WWAMI BRAND GUIDELINES

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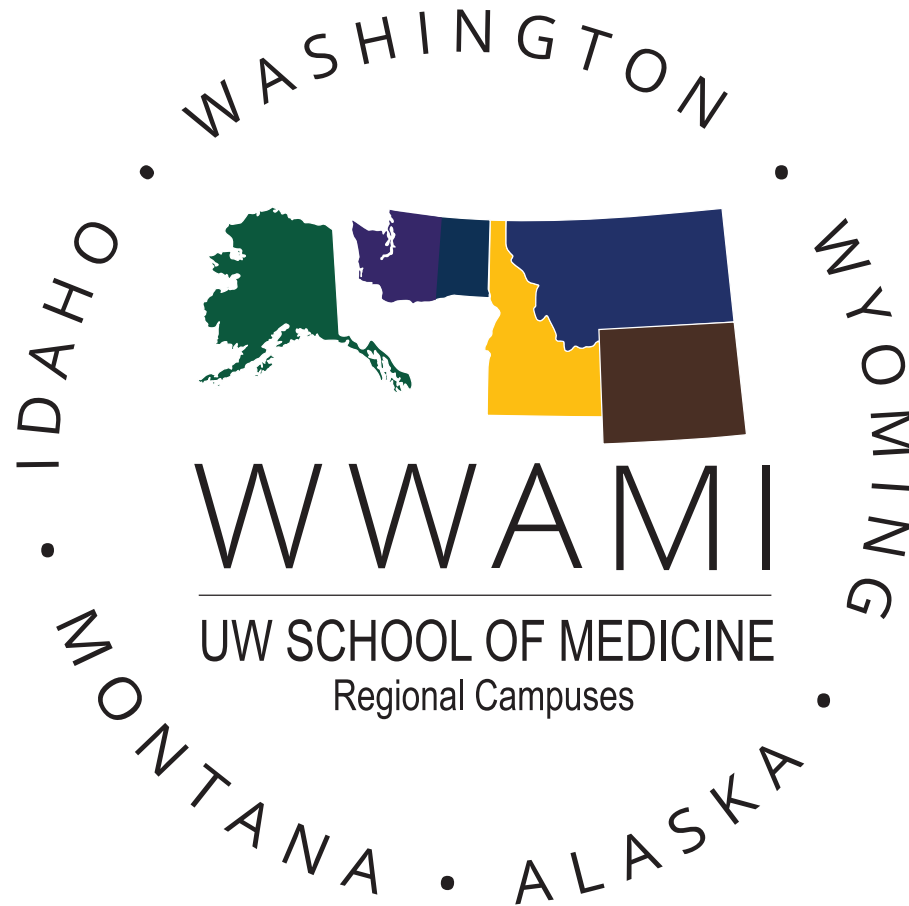
LOGO

WASHING

DAHO

WASHING
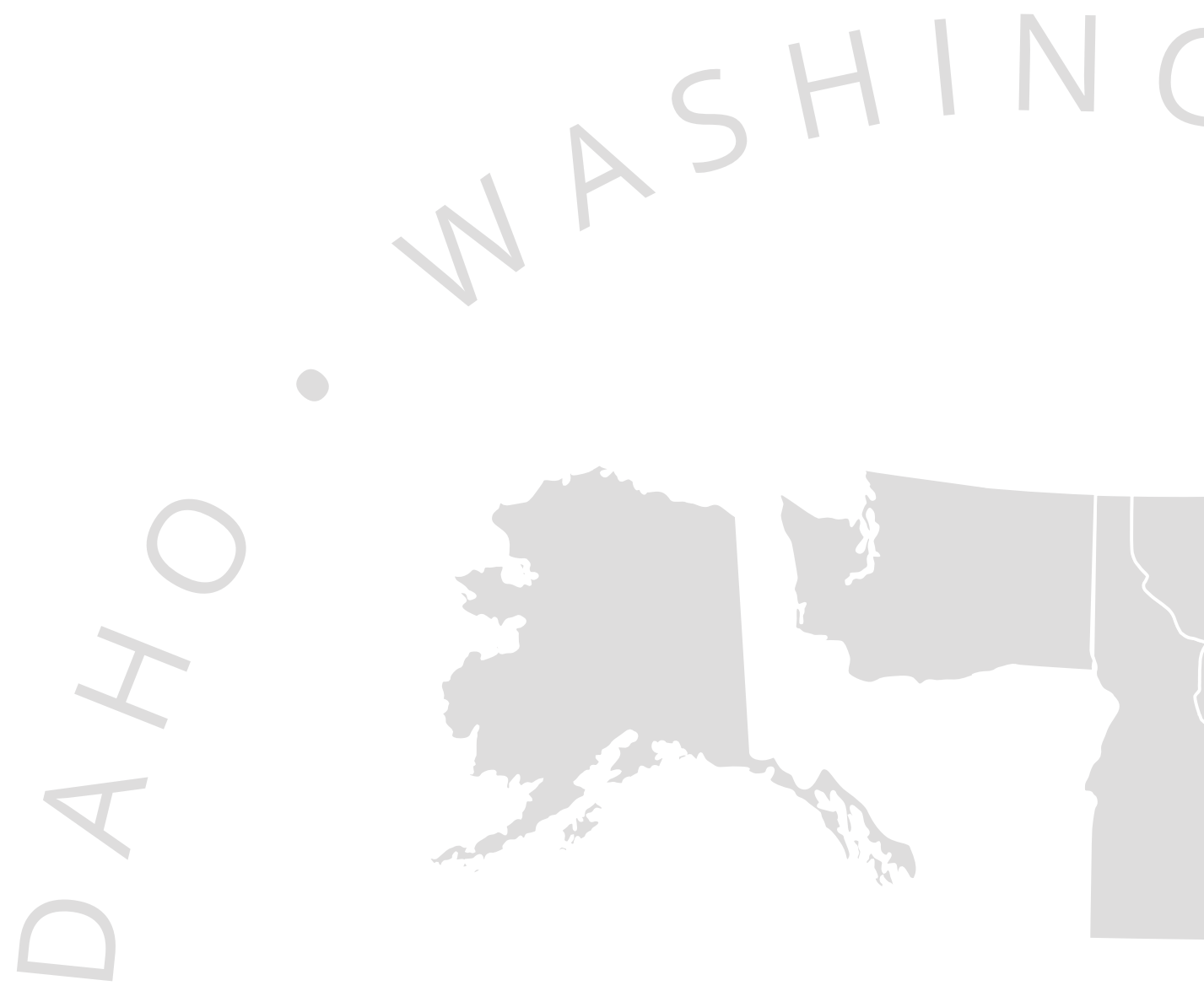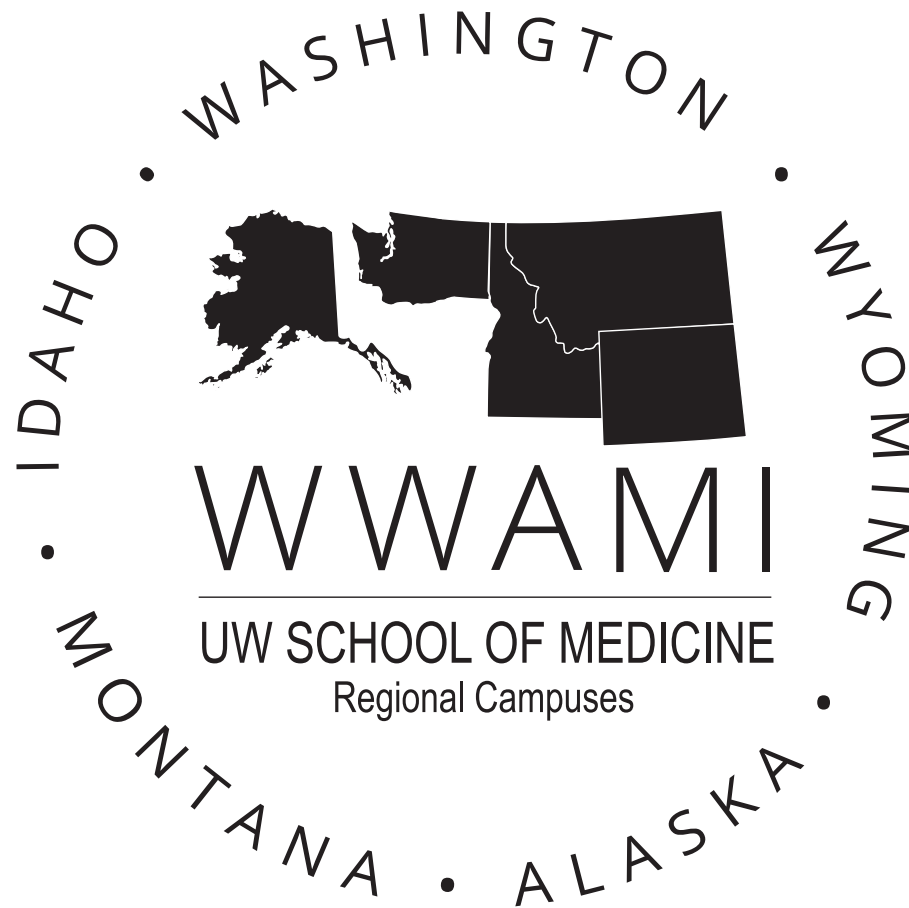
The primary option for WWAMI master logo is to use all color of each state. It is intended to be used on lighter backgrounds and images in order to maintain legibility.
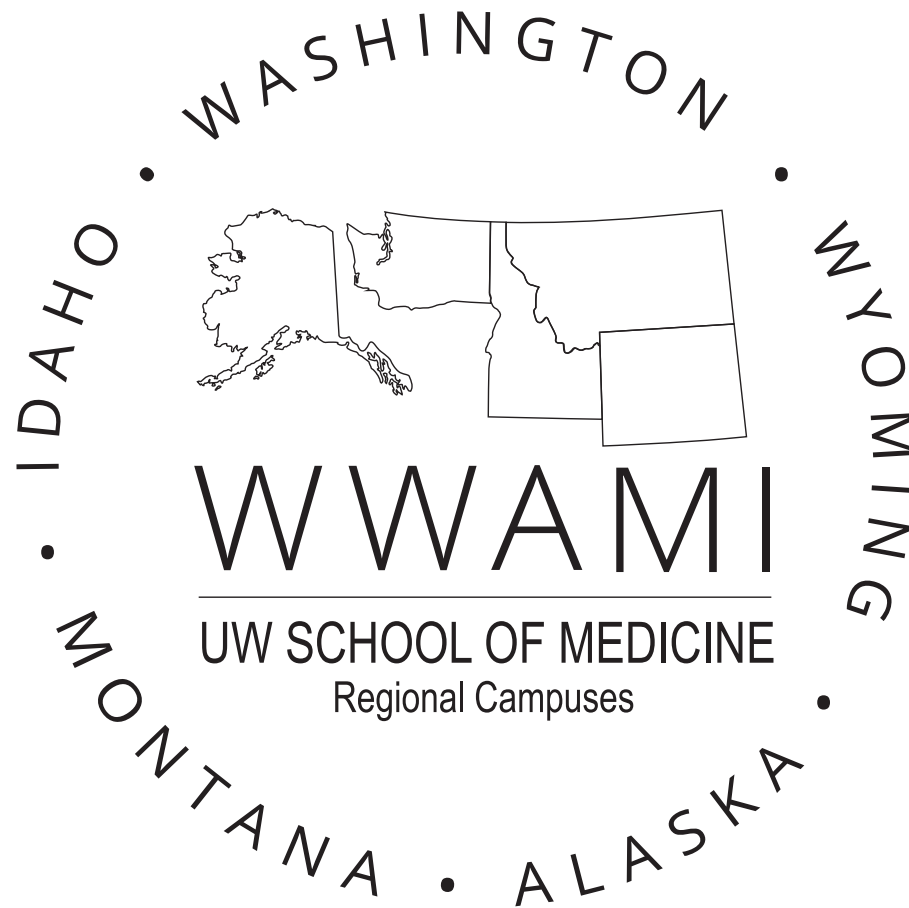
The primary option is preferred. However, in more casual usage, such as merchandise, logo may be used in **black.** Also use on lighter backgrounds and images in order to maintain legibility.

The primary option is preferred. However, this logo can appear in a black only appin more casual. Also use on darker backgrounds and images in order to maintain legibility.

SIZE

To maintain in full legibility, never reproduce any of the logo at widths smaller than **1.5 inch** (for print) or **200 pixels** (for screens). There is no maximum size limit, but use discretion when sizing the logo.

It 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 appy **only to the WWAMI logo**.

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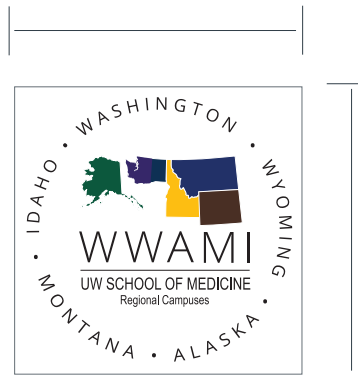
1.5 inch (for print) or 200 pixels (for screens).

CLEAR SPACE

To ensure that clear space is maintained around the logo for legibility and prominence, photos, text and graphics elements must follow the guidelines illustrated here.

Use the **letter "W"** as a measuring tool to help maintain clearance.

*Use **Letter "W"** as a measuring tool to help maintain clearance.*

*"W" should match the same size in the logo. **"Open Sans"** font should be the font to match size and scale.*

PLACEMENT

The preferred placement for the logo is in the upper left segment of communications.
This way, 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 at the lower left segment.

Again, corners are preferred, but the logo can be centered for *more formal communications.*

1.5 inch (for print)

1.5 inch (for print)

1.5 inch (for print)

1.5 inch (for print)

Don't Stretch, Condense or change the dimensions of the identity.

Don't Alter, the placement or scale of the elements.
Don't Rearrange the placement of the type within the identity.

Don't crop, the word mark.

Don't Add other Colors or Tones, to indivdual elements.
Don't use colors other than those specified in this document.

Don't Rotate, the WWAMI master logo elements.

Don't Add, any extra elements to this identity

COLORS

COLORS

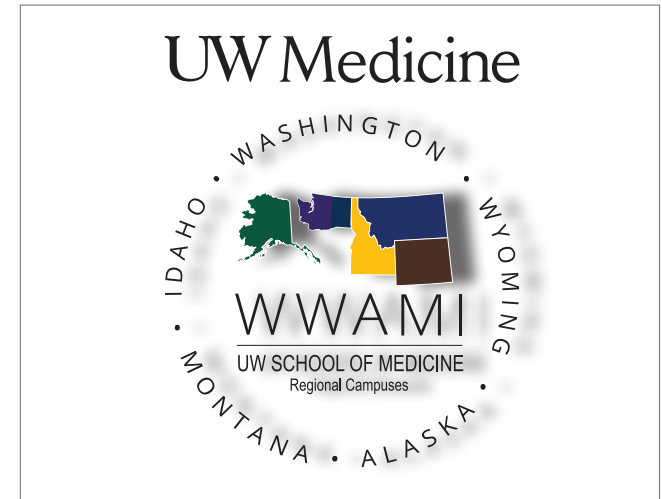The color palette using primary colors from each University. When using color builds, always use the color values listed here. These colors have been tested, and already adjusted by each University brand teams.

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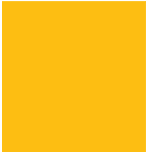
C0 M27 Y100 K0
R241 G179 B0
HEX# F1B300
PMS# 116

University of Wyoming

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

Montana State University

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

University of Alaska Anchorage
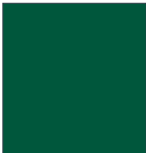
C98 M0 Y72 K61
R0 G88 B61
HEX# 00583d
PMS# 343

STATE LOGO

The primary option for ALASKA WWAMI master logo is to use the color that represents the state. It is intended to be used on lighter backgrounds and images in order to maintain legibility.

The primary option is preferred. However, in more casual usage, such as merchandise, logo may be used in **black.** Also use on lighter backgrounds and images in order to maintain legibility.

ALASKA
WWAMI

UW SCHOOL OF MEDICINE
at University of Alaska Anchorage

ALASKA
WWAMI

UW SCHOOL OF MEDICINE
at University of Alaska Anchorage

ALASKA
WWAMI

UW SCHOOL OF MEDICINE
at University of Alaska Anchorage

The primary & black reverse option is preferred. However, this logo can appear in a black only appin more casual. Also use on darker backgrounds and images in order to maintain legibility.

ALASKA
WWAMI

UW SCHOOL OF MEDICINE
at University of Alaska Anchorage

ALASKA
WWAMI

UW SCHOOL OF MEDICINE
at University of Alaska Anchorage

ALASKA
WWAMI

UW SCHOOL OF MEDICINE
at University of Alaska Anchorage

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

The primary option for IDAHO WWAMI master logo is to use the color that represents the state. It is intended to be used on lighter backgrounds and images in order to maintain legibility.

IDAHO
W W A M I

UW SCHOOL OF MEDICINE
at University of Idaho

IDAHO
W W A M I

UW SCHOOL OF MEDICINE
at University of Idaho

The primary option is preferred. However, in more casual usage, such as merchandise, logo may be used in **black.** Also use on lighter backgrounds and images in order to maintain legibility.

IDAHO
W W A M I

UW SCHOOL OF MEDICINE
at University of Idaho

IDAHO
W W A M I

UW SCHOOL OF MEDICINE
at University of Idaho

The primary & black reverse option is preferred. However, this logo can appear in a black only appin more casual. Also use on darker backgrounds and images in order to maintain legibility.

IDAHO
W W A M I

UW SCHOOL OF MEDICINE
at University of Idaho

IDAHO
W W A M I

UW SCHOOL OF MEDICINE
at University of Idaho

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

The primary option for MONTANA WWAMI master logo is to use the color that represents the state. It is intended to be used on lighter backgrounds and images in order to maintain legibility.

The primary option is preferred. However, in more casual usage, such as merchandise, logo may be used in **black.** Also use on lighter backgrounds and images in order to maintain legibility.

MONTANA
WWAMI

UW SCHOOL OF MEDICINE
at Montana State University

MONTANA
WWAMI

UW SCHOOL OF MEDICINE
at Montana State University

MONTANA
WWAMI

UW SCHOOL OF MEDICINE
at Montana State University

The primary & black reverse option is preferred. However, this logo can appear in a black only appin more casual. Also use on darker backgrounds and images in order to maintain legibility.

MONTANA
WWAMI

UW SCHOOL OF MEDICINE
at Montana State University

MONTANA
WWAMI

UW SCHOOL OF MEDICINE
at Montana State University

MONTANA
WWAMI

UW SCHOOL OF MEDICINE
at Montana State University

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

The primary option for WASHINGTON WWAMI master logo is to use the color that represents the state. It is intended to be used on lighter backgrounds and images in order to maintain legibility.

The primary option is preferred. However, in more casual usage, such as merchandise, logo may be used in **black.** Also use on lighter backgrounds and images in order to maintain legibility.

WASHINGTON
W W A M I

UW SCHOOL OF MEDICINE
at University of Washington
and Gonzaga University

UW SCHOOL OF MEDICINE
at University of Washington
and Gonzaga University

WASHINGTON
W W A M I

UW SCHOOL OF MEDICINE
at University of Washington
and Gonzaga University

The primary & black reverse option is preferred. However, this logo can appear in a black only appin more casual. Also use on darker backgrounds and images in order to maintain legibility.

UW SCHOOL OF MEDICINE
at University of Washington
and Gonzaga University

WASHINGTON
W W A M I

UW SCHOOL OF MEDICINE
at University of Washington
and Gonzaga University

UW SCHOOL OF MEDICINE
at University of Washington
and Gonzaga University

WASHINGTON
W W A M I

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

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

The primary option for IDAHO WWAMI master logo is to use the color that represents the state. It is intended to be used on lighter backgrounds and images in order to maintain legibility.

The primary option is preferred. However, in more casual usage, such as merchandise, logo may be used in **black.** Also use on lighter backgrounds and images in order to maintain legibility.

WYOMING
WWAMI

UW SCHOOL OF MEDICINE
at University of Wyoming

WYOMING
WWAMI

UW SCHOOL OF MEDICINE
at University of Wyoming

The primary & black reverse option is preferred. However, this logo can appear in a black only appin more casual. Also use on darker backgrounds and images in order to maintain legibility.

WYOMING
WWAMI

UW SCHOOL OF MEDICINE
at University of Wyoming

WYOMING
WWAMI

UW SCHOOL OF MEDICINE
at University of Wyoming

WYOMING
WWAMI

UW SCHOOL OF MEDICINE
at University of Wyoming

WYOMING
WWAMI

UW SCHOOL OF MEDICINE
at University of Wyoming

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

STATE LOGO PLACEMENT

The preferred placement for the logo is in the upper left segment of communications.
This way, 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 at the lower left segment.

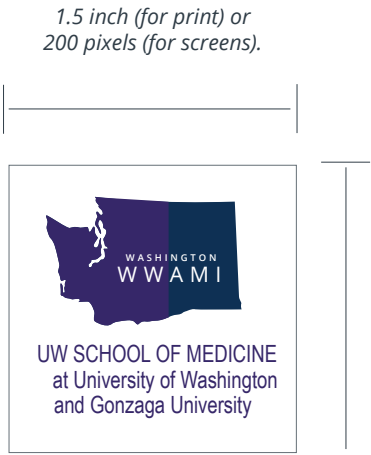Again, corners are preferred, but the logo can be centered for *more formal communications.*
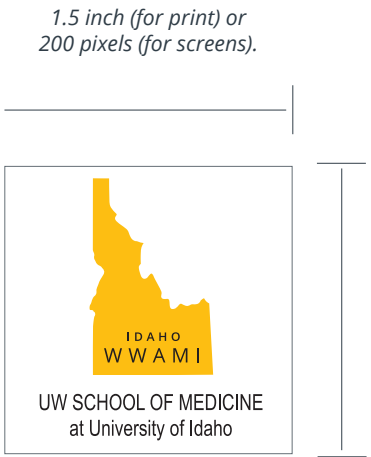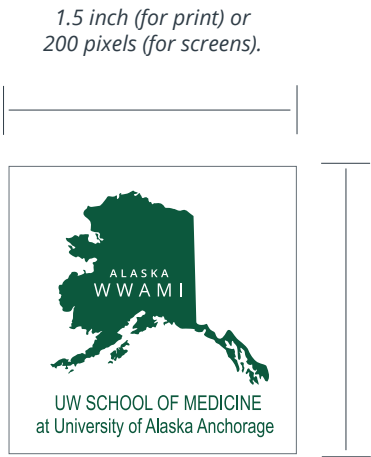
1.5 inch (for print)

1.5 inch (for print)

ALASKA
W W A M I
UW SCHOOL OF MEDICINE
at University of Alaska Anchorage

ALASKA
W W A M I
UW SCHOOL OF MEDICINE
at University of Alaska Anchorage

1.5 inch (for print)

1.5 inch (for print)

STATE LOGO SIZE

To maintain in full legibility, never reproduce any of the logo at widths smaller than *1.5 inch* (for print) or *200 pixels* (for screens). There is no maximum size limit, but use discretion when sizing the logo.

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

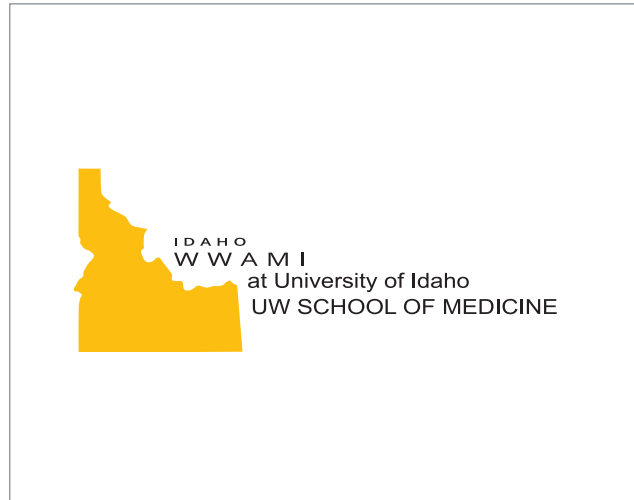These minimum size guidelines appy *only to the WWAMI State logo*.

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

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

ALASKA
W W A M I

UW SCHOOL OF MEDICINE
at University of Alaska Anchorage

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

IDAHO
W W A M I

UW SCHOOL OF MEDICINE
at University of Idaho

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

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

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

WASHINGTON
W W A M I

UW SCHOOL OF MEDICINE
at University of Washington
and Gonzaga University

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

WYOMING
W W A M I

UW SCHOOL OF MEDICINE
at University of Wyoming

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

Don't Stretch, Condense or change the dimensions of the identity.
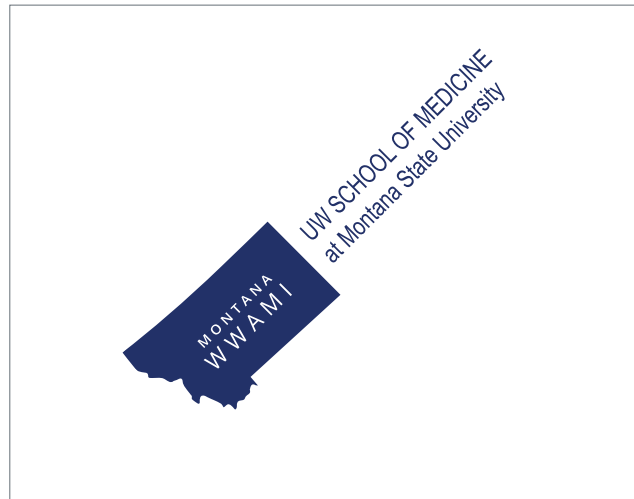

Don't Alter, the placement or scale of the elements.
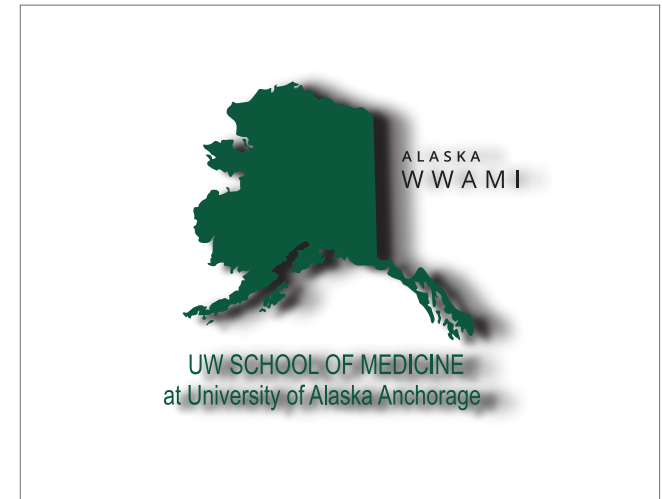**Don't Rearrange** the placement of the type within the identity.

Don't crop, the word mark.

Don't Add other Colors or Tones, to indivdual elements.
Don't use colors other than those specified in this document.

Don't Rotate, the WWAMI master logo elements.

Don't Add, any extra elements to this identity

UW Medicine