

A large, stylized red owl logo serves as the background for the top half of the page. The owl's head is in profile, facing right, with its eye and beak clearly defined in a darker shade of red. The text "Casper College" is overlaid on the owl's face in a white serif font.

Casper CollegeTM

THE CASPER COLLEGE BRAND STANDARDS

Strong Brand, Strong College

"Casper College is a premier, public, comprehensive two-year institution with a primary focus on student success." That's from our mission statement, and it says a lot about who we are. At Casper College, we have a strong tradition of providing valuable academic career, personal, and cultural opportunities that enrich, empower, and transform individuals. Our brand is intended to convey this message and the spirit of the organization. Our brand is more than a name or logo. It encompasses all that the college is about including the way we act and speak. There's a method or intent behind every visual or verbal decision we make that reflects the thought process that went into creating the brand.

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Setting the Standard for Casper College

This manual's purpose is simple: it sets the standard for how Casper College's visual identity is managed and expressed through its brand. Brand and style standards provide a method for determining how written and visual elements come together to position Casper College positively in the hearts and minds of those we serve. The standards support a universal language of visual communication and comprehension.

The visual identity of the college includes the visible elements of the brand including shapes, images, colors, spacing, and placement that express the meaning and emotion that cannot be conveyed in words alone. Standards ensure the elements of the college's brand are used consistently and to the entire college's benefit.

Casper College's visual elements are registered with the United States Patent and Trademark Office and as such, carry the "®" mark. Casper College licenses its trademarks for distribution by a third-party licensing agent. More information regarding licensing can be found at: caspercollege.edu/offices-services/pr

In instances where the use of college visual elements is not specifically addressed in this standards manual, the public relations department will provide any needed guidance. For written style standards, refer to the college's Style Manual at: caspercollege.edu/offices-services/pr

Over time, changes to brand standards and this manual will be made. For this reason, go to caspercollege.edu/offices-services/pr for the most recently released standards.

Brand Position

Brands are built from the inside out, beginning with our vision and united effort to share our brand story, including our traditions, institutional identity, and aspirational view of our future that separates Casper College from others in the marketplace. Together, we communicate why Casper College is an institution of choice.

Our goal is to build the Casper College community by shifting perceptions and instilling pride among our strongest ambassadors that help us to establish a well-deserved reputation in the market and regional and national visibility.

The simplest expression of what Casper College stands for is “Education for a Lifetime.” This is the backbone to the college’s brand and what we want people to remember most. The college supports this position by remaining the best value in higher education with more choices and experiences for students.

Tagline

The tagline, “Your Life, Your College, Your Future.” reinforces the college’s position of education for a lifetime. It creates a connection with individuals that have a strong sense of personal accountability and a vision of their future. Each element of the tagline supports an emotional and inspirational pathway of growth and transformation:

- *Your Life – Define your path. Take charge. Pursue life with purpose.*
- *Your College – Inspire potential. Seize opportunity. Find your path. Grow individually.*
- *Your Future – Live intentionally.*

The tagline is used for specific communications that reflect the brand message. It always appears in first caps. The tagline, when used in the first person, may change by using the word “My” in place of “Your” but must remain in the context of the college brand at all times.

Your Life, Your College, Your Future.

Audience

The college audience is made up of internal stakeholders, prospects and influencers, the Casper College community, and all others that could be considered potential to the Casper College community. Messaging has to consider the audience it’s intended to communicate with and its objectives.

Internal stakeholders, including employees and trustees, shape and deliver the brand experience that the college is committed to in its mission, driven by a strong vision, and aligned with each other around the college brand. Their role is to talk about what they’re doing, take active ownership in the brand, and align with other internal stakeholders with a message of “we’re all moving forward.”

Prospects and influencers, including prospective students, parents, high school teachers, guidance counselors, employment agencies, and other identified recruitment targets, need to know what makes Casper College unique, that Casper College is committed to student success, and it’s the best value for their education. The students that are the best fit for Casper College are those that have a strong sense of personal

accountability, and a desire for growth and transformation. We need prospects and influencers to put Casper College at the top of their list of educational providers, and refer best-fit students to Casper College.

The Casper College community, including students, alumni, friends, athletic fans, employers, educational partners, and Casper-area residents, realize the importance of Casper College to the community, to the economy, and to its individual residents in offering them a pathway of higher education that helps them grow and transform their lives to be active, responsible citizens, taught by highly-qualified professionals that lead them to economic, social, and cultural prosperity. Their role is to support Casper College's role in the community, take pride in the relationships they have at the college, communicate the desirable qualities of the college, and actively support the college.

Messaging

Messaging is designed to reinforce the brand position and provides the basis for what we are to talk about as well as how we are to talk about it. Messages are organized into attributes, being what we offer, and benefits, being what students get. Not all messages are used all of the time and, it is always important to consider the audience and what the objectives of the communication method are when using them.

Attribute: *Casper College is the best value in higher education.*

- Benefits:**
- *From our humble beginnings 75 years ago, we've successfully built the best value in higher education.*
 - *Casper College's tuition and fees are among the lowest in the country.*
 - *Prospective students don't pay any application fee, \$0.*
 - *Student fees that are below the statewide average.*
 - *The lowest average student loan debt out of all the colleges in the state.*
 - *Casper College has over 140 nationally-accredited programs, vast student opportunities, and winning athletic teams, offering something for everyone and delivering a powerful and fulfilling college experience. Already an exceptional value, Casper College offers a wide range of student financial-aid options that make college even more affordable.*

Attribute: *Casper College offers more choices for your education.*

- Benefits:**
- *Casper College offers something for everyone and delivers a powerful and fulfilling college experience.*
 - *Casper College is accredited by the Higher Learning Commission.*
 - *Five schools offer over 140 program options for students, including health science, social and behavioral science, fine arts and humanities, business and industry, and science. The schools provide leading-edge learning opportunities for students that engage them with hands-on learning and real-world problem solving.*
 - *Seventy-five percent of our instructors hold a master's or doctoral degree and they devote 100% of their time to teaching. Instructors at Casper College offer one-on-one advising and expansive learning opportunities in a challenging and rewarding environment that offers small class sizes and individualized services.*
 - *Many students wanting to pursue their four-year degree start at Casper College because they know that it's a great value. They have the option to transfer to a bachelor's program anywhere in the United States. In addition, Casper College offers nearly 30 direct-transfer agreements with the University of Wyoming with many that are offered right here on our campus through the University of Wyoming at Casper.*

Attribute: *Casper College offers something for everyone and delivers a powerful and fulfilling college experience.*

Benefits:

- *There is no question that education brings us closer to a better understanding of our world and the people around us. Casper College is grounded on the belief that education is the cornerstone of our dreams and aspirations. With education, we unleash a world of possibilities.*
- *Find yourself at Casper College by exploring the many student activities, organizations, honor societies, and leadership opportunities.*
- *Center yourself in Casper where big city amenities meet small town friendliness, and outdoor adventures await you.*
- *Casper College has over 31,000 Casper College alumni spread across the world that represent the Casper College legacy.*
- *Casper College maintains a beautiful campus encompassing 28 buildings on 200+ acres.*
- *Casper College is for students who want a college experience and life-changing opportunities in a healthy and supportive environment.*

About Casper College in 140 Characters, 15 Seconds, and 30 Seconds. When tweeting, emailing, or speaking about Casper College, the following statements can be used to be clear and consistent in our messaging. Use the first sentence and if you have time or space, use the second and third sentences. It's that simple.

Casper College is for students who want a college degree or certificate to learn a marketable skill or advance their career opportunities. At Casper College, students can choose from over 140 affordable degree and certificate programs taught by highly-experienced instructors. Casper College delivers an exceptional college experience and opens the door to life-changing opportunities in an environment built around student success. Students come to Casper to center themselves in Wyoming's cultural and economic hub where they experience big city amenities with a friendly small town feel and outdoor adventure.

The Casper College Identity

Wordmark

The wordmark consists of the words “Casper College” in a customized font and style unique to the college. The modern image expresses the college as a place of strength, connection, and transformation. It represents the credibility and quality of a strong academic institution and its connection to its community, staff, students, alumni, and donors.

The image is a registered trademark for the exclusive use of Casper College. More information regarding licensing can be found at: caspercollege.edu/offices-services/pr. Use of the wordmark requires approval from the public relations department.

The wordmark elements should be reproduced only from authorized digital files. Do not attempt to typeset them or recreate them in any way.



Color

The wordmark will always appear in a single color. The primary color is PMS 186 C. White, black, and three variations of warm gray, 4, and 10, are also allowed.

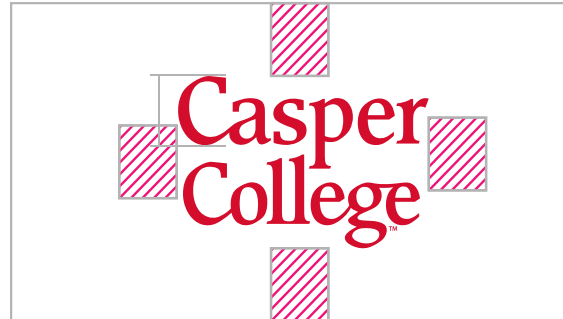


Clear Space

Clear space must be maintained around the wordmark to maintain maximum impact and legibility. The area around the wordmark is equivalent to the letter “C” in the wordmark as shown below. No other elements, typography, or images should appear inside this clear space.



MINIMUM SAFETY AREA



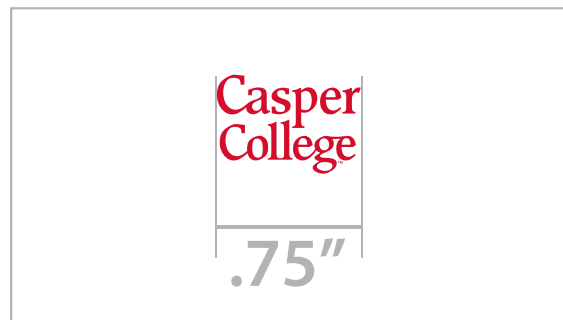
MINIMUM SAFETY AREA

Wordmark Size

The minimum size allowed for use is 2 inches wide for the horizontal wordmark and 1 inch wide for the stacked wordmark. If the wordmark will be used more effectively in a smaller size, please obtain resized artwork from public relations. The wordmark does not have to be the dominant element on a page, but instead, should remain clearly visible as an identifying mark.



MINIMUM DISPLAY SIZE



MINIMUM DISPLAY SIZE

Misuses

To ensure consistent use of the wordmark, here are some practices to avoid.

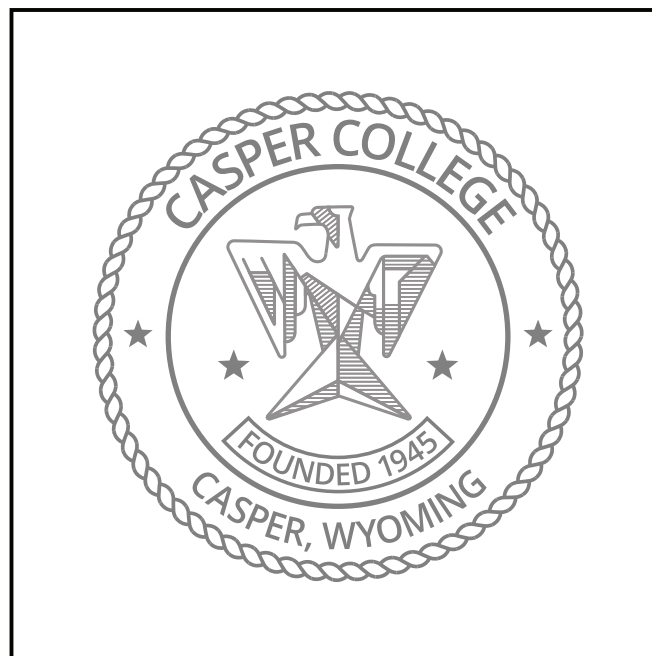
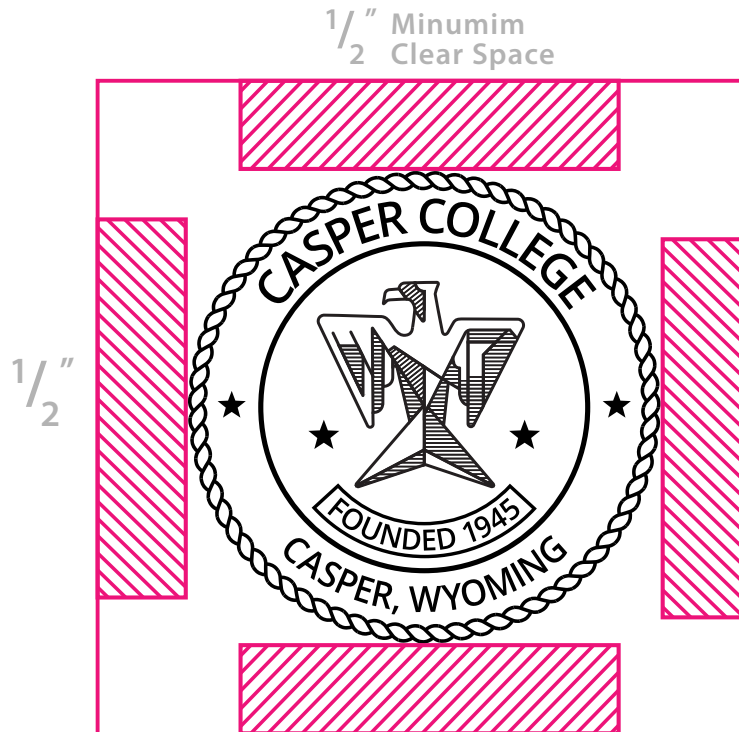


- **Do not** skew, bend, stretch, or rotate the wordmark in any way.
- **Do not** use drop shadows or other visual effects.
- **Do not** condense or extend the logo so it is out of proportion.
- **Do not** mix or alter the colors of the wordmark or its elements.
- **Do not** alter, or separate, the relationship of the wordmark elements.
- **Do not** add extra elements to the wordmark.
- **Do not** apply the wordmark on a patterned or low-contrast background.
- **Do not** outline the wordmark.
- **Do not** outline the wordmark in a contrasting color.

College Seal

The college seal is an important part of the college's traditions and heritage. Its use is reserved for formal or official documents, including diplomas and transcripts that represent the office of the president and the board of trustees. The seal may be used occasionally for other purposes. Please contact the public relations department for more information.

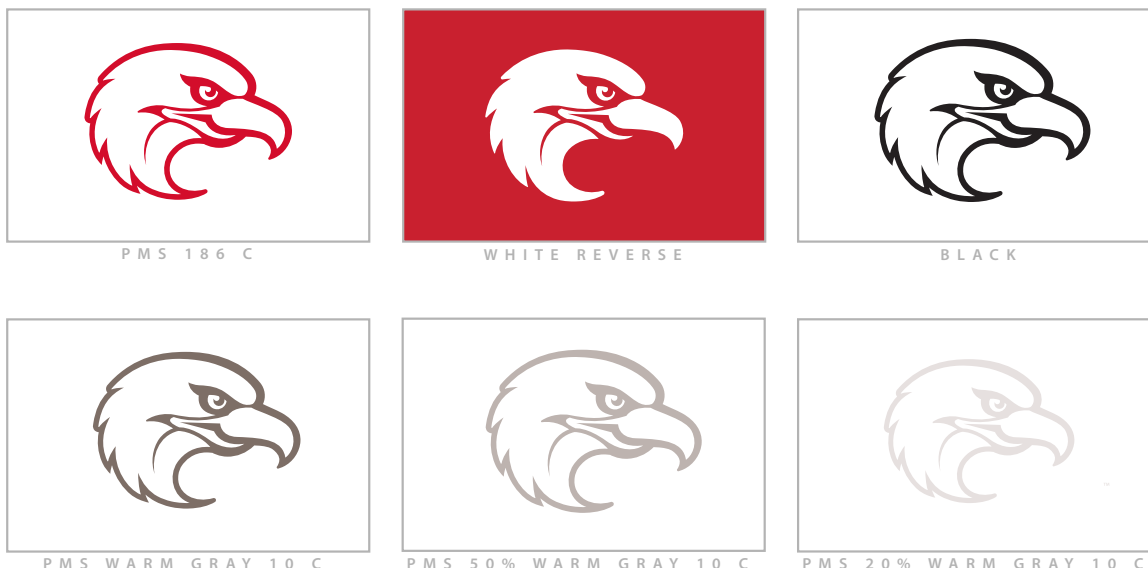
- Formal college documents such as diplomas, certificates, legal documents, and contracts.
- Communications from the office of the president.
- Official displays such as on podiums and commencement medallions.
- Certain architectural inlays in buildings.



WATERMARK VERSION 50% BLACK

The T-Bird Academic Image

The T-Bird image is a symbol of school spirit and pride, so a new version of the athletic T-Bird image was developed for use by academic and other college departments apart from athletics. The word mark will remain the official college logo and the T-Bird image may be used secondarily to the word mark. The T-Bird image may be used occasionally for other purposes. For more information about its use, contact the public relations department.



Subbrands, Department Identifiers, and Independent Brands

Subbrands: Casper College's word mark serves as the primary brand for the college. A subbrand, having a distinctive personality and mission, has been developed for athletics, traveling competitive teams, including Forensics and Livestock Judging, the Tate Geological Museum, and the Werner Wildlife Museum.

Department Identifiers (also known as logo lockups): An identity system has been developed around the college's primary word mark that establishes an order of hierarchy and demonstrates a strong connection among the college's official departments, schools, programs, offices, as well as other entities of Casper College.

Independent Brands: Independent brands would be a complete departure from the primary word mark. There are no independent brands at Casper College.

Our Visual Language

Color

In 1945, the college selected red and white as its primary colors also referred to as our heritage colors. Black and gray colors were added to signify support, stability, and strength, but the colors should be used sparingly and appropriate to their meaning.

Secondary colors were added to provide additional levels of content. When designing for digital use the RGB or HEX codes and save in an RGB format. For print design materials produced on and offset press or color copier use the CMYK values and save in a CMYK format.

PRIMARY



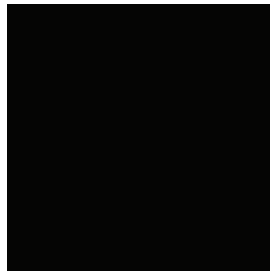
Pantone 186 C

CMYK: C: 2 M: 100 Y: 85 K: 6

RGB: R: 200 G: 16 B: 46

HEX#: C8102E

SECONDARY



Pantone Black C

CMYK: C: 0 M: 0 Y: 0 K: 100

RGB: R: 45 G: 41 B: 38

HEX#: 2D2926

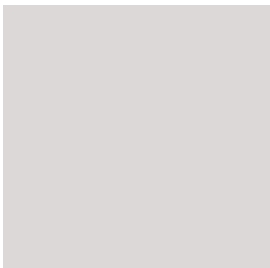
Whitespace

Whitespace is something that you don't want to rush to fill. Rather than viewing whitespace as a blank area, see it as an opportunity to allow the college's visual elements to stand out better. Always balance color, typography, and graphic elements with white space.

Secondary Colors

The secondary colors consist of bright accents and neutral grays. Use the bright accents to break up headlines, establish hierarchy, and create a more modern design. The grays offer a way to add contrast.

GRAYS



Pantone Cool Gray 1C

CMYK: C: 0 M: 0 Y: 0 K: 18
 RGB: R: 217 G: 217 B: 214
 HEX#: D9D9D6



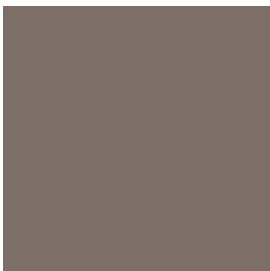
Pantone Cool Gray 4C

CMYK: C: 0 M: 0 Y: 0 K: 30
 RGB: R: 187 G: 188 B: 188
 HEX#: BBBCBC



Pantone Cool Gray 8C

CMYK: C: 0 M: 0 Y: 0 K: 56
 RGB: R: 136 G: 139 B: 141
 HEX#: 888B8D



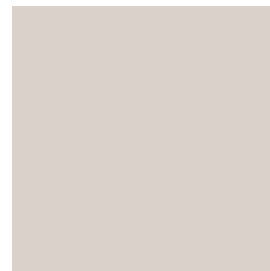
Pantone Warm Gray 10C

CMYK: C: 24 M: 34 Y: 35 K: 60
 RGB: R: 121 G: 110 B: 101
 HEX#: 796E65



Pantone Warm Gray 4C

CMYK: C: 11 M: 13 Y: 15 K: 27
 RGB: R: 182 G: 173 B: 165
 HEX#: B6ADA5



Pantone Warm Gray 1C

CMYK: C: 3 M: 3 Y: 6 K: 7
 RGB: R: 215 G: 210 B: 203
 HEX#: D7D2CB



Pantone 130 C

CMYK: C: 0 M: 32 Y: 100 K: 0
 RGB: R: 242 G: 169 B: 0
 HEX#: F2A900



Casper Blue

CMYK: C: 100 M: 10 Y: 3 K: 16
 RGB: R: 0 G: 139 B: 192
 HEX#: 008BC0

Typography

Typography includes a wide range of options for any situation or requirement. For more information, contact public relations.

Minion Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Swiss is a strong sans-serif font with several different weights and measures. It is well-suited for headlines.

Swiss 921

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Swiss 721

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Digital Fonts

Readability is a critical decision when picking a font for use on the internet. Merriweather is used primarily for headings and subheadings while Merriweather Sans is used for subheadings and body copy. Casper College uses both predominantly on its web site.

Merriweather

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Merriweather Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Alternative System Fonts

Not all of our brand fonts are available to everyone to use. The alternative fonts listed here are available on all computers on campus.

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typesetting

Follow these standards to ensure our typography is consistent and professional.

Leading

Line spacing, called leading, is important to professional looking type and makes body text easier to read. Without typefaces, leading is set slightly looser than the default. A general rule of thumb is to start with leading that is two points higher than the point size of the text.

**Tracking**

Tracking, or letter spacing, makes text easier to read. Text should always be set to the default setting. Headlines may vary to design preferences.

L e a d i n g & T r a c k i n g

Too Loose

Leading & Tracking

Too Tight

Leading & Tracking

Correct Tracking

Wordmark and Department/Program Names

The use of the wordmark and names of departments and programs may be combined in a manner consistent with the examples below. Public relations can provide artwork for departments and programs to use in their communications, shoulder patches, appliques, or embroidery on a uniform. If the wordmark is placed on a uniform, it should be placed on the left and above the chest pocket if one is present.



EXAMPLE 1



EXAMPLE 2

Name Tags

Name tags worn by employees are part of the college's visual identity system where consistency and uniformity remain important across various events and services. To ensure this consistency, public relations has established a method for ordering badges for faculty, staff, and volunteers by submitting your order using Web Help Desk.

Name tags are made of 3" X 1.25" engraved plastic with a magnetic backing.

Standardized Name Tags

Imprinted tags allow for up to three lines of text (sans serif font) for name, title, and department or school. There is a limit of 23 characters per line including spaces. Abbreviations based on the college's style standards are acceptable.

STANDARD NAME TAG EXAMPLE:



Clinical Name Tag

With clinical name tags, each program in the Casper College School of Health Science has established standards for the content and appearance of their student name tags that comply with the requirements of each location they will be visiting for clinical experience. Please refer to the specific program for their requirements.

Branded templates

Self-service brand templates, available for use with Microsoft Office, allow college employees the flexibility to use the college's visual identity in a manner that is consistent with the standards in this manual. Templates are available by going to: caspercollege.edu/offices-services/pr

- *Powerpoint presentation*
- *Report cover*
- *Flier (8.5x11)*
- *Poster (11x17)*
- *Letterhead*
- *Fax cover sheet*
- *Memo*
- *Envelope*
- *Wallpaper*
- *Email signature*
- *Notecard/Invite*

Photography

Photography is a powerful communication tool and plays a critical role in telling our brand story. Photographs should be of high quality and bring out the passion and experience of Casper College.

All photography should utilize natural available lighting while showcasing a soft play of light and shadow. Regardless of subject matter, all photography must appear professionally taken and/or embrace the aforementioned sensitivities consistently.

People

Portrait photos come in two different styles including one with a clean backdrop, and the other in the subject's natural environment. Both should have an authenticity that comes from real emotion and not feel staged.

Photos from the subject's natural environment are preferred where the background is slightly blurred and the subject is looking directly at the camera either smiling or showing themselves in a positive expression. The varying degree of creative composition and tighter cropping will bring the attention to the featured individuals projecting a contemporary image for Casper College.

Where a subject or subjects are engaged in a learning activity that is descriptive of the message being communicated, the photo should bring out the experiential and collaborative elements of the activity. Learning activity photos are tightly cropped. All photo and video (excluding employees of Casper College) used by the public relations department for Casper College publications and advertisements will have model release forms completed prior to their use. The model release form can be obtained by going to: caspercollege.edu/offices-services/pr



Places

Places share the unique environment and atmosphere of our campus.

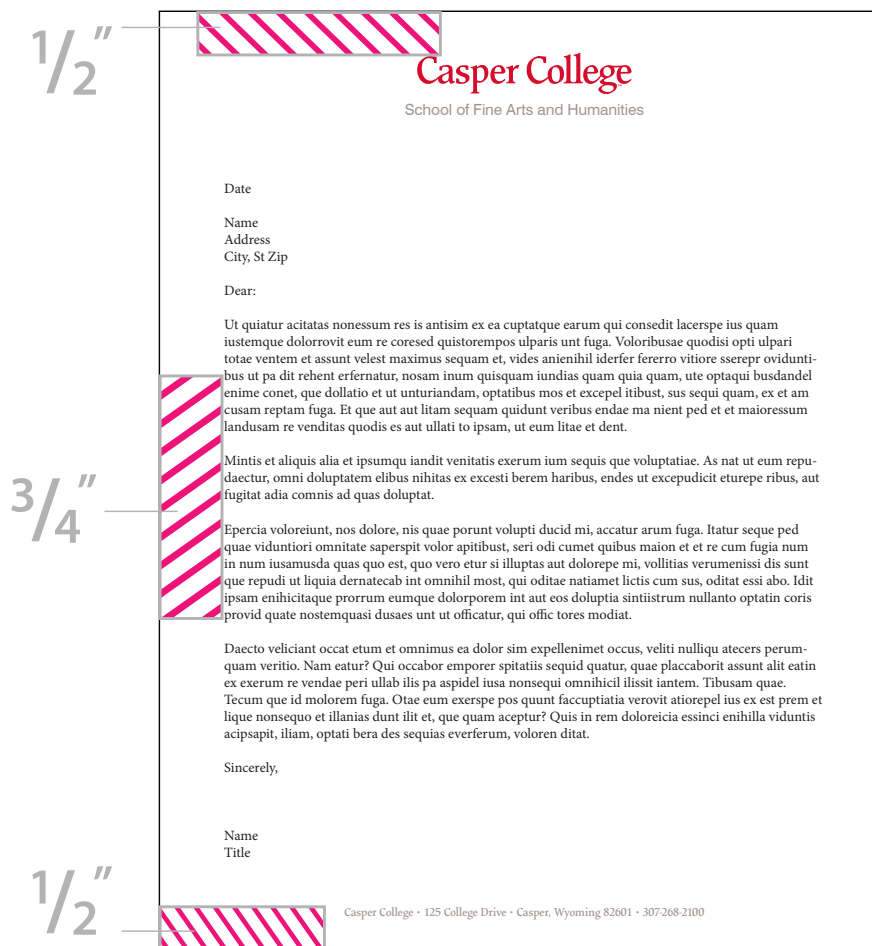


Letterhead and Business Templates

Business documents, as their usage is to communicate in an official manner, should always remain consistent and professional. The layout to business documents allows for departments and programs to tailor their communications using their individual lockups. The layout of the college's business documents cannot otherwise be modified. The examples below show how the college's business documents look in general including color, spacing, font size, etc. The department examples show how departments and programs can use their individual lockups for business communications.

Letterhead

- The primary wordmark is centered $\frac{1}{2}$ " from the top of the page.
- The college's address is centered $\frac{1}{2}$ " from the bottom of the page.
- The body of the letter is left justified $\frac{1}{2}$ " from the left side of the paper.
- The letterhead second page includes the primary wordmark centered $\frac{1}{2}$ " from the top of the page.
- The college website appears on the same line as the college address. The college's web address will not include "www" at the start of the URL.



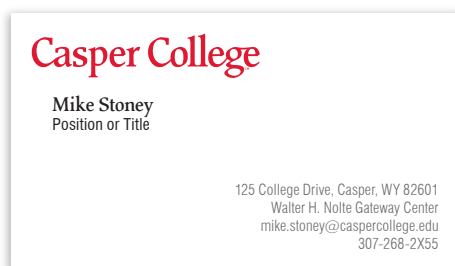
Envelopes

- Place department name under logo and above street address. Use same font as address.
- Minimum 1/4" from the edges of the envelope in top left corner.



Business Cards

- The layout cannot be modified in any way.
- Business cards for admissions staff may include a professional photo.
- The web address should also appear on the reverse side of the business card.
- Business cards may include appointment information on the back side in lieu of the T-bird image.
- The college's web address will not include "www" at the start of the URL.



Third Party Logos

The Casper College wordmark and its elements, photos, and other brand elements work together as a system. Occasionally, Casper College will have written agreements that stipulate the use of a third party logo on materials associated with a specific program or grant-funded service. Contact public relations for assistance.

Promotional Advertising

Public relations maintains an inventory of branded promotional items that are available for use by college departments. If custom promotional items are needed, request assistance from PR prior to placing any orders for promotional items. For information on licensed vendors of promotional products, refer to the list of approved vendors on the college's website: caspercollege.edu/offices-services/pr/licensing.

Promotional advertising products cover a wide array of products that the college's wordmark may be applied. For this reason, each item is unique including the size of its imprint area, colors and intended purpose. This requires public relations to design to the desired product's specifications in compliance with brand standards.

Email Signature Guidelines

Email signatures are also an important brand element and contribute to a consistent and professional representation of the college. Below is an optional email signature and set of guidelines. Broadcast email standards are available on the public relations page: caspercollege.edu/offices-services/pr

- *The default system font is used for the email signature and body of the email within Gmail, the font is set to sans serif with size set to normal.*
- *The signature is left justified on the email with at least one blank row between the email body and the section of the email where the signature is placed. A line is not necessary to separate the body of the email from the signature section.*
- *Use upper and lowercase letters.*
- *Use an official job title as found on the job description.*
- *Names may include middle initials, hyphenated last names, and appropriate suffixes.*
- *List the direct college telephone number first, then other numbers (fax, TTY, mobile) as appropriate or at your discretion.*
- *Do not list your email address in the signature section.*
- *The college's website address is listed without the leading "www" to the start of the URL. It also does not include any additional links.*
- *Regulatory requirements may include the need to add additional information such as a statement on nondiscrimination, privacy, equal opportunity statement, and/or gainful employment as examples.*
- *It is the college's policy to encourage employees to use the Wyoming Public Records Act reference in their email signature.*
- *No other language should be included in the email signature including quotes, other statements of fact, or images.*

Firstname Lastname
 Official Job Title
 307-XXX-XXXX
 caspercollege.edu

Casper College

Correspondence sent to or from this email address is subject to the Wyoming Public Records Act and may be disclosed to third parties.

Internet Sites

With its modern design, our website showcases Casper College as a dynamic and welcoming institution, without diminishing its history as one of the largest and most comprehensive community colleges in the region. Casper College's website provides an intuitive experience for those looking for information about the institution's programs and services. Throughout the site, we give prospective students a better idea of what it's like to study on our campus and what makes Casper College so unique.

Page layout, imagery, and typography are several devices that can reinforce a consistent visual identity. Site-wide navigation menus are prominent and all page layouts originate from a library of approved templates. The website's style sheet, cascading style sheets or CSS, defines size and color for headers and body text.

Accessibility Standards

All web pages will conform to accessibility standards required under Section 508 of the Rehabilitation Act of 1973 (29 U.S.C § 794 (d)) and provided by the World Wide Web Consortium (W3C) Web Content Accessibility Guidelines (WCAG 2.0) Level AA. Casper College uses the WebAim Contrast Checker (webaim.org/resources/contrastchecker) as a guide for determining acceptable accessible color combinations.

Writing Style and Language

- *Try to break up large blocks of information into smaller sections to aid in navigation and readability.*
- *Define the meaning of acronyms and abbreviations where they first occur in a document.*
- *The Casper College Public Relations Department follows AP style and applies that to all content on the website. Refer to the Casper College Style Guide for more information: caspercollege.edu/offices-services/pr.*

Layout and Presentation

- *If color is used to convey information, make sure that the information is also available without color.*
- *Background colors and foreground colors should provide sufficient color contrast.*
- *Link text should be clear and meaningful. Avoid using "click here."*
- *Provide a site map or table of contents.*
- *Navigation features and style of presentation should be consistent throughout the site.*
- *Style sheets should be used to create layout and presentation instead of tables.*
- *Use Header (H1, H2 etc.) to indicate headers and subheaders, and use them in the correct order. Do not use headers to embellish fonts.*
- *Use lists and list items properly and do not use them for layout or formatting purposes.*
- *Use quotation markup for quotations and not for formatting purposes such as indentations.*
- *Avoid the use of screen flicker and blinking at rates faster than 2 per second and slower than 55 per second. Flashing, flickering, and blinking of a document or document element can cause seizures in people with photosensitive epilepsy.*
- *Automatic refresh and auto-redirect of pages can be confusing and disorienting to some users. Instead, configure the server to perform redirects, and create a static page that provides the new URL to direct the user to the new web location.*
- *Use W3C technologies when they are available and appropriate for a task and use the latest versions when supported.*
- *Outdated elements of W3C technologies should be avoided and replaced with newer technologies. The FONT tag is an example of an outdated element that has been replaced through the use of style sheets. Refer to the W3C references for more information.*

Website Ownership, Maintenance, and Related Trademarks

Public relations manages and supports the official Casper College School of Fine Arts and Humanities website, caspercollegearts.cc and its athletics counterpart, tbirds.cc. No other externally facing websites are recognized or may use the Casper College name or trademark without approval from public relations. Requests or changes to the official Casper College website can be directed to public relations.

Social Media Brand Identity

Many departments and individuals use social media as a communication tool for sharing information with their audiences. Social media is a powerful communication medium and as such, it is important to maintain the college brand identity across all social media sites.

Timeline cover photos, headers, and backgrounds are an opportunity to showcase your department or program. We encourage you to use your department/program lockup on these sites along with a photo that represents what you're all about. Contact public relations for assistance with brand elements on your site. Public relations has provided a set of standards for social media that can be found at: caspercollege.edu/offices-services/pr/social-media.

Athletics

Athletics branding is concentrated around the image of the school mascot with bold colors, a competitive look, and custom font that is similar to modern athletics teams and their branding across the country. The logos and brand imagery for athletics serve a specific purpose to engage athletic fans in the excitement and emotion of high-intensity athletic events.

The athletic program's logos and brand elements are reserved for use by the athletics office and teams at Casper College and in conjunction with marketing materials directly related to their activities. An exception to this general rule is that traveling competitive teams, currently reserved to the livestock judging team and the forensics team, are allowed limited use of the athletic T-Bird head logo in conjunction with the team name as noted later in this manual.

The athletics logos and team/sports names should not be used in conjunction with the college wordmark, seal, or T-Bird outline image.

Athletic logos, consisting of the T-Bird head and the T-Bird with wings spread, are registered with the United States Patent and Trademark Office and as such, carry the "®" mark. Casper College licenses its trademarks for distribution by a third-party licensing agent. More information regarding licensing can be found at: caspercollege.edu/offices-services/pr.

Generally, the brand standards related to athletics should follow the same rules that are applied to the organizational/academic brand except where noted later in this manual.

Licensing, Sponsorships, and Advertising

The commercial use of Casper College's marks found in this brand standards manual is managed by the public relations department. All uses of the Casper College name and brand elements used for resale, internal consumption, giveaways, acknowledgements, endorsements, or other promotions and/or marketing or public relations need to be approved by the public relations department prior to their manufacture and distribution. Casper College does not permit the use of campus facilities or its name and/or marks in sponsorship, advertising, filming, or other activities without written approval from the public relations department.

Regulatory Statements

All Casper College printed materials and digital communications targeted to prospective students, current students, or employees of the college, or used for educational or recruitment purposes are required to include the regulatory statement at the link below. The statement can appear anywhere in the publication preferably at the bottom of the document in a consistent location set at a minimum of 6 point type size. The most recent nondiscrimination statement can be found at: caspercollege.edu/nondiscrimination.

The programs listed at the link below must include the Gainful Employment Disclosure: caspercollege.edu/programs-courses/gainful-employment.

Contact Information

For information about this standards manual, contact the public relations department at 307-268-2456 or pr@caspercollege.edu. Requests for public relations may be entered using Web Help Desk.

Casper
CollegeTM

OFFICIAL PANTONE COLOR PRIMARY WORD MARK STACKED

Casper
CollegeTM

OFFICIAL PROCESS COLOR WORD MARK STACKED

Casper
CollegeTM

REVERSE IMAGE CREATED SPECIFICALLY
FOR DARK BACKGROUND USAGE

Casper
CollegeTM

EMBROIDERY VERSION

Casper
CollegeTM

ONE COLOR VERSION

CORRECT LOGO USAGE: RESPECT A 10 PERCENT MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

CC COLORS:	PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	WEB HEX COLORS:
RED	RED 186 C	C-2/M-100/Y-85/K-6	R-200/G-16/B-46	C8102E

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Casper College™

OFFICIAL PANTONE COLOR PRIMARY WORD MARK INLINE

Casper College™

OFFICIAL PROCESS COLOR WORD MARK INLINE

Casper College

REVERSE IMAGE CREATED SPECIFICALLY
FOR DARK BACKGROUND USAGE

Casper College

EMBROIDERY VERSION

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OFFICIAL PANTONE COLOR PRIMARY VISUAL MARK



OFFICIAL PROCESS COLOR PRIMARY VISUAL MARK



REVERSE IMAGE CREATED SPECIFICALLY FOR DARK BACKGROUND USAGE



EMBROIDERY VERSION



ONE COLOR VERSION

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OFFICIAL PANTONE COLOR TRAVEL TEAM FORENSICS LOGO



OFFICIAL PROCESS COLOR TRAVEL TEAM FORENSICS LOGO

REVERSE IMAGE CREATED SPECIFICALLY
FOR DARK BACKGROUND USAGE

EMBROIDERY VERSION



ONE COLOR VERSION

CORRECT LOGO USAGE: RESPECT A 10 PERCENT MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

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DARK RED	RED 200 C	C-3/M-100/Y-70/K-12	R-186/G-12/B-47	BA0C2F
GRAY	COOL GRAY 8 C	C-23/M-16/Y-13/K-46	R-136/G-139/B-141	888B8D
LIGHT GRAY	COOL GRAY 5 C	C-13/M-9/Y-10/K-27	R-177/G-179/B-179	B1B3B3
BLACK	PANTONE BLACK	C-63/M-62/Y-59/K-94	R-45/G-41/B-38	2D2926

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OFFICIAL PANTONE COLOR TRAVEL TEAM LIVESTOCK JUDGING LOGO



OFFICIAL PROCESS COLOR TRAVEL TEAM LIVESTOCK JUDGING LOGO

REVERSE IMAGE CREATED SPECIFICALLY
FOR DARK BACKGROUND USAGE

EMBROIDERY VERSION



ONE COLOR VERSION

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PANTONE RED 186 C

PANTONE RED 200 C

COOL GRAY 8 C

COOL GRAY 5 C

PANTONE BLACK C



Casper College

Mike Stoney
Position or Title

125 College Drive, Casper, WY 82601
Walter H. Nolte Gateway Center
mike.stoney@caspercollege.edu
307-268-2X55

Business Card

CORRECT LOGO USAGE: RESPECT A 10 PERCENT MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

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Casper College

Date

Name
Address
City, St. ZIP

Dear:

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Sincerely,

FirstName LastName
Title

Casper College • 125 College Drive • Casper, Wyoming 82601 • 307.268.2100 • caspercollege.edu

Casper College

School of Social and Behavioral Science

Date

Name
Address
City, St. ZIP

Dear:

Ut quiaur acitatas nonessum res is antisim ex ea cupatque earum qui consedit lacerse ius quam iustemque dolorrovit eum re coresed quistotempus ulparis unt fuga. Volorbuseae quodisi opti ulpari totae ventem et assunt velest maximus sequam et, vides anienihili iderfer fererro vitore serepr ovidunti- bus ut pa dit rehent erferratur, nosam inum quiskiam lundias quam quia quam, ute optaqi busdandel enime conet, que dollatio et ut unturiandam, optatibus mos et excepel itibust, sus sequi quam, ex et am cusam reptam fuga. Et que aut aut litam sequam quidunt veribus endae ma nient ped et et maioressum landusam re venditas quodis es aut ullati to ipsam, ut eum litae et dent.

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Dear:

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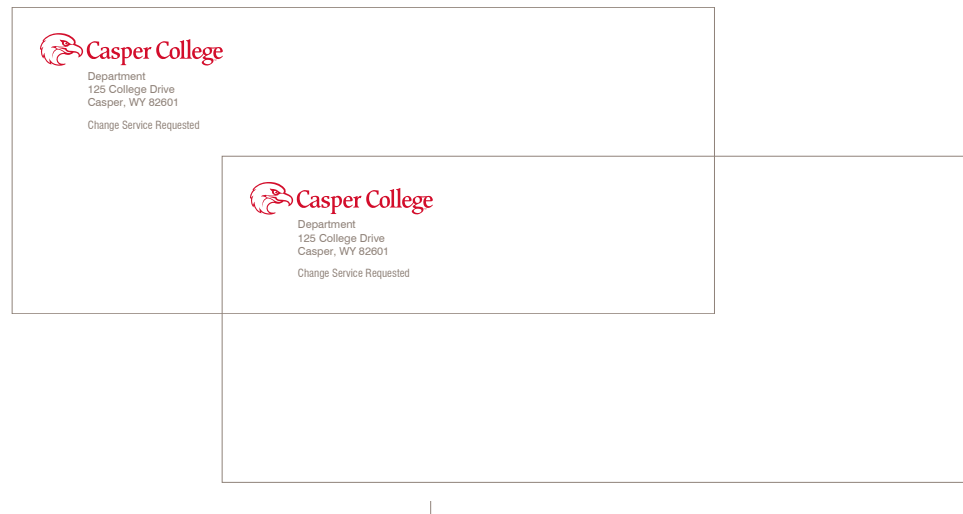
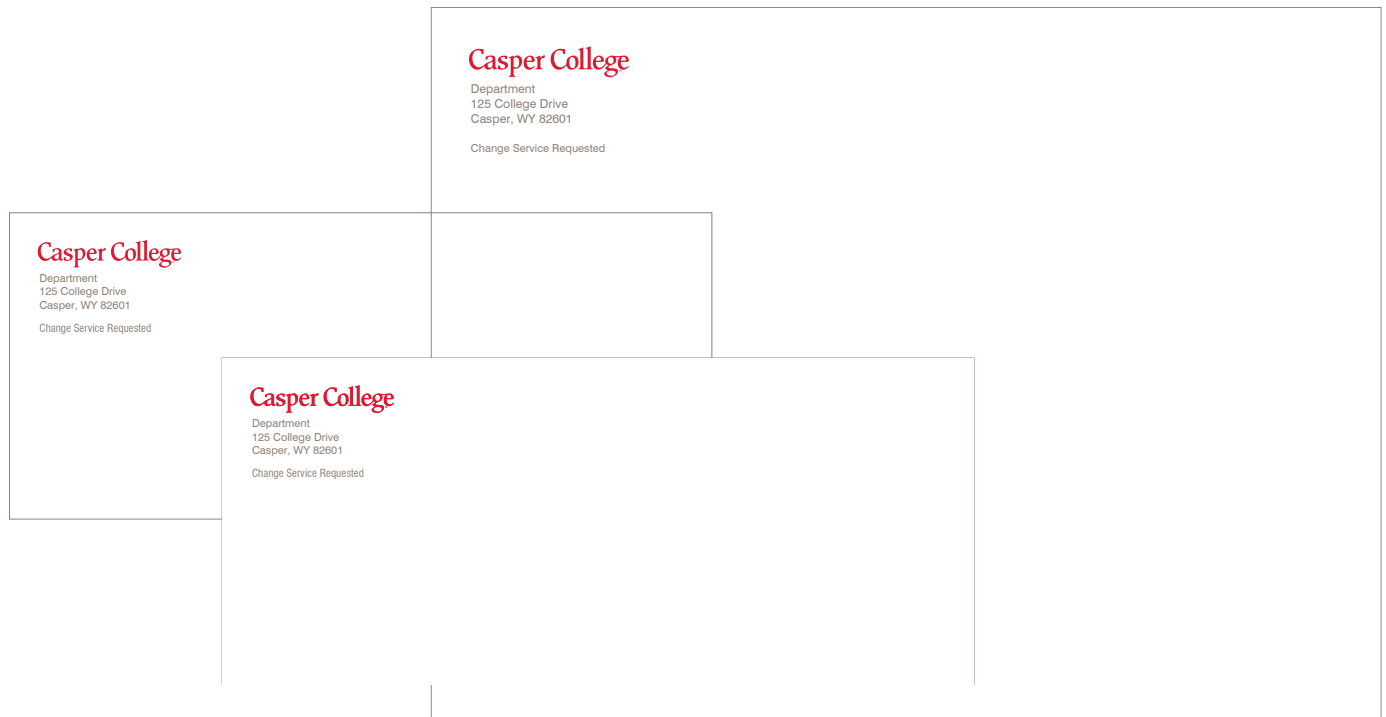
Epercia voloreiunt, nos dolore, nis quae porunt volupti ducid mi, accatur arum fuga. Itatur seque ped quae viduntiori omnitate saperspit volor apitibust, seri odi cumet quibus maion et et re cum fugia num in num iusamusda quas quo est, quo vero etur si illuptas aut dolorepe mi, vollitias verumenissi dis sunt que repudi ut liquia dernatecab int omnihil most, qui oditae natiamet lictis cum sus, oditat essi abo. Idit ipsam enihicitaque prorum eumque dolorporem int aut eos doluptia sintiistrum nullanto optatin coris provid quate nostemquasi dusaes unt ut officatur, qui offic tores modiat.

Daecto veliciant occat etum et omnimus ea dolor sim expellenimet occus, veliti nulliqu atecers perum- quam veritio. Nam eatur? Qui occabor emporer spitatiis sequid quatur, quae placcaborit assunt alit eatin ex exerum re vendae peri ullab ilis pa aspidel iusa nonsequi omnihicil ilissit iantem. Tibusam quae. Tecum que id molorem fuga. Otae eum exerspe pos quunt faccupatitia verovit atiorepel ius ex est prem et lique nonsequo et illanias dunt ilit et, que quam acceptur? Quis in rem doloreicia essinci enihilla viduntis acipsapit, iliam, optati bera des sequias everferum, voloren ditat.

Sincerely,

FirstName LastName

Title

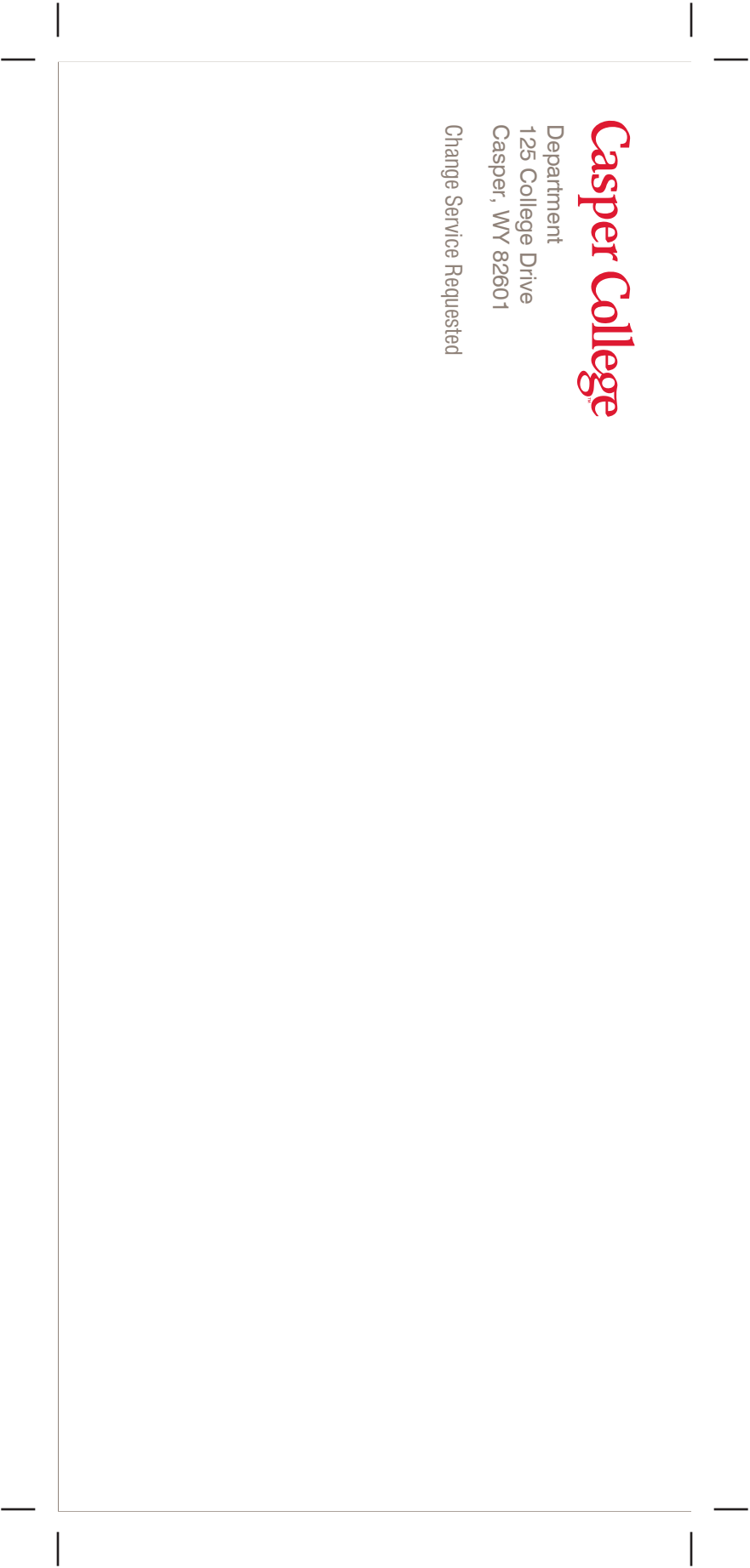


CORRECT LOGO USAGE: RESPECT A 10 PERCENT MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

CC COLORS:	PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	WEB HEX COLORS:
RED	RED 186 C	C-2/M-100/Y-85/K-6	R-200/G-16/B-46	C8102E

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Casper College

Department
125 College Drive
Casper, WY 82601
Change Service Requested

#9 Envelope

Casper College

Department
125 College Drive
Casper, WY 82601

Change Service Requested

#10 Envelope

Casper College

Department
125 College Drive
Casper, WY 82601

Change Service Requested

9x12 Envelope (Reduced to fit)



OFFICIAL PRIMARY LOGO MARK

CASPER RED
PANTONE RED 200C

CASPER DARK RED
PANTONE 202C

CASPER DARK GREY
PANTONE COOL GREY 5

CASPER DARK GREY
PANTONE COOL GREY 8

CASPER BLACK
PANTONE PROCESS BLACK



WHITE BACKGROUND USAGE



BLACK BACKGROUND USAGE

CORRECT LOGO USAGE

FOR ALL LOGO MARK APPLICATIONS: RESPECT A MARGIN OF 10% THE TOTAL LOGO SIZE

COLOR SPECIFICATION CHART & CONVERSION TABLE

CASPER COLORS:	PANTONE COLORS:	PROCESS COLORS:
CASPER RED	PANTONE RED 200C	C-0/M-100/Y-63/K-1
CASPER DARK RED	PANTONE RED 202C	C-0/M-100/Y-61/K-43
CASPER GREY	PANTONE COOL GREY 5	C-0/M-0/Y-0/K-34
CASPER DARK GREY	PANTONE COOL GREY 8	C-0/M-0/Y-0/K-56
CASPER BLACK	PANTONE PROCESS BLACK	C-0/M-0/Y-0/K-100



OFFICIAL ONE COLOR VERSION

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CASPER RED
PANTONE RED 200C

CASPER DARK RED
PANTONE 202C

CASPER DARK GREY
PANTONE COOL GREY 5

CASPER DARK GREY
PANTONE COOL GREY 8

CASPER BLACK
PANTONE PROCESS BLACK



OFFICIAL SECONDARY LOGO MARK

CASPER RED
PANTONE RED 200C

CASPER DARK RED
PANTONE 202C

CASPER DARK GREY
PANTONE COOL GREY 5

CASPER DARK GREY
PANTONE COOL GREY 8

CASPER BLACK
PANTONE PROCESS BLACK



CORRECT LOGO USAGE

FOR ALL LOGO MARK APPLICATIONS: RESPECT A MARGIN OF 10% THE TOTAL LOGO SIZE

COLOR SPECIFICATION CHART & CONVERSION TABLE

CASPER COLORS:	PANTONE COLORS:	PROCESS COLORS:
CASPER RED	PANTONE RED 200C	C-0/M-100/Y-63/K-1
CASPER DARK RED	PANTONE RED 202C	C-0/M-100/Y-61/K-43
CASPER GREY	PANTONE COOL GREY 5	C-0/M-0/Y-0/K-34
CASPER DARK GREY	PANTONE COOL GREY 8	C-0/M-0/Y-0/K-56
CASPER BLACK	PANTONE PROCESS BLACK	C-0/M-0/Y-0/K-100



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CASPER RED PANTONE RED 200C	CASPER DARK RED PANTONE 202C	CASPER DARK GREY PANTONE COOL GREY 5	CASPER DARK GREY PANTONE COOL GREY 8	CASPER BLACK PANTONE PROCESS BLACK
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C A S P E R
C O L L E G E
THUNDERBIRDS

OFFICIAL SECONDARY ICON MARK

CASPER RED
PANTONE RED 200C

CASPER DARK RED
PANTONE 202C

CASPER DARK GREY
PANTONE COOL GREY 5

CASPER DARK GREY
PANTONE COOL GREY 8

CASPER BLACK
PANTONE PROCESS BLACK



CORRECT LOGO USAGE

FOR ALL LOGO MARK APPLICATIONS: RESPECT A MARGIN OF 10% THE TOTAL LOGO SIZE

COLOR SPECIFICATION CHART & CONVERSION TABLE

CASPER COLORS:	PANTONE COLORS:	PROCESS COLORS:
CASPER RED	PANTONE RED 200C	C-0/M-100/Y-63/K-1
CASPER DARK RED	PANTONE RED 202C	C-0/M-100/Y-61/K-43
CASPER GREY	PANTONE COOL GREY 5	C-0/M-0/Y-0/K-34
CASPER DARK GREY	PANTONE COOL GREY 8	C-0/M-0/Y-0/K-56
CASPER BLACK	PANTONE PROCESS BLACK	C-0/M-0/Y-0/K-100



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CASPER RED PANTONE RED 200C	CASPER DARK RED PANTONE 202C	CASPER DARK GREY PANTONE COOL GREY 5	CASPER DARK GREY PANTONE COOL GREY 8	CASPER BLACK PANTONE PROCESS BLACK
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OFFICIAL SECONDARY ICON MARK
(BLACK BACKGROUND USAGE)

CASPER RED
PANTONE RED 200C

CASPER DARK RED
PANTONE 202C

CASPER DARK GREY
PANTONE COOL GREY 5

CASPER DARK GREY
PANTONE COOL GREY 8

CASPER BLACK
PANTONE PROCESS BLACK



CORRECT LOGO USAGE

FOR ALL LOGO MARK APPLICATIONS: RESPECT A MARGIN OF 10% THE TOTAL LOGO SIZE

COLOR SPECIFICATION CHART & CONVERSION TABLE

CASPER COLORS:	PANTONE COLORS:	PROCESS COLORS:
CASPER RED	PANTONE RED 200C	C-0/M-100/Y-63/K-1
CASPER DARK RED	PANTONE RED 202C	C-0/M-100/Y-61/K-43
CASPER GREY	PANTONE COOL GREY 5	C-0/M-0/Y-0/K-34
CASPER DARK GREY	PANTONE COOL GREY 8	C-0/M-0/Y-0/K-56
CASPER BLACK	PANTONE PROCESS BLACK	C-0/M-0/Y-0/K-100



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CASPER RED PANTONE RED 200C	CASPER DARK RED PANTONE 202C	CASPER DARK GREY PANTONE COOL GREY 5	CASPER DARK GREY PANTONE COOL GREY 8	CASPER BLACK PANTONE PROCESS BLACK
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OFFICIAL PRIMARY VISUAL MARK

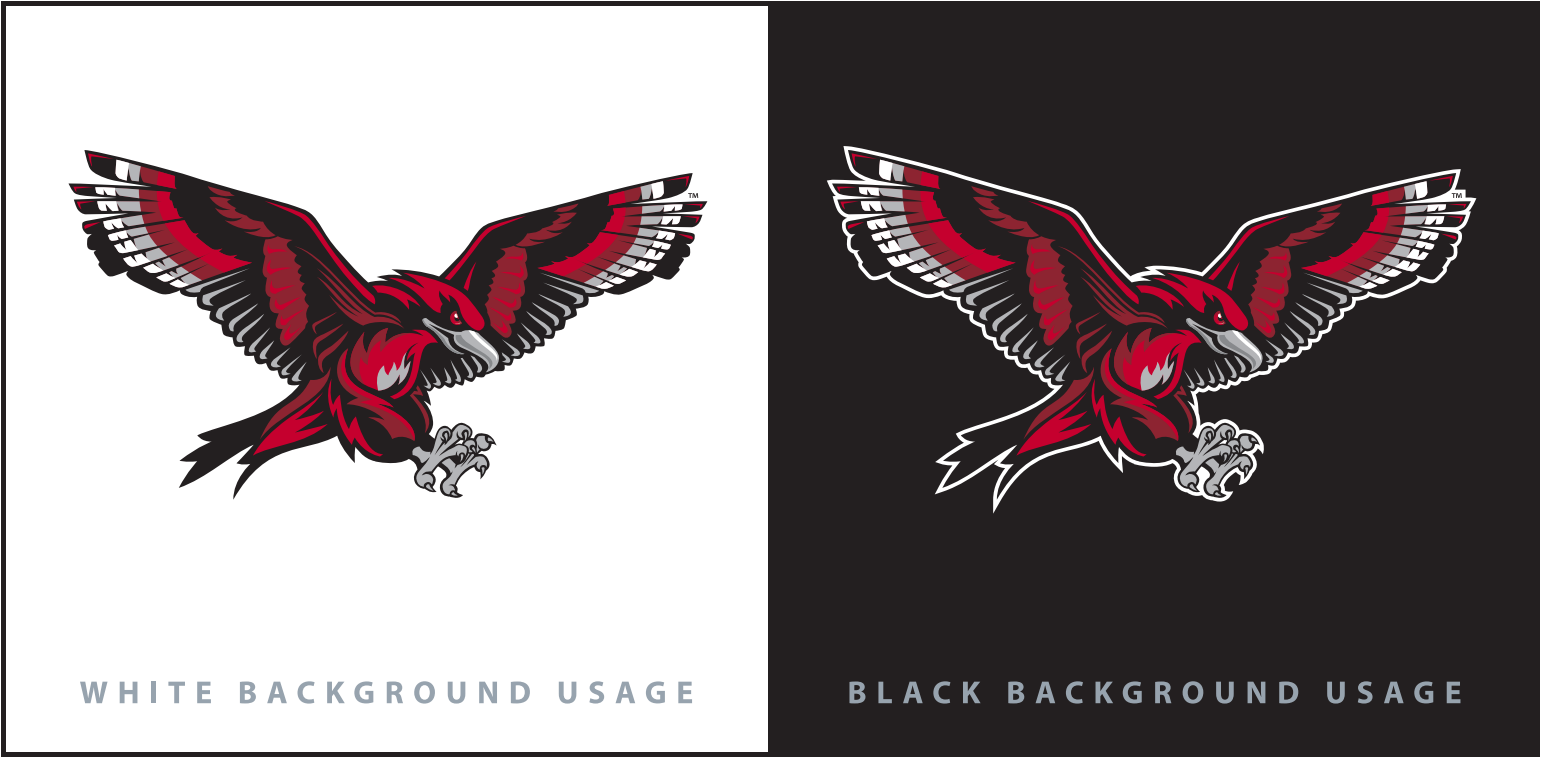
CASPER RED
PANTONE RED 200C

CASPER DARK RED
PANTONE 202C

CASPER DARK GREY
PANTONE COOL GREY 5

CASPER DARK GREY
PANTONE COOL GREY 8

CASPER BLACK
PANTONE PROCESS BLACK



CORRECT LOGO USAGE

FOR ALL LOGO MARK APPLICATIONS: RESPECT A MARGIN OF 10% THE TOTAL LOGO SIZE

COLOR SPECIFICATION CHART & CONVERSION TABLE		
CASPER COLORS:	PANTONE COLORS:	PROCESS COLORS:
CASPER RED	PANTONE RED 200C	C-0/M-100/Y-63/K-1
CASPER DARK RED	PANTONE RED 202C	C-0/M-100/Y-61/K-43
CASPER GREY	PANTONE COOL GREY 5	C-0/M-0/Y-0/K-34
CASPER DARK GREY	PANTONE COOL GREY 8	C-0/M-0/Y-0/K-56
CASPER BLACK	PANTONE PROCESS BLACK	C-0/M-0/Y-0/K-100



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CASPER RED PANTONE RED 200C	CASPER DARK RED PANTONE 202C	CASPER DARK GREY PANTONE COOL GREY 5	CASPER DARK GREY PANTONE COOL GREY 8	CASPER BLACK PANTONE PROCESS BLACK
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OFFICIAL 3 COLOR VISUAL MARK

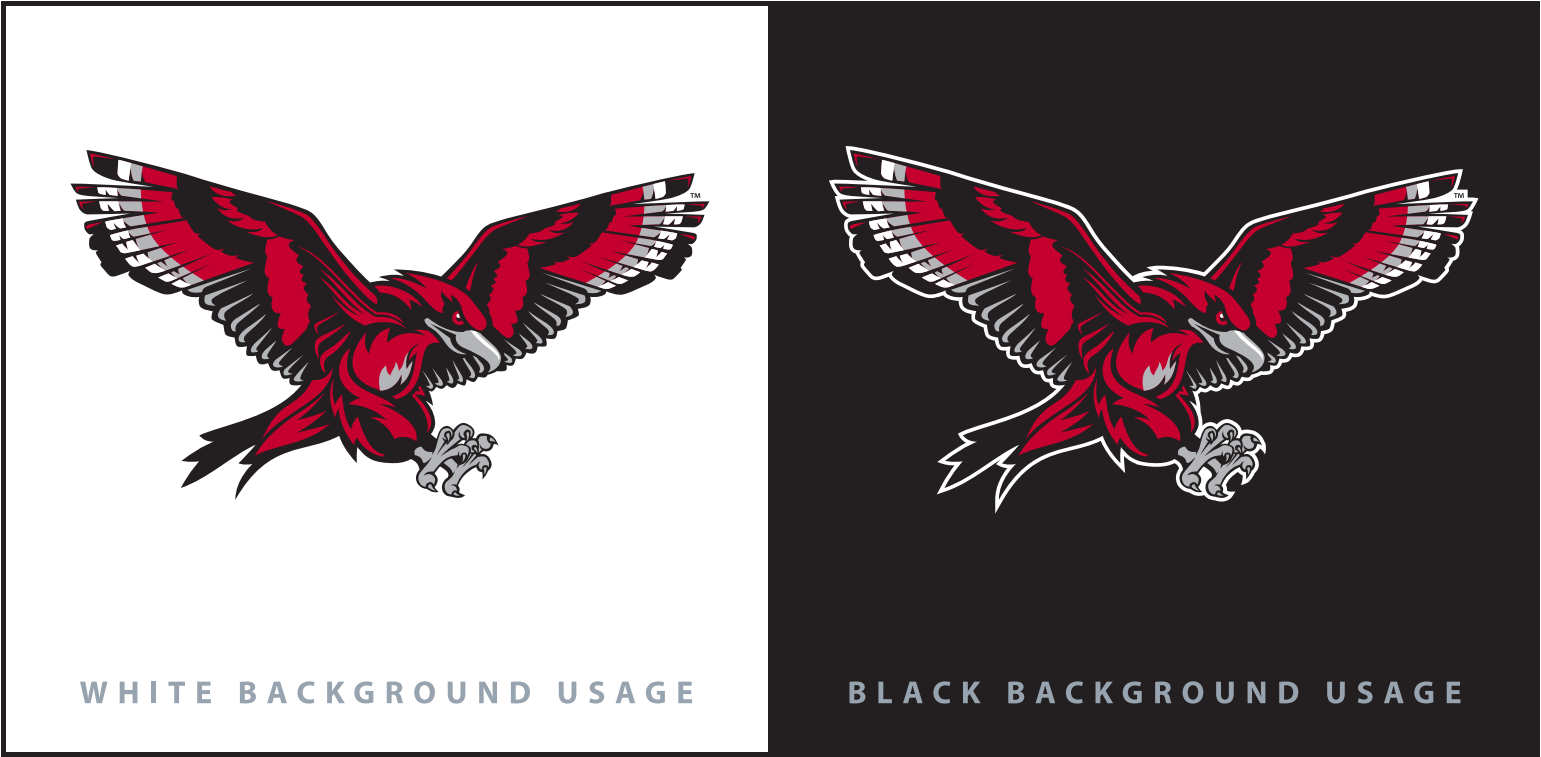
CASPER RED
PANTONE RED 200C

CASPER DARK RED
PANTONE 202C

CASPER DARK GREY
PANTONE COOL GREY 5

CASPER DARK GREY
PANTONE COOL GREY 8

CASPER BLACK
PANTONE PROCESS BLACK



CORRECT LOGO USAGE

FOR ALL LOGO MARK APPLICATIONS: RESPECT A MARGIN OF 10% THE TOTAL LOGO SIZE

COLOR SPECIFICATION CHART & CONVERSION TABLE

CASPER COLORS:	PANTONE COLORS:	PROCESS COLORS:
CASPER RED	PANTONE RED 200C	C-0/M-100/Y-63/K-1
CASPER DARK RED	PANTONE RED 202C	C-0/M-100/Y-61/K-43
CASPER GREY	PANTONE COOL GREY 5	C-0/M-0/Y-0/K-34
CASPER DARK GREY	PANTONE COOL GREY 8	C-0/M-0/Y-0/K-56
CASPER BLACK	PANTONE PROCESS BLACK	C-0/M-0/Y-0/K-100



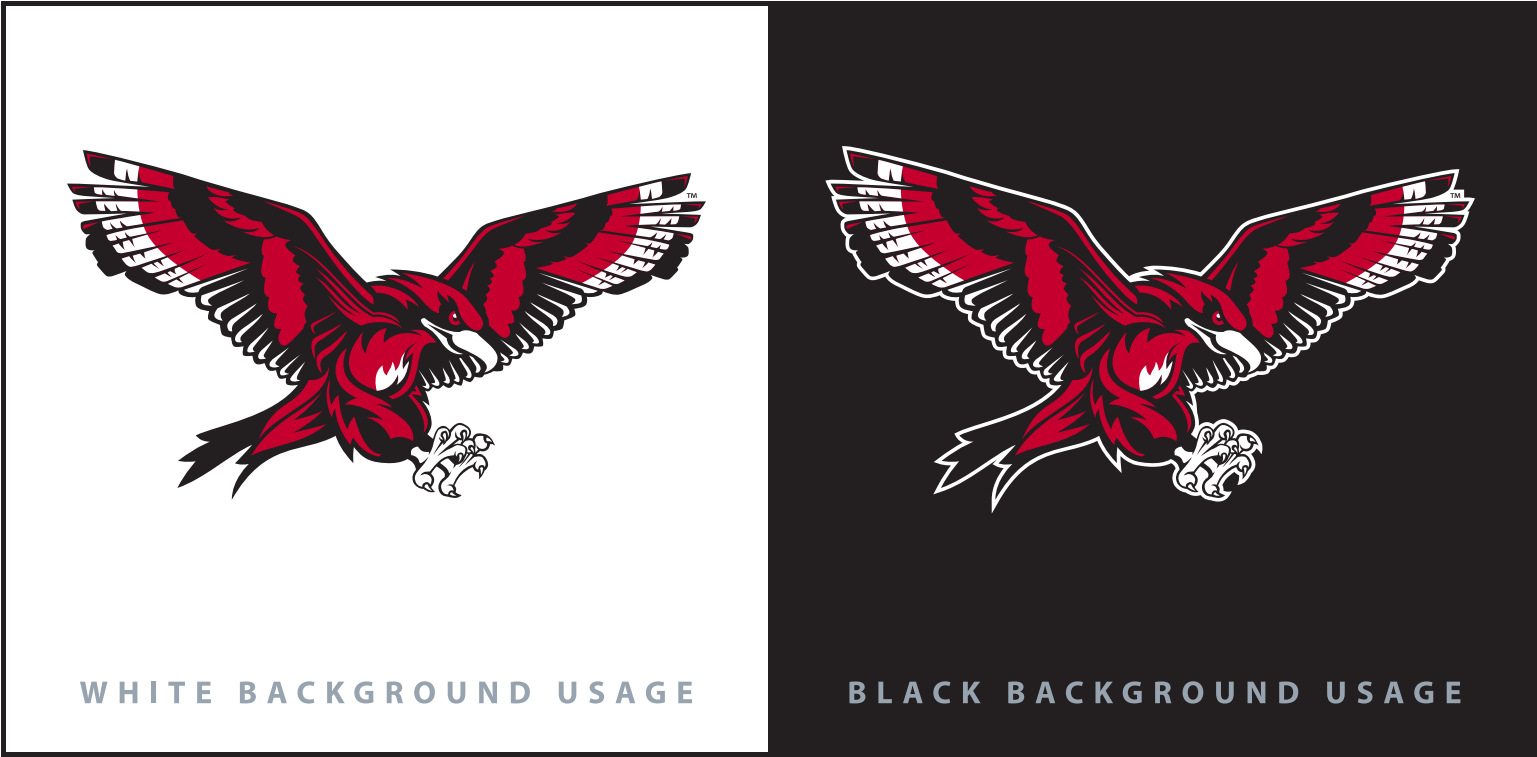
All logo art is supplied for the official reproduction of the Casper College Thunderbirds property only by the media, licensed manufacturers, sponsors, and their advertising agencies for the express purpose of planning and executing product, promotion, advertising, packaging, and display materials relating to and in support of the Casper College Thunderbirds only. All logos must be used with a margin not less than 10% the total logo size between the logo and nearest graphic elements. The colors shown in this guide are not intended to match the Pantone color standards. For the Pantone color standards, refer to the current edition of the Pantone color publications. Pantone is a registered trademark of Pantone, Inc. All logos are the property of the Casper College Thunderbirds only & may be used with their written permission only. These logos cannot be altered in any way. Please contact the Casper College Thunderbirds, with any and all questions regarding usage. The Casper College Thunderbirds logo marks are trademarks of the Casper College Thunderbirds, 2010.

CASPER RED PANTONE RED 200C	CASPER DARK RED PANTONE 202C	CASPER DARK GREY PANTONE COOL GREY 5	CASPER DARK GREY PANTONE COOL GREY 8	CASPER BLACK PANTONE PROCESS BLACK
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OFFICIAL 2 COLOR VISUAL MARK

CASPER RED PANTONE RED 200C	CASPER DARK RED PANTONE 202C	CASPER DARK GREY PANTONE COOL GREY 5	CASPER DARK GREY PANTONE COOL GREY 8	CASPER BLACK PANTONE PROCESS BLACK
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CORRECT LOGO USAGE

FOR ALL LOGO MARK APPLICATIONS: RESPECT A MARGIN OF 10% THE TOTAL LOGO SIZE

COLOR SPECIFICATION CHART & CONVERSION TABLE		
CASPER COLORS:	PANTONE COLORS:	PROCESS COLORS:
CASPER RED	PANTONE RED 200C	C-0/M-100/Y-63/K-1
CASPER DARK RED	PANTONE RED 202C	C-0/M-100/Y-61/K-43
CASPER GREY	PANTONE COOL GREY 5	C-0/M-0/Y-0/K-34
CASPER DARK GREY	PANTONE COOL GREY 8	C-0/M-0/Y-0/K-56
CASPER BLACK	PANTONE PROCESS BLACK	C-0/M-0/Y-0/K-100



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CASPER RED PANTONE RED 200C	CASPER DARK RED PANTONE 202C	CASPER DARK GREY PANTONE COOL GREY 5	CASPER DARK GREY PANTONE COOL GREY 8	CASPER BLACK PANTONE PROCESS BLACK
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OFFICIAL PRIMARY WORD MARK

CASPER RED
PANTONE RED 200C

CASPER DARK RED
PANTONE 202C

CASPER DARK GREY
PANTONE COOL GREY 5

CASPER DARK GREY
PANTONE COOL GREY 8

CASPER BLACK
PANTONE PROCESS BLACK



WHITE BACKGROUND USAGE



BLACK BACKGROUND USAGE

CORRECT LOGO USAGE

FOR ALL LOGO MARK APPLICATIONS: RESPECT A MARGIN OF 10% THE TOTAL LOGO SIZE

COLOR SPECIFICATION CHART & CONVERSION TABLE

CASPER COLORS:	PANTONE COLORS:	PROCESS COLORS:
CASPER RED	PANTONE RED 200C	C-0/M-100/Y-63/K-1
CASPER DARK RED	PANTONE RED 202C	C-0/M-100/Y-61/K-43
CASPER GREY	PANTONE COOL GREY 5	C-0/M-0/Y-0/K-34
CASPER DARK GREY	PANTONE COOL GREY 8	C-0/M-0/Y-0/K-56
CASPER BLACK	PANTONE PROCESS BLACK	C-0/M-0/Y-0/K-100



OFFICIAL ONE COLOR VERSION

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CASPER RED
PANTONE RED 200C

CASPER DARK RED
PANTONE 202C

CASPER DARK GREY
PANTONE COOL GREY 5

CASPER DARK GREY
PANTONE COOL GREY 8

CASPER BLACK
PANTONE PROCESS BLACK



OFFICIAL PRIMARY LETTER MARK

CASPER RED
PANTONE RED 200C

CASPER DARK RED
PANTONE 202C

CASPER DARK GREY
PANTONE COOL GREY 5

CASPER DARK GREY
PANTONE COOL GREY 8

CASPER BLACK
PANTONE PROCESS BLACK



WHITE BACKGROUND USAGE



BLACK BACKGROUND USAGE

CORRECT LOGO USAGE

FOR ALL LOGO MARK APPLICATIONS: RESPECT A MARGIN OF 10% THE TOTAL LOGO SIZE

COLOR SPECIFICATION CHART & CONVERSION TABLE

CASPER COLORS:	PANTONE COLORS:	PROCESS COLORS:
CASPER RED	PANTONE RED 200C	C-0/M-100/Y-63/K-1
CASPER DARK RED	PANTONE RED 202C	C-0/M-100/Y-61/K-43
CASPER GREY	PANTONE COOL GREY 5	C-0/M-0/Y-0/K-34
CASPER DARK GREY	PANTONE COOL GREY 8	C-0/M-0/Y-0/K-56
CASPER BLACK	PANTONE PROCESS BLACK	C-0/M-0/Y-0/K-100



OFFICIAL ONE COLOR VERSION

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CASPER RED
PANTONE RED 200C

CASPER DARK RED
PANTONE 202C

CASPER DARK GREY
PANTONE COOL GREY 5

CASPER DARK GREY
PANTONE COOL GREY 8

CASPER BLACK
PANTONE PROCESS BLACK



OFFICIAL PRIMARY RODEO MARK

CASPER RED PANTONE RED 200C	CASPER DARK RED PANTONE 202C	CASPER DARK GREY PANTONE COOL GREY 5	CASPER DARK GREY PANTONE COOL GREY 8	CASPER BLACK PANTONE PROCESS BLACK
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WHITE BACKGROUND USAGE



BLACK BACKGROUND USAGE

CORRECT LOGO USAGE

FOR ALL LOGO MARK APPLICATIONS: RESPECT A MARGIN OF 10% THE TOTAL LOGO SIZE

COLOR SPECIFICATION CHART & CONVERSION TABLE

CASPER COLORS:	PANTONE COLORS:	PROCESS COLORS:
CASPER RED	PANTONE RED 200C	C-0/M-100/Y-63/K-1
CASPER DARK RED	PANTONE RED 202C	C-0/M-100/Y-61/K-43
CASPER GREY	PANTONE COOL GREY 5	C-0/M-0/Y-0/K-34
CASPER DARK GREY	PANTONE COOL GREY 8	C-0/M-0/Y-0/K-56
CASPER BLACK	PANTONE PROCESS BLACK	C-0/M-0/Y-0/K-100



OFFICIAL ONE COLOR VERSION

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CASPER RED
PANTONE RED 200C

CASPER DARK RED
PANTONE 202C

CASPER DARK GREY
PANTONE COOL GREY 5

CASPER DARK GREY
PANTONE COOL GREY 8

CASPER BLACK
PANTONE PROCESS BLACK



OFFICIAL PRIMARY VOLLEYBALL MARK

CASPER RED
PANTONE RED 200C

CASPER DARK RED
PANTONE 202C

CASPER DARK GREY
PANTONE COOL GREY 5

CASPER DARK GREY
PANTONE COOL GREY 8

CASPER BLACK
PANTONE PROCESS BLACK



WHITE BACKGROUND USAGE



BLACK BACKGROUND USAGE

CORRECT LOGO USAGE

FOR ALL LOGO MARK APPLICATIONS: RESPECT A MARGIN OF 10% THE TOTAL LOGO SIZE

COLOR SPECIFICATION CHART & CONVERSION TABLE

CASPER COLORS:	PANTONE COLORS:	PROCESS COLORS:
CASPER RED	PANTONE RED 200C	C-0/M-100/Y-63/K-1
CASPER DARK RED	PANTONE RED 202C	C-0/M-100/Y-61/K-43
CASPER GREY	PANTONE COOL GREY 5	C-0/M-0/Y-0/K-34
CASPER DARK GREY	PANTONE COOL GREY 8	C-0/M-0/Y-0/K-56
CASPER BLACK	PANTONE PROCESS BLACK	C-0/M-0/Y-0/K-100



OFFICIAL ONE COLOR VERSION

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CASPER RED
PANTONE RED 200C

CASPER DARK RED
PANTONE 202C

CASPER DARK GREY
PANTONE COOL GREY 5

CASPER DARK GREY
PANTONE COOL GREY 8

CASPER BLACK
PANTONE PROCESS BLACK



OFFICIAL PRIMARY MEN'S BASKETBALL MARK

CASPER RED
PANTONE RED 200C

CASPER DARK RED
PANTONE 202C

CASPER DARK GREY
PANTONE COOL GREY 5

CASPER DARK GREY
PANTONE COOL GREY 8

CASPER BLACK
PANTONE PROCESS BLACK



WHITE BACKGROUND USAGE



BLACK BACKGROUND USAGE

CORRECT LOGO USAGE

FOR ALL LOGO MARK APPLICATIONS: RESPECT A MARGIN OF 10% THE TOTAL LOGO SIZE

COLOR SPECIFICATION CHART & CONVERSION TABLE

CASPER COLORS:	PANTONE COLORS:	PROCESS COLORS:
CASPER RED	PANTONE RED 200C	C-0/M-100/Y-63/K-1
CASPER DARK RED	PANTONE RED 202C	C-0/M-100/Y-61/K-43
CASPER GREY	PANTONE COOL GREY 5	C-0/M-0/Y-0/K-34
CASPER DARK GREY	PANTONE COOL GREY 8	C-0/M-0/Y-0/K-56
CASPER BLACK	PANTONE PROCESS BLACK	C-0/M-0/Y-0/K-100



OFFICIAL ONE COLOR VERSION

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CASPER RED
PANTONE RED 200C

CASPER DARK RED
PANTONE 202C

CASPER DARK GREY
PANTONE COOL GREY 5

CASPER DARK GREY
PANTONE COOL GREY 8

CASPER BLACK
PANTONE PROCESS BLACK



OFFICIAL PRIMARY WOMEN'S BASKETBALL MARK

CASPER RED
PANTONE RED 200C

CASPER DARK RED
PANTONE 202C

CASPER DARK GREY
PANTONE COOL GREY 5

CASPER DARK GREY
PANTONE COOL GREY 8

CASPER BLACK
PANTONE PROCESS BLACK



WHITE BACKGROUND USAGE



BLACK BACKGROUND USAGE

CORRECT LOGO USAGE

FOR ALL LOGO MARK APPLICATIONS: RESPECT A MARGIN OF 10% THE TOTAL LOGO SIZE

COLOR SPECIFICATION CHART & CONVERSION TABLE

CASPER COLORS:	PANTONE COLORS:	PROCESS COLORS:
CASPER RED	PANTONE RED 200C	C-0/M-100/Y-63/K-1
CASPER DARK RED	PANTONE RED 202C	C-0/M-100/Y-61/K-43
CASPER GREY	PANTONE COOL GREY 5	C-0/M-0/Y-0/K-34
CASPER DARK GREY	PANTONE COOL GREY 8	C-0/M-0/Y-0/K-56
CASPER BLACK	PANTONE PROCESS BLACK	C-0/M-0/Y-0/K-100



OFFICIAL ONE COLOR VERSION

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CASPER RED
PANTONE RED 200C

CASPER DARK RED
PANTONE 202C

CASPER DARK GREY
PANTONE COOL GREY 5

CASPER DARK GREY
PANTONE COOL GREY 8

CASPER BLACK
PANTONE PROCESS BLACK

THUNDERBIRDS

OFFICIAL SIGN/WALL MARK

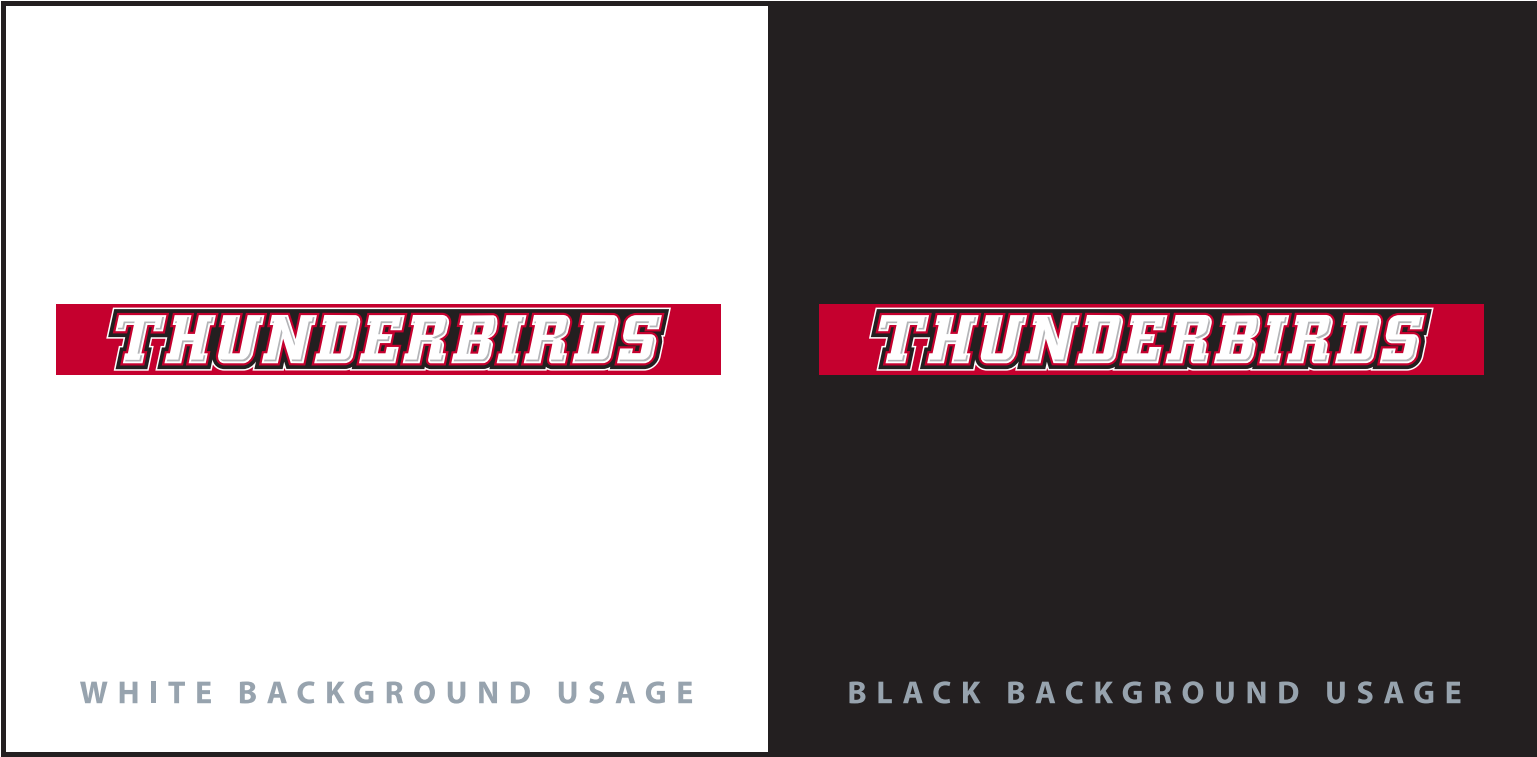
CASPER RED
PANTONE RED 200C

CASPER DARK RED
PANTONE 202C

CASPER DARK GREY
PANTONE COOL GREY 5

CASPER DARK GREY
PANTONE COOL GREY 8

CASPER BLACK
PANTONE PROCESS BLACK



CORRECT LOGO USAGE

FOR ALL LOGO MARK APPLICATIONS: RESPECT A MARGIN OF 10% THE TOTAL LOGO SIZE

COLOR SPECIFICATION CHART & CONVERSION TABLE

CASPER COLORS:	PANTONE COLORS:	PROCESS COLORS:
CASPER RED	PANTONE RED 200C	C-0/M-100/Y-63/K-1
CASPER DARK RED	PANTONE RED 202C	C-0/M-100/Y-61/K-43
CASPER GREY	PANTONE COOL GREY 5	C-0/M-0/Y-0/K-34
CASPER DARK GREY	PANTONE COOL GREY 8	C-0/M-0/Y-0/K-56
CASPER BLACK	PANTONE PROCESS BLACK	C-0/M-0/Y-0/K-100



OFFICIAL ONE COLOR VERSION

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CASPER RED PANTONE RED 200C	CASPER DARK RED PANTONE 202C	CASPER DARK GREY PANTONE COOL GREY 5	CASPER DARK GREY PANTONE COOL GREY 8	CASPER BLACK PANTONE PROCESS BLACK
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OFFICIAL PRIMARY LOGO MARK
EMBROIDERY

CASPER RED
PANTONE RED 200C

CASPER DARK RED
PANTONE 202C

CASPER DARK GREY
PANTONE COOL GREY 5

CASPER DARK GREY
PANTONE COOL GREY 8

CASPER BLACK
PANTONE PROCESS BLACK



WHITE BACKGROUND USAGE



BLACK BACKGROUND USAGE

CORRECT LOGO USAGE

FOR ALL LOGO MARK APPLICATIONS: RESPECT A MARGIN OF 10% THE TOTAL LOGO SIZE

COLOR SPECIFICATION CHART & CONVERSION TABLE

CASPER COLORS:	PANTONE COLORS:	PROCESS COLORS:
CASPER RED	PANTONE RED 200C	C-0/M-100/Y-63/K-1
CASPER DARK RED	PANTONE RED 202C	C-0/M-100/Y-61/K-43
CASPER GREY	PANTONE COOL GREY 5	C-0/M-0/Y-0/K-34
CASPER DARK GREY	PANTONE COOL GREY 8	C-0/M-0/Y-0/K-56
CASPER BLACK	PANTONE PROCESS BLACK	C-0/M-0/Y-0/K-100



OFFICIAL ONE COLOR VERSION

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CASPER RED
PANTONE RED 200C

CASPER DARK RED
PANTONE 202C

CASPER DARK GREY
PANTONE COOL GREY 5

CASPER DARK GREY
PANTONE COOL GREY 8

CASPER BLACK
PANTONE PROCESS BLACK



OFFICIAL SECONDARY LOGO MARK
EMBROIDERY

CASPER RED
PANTONE RED 200C

CASPER DARK RED
PANTONE 202C

CASPER DARK GREY
PANTONE COOL GREY 5

CASPER DARK GREY
PANTONE COOL GREY 8

CASPER BLACK
PANTONE PROCESS BLACK



WHITE BACKGROUND USAGE



BLACK BACKGROUND USAGE

CORRECT LOGO USAGE

FOR ALL LOGO MARK APPLICATIONS: RESPECT A MARGIN OF 10% THE TOTAL LOGO SIZE

COLOR SPECIFICATION CHART & CONVERSION TABLE

CASPER COLORS:	PANTONE COLORS:	PROCESS COLORS:
CASPER RED	PANTONE RED 200C	C-0/M-100/Y-63/K-1
CASPER DARK RED	PANTONE RED 202C	C-0/M-100/Y-61/K-43
CASPER GREY	PANTONE COOL GREY 5	C-0/M-0/Y-0/K-34
CASPER DARK GREY	PANTONE COOL GREY 8	C-0/M-0/Y-0/K-56
CASPER BLACK	PANTONE PROCESS BLACK	C-0/M-0/Y-0/K-100



OFFICIAL ONE COLOR VERSION

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CASPER RED
PANTONE RED 200C

CASPER DARK RED
PANTONE 202C

CASPER DARK GREY
PANTONE COOL GREY 5

CASPER DARK GREY
PANTONE COOL GREY 8

CASPER BLACK
PANTONE PROCESS BLACK



C A S P E R
C O L L E G E
THUNDERBIRDS

OFFICIAL SECONDARY ICON MARK
EMBROIDERY

CASPER RED
PANTONE RED 200C

CASPER DARK RED
PANTONE 202C

CASPER DARK GREY
PANTONE COOL GREY 5

CASPER DARK GREY
PANTONE COOL GREY 8

CASPER BLACK
PANTONE PROCESS BLACK



CORRECT LOGO USAGE

FOR ALL LOGO MARK APPLICATIONS: RESPECT A MARGIN OF 10% THE TOTAL LOGO SIZE

COLOR SPECIFICATION CHART & CONVERSION TABLE

CASPER COLORS:	PANTONE COLORS:	PROCESS COLORS:
CASPER RED	PANTONE RED 200C	C-0/M-100/Y-63/K-1
CASPER DARK RED	PANTONE RED 202C	C-0/M-100/Y-61/K-43
CASPER GREY	PANTONE COOL GREY 5	C-0/M-0/Y-0/K-34
CASPER DARK GREY	PANTONE COOL GREY 8	C-0/M-0/Y-0/K-56
CASPER BLACK	PANTONE PROCESS BLACK	C-0/M-0/Y-0/K-100



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CASPER RED PANTONE RED 200C	CASPER DARK RED PANTONE 202C	CASPER DARK GREY PANTONE COOL GREY 5	CASPER DARK GREY PANTONE COOL GREY 8	CASPER BLACK PANTONE PROCESS BLACK
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OFFICIAL SECONDARY ICON MARK
(BLACK BACKGROUND USAGE)
EMBROIDERY

CASPER RED
PANTONE RED 200C

CASPER DARK RED
PANTONE 202C

CASPER DARK GREY
PANTONE COOL GREY 5

CASPER DARK GREY
PANTONE COOL GREY 8

CASPER BLACK
PANTONE PROCESS BLACK



CORRECT LOGO USAGE

FOR ALL LOGO MARK APPLICATIONS: RESPECT A MARGIN OF 10% THE TOTAL LOGO SIZE

COLOR SPECIFICATION CHART & CONVERSION TABLE

CASPER COLORS:	PANTONE COLORS:	PROCESS COLORS:
CASPER RED	PANTONE RED 200C	C-0/M-100/Y-63/K-1
CASPER DARK RED	PANTONE RED 202C	C-0/M-100/Y-61/K-43
CASPER GREY	PANTONE COOL GREY 5	C-0/M-0/Y-0/K-34
CASPER DARK GREY	PANTONE COOL GREY 8	C-0/M-0/Y-0/K-56
CASPER BLACK	PANTONE PROCESS BLACK	C-0/M-0/Y-0/K-100



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CASPER RED PANTONE RED 200C	CASPER DARK RED PANTONE 202C	CASPER DARK GREY PANTONE COOL GREY 5	CASPER DARK GREY PANTONE COOL GREY 8	CASPER BLACK PANTONE PROCESS BLACK
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OFFICIAL PRIMARY VISUAL MARK
EMBROIDERY

CASPER RED PANTONE RED 200C	CASPER DARK RED PANTONE 202C	CASPER DARK GREY PANTONE COOL GREY 5	CASPER DARK GREY PANTONE COOL GREY 8	CASPER BLACK PANTONE PROCESS BLACK
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WHITE BACKGROUND USAGE



BLACK BACKGROUND USAGE

CORRECT LOGO USAGE

FOR ALL LOGO MARK APPLICATIONS: RESPECT A MARGIN OF 10% THE TOTAL LOGO SIZE

COLOR SPECIFICATION CHART & CONVERSION TABLE

CASPER COLORS:	PANTONE COLORS:	PROCESS COLORS:
CASPER RED	PANTONE RED 200C	C-0/M-100/Y-63/K-1
CASPER DARK RED	PANTONE RED 202C	C-0/M-100/Y-61/K-43
CASPER GREY	PANTONE COOL GREY 5	C-0/M-0/Y-0/K-34
CASPER DARK GREY	PANTONE COOL GREY 8	C-0/M-0/Y-0/K-56
CASPER BLACK	PANTONE PROCESS BLACK	C-0/M-0/Y-0/K-100



OFFICIAL ONE COLOR VERSION

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CASPER RED
PANTONE RED 200C

CASPER DARK RED
PANTONE 202C

CASPER DARK GREY
PANTONE COOL GREY 5

CASPER DARK GREY
PANTONE COOL GREY 8

CASPER BLACK
PANTONE PROCESS BLACK



OFFICIAL PRIMARY WORD MARK
EMROIDERY

CASPER RED
PANTONE RED 200C

CASPER DARK RED
PANTONE 202C

CASPER DARK GREY
PANTONE COOL GREY 5

CASPER DARK GREY
PANTONE COOL GREY 8

CASPER BLACK
PANTONE PROCESS BLACK



WHITE BACKGROUND USAGE



BLACK BACKGROUND USAGE

CORRECT LOGO USAGE

FOR ALL LOGO MARK APPLICATIONS: RESPECT A MARGIN OF 10% THE TOTAL LOGO SIZE

COLOR SPECIFICATION CHART & CONVERSION TABLE

CASPER COLORS:	PANTONE COLORS:	PROCESS COLORS:
CASPER RED	PANTONE RED 200C	C-0/M-100/Y-63/K-1
CASPER DARK RED	PANTONE RED 202C	C-0/M-100/Y-61/K-43
CASPER GREY	PANTONE COOL GREY 5	C-0/M-0/Y-0/K-34
CASPER DARK GREY	PANTONE COOL GREY 8	C-0/M-0/Y-0/K-56
CASPER BLACK	PANTONE PROCESS BLACK	C-0/M-0/Y-0/K-100



OFFICIAL ONE COLOR VERSION

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CASPER RED
PANTONE RED 200C

CASPER DARK RED
PANTONE 202C

CASPER DARK GREY
PANTONE COOL GREY 5

CASPER DARK GREY
PANTONE COOL GREY 8

CASPER BLACK
PANTONE PROCESS BLACK



OFFICIAL PRIMARY LETTER MARK
EMBROIDERY

CASPER RED
PANTONE RED 200C

CASPER DARK RED
PANTONE 202C

CASPER DARK GREY
PANTONE COOL GREY 5

CASPER DARK GREY
PANTONE COOL GREY 8

CASPER BLACK
PANTONE PROCESS BLACK



OFFICIAL PRIMARY MEN'S BASKETBALL MARK
EMBROIDERY

CASPER RED
PANTONE RED 200C

CASPER DARK RED
PANTONE 202C

CASPER DARK GREY
PANTONE COOL GREY 5

CASPER DARK GREY
PANTONE COOL GREY 8

CASPER BLACK
PANTONE PROCESS BLACK



WHITE BACKGROUND USAGE



BLACK BACKGROUND USAGE

CORRECT LOGO USAGE

FOR ALL LOGO MARK APPLICATIONS: RESPECT A MARGIN OF 10% THE TOTAL LOGO SIZE

COLOR SPECIFICATION CHART & CONVERSION TABLE

CASPER COLORS:	PANTONE COLORS:	PROCESS COLORS:
CASPER RED	PANTONE RED 200C	C-0/M-100/Y-63/K-1
CASPER DARK RED	PANTONE RED 202C	C-0/M-100/Y-61/K-43
CASPER GREY	PANTONE COOL GREY 5	C-0/M-0/Y-0/K-34
CASPER DARK GREY	PANTONE COOL GREY 8	C-0/M-0/Y-0/K-56
CASPER BLACK	PANTONE PROCESS BLACK	C-0/M-0/Y-0/K-100



OFFICIAL ONE COLOR VERSION

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CASPER RED
PANTONE RED 200C

CASPER DARK RED
PANTONE 202C

CASPER DARK GREY
PANTONE COOL GREY 5

CASPER DARK GREY
PANTONE COOL GREY 8

CASPER BLACK
PANTONE PROCESS BLACK



OFFICIAL PRIMARY WOMEN'S BASKETBALL MARK
EMBROIDERY

CASPER RED
PANTONE RED 200C

CASPER DARK RED
PANTONE 202C

CASPER DARK GREY
PANTONE COOL GREY 5

CASPER DARK GREY
PANTONE COOL GREY 8

CASPER BLACK
PANTONE PROCESS BLACK



WHITE BACKGROUND USAGE



BLACK BACKGROUND USAGE

CORRECT LOGO USAGE

FOR ALL LOGO MARK APPLICATIONS: RESPECT A MARGIN OF 10% THE TOTAL LOGO SIZE

COLOR SPECIFICATION CHART & CONVERSION TABLE

CASPER COLORS:	PANTONE COLORS:	PROCESS COLORS:
CASPER RED	PANTONE RED 200C	C-0/M-100/Y-63/K-1
CASPER DARK RED	PANTONE RED 202C	C-0/M-100/Y-61/K-43
CASPER GREY	PANTONE COOL GREY 5	C-0/M-0/Y-0/K-34
CASPER DARK GREY	PANTONE COOL GREY 8	C-0/M-0/Y-0/K-56
CASPER BLACK	PANTONE PROCESS BLACK	C-0/M-0/Y-0/K-100



OFFICIAL ONE COLOR VERSION

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CASPER RED
PANTONE RED 200C

CASPER DARK RED
PANTONE 202C

CASPER DARK GREY
PANTONE COOL GREY 5

CASPER DARK GREY
PANTONE COOL GREY 8

CASPER BLACK
PANTONE PROCESS BLACK



OFFICIAL PRIMARY RODEO MARK
EMBROIDERY

CASPER RED
PANTONE RED 200C

CASPER DARK RED
PANTONE 202C

CASPER DARK GREY
PANTONE COOL GREY 5

CASPER DARK GREY
PANTONE COOL GREY 8

CASPER BLACK
PANTONE PROCESS BLACK



WHITE BACKGROUND USAGE



BLACK BACKGROUND USAGE

CORRECT LOGO USAGE

FOR ALL LOGO MARK APPLICATIONS: RESPECT A MARGIN OF 10% THE TOTAL LOGO SIZE

COLOR SPECIFICATION CHART & CONVERSION TABLE

CASPER COLORS:	PANTONE COLORS:	PROCESS COLORS:
CASPER RED	PANTONE RED 200C	C-0/M-100/Y-63/K-1
CASPER DARK RED	PANTONE RED 202C	C-0/M-100/Y-61/K-43
CASPER GREY	PANTONE COOL GREY 5	C-0/M-0/Y-0/K-34
CASPER DARK GREY	PANTONE COOL GREY 8	C-0/M-0/Y-0/K-56
CASPER BLACK	PANTONE PROCESS BLACK	C-0/M-0/Y-0/K-100



OFFICIAL ONE COLOR VERSION

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CASPER RED
PANTONE RED 200C

CASPER DARK RED
PANTONE 202C

CASPER DARK GREY
PANTONE COOL GREY 5

CASPER DARK GREY
PANTONE COOL GREY 8

CASPER BLACK
PANTONE PROCESS BLACK

A large, stylized phoenix logo in shades of red and pink, serving as the background for the entire page. The phoenix is depicted with its wings spread wide, and its head is turned towards the right, with a prominent eye and a beak.

**FOR MORE INFORMATION ON THIS BRAND STANDARDS
MANUAL OR OTHER QUESTIONS, CONTACT:**

**Casper College
Public Relations
125 College Drive
Casper, Wyoming 82601
Phone: 307.268.2456**

**FOR INFORMATION ON DEVELOPING
BRANDING PROGRAMS, CONTACT:**

**Phoenix Design Works
973.763.8200
pdwnyc@phoenixdesignworks.com
www.phoenixdesignworks.com**

TM