

The background features a large, light gray circle on the left and a smaller, light gray circle on the right. A thick red vertical bar is positioned on the far right edge. The text 'Building Trust' is centered in a large, bold, black serif font. Behind this text, the words 'Building Trust' are repeated in a large, light red, semi-transparent serif font. Below the main title, the text 'The Casper College guide to clear, consistent, brand communication.' is written in a smaller, black, sans-serif font. At the bottom left, the 'Casper College' logo is displayed in a red serif font.

Building Trust

The Casper College guide to clear, consistent,
brand communication.

Casper College

What is our brand?

It's more than our name or logo.
It's the way we teach, serve, and show up in our community.
It's the "Thunderbird Way."

Why It Matters

Our brand is our most powerful strategic tool. When we look and speak as one institution, we achieve three critical goals:

It Creates Consistency

Every brand decision has a purpose. Consistency eliminates uncertainty and ensures that no department has to compete for attention. When we implement the brand details consistently, we are unmistakable.

It Builds Lasting Trust

Students and the community lean on brands they recognize and feel aligned with. By maintaining a unified identity, we build a foundation of reliability. It signals to the world that Casper College is organized, professional, and capable of delivering on its educational promises.

It Provides Our Landmark

Our brand is our constant point of reference, like "Casper Mountain" sitting to the south. Our brand standards help us make daily decisions that stay true to our mission. Whether we are in a classroom, at a forensics tournament, or on the court, our brand reminds us that we all stand on the same foundation, under the same umbrella, working together for the success of every student.

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Core Brand

Universal elements shared by every
entity at Casper College

Purpose of the Standards

The purpose of this manual is simple: to set the standard for how the Casper College identity is managed and expressed. Our brand standards provide the map for how written and visual elements come together to position Casper College positively in the hearts and minds of those we serve. By following these guidelines, we speak a universal language of excellence and professionalism.

More Than Words

The visual identity of the college, including our wordmarks, colors, and spacing, conveys a level of meaning and emotion that words alone cannot. These standards ensure that every visual element is used consistently to the entire college's benefit. When we coordinate our efforts under this one "brand umbrella," we eliminate confusion and ensure that our collective reputation elevates every individual department and program.

Protecting the Landmark

Our wordmarks are our most valuable institutional assets. As such, they are registered with the United States Patent and Trademark Office and carry the "®" mark. To ensure these landmarks remain untarnished, Casper College licenses its trademarks through a third-party agent. More information regarding licensing and authorized usage can be found at caspercollege.edu/scm/licensing.

Guidance and Evolution

In instances where a specific visual need is not addressed in this manual, the CC Strategic Communications and Marketing Department will provide the necessary guidance to ensure your project aligns with the college's strategic goals. For written style standards, please refer to the college's supplemental style manual.

As our college grows, our brand will evolve. To ensure you are flying in formation with the most current standards, please always refer to the digital version of this manual at caspercollege.edu/scm.

The Primary Identity

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/scm/licensing.

The use of the wordmark requires approval from the CC Strategic Communication and Marketing Department.

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

Primary inline wordmark

Casper College

Primary stacked wordmark

Casper
College

CC T-Bird inline lockup



CC T-Bird inline-stacked lockup



CC T-bird stacked lockup



① CORE BRAND

Wordmark Options

The wordmark will always appear in a single color. The primary colors are red, black, gray, or white. The color of the mark may be dictated by the color or value of the background. Specific color values are covered later in this guide.



Inline wordmark

Stacked wordmark

Inline T-Bird lockup

Stacked-Inline
T-Bird lockup

Stacked
T-Bird lockup

Casper College

Casper
College



Casper College

Casper
College



Casper College

Casper
College



Special artwork and guidelines are required for using the reverse artwork, white on a darker background.

Casper College

Casper
College



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.

We use this rule to give our wordmark room to breathe. However, we do allow for tighter integration in specific cases, like department lockups or letterhead, to keep our internal communications looking cohesive.

Preferred minimum “White Space” areas



① CORE BRAND

Wordmark Size

The preferred minimum target size for use is 1.5 inches wide for the horizontal wordmark and .75 inch wide for the stacked wordmark. In some instances the wordmark can be used in a smaller size, such as imprints on writing pens. The wordmark does not have to be the dominant element on a page, but instead, should remain clearly visible as an identifying mark.

Preferred minimum print size.



Casper College

Using the proper vector files, the wordmark can be proportionately scaled as large as necessary.

Misuses

To ensure consistency with the standards in this guide, avoid these common misuses of the wordmark.

These same rules apply to all versions of the word mark and lockups.

DON'T

skew or bend the wordmark in any way.

Casper College

DON'T

rotate the wordmark.

Casper College

DON'T

stretch or squish the wordmark.

Casper College

DON'T

use drop shadows or other visual effects.

Casper College

DON'T

use any colors other than those specified in this document.

Casper College

DON'T

add extra elements to the wordmark.

CC
Casper College

DON'T

outline the wordmark.

Casper College

DON'T

use the wordmark on a background that causes poor readability.

Casper College

① CORE BRAND

Thunderbird Color

Our visual language, including type, photos, graphic elements, and color, sets the tone for how people initially see Casper College and how they recognize or remember us in the future. When these pieces work together well, they strengthen our overall brand and distinguish us from everyone else.

Primary Colors

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.

Primary Colors

Primary Academic Red

C2 M100 Y85 K6
R218 G26 B50
PMS 186C
HEX DA1A32

Paper White

C0 M0 Y0 K0
R255 G255 B255
HEX FFFFFFFF

Black

C0 M0 Y0 K100
R0 G0 B0
PMS Black C
HEX 000000

Neutral Grays

50%

25%

Academic Cool Gray 8

C49 M39 Y39 K4 or 55% black
R136 G139 B140
PMS Cool Gray 8 C
HEX 888B8C

Academic Cool Gray 4

C27 M21 Y21 K0 or 31% black
R187 G188 B189
PMS Cool Gray 4 C
HEX BBBCBD

Academic Cool Gray 1

C14 M11 Y12 K0 or 17% black
R217 G216 B214
PMS Cool Gray 1 C
HEX D9D8D6

Secondary Colors

Our secondary color palette is made up of bright accents and neutral grays. Use the bright accents to break up headlines, establish hierarchy and create a more youthful vibe. The grays and accent colors, which add nice contrast, can be further expanded with tints, as shown below.

Warm Grays

50%

25%

Academic Warm Gray 10 C51 M50 Y54 K17 R121 G110 B102 PMS Warm Gray 10 C HEX 796E66		
Academic Warm Gray 4 C31 M27 Y32 K0 R180 G173 B165 PMS Warm Gray 4 C HEX B4ADA5		
Academic Warm Gray 1 C15 M14 Y17 K0 R215 G209 B203 PMS Warm Gray 1 C HEX D7D1CB		

Bright Accents

50%

25%

Casper Yellow C0 M38 Y99 K0 R251 G170 B25 PMS 130 C HEX FBAA19		
Casper Blue C84 M39 Y11 K0 R0 G131 B182 PMS: 7461 C HEX 0083B6		
Casper Red C25 M100 Y100 K20 R161 G30 B33 HEX A01D22		

① CORE BRAND

Typography

Our typefaces are flexible enough to meet a wide range of situations and requirements. When used thoughtfully and consistently, typography becomes a powerful branding tool that can add visual meaning to what we communicate.

Utopia

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

Display
Regular
Italic
Semibold
Semibold Italic
Bold
Bold Italic
Black

Sample text

Your brand is what people say
about you when you are not in
the room.

Swiss 721 BT

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

Sample text

“Design is the silent ambassador
of your brand.”

— Paul Rand

Light
Regular
Italic
Medium
Medium Italic
Bold
Bold Italic
Black

Light Condensed
Condensed
Italic Condensed
Bold Condensed
Bold Italic Condensed
Black Condensed

Optional Fonts

Alternative System Fonts

Our brand fonts may not always be available to everyone for use in Word documents, PowerPoint presentations, or other digital applications. The alternative fonts listed here are freely available on all computers. This page is to be used as a guide for applying these font substitutes.

Georgia is the acceptable substitute for Utopia

Brand Font:	Alternative Font:
Utopia	Georgia
Display	
Regular	Regular
<i>Italic</i>	<i>Italic</i>
Semibold	
<i>Semibold Italic</i>	
Bold	Bold
<i>Bold Italic</i>	<i>Bold Italic</i>
Black	

Arial is the acceptable substitute for Swiss 721 BT

Brand Font:	Alternative Font:
Swiss 721 BT	Arial and Arial Narrow
Light	
Regular	Regular
<i>Italic</i>	<i>Italic</i>
Medium	
<i>Medium Italic</i>	
Bold	Bold
<i>Bold Italic</i>	<i>Bold Italic</i>
Black	
Light Condensed	
Condensed	Narrow
<i>Italic Condensed</i>	<i>Italic Narrow</i>
Bold Condensed	Bold Narrow
<i>Bold Italic Condensed</i>	<i>Bold Italic Narrow</i>
Black Condensed	

Alternative Open-Source Fonts

Below is a list of open-source webfont alternatives for use on the web. These open-source fonts can be downloaded for use on desktop computers as free alternatives to our official brand fonts. These are also the official fonts for use on live text applications on the web. Find them at fonts.google.com.

Open Source 4 is the acceptable substitute for Utopia

Brand Font:	Alternative Font:
Utopia	Source Serif 4
Display	
Regular	Regular
<i>Italic</i>	<i>Italic</i>
Semibold	Semibold
<i>Semibold Italic</i>	<i>Semibold Italic</i>
Bold	Bold
<i>Bold Italic</i>	<i>Bold Italic</i>
Black	

Inter is the acceptable substitute for Swiss 721 BT

Brand Font:	Alternative Font:
Swiss 721 BT	Inter
Light	Light
Regular	Regular
<i>Italic</i>	<i>Italic</i>
Medium	Medium
<i>Medium Italic</i>	<i>Medium Italic</i>
Bold	Bold
<i>Bold Italic</i>	<i>Bold Italic</i>
Black	Black
	Archivo Narrow
Condensed	Regular
<i>Italic Condensed</i>	<i>Italic Condensed</i>
	Medium
	<i>Medium Italic</i>
Bold Condensed	Bold Condensed
<i>Bold Italic Condensed</i>	<i>Bold Italic Condensed</i>
Black Condensed	

Typesetting Tips

Line spacing, called leading, is critical to setting professional-looking type that's easy to read. Leading should be set tight, but not too tight. With our typefaces, text generally looks best with leading set slightly looser than the default.

A good rule of thumb is to start with leading that's two points higher than the point size of the text. This won't always be right, but leading can be adjusted most easily from there.

Leading that is too loose leaves
too much space between letters.

20 pt. type / 33 pt. leading

Leading that is too tight leaves
too little space between letters.

20 pt. type / 18 pt. leading

When leading is correct,
the reader won't even notice.

20 pt. type / 22 pt. leading

Sometimes design choices are made for specific reasons that may override these instructions.

Letter spacing, called tracking, also makes the type easy to read if adjusted correctly. Outside of headlines, text should always be tracked slightly tighter than the default setting.

Tracking that is too loose leaves
too much space between letters.

20 pt. type / 22 pt. leading / +70 tracking

Tracking that is too tight leaves
too little space between letters.

20 pt. type / 22 pt. leading / -70 tracking

When tracking is correct,
the reader won't even notice.

20 pt. type / 22 pt. leading / -5 tracking

Photography: The Human Connection

Capturing the essence of Casper College isn't about following a rigid manual; it's about noticing the small, authentic rhythms of campus life. As a powerful communication tool, our photography plays a critical role in telling our brand story through high-quality imagery that highlights the passion and lived-in energy of our community.

We see our story told best through moments that feel unapologetically real, such as the quiet intensity of a solo study session or the vibrant laughter of a family in motion.

- To maintain a professional and contemporary image, all photography should utilize natural available lighting, showcasing a soft play of light and shadow.
- While portrait styles may vary between clean backdrops and natural environments, we prefer the latter.
- By using a slightly blurred background and creative, clean composition, we bring focus to subjects who project a positive expression, whether they are looking directly into the lens with a genuine smile or are completely lost in the authentic spark of a task.
- Every frame must remain grounded and friendly, ensuring our photography consistently reflects the high standards and heartfelt connections of the Casper College experience.



Photography: Spaces with Personality

Our campus is a character in its own right, and we treat it with that same level of respect. It is rarely just a static backdrop; it is an environment that feels tactile, alive, and innovative. We want our images to be immersive, making the viewer feel as though they are standing right there in the room with us. To achieve this, we play with scale by utilizing wide-angle shots to showcase the grand scale of our architecture, while also capturing the granular beauty of specific textures and design details that give a room its soul.

We find that a hallway or lab feels most like home when it is bustling with the energy of campus life. We prefer the buzz of a room in use over the stillness of an empty one; while a building might occasionally stand alone, it feels most complete when our people are moving through it. By focusing on these lived-in moments and the specific details that define our personality, we frame our campus as a vibrant, breathing environment of innovation.

To ensure professional and ethical standards, all subjects appearing in Casper College publications and advertisements, excluding employees, must have completed model release forms on file prior to use. The model release form can be obtained by going to: caspercollege.edu/scm



Photography: Process in Focus

We celebrate the “how” just as much as the “what,” capturing the grit, curiosity, and occasional mess that defines genuine discovery. There is a specific kind of magic in the middle of a project, and our photography should highlight the work behind the win by focusing on the journey of learning. These shots are tightly cropped to emphasize the experiential and collaborative elements of an activity, pulling the viewer into the learning process.

To pull the viewer into these moments of learning, we utilize a shallow depth of field to draw the eye toward specific tools and artifacts. We lean into the granular details, such as a hand steadying a microscope, a marker flying across a whiteboard, or a student deep in a sketch. These candid, action-oriented snapshots should feel like an unforced look at hands-on and rigorous student effort.



Academic Brand

Exclusive guidelines for academic departments,
offices, and formal college business.

② ACADEMIC BRAND

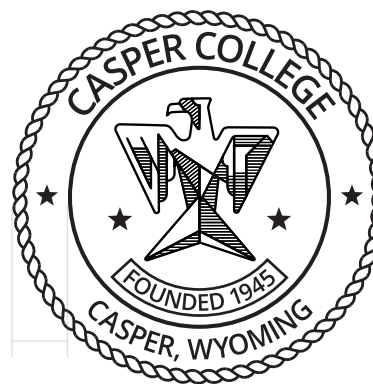
College Seal

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 CC Strategic Communications and Marketing Department for more information.

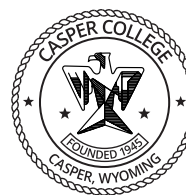
- Formal college documents such as diplomas, certificates, legal documents, and contracts.
- Communications from the office of the president.
- Official displays such as on podiums and commencement medallions.
- Certain architectural inlays in buildings.

The primary colors are red, black, gray or white. The color of the mark may be dictated by the color or value of the background. Specific color values are found on page 10.

The college's seal should never be locked up with the CC wordmark and should not be altered in any way. The versions of the seal on this page are the only versions permitted.

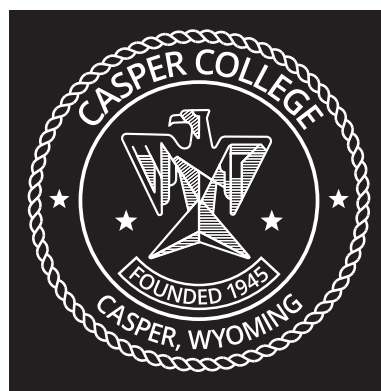
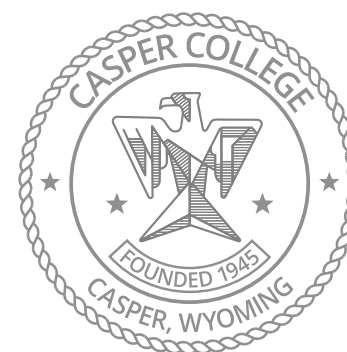
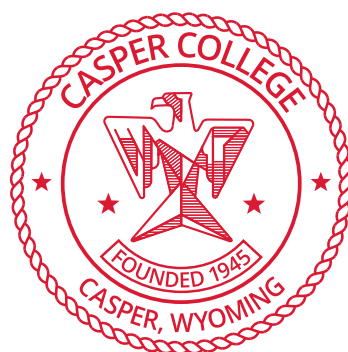
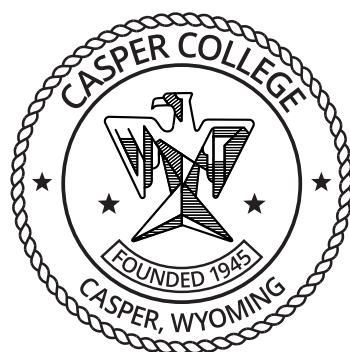


Ensure that clear space is maintained around the seal for legibility and prominence. Photos, text, and graphic elements must follow these guidelines. Use one-third of the seal's height as a measuring tool.



To maintain full legibility, never reproduce the seal at widths smaller than 1 inch for print. There is no maximum size limit.

For other methods of reproduction, simplified artwork is required for sizes smaller than 1 inch in order to maintain legibility.



Alternate Color Version

② ACADEMIC BRAND

The Academic T-Bird Image

The T-Bird image is a symbol of school spirit and pride, developed for use by academic and other college departments apart from athletics. The wordmark will remain the official college logo and the T-Bird image

may be used secondarily to the wordmark. The T-Bird image may be used occasionally for other purposes, see secondary artwork on page 36. For more information about its use, contact the CC Strategic Communication and Marketing Department.



CMYK 100%



White Reverse

Special artwork and guidelines are required for using the reverse artwork



100% Black



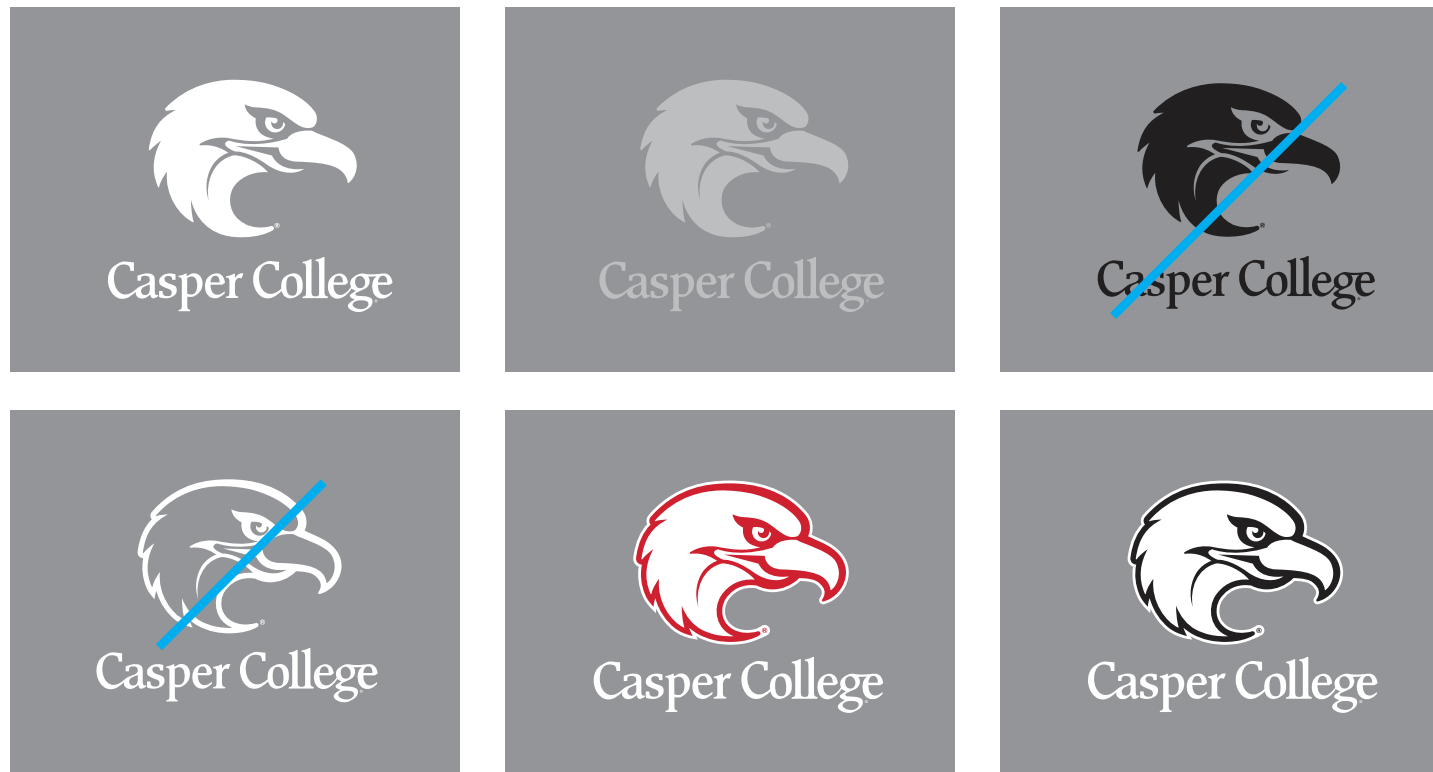
PMS WARM GRAY 10 C



PMS 50% WARM GRAY 10 C



PMS 20% WARM GRAY 10 C



Important note: Once applied, the shadow around the eye should be darker than the eye of the T-Bird.
If it's not, it can't be used in that combination.

Department and Program Identifiers

Strength in the Casper College Umbrella

Department logo identifiers, also known as department lockups, are departmental brand-logos built around the primary Casper College wordmark. This system isn't just about labels; it is about establishing a clear order of hierarchy, or trust, that connects every school, program, and office to the core of the institution.

The Power of Connection

When a department uses the official lockup, it stops being individual or alone and instead builds on the legacy of Casper College. This connection provides several strategic advantages:

Shared Equity aka, The Halo Effect: The Casper College wordmark carries decades of credibility, accreditation, and community trust. By anchoring your department name to the primary brand, your program immediately inherits that institutional weight.

Eliminating Internal Competition: When departments create their own independent logos, they inadvertently compete with the college for visual attention. This creates “brand noise” that confuses potential students. By using a unified lockup, we stop competing with ourselves and start communicating as one team.

A Foundation of Trust: Consistency is the shortest path to trust. A unified identity tells our students and the community that we are a cohesive, stable, and professional organization. It signals that the Casper College experience will be high-quality, no matter which department a student visits.

The Strength of the Whole: The collective reputation of Casper College is the sum of its parts. The success of one program bolsters the reputation of the next. By sitting under the Casper College umbrella, each department's wins contributes to the college's overall success, which in turn makes every program more valuable to the world.

The Rule of the Lockup

To maintain a professional and organized presence, all departments, offices, and programs have centralized lockups. These graphics are designed to ensure the specific name is clearly identified while remaining firmly anchored to the authority of the Casper College brand. **Independent department logos, illustrations, or unapproved graphics may not be used as primary identifiers.** Please refer to the section about secondary artwork on page 36.

Brand Truth: A department's individual reputation is only as strong as the college's reputation. When we strengthen the Casper College brand, we raise the value of every degree and certificate we award.

Examples of some individual department or school lockups



Examples of how these individual department or school lockups are produced on a dark background like clothing.



Department lockups are generally placed in the lower right corner or centered along the bottom of your document.

Endorsed Destination Brands

The Museums

The Tate Geological Museum and the Werner Wildlife Museum represent a distinct category within the Casper College brand architecture. Because these entities function both as academic resources and as major public landmarks for regional tourism and scientific research, they are granted unique graphic identities.

However, they do not operate as individual entities. To ensure the public recognizes that these incredible community assets are funded, operated, and backed by our institution, their logos are permanently anchored to the Casper College name.



The Rule of Endorsement

The museums are permitted custom illustrative logos to appeal to the general public, but they must always utilize the authorized Casper College endorsement lockup. They may never strip the college's name from their primary marketing materials, ensuring that the prestige of the museums continually feeds back into the brand umbrella of the college.

Museum lockups showing ownership and connection to the college



Partnership Lockups

Partnership Lockups

Casper College partners with external organizations as part of services on campus. Visual representation of a partnership may be displayed in print and digital communications. The partner logo should not be given greater prominence than the CC logo and should be clearly separated from the CC logo using the proper clear space.



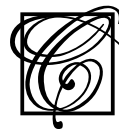
Retired Logos

Over the years, a number of logos have been retired from the Casper College Logo System. Retired logos should not be used in any college communications. The logotypes, signatures, and marks of the current system replace all other Casper College logos and marks. If you are unsure if a logo is retired, contact the CC Strategic Communications and Marketing Department to request a new logo image.

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College**

 **Casper College**

 **Casper
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If any of your documents used one of these retired logo versions, please replace it with a current version.

Business Documents

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 example here shows how the college's business documents look in general including color, spacing, font size, etc. The department examples, on page 27, show how departments and programs can use their individual lockups for business communications.

Letterhead

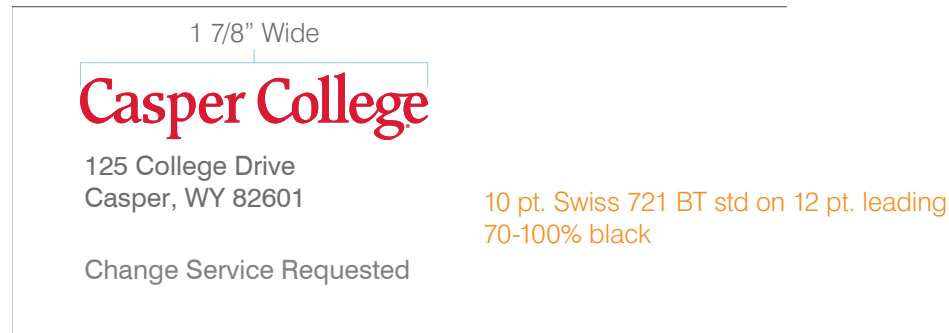
- The primary wordmark, 2.5" wide, is centered with a 1/2" margin from the top of the page.
- The college's address is centered inside the 1/2" margin from the bottom of the page.
- The body of the letter is left justified with a 3/4" margin from the left and right side of the paper.
- The college website appears on the same line as the college address. The college's web address does not include "www" at the start of the URL.

Departmental letterhead is available in a digital MS WORD format.



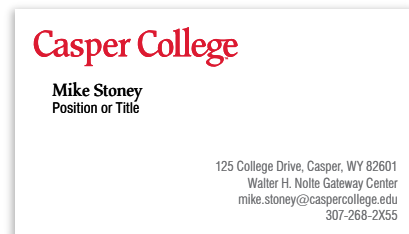
Envelopes

- Place department name under logo and above street address. Use same font as address.
- Minimum 3/8" 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 template information on the back side in lieu of the T-bird image.
- The college's web address does not include "www" at the start of the URL.



Graphic Elements: Hoops

The hoops or circles integrated in Casper College materials serve several purposes. The use of double or multiple hoops represents the collective power of the Casper College experience. This visual layering is the primary expression of our brand's spirit.

First, it represents interconnectedness and mentorship. By nesting one hoop inside another, we illustrate the relationship between students and faculty, or the college and the community. It serves as a reminder that at Casper College, no one journeys alone; there is always a layer of support surrounding the individual.

Second, it illustrates synergy and community. When hoops overlap or intersect, they signify the coming together of different perspectives, departments, and backgrounds. This intersection creates a “greater whole,” showing how our campus thrives on the collaborative energy of many voices working in unison.

Lastly, it denotes institutional depth and tradition. Multiple hoops create a sense of movement and momentum, symbolizing the layers of opportunity available on campus. They reinforce the idea that Casper College is a multifaceted environment where community and connection provide the foundation for every success story.

Usage on the Page and Across the Spread

To maintain a professional and intentional look, the placement of these hoops should follow these spatial guidelines:

On the Page: Hoops should be used to frame subjects or anchor content. Whether single or multiple, they should feel integrated with the layout rather than floating aimlessly. Use them to hug the corners of photos or to provide a secondary focal point that leads the eye toward important text.

Across the Spread: When designing a two-page spread, the hoops act as the “connective tissue” of the story. By allowing a hoop to cross the gutter, or the center fold, you physically bridge the two pages, visually communicating that the subjects on either side are part of the same unified Casper College experience. This creates a sense of flow and continuity that keeps the reader engaged across the entire layout.



Casper College
2021-2022 Annual Report



MACHINE TOOL TECHNOLOGY

School of Business and Industry

caspercollege.edu/program/machine-tool-technology

Casper College

Let us help you open the door to where your dreams will take you.

Choosing what you want to be in life can be exciting and overwhelming. We have people who listen and can help you decide which doors to open. Get started in the right direction. Contact us to learn more, 307-268-2424.

A great place to start! **Casper College**

Explore how college can work for you!

Casper College

Individual or Single Hoops

While the integrated hoops are often seen in pairs, there are specific instances where a single hoop is the most effective choice. When a single hoop is used on a page by itself, it signifies a shift in the brand narrative.

First, it represents the individual journey. While Casper College is a community, every student's path is unique. A single hoop highlights personal achievement, individual focus, and the "hero's journey" of a learner pursuing a specific goal.

Second, it creates visual clarity and emphasis. A single hoop acts as a spotlight, stripping away complexity to draw the viewer's eye to a singular call to action or a specific face, emphasizing the direct impact of the college on one person's life.

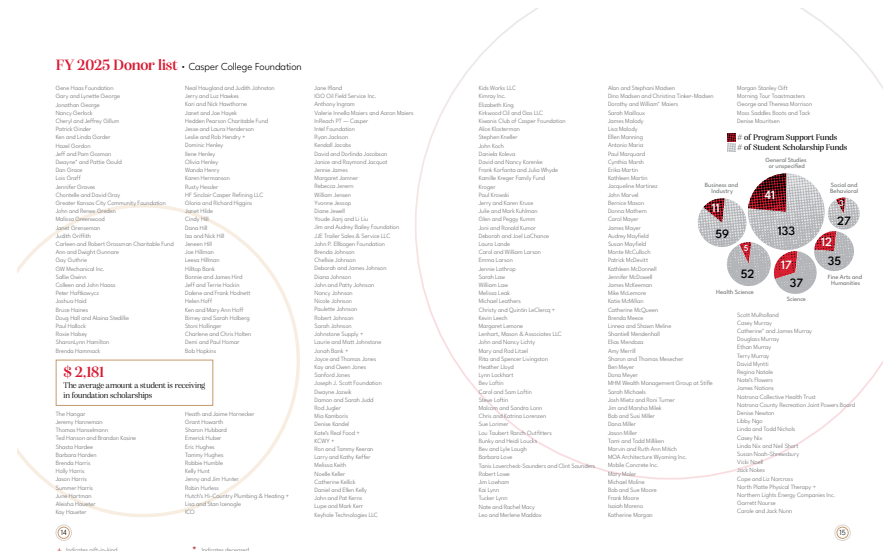
Lastly, it denotes independence and strength. A single hoop is a bold statement of identity, representing the foundation of the institution — the individual spark of potential that exists before it joins the greater campus circle.

Usage on the Page and Across the Spread

To ensure consistency in how these elements are placed within layouts, follow these guidelines:

On a Single Page: Use hoops to create compositional balance. They should “hug” the content, either framing a subject or bleeding off the edge of the page to suggest that the Casper College experience is too big to be contained by the margins.

Across a Spread: The hoops act as the connective tissue between pages. Positioning a hoop so it overlaps the gutter or center fold physically bridges two different topics, showing how disparate areas of study or campus life are unified under one mission.



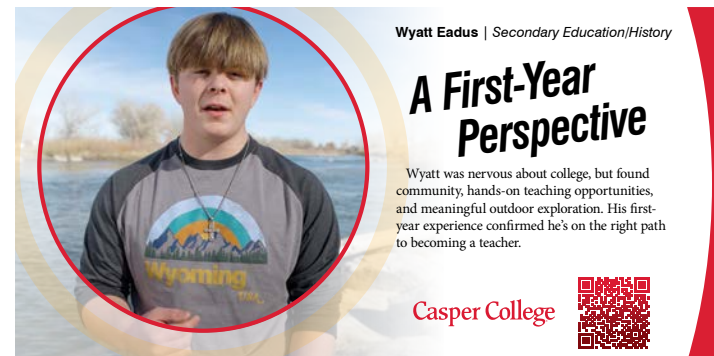
Cropped Hoop Footing

When a hoop is drastically scaled up and cropped at the margins, leaving a solid border on one side or corner of a layout, it serves a distinct structural purpose. Rather than framing a specific image, this application uses the curve of the hoop to anchor the entire advertisement.

First, it establishes a clear visual footing. By filling in the space where the hoop's curve meets the edge, it creates a solid, heavy base at the bottom or on the side of the ad. This adds necessary visual weight, preventing the design elements from feeling like they are floating and ensuring the piece feels firmly grounded.

Second, it provides a physical reference for scale. Because the viewer only sees a massive, sweeping arc of the hoop, the mind naturally finishes the circle, giving a grand sense of proportion. This makes large-format designs, like display banners or full-page ads, feel expansive and intentional.

Lastly, it acts as a subtle brand signature. Even when highly cropped and modified into a border, the distinct curvature ties the asset directly back to Casper College's core design language without overcrowding the layout with full circles, leaving plenty of clean space for copy and messaging.



Understanding Secondary Artwork

At Casper College, secondary artwork, or secondary images, allow departments, and programs to showcase their unique personality and specific visual flair on items like club T-shirts, stickers, table covers, event posters, social media, and internal recognition. Unlike an official logo, which identifies who you are, a secondary image is a decorative, supplemental graphic that illustrates what you do.

While these graphics are excellent for capturing the spirit of a department or program, they fall under “Context-Specific Usage” guidelines to ensure they never compromise or confuse the official, authoritative Casper College branding.

Rules of Engagement — Do’s and Don’ts

To maintain a professional standard and visual clarity, all secondary artwork must adhere to the following rules:

What It **CAN** Do —

Characterize your program: Use custom illustrations, icons, or graphics that represent your group’s unique identity.

Include text: You may feature the full, official name of your program or department within the design.

What It **CANNOT** Do —

Act as a logo: It cannot be used as a permanent, standalone program logo, nor can it substitute for official Casper College branding elements.

Co-brand or embed: It cannot be used to integrate, embed, or “lock” the official Casper College logo into the secondary artwork itself.

Placement, Separation, and Approval

Never a standalone: Secondary artwork can never stand alone, except when used on stickers. The official Casper College department or program lockup must always be present on the piece to anchor it to the college. See the distance rule for directions.

The distance rule: Maintain significant white space and clear separation between the secondary artwork and the official Casper College wordmark to prevent them from mistakenly forming a new, unauthorized logo.

Approval required: Before production, all secondary artwork must be reviewed and approved by the CC Strategic Communications and Marketing Department to ensure it meets quality standards and does not conflict with existing sub-brands, such as athletics.



The academic T-Bird can be used as secondary artwork.

Context-Specific Usage Guidelines

Secondary artwork is designed to inject personality into specific, localized projects. However, its use is strictly limited to informal, promotional, or internally facing environments. It must never cross over into contexts that require official, authoritative institutional branding.

Approved Use Cases: The Spirit of the College

Secondary artwork is highly encouraged for the following promotional and community-building items, provided they adhere to these specific layout and naming rules:

Table covers and table runners: Secondary artwork may be featured on the top and sides of a display table cover. However, the front of the table cover must prominently display the official Casper College department lockup to serve as the primary institutional anchor.

Stickers: Secondary art can be used on decals and laptop or waterbottle stickers. Stickers are permitted to contain the text name “Casper College” within or alongside the secondary design.

T-shirts and sweatshirts: Secondary artwork is allowed on apparel, with specific placement and text rules:

- **T-shirt front:** Must feature the official Casper College lockup.
- **T-shirt back:** May feature the department’s secondary artwork. The back design is permitted to include the text name “Casper College” alongside the program name, but it’s not required. If the design does include the text name “Casper College” alongside the program name, the CC logo lockup must be distanced from the design by only appearing on the front of the shirt.

Prohibited Use Cases: The “Authority” of the College

Secondary artwork may never be used on materials that represent the official business, legal standing, or primary academic face of Casper College. These spaces are strictly reserved for official college logos and lockups.

Official communication: Institutional letterheads, envelopes, business cards, and email signatures.

Academic and formal documents: Diplomas, transcripts, graduation programs, course catalogs, and syllabi.

Primary digital presence: Main college website landing pages or primary profile avatars on institutional social media accounts.

Permanent fixtures: Permanent building signage, vehicle wraps, or fixed campus installations.

Quick Summary on Naming Rights

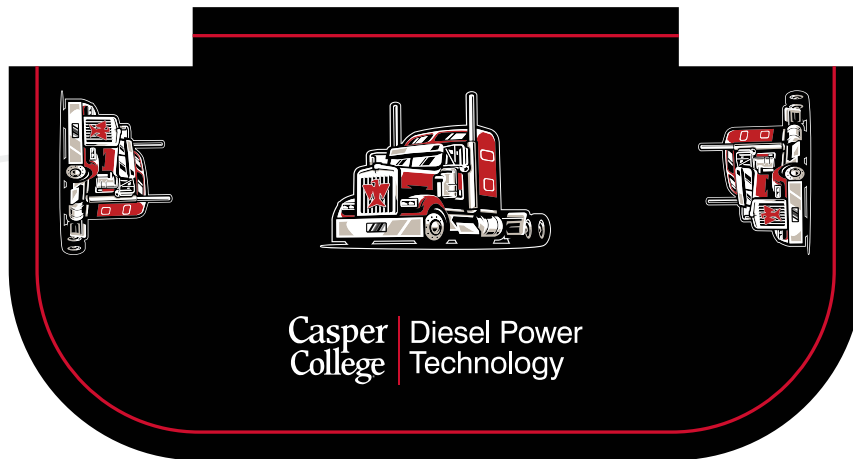
While secondary art is meant to represent what your department does, only stickers and T-shirts are allowed to explicitly include the text name “Casper College” within the secondary design. For all other promotional items, rely on the official department lockup to provide the college’s name.

② ACADEMIC BRAND

Sticker Design Examples



3-sided Tablecover Design Example



T-Shirt Design Examples



Front: Alternate Casper College event or program artwork graphic.



Back: Department secondary artwork with the college logo distanced at the top of the shirt.



Front: Casper College School Lockup.



Back: Event secondary artwork with the college logo distanced at the top of the shirt.



Front: Casper College official lockup.



Back: Department secondary artwork with text name "Casper College." The Casper College logo is not permitted on the back in this design since the design has the college's name as part of the design.



Front: Casper College official department lockup.



Back: Department secondary artwork with college logo distanced at the top of the shirt.

Student Clubs and Organizations

Your Club. Your Voice. Your Brand.

At Casper College, student organizations are the heartbeat of campus life. We want your club to have its own personality and its own unique vibe. To protect your creative freedom and keep a clear distinction between official college business and student-led activities, we've made the branding rules for clubs simple and flexible.

Own Your Identity

We want your club to lead with its own name. To keep your organization's voice independent, clubs are not named after the college. Instead, we use a geographic naming convention.

The new way: Thunderbird Gaming Club “at” Casper College

The old way: Casper College Thunderbird Gaming Club

By using the “at” naming convention, you show the world you are a proud part of our campus community while making it clear that your club is its own independent entity with its own mission.

Express Yourself

Clubs are highly encouraged to create their own unique logos, mascots, and designs. Whether you're into 8-bit pixels for gaming or rugged textures for the outdoors, the canvas is yours. Feel free to explore a color palette that fits your club's mission!

The Student Club Design Checklist

Before you share your design for approval, run your design through this quick checklist to ensure a smooth sign-off:

- ☐ **The “at” rule:** Does it use the “[Student Club Name] at Casper College” naming convention? Remember: Lead with your club's unique name!
- ☐ **The “no-fly” zone:** Ensure you are “not” using the official CC wordmark or the college seal.
- ☐ **Clear and clean:** Is your text easy to read? Did you double-check the spelling?
- ☐ **Follow the toolkit:** Does your design follow the instructions in the “Student Club Materials Toolkit”? caspercollege.edu/scm

Student Club Artwork Examples



Indigenous Student
Alliance Club
at Casper College



Athletics

Exclusive guidelines for athletics and traveling competitive teams.

③ ATHLETIC BRAND

The T-Bird Athletic Image

Our athletic branding is all about the energy, excitement, and competitive spirit of being a T-Bird! It features our mascot with bold colors and modern fonts designed to get fans fired up for game day.

To keep our look consistent and high-impact, here are a few friendly guidelines on how to use these elements:

Who Can Use the Athletic Brands?

The T-Bird logos and athletic imagery are specifically reserved for our athletics department and our sports teams. However, we do make a special exception for our traveling competitive teams, livestock judging and forensics. Those teams have a custom designed T-Bird head logo with their team names.

Key Usage Rules

Keep it separate: To maintain a clear look, please don't mix athletic logos or sports names with the official college wordmark, the college seal, or the T-Bird outline image.

Respect the “®”: Our T-Bird head and “wings spread” logos are officially registered with the U.S. Patent and Trademark Office. You'll notice they always carry the ® symbol.

Licensing: We partner with a third-party agent to manage how our trademarks are distributed. If you're looking for more details on licensing, head over to caspercollege.edu/scm/licensing.



General Standards

When in doubt, the athletic brand follows the same general rules as our academic brand. If there's a specific athletics-only twist, you'll find it outlined in this section.

Primary Athletic Marks

The following section showcases the primary athletic marks for Casper College, featuring the Thunderbird logo in several standard configurations. For your reference, we have included the four-color process, one-color, and reversed versions to demonstrate versatility across different media. Please note that all other athletic graphics provided in this guide offer these same variations and are strictly subject to the same usage rules and brand standards as outlined here.

Digital embroidery artwork files are available for each athletic team's graphic.

Primary color version



Shown on a dark and light background.

Primary one-color version



One-color reversed version.



Do not reverse print primary one-color art on a dark background.*

***Rule of thumb:** Once applied, the shadow around the eye should be darker than the eyeball of the T-Bird. If it's not, it can't be used in that combination.

A special one-color reversed version is available for printing on a dark background.

③ ATHLETIC BRAND

Additional Athletic Marks

Digital embroidery artwork files are available for each athletic team's graphic.

CC Bird head color version



CC Bird head one-color version



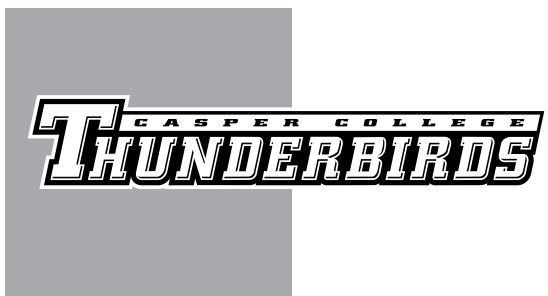
CC Bird head one-color reversed* version



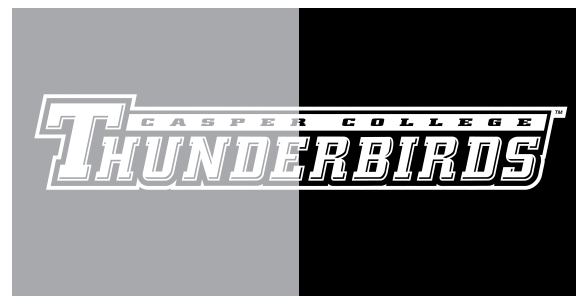
CC Thunderbird Inline color version



CC Thunderbird Inline one-color version



CC Thunderbird Inline one-color reversed* version



Thunderbird Image color version



Thunderbird Image one-color version



Thunderbird Image one-color reversed* version



Athletic Identities — Basketball to Volleyball

The athletic logos featured in this section serve as the primary visual identity for our competitive sports programs. These marks are specifically designed for use by our six core teams: men's and women's basketball, volleyball, men's and women's soccer, and rodeo. To maintain brand

integrity and a unified presence across all areas, from the court, the pitch, and the arena, these assets must be applied consistently according to the guidelines provided.

Digital embroidery artwork files are available for each athletic team's graphic.

The following are a sample of approved graphics available for use:

Women's Basketball



Men's Basketball



Women's Volleyball



③ ATHLETIC BRAND

Athletic Identities — Soccer to Rodeo

The following are a sample of approved graphics available for use:

Digital embroidery artwork files are available for each athletic team's graphic.

Women's Soccer



Men's Soccer



Rodeo



Proper Separation from Academic Marks

It is important to remember that Casper College and its core wordmark represent the institutional umbrella for all programs, encompassing both academic and athletic departments. While the athletic sub-brand has its own distinct energy, it ultimately lives under the identity of the college.

Maintaining Brand Distinction

On certain materials, such as game programs, promotional flyers, and facility signage, it is often appropriate, and even encouraged, to incorporate the core institutional wordmark. However, to maintain the professional integrity of both identities, a clear visual separation must be maintained.

Athletic sub-brand art must always maintain a designated clear space from the core Casper College marks. This prevents the logos from competing for attention and ensures neither identity is diluted.

The athletic marks should never be physically joined, overlapped, or locked up directly with the academic wordmark.

Use the core brand mark to anchor the piece to the institution as a whole, while allowing the athletic typography and Thunderbird logo to lead for sports-specific messaging.

By observing these spacing standards, we honor the strength of the Casper College umbrella while allowing our athletic brands to stand out on the field of play and in the community.



Casper College

② ACADEMIC BRAND

Sub-brands

Our Traveling Ambassadors

While the Casper College academic wordmark serves as the primary brand for the college, certain entities require a different visual energy to fulfill their unique goals. These are our sub-brands, which include athletics as well as our traveling competitive teams: forensics and livestock judging.

Because these groups have a distinctive personality and mission centered around performance, they are granted a specialized visual identity that sets them apart from standard academic departments.

The Strategy Behind the Style

When our teams travel to represent Casper College on the state and national stage, they aren't just presenting research — they are competing. To reflect this high-energy, performance-driven environment, these sub-brands utilize athletic-style graphics, such as the primary T-Bird mark or the “CC” competitive graphics, rather than the standard academic wordmark.

The Rule of the Sub-brand

To ensure our visual message remains clear and unified, these specialized hybrid lockups must only be reproduced from authorized digital files. Because they represent the spirit of the entire college, individual teams or programs may not alter these graphics, change the typography, or create their own standalone sports logos. By flying in formation and using these marks precisely as designed, we protect the integrity of our brand while projecting a formidable, professional presence wherever our teams travel.



Athletic Colors

Rooted in a legacy dating back to 1945, the athletic color palette is built on a foundation of tradition and resilience. Red and white serve as the heritage colors, honoring the college's long-standing history and original identity.

To complement this foundation, maroon, black and gray tones were integrated into the palette to signify support, stability, and strength.

Together, these six core colors create a bold and professional visual identity that balances our historic roots with a modern standard of athletic excellence.

Heritage Core: Primary Athletic Red and Athletic White.

Support and Stability: Athletic Black and the Athletic Cool Gray series.

50%

25%

Primary Athletic Red

C18 M100 Y87 K9

R186 G12 B47

HEX BA0C2F

PMS 200C

Athletic Dark Red

C31 M94 Y73 K31 or 30% black

R134 G38 B51

HEX 862633

PMS 202C

Athletic White

C0 M0 Y0 K0

R255 G255 B255

HEX FFFFFFFF

Academic Cool Gray 8

C49 M39 Y39 K4 or 55% black

R136 G139 B141

PMS Cool Gray 8 C

HEX 888B8C

Athletic Black

C60 M40 Y40 K100 or 100% black

R0 G0 B0

HEX 000000

PMS Black C

Athletic Cool Gray 5

C31 M24 Y35 K0 or 30% black

R177 G179 B179

HEX B1B3B3

PMS: Cool Gray 5 C

Athletic Typography

To maintain a bold and cohesive visual identity, Casper College Athletics utilizes a customized headline font designed specifically for our sports programs. This unique typeface serves as a cornerstone of our brand, providing a high-impact, athletic aesthetic that is instantly recognizable. Please note that this custom font is currently available exclusively in an italic style, engineered to convey the speed and momentum of the Thunderbirds.

CC Athletics 1

ABCDEFGHIJKLMNOPQRSTUVWXYZ

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

stuvwxyz

1234567890!

Sample text

Headlines

HEADLINES

If you have any questions, please email pr@caspercollege.edu.
For more information visit caspercollege.edu/scm.





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Casper, Wyoming 82601

Casper College