PRIMAR LOGO

The primary logo is the preferred logo for use. It is available in a horizontal orientation for limited use. Any other variation is subject to use by the UWCC marketing team.

COLOR PALETTE

It is important that a consistent appearance of the brandmark be maintained through all visual communications.

TYPOGRAPHY

When using the brandmark in conjunction with text it is preferred that the typeface League Gothic is used for headlines shorter than seven (7) words. The preferred typeface for body copy is Roboto Regular.
ONE COLOR LOGOS

When full color isn't an available option, the preferred one color option is the logo shown in Pantone 287 or Black.

When the logo is used on a colored background, the logo in white is preferred.
PRIMARY LOGO

The primary logo is the preferred logo for use. It is available in a horizontal orientation for limited use. Any other variation is subject to use by the UWCC marketing team.

COLOR PALETTE

It is important that a consistent appearance of the brandmark be maintained through all visual communications.

LEAGUE GOTHIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&(.,;'"/!?)

Roboto Regular

abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&(.,;'"/!?)

Pantone 287
C:100 M:74 Y:0 K:0
R:0 G:81 B:145
HEX: #005191

Pantone 659
C:65 M:30 Y:0 K:0
R:124 G:129 B:184
HEX: #7c81b8
ONE COLOR LOGOS

When full color isn't an available option, the preferred one color option is the logo shown in Pantone 287 or Black.

When the logo is used on a colored background, the logo in white is preferred.
**PRIMARY LOGO**

The primary logo is the preferred logo for use. It is available in a horizontal orientation for limited use. Any other variation is subject to use by the UWCC marketing team.

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**COLOR PALETTE**

It is important that a consistent appearance of the brandmark be maintained through all visual communications.

Pantone 287
C:100 M:74 Y:0 K:0
R:0 G:81 B:145
HEX: #005191

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**TYPOGRAPHY**

When using the brandmark in conjunction with text it is preferred that the typeface League Gothic is used for headlines shorter than seven (7) words. The preferred typeface for body copy is Roboto Regular.

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**LEAGUE GOTHIC**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&('"/)?

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**Roboto Regular**

abcdefhijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&(,"/)?
ALTERNATE ONE COLOR LOGO

The logo may be used in black when color isn't available.

When the logo is used on a colored background, the logo in white is preferred. When possible use the logo use the dark blue background or black.