pantone*

Use Pantone colors for 1 color, 2 color, and 3 color printed pieces. The Pantone number ensures a close match. 'C' designates a color specified for coated paper, while 'U' refers to a color specified for uncoated paper.

Using the Pantone color is especially important for the College's primary green color, Moss. Due to its bright and vibrant nature, it is recommended to set Moss as a Pantone spot color in printed pieces where feasible (based on print capabilities and budget) to allow the vibrancy and accuracy of this color's representation to be maintained. Converting Moss to CMYK, the standard 4-color process used in print, darkens and alters the hue of the primary color.

### *CMYK*

This color breakdown should be used for offset printing or digital 4-color printing for marketing pieces that require full color. Because the CMYK process can dull our Moss green color, it is preferable to use a spot PMS color of 2271 C when print setup and budget allows.

### *RGB*

This color breakdown is for use on-screen or in Microsoft applications that require color be specified in RGB.

### *HEX*

The colors for use in email and on the web.

## PRIMARY COLOR PALETTE



**PANTONE**  
316 C

### **RIVER**

CMYK 100 / 10 / 29 / 68  
RGB 0 / 72 / 83  
HEX #004853



**PANTONE**  
2271 C

### **MOSS**

CMYK 74 / 0 / 99 / 0  
RGB 2 / 203 / 53  
HEX #02CB35

## BASE COLOR



**OPAQUE**  
WHITE

### **SNOW**

CMYK 0 / 0 / 0 / 0  
RGB 255 / 255 / 255  
HEX #FFFFFF

## SECONDARY COLOR PALETTE



**PANTONE**  
546 C

### **BLUE BASALT**

CMYK 97 / 32 / 34 / 86  
RGB 7 / 44 / 51  
HEX #072C33



**PANTONE**  
7467 C

### **BLUEBIRD**

CMYK 100 / 0 / 34 / 0  
RGB 0 / 163 / 173  
HEX #00A3AD



**PANTONE**  
3288 C

### **EVERGREEN**

CMYK 100 / 0 / 67 / 17  
RGB 0 / 130 / 100  
HEX #008264



**PANTONE**  
7488 C

### **LICHEN**

CMYK 51 / 0 / 86 / 0  
RGB 120 / 214 / 75  
HEX #78D64B



**PANTONE**  
425 C

### **GRANITE**

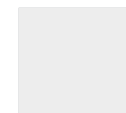
CMYK 63 / 51 / 45 / 33  
RGB 84 / 88 / 89  
HEX #545859



**PANTONE**  
420 C

### **MICA**

CMYK 18 / 13 / 10 / 0  
RGB 199 / 201 / 199  
HEX #C7C9C7



**WEB**  
ONLY

### **CLOUD**

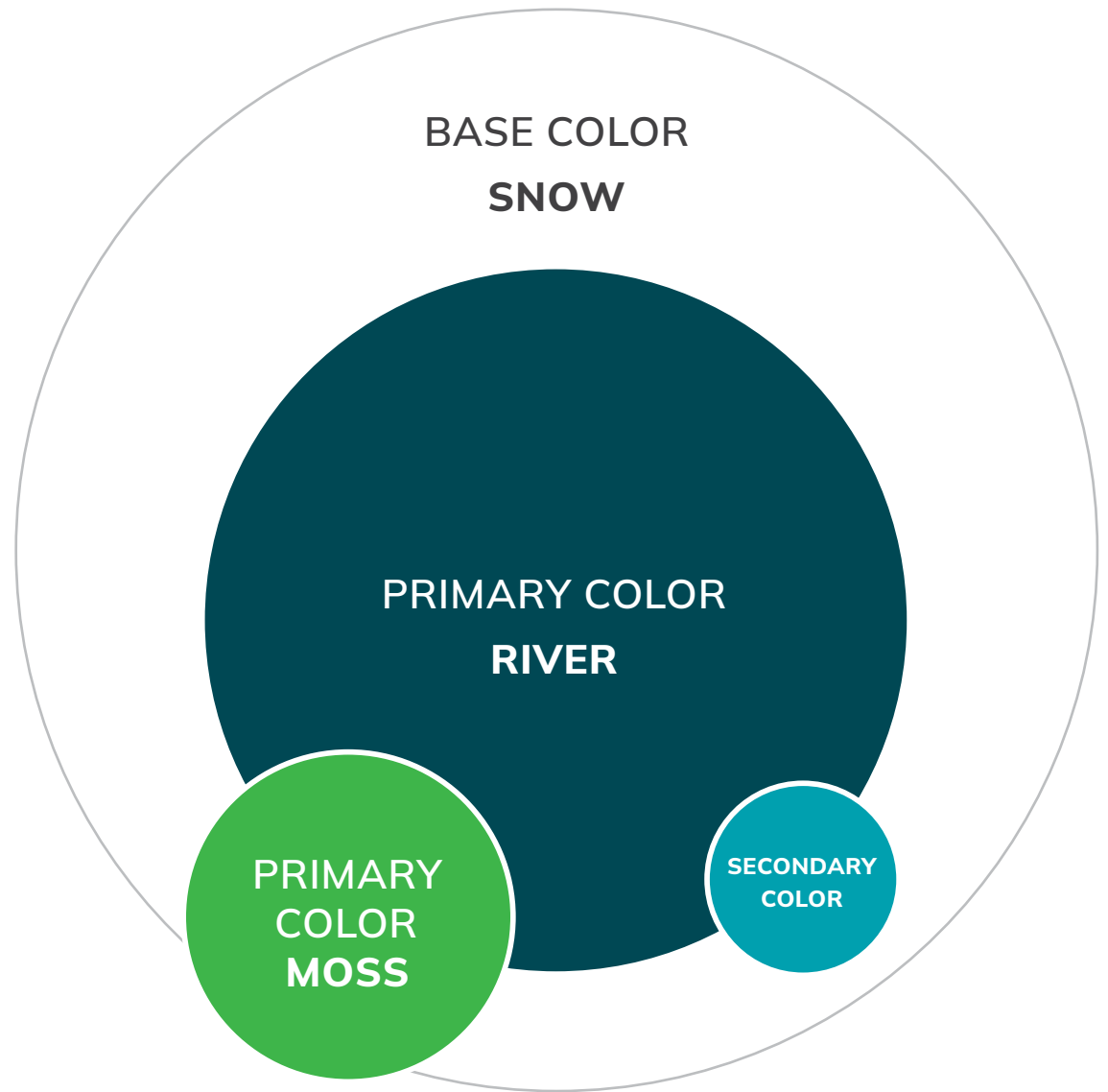
RGB 237 / 237 / 237  
HEX #EDED

## COLOR APPLICATION

# VISUAL LANGUAGE

## COLOR PALETTE

The College of Western Idaho color palette should include a dominant use of the Snow and River colors. Moss is used with these primary colors in smaller amounts to achieve the brand look for the organization. The secondary palette should be optionally used to add accent color but should allow Snow, River, and Moss to be primary in usage.



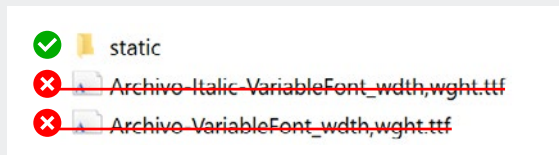
# VISUAL LANGUAGE

## TYPOGRAPHY

The principal typefaces for the College, including but not limited to print advertising, digital, and other marketing pieces, are Archivo and Georgia Pro. The Archivo family should be used as the primary typeface for the majority of text applications across web and digital uses. In print, Archivo can be primarily used for headings, tag lines, body text, and blended with Georgia for certain stylistic applications. It is available for download on Google Fonts, myCWI for employees, or by contacting Marketing & Communications. The Georgia typeface is reserved for use as body text, callouts, and other situations that are approved by Marketing & Communications.

Due to licensing, Georgia Pro use will be limited to use by Marketing & Communications and designated designers. The Georgia family, however, is available as a default typeface on most computers and can be used in Microsoft and other software.

**NOTE:** If downloading Archivo from [Google Fonts](#), please only install the **static** fonts and not the variable fonts.



## ARCHIVO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890"!@#%^&\*()?

Archivo Extra Light

Archivo Light

Archivo Regular

Archivo Medium

**Archivo Semi Bold**

**Archivo Bold**

**Archivo Extra Bold**

**Archivo Black**

Archivo Narrow Extra Light

Archivo Narrow Light

Archivo Narrow Regular

Archivo Narrow Medium

**Archivo Narrow Semi Bold**

**Archivo Narrow Bold**

**Archivo Narrow Extra Bold**

**Archivo Narrow Black**

## Georgia Pro (or Georgia)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890"!@#%^&\*()?

Georgia Light

Georgia Regular

Georgia Semibold

**Georgia Bold**

**Georgia Black**

*Georgia Light Italic*

*Georgia Italic*

***Georgia Semibold Italic***

***Georgia Bold Italic***

***Georgia Black Italic***

# VISUAL LANGUAGE

## PHOTOGRAPHY AND VIDEO

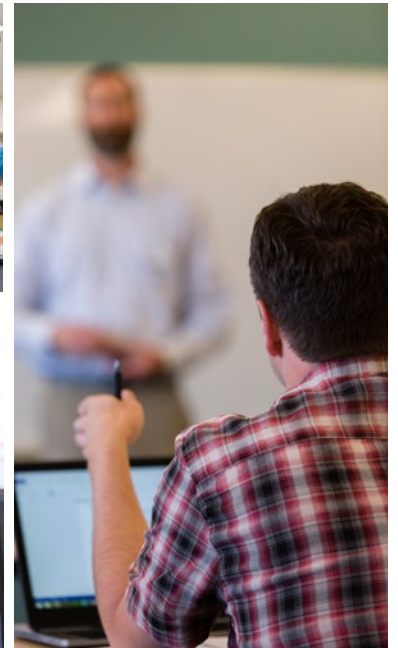
Photography and videos are some of the most influential branding elements for the College of Western Idaho. Marketing & Communications maintains an active library of college photography and videos that can be used as tools to help promote and communicate topics relevant to CWI. Following are guidelines and considerations for choosing photography.

### ORIGINAL PHOTOGRAPHY

Original photography is used to illustrate CWI students, faculty, staff, and campus locations. Photos should reflect the diversity of our students, faculty, staff, partners, and graduates. The portraits should represent a true academic setting of engagement, relaxation, and confidence. Original CWI photography should be the primary choice for photography use across materials and uses. For access of existing media, faculty and staff can follow instructions on how to view, search, and download images from the College's image archive system, NetPublish, by downloading the [How To: Access and Download Images document](#) on myCWI. Additional questions and assistance with photos can be directed to Marketing & Communications at 208.562.2222 or [communications@cwidi.edu](mailto:communications@cwidi.edu).

**NOTE:** All media used in official college communications, including photography and video, must have media releases signed by participants on file with Marketing & Communications. If you are submitting new photos, video, testimonials, or any other media content that you want to promote that is not in the College's image archive system, please make sure that participants sign the appropriate [Media Release form](#) located on myCWI.

### ORIGINAL PHOTOGRAPHY AND VIDEO





# VISUAL LANGUAGE

## PHOTOGRAPHY AND VIDEO

### PHOTOGRAPHY AND VIDEO PRODUCTION

To initiate the brand and advertise CWI's offerings, a mix of original photography and videos has been used. Photos and videos shot on behalf of CWI should represent the academic culture of CWI and feature our diverse student population, faculty and staff engaged in discussions, classroom activity, hands-on learning, group work, and presentation preparation.

Marketing & Communications will provide photography and video clips for use in official CWI communication mediums upon request and approval of appropriate use. If existing media assets do not meet your needs, our staff can provide assistance with requests for capturing new activities. For access of existing media, faculty and staff can follow instructions on how to view, search, and download images from the College's image archive system, NetPublish, by downloading the [How To: Access and Download Images document](#) on myCWI.

**NOTE:** Any new, original photography or video shot on behalf of CWI should have "full outright ownership," and include a signed media release. [Media release forms](#) are located on myCWI under College Resources > Communications and Marketing. Never use or take a photo or video without a signed photo release form. All images used in CWI communications must be authorized.

### ORIGINAL PHOTOGRAPHY AND VIDEO – CONTINUED



# VISUAL LANGUAGE

## PHOTOGRAPHY AND VIDEO

### **SUPPLEMENTAL IMAGERY**

Original photography may not always be available nor the most appropriate illustration depending upon the information to be communicated.

### **STOCK PHOTOGRAPHY**

In cases where original photography is not available, CWI has access to stock photography resources. We strive to show diversity, specifically those images that reflect the population of the Treasure Valley community. The people featured in the photos should look genuine and be a good reflection of the CWI target audience. Review photography to ensure that images are current; stock photography should not show out-of-date technology, unless it is intended. Stock photography must be updated periodically to show changing social appearances and trends. Please share purchased stock assets or initiate a request with Marketing & Communications when stock resources are needed so proper archival can be maintained for later access and reference.

### **ROYALTY FREE & FAIR USAGE PHOTOGRAPHY**

When using images from outside sources, permission from the copyright holder must be received prior to publishing in CWI materials. In cases where gathering permission from the copyright holder may not be feasible, nor is it feasible to purchase stock photography or utilize existing CWI photos, it is important that fair use guidelines are adhered to. Under these circumstances, use images that fall under “free for commercial use”, the public domain, or “free to use or share” usage rights. Google Advanced Image Search ([www.google.com/advanced\\_image\\_search](http://www.google.com/advanced_image_search)) and other search engines generally provide filter options for searching images that fall under this criteria. Look for a usage rights search filter that allows you to select a free to use or share option. If you are unsure whether an image meets these guidelines, contact Marketing & Communications for resources and assistance.

### **STOCK PHOTOGRAPHY**



### **ROYALTY FREE & FAIR USAGE PHOTOGRAPHY**





# VISUAL LANGUAGE

## GRAPHIC ELEMENTS

### ICONS

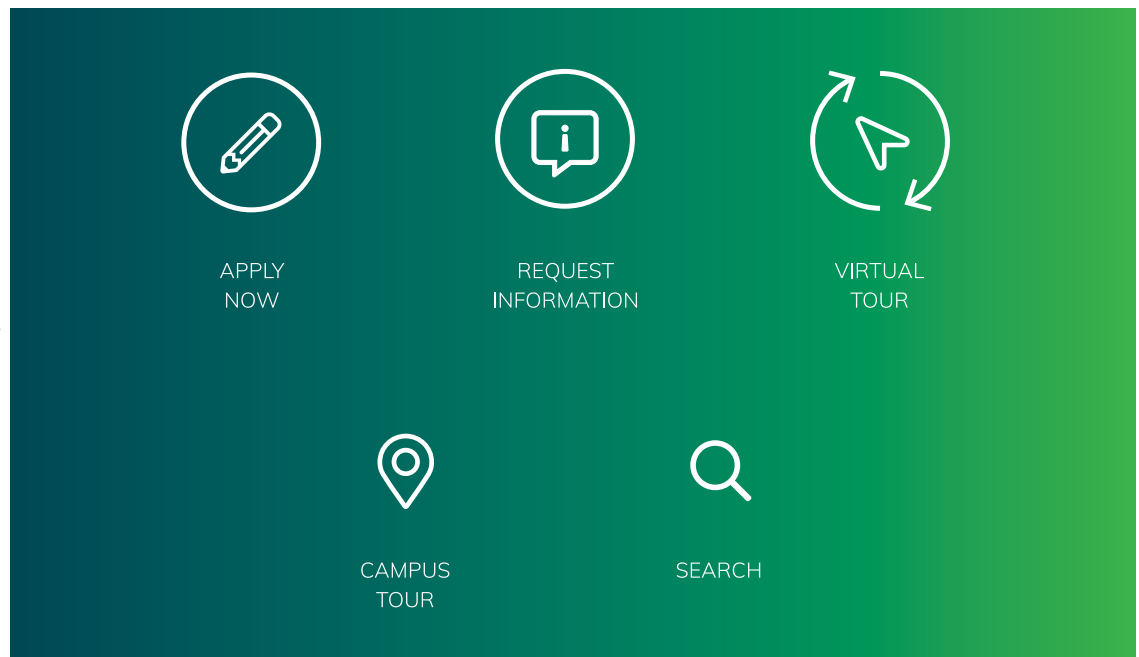
The College has standardized icon styling to align with the brand through use of custom icon formatting and a dedicated icon library collection. Use of icons from these collections will keep materials consistent and in-brand across promotion, advertising, and communication of topics relevant to CWI. Many of these icons are incorporated into College templates—a selection of key icons are available on [myCWI](#). Contact Marketing & Communications for information on accessing additional icons for your needs. Requests for creation of new, custom icons will need to be reviewed and approved by Marketing & Communications.

Icons should have a 7pt stroke at a size of 1.5 inches. Following this formula will ensure the icons maintain the standardized styling and remain clear and legible at smaller sizes.

### CLIP ART

Clip art should NOT be used on any official CWI materials that communicate to the public. Clip art may be used for informal internal and on-campus communications and club activity announcements.

### ICONOGRAPHY



### CLIP ART



# VISUAL LANGUAGE

## GRAPHIC ELEMENTS

Use of specific graphic elements, including color blocks, angles, and patterns in conjunction with typography and photo grid styles, ensure a consistent look and feel for the CWI brand.

### **COMPASS PATTERN**

Derived from the west-pointing compass arrow in the primary logo, this pattern may be used as a decorative element or background pattern under specific conditions:

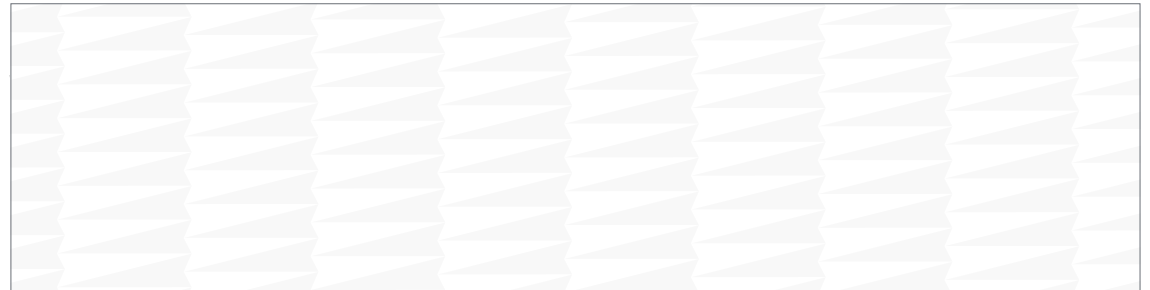
- Full color pattern: the compass pattern should only occupy 25% or less of the total design area
- Background pattern: the compass pattern should be 5% or less opacity

These patterns are available on [myCWI](#) and in the College's template platform for designated contributors.

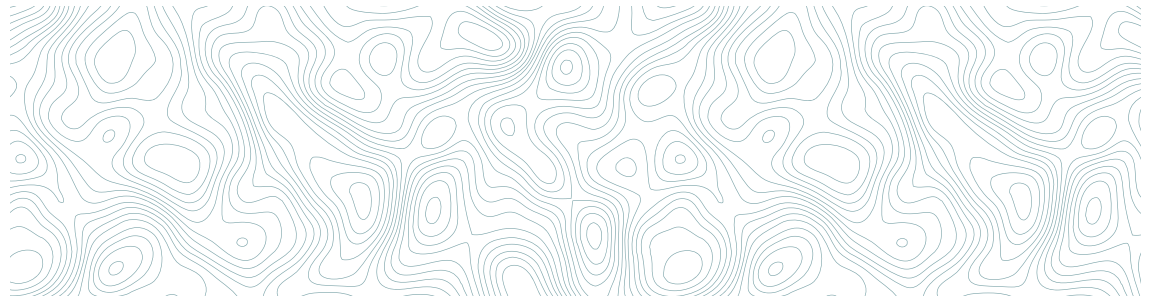
### **TOPOGRAPHIC MAP PATTERN**

A topographic pattern may be utilized in special instances when the College's outdoor/trek/explore voice is used or implied. Due to its specific applications, use of the topographic pattern must first be requested and then reviewed and approved by Marketing & Communications.

### **COMPASS PATTERN**



### **TOPOGRAPHIC MAP PATTERN**



# VISUAL LANGUAGE

## GRAPHIC ELEMENTS

The brand gradients were developed to add another layer of depth and personality to the brand, signifying movement, energy, and connection to the outdoors. Utilizing combinations derived from the College's color palette, these gradient sets carry a harmonious and analogous balance consistent with the core brand.

When using a brand gradient as a background element, placement of any objects, text, or element(s) on top must yield a high contrast. Achieving this contrast may require adjustment to the gradient angle and/or point of transition between the colors in the gradient.

### BRAND GRADIENTS



RIVER

MOSS



EVERGREEN

LICHEN



MOSS

LICHEN



RIVER

BLUEBIRD



BLUE BASALT

RIVER

## VISUAL LANGUAGE

### GRAPHIC ELEMENTS

The College of Western Idaho logo and compass arrow were designed with specific angles. These angles form the base foundation of CWI's visual language and should be reflected in the College's advertising and designs to create dynamic and attention-getting layouts.

There are two angles available for layout and design:

- Vertical Angle =  $75^{\circ}$
- Horizontal Angle =  $14.25^{\circ}$

### BRAND ANGLES



## BRAND ANGLES IN USE

## VISUAL LANGUAGE GRAPHIC ELEMENTS



### Governance Structure

#### Council

A designation reserved only for a governance body and is a cross functional group of individuals convened to achieve a clearly defined, specific, and measurable charge and purpose. **Cross functional governance body with defined measurable charge and purpose.**

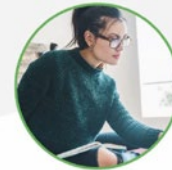
#### Work Groups

A group of individuals convened on a temporary basis to achieve a clearly defined, specific, and measurable goal. **Temporary with defined measurable goal.**

#### Committees

A group of individuals convened on a longer term and on-going basis to achieve a clearly defined, specific, and measurable goal(s) and purpose. **Long term and on-going with clear and measurable goals.**

SPRING 2020 CAMPAIGN  
THEMES



CWI



Moving Forward  
**BOLDLY**



BRAND IDENTITY  
**MARKETING & COMMUNICATIONS BRAND  
CONTACTS**

**QUESTIONS?**

LOGO AND USE OF THIS STYLE GUIDE  
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