

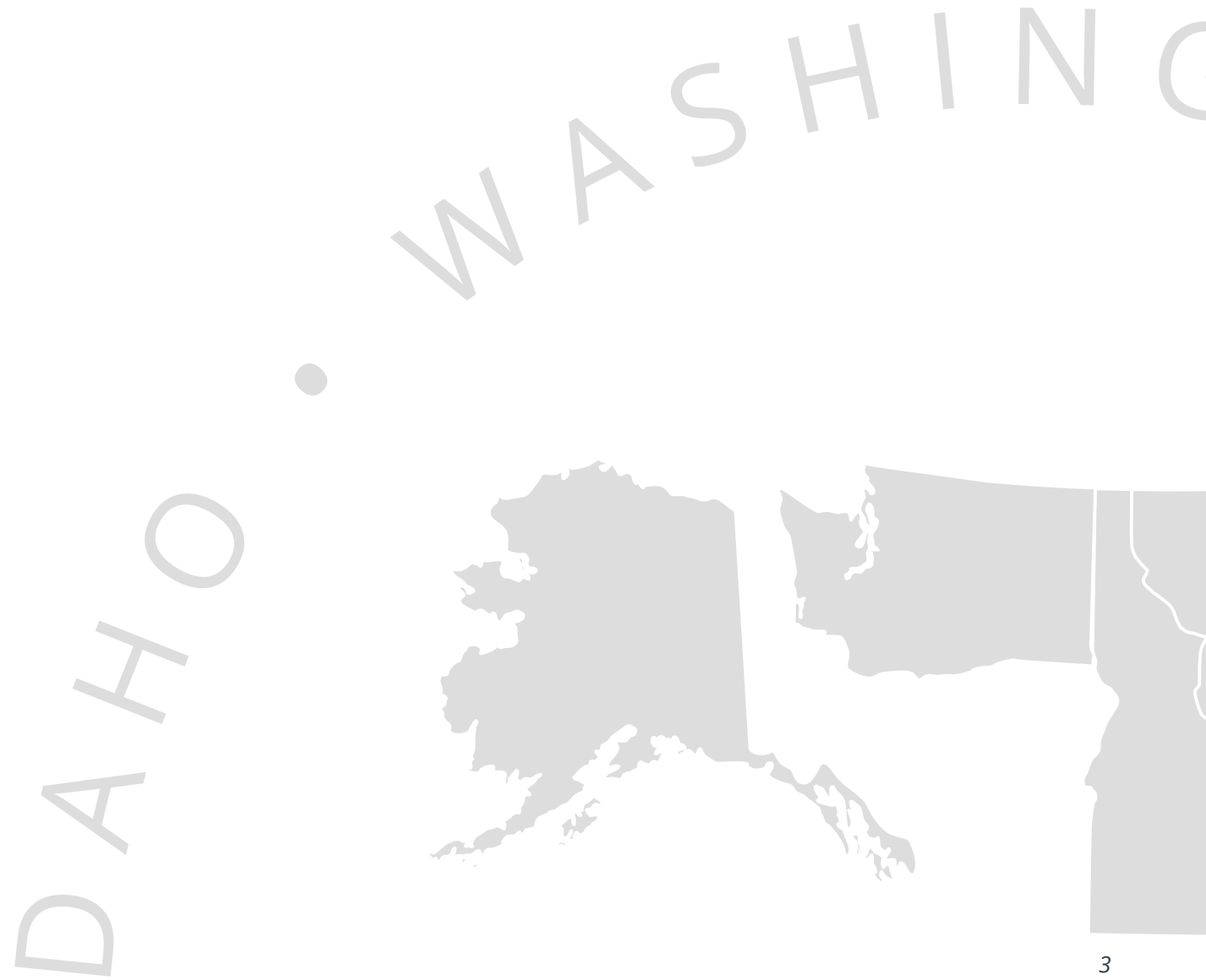
WWAMI LOGO GUIDELINES



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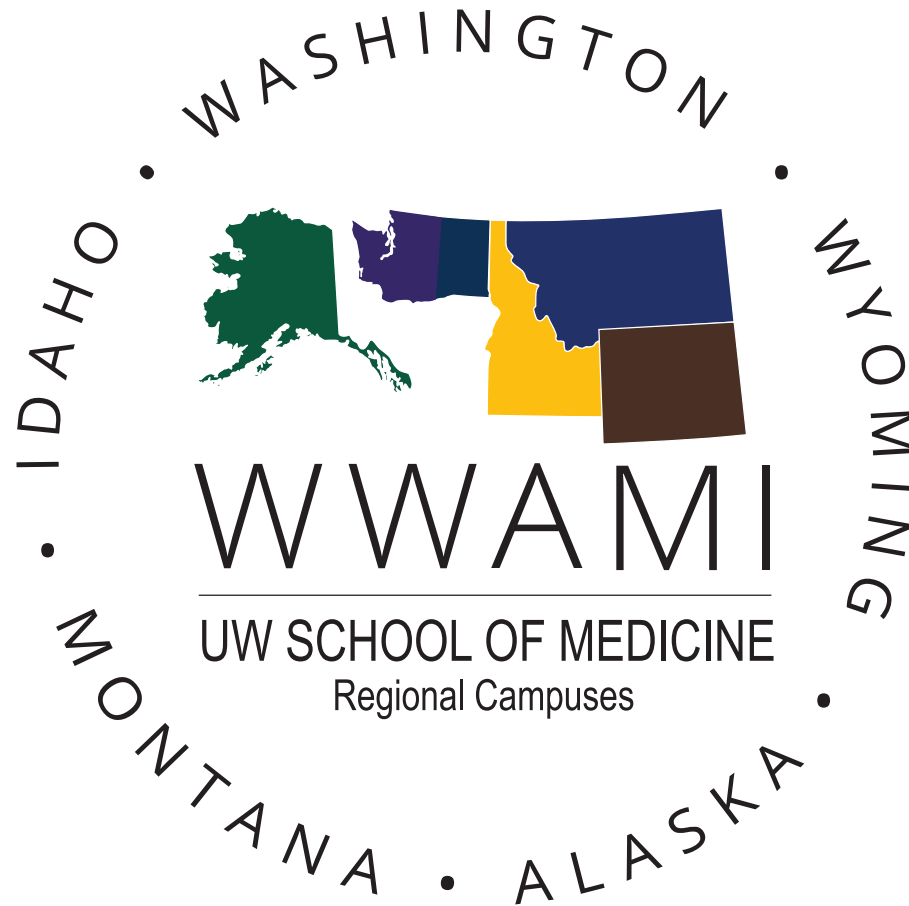
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MASTER LOGOS



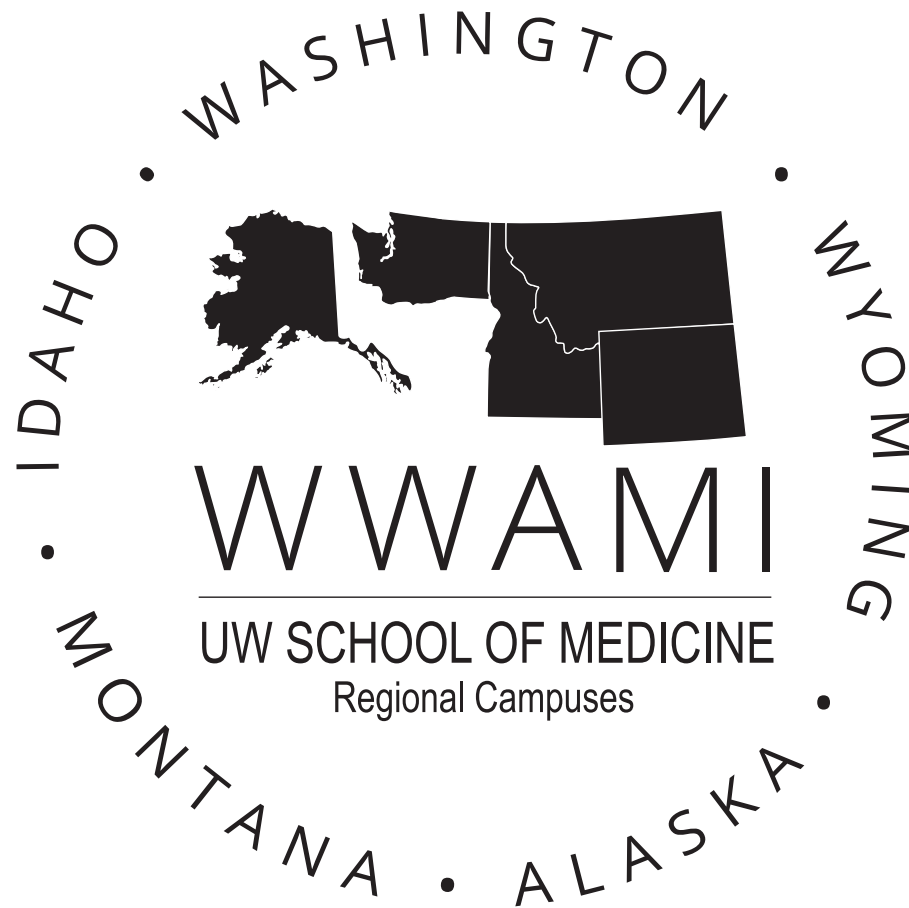
PRIMARY MASTER LOGO / USAGE

Colors in the WWAMI master logo correspond to the primary colors of our university partners in each state. In Washington, the state is divided into two color sections: purple in the west, representing the University of Washington, and dark blue in the east, representing Gonzaga University, our partner in Eastern Washington. In order to ensure legibility, the master logo is intended to be used on lighter backgrounds and images.



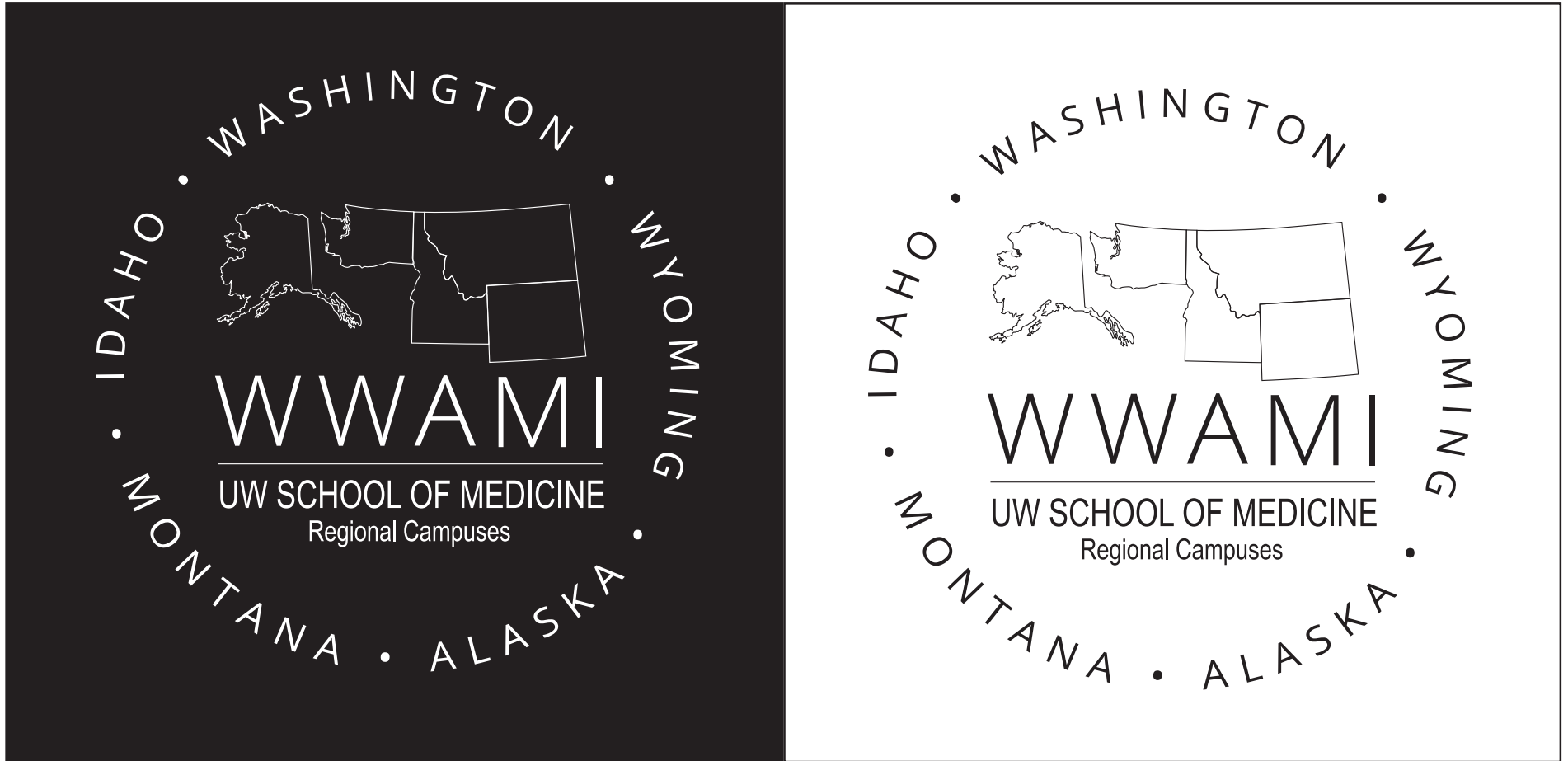
SECONDARY MASTER LOGO / USAGE

The primary master logo (color) option is always preferred, but for less formal usage such as merchandise, the logo may be used in black. To ensure legibility, the secondary master logo is intended to be used on lighter backgrounds and images.



TERTIARY MASTER LOGO / USAGE

Although the primary master logo (color) option is preferred in all instances, the tertiary master logos can be used on darker and lighter backgrounds as needed.



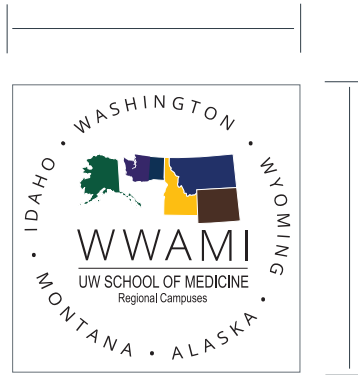
SIZE

To maintain legibility, never reproduce the logo at widths smaller than **1.5 inches** (applies to all print and clothing) or **200 pixels** (for screens). There is no maximum size limit, but use discretion when sizing the logo.

The logo should never be the most dominant element on the page, but should live comfortably and clearly as an identifying mark.

These minimum size guidelines apply to the **WWAMI primary, secondary and tertiary master logo**.

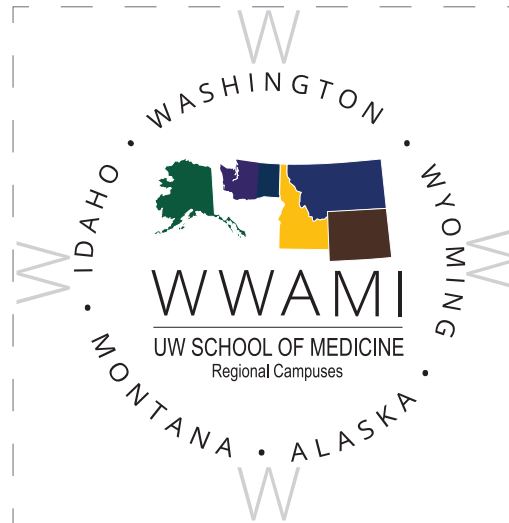
1.5 inches (for print) or
200 pixels (for screens).



1.5 inches (for print) or
200 pixels (for screens).

CLEAR SPACE

To ensure clear space is maintained around the logo for legibility and prominence -- photos, text and graphic elements should follow the guidelines illustrated here.



Use the uppercase “**W**” from “**WWAMI**” in the logo as a measuring tool to help ensure proper clearance.

Use “**Open Sans**” font to match size and scale.

MASTER LOGO PLACEMENT

The preferred placement for the master logo is in the upper left segment on all communications. This placement ensures the logo becomes a grounding element that appears consistently on all pieces.

If the top zone is unsuitable, it is also acceptable to place the logo in the lower left segment.

Again, corners are preferred, but for formal communications, such as letters and invitations, the logo may be centered.



IMPROPER USAGE OF THE MASTER LOGO

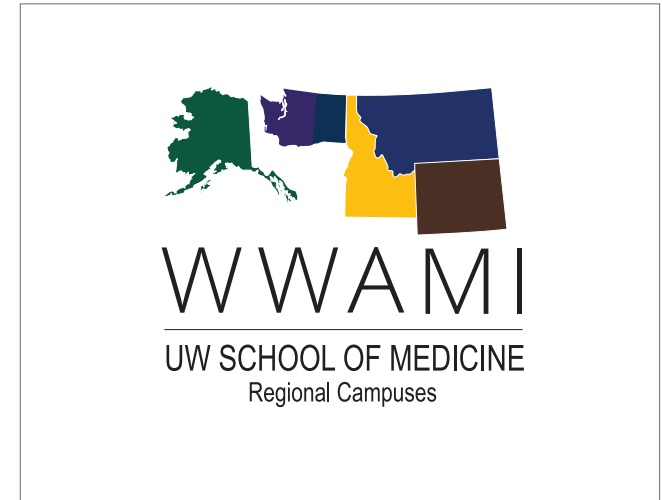
Here are examples of design modifications to avoid.



Don't stretch, condense or change the dimensions of the master logo.



Don't alter the placement or scale of the elements.
Don't rearrange the placement of the type within the master logo.



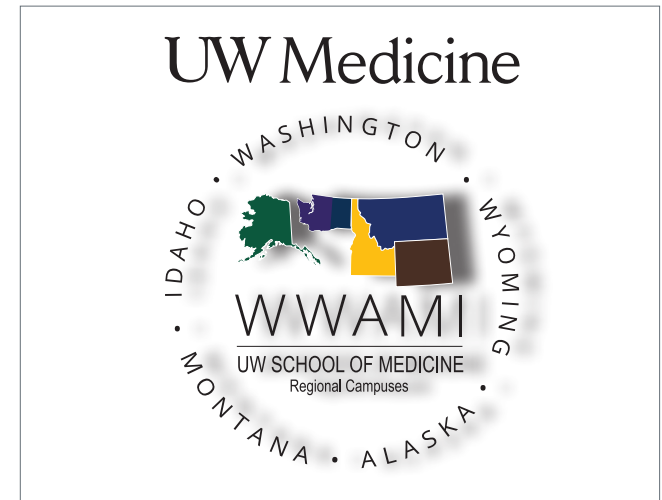
Don't crop the master logo.



Don't add colors or tones to individual elements in the master logo.
Don't use colors other than those specified in this document.

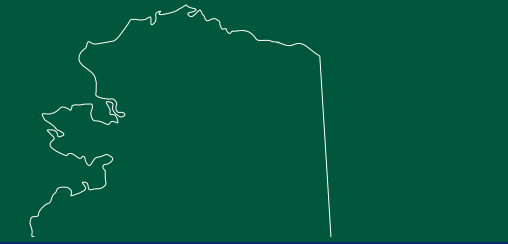


Don't rotate the master logo.



Don't add design or word elements.

WWAMI STATE LOGOS



PRIMARY WASHINGTON STATE LOGO / USAGE

In all instances the primary (preferred) **WASHINGTON WWAMI** logo is the vertical (centered) color version. A horizontal color version is also provided for those instances when the vertical logo isn't optimal.

The **WASHINGTON WWAMI** logo uses both the University of Washington Purple (west side of the state) and the Gonzaga University Athletic Blue (east side of the state). The color codes for both are below. The primary logo is intended to be used on lighter backgrounds and images to maintain legibility.



UW SCHOOL OF MEDICINE
at University of Washington
and Gonzaga University



UW SCHOOL OF MEDICINE
at University of Washington
and Gonzaga University



C93 M100 Y18 K21
R51 G0 B111
HEX# 4b2e83
PMS# 2685



C100 M90 Y13 K68
R4 G30 B66
HEX# 041E42
PMS# 282

SECONDARY WASHINGTON STATE LOGO / USAGE

The primary (color) option is preferred. However, for more casual usage such as merchandise, the secondary logo may be used in **black**. To maintain legibility, use this logo on lighter backgrounds.



UW SCHOOL OF MEDICINE
at University of Washington
and Gonzaga University



UW SCHOOL OF MEDICINE
at University of Washington
and Gonzaga University

TERTIARY WASHINGTON STATE LOGO / USAGE

The primary and secondary logo options are preferred. However, in less formal situations, this reverse logo may be used on darker and lighter backgrounds.



UW SCHOOL OF MEDICINE
at University of Washington
and Gonzaga University



UW SCHOOL OF MEDICINE
at University of Washington
and Gonzaga University



UW SCHOOL OF MEDICINE
at University of Washington
and Gonzaga University



UW SCHOOL OF MEDICINE
at University of Washington
and Gonzaga University

PRIMARY WYOMING STATE LOGO / USAGE

In all instances the primary (preferred) **WYOMING WWAMI** logo is the vertical (centered) color version. A horizontal color version is also provided for those instances when the vertical logo isn't optimal.

The **WYOMING WWAMI** logo uses Wyoming Brown (color code below). The primary logo is intended to be used on lighter backgrounds and images to maintain legibility.



UW SCHOOL OF MEDICINE
at University of Wyoming



UW SCHOOL OF MEDICINE
at University of Wyoming



C53 M72 Y77 K57
R73 G47 B36
HEX# 492f24
PMS# 476

SECONDARY WYOMING STATE LOGO / USAGE

The primary (color) option is preferred. However, for more casual usage such as merchandise, the secondary logo may be used in **black**. To maintain legibility, use this logo on lighter backgrounds.



UW SCHOOL OF MEDICINE
at University of Wyoming



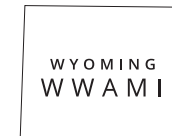
UW SCHOOL OF MEDICINE
at University of Wyoming

TERTIARY WYOMING STATE LOGO / USAGE

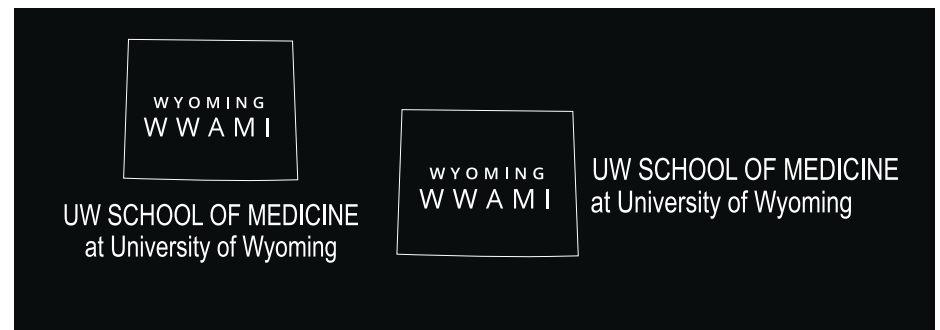
The primary and secondary logo options are preferred. However, in less formal situations, this reverse logo may be used on darker and lighter backgrounds



UW SCHOOL OF MEDICINE
at University of Wyoming



UW SCHOOL OF MEDICINE
at University of Wyoming



PRIMARY ALASKA LOGO / USAGE

In all instances the primary (preferred) **ALASKA WWAMI** logo is the vertical (centered) color version. A horizontal color version is also provided for those instances when the vertical logo isn't optimal.

The **ALASKA WWAMI** logo uses UAA Green (color code below).
The primary logo is intended to be used on lighter backgrounds and images to maintain legibility.



UW SCHOOL OF MEDICINE
at University of Alaska Anchorage



C98 M0 Y72 K61
R0 G88 B61
HEX# 00583d
PMS# 343

SECONDARY ALASKA STATE LOGO / USAGE

The primary (color) option is preferred. However, for more casual usage such as merchandise, the secondary logo may be used in **black**. To maintain legibility, use this logo on lighter backgrounds.



UW SCHOOL OF MEDICINE
at University of Alaska Anchorage



TERTIARY ALASKA STATE LOGO / USAGE

The primary and secondary logo options are preferred. However, in less formal situations, this reverse logo may be used on darker and lighter backgrounds



UW SCHOOL OF MEDICINE
at University of Alaska Anchorage



PRIMARY MONTANA STATE LOGO / USAGE

In all instances the primary (preferred) **MONTANA WWAMI** logo is the vertical (centered) color version. A horizontal color version is also provided for those instances when the vertical logo isn't optimal.

The **MONTANA WWAMI** logo uses Montana State University's Blue (color code below). The primary logo is intended to be used on lighter backgrounds and images to maintain legibility.



UW SCHOOL OF MEDICINE
at Montana State University



UW SCHOOL OF MEDICINE
at Montana State University



C100 M85 Y5 K36
R51 G0 B111
HEX# 003f7f
PMS# 281

SECONDARY MONTANA STATE LOGO / USAGE

The primary (color) option is preferred. However, for more casual usage such as merchandise, the secondary logo may be used in **black**. To maintain legibility, use this logo on lighter backgrounds.



UW SCHOOL OF MEDICINE
at Montana State University



UW SCHOOL OF MEDICINE
at Montana State University

TERTIARY MONTANA STATE LOGO / USAGE

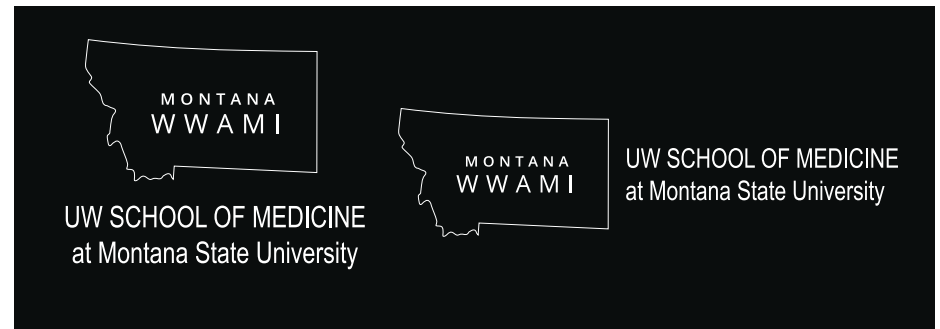
The primary and secondary logo options are preferred. However, in less formal situations, this reverse logo may be used on darker and lighter backgrounds



UW SCHOOL OF MEDICINE
at Montana State University



UW SCHOOL OF MEDICINE
at Montana State University



UW SCHOOL OF MEDICINE
at Montana State University



UW SCHOOL OF MEDICINE
at Montana State University

PRIMARY IDAHO STATE LOGO / USAGE

In all instances the primary (preferred) **IDAHO WWAMI** logo is the vertical (centered) color version. A horizontal color version is also provided for those instances when the vertical logo isn't optimal. The **IDAHO WWAMI** logo is the only state logo to use black lettering. This is to ensure the text is legible.

The **IDAHO WWAMI** logo uses University of Idaho's Pride Gold (color code below). The primary logo is intended to be used on lighter backgrounds and images to maintain legibility.



UW SCHOOL OF MEDICINE
at University of Idaho

UW SCHOOL OF MEDICINE
at University of Idaho



C0 M27 Y100 K0
R241 G179 B0
HEX# F1B300
PMS# 116

SECONDARY IDAHO STATE LOGO / USAGE

The primary (color) option is preferred. However, for more casual usage such as merchandise, the secondary logo may be used in **black**. To maintain legibility, use this logo on lighter backgrounds.



UW SCHOOL OF MEDICINE
at University of Idaho



UW SCHOOL OF MEDICINE
at University of Idaho

TERTIARY IDAHO STATE LOGO / USAGE

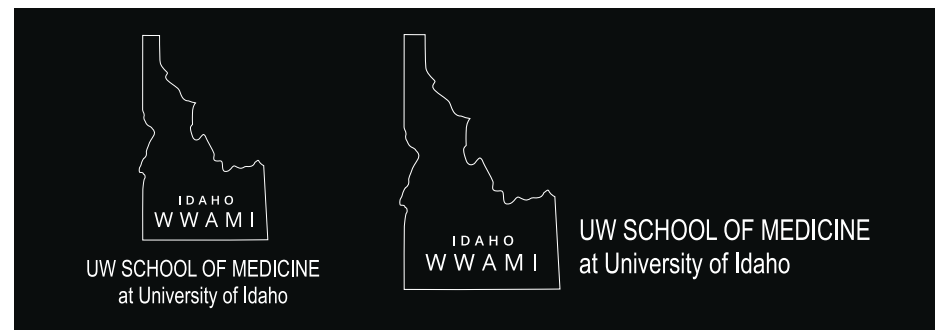
The primary and secondary logo options are preferred. However, in less formal situations, this reverse logo may be used on darker and lighter backgrounds



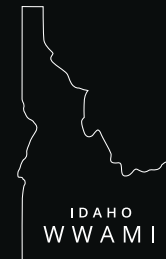
UW SCHOOL OF MEDICINE
at University of Idaho



UW SCHOOL OF MEDICINE
at University of Idaho



UW SCHOOL OF MEDICINE
at University of Idaho



UW SCHOOL OF MEDICINE
at University of Idaho

STATE LOGO PLACEMENT

The preferred placement for the state logo is in the upper left segment on all communications. This placement ensures the logo becomes a grounding element that appears consistently on all pieces.

If the top zone is unsuitable, it is also acceptable to place the logo in the lower left segment.

Again, corners are preferred, but for formal communications, such as letters and invitations, the logo may be centered.



STATE LOGO SIZE

To maintain legibility, never reproduce the logo at widths smaller than **1.5 inches** (applies to all print and clothing) or **200 pixels** (for screens). There is no maximum size limit, but use discretion when sizing the logo.

The logo should never be the most dominant element on the page, but instead should live comfortably and clearly as an identifying mark.

These minimum size guidelines apply to each of the WWAMI state primary, secondary and tertiary logos.

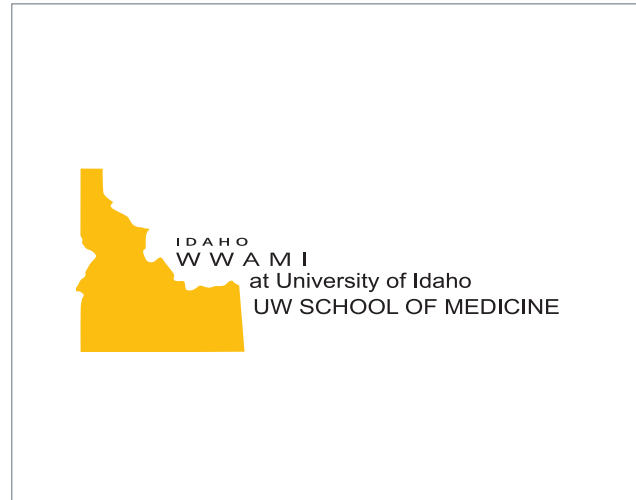


IMPROPER USAGE OF STATE LOGOS

Here are examples of design modifications to avoid.



Don't stretch, condense or change the dimensions of the logo.



Don't alter the placement or scale of the elements.
Don't rearrange the placement of the type within the logo.



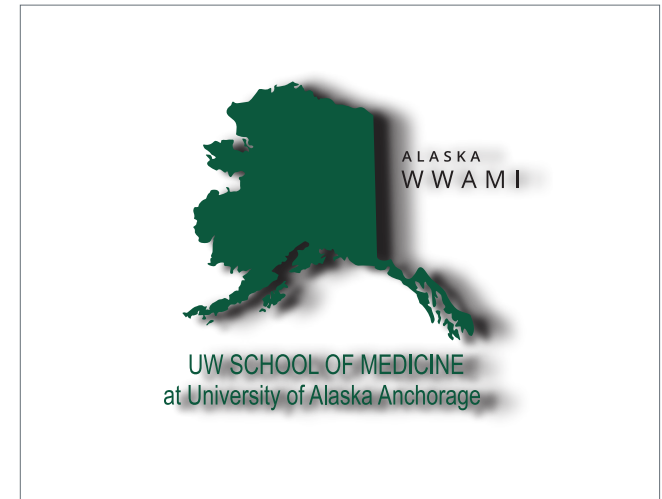
Don't crop the logo in any fashion.



Don't add colors or tones to individual elements in the logo.
Don't use colors other than those specified in this document.



Don't rotate the logo elements.



Don't add extra design elements to the logo.

COLORS

COLORS

The color palette uses primary colors from each WWAMI partner university. When using color builds, always use the color values listed here. These colors have been tested and adjusted by each university.

PRIMARY PALETTE

*University of
Washington*



*C93 M100 Y18 K21
R51 G0 B111
HEX# 4b2e83
PMS# 2685*

*Gonzaga
University*



*C100 M90 Y13 K68
R4 G30 B66
HEX# 041E42
PMS# 282*

*University of
Wyoming*



*C53 M72 Y77 K57
R73 G47 B36
HEX# 492f24
PMS# 476*

*University of
Alaska Anchorage*



*C98 M0 Y72 K61
R0 G88 B61
HEX# 00583d
PMS# 343*

*Montana State
University*



*C100 M85 Y5 K36
R51 G0 B111
HEX# 003f7f
PMS# 281*

*University of
Idaho*



*C0 M27 Y100 K0
R241 G179 B0
HEX# F1B300
PMS# 116*

UW Medicine

UW SCHOOL
OF MEDICINE