

*The* CAMPAIGN *for*  
WASHINGTON STATE  
UNIVERSITY

BECAUSE THE WORLD NEEDS BIG IDEAS

CAMPAIGN  
STYLE  
AND  
STANDARDS  
GUIDE



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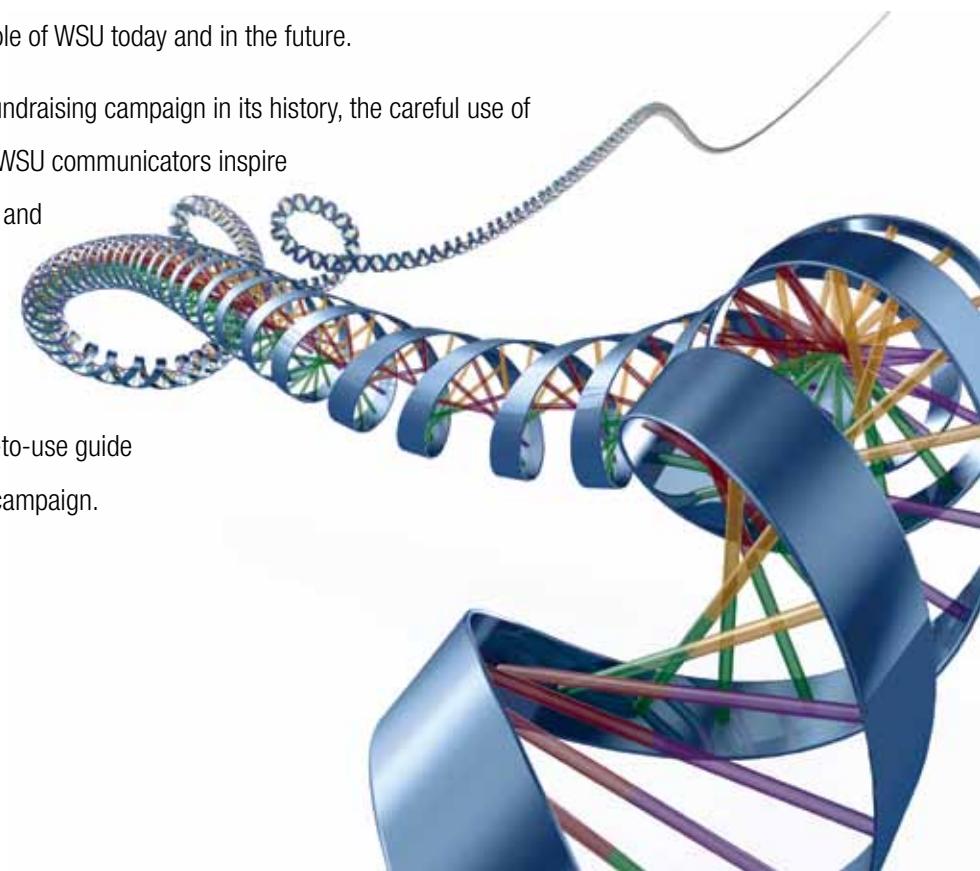
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# BIG IDEAS FOR A BETTER FUTURE

Washington State University has a rich trove of stories to tell about the many ways its teaching, research, and community service changes lives around the world. These stories—and the big ideas for improving lives which they represent—can serve as a strong foundation for communicating to Cougar alumni, friends, volunteers, faculty, and staff about the important role of WSU today and in the future.

As the University undertakes the most ambitious fundraising campaign in its history, the careful use of consistent messages, words, and visuals will help WSU communicators inspire and motivate the University's legions of supporters and the general public to support *The Campaign for Washington State University: Because the World Needs Big Ideas.*

This style and standards manual provides an easy-to-use guide for creating communications that will support the campaign.



# THE CAMPAIGN FOR WASHINGTON STATE UNIVERSITY

## **Creating the model land-grant research university for the twenty-first century**

Washington State University's major fundraising campaign—which launched its public phase Dec. 2, 2010—presents a historic opportunity for WSU to become the model land-grant research university for the twenty-first century.

For WSU, this means conducting research that benefits the world, focusing intellectual pursuits on the most pressing problems, preparing students to achieve success across cultures and borders, and equipping communities with the tools of the new economy.

As the state's university, WSU must also be local, serving every county and touching the lives of every citizen in the state. The University must create a fertile interdisciplinary foundation, and it must be innovative and entrepreneurial. In today's dynamic global marketplace, all of these essential characteristics are connected.

With the enthusiastic participation and shared commitment to the future by Cougars everywhere, this vision of the future will become reality. Success in *The Campaign for Washington State University* will provide the resources to fuel the big ideas that transform lives around the globe.



## CAMPAIGN NAME AND THEME STRATEGY

### **NAME: THE CAMPAIGN FOR WASHINGTON STATE UNIVERSITY**

The name, or title, of the campaign concisely and clearly communicates the important activity in which the University is engaged.

### **TAGLINE: BECAUSE THE WORLD NEEDS BIG IDEAS**

The tagline addresses why WSU is engaged in a campaign. It also explains how the University will answer society's needs (through big ideas).

Paired, the campaign name and tagline communicate that WSU makes a fundamental and significant impact statewide as the state's land-grant research university AND significantly benefits the world through its cutting-edge research and programs.

### **REFERENCING THE CAMPAIGN**

When used for the first time in written or spoken form, the campaign name, *The Campaign for Washington State University*, should appear in its entirety:

Donors to *The Campaign for Washington State University: Because the World Needs Big Ideas*, will be asked to create scholarships for the University.

After using the full name of the campaign on first mention, a shortened version of the name may be used in subsequent references:

Thank you for your gift to *The Campaign for Washington State University*.

or:

Thank you for your gift to *The Campaign for WSU*.

In subsequent references "the campaign," with a lowercase "c," may be used. Remember to capitalize the word "University" whenever referring to WSU in text.

### **SCHOOL AND UNIT NAMES**

School and unit names should appear after the campaign title in written or spoken references.

This:

*The Campaign for Washington State University: Because the World Needs Big Ideas* is a University-wide effort. Through the campaign, the College of Sciences is seeking endowments to support faculty and students.

or:

*The Campaign for WSU* is a University-wide effort. Through the campaign, the College of Sciences is seeking endowments to support faculty and students.

*Not this:*

*The Campaign for Sciences* seeks endowments to support faculty and students.

*Not this:*

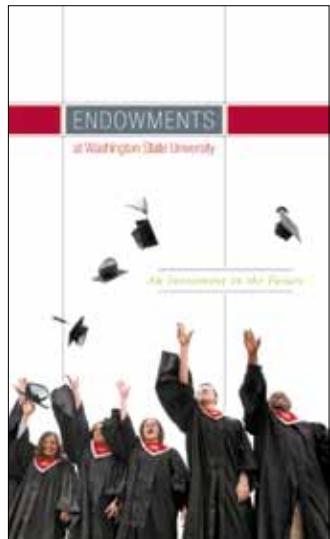
The fundraising campaign in the College of Sciences, in conjunction with *The Campaign for Washington State University: Because the World Needs Big Ideas....*



# THE CAMPAIGN LOOK AND FEEL

## A guide for creating communications

The *Campaign for Washington State University* is focused on the future—on ensuring promising opportunities for students, faculty, and local, regional, and global communities. These identity standards, which address messaging, typography, colors, design elements, and imagery, were created to ensure that WSU's commitment to transforming the future is communicated consistently—both graphically and editorially.



The campaign identity standards are grounded in the principles and goals described in the University's existing institutional brand identity standards. Campaign communications should echo key institutional messages and graphic elements. One of the primary goals of the campaign identity standards is to ensure that the University speaks in a single, consistent "voice," which increases WSU stakeholders' understanding of the institution's core messages.

The campaign standards also reinforce a foundational guiding principle for all WSU communications: the desire to present information in an uncluttered but refined manner. This approach creates the sophisticated, yet approachable tone that defines the WSU brand personality. Incorporating ample white space and fewer words and graphic elements in all communications also draws attention to the information presented.

The campaign identity standards should be applied to all electronic and print communications that include information about the campaign. Members of the campus community who create campaign-related event invitations,

website pages, brochures, HTML emails, newsletters, etc., directed to the following stakeholders should apply the campaign identity standards to the communications they produce:

- Alumni
- Donors
- Prospective donors
- Friends of the University
- Parents
- State business, political, and civic leaders
- Federal delegates, staffers, and research funding agencies
- State and selected national media leaders
- Washington state citizens at large
- Faculty and staff
- Corporations and foundations
- National peer university presidents and academic leaders
- Other influencers

Prospective students comprise the major WSU audience segment to which the campaign identity standards do not apply. In communications to prospective students and in other communications that do not mention the campaign, follow WSU's existing identity standards.



### WSU's Brand Promise

**WSU's education, research, and outreach activities make the world a better place. These activities contribute to the economic and civic vitality of the state, nation, and world, enhancing the quality of life for everyone in our ever-changing global society.**



# THE VISUAL ELEMENTS

## Overview: Five primary elements

The *Campaign for Washington State University* look and feel consists of a system of complementary and easy-to-use graphic elements, imagery, colors, and typography. Consistent application of these elements will create a consistent visual style for campaign communications.

Five primary elements make up the visual identity:

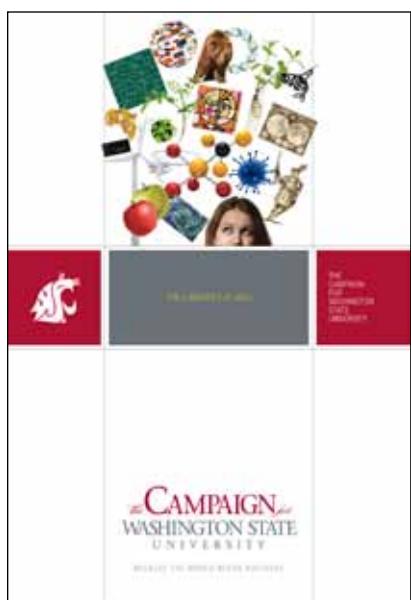
- Campaign logo
- Cougar head graphic in crimson-colored block
- Color palette
- Imagery
- Typography

Three secondary elements are used to complement the primary elements:

- Hairline rules
- Blocks of solid color
- The WSU academic signature, the WSU Foundation signature, or another approved WSU signature

The campaign logo serves as the primary graphic identifier of the University in all campaign-related communications. It replaces WSU's academic signature, or logo, which continues to serve as the primary graphic identifier of the University for non-campaign-related communications.

Consistent application of *The Campaign for Washington State University* logo to campaign-related communications is essential. The logo should be placed in a prominent position in electronic communications and on the outside cover of print communications.



CASE STATEMENT COVER



NEWSLETTER SPREAD

CAMPAIGN HOME PAGE



HTML EMAIL



## THE CAMPAIGN LOGO

The campaign logo consists of the words *THE CAMPAIGN FOR WASHINGTON STATE UNIVERSITY* and *BECAUSE THE WORLD NEEDS BIG IDEAS*. The logo should be treated as a single element and the words must remain consistent in their relationship and proportion to each other as shown in the example below.

### Reproduction sizes

The campaign logo must not be reproduced smaller than 1 1/4" wide by 5/8" high. For electronic publications do not reduce the signature smaller than 189 pixels x 94 pixels, with 22-pixel padding on all four sides.

The logo should be reproduced only in the colors specified in the digital files provided. A one-color version of the signature is available for use when budgets do not allow for four-color print reproduction.



### DOWNLOADABLE FILES

Reproduce the campaign logo using only the digital files provided here:  
[identity.wsu.edu/campaignwsu](http://identity.wsu.edu/campaignwsu)



### Academic and WSU Foundation signatures

WSU's academic signature, the WSU Foundation signature, other approved University Signatures, or a college- or unit-level University signature may be used as a second-level identifier of the University in campaign communications. When one of these signatures is used, it should be applied so that it does not visually compete with the campaign logo or otherwise clutter the communication. The academic signature without the "World Class. Face to Face." tagline should be used when the academic signature is applied to campaign communications.

In selected instances, particularly on websites, the WSU academic signature, the WSU Foundation signature, other approved University Signatures, or a college- or unit-level University signature may serve as the primary graphic identifier.

### Color reproduction

#### LOGO ON A WHITE BACKGROUND

Whenever possible, the full-color version of the logo should be used on a white background, as shown, for both electronic and print communications.

#### LOGO ON A CRIMSON BACKGROUND

When the logo is reproduced on a crimson background, as shown, reverse all elements to white.

#### LOGO ON A LIGHT GRAY BACKGROUND

When the logo is reproduced on a light gray background, as shown, reverse all elements to white except for the Cougar head which is reproduced in crimson on a white background.



### One-color reproduction

#### ONE-COLOR LOGO

When the logo is reproduced in black or gray, on a white or light background, all of the logo elements appear as a solid.

#### ONE-COLOR LOGO, REVERSED

When the logo is reproduced on a black or dark background, all of the logo elements reverse to white except for the Cougar head which is reproduced in crimson on a white background.





## COUGAR HEAD IN CRIMSON BLOCK

The graphic of the Cougar head symbol centered within a crimson-colored block, as shown, is another primary element used to identify campaign communications. This element is a revered part of the WSU graphic identity system. Its application to campaign communications establishes credibility with university stakeholders.

### PRIMARY USES

The Cougar head/crimson block typically should be used in conjunction with and to complement the campaign logo. Its location in relationship to the logo elements varies, based on design considerations. See the examples at right.



### ADDITIONAL USES

The Cougar head/crimson block also may be applied in other ways to campaign communications:

- As a featured stand-alone graphic symbol identifying WSU and the campaign on web pages and in other forms of electronic communication
- As a secondary graphic device applied to multiple pages of campaign printed communications. When the Cougar head in the crimson block is used as a stand-alone device in electronic and print communications, it is strongly recommended that the following considerations govern its use:
  - Apply the Cougar head/crimson block in an understated and sophisticated manner
  - On web pages, consider placing the Cougar head/crimson block centered, at the bottom of the page, in addition to placing it at the top of the page in proximity to the campaign logo. Adding the element at the bottom subtly reinforces the campaign identity as a reader scrolls down the page.
  - In the interior pages of print communications, anchor the Cougar head/crimson block to the trim edge of a page—considering bleed implications—or align it with the edge of a text block or hairline artwork

### REPRODUCTION SIZES

The Cougar head/crimson block must not be reproduced smaller than 3/8" wide by 3/8" high. For electronic publications do not reduce the element smaller than 40 x 40 pixels.

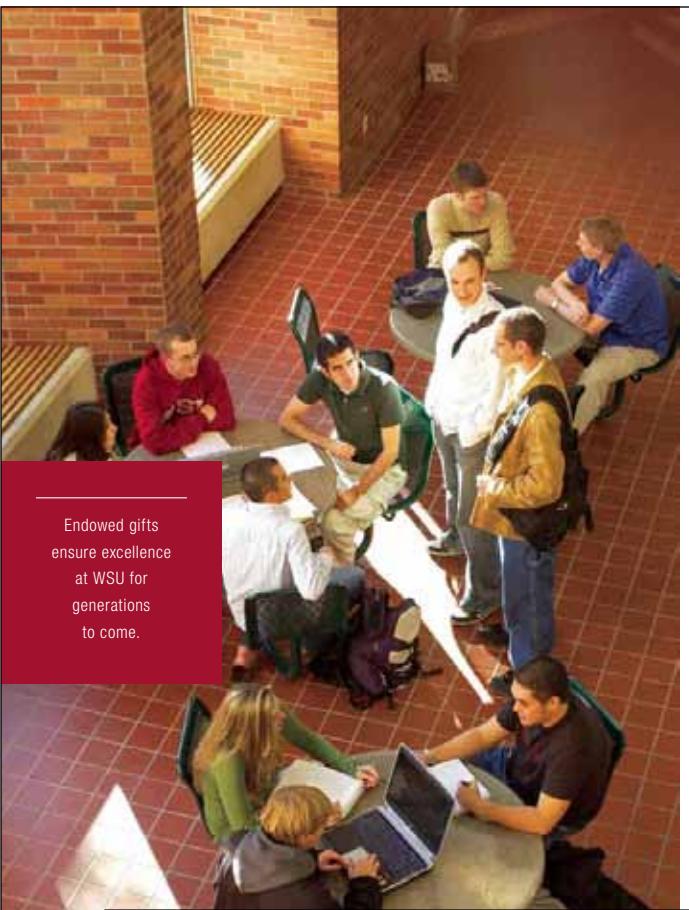
The size proportion of the Cougar head/crimson block to the campaign logo must be maintained as shown on page 11.

The Cougar head/crimson block should be reproduced only in the colors specified in the digital files provided. A black-and-white version of the element is available for use when budgets do not allow for color print reproduction.



### DOWNLOADABLE FILES

[Reproduce the Cougar head/crimson block using only the digital files provided here:](#)  
[identity.wsu.edu/campaignwsu](http://identity.wsu.edu/campaignwsu)



### BENEFITS TO THE DONOR

When establishing an endowment with the WSU Foundation, you have the opportunity to choose how your investment will support the University. The perpetuity of your endowed gift will help WSU sustain support in the area of your choosing and you will feel satisfaction in knowing that you have invested in something you care deeply about. Through your endowment, you may build a stronger relationship with the students, faculty, and programs that benefit from your generosity.

Endowments are also an excellent way to honor someone special or to memorialize a loved one. Colleagues, friends, and family may choose to support the endowed fund you created because they know how special it is to you. Your family and WSU will enjoy a long relationship built around something you value.





## COLOR PALETTE

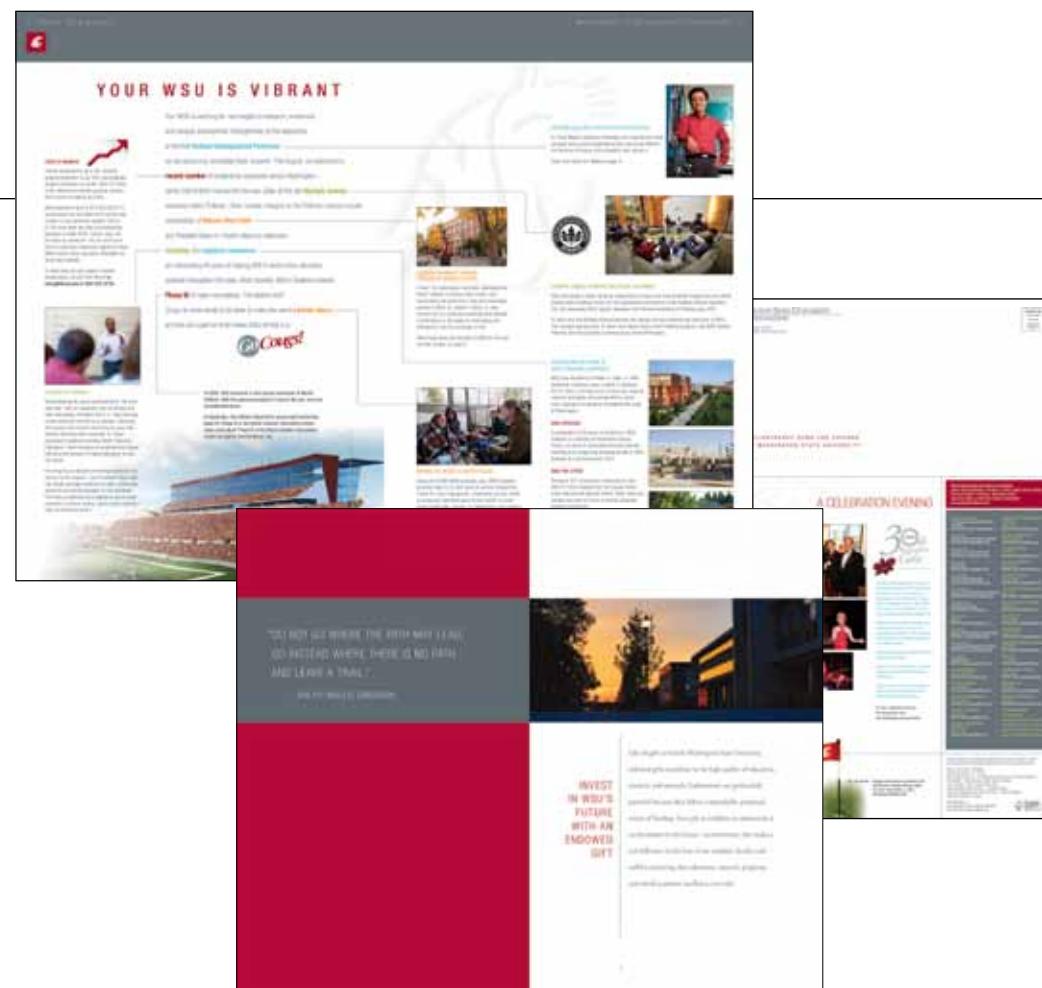
The color palette for *The Campaign for Washington State University* communications uses selected colors from WSU's established institutional color palette.

Feature crimson and gray in all campaign communications. The other colors in the palette are green, aqua, orange, beige, deep crimson, deep gray, deep green, and black. Black is included as one of the colors in part because it is an acceptable alternative when budgets dictate that executions be limited to a single color.

Green, aqua, beige, orange, and the deep values should be used only as complementary colors to crimson and gray. For example, the complementary colors might be applied to call attention to headlines or captions, or to add color to the background of a communication.

Green is the preferred accent color, followed by aqua and orange. It is recommended that use of the specified beige be limited to backgrounds only.

The overall goal in establishing a color palette is to create color consistency throughout WSU campaign communications.



### Crimson and gray

All electronic and print campaign communications should feature a significant presence of crimson and/or gray. For example, crimson and/or gray should be the most visually significant colors on the home page of websites or the front cover of printed materials.

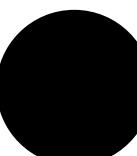
## PRIMARY COLORS



**CRIMSON**  
Pantone 201 (coated or uncoated)  
RGB 152/30/50  
CMYK 0/100/65/34



**GRAY**  
Pantone 431 (coated or uncoated)  
RGB 94/106/113  
CMYK 11/0/0/65



**BLACK**  
RGB 0/0/0  
CMYK Process Black

Typically, crimson rather than gray should be used to create the significant color presence. But there are occasions when it may be more appropriate to use gray in this manner.



For electronic applications of the colors in the color palette, use RGB colors. For print applications, use Pantone® Matching System (PMS) or CMYK (process) ink colors. Specific colors are identified.

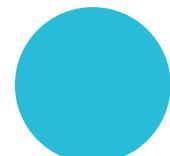
**USER TIP**

Use of the deep accent colors is limited to specific needs, applications, and audiences. For example, the deep green is formulated explicitly for instances in which text highlights will be employed. The deep crimson and deep gray were established to distinguish specific elements from the institutional colors—the Cougar head from the color block—for instance. Their use requires prior approval.

## ACCENT COLORS



**GREEN**  
Pantone 390  
RGB 182/191/0  
CMYK 24/0/98/8  
**For full-page floods, large surface areas**



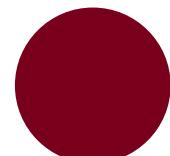
**AQUA**  
Pantone 631  
RGB 60/182/206  
CMYK 67/0/12/0



**ORANGE**  
Pantone 716  
RGB 236/122/8  
CMYK 0/55/90/0



**BEIGE**  
Pantone 7501  
RGB 219/206/172  
CMYK 0/4/20/6



**DEEP CRIMSON**  
Pantone 209  
RGB 121/0/28  
CMYK 0/100/65/60



**DEEP GRAY**  
Pantone 432  
RGB 90/90/90  
CMYK: 20/5/5/75



**DEEP GREEN**  
Pantone 383  
RGB 154/176/52  
CMYK: 40/10/100/8  
**Use sparingly, for text and fine details**

Generally, avoid screening or tinting the colors in the color palette. Applying the colors at 100 percent of their value will help maintain the visual consistency of the campaign brand.



## IMAGERY

Photography and videos created to communicate about the campaign will be most effective when they reflect the variety of ways the University—through its people—makes a positive impact on the lives of everyone it touches: students, alumni, donors, citizens, etc.

The most compelling images will be those that show people in action, involved in hands-on activities such as conducting research, studying, and participating in campus and community activities. Images of this nature support WSU's brand message platform and the *Because the World Needs Big Ideas* campaign tagline.

To accentuate the positive impact of WSU, still and video images should feature close up, bold, and colorful images.

In order to maintain visual consistency in presentation of the campaign brand, it is recommended that only high-quality imagery be incorporated into electronic and print communications.

Complex, busy, or lower-quality photo images should be cropped to highlight the area of interest or by using them smaller. Consider using stock images or illustrations when high-quality solutions are not available via campus resources.

### USER TIP

The examples shown represent effective executions of  
*The Campaign for Washington State University's* visual themes.

### PHOTO CUTOUTS

The photo cutout technique, as shown, should be selectively employed to create distinctive, campaign-defining images in communications. When photos lend themselves to this technique, apply it to featured images in electronic and print communications.



### STILL-LIFE IMAGES

Still-life images that represent key research and academic activities, as shown, are another way to create visual distinction and consistency in campaign communications. Still-life images may be used as either the featured visual or as a complement to other images.



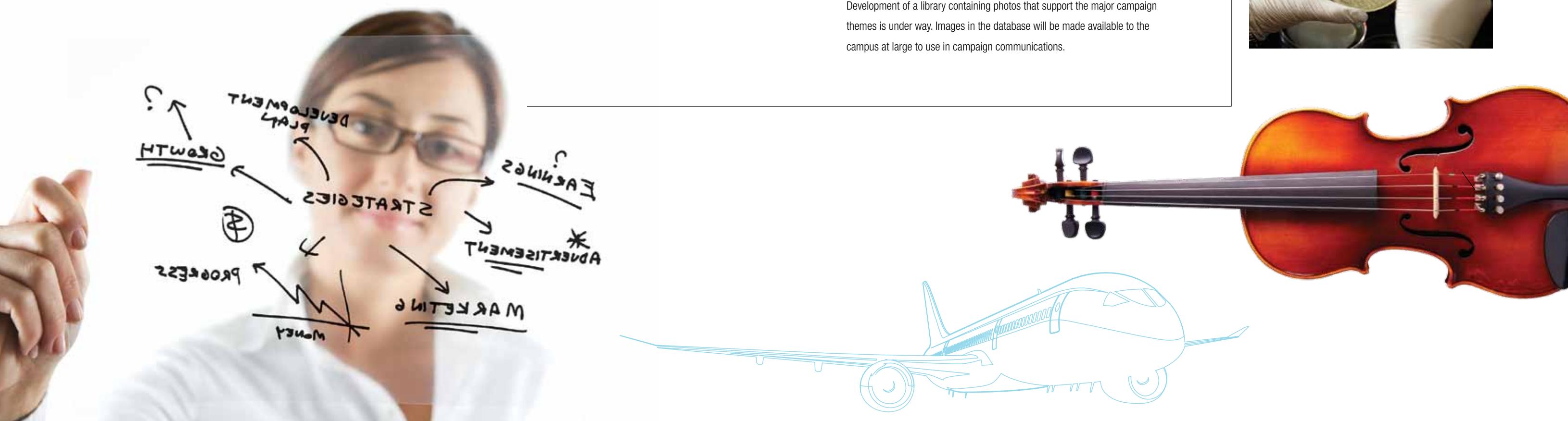
### COLOR IMAGES

*The Campaign for Washington State University* core communications present photos in color, which is the preferred method of reproduction. However, images can be presented using a variety of color techniques based on the goal of a website, printed publication, etc.



### CAMPAIGN PHOTO LIBRARY

Development of a library containing photos that support the major campaign themes is under way. Images in the database will be made available to the campus at large to use in campaign communications.





## TYPOGRAPHY

The *Campaign for Washington State University* uses Lucida Sans and Helvetica Neue Condensed as the featured type fonts for electronic and print campaign communications, respectively. The fonts were chosen to complement WSU's official institutional typeface: the ITC Stone Serif and Stone Sans family of fonts. The campaign fonts feature a clean, contemporary look, enhance the readability of WSU communications, and contribute to the University's image as a progressive institution.

### ELECTRONIC COMMUNICATIONS

The Lucida Sans font is used for HTML emails and used in conjunction with the Arial font on websites. Because the Stone fonts are not widely available on computers and therefore not practical for web use, Lucida Sans was chosen for the site identifier text and larger page heads on web pages because of its similarity to Stone and its wide availability. Arial is used for small-size text because Lucia Sans does not render well in smaller sizes on all popular browsers and platforms.

For WSU websites, use the font sets as specified in the central cascading style sheet ([identity.wsu.edu/web](http://identity.wsu.edu/web)).

### PRINT COMMUNICATIONS

Helvetica Neue Condensed is the featured typeface used for both headlines and body text in campaign print communications. Primary and secondary level headlines in Helvetica Neue Condensed should be presented in all caps. Helvetica Neue Condensed also may be used in conjunction with Stone Serif. When Stone Serif is selected, it is recommended that its use be limited to body text.

### HELVETICA NEUE CONDENSED FAMILY

37 Thin Condensed	abcdefghijklABCDEFGH / 1234567890
37 <i>Thin Condensed Oblique</i>	abcdefghijklABCDEFGH / 1234567890
47 Light Condensed	abcdefghijklABCDEFGH / 1234567890
47 <i>Light Condensed Oblique</i>	abcdefghijklABCDEFGH / 1234567890
57 Condensed	abcdefghijklABCDEFGH / 1234567890
57 <i>Condensed</i>	abcdefghijklABCDEFGH / 1234567890
67 Medium Condensed	abcdefghijklABCDEFGH / 1234567890
67 <i>Medium Condensed Oblique</i>	abcdefghijklABCDEFGH / 1234567890
77 Bold Condensed	abcdefghijklABCDEFGH / 1234567890
77 <i>Bold Condensed Oblique</i>	abcdefghijklABCDEFGH / 1234567890
87 Heavy Condensed	abcdefghijklABCDEFGH / 1234567890
87 <i>Heavy Condensed Oblique</i>	abcdefghijklABCDEFGH / 1234567890



When used as a headline, Helvetica Neue should be set all caps and with tracking set between 20 and 150 depending on the design considerations.

### STONE SERIF FAMILY

Stone Serif Medium	abcdefghijklABCDEFGH / 1234567890
Stone Serif Medium Italic	abcdefghijklABCDEFGH / 1234567890
Stone Serif Semibold	abcdefghijklABCDEFGH / 1234567890
Stone Serif Semibold Italic	abcdefghijklABCDEFGH / 1234567890
Stone Serif Bold	abcdefghijklABCDEFGH / 1234567890
Stone Serif Bold Italic	abcdefghijklABCDEFGH / 1234567890

HELVETICA  
NEUE  
37 THIN  
CONDENSED

### Applying the Typefaces

Font licenses for the Helvetica Neue Condensed typeface have been provided to campus communications staff that require them. Units that still need the fonts should contact:

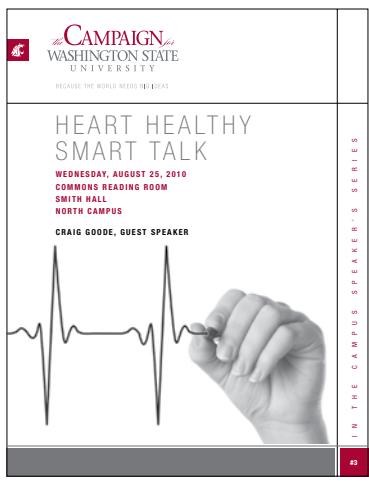
David Hoyt  
Office of Marketing and Creative Services  
[dchoyt@wsu.edu](mailto:dchoyt@wsu.edu)  
509-335-2082

Stone Serif Medium Italic **HELVETICA** Stone  
NEUE **Serif**  
**77 BOLD** **CONDENSED** **Semibold**

## SECONDARY VISUAL ELEMENTS

### Overview

In addition to the primary visual elements that define campaign communications, there are three additional graphic elements that may be applied to add visual consistency and sophistication.



2-COLOR AD

#### Hairline rules

Hairline rules are used to add sophistication and create subtle block patterns throughout campaign communications, echoing the visual theme created by presentation of the Cougar head in a crimson block.

Hairline rules are an excellent way to separate content such as multiple columns of text or sidebars, captions, or callouts, or simply as design elements that tie together groups of related items, as shown. Most often, hairlines are paired with color blocks to construct a visual framework that provides structure to design presentations.

In general, hairline rules should be  $\frac{1}{2}$  point in weight and should be set off 6 points from color blocks. However, this is only a rule of thumb. The degree of spacing to apply directly corresponds with the scale of a communication's dimensions. For instance, more generous spacing is required on a banner than would be required on a brochure. Contact the Office of Marketing and Creative Services for recommended dimensions for your particular needs.

#### Blocks of solid color

Blocks of color using the approved colors of the campaign color palette may be incorporated in campaign electronic and print communications to create additional visual interest and sophistication. Use the blocks in a subtle manner, as shown.

#### The WSU academic signature, WSU Foundation signature, another approved University signature, or college- or unit-level University signature

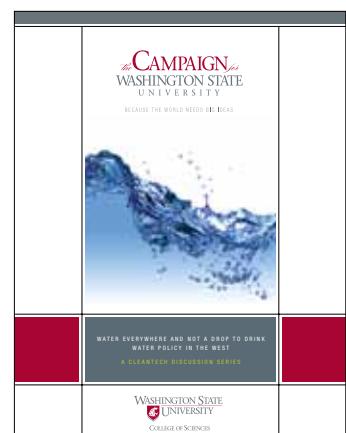
On occasions it will be appropriate to incorporate the University's existing academic signature, the WSU Foundation signature, another approved University signature, or a college- or unit-level University signature in electronic and print campaign communications.

In these cases, the signatures should be used in a secondary, complementary role to the campaign logo.

It would be appropriate, for example, to include the University's academic signature or the WSU Foundation signature in a secondary role in those communications directed to target audiences that may not be as familiar with the University. Use of the signatures in this manner subtly reinforces WSU's institutional brand identity.



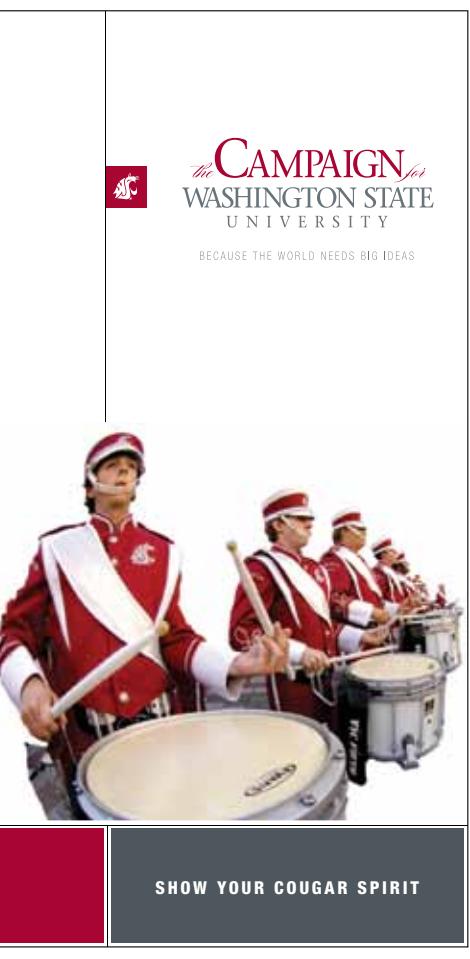
The campaign look is directly based upon the principles of the design grid—visible and implied. Both the hairline rule and color block elements support this basic structure through their strong geometry. Use restraint when applying these elements as they can easily overpower a layout design. Use whitespace as a design element.



BROCHURE/FLIER



FULL-COLOR AD



BANNER



BROCHURE



#### Need help?

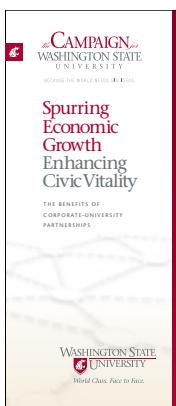
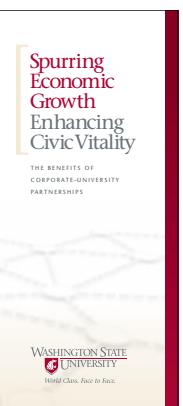
For assistance in determining how to apply the campaign identity elements to existing communications, contact:

**David Hoyt**  
Office of Marketing and Creative Services  
[dchoyt@wsu.edu](mailto:dchoyt@wsu.edu)  
509-335-2082

## APPLYING THE CAMPAIGN ELEMENTS TO EXISTING COMMUNICATIONS

The primary graphic identifier of *The Campaign for Washington State University*—the campaign logo—as well as the other four primary campaign visual identity elements, can be incorporated into University communications with a minimum of revisions to existing design approaches.

Minor adjustments can be made to a campus, college, school, or departmental website or newsletter while maintaining the integrity of an existing design format. For example, the primary graphic identifiers could be incorporated into the mailing panel of a newsletter. Or the page in an electronic or printed newsletter containing a dean or departmental chair's message could be revised to include campaign identity elements. On the web, the campaign logo and the other four primary elements can be incorporated into existing pages to identify the content as campaign related.





# EVERYDAY TOOLS YOU CAN USE

## Overview

Electronic templates and pre-designed print solutions which reinforce *The Campaign for Washington State University* identity program are available to the University community. Using the visual identity, typography, imagery, and other supporting elements, electronic templates and pre-designed letterhead, envelopes, fact sheets, and other print materials offer a variety of effective approaches that maintain consistent campaign branding yet can be personalized for campus, college, school, or department communications.



### Recommended paper stock options for all campaign materials

**COATED:** Sappi McCoy Silk

**UNCOATED:** Weyerhaeuser Cougar Opaque White

WASHINGTON STATE UNIVERSITY UNIVERSITY COLLEGE

THE CENTER FOR ADVISING AND CAREER DEVELOPMENT

The Center for Advising and Career Development (CACD) supports all WSU students with the valuable information, current resources, dedicated facilities, employer connections, and expert professionals that are needed to plan their academic progress toward a degree and a career that is just right for them.

CACD IMPACTS EVERY WSU STUDENT

Thousands of students turn to CACD every year for help to answer life-changing questions... "How do I find a job?" "How do I find a degree that supports my career goals?" "What kinds of jobs can I get with this degree?" "How does one get an internship?" "What is an interview actually like?"

CACD is a fully integrated advising and career office, prepared to help them at every step. The academic advisor, career advisors, peer tutors, and career counselors in CACD are informed guides and experts. CACD is located in a central campus location and equipped with career publications, computer work stations, video viewing rooms, and interview rooms. And, importantly, CACD seeks and maintains strong and lasting relationships with companies, institutions, and non-profit organizations that seek WSU graduates to be interns and employees.

Just in terms of students' career development, here are some statistics:

- In fall of 2011, The Wall Street Journal tipped its hat to WSU in a ranking of the top 25 universities that recruited prior to preparing students for the workplace.
- The bi-annual Career Expo has brought together thousands of interested employers and well-prepared students and graduates from all majors for more than 15 years (more than 2,500 WSU students at two Expos each year).
- Employers return frequently to the WSU campus to meet with students about career opportunities that arise during the year, to give guest presentations to classes, and to visit with faculty and staff for updates.

OPPORTUNITIES TO HELP

The Center for Advising and Career Development (CACD) offers quality career consultation services, specialized services for students with disabilities, and private support services that only private support can fit.

During The Campaign for WSU, CACD have been identified. And support these key areas: scholarship program support that enables a continued career activities.

CAREERS SERVICES STUDENT EXCELLENCE

- Scholarships for students on the CACD website
- Scholarships for students in all CACD programs

CAREERS SERVICES DEVELOPMENT FUND

- Reference materials in CACD
- Hand-out career materials
- Online resources for students
- Memberships in career fairs

SPONSORSHIP OF CAREER EXPO AND RELATED PROGRAMS (\$10,000-\$15,000 PER YEAR)

- Mock interview and résumé review programs (\$10,000-\$15,000)
- Etiquette dinners (\$15,000 each)

cacd.wsu.edu

TO SUPPORT CACD OR FOR MORE INFORMATION:  
Dab Stuck  
Strategic Development  
208-222-2108  
dabstuck@wsu.edu

It is appropriate to use campaign-branded collateral when communicating about the campaign to a wide range of WSU-affiliated stakeholders:

- Alumni
- Donors
- Prospective donors
- Friends of the University
- Parents
- State business, political, and civic leaders
- Federal delegates, staffers, and research funding agency leaders
- State and selected national media leaders
- Washington state citizens at large
- Faculty and staff
- Corporations and foundations
- National peer university presidents and academic leaders
- Other influencers

## PRE-DESIGNED PRINT TEMPLATES

- Letterhead and No. 10 envelope
- Business card
- Notecard and A6 envelope
- 8½" x 11" proposal sheets
- Presentation folder and interior sheets
- Name tags

<p>THE CAMPAIGN FOR WASHINGTON STATE UNIVERSITY</p> <p>COLLEGE OF AGRICULTURAL, HUMAN AND NATURAL RESOURCE SCIENCES</p> <p>\$190 MILLION</p>	<p>Feeding people at home and around the globe, protecting animal habitat and agricultural lands, ensuring sustainable economies, and preserving the natural beauty of the terrain are big challenges for Washington and for the world. As the state is committed to developing solutions to these challenges, Through WSU's College of Agricultural, Human and Natural Resource Sciences, our partnership between producers, professors, and students from across the country, Washington's agricultural and natural resources are among the largest and most diverse in the United States, and our products are among the most popular in the world.</p>	<p>THE CAMPAIGN FOR WASHINGTON STATE UNIVERSITY</p> <p>COLLEGE OF AGRICULTURAL, HUMAN AND NATURAL RESOURCE SCIENCES</p> <p>BECAUSE THE WORLD NEEDS BIG IDEAS</p>
<p>FOR INFORMATION:</p> <p>Office of Development College of Agricultural, Human and Natural Resource Sciences (CANSRS) Washington State University P.O. Box 642288 Pullman, WA 99164-6288 cansrs@wsu.edu</p>		
<p>Dr. Daniel Bernardo Dean, CANSRS Director, WSU Extension 509-335-4561 berndard@wsu.edu</p>		
<p>Carolyn Mittan Troy Executive Director of Development College of Agricultural, Human, and Natural Resource Sciences 509-335-4166 ctroy@wsu.edu</p>		

## FACT SHEET

Washington State University Campaign Email

THE CAMPAIGN FOR WASHINGTON STATE UNIVERSITY

EMAIL HEADLINE

A green leafy vine with a cluster of small white flowers.

Just in time for the new academic year, Washington State University is launching a new campaign to raise \$190 million for student scholarships, faculty research, and facilities. The campaign will focus on four main areas: leadership in education, research, and innovation; improving and sustaining natural and urban environments; growing the next generation of leaders, innovators, and global citizens; and advancing agriculture, food systems, and human well-being.

CONTACT: [REDACTED]  
MIL: Fancy Footer Placeholder  
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THE CAMPAIGN FOR WASHINGTON STATE UNIVERSITY

Washington State University Campaign Email

THE CAMPAIGN FOR WASHINGTON STATE UNIVERSITY

EMAIL HEADLINE

Red cherries on a branch.

Just in time for the new academic year, Washington State University is launching a new campaign to raise \$190 million for student scholarships, faculty research, and facilities. The campaign will focus on four main areas: leadership in education, research, and innovation; improving and sustaining natural and urban environments; growing the next generation of leaders, innovators, and global citizens; and advancing agriculture, food systems, and human well-being.

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Washington State University Campaign Email

THE CAMPAIGN FOR WASHINGTON STATE UNIVERSITY

EMAIL HEADLINE

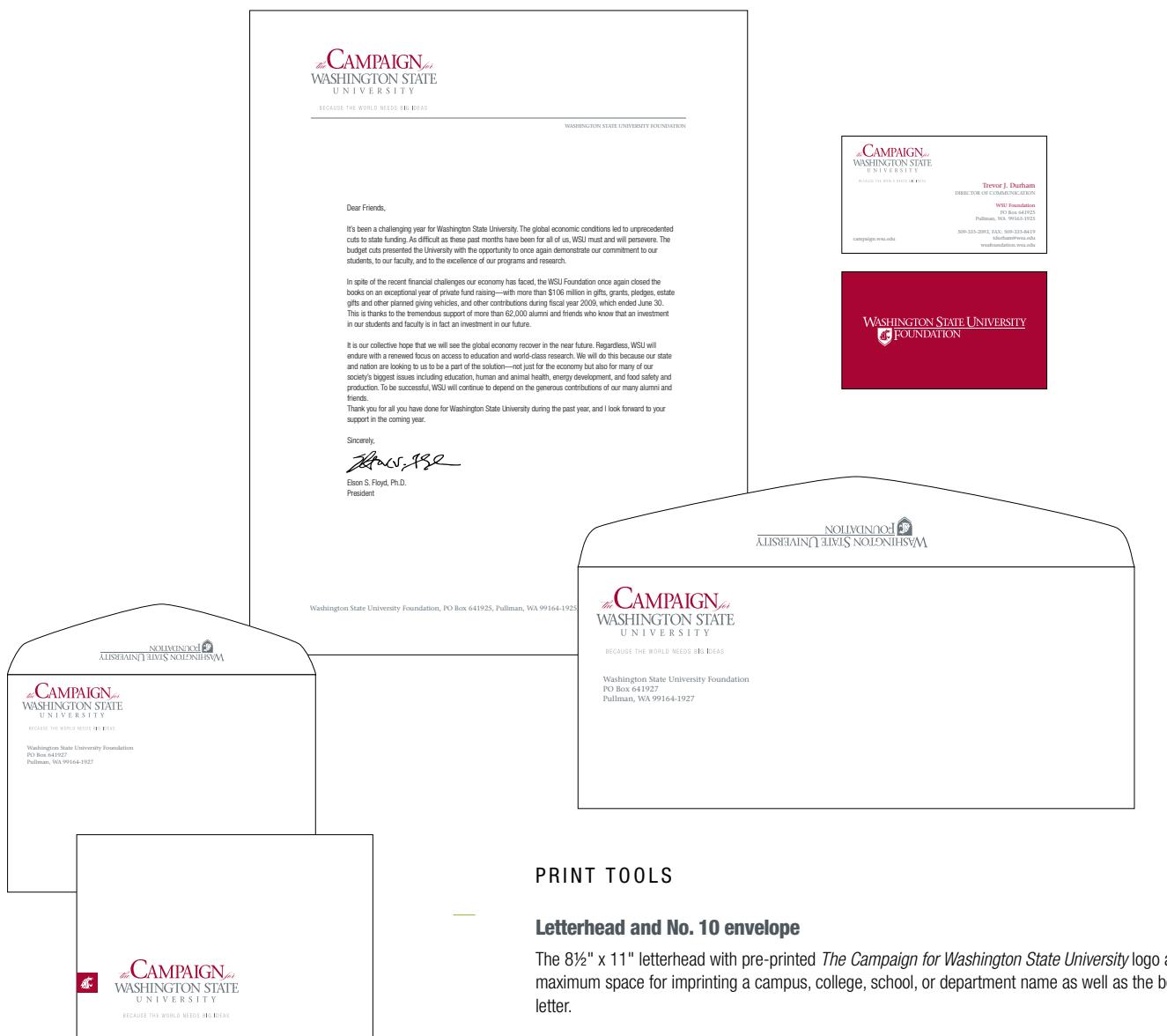
Red cherries on a branch.

Just in time for the new academic year, Washington State University is launching a new campaign to raise \$190 million for student scholarships, faculty research, and facilities. The campaign will focus on four main areas: leadership in education, research, and innovation; improving and sustaining natural and urban environments; growing the next generation of leaders, innovators, and global citizens; and advancing agriculture, food systems, and human well-being.

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## ELECTRONIC TEMPLATES

- Websites
- HTML emails
- Newsletters
- PowerPoint presentations



## PRINT TOOLS

### **Letterhead and No. 10 envelope**

The 8½" x 11" letterhead with pre-printed *The Campaign for Washington State University* logo allows maximum space for imprinting a campus, college, school, or department name as well as the body of the letter.

Use of the specially designed letterhead and envelopes is required when campus units send correspondence that addresses campaign issues.

### **Business card**

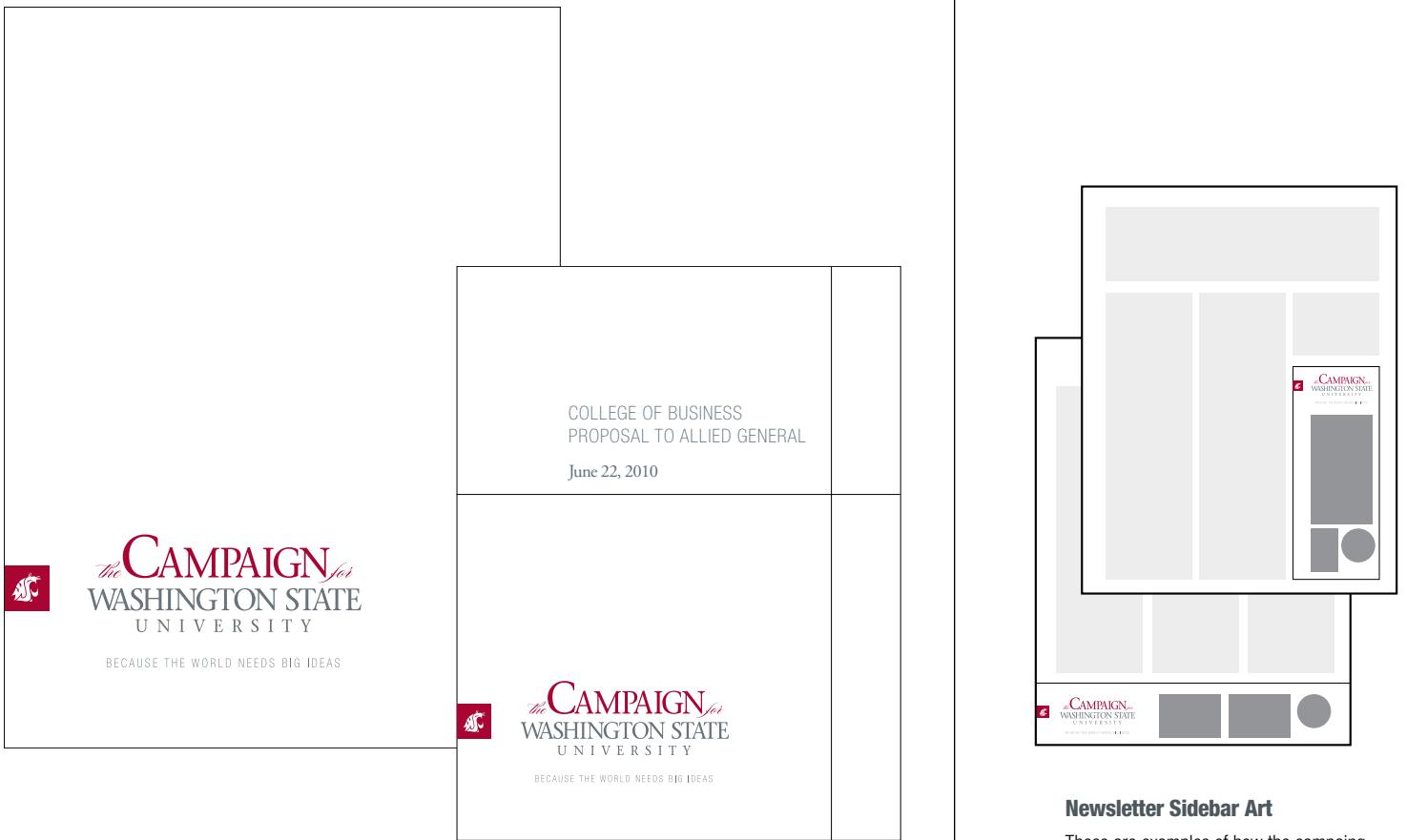
A business card design incorporating the campaign logo is available for university staff to order. The card may be imprinted on the back with the WSU Foundation signature, the WSU academic signature, or one of the University's other customized signatures.

### **Notecard and A6 envelope**

Notecards with pre-printed *The Campaign for Washington State University* graphics are also available. The notecards provide maximum space to imprint campus, college, school, or department information.

Campaign graphics are printed on the back flap of the envelope to allow maximum space to print campus, college, school, or department information on the front.

## INVITATION SHELL?



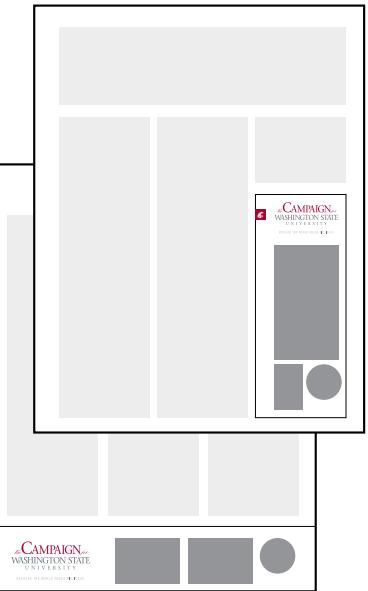
COLLEGE OF BUSINESS  
PROPOSAL TO ALLIED GENERAL  
June 22, 2010

**CAMPAIN**  
WASHINGTON STATE  
UNIVERSITY

BECAUSE THE WORLD NEEDS BIG IDEAS

**CAMPAIN**  
WASHINGTON STATE  
UNIVERSITY

BECAUSE THE WORLD NEEDS BIG IDEAS



### **Newsletter Sidebar Art**

These are examples of how the campaign identity elements may be incorporated into a newsletter sidebar.



To access electronic templates or order

pre-designed print materials, go to:

[identity.wsu.edu/campaignwsu](http://identity.wsu.edu/campaignwsu)

or call: 509-335-7622

## ELECTRONIC TOOLS

### Web pages

Templates incorporating the primary campaign identity elements have been created that enable campus staff to add campaign-related information to an existing website. Solutions are available for creating an entire web page dedicated to the campaign or adding campaign elements to an existing page.

### Give buttons

A "Give" button, or graphic has been created to provide a consistent way to communicate across Websites about the critical need for campaign support. The button should be featured prominently throughout the Website. Downloadable art files for Websites and other electronic communications are available here: XXXXXXXX.

### HTML emails

HTML templates incorporating the primary campaign identity elements are available. The templates should be used for all communications about the campaign to WSU stakeholders.

### Newsletters

Several badges, or graphics, incorporating the primary campaign identity elements have been created for use in electronic newsletters. Badges for branding a single page as well as multiple pages in e-newsletters have been designed.

### PowerPoints

A template incorporating the primary campaign identity elements has been created for use in PowerPoint presentations addressing the campaign and its various aspects. Additional campaign-branded PowerPoint templates will be created and be made available through the campaign identity site.



APPLICATION OF WEB BADGES



HTML EMAIL



GIVE BADGE



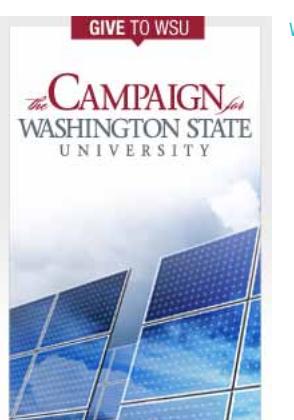
**Logo used in sidebar area of web pages**

When the campaign logo is used in the sidebar of a web page, the campaign tagline (Because the World Needs Big Ideas) should not be used due to legibility concerns.

**Special version of logo for Home Pages**



GIVE TO WSU WEB BADGES



A special condensed version of the campaign logo is available for use on the home pages of Websites only when space may be at a premium.



## FOR MORE INFORMATION

For more information about the Campaign Style and Standards Guide, please contact:

Office of Marketing and Creative Services  
509-335-7622

