



# WeCo Email and Word Document Style Guide 2023

## Using Your Style Guide

The WeCo Document Style Guide is designed to give all internal staff members assistance with maintaining a consistent “look and feel” for all the documents we produce, both for our own use, as well as for the use of our Certified Test Consultants, clients, and the public.

This is extremely important because it **preserves the WeCo brand by sending a polished, consistent message** to the public about who we are as an organization and that our products, and philosophies are organized and streamlined.

## Important information about the Style Guide

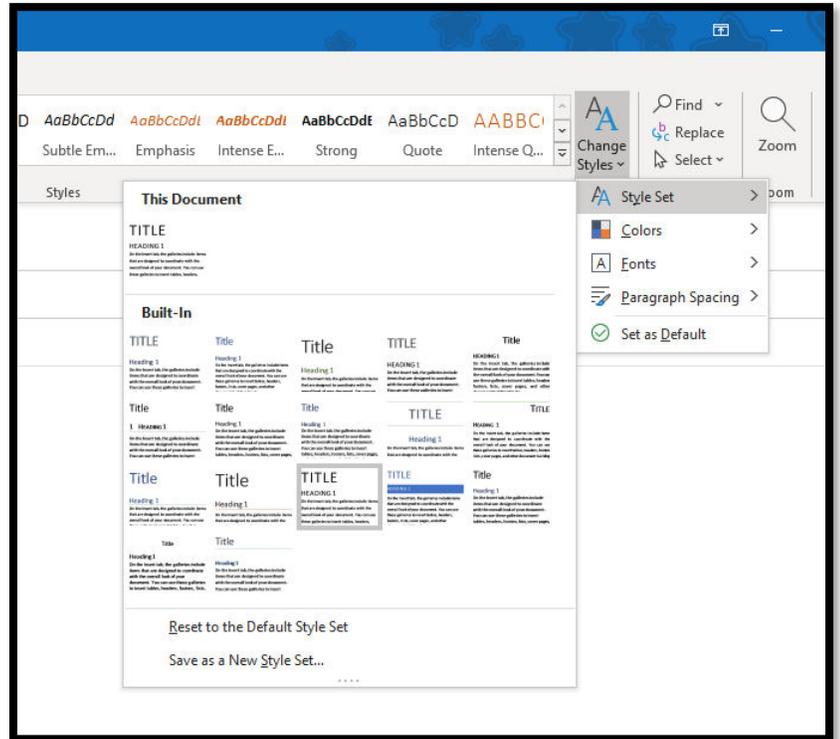
- ✓ The Style Guide is under the purview of the WeCo Public Relations Team
- ✓ The Style Guide will be stored in a permanent place in the WeCo share file system at: **WeCo: Staff Folder/Electronic Stationary and the Staff Team Center.**
- ✓ The Style Guide will be updated periodically to assist with maintaining and improving WeCo's branding.
  - When updates occur, you will be notified via email and referred to the location of the updated Style Guide version in the WeCo Staff Folder on our shared file system.

## Outlook Email Style Setting and Signature Insertion

It's important for WeCo staff emails to retain our company's branding and achieve the consistent "look and feel" our Word documents convey. To do this, please follow the below steps:

1. Open an Outlook email message, as if you are getting ready to send one.
2. Click on the "Format Text" tag.

To the right side of the "Styles" box, you'll locate a drop-down menu called, "Change Styles." Click on the "Change Styles" drop down box. Then select "Style Sets" from the drop-down menu that follows.



You'll see a pop-out box appear which gives you a variety of Style Sets to choose from. Select:

### Black & White (Word)

*NOTE: You will not need to select a color for this Style*

3. From the same "Change Styles" drop-down menu, you'll see a "Default" option located at the bottom. Select it.

A pop-up box will ask you if you want to apply this style to all future email messages: select "Yes."

You're done!

## WeCo Outlook Email Signature Establishment

1. Click on the "File" tab in Outlook and select "Options" from the links on the left side of the page.
2. Once the "Outlook Options" box is visible, select the "Mail" tab and then the "Signatures" button.
3. If you also use Outlook for other email accounts, make sure WeCo is selected in the "Select signature to edit" field.
4. If you are new to Outlook, click on "New" under the "Select signature to edit" box and a pop up will appear on the screen asking you to name your new signature. Name it something that is meaningful for you, such as "WeCo Signature". Click on "Save".
5. COPY Lynn's email signature (shown below these instructions), including the logos beneath it and the disclosure statement.
6. PASTE it into your signature box.
7. CHANGE the information to reflect your name, job role, preferred pronouns (optional), and phone number extension.
8. ENSURE that the logos include their correct alternative text.
  - a. For each logo, left click on the logo to highlight it, then right click and select "Picture".
  - b. In the "Format Picture" box that opens, select the "Alt Text" tab (the last tab, on the far right).
  - c. Add the following alt text for each logo (copy and paste), clicking "OK" after each to move to the next logo:
    - i. **WeCo Logo alt text:**  
Digital Accessibility by WeCo logo and trademark. The words, Digital Accessibility by WeCo and half of a star positioned over the word, "WeCo." A stick person is seated in the letter "o" as if it's a wheelchair.
    - ii. **IAAP logo alt text:**  
International Association of Accessibility Professionals Member logo.
    - iii. **NOD logo alt text:**  
National Organization on Disability (NOD) logo. 'NOD', '2022', and 'Leading Disability Employer' are written in a square shape.
    - iv. **Disability:IN logo alt text:** Disability-Owned Business circular certification badge with text shown in circular orientation and with Disability:IN icon logo in center.
  - d. Once you have added alt text to all logos, click "OK" until you have returned to the main Outlook window.
  - e. NOTE: When you paste the logos into the signature box, it sometimes appears that only one logo was pasted. Try saving it as is and then opening a new email, as it often will display all three with the correct alt text

9. **IMPORTANT: Be sure to select the “Save” box above the signature line box and hit “OK” before leaving the popup box.** If you miss this step, your new signature will not be saved.
10. TEST your hyperlinks to ensure that they work and lead to the intended destination. You can do this by creating a new email message and clicking the links in your new/updated signature.

Signature Sample with Logo Below:

**NOTE: Be sure to COPY and PASTE the proper Standard Logo with Tagline to your signature line logo! (See below) Please use logos in the order and size shown below.**

**Lynn Wehrman**

**President/Founder**

*(Optional) Preferred Pronouns: She/Her/Hers* Person or Professional with a Disability

**Digital Accessibility by WeCo**

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## 2022 Word Document Style Settings

Please use this style setting so that your Word documents conform with WeCo's brand, and so you can retain the style set predetermined on all WeCo document templates.

Theme: Ion Boardroom

Color Scheme: No need to select one.

Normal Font Size: 11

Please set the Microsoft Word documents you create to reflect the following theme. To locate the theme:

1. Select the “Design” tab on your Word tool bar, at the far left of the “Design” tool bar you’ll find a “Themes” drop down list.
2. Use the drop-down list to locate the following theme and select it:

## Ion Boardroom

1. You do not need to set the "Document Formatting"  
We will be using the automatic "default" setting for Ion Boardroom.

From the boxes of pre-set Style Sets, select:

### Black & White (Word)

*NOTE: You will not need to select a color for this Style*

2. To the right of the style selection and "Colors" drop down list, you'll find "Set as Default."

Click on it. A floating box will appear that will ask you if you want to apply the settings you just selected as the "Default" for future documents you create. Select "Yes."

The box will close, and your style and colors are now set for all documents you create in the future.

NOTE ABOUT ACCESSIBILITY: Please use the "Check Accessibility" tool in the "Review" tab and contact a member of the Public Relations Team if accessibility issues of any kind are identified.

## Adding WeCo Logos to Documents

Please follow the below practices and copy the suggested alternative text language, whenever you are adding any WeCo logo to documents.

NOTE: The logos below already contain the proper alternative text; feel free to copy and paste them directly into your document.

WeCo provides three types of logos for wide company use:

DA by WeCo logo or Star/Rider logo.

We also provide 600, 800, 1200, 1600 and 2000 pixel sizes for each.

**There is no need for you to resize the logos themselves.**

RETAIN LOGOS IN THEIR PRESENT SIZE: Do not alter the size of the logo. **If you need a different logo size, please contact a member of the Public Relations Team.** Indicate which style and which size is needed:

**Example: DA by WeCo logo in 600 size.**



seated in the letter "o" as if it's a wheelchair.

## Digital Accessibility by WeCo Standard Logo

This logo will be used as WeCo's standard from June 2022. **Please copy this alternative text language:** Digital Accessibility by WeCo logo and trademark. The words, Digital Accessibility by WeCo and half of a star positioned over the word, "WeCo." A stick person is



word, "WeCo." A stick person is seated in the letter "o" as if it's a wheelchair. Tagline: Accessible, aware, independent is below name.

## Digital Accessibility by WeCo Standard Logo with Tagline

This logo will be used as WeCo's standard from June 2022. **Please copy this alternative text language:** Digital Accessibility by WeCo logo and trademark. The words, Digital Accessibility by WeCo and half of a star positioned over the

## WeCo's Square Logo

This compact logo is designed to be used in social media icon formats. It is also designated for use on WeCo logo wear garments.



### **Please copy this alternative text language:**

WeCo logo and trademark. Half of a teal star positioned over the word "WeCo." WeCo is written in orange letters. A stick person is seated in the letter "o" as if it is a wheelchair.

## Other Logo Styles and Formats

The logos represented in the sections above are the most common styles we will use in WeCo documents, social media, and emails for most Staff. In some cases, other logo styles and formats may be needed.

### Other Logo Styles

If you would like to use a logo style not shown in this document, please contact a member of the Public Relations Team to discuss options.

### Logo Formats

Please apply logo formats as listed below for specific uses.

**Request the formats you need from Public Relations Team members. If you prefer that we insert the logos for you, just let us know.**

- EPS is a vector format for printing.
- PDF are individual vector formats that can be used as a fallback for printers.
- JPG is mostly for Word and places where you need a white background
- PNG is what you should use in your PowerPoints and videos (it's the easiest format to work with and they are transparent).
- SVG is vector for exclusively for use on the web (not for print)