

# **WA DEI EMPOWERMENT CONFERENCE**

Logo Guidelines (1/3/2023)



## INTRODUCTION

### WA State Agency Logos:



Washington Office of Superintendent of  
**PUBLIC INSTRUCTION**



WASHINGTON STATE DEPT OF  
**NATURAL RESOURCES**



WASHINGTON STATE DEPARTMENT OF  
**LICENSING**



**WASHINGTON**  
Secretary of State



DEPARTMENT OF  
**ECOLOGY**  
State of Washington



**Employment Security Department**  
WASHINGTON STATE



Washington State  
Department of  
**Commerce**



Washington State Department of  
**CHILDREN, YOUTH & FAMILIES**

## INTRODUCTION

### Logo design principals:

- ☑ Appropriate
- ☑ Simple
- ☑ Memorable

### DEI conference vibe/keywords:

Informed, Empowered  
Diversity, Equity, Inclusion  
Focusing on the Summit  
Engaged, Joy





WASHINGTON DEI  
***EMPOWERMENT  
CONFERENCE***

## PRIMARY LOGO SPECIFICATIONS

Clear space, minimum size, typeface, color codes

### Clear Space:



### Minimum Size:



Minimum digital size **80 pixels** wide.  
Minimum print size **1.25 inch** wide.

### Typeface font:

*Avenir (Medium Oblique)*

***Avenir (Black Oblique)***



### Main colors:



#3CC3DD  
CMYK: 64,0,12,0



#A3CE44  
CMYK: 41,0,94,0



#F2B845  
CMYK: 4,29,84,0

### Typeface colors:



#414042  
CMYK: 0,0,0,90



### Intersection colors:



#7B8034  
CMYK: 53,36,100,14



#03A04A  
CMYK: 84,10,100,1



#5F9041  
CMYK: 68,24,98,7



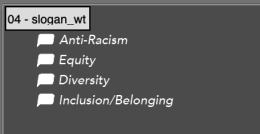
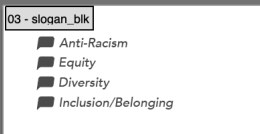
#056F45  
CMYK: 89,32,87,22

# LOGO PACK CONTENTS

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## PRIMARY LOGO

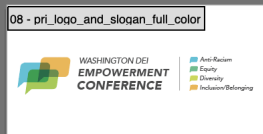
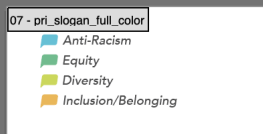
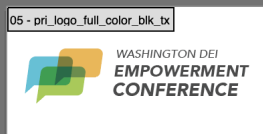
black/white



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## PRIMARY LOGO

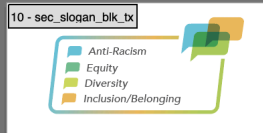
full color



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## SECONDARY LOGO

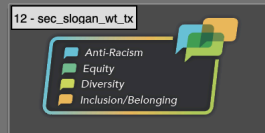
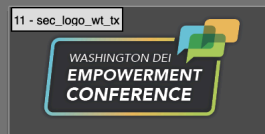
Full color on bright background



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## SECONDARY LOGO

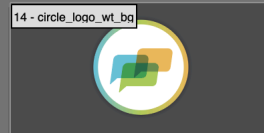
Full color on dark background.  
Primarily use on busy background or video.



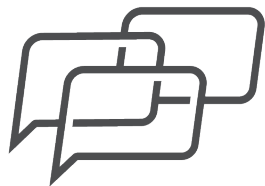
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## CIRCLE LOGO

For social media circle shape profile.



## PRIMARY LOGO (BLACK & WHITE)



WASHINGTON DEI  
**EMPOWERMENT  
CONFERENCE**

- Anti-Racism
- Equity
- Diversity
- Inclusion/Belonging







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## PRIMARY LOGO (FULL COLOR)



-  Anti-Racism
-  Equity
-  Diversity
-  Inclusion/Belonging



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## SECONDARY LOGO (FULL COLOR)



This logo is preferred in layouts that have photos, busy backgrounds or video backgrounds.

## CIRCLE LOGO (FULL COLOR)



Preferred logo for social media profiles.



Transparent background.



Green version.



Blue version.



Orange version.

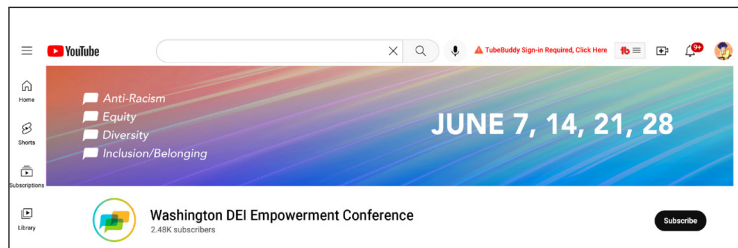
## LOGO USE GUIDANCE

- You can use the logo alone, or paired with the slogan.
- Make sure the logo contrasts well with backgrounds. If possible, use clean backgrounds.
- If creating enough contrast is not possible, it's OK to add a drop shadow. Make sure its opacity is not greater than 50 percent.
- Do not replace the typeface in the logo with your own.
- Do not slant, stretch, skew, or rotate the logo.
- Do not change the colors of the logo.
- Do not alter or stretch the proportions of the logo.
- Do not apply an outline to the logo. Do not use the logo on a busy pattern or background that impairs its legibility. Do not add a box around the logo.

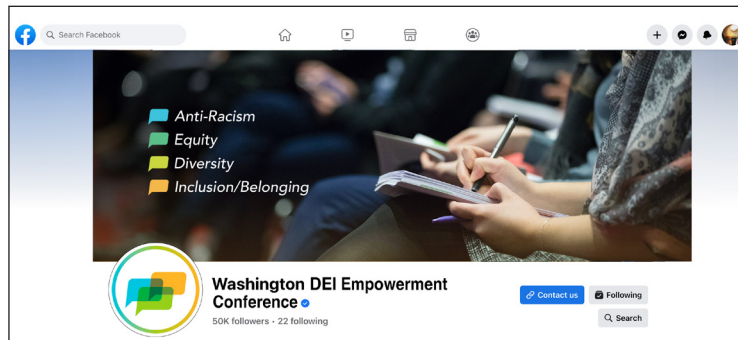




## Youtube



## Facebook



## Instagram









Option 1



Option 2



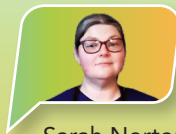
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Live Virtual Event **June 7, 14, 21, 28**



Sharon Bell



Sarah Norton



Juan Alaniz

# THANKS!

## Questions?

**Qing He (Kim)**

WDFW Graphic Designer

[qing.he@dfw.wa.gov](mailto:qing.he@dfw.wa.gov)

360-902-2259

