WASHINGTON EARLY ACHIEVERS

PREPARING CHILDREN FOR SUCCESS IN SCHOOL

BRAND GUIDELINES

LOGO: CORRECT USAGE

The Washington Early Achiever's logo is the primary visual representation for our state's QRIS. It is essential that the logo be used properly and consistently.


COLOR LOGO
Use the color logo as a first choice. It should only be placed on a white colored background.

BLACK LOGO
When full-color printing isn't available, you may use the logo in black. Choose white or light colored backgrounds for the black logo.

REVERSED LOGO
When full-color print- ing isn't available, you may use the logo in it's reversed (white) format. The reversed logo should be used when the background is black or a dark color.

LOGO: INCORRECT USAGE

You may resize the logo proportionally, but never alter the artwork in any way. The integrity of the logo should not be compromised. Do not re-draw or re-create the logo; always use approved logo artwork provided by DEL.
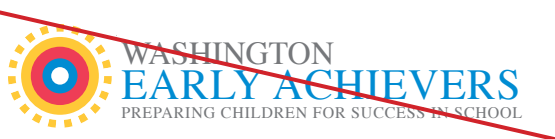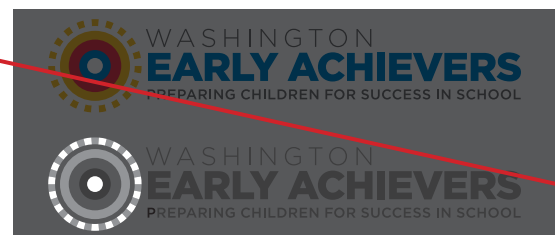
INCORRECT TYPEFACE
Never retype the Washington Early Achievers logo in a different font. Always use approved logo artwork provided by Washington Early Achievers.
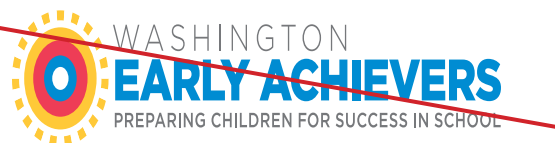
INCORRECT USAGE OF A .JPG FORMAT
Never print a low-res .JPG (web) version of the logotype.

INCORRECT REVERSE AND CONTRAST
Never place the color logo or black logo on a dark background. Always make sure there is enough contrast to read the logo. In this case, the reversed logo should have been used.

INCORRECT STRETCHING/ SHRINKING
Never stretch or shrink the logo out of proportion. Always maintain the original logo proportions.

SPACE AND SIZE

The Washington Early Achiever's logo should be used at different sizes to optimize each application. Whenever you reproduce the logo use approved artwork files available from DEL.

The minimum permissible size is 1.5" in width, from the farthest left side of the logo to the farthest right side of the logo.

4.0"

LARGE LOGO 4"
Use the large logo for Washington Early Achievers presentation covers.

2.5"

MEDIUM LOGO 2.5"
This is the preferred size for all Washington Early Achievers business papers.

1.5"

SMALL LOGO 1.5"
Do not reduce the logo below the 1.5" small logo size.

CLEARSPACE
Maintain the specified clearspace on all sides of the logo. A measurement equal to the height of the capital "E" in the logo should be used in determining the minimum amount of space that should surround the logo in all directions. No other art or type should fall within this area.

LOGO: LOCK-UP

You may use the Washington Early Achievers Logo next to the DEL logo per the guidelines below.

SIZE RELATIONSHIP
The vertical height of the Washington Early Achievers logo is determined by "x".

HORIZONTAL LOCK-UP
Use the vertical height "y" of the Washington Early Achievers logo as the separating space between the 2 logos.

LOGO COLORS

PANTONE COATED

PMS 3005 C   PMS 032 C   PMS 123 C   PMS 424 C

CMYK

C: 100	C: 0	C: 0	C: 0
M: 28	M: 90	M: 21	M: 0
Y: 0	Y: 60	Y: 88	Y: 0
K: 0	K: 0	K: 0	K: 65

RGB

R: 0	R: 237	R: 253	R: 119
G: 122	G: 41	G: 200	G: 120
B: 201	B: 57	B: 47	B: 123

TYPOGRAPHY

FRANKLIN GOTHIC (PRIMARY BRAND FONT)

Franklin Gothic is the primary brand font to be used for all branded materials and on the Web whenever possible. The Franklin Gothic font family contains various weights and italics; all variations are available for use on branded materials. A few examples of the font family are shown below:

ABCDEFGHIJKLMNOPQRSTUVWXYZ   0123456789
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ   *0123456789*
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ   **0123456789**
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ   *0123456789*
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ   **0123456789**
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ   ***0123456789***
abcdefghijklmnopqrstuvwxyz

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