

**From:** [Communications Department](#)  
**To:** [Communications Department](#)  
**Subject:** New Brand Assets  
**Date:** Wednesday, June 09, 2021 4:05:24 PM  
**Attachments:** [image001.png](#)  
[CWI GoBold\\_Email-Sig\\_350x95.jpg](#)

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## Greetings!

As mentioned in the New Brand Update last week, access to initial brand resources is *now available* to assist departments in being ready for the August launch. More information on where to find these resources can be found below.

### Core Brand Assets

- Brand Style Guide (reference guide on appropriate logo usage, colors, typography, visual elements, design styles, etc.)
- Logo Files
- Font Files
- Additional files in-progress will be loaded as they are completed
- All available on [myCWI → Employee Resources → Communications & Marketing → Resources](#)

### Employee/Student ID Cards

A reminder to schedule your appointment to get a new employee ID card. Keep in mind building access for existing ID cards will expire December 31, 2021. To update your card:

- [Reserve a 15-minute appointment online](#)
- Appear in person at your selected One Stop Student Services location to update your ID card
- Enter the ID card's 5-digit serial number in an online form. After your appointment, a link will be emailed to you from CWI facilities. Enter the ID card's 5-digit number to change your building access to your new card. It may take up to 48 hours for the card to become active.

### Name Badges/Nameplates

New badge orders can be placed through the College's existing vendor, [nicebadge.com](#). Visit the link or search College of Western Idaho on the Nice Badge website for a list of available products.

### Employee Email Signature with Go Bold Graphic

A new standard email signature has been created to align with the brand, along with a Go Bold graphic supporting the College's current recruitment campaign and messaging. To ensure proper formatting, please copy text directly from the sample below vs attempting to match your current email signature to the new colors and styling. The Go Bold image can be added by following the steps below.

Steps to update your employee signature:

1. In Outlook, select the **File** tab and click **Options**.
2. Select **Mail** in the Options menu, and click the **Signatures** button.
3. From the **E-mail Signature** tab, copy the sample branded signature block below into the **Edit signature** section and insert your information. Images can be added to your signature by clicking the **Insert Picture** icon under the **Edit signature** section (save the file first).

cid:image001.jpg@01D75B8D.22E97300



4. Customize the info **without changing the styling**.
5. You may also create a hyperlink for the image: <https://cwi.edu/gobold>
6. Remember to select this new file as your default signature.

### FIRSTNAME LASTNAME (All caps is optional)

Your Title

Name of Your Division/Department

**College of Western Idaho**

Nampa Campus Administration Building

MS 1000, P.O. Box 3010

Nampa, ID 83653

Ph: 208.562.XXXX

[youremail@cwi.edu](mailto:youremail@cwi.edu)

CWI\_GoBold\_Email-Sig\_350x95



Additional resources, tools, and templates coming soon! Continue to visit the [Resources](#) page on **myCWI** for the most up-to-date information.

Any questions related to the brand initiative can be directed to [communications@cwj.edu](mailto:communications@cwj.edu).