

Stationery templates

letterhead

Stationery is the primary means of establishing Western Carolina's image at the personal level. As such, all items in the stationery system follow a consistent format and feature a distinct presentation of the Western Carolina University logo, colors and typography.

Letterhead Prices

1,000 - \$98.00

500 - \$82.00

The Western Carolina stationery system letterhead is printed on white uncoated stock as determined by the WCU Office of Publications.

To ensure that Western Carolina University's stationery system meets the brand's visual guidelines, the following typesetting specifications must be met.

top margin 2.5 inch

left margin 1.4 inch

right margin 1 inch

bottom margin minimum of 1.4 inch

Text Specifications
11 pt Garamond
Left aligned
No indents
1 line space between paragraphs
Title in italics

Department Name
ITC Stone Serif
Point size 9
Leading 11
Pantone 267

Contact Info
ITC Stone Serif
Point size 8
Leading 11
Pantone 267

Western Carolina UNIVERSITY
DIVISION OF ADVANCEMENT & EXTERNAL AFFAIRS

October 1, 2008

John Doe Smith
1234 Somewhere Street
Somewhere, NC 28210

Dear John,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque a augue vitae pede tincidunt semper. Donec sem libero, viverra nec, mollis in, pellentesque eu, turpis. Fusce tincidunt ullamcorper dolor. Phasellus lacinia, magna vel imperdiet pellentesque, dui lacus placerat eros, ac gravida lacus mauris volutpat tortor. Vivamus ac turpis. Integer sit amet nisl nec sapien pretium elementum. Nulla laoreet. Curabitur porttitor augue vel mauris. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Vestibulum blandit molestie quam. Mauris sit amet lacus sagittis neque facilisis tincidunt.

Nulla diam tortor, euismod et, egestas non, porta vitae, enim. Praesent nec arcu. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Integer mauris nunc, faucibus fermentum, mattis at, scelerisque sit amet, nisi. Nunc et libero. Aliquam et nulla ut erat bibendum facilisis. Curabitur nibh sapien, pulvinar vitae, dignissim in, molestie in, lectus. Morbi magna magna, vulputate non, tempus sit amet, hendrerit eget, pede. Fusce pulvinar, libero in ullamcorper pretium, leo sem facilisis arcu, nec euismod ligula ante sit amet eros. Curabitur tellus metus, ornare non, gravida non, posuere hendrerit, metus.

Aliquam vel sem. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Nullam aliquam, libero a iaculis elementum, lorem erat venenatis enim, ut vehicula ipsum metus a est. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Morbi facilisis nisl fermentum nisl volutpat placerat. Donec sed nisl. Curabitur condimentum egestas nisi. Sed sit amet velit viverra arcu porttitor tincidunt. Vestibulum augue.

Sincerely,

Jane Doe Smith
Senior Vice Something, Development

Mountain Heritage Center
150 HF Robinson | Cullowhee, NC 28723 | 828.227.7129 tel | 828.227.7424 fax | www.wcu.edu

Stationary templates

envelope and business card

The business envelope includes the University logo, sub brand, if applicable, and contact information printed in purple.

The double-sided business card features the Western Carolina logo and contact information on the front, with the web address on the opposite side. The following typesetting specifications must be met.

Western Carolina UNIVERSITY
 DIVISION OF ADVANCEMENT & EXTERNAL AFFAIRS
 Mountain Heritage Center
 150 HF Robinson
 Cullowhee, NC 28723

Envelope Prices	
1,000	- \$160.00
500	- \$98.00
Window Envelopes -	
1,000	- \$82.00
500	- \$57.00

- Full Name
ITC Stone Serif Semibold
Point size 9
Pantone 267
- Title
ITC Stone Serif Medium italic
Point size 7.5
Pantone 267
(Maximum 2 lines)
- Contact
ITC Stone Serif Medium
Point size 7.5
Pantone 267
(Maximum 3 lines)

Western Carolina UNIVERSITY
 DIVISION/COLLEGE/CENTER

Full Name
Title
 Department/Office/Program
 Building Address | City, State ZIP
 828.227.XXXX tel | 828.227.XXXX fax | janedoe@wcu.edu

Business Card Prices

- 1,000 - \$94.00
- 500 - \$75.00
- 250 - \$63.00

second side of the business card is not optional and can not be customized

www.wcu.edu