



VISUAL IDENTITY

While the logo is the most recognizable element of the brand, CCW's visual brand is comprised of a suite of elements that are designed to establish and continually reinforce CCW's story and meaning.

In conjunction with the verbal identity, the visual identity brings the brand foundation to life. It supports and enhances the brand through colors, shapes, typography, and imagery. The visual language of the brand is used to encourage brand recognition even in the absence of the logo.

- 1 LOGO USAGE**
- 2 IMPROPER LOGO USAGE**
- 3 SUB-BRAND LOGO**
- 4 LOGO FILES STRUCTURE**
- 5 COLOR PALETTE**
- 6A TYPOGRAPHY: PRIMARY FONTS**
- 6B TYPOGRAPHY: SYSTEM FONTS**
- 7 PHOTOGRAPHY STYLE**

SECTION 1

LOGO USAGE

COLOR

The logo is comprised of two colors, and should be used in full color whenever possible.



ONE COLOR/ALL BLACK

Use the black logo in conditions where color is not available, or in less formal communications like invoices, faxes, etc.



REVERSED OUT WHITE

Use the reversed one-color logo over solid colors when appropriate or when application dictates this use.



SECTION 1

LOGO USAGE

CLEAR SPACE

Clear space is the area around the logo that should be free of any other logos, graphics, text, or borders. This ensures optimal presentation and recognition of the logo. Use the “C” from the logo as a baseline to measure the amount of free space around the logo when resizing it.



MINIMUM SIZE

The minimum size helps protect the detail and legibility of the logo in all applications of use.

The logo should not be used smaller than the approved minimum size.

PRINT MINIMUM SIZE: 1 inch

WEB MINIMUM SIZE: 200 px width



SECTION 2

IMPROPER USAGE



DO NOT change logo colors



DO NOT add text to the logo



DO NOT add effects to the logo



DO NOT stretch the logo



DO NOT change the logo fonts

SECTION 2

IMPROPER USAGE



DO NOT rearrange or modify logo elements



DO NOT place the logo over a busy background



DO NOT place the color logo over solid fields of clashing color

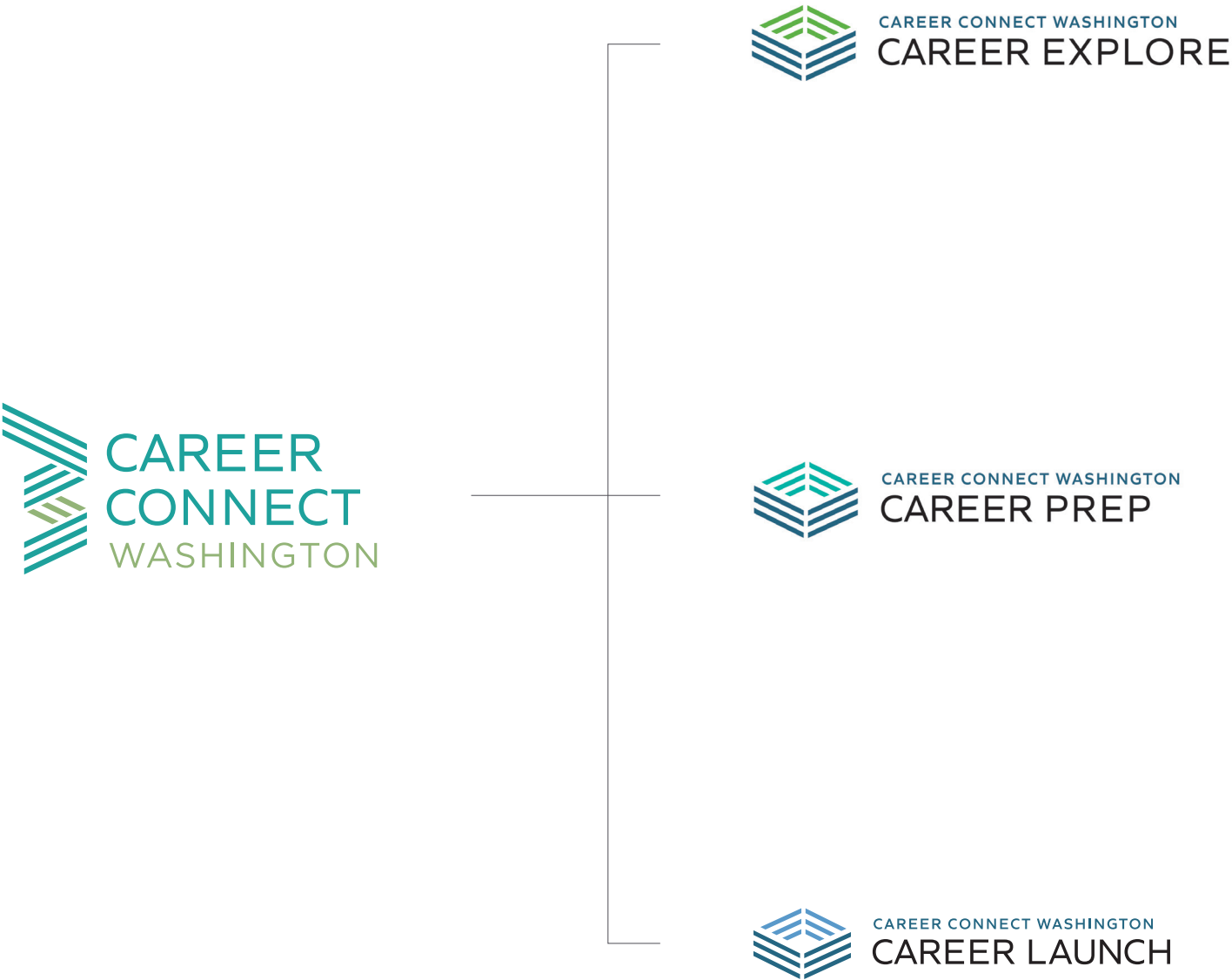


DO NOT rotate or skew the logo

SECTION 3

SUB-BRAND LOGOS

Sub-brand identities are designed to be unique, yet similar enough to make clear the relationship with the master brand. This allows the sub-brands to benefit from the association and endorsement from the parent brand, while allowed to maintain their own distinct brand identities. Each sub-brand should have a unique color palette designed to differentiate it within this endorsed brand architecture. A color-coding system is intended to serve as an organizational tool creating marketing communications targeting specific audiences.



SECTION 4

LOGO FILES STRUCTURE



FILE NAMING KEY

CCW	Master brand
Launch/Explore/Prep	Sub-brand
Color	brand accurate color version
Reverse White	all white color version
Black	black color version
CMYK	4-color process ink (use for print)
PMS	spot color ink (use for offset print)
RGB	color system used for on-screen applications (use only for web/digital)
.eps	file suffix—indicates use for print
.jpg	file suffix—indicates on-screen use
.png	file suffix—indicates on-screen use and can hold transparent background

SECTION 4

LOGO FILES STRUCTURE



EPS VECTOR/PROFESSIONAL PRINT

- CCW-Logo-Color-CMYK
- CCW-Logo-Color-RGB
- CCW-Logo-BLACK
- CCW-Logo-REVERSE-WHITE
- CCW-Logo-PMS

EPS VECTOR/PROFESSIONAL PRINT

- Launch-Logo-Color-CMYK
- Launch-Logo-Color-RGB
- Launch-Logo-BLACK
- Launch-Logo-REVERSE-WHITE
- Launch-Logo-PMS

SECTION 4

LOGO FILES STRUCTURE



JPG OFFICE USE/DIGITAL

- CCW-Logo-Color-CMYK
- CCW-Logo-Color-RGB
- CCW-Logo-BLACK

JPG OFFICE USE/DIGITAL

- Launch-Logo-Color-CMYK
- Launch-Logo-Color-RGB
- Launch-Logo-BLACK

SECTION 4

LOGO FILES STRUCTURE





- PNG WEB/DIGITAL**
 - CCW-Logo-Color-RGB
 - CCW-Logo-BLACK
 - CCW-Logo-REVERSE-WHITE

- PNG WEB/DIGITAL**
 - Launch-Logo-Color-RGB
 - Launch-Logo-BLACK
 - Launch-Logo-REVERSE-WHITE



SECTION 5

COLOR PALETTES

PRIMARY PALETTE: CCW MASTER

	CMYK	PMS	HEX	RGB
	78 / 0 / 42 / 0	3272 U	#00A49A	0 / 164 / 154
	37 / 3 / 55 / 2	577 U	#93B479	147 / 180 / 121


SECONDARY PALETTE

	CMYK	PMS	HEX	RGB
	99 / 10 / 14 / 39	308 U	#266682	38 / 103 / 130
	0 / 0 / 0 / 100	Process Black U	#000000	78 / 74 / 71

TERTIARY PALETTE: EXPLORE

	CMYK	PMS	HEX	RGB
	52 / 0 / 86 / 0	368 U	#67B346	103 / 179 / 70

TERTIARY PALETTE: PREP

	CMYK	PMS	HEX	RGB
	58 / 0 / 32 / 0	3265 U	#00COAA	0 / 192 / 170

SECONDARY PALETTE: LAUNCH

	CMYK	PMS	HEX	RGB
	67 / 17 / 3 / 0	7688 U	#5E99CA	94 / 154 / 202

SECTION 6A

TYPOGRAPHY: PRIMARY FONTS

PRIMARY FONTS

Quiet Sans

Headlines, Pull Quotes, Subheads, Body Copy & Callouts

When Quiet Sans is not available for use in programs such as Word and PowerPoint, Arial has been chosen as a font alternative.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn opqrstuvwxyz
0123456789

SemiBold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn opqrstuvwxyz
0123456789

Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn opqrstuvwxyz
0123456789

Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn opqrstuvwxyz
0123456789

SECTION 6B

TYPOGRAPHY: SYSTEM FONTS

SYSTEM FONTS

Arial

Headlines, Pull Quotes, Subheads, Body Copy & Callouts

NOTE: System fonts are for use ONLY when primary brand fonts are not available.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789**

Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

SECTION 7

PHOTOGRAPHY

PHOTOGRAPHY CONSIDERATIONS

CCW's photography should be inclusive—representing all Washingtonians, from the vast regions across our state. The tone should be warm, uplifting, and positive, highlighting the possibility and potential of our state. Our photography should capture the spirit of our state—through culture and people.

Professional photography should be commissioned whenever possible. When professional photography is not available, high resolution photographs should be selected and treated with the same standards used for professional photography.