THE WORLD NEEDS MORE COWBOYS.

UW Campaign Guidelines
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CAMPAIGN OVERVIEW

Born from the very core of the University of Wyoming, this campaign takes the school’s boldest asset and modernizes it to reflect today’s challenges. It redefines what it means to be a cowboy in this day and age, distilling it down to the inner spirit of curiosity and boldness that all who call themselves cowboys can identify with, no matter their race or gender, or whether they’re a student, faculty or alum.

That Cowboy spirit is what the University of Wyoming helps instill in students, giving them the skills and the support they need to make the breakthroughs that both they and the world are in need of.

With this campaign, we are putting out a call to those relentlessly curious enough to imagine a better world and propelling them into a position to make it. The World Needs More Cowboys, and we’re going to help make them.
DEFINING THE MODERN COWBOY

With this campaign we are casting away old stereotypes and updating not only what it means to be a Cowboy but what it looks like. Because a Cowboy isn’t what you are but who you are. It’s the spirit of curiosity and adventure that you have inside you. This pivot in definition is at the very center of the campaign and should be felt throughout all executions.

There should be a concerted effort, especially in the first year of the campaign, to contrast the line “The World Needs More Cowboys” with visuals that are almost the opposite of what the stereotypical image of a cowboy is. In other words, more women and a range of ethnicities should be used to help visually define that a modern cowboy can be anyone. A lot of the power of this campaign comes from this contrast.
CAMPAIGN TONE
CAMPAIGN TONE

The World Needs More Cowboys is about pushing students to chase down the answers to their questions. The tone is based in reality, but brazen about the possibilities of the future. We’re serious, but we don’t take ourselves too seriously. We’re smart, but not preachy. And like a Cowboy, we get to the point quickly, which means we say more with less.

AUTHENTIC       ADVENTUROUS       SHARP       CHALLENGER
The world needs more cowboys.
And not the kind that sweep you off your feet and ride you off into the sunset.
Ours are diverse cowboys, who come in every sex, shape, color and creed.
They come from Wyoming, Montana, Delaware, and Nigeria.
Because it’s not what you are that makes you a cowboy or cowgirl, but who you are.
It’s a shared spirit.
It’s the spirit of the underdog. The trailblazer.
The kind of spirit that longs for something to prove.
The kind that emboldens those who possess it to stand on the perimeter and howl into the unknown with unbendable optimism.
The world needs more people to pick up the torch of progress and fearlessly venture onwards.
The World Needs More Relentless Curiosity.
The World Needs More Wonder.
The World Needs More Unbendable Optimism.
The World Needs More Outside Thinkers.
The World Needs More Unshakeable Determination.
The World Needs More Fearless Independence.
The World Needs More Fearless Authenticity.
The World Needs More Authentic Voices.
The World Needs More Unyielding Courage.
The World Needs More Inspired Creativity.
The World Needs More Unwavering Integrity.

Bucking the System Since 1886.
Fiercely Independent Since 1886.
Unapologetically Honest Since 1886.
Intensely Creative Since 1886.
Epically Innovative Since 1886.
Strongly Resilient Since 1886.

Do you thrive at the edge of the unknown?

HEADLINES

The World Needs More Relentless Curiosity.
The World Needs More Wonder.
The World Needs More Unbendable Optimism.
The World Needs More Outside Thinkers.
The World Needs More Unshakeable Determination.
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Hashtags

#TheWorldNeedsMoreCowboys
#MoreCowboys
#BuckingtheSystem
#CowboysCan
#ImACowboy
CAMPAIGN LOOK
CAMPAIGN TONE

This campaign features inspiring Cowboy students, alumni, and faculty doing amazing things in their field, and the photography should be focused on telling their story in a visually compelling way. Our imagery should have a heroic quality to it as we are presenting our Cowboys in an aspirational, larger than life way. Photos should be clean with strong composition that considers type placement for legibility.

PORTRAITS
We’ll capture our featured cowboys in portrait setups where we see them posing proudly with their work, or, in an environment that easily communicates their field of study or accomplishments. Again, we’re looking to show these Cowboys in a heroic light, so a sense of pride is important with each subject.

CANDIDS
To get a sense of seeing our Cowboys in action we should also capture them “at work” as if we were a fly on the wall getting a sneak peak of them in their element doing what they do best.
PHOTO FILTERS

We are using a filter on select campaign images which can be found in the working PSD files. The filter adds a warm golden hue and a ring effect that will help create consistency in style throughout all executions.
HEADLINE FONT

Blackhawk Italic is the primary font used for campaign headlines.

• Use the lowercase case setting of this all caps font.
• This font may be displayed in the campaign gradient or these colors: UW Brown, UW Gold, black and white.
• A 1 degree angle is applied to all headlines.
• Campaign gradient is used for all headlines.
SUBHEAD FONT

Courier New is the primary font used for subheads underneath the headline.

• Sentence case.
• For materials requiring copy additional to headlines and subheads, use UW approved sans serif and serif font options: Gotham, Myriad Pro, Adobe Caslon Pro, or Adobe Garamond Pro.
• This font may be displayed in these colors: UW Brown, UW Gold, black and white.
CAMPAIGN GRADIENT

The gradient is used for backgrounds, headline and logo. Contact Institutional Marketing for color values for this gradient.

SECONDARY COLORS
These colors are used to contrast the gradient.

UW BROWN
53C, 72M, 77Y, 57K
BLACK
WHITE
EXAMPLES OF FONT AND COLOR

UNIVERSITY OF WYOMING

Bucking The System Since 1886.

The world needs more cowboys.

The world needs more cowboys.

The world needs more cowboys.

The world needs more cowboys.

THE WORLD NEEDS MORE CURIOUSITY.

The world needs more cowboys.

UNIVERSITY OF WYOMING

The world needs more cowboys.

TLYNN SMITH
Drilling Engineer, Shell Petroleum Engineering, B.S. '17

THE WORLD NEEDS MORE WONDER.
TEMPLATES
We’re looking for adventurous minds. People who have questions and who crave the answers. We need more adventurous minds like Adam and David who know that not all the answers grow on trees. Become a cowboy.

Enroll today at uwyo.edu.
THE WORLD NEEDS MORE
RELENTLESS CURIOUSITY.

Orporion perehende velique dolo
eosamus poremporro quo maior
asperchit, volo bla volest ut
officiatiis delitat iusdant.

More infomation at uwyo.edu
BOOKLET COVER AND SPREAD

CUTTING-EDGE RESEARCH

UW’s world-class facilities and partnerships give students the opportunity to participate in cutting-edge research. Whether it’s investigating how the planets form at Wyoming’s Supercomputer Center, researching closed physics with microgravity research aircraft, understanding deep learning neural networks, and robotics in the Envision Artificial Intelligence Laboratory, or exploring topics in the biological, physical, and social sciences in the Greater Yellowstone Ecosystem at the University of Wyoming National Park Service Research Station in Grand Teton National Park.
WHAT EVER HAPPENED TO
RESTLESS CURiosity?

THE WORLD NEEDS MORE COWBOYS.

WILL YOU ANSWER THE CALL?

Jeremiah A.
1000 E. University Ave.
Suite #1203
Laramie, WY 82070

University of Wyoming
The world needs more cowboys.


- Lacus metus at elit. Praesent arcu, pretium neque nec commodo.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Praesent arcu orci, pretium a neque nec, commodo lacinia tellus. Duis fermentum ante ac leo imperdiet consectetur.
- Praesent varius leo vitae risus congue.

Contact us today

Phone number
Email
Web address

Call to action: link
BILLBOARDS

THE WORLD NEEDS
MORE COWBOYS.

THE WORLD NEEDS
MORE COWBOYS.
POP-UP BANNERS

THE WORLD NEEDS MORE COWBOYS.

BUCKING THE SYSTEM SINCE 1886.

THE WORLD NEEDS MORE ADVENTUROUS SPIRIT.
SOCIAL MEDIA POSTS

THE WORLD NEEDS MORE RELENTLESS CURIOSITY.

BUCKING THE SYSTEM SINCE 1886.

THE WORLD NEEDS MORE OUTSIDE THINKERS.
SOCIAL MEDIA POSTS

The world needs more outside thinkers.
Movies

Ever since the first motion picture, films have told some of our greatest visual stories. Next time you're in a movie theatre, raise a bag of popcorn to the wonder that is cinema.

- The 5 Worst Sets Of Movie Parents [That The Movie Expects Us To Like]
- 13 Historical Events That Seriously Need A Movie
- 13 Reasons Why Mulan Is Secretly The Best Disney Movie Ever Made
- 12 Tom Holland Memes To Cherish Like the Man Himself
DIGITAL BANNER SIZES 3+4

The World Needs More Outside Thinkers.
#buckthethesystem

The world needs more wonder.
EMAIL HEADERS

University Of Wyoming
Calling all Cowboys
To: Larry Olson
Reply-To: University Of Wyoming

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularized in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software.

GET INVOLVED
If you have questions about the campaign elements or need help with production and/or implementation, please contact one of our team members:

Associate Vice President of Communications and Marketing
Chad Baldwin – cbaldwin@uwyo.edu

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Kass Sprague – kass7@uwyo.edu

Director of Enrollment Marketing
Jenny Petty – jpetty7@uwyo.edu

Director of Creative Services
Michelle Eberle – meberle@uwyo.edu