

# WESTERN CAROLINA UNIVERSITY 2015 STATIONERY PRICING GUIDE

## 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 also is printed on a specific white, uncoated stock.

To order any elements of the stationery package, please contact the Print Shop at 828.227.7159. Other items not shown here also are available, i.e., note cards, large envelopes, window envelopes, name badges and directional signage templates. Electronic letterhead can be created for your unit by submitting a request with all necessary information (just as if it were the printed version) to the Print Shop.

When selecting text for your signature mark here are a few guidelines (full listing in our WCU style guide located at branding.wcu.edu)

1. Not to be used as a personal identifier; i.e. it is not appropriate for a faculty/staff members name to be used in the descriptor space.
2. Signature mark should be specific to one entity, unit or organization: do not list multiple units or levels within an organization, such as college/school and program.

**Western Carolina UNIVERSITY** | University Marketing

left margin .75 inches | top margin 1.5 inches

Date

Name  
Street Address  
City, State, Zip

Dear Person X,

Lorem ipsum dolor sit amet, eius vituperatoribus et vel, nam elit doctus delectus ea, vel no nobis tantas. Est laoreet verterem democritum id, omittam commune perfecto ex eos. Nisl aliquid gubergren ut cum. Mel error graeco an, quo ei reque vivendum probatus. Est cu doming audire aperiam.

Cum an percipit adipiscing, eam quis fastidii gloriatur cu, ea mei duis constituto. Tamquam fuisset ex mei. Saepe maiorum mei ut, his accusam deserunt percipitur no. Ad pri natum regione. Qui cu aperiri sapientem ullamcorper. His ei dicit nullam complectitur, nec ad amet delectus aperiam, ex case eirmod perpetua mei. Eu eum mollis tincidunt, at pro aliquip honestatis.

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Eam ea impedit epicurei, stet wisi no pri, eius vocent posidonium vel cu. Ad stet honestatis suscipiantur eos. Ad eam libris dolorum urbanitas, facete labores ex sit. Et option malorum disputationi mei, duo liber integre minimum ad. Quo eu voluptatum assueverit delicatissimi, assum repudiare id est. Ne his unum legere facete, solet nemore admodum vis an. Sit ne splendide adversarium intellegebat.

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In fugit constituam vix, forensibus adipiscing reprimique ad mel. Nonumes voluptaria ut sit, oratio nonumes principes ne est. Eam eu commodo quaeque molestiae, quo ad impedit offendit liberavisse. Id soluta regione facilis sea. Tation corpora dissentias nam ei.

Sincerely,

Your Name Here  
Title

bottom margin minimum of 2 inches

right margin .75 inch

**PRINT AND MAIL SERVICES**  
274 Norton Road / 1 University Drive / Cullowhee, NC 28723 / 828.227.7159 tel / 828.227.7063 fax / printshop@wcu.edu

Text (body copy) specifications  
11 pt Garamond  
Left aligned  
No indents  
1 line space between paragraphs  
*and your title in italics*

Letterhead Pricing  
1000 — \$105.00  
500 — \$90.00

ONE COLOR OPTION  
Purple Graphic/White Text

TWO COLOR OPTION  
Gold Graphic/Purple Text


**stationery templates: BUSINESS CARD**

The double-sided business card features the Western Carolina University institutional logo and contact information on the front. You can choose from either the full purple or open white version.

optional line for unit/college etc.

This information will be included on all Cullowhee cards  
The Post Office only recognizes 1 University Drive,  
Cullowhee, NC 28723 as the address for WCU

exclude the word "email"  
Maximum on 12 lines of content



**FULL NAME**  
Title  
Unit/Program or College

Office Address  
1 University Drive  
Cullowhee, NC 28723

828.227.XXXX tel  
828. 227.XXXX fax  
name@wcu.edu  
www.wcu.edu

**Business Card Pricing**

- 1000 — \$100
- 500 — \$80
- 250 — \$70

(digital printing) 100 — \$25



**PURPLE OPTION**  
Purple Graphic/White Logo


**WHITE OPTION**  
White background/Purple Logo



SECOND SIDE (Back) of the business card is not optional and cannot be customized

**stationery templates: ENVELOPE**

The business envelopes include the university logo, contact information, all printed in purple.



**STUDENT ACCOUNTS  
BILLING OFFICE**  
119 Killian Annex  
1 University Drive  
Cullowhee, NC 28723

**Envelope Pricing**

- 1000 — \$170
- 500 — \$105

**Window Envelope Pricing**

- 1000 — \$90
- 500 — \$65