



Style Guide



Graphic Identity Guidelines

The Washington Campus Compact Identity Guidelines in this Style Guide are central to our communication and marketing strategies. They provide a road map for presenting the organization in a cohesive and powerful way to our audiences. These guidelines consist of integrated systems of graphic elements including the Washington Campus Compact logo, tagline, aesthetics, color palettes and typography. Together, the Style Guide and the graphic elements are a powerful toolkit for its users to dramatically increase the strength and effectiveness of their message in a cohesive, comprehensive way.

Who are the guidelines for?

All programs and divisions of Washington Campus Compact must follow these guidelines. All graphic materials for non-inter-departmental use must go through graphics support at Washington Campus Compact before publication.

Commercial and Promotional uses of Washington Campus Compact's Marks and Verbiage

Washington Campus Compact asserts ownership over its name, marks, slogans or any combination of these which refer to, or are associated with, Washington Campus Compact. The Washington Campus Compact marks cannot be used to imply or suggest endorsement of any product or service not provided by WACC without prior explicit consent.

Individuals and organizations outside inter-departmental capacities, who wish to use any of the Washington Campus Compact marks for commercial purposes or promotional activities, must first obtain permission from Washington Campus Compact's graphics support.

WebDev | Program Support | Graphics Support

Luke Shipstad

360-650-6617 | luke.shipstad@wwu.edu

Use of Washington Campus Compact's name

Consistent usage of Washington Campus Compact's name in communication pieces helps ensure that the message and central themes are delivered concisely, clearly and aligned with a standard theme. When using Washington Campus Compact's name, always spell it out completely on the first usage; after that, the preferred short form is **"WACC,"** not "Campus Compact" or "WA Campus Compact."

The Washington Campus Compact Logo

The term "logo" refers to the graphic element and set of words known as the "wordmark" or "logotype."

When and How to Use the Logo

All print and electronic communication materials published by and in conjunction with Washington Campus Compact for internal and external audiences, must prominently display and use the most current and up-to-date logo on the approved surface/page. This includes business cards, stationery, brochures, invitations, direct mail, postcards, fliers, booklets, catalogs, statements, posters, banners, advertising, websites, video/film, PowerPoint presentations and all social media applications.

The most current and up-to-date logo is the official logo for Washington Campus Compact, and previous institutional logos, in whole or any part, may not be used in the place of the current logo, or in any sub-branding, internally or externally.

Logo Explained

The term "logo" refers to the graphic element and set of words shown which represent Washington Campus Compact. The logo has two parts: the **wordmark** which is the name of the organization, and **graphic element**, which is the stylized representation of the Campus Compact branding. The logo is available in electronic form online at <http://www.wacampuscompact.org/logos.php>



Acceptable Color Use



Campus Compact

Washington

Full Color



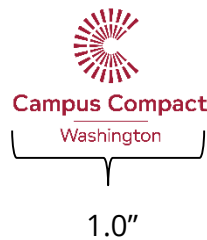
Campus Compact

Washington

Grayscale

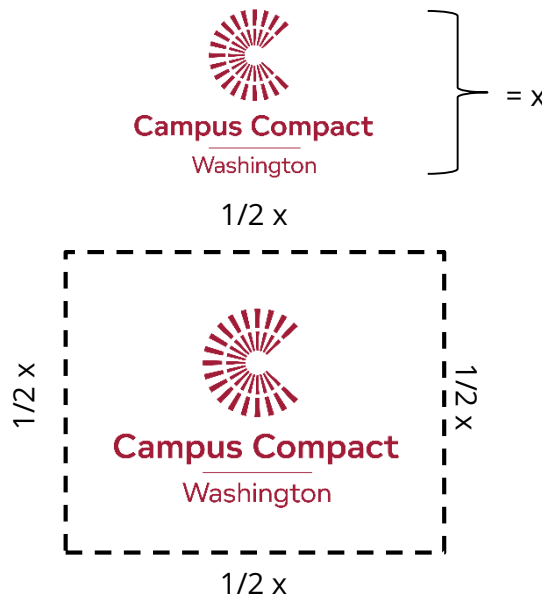
Minimum Size

Minimum size for the Washington Campus Compact logo is 1-inch wide. There may be situations where the WACC logo will need to appear smaller than the minimum required size (i.e. pins, pens, pencils, etc.). Please consult with the WACC Graphics Support if you have any questions.



Space Requirements

A specified clear space around the Washington Campus Compact logo ensures the integrity and impact of the mark (see "x-height"). No other graphic content or elements should touch, overlap or be combined with the Washington Campus Compact logo.



Unacceptable Uses



Special Effects

No drop shadows, outlining, inlining, glows, strokes or special effect to any part of the logo. (Note: If you feel the need to apply special effects to improve visibility of the logo, please obtain approval from WACC Graphics Support.)

Improper Color

Do not change the color of the graphic element or wordmark from the original under any circumstance.

Distracting Backgrounds

The Washington Campus Compact logo must never be placed on backgrounds that distract, overpower or have similar color values.

Distortion

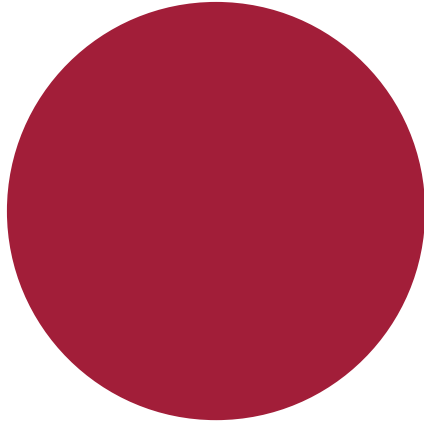
The logo should not be subject to improper sizing distortions or manipulation (i.e. slanting or vertical/horizontal stretching).

Resolution

Under no circumstance should pixelation or blur be apparent in the logo.

Primary Colors

These colors are the two primary identifying colors for Washington Campus Compact.

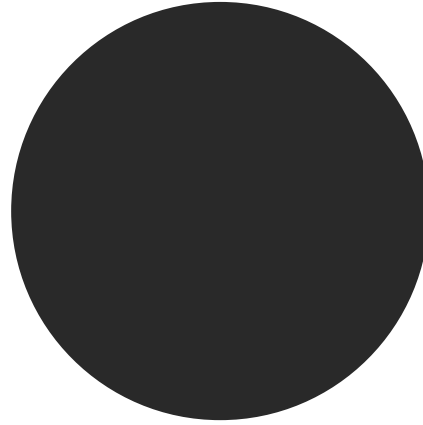


WACC Red

C-25 M-99 Y-74 K-18 (Process Color)

Web Use:

R-162 G-30 B-57
#a21e39



WACC Charcoal

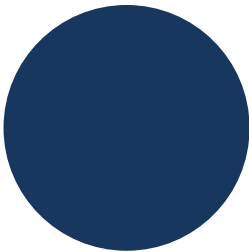
C-71 M-65 Y-64 K-67 (Process Color)

Web Use:

R-41 G-41 B-41
#292929

Extended Color Palette

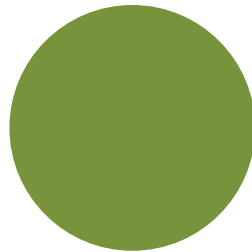
These colors are visually compatible with Washington Campus Compact's primary colors and can be used effectively as an extended palette.



C-99 M-82 Y-37 K-28
(Process Color)

Web Use:

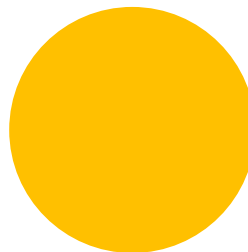
R-23 G-55 B-94
#17375e



C-58 M-26 Y-99 K-7
(Process Color)

Web Use:

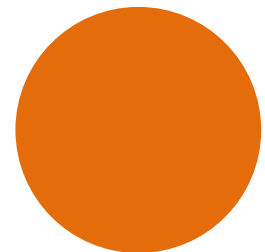
R-119 G-147 B-60
#77933c



C-14 M-20 Y-100 K-0
(Process Color)

Web Use:

R-225 G-192 B-0
#e1c000



C-7 M-70 Y-100 K-1
(Process Color)

Web Use:

R-228 G-108 B-10
#e46c0a

Washington Campus Compact Fonts

O p (Open Sans 130 point)

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. It was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

O p (Avenir Roman 130 point)

Avenir is a scratch built, sans serif font, built by adobe in 1988. Its bold weight is well suited for contemporary header text, whereas the light was designed for, body, captions, and subhead text.

Washington Campus Compact tagline & font usage

A tagline is a shorthand description of our brand using a phrase that is easily accessible to our target audiences. Use the tagline whenever possible in external documents or projects. Its usage is not required, but when used in conjunction with the graphic design and wordmark, helps further penetration of the brand’s message. When using the tagline, it should appear in either of the two WACC fonts: Avenir (when used in graphic applications) or Open Sans (when used in more text based applications), as below, with the first word of every letter capitalized (sans “and”), and with no commas.

Higher Education Serving Washington

(Open Sans)

Higher Education Serving Washington

(Avenir Roman)

Washington Campus Compact Sub-Branding | (College Access Corps, VISTA, etc.)

Programs and departments that work in conjunction with Washington Campus Compact such as the AmeriCorps VISTA program and College Access Corps have been authorized to use a unique logo construction (below) to enable effective usage of the WACC Graphic and Wordmark in their branding. This type of logo construction is for internal programs and departments ONLY. If a similarly styled construction is desired for any external capacities, please contact WACC Graphic Support.

Main Sub-Branding image.
Graphic Mark + Wordmark

Tagline wordmark and graphic mark usage to distinguish the program referenced