



**WYTHEVILLE**  

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**COMMUNITY COLLEGE**

# Style Guide

Version 1.0 | February 2023



**Lasting Brand Recognition Through Consistent Applications**

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## Introduction to This Guide

This guide was created for the Wytheville Community College (WCC) team and our community partners to easily find the College's new brand messaging, logos, marketing materials and photos for use in marketing and outreach activities.

On the following pages, you'll find the content we've created to help make your job easier as you communicate about who WCC is, what we do, and how we are the best higher education and technical skills training provider choice for students and employers in the Wytheville region.

This Brand Guide is divided into three key parts of the WCC brand:

- WCC Brand Messaging Platform: the tagline and messaging of our brand
- WCC Brand Visuals: our brand's logos, colors, and photos
- WCC Brand Content Toolkit: screenshots of the new brand content files we have created for you to use, information on where to find these files, and directions on how to add your unique content

### **What is a Brand and How Can It Impact Results?**

The American Marketing Association defines a brand as "A name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers." A brand is the essence of a company or organization- what it stands for, the impact it makes, and the feeling an employee, vendor, or client experiences when they engage with the company.

An organization's brand comes to life through visual elements – a logo, colors, fonts, website design, marketing and presentation materials, business cards, and through written and verbal messaging. WCC's brand is equivalent to a person's reputation – it's highly valuable, and its use should be protected and consistent to ensure WCC's community members and stakeholders experience the WCC brand in a positive light.

### **Our Brand Messaging Platform**

#### ***What is a Brand Messaging Platform?***

A messaging platform is all of the words, phrases and what you say to tell someone about a company – how and when the company started, where it is, what it does, who's in the company, who does the company help and how do they help and, importantly, for sales materials, how does the company solve clients' problems, and how do they do it in a way that's different and/or better than other choices out there.

To be effective, a messaging platform should answer these questions:

- What do we do?
- Who do we serve?
- Why do we exist, and why should the people we serve choose us over the competition?
- How do we do what we do?
- When and where do we do what we do?

## Our Brand Foundation

### Our Name

The preferred names to use are:  
**Wytheville Community College** or **WCC**.

### Our Tagline

An organization's tagline is an effective way to describe what the organization is all about in a short message.

Our tagline is:  
*Begin Here. Become Anything.*

### Our Key Messaging

The importance and uniqueness of Wytheville Community College services can be brought to life through messaging via Wytheville Community College channels. It is important to use consistent messaging so those engaging with the Wytheville Community College Brand are receiving the same brand touch. To achieve this, the following are examples which can be used when communicating about Wytheville Community College and its programs and impact.

#### **Top three Wytheville Community College message points to convey in written and verbal communications:**

- We're one of two community colleges in Virginia, out of only 134 colleges in the nation, to earn the prestigious accreditation through the National Alliance of Concurrent Enrollment Partnerships (NACEP) for our dual (concurrent) enrollment programs offered in partnership with our area's public high schools. This means if you're a high school student who is looking to get a jumpstart on your college courses, we've got what you need to succeed.
- We're affordable. We're a great value to help you save some much needed cash.
- We're a great choice for career-changers. Our short-term, laser focused skills training programs help you quickly earn the skills and credentials you need to get a higher paying job and to jumpstart your way to a new career.

### About Us

Wytheville Community College (WCC) has been delivering in-demand higher education programs and workforce skills training to the Southwest Virginia communities of Bland, Carroll, Grayson, Smyth (Marion and Eastward), and Wythe counties, the city of Galax and beyond since 1963. Today, we're the leading choice for students who are looking for the highest quality college education, close to home, and at the greatest value. We're also the workforce training partner of choice for employers in Southwest Virginia and beyond. Get in touch, and let us show you how we can help you reach your goals.

### Our Mission Statement

Dedicated to teaching excellence and student success, Wytheville Community College is an educational and community leader, providing lifelong career and personal growth, cultural enrichment, and economic advancement.

### Our Vision

WCC is committed to unsurpassed student success and will be the leader for innovative, accessible programs that are responsive to community and regional need. We are a proactive, forward-thinking institution, providing world-class learning opportunities in a caring, inclusive, collaborative environment that values the contributions of all students, employees, and stakeholders.

### Our Values

#### **Learning and Growth**

We value, promote, and support learning and growth in our students, faculty, and staff. We believe in lifelong learning, the worth and dignity of all people and their right to realize their full potential.

#### **Excellence**

We value excellence in teaching, learning, and service. We believe in accountability and the use of assessment for continuous improvement.

*(continued next page)...*

## Our Brand Foundation

(continued)

### **Community**

We value community. As a community, both internally and with our external partners, we adhere to high standards of professional conduct, are respectful of others, and value the contributions of each person as we work collaboratively to fulfill our mission and pursue our vision. We believe in partnering with business, industry, and civic leaders to strengthen the economic vitality of our community and are committed to providing cultural and personal enrichment opportunities for area citizens.

### **Diversity**

We value diversity, in people and in ideas, and, we believe in the importance of maintaining an inclusive culture.

### **Our Story**

WCC delivers higher education programs made for you wherever you're at in your higher education journey. Our programs are made to prepare you for the careers of today and tomorrow. You can start taking classes at WCC while you're still in high school, as you complete your first two years of a baccalaureate degree, or after you've been in the workforce for several years. No matter where you are, we are here for you.

### **Our Programs**

#### **Advanced Manufacturing and Technical Trades**

Advanced manufacturing and technical skills are some of the hottest, in-demand job skills in today's employment market. Enroll in WCC's Advanced Manufacturing Program, and get hands-on training with our area employer partners who depend on welders, machinists, and computerized and mechanical systems and equipment to produce new goods and products.

#### **Short-Term Training**

Ready to make a change in your career, and want to do it quickly? WCC's Short-Term Training Programs provide non-credit training classes that you can complete in weeks for in-demand careers within the Wytheville Community College service region. Contact us today and get started.

#### **Computer Technology**

WCC's Computer Technology programs prepare you for great paying, in-demand jobs of today and for tomorrow. Job growth for the IT-related

industry is tracking to expand by 12% and 489K new jobs by 2024. Join WCC's Computer Technology programs today, and train for a rewarding new career.

### **Public Service**

WCC's Public Service programs can help you turn your passion for serving others into a rewarding, lifelong career in a good-paying job. Enroll in one of WCC's Public Service programs today, and train for a career in police protection, criminal justice, corrections, human services, fire and emergency safety, and public health.

### **Healthcare**

WCC's Healthcare Programs bring world-class training and education to you, in your community. Our programs prepare you to work with healthcare patients in professional settings.

### **Business**

Are you fascinated with how the economy works, and the idea of running your own business? WCC's Business Program brings you the tools and skills you need to successfully operate any business. Enroll in WCC's Business Program today, and prepare to build a solid foundation for your future.

### **For Employers**

- **Flexibility**—WCC training can be provided during the day, the evening, on weekends, and on site for the convenience of employees and employers. Training can be provided in a synchronous (traditional classroom) setting or an asynchronous (online) setting.
- **Customized Training**—The college can develop specialized training programs to meet the needs of specific industries and employees. WCC can also provide pre-employment training for businesses and industries.
- **Quality**—WCC is committed to providing the highest-quality training available.
- **Financial Aid & Scholarship Availability**—WCC offers a wide variety of workforce related financial aid and scholarship programs for students who qualify.
- **Short Term Programs**—Students can invest a short period of time to obtain a degree with long-term benefits.

## Our Social Media Profile Messaging

### Facebook

Wytheville Community College (WCC) has been delivering in-demand higher education programs and workforce skills training to the Southwest Virginia communities of Bland, Carroll, Grayson, Smyth (Marion and Eastward), and Wythe counties, the city of Galax and beyond since 1963. Today, we're the leading choice for students who are looking for the highest quality college education, close to home, and at the greatest value. We're also the workforce training partner of choice for employers in Southwest Virginia and beyond. Get in touch, and let us show you how we can help you reach your goals.

*Begin Here. Become Anything.*

### Twitter

Delivering in-demand higher education programs and workforce skills training to Southwest Virginia since 1963. *Begin Here. Become Anything.*

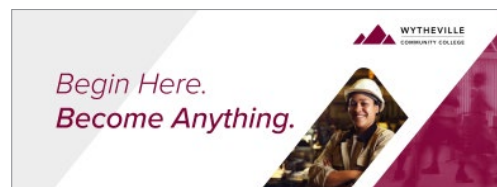
### LinkedIn:

Wytheville Community College (WCC) has been delivering in-demand higher education programs and workforce skills training to the Southwest Virginia communities of Bland, Carroll, Grayson, Smyth (Marion and Eastward), and Wythe counties, the city of Galax and beyond since 1963. Today, we're the leading choice for students who are looking for the highest quality college education, close to home, and at the greatest value. We're also the workforce training partner of choice for employers in Southwest Virginia and beyond. Get in touch, and let us show you how we can help you reach your goals.

### Instagram

Delivering in-demand higher education programs and workforce skills training to Southwest Virginia since 1963. *Begin Here. Become Anything.*

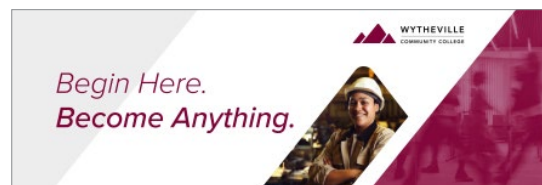
## APPROVED SOCIAL MEDIA GRAPHICS



**Facebook / Instagram**



**LinkedIn**



**Twitter**

## Our Brand Visuals

Over the following pages, you will find logos, collateral templates, and other brand components created to help you communicate with your stakeholders while using the WCC brand messaging and visuals in a consistent way.

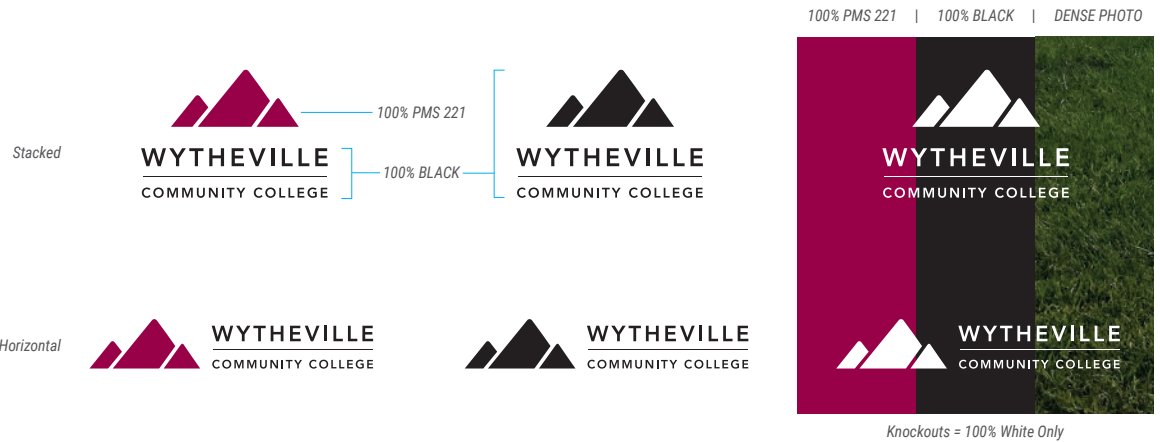
### Our Logos

The options shown on this page are the only configurations and color applications approved for use. **Do not alter the prescribed layout, font or colors in any way, including color density (tints or gradients), arrangement, proportions, or orientation.** Never rotate or condense the logo.

In both 2-color and full-color printing, the logo must always be printed in one of the colorization options shown below. The logo must be printed in either two colors (100% PMS 221 and 100% black), one color solid black, or reversed to solid white depending on the situation. On color or photo backgrounds, the logo may only be reversed to solid white. Never tint or texturize the logo, nor add any sort of effects such as 3D, dropshadows, glow, etc.

Follow the sizing and white space requirements below to ensure proper appearance and readability in all layouts.

### APPROVED CORPORATE LOGO OPTIONS



**NOTE:** Never attempt to recreate the logo yourself, only use approved logo files provided by authorized WCC personnel.

### REQUIRED WHITE SPACE



### MINIMUM SIZING



In most situations the logo should appear no smaller than shown



## Our Brand Visuals

(continued)

### Our Tagline

An organization's tagline is an effective way to describe what the organization is all about in a short message. Our tagline is: *Begin Here. Become Anything.*

### Appearance and Placement

Although the tagline is not required to appear with the logo in every occurrence, consistent and appropriate tagline usage is important in clear brand communication. **FOLLOW the approved placement and proportions below when applying the tagline to the logo.**

In various layouts, the tagline may be placed apart from the logo per the creator's prerogative in order to enhance a given layout.

### Styling

In all two- or full-color print situations, the tagline must always appear 100% PMS 221, all on one line, in the exact typographic application shown. **Files for all examples shown below must be obtained from authorized marketing personnel and must not be altered in any way.**

### APPROVED TAGLINE APPEARANCE

100% PMS 221

*Begin Here. **Become Anything.***

100% PMS 221 – for use in all two or full color situations

100% BLACK

*Begin Here. **Become Anything.***

100% BLACK – only for use in one-color situations

100% WHITE

*Begin Here. **Become Anything.***

100% WHITE – only for use in knockout situations (on solid colors or dense photos)

100% PMS 221 | 100% BLACK | DENSE PHOTO

**NOTE:** Never attempt to recreate the tagline or logo/tagline combo yourself; only use approved files provided by authorized WCC personnel.

### APPROVED TAGLINE/LOGO ARRANGEMENTS



*Begin Here. **Become Anything.***



*Begin Here. **Become Anything.***



*Begin Here. **Become Anything.***



*Begin Here. **Become Anything.***



*Begin Here. **Become Anything.***

The tagline does not necessarily have to appear with the logo, and can be used with appropriate styling elsewhere in a given layout.





## Our Sub-brand Strategy

Within the WCC organization, there are many departments, services, initiatives, and programs which may or may not need special identification. However, it is paramount that communications published and distributed by all departments properly and consistently promote the WCC brand. Therefore, a very straight-forward and formulaic approach is required in most situations, as shown in the approved solutions below. **WCC naming must be primarily positioned, with other naming text subordinate.**

Artful expression is key in creating interest and enthusiasm for our communication materials, but when it comes to insignia for WCC divisions, a uniform set of insignia will serve to clearly identify a given group's position and association within our organization. **Individualistic randomly-created logos are almost always needless, and only serve to confuse the audience and dilute the brand.** To avoid this negative effect, avoid creating insignia of any sort that does not plainly display WCC brand characteristics.

### APPROVED DEPARTMENTAL SUB-BRAND FORMULA



*Admissions and Registration*

The parent logo's rule line is moved below the WCC naming text to provide visual separation



*Admissions and Registration*

Sub-naming appears in Proxima Nova Light Italic for optimal cohesion with the parent logo typography

### APPROVED SPECIAL INSIGNIA

**NOTE:** Special insignia may be deemed appropriate for certain events, programs, initiatives, etc. **Please coordinate their creation with the Marketing Manager.**

## Our Brand Colors

Consistent application of color is a critical component in maintaining brand recognition. Applied colors and tints of colors applied to WCC communications components must only be derived from the approved color palette and should remain solid – without gradation, line patterns, rule borders, edge effects, or other distracting and amateurish devices or motifs. The colors shown on this page should primarily be used in 100% of their values, with tints only

used very sparingly. **Unapproved colors should never be applied to any WCC materials unless developed specifically to color code certain programs – such special circumstances must only be handled and approved by leadership and authorized marketing personnel.**

Use the Primary brand colors shown below in all instances of branding and communication for optima brand appearance and recognition.

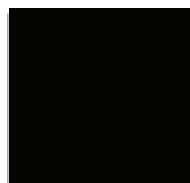
### APPROVED PRIMARY BRAND COLORS



**PMS 221**

C 31 R 150  
M 100 G 0  
Y 53 B 72  
K 20

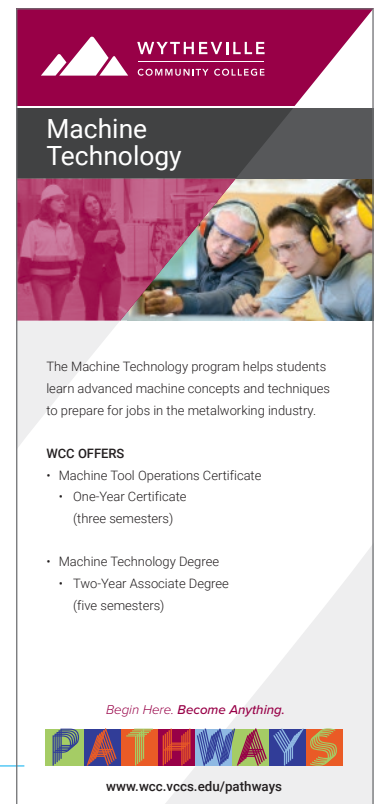
Hex: 960048



**Solid Black**

C 0 R 0  
M 0 G 0  
Y 0 B 0  
K 100

Hex: 000000



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### Machine Technology

The Machine Technology program helps students learn advanced machine concepts and techniques to prepare for jobs in the metalworking industry.

**WCC OFFERS**

- Machine Tool Operations Certificate
  - One-Year Certificate (three semesters)
- Machine Technology Degree
  - Two-Year Associate Degree (five semesters)

*Begin Here. Become Anything.*

**PATHWAYS**

[www.wcc.vccs.edu/pathways](http://www.wcc.vccs.edu/pathways)

*Example of an exception where an additional new secondary set of colors can be applied to help identify a special initiative theme.*

## Our Brand Fonts

Proper and consistent application of typography to all WCC communication vehicles is paramount in conveying both legible and clear messaging and providing brand recognition. The typographical “personality” inherent in the approved fonts, in their pure and unaltered forms, must be continually repeated across a span of pieces in order to preserve their contribution as identifiable brand characteristics.

The Roboto font family (including condensed varieties) has been selected for its modern feel and versatility and is required for use in all WCC communications, including all online

applications. This complete font family is offered to all users royalty and license fee free, with an array of weights and style options. Select examples of this font family are shown below, but more free variations are available at **fonts.google.com** (code can be downloaded and installed in web pages).

The general text in this document has been typeset in Roboto Condensed. Gain inspiration from designs shown on the following pages on good practices for font application in the new materials you create.

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### SELECTED APPROVED FONTS (download the entire Roboto family from [fonts.google.com](https://fonts.google.com))

#### ROBOTO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (~!@#\$\$%^&\*)

#### ROBOTO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (~!@#\$\$%^&\*)

#### ROBOTO ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (~!@#\$\$%^&\*)

#### ROBOTO MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (~!@#\$\$%^&\*)

#### ROBOTO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (~!@#\$\$%^&\*)

#### ROBOTO BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (~!@#\$\$%^&\*)

#### ROBOTO LIGHT CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (~!@#\$\$%^&\*)

#### ROBOTO LIGHT ITALIC CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (~!@#\$\$%^&\*)

#### ROBOTO REGULAR CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (~!@#\$\$%^&\*)

#### ROBOTO ITALIC CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (~!@#\$\$%^&\*)

#### ROBOTO BOLD CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (~!@#\$\$%^&\*)

#### ROBOTO BOLD ITALIC CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (~!@#\$\$%^&\*)

**NOTE:** *The Proxima Nova font family used in both the logo and tagline is not to be used for anything other than special sub-brands for programs and initiatives needing to visually align with the WCC brand.*



## General Design Guidance

### Layout Philosophy

The purpose of all designed communication vehicles published and distributed by WCC is to deliver appropriate messaging and affect brand perception in a positive manner. When approaching a creative endeavor, be mindful of how the new piece will fit into the array of new designs established by this style guide. The style of each new piece should appear consistent with the brand, convey a respectful and credible tone, and avoid overly technical, dramatic, whimsical, or otherwise inappropriate executions in appearance or messaging.

Use only approved color, typographic, grid, and layout styles to ensure all layouts align with the existing suite of brand collateral.

### Appropriate Usage of Imagery

Photographic images and illustrations can be used to make any layout more dynamic and to provide the reader with greater stimulation and interest in the subject matter. However, imagery must be carefully selected, artfully applied, and free from needless Photoshop® effects.

Images should always be used at sufficient resolution in both printed materials and online. Images at 72dpi are only usable for online or presentation purposes, and should never be enlarged. Printed images must always be 300dpi at full size. Although full-color is preferred for photos, they may appear as “duotones”, but only in approved brand (or sub-brand) colors, and only if the subject matter is visually identifiable.

**NOTE:** *Whenever available, use existing templates for standard communication vehicles shown in this document. Contact the Marketing Manager for such resources for greater ease and success in your efforts.*

Wherever possible, crop images to show as much as possible—unless intentionally cropping in on a specific element within the composition. Cropping an image should enhance the photo, not reduce readability. Do not use garish borders, feathered edges, jagged or wavy edges, gradients, textures, dropshadow or glow, unusual shapes or silhouettes, overlapping images, or inverting.

Needless ornamentation creates distraction, dilutes brand presence, and errantly promotes showy designer tricks, rather than brand integrity and credibility.

In certain situations illustrations and infographics can help to communicate complex or data-specific concepts more quickly and clearly than photography. When applying them, use high-quality stock or professionally-produced original artwork. Quality, sharpness, contrast, brightness, composition, and relevance to the communication are critical.

**Do not apply ANY imagery found on the internet to published communications for which an associated license cannot be downloaded, which could potentially create copyright infringement issues for unauthorized use. Consult the Marketing Manager with any questions related to image licensing.**

## Our Brand Marketing Templates

This section, to include the following pages, includes examples of approved designs for various WCC marketing templates, including digital graphics, PowerPoint®, and assorted print items such as stationery and rack cards.

Beauty is in the detail, and every touch point with the public is an important opportunity. **Contact the Marketing Manager to obtain templates which can be used for optimal efficiency and brand appropriateness.**



**NOTE:** Contact the Marketing Manager to obtain any of the templates shown in this section.

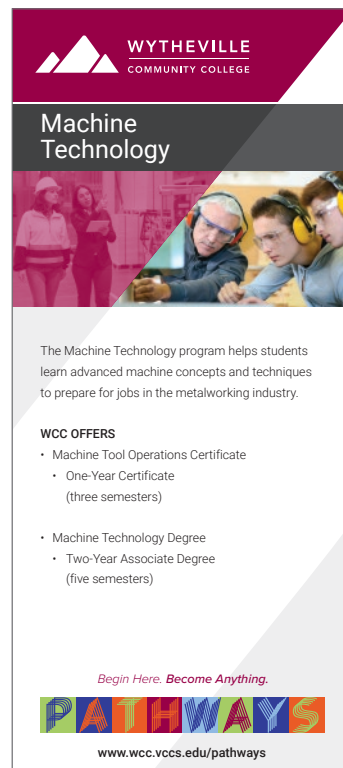
FirstName LastName  
Job Title  
Department  
Wytheville Community College  
Begin Here. Become Anything.



email@wcc.vccs.edu  
276-223-4772  
TDD Hearing Impaired: 276-223-4849  
1000 East Main Street, Wytheville, VA 24382  
wcc.vccs.edu



The content of this email is confidential and intended for the recipient specified in message only. It is strictly forbidden to share any part of this message with any third party, without a written consent of the sender. If you received this message by mistake, please reply to this message and follow with its deletion, so that we can ensure such a mistake does not occur in the future.



## Our Brand Email Signature

Branding consistency in all communications via email is just as important as those in print and online. The example below shows the single approved version of our email signature block. Please configure yours to match this layout, or contact our Marketing Manager to obtain a digital copy.

If a program has an additional, program or accreditation specific logo, this may be added to your email signature with approval from the marketing manager.

---

### APPROVED EMAIL SIGNATURE BLOCK

#### First Name Last Name

JobTitle

Department

Wytheville Community College

*Begin Here. Become Anything.*



✉ email@wcc.vccs.edu

☎ 276-223-4772

📞 TDD Hearing Impaired: 276-223-4849

📍 1000 East Main Street, Wytheville, VA 24382

**wcc.vccs.edu**



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## Our Brand PowerPoint Template

When developing PowerPoint® presentations, utilize the standard corporate template below (obtainable from the marketing manager), applying appropriate styles for typography and fonts and simple, readable layout techniques.

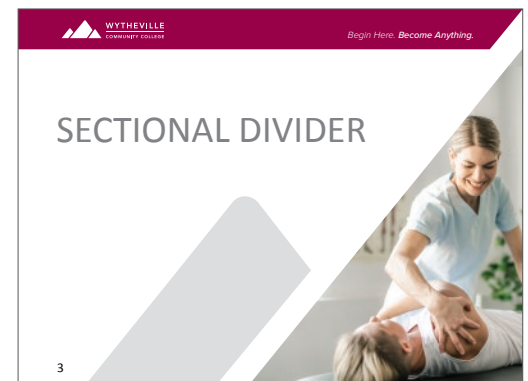
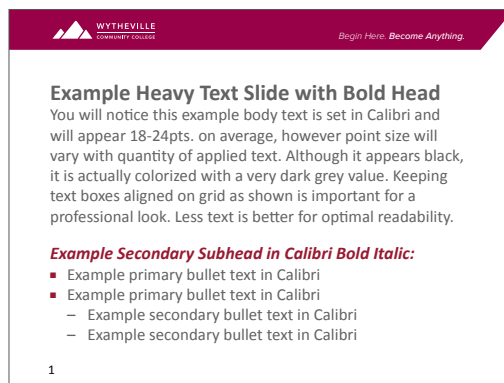
Note how the clean simple design, stimulating contrasts in color, and artful usage of core brand elements and styles are used to break up the space without over-designing material or creating visual confusion.

### APPROVED POWERPOINT® DESIGN APPROACH



Cover Design

### Slide Designs



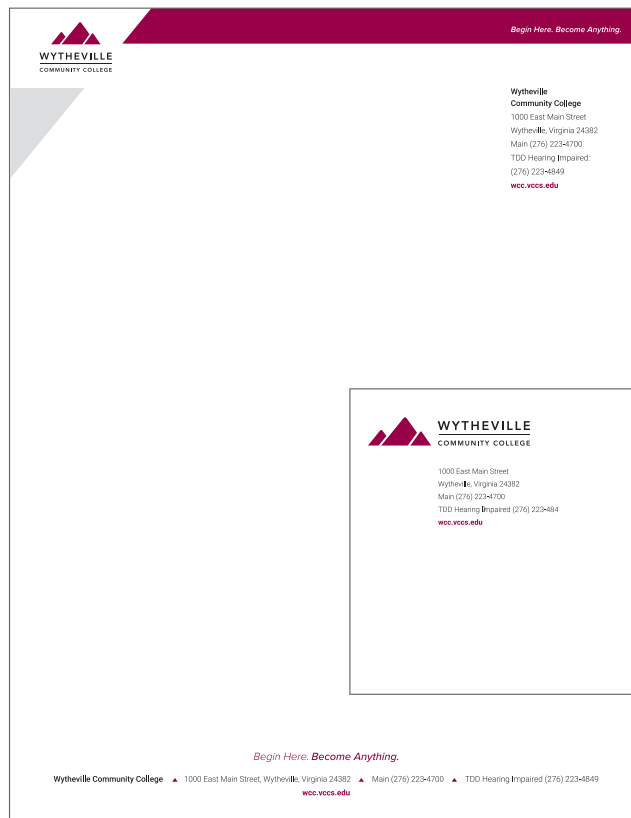
**NOTE:** Contact the Marketing Manager to obtain our approved PowerPoint® template.

## Our Stationery Components

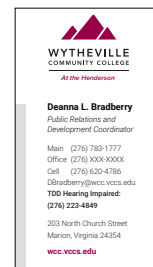
Stationery items are important touch points with our constituencies, and each component must present a consistent feel. These brand elements don't have to be boring, so artful design has been applied to the templates below.

The upward angle represents our commitment to unlimited progress and advancement. In the creation of new stationery components, forms, report covers, etc., this approach must be observed and incorporated into the outcome.

### APPROVED STATIONERY DESIGN



Letterhead



2-sided Business Card



#10 envelope

**NOTE:** Contact the Marketing Manager to obtain our approved stationery templates.



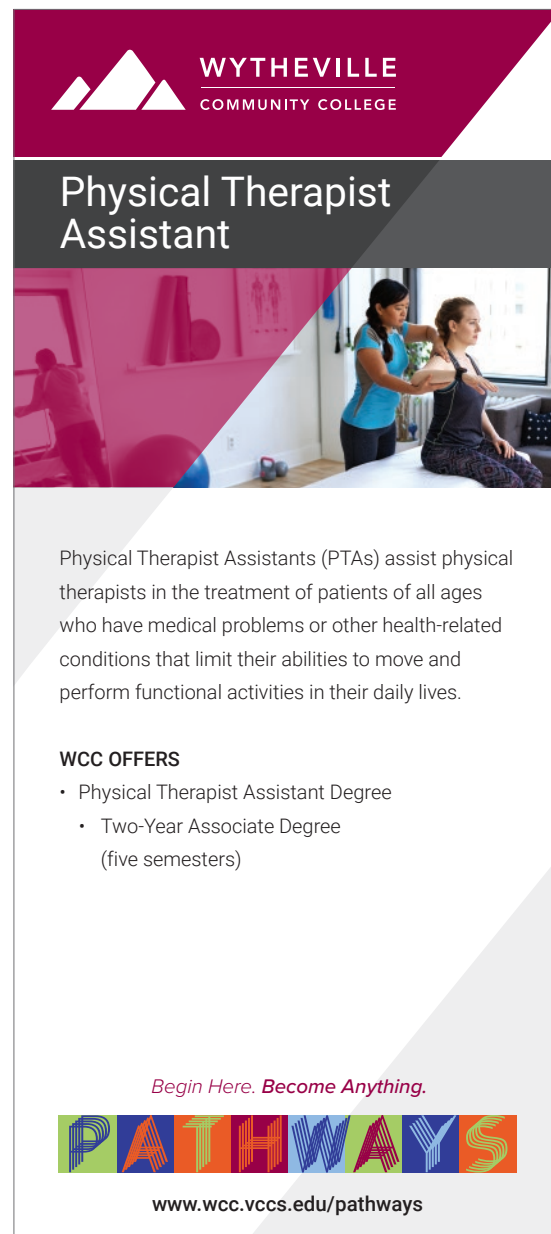
## Example Print Campaign

The layouts below show how WCC styles, appropriate imagery, and artful use of the angle motif (derived from the logo icon) can be used to create clean but dynamic visuals.

Note the appearance of varied densities of duotone imagery to create contrasts and further promote brand colors. Also shown is an example of sub-brand application.


### EXAMPLE PRINT CAMPAIGN DESIGN

**NOTE:** Contact the Marketing Manager to obtain access to our library of print collateral templates.



**WYTHEVILLE**  
COMMUNITY COLLEGE

## Physical Therapist Assistant




Physical Therapist Assistants (PTAs) assist physical therapists in the treatment of patients of all ages who have medical problems or other health-related conditions that limit their abilities to move and perform functional activities in their daily lives.

**WCC OFFERS**

- Physical Therapist Assistant Degree
- Two-Year Associate Degree (five semesters)

*Begin Here. Become Anything.*



[www.wcc.vccs.edu/pathways](http://www.wcc.vccs.edu/pathways)



**WYTHEVILLE**  
COMMUNITY COLLEGE

## Dental Hygiene



Dental Hygienists provide patient care. Including teeth cleanings, taking X-rays, teaching oral hygiene, and assisting with office management responsibilities.

**WCC OFFERS**

- Dental Hygiene Degree
- Two-Year Associate Degree (five semesters)

*Begin Here. Become Anything.*



[www.wcc.vccs.edu/pathways](http://www.wcc.vccs.edu/pathways)



**WYTHEVILLE**  
COMMUNITY COLLEGE

## Machine Technology



The Machine Technology program helps students learn advanced machine concepts and techniques to prepare for jobs in the metalworking industry.

**WCC OFFERS**

- Machine Tool Operations Certificate
- One-Year Certificate (three semesters)
- Machine Technology Degree
- Two-Year Associate Degree (five semesters)

*Begin Here. Become Anything.*



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