

# BRAND GUIDE

MARCH

2024

# WDC LOGO

Our logo is the main signifier of our brand. For full impact, use the full color version of the logo. On a dark background, the reversed version of the logo may be used. Do not stretch, alter, flip, recolor, or separate the elements of the logo. Do not crowd the logo with other graphic elements.

To access logo files, follow this path:

WDC Teams > Communications > General > Files > Logos



Full color (preferred)



One color



Reversed



Maintain clear space of the height of the Workforce "O" around the entire logo.



Always make sure the logo is at least 1.75 inches wide.



Do not alter the proportions or colors of the logo.

(Logo typeface color is PMS 430; CMYK 55.2, 40.25, 37.99, 4.53; RGB 123, 134, 140)

# TYPOGRAPHY

Every time brand typography is used, it has visual impact. For consistent impact, please use brand fonts as outlined below on any internal or external document containing the WDC logo.

To access font files, follow this path:

WDC Teams > Communications > General > Files > Fonts

## Slides, PDFs, and Printed Documents

### HEADLINE

#### SUBHEADLINE

Lorem ipsum velento ea commoluptae nonse et eaque enis velest offic temque vendemped moleni audandae porum quod ut quist ullabo. Ersperibus andipic aborerumet ut acesecu ptaeptat volor acimpossita net evellac estrum sequatq uiantur rem reseca ipid quam, ea di con por sint, abore molor sim etur susdae ressit verunde.

Trade Gothic LT Std - Bold Condensed No. 20

Trade Gothic LT Std - Condensed No. 18

Trade Gothic LT Std - Regular

### Headline

#### Subheadline

Lorem ipsum velento ea commoluptae nonse et eaque enis velest offic temque vendemped moleni audandae porum quod ut quist ullabo. Ersperibus andipic aborerumet ut acesecu ptaeptat volor acimpossita net evellac estrum sequatq uiantur rem reseca ipid quam, ea di con por sint, abore molor sim etur susdae ressit verunde.

Trade Gothic LT Std - Regular

Trade Gothic LT Std - Regular

Trade Gothic LT Std - Light

## Web & Compatability

### HEADLINE

#### SUBHEADLINE

Lorem ipsum velento ea commoluptae nonse et eaque enis velest offic temque vendemped moleni audandae porum quod ut quist ullabo. Ersperibus andipic aborerumet ut acesecu ptaeptat volor acimpossita net evellac estrum sequatq uiantur rem reseca ipid quam, ea di con por sint, abore molor sim etur susdae ressit verunde litatur? Il in re, quo eligend icipsum.

Arial Narrow - Bold

Arial Narrow - Regular

Arial - Regular

### Headline

#### Subheadline

Lorem ipsum velento ea commoluptae nonse et eaque enis velest offic temque vendemped moleni audandae porum quod ut quist ullabo. Ersperibus andipic aborerumet ut acesecu ptaeptat volor acimpossita net evellac estrum sequatq uiantur rem reseca ipid quam, ea di con por sint, abore molor sim etur susdae ressit verunde litatur? Il in re, quo eligend icipsum.

Arial - Regular

# WDC BRAND COLORS

These colors are our official hues - capturing the original spirit of our brand. But as we navigate to the future of our brand, the way we use colors will also reflect this journey.

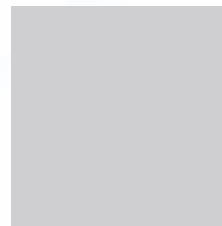
There are moments when colors need to speak differently. Most of the time, this is in the name of readability - making sure our text is accessible.

There may be other times where additional creative license is necessary. It's important to consult with the communications team when making significant departures from the brand. They can help ensure professionalism and that the modifications are aligned with our overall strategy.



## BLUE

PMS  
542  
CMYK  
54/20/6/0  
RGB  
114/172/212  
Hex  
72acd4  
Hsl  
204/53/64



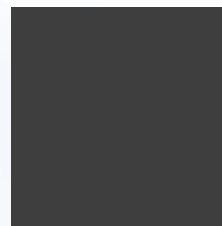
## LIGHT GRAY

PMS  
427  
CMYK  
0/0/0/20  
RGB  
208/208/208  
Hex  
d0d0d0  
Hsl  
0/0/82



## ORANGE

PMS  
1235  
CMYK  
6/47/91/0  
RGB  
255/197/12  
Hex  
ffc50c  
Hsl  
46/5/0



## DARK GRAY

PMS  
425  
CMYK  
0/0/0/90  
RGB  
65/65/65  
Hex  
414141  
Hsl  
0/0/25



## GREEN

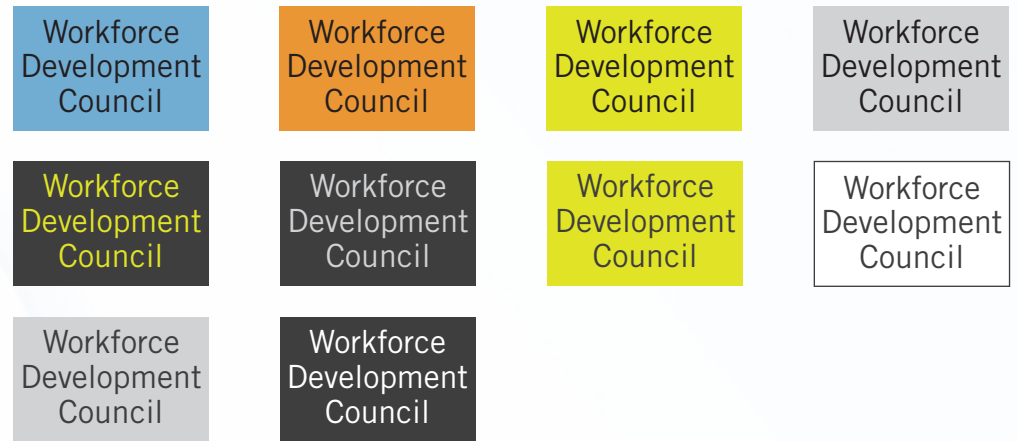
PMS  
389  
CMYK  
15/0/96/0  
RGB  
225/228/39  
Hex  
e1e427  
Hsl  
0/0/25

# COLOR CONTRAST

It's important for text to have sufficient contrast to be readable and accessible. This page illustrates which foreground/background combinations of WDC brand colors have sufficient contrast to meet the minimum standard set by the Web Content Accessibility Guidelines.

- For specific guidance, refer to this tool: <https://webaim.org/resources/contrastchecker/>
- For more general information about Web Accessibility, please refer to the guidelines from the Americans with Disabilities Act (ADA): <https://www.ada.gov/resources/web-guidance/>

## Use at any size

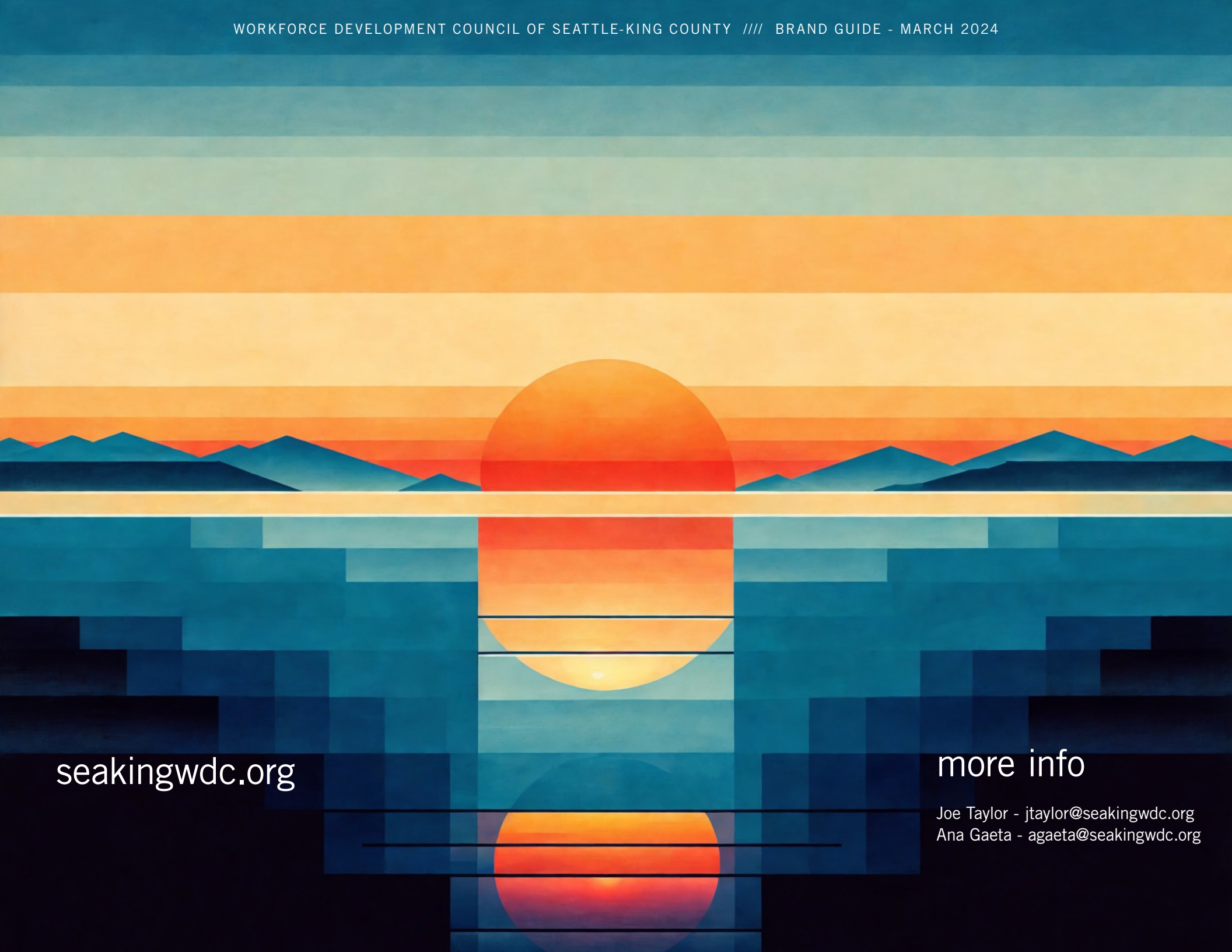


## Use for headers only



## Don't use these ever - they're very hard to read!





[seakingwdc.org](https://seakingwdc.org)

more info

Joe Taylor - [jtaylor@seakingwdc.org](mailto:jtaylor@seakingwdc.org)  
Ana Gaeta - [agaeta@seakingwdc.org](mailto:agaeta@seakingwdc.org)