

MASCOT USAGE GUIDE: Students, Student Clubs & Organizations

OTTER

College of Western Idaho

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Introduction

College of Western Idaho's (CWI) mascot, River the Otter, plays a vital role in embodying the spirit, values, and sense of community within our institution. As a central figure in our College's identity, River the Otter represents the dynamic and engaging character that we strive to foster among our students, staff, and the wider community. The mascot is not just a symbol of school pride but also a reflection of the unity and enthusiasm that defines CWI. By adopting River the Otter as our official mascot, we aim to create a sense of belonging and school spirit that resonates with everyone connected to CWI.



Official Use of Mascot Graphics

The mascot graphics of River the Otter are a direct reflection and representation of College of Western Idaho (CWI) brand and identity. As such, **the official use of the mascot graphics and mascot lockups are strictly limited to CWI departments, services, and college-sponsored programs, following similar guidelines to the College's institutional logo.**

While student clubs are encouraged to incorporate otter imagery into their materials to foster creativity, engagement, and sense of community, it is important that these images do not closely resemble the official mascot, River the Otter.

This policy preserves the unique identity and distinctive representation of the College mascot across all official college communications and activities while allowing student clubs to express their own individuality. This also ensures River the Otter remains a distinctive and cherished symbol of CWI, aligning with the broader branding efforts of the College.

Reserved for Institutional Use ONLY

INSTITUTIONAL LOGO



MASCOT GRAPHICS



Otter Head



Otter Body



Otter Text

MASCOT LOCKUPS

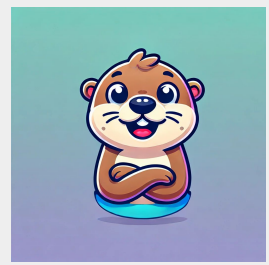


Do's + Dont's for Graphics

To further maintain the integrity and unique identity of CWI's mascot, it is important to follow these guidelines regarding the use of otter-related graphics in student-based materials.

Do's

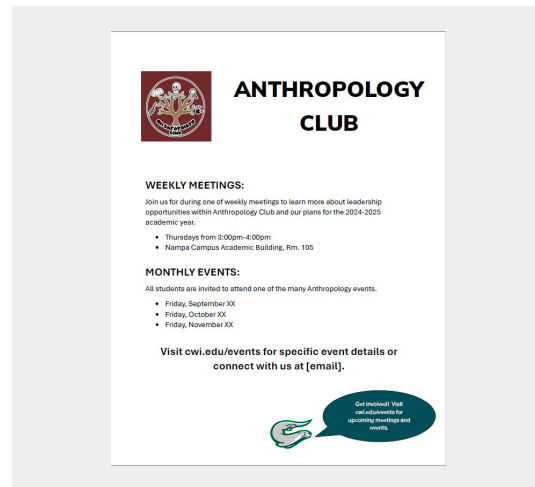
- **Use Generic Otter Images or Illustrations:** Opt for otter images or illustrations that do not closely resemble River the Otter. These can be used creatively to enhance the visual appeal of club materials without infringing on the official mascot's identity.
- **Incorporate Creative, Non-Official Otter Themes:** Feel free to use otter-related themes and designs that are distinct from the official mascot. This encourages creativity while respecting the guidelines.



Do's + Dont's for Graphics Continued

Don'ts

- **Do Not Use Official Mascot Graphics:** Official mascot graphics are reserved for use by CWI departments, services, and college-sponsored programs only. Student clubs should not use these graphics in their materials.



Do's + Dont's for Graphics Continued

Don'ts

- **Do Not Use Images that Closely Resemble CWI's Official Mascot, River the Otter:** While utilizing otters in club activities and communications is encouraged, be mindful not to use images or illustrations that could be easily confused with the official mascot. This helps prevent brand dilution and ensures that the mascot remains a unique symbol of CWI.

The following identifiable characteristics will be assessed to determine whether a design, image, or illustration is encroaching on the CWI Otter Mascot identity:

Otter Character (Head and Body):

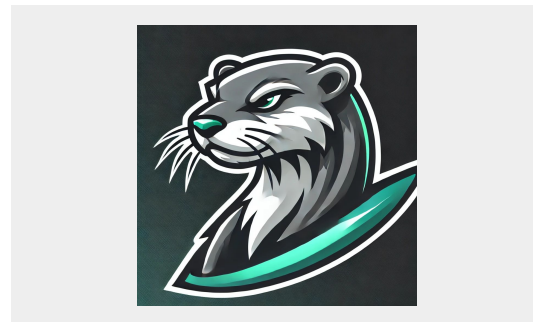
- Grey-colored otter
- White eyebrow
- Green/teal eye(s)
- Utilizes CWI primary brand colors or similar in a combination of blue/teal, green/teal/blue hues
- Otter Head Only: side-facing profile otter, featuring only the neck and head
- Otter Full Body Only: swim position mimics the CWI Otter full body image

Otter Name:

- Do not refer to your otter as River or Moss, or their equivalent, in any language.

Otters Text (see Otter Text Graphic on pg. 4):

- Do not use a font that closely resembles the Otter text font in the Otter text graphic. This includes collegiate style fonts, slab serif fonts, or latin fonts (characterized by triangular serifs and sharp terminals).
- Specific characteristics considered:
 - a. The text color is a combination of blue/teal with green outline
 - b. The text is in all caps
 - c. The text is in a forward motion (looks italicized)



The orientation, physical traits, and color scheme of this example closely resemble the CWI official mascot and therefore should not be used.

Endorsements + Sponsorships

Policy

The Associated Students of College of Western Idaho (ASCWI) is the designated endorsing body for student clubs and organizations. The College itself should not be listed as an endorsing entity for any student club endorsements or sponsorships. This policy helps maintain a clear distinction between student-led initiatives and institutional endorsements.

References

Student clubs must adhere to the general club logo guidelines outlined by CWI Student Affairs when engaging in sponsorships and co-sponsorships with ASCWI (see abbreviated guideline summary below). These guidelines provide a framework for proper sponsorship, co-sponsorship, and endorsement references in visual and text form, ensuring that all representations align with the College's brand standards.

Guidelines

- **Mascot-Related Presence and Usage Requirements:**
Similar to club logos, any mascot-themed items and graphics used in sponsorships, co-sponsorships, and/or endorsements must first be approved by both CWI Student Affairs and ASCWI, following the established guidelines to maintain consistency and brand integrity. This includes placement, size, and context in which the items or graphics are displayed.
- **Endorsement Procedures:** Student clubs should follow the existing, established process by CWI Student Affairs when seeking an activity involving endorsements or sponsorships.

By following these policies and guidelines, student clubs can more freely engage in sponsorship activities that support their initiatives.

Special Disclaimers

To ensure clarity and distinguish between content that represents the institution and content from affiliated but separate entities, the following disclaimers should be used by student clubs and organizations. This will help clarify what is an official CWI channel/platform/department versus what is generated by student organizations.

Standard Social Media Disclaimer

For use on social media platforms to indicate the content is student-generated and not an official representation of the College.

- "The views expressed on this [social media platform] page are those of [student club/organization name] and do not necessarily reflect the views of College of Western Idaho (CWI)."

Template Disclaimer for

Instructional-Based Projects

For use on public-facing instructional projects or class assignments to clarify the nature of the content.

- "This project was created by students of [course name] at College of Western Idaho (CWI) as part of their coursework. The content herein does not necessarily represent the views or official stance of CWI."

By incorporating these disclaimers, student clubs and instructional projects can clearly communicate their independent nature while respecting institution guidelines. This practice helps maintain transparency and ensures the audience understands the context of the content being presented.

Persona + Referencing

When referring to the CWI mascot, student clubs and organizations should follow these general guidelines to ensure consistency, clarity, and respect for the mascot's identity.

GUIDELINES ON HOW CLUBS SHOULD REFER TO THE MASCOT

- Use general terms like "CWI Otter" or "our Otter" instead of the mascot's specific name.
- Avoid using images or graphics that closely resemble the official mascot.

SUGGESTED PHRASES AND REFERENCES FOR THE CWI OTTER WITHOUT USING THE OFFICIAL NAME

- "Join us as we embody the spirit of the CWI Otter in our upcoming event!"
- "Inspired by our Otter, our club is hosting a community cleanup day."

- "Let's celebrate our achievements with the enthusiasm of the CWI Otter."
- "The Otter spirit will guide us through this project."
- "Calling all Otters to join us for a fun-filled evening!"
- "Let's make a splash like the CWI Otter at our next event!"
- "Otters unite! Get ready for our next big adventure."
- "Keep swimming, Otters! Together, we achieve greatness."
- "Dive into the fun with your fellow Otters at our next meeting."
- "Stay playful, stay curious, Otters! Go Otters!"

By using these general references and engaging phrases, student clubs can maintain a connection to the mascot, fostering school spirit and a sense of community, while respecting the guidelines for use.

Hey Otters, get ready to kick off another semester.



Hey Otters, let's make a splash at our next event!



Keep swimming, Otters! Together, we achieve greatness.



Stay playful, stay curious, Otters!



QUESTIONS?

CWI

Student Engagement Office

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Office Hours: Monday - Friday, 8:30 a.m. - 4:30 p.m.