

**Workforce** Development Council  
**Snohomish** County

**Brand Standards Manual**

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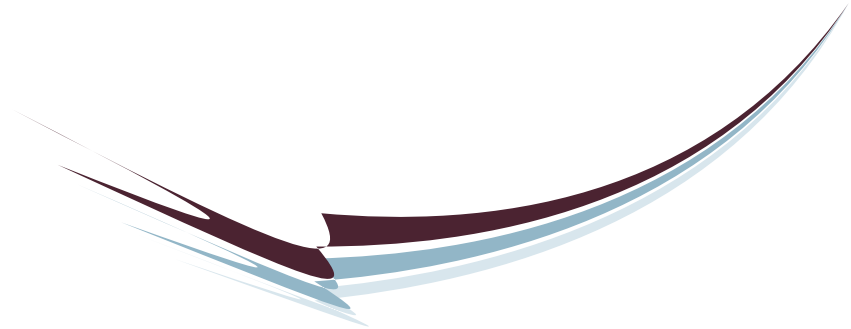
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# Primary Logo

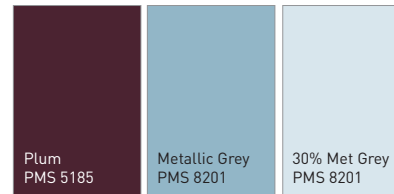
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## Primary Logo Full Color - Positive

Primary logo is to be used when ever possible. Primary background color is white.



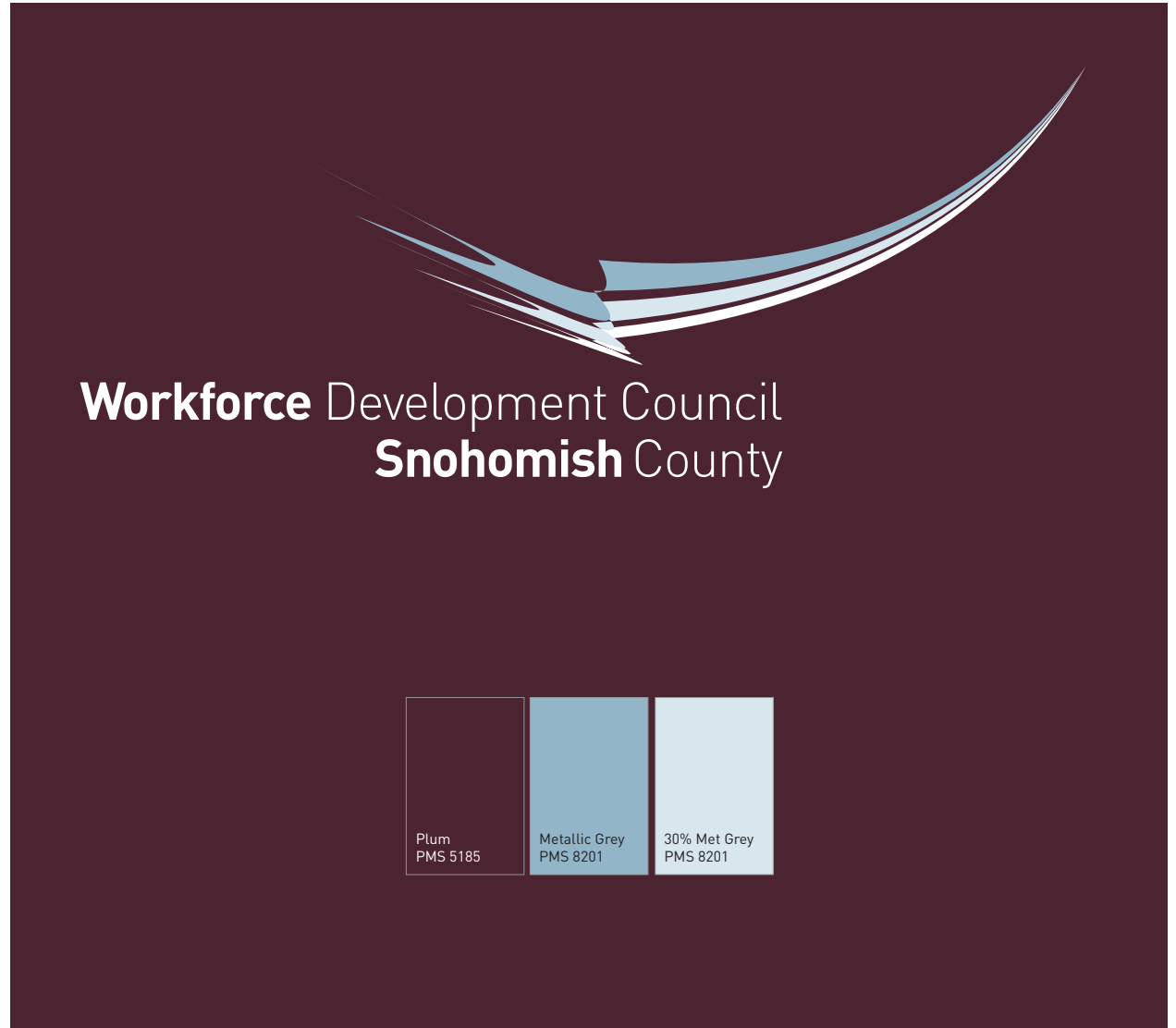
**Workforce** Development Council  
**Snohomish** County



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## Primary Logo Full Color - Reversed

Primary logo is to be used when ever possible. Secondary background color is Plum.



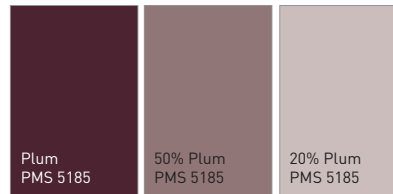
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## Primary Logo One Color - Positive

Primary logo is to be used when ever possible. Primary background color is white.



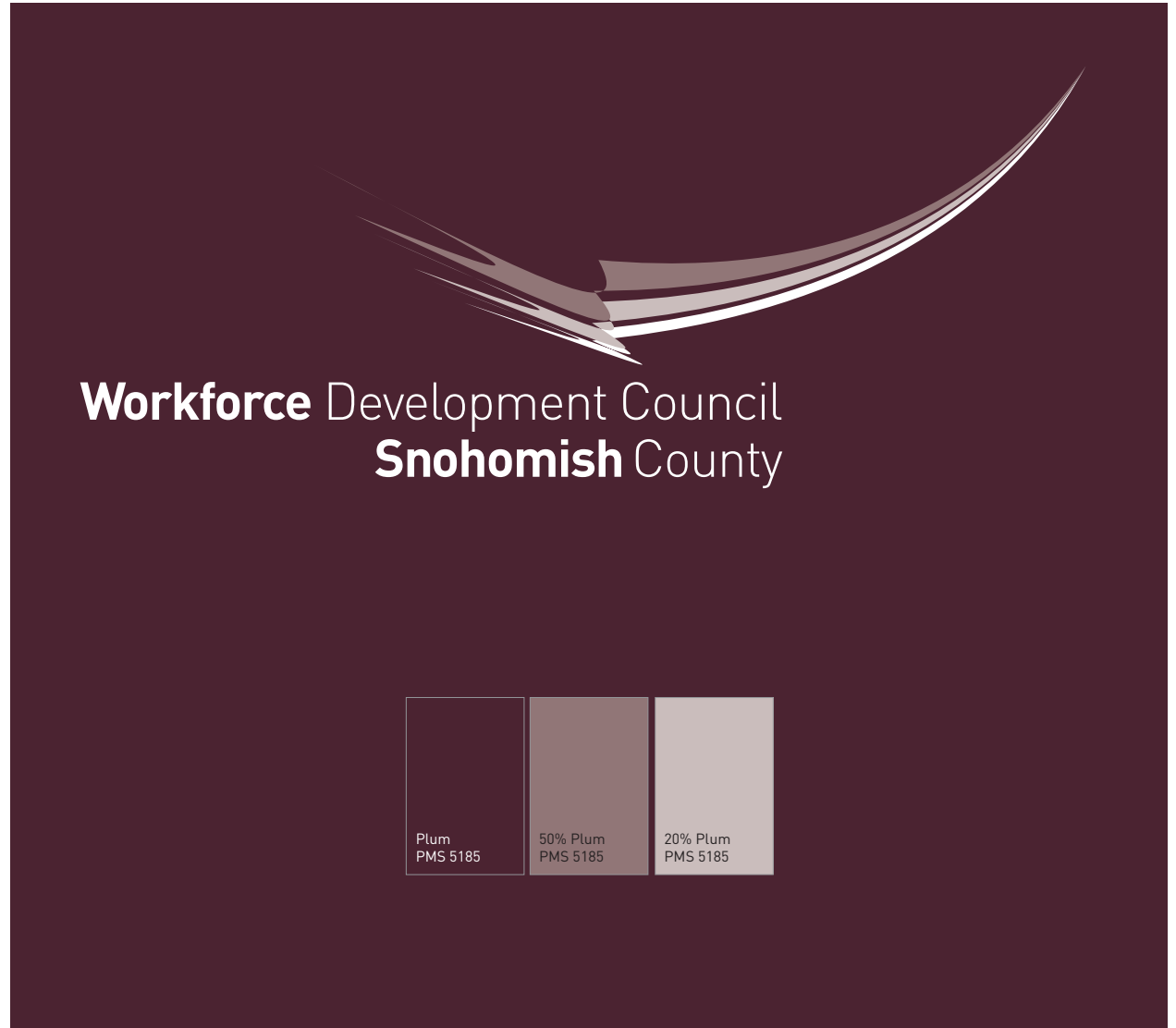
**Workforce** Development Council  
**Snohomish** County



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## Primary Logo One Color - Reversed

Primary logo is to be used when ever possible. Secondary background color is Plum.



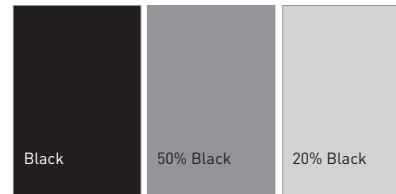
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## Primary Logo Black - Positive

Primary logo is to be used when ever possible. Primary background color is white.



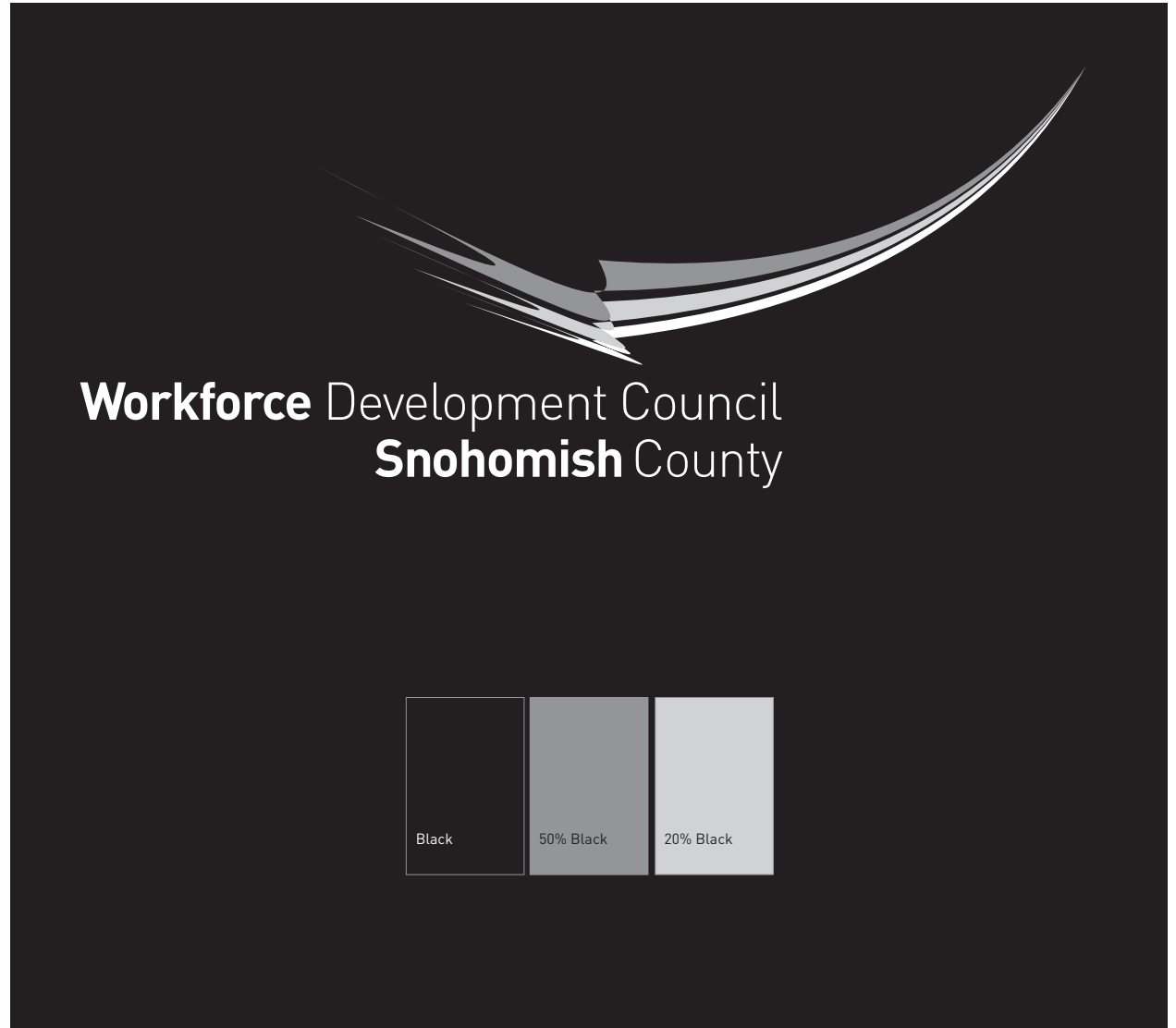
**Workforce** Development Council  
**Snohomish** County



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## Primary Logo Black - Reversed

Primary logo is to be used when ever possible. Tertiary background color is Black.



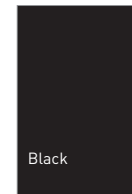
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## Primary Logo Black - No Screens

To be used only when print quality will not allow acceptable reproduction. Consult Brand Standards Administrator before using. Primary background color is white.



**Workforce** Development Council  
**Snohomish** County



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## Primary Logo

### Black - Reversed No Screens

To be used only when print quality will not allow acceptable reproduction. Consult Brand Standards Administrator before using.



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## Primary Logo Free Space

When using the logo, there should never be anything placed directly behind it. As well, a free space border, the height of the W in Workforce, must also remain clear.



# Primary Logo

## Unacceptable Uses

Shown are various ways NOT to use the logo. If there is ever any question as to proper logo usage not addressed in this document, please contact the Brand Standards Administrator prior to logo use.



Proper Logo Usage



Do not rotate logomark



Do not alter alignment of logomark to logotype.



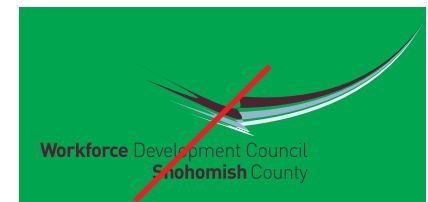
Do not change the color of the logomark and/or logotype



Do not split apart logomark elements



Do not resize logomark and logotype apart from each other



Do not place logo on a colored background

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# Alternate Logos

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## Secondary Logo

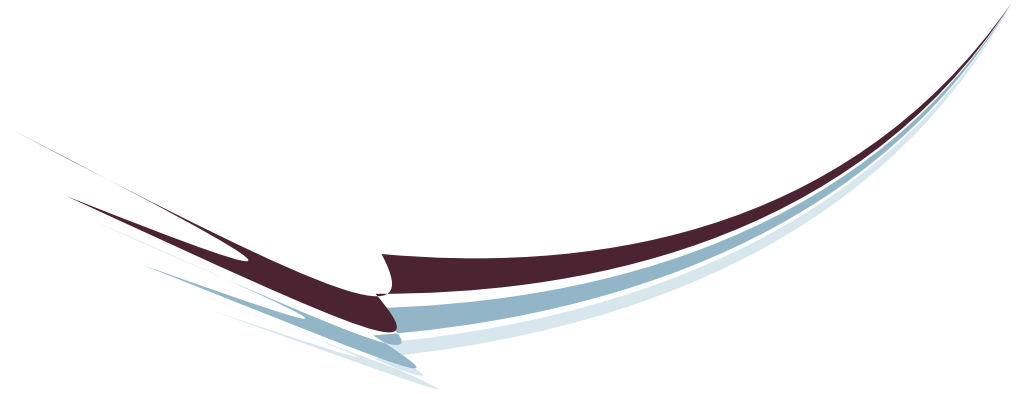
The secondary logo is to be used only when the space allowed for the logo will not permit the primary logo to be used. For proper color usage, please refer to the primary logo section of this document.



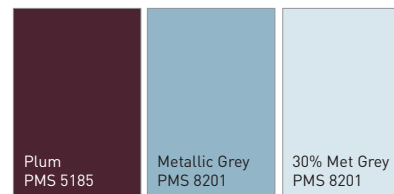
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## Alternate Logo

The alternate logo should only be used in very specific instances. Please contact the Brand Standards Administrator before using. For proper color usage, please refer to the primary logo section of this document.



**wdcsc**



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# Color Pallet

## Primary Color Pallet

Shown are the primary brand identity colors. The natural is a primary color that can be used as a background instead of white.

### PLUM

| CMYK                          | RGB                  | HTML   | PMS  |
|-------------------------------|----------------------|--------|------|
| 80 C<br>100 M<br>85 Y<br>25 K | 76 R<br>36 G<br>50 B | 4c2432 | 5185 |

### NATURAL

| CMYK                          | RGB                  | HTML   | PMS  |
|-------------------------------|----------------------|--------|------|
| 80 C<br>100 M<br>85 Y<br>25 K | 76 R<br>36 G<br>50 B | 4c2432 | 5185 |

### METALLIC GREY

| CMYK                      | RGB                     | HTML   | PMS              | ALT PMS                 |
|---------------------------|-------------------------|--------|------------------|-------------------------|
| 7 C<br>- M<br>- Y<br>30 K | 173 R<br>184 G<br>191 B | adb8bf | Metallic<br>8201 | Non<br>Metallic<br>7543 |

## Secondary Color Pallet

Secondary colors are to be used in various types of material including brochures, web sites, etc. but should never be used in the logo itself. They are instead a separate part of the brand identity that helps to bring cohesion while allowing for different, fresh layouts.

### CHESTNUT

| CMYK | RGB  | HTML   | PMS |
|------|------|--------|-----|
| 48 C | 86 R | 563e23 | 462 |
| 62 M | 62 G |        |     |
| 86 Y | 35 B |        |     |
| 50 K |      |        |     |

### STEEL GREY

| CMYK | RGB  | HTML   | PMS |
|------|------|--------|-----|
| 61 C | 90 R | 5a5b50 | 418 |
| 51 M | 91 G |        |     |
| 62 Y | 80 B |        |     |
| 30 K |      |        |     |

### BURNT SIENNA

| CMYK  | RGB   | HTML   | PMS |
|-------|-------|--------|-----|
| 30 C  | 159 R | 9f6000 | 146 |
| 63 M  | 96 G  |        |     |
| 100 Y | 0 B   |        |     |
| 18 K  |       |        |     |

### NORTHWEST GREEN

| CMYK  | RGB   | HTML   | PMS  |
|-------|-------|--------|------|
| 54 C  | 127 R | 7f8e2b | 7495 |
| 29 M  | 142 G |        |      |
| 100 Y | 43 B  |        |      |
| 9 K   |       |        |      |

### MARIGOLD

| CMYK  | RGB   | HTML   | PMS |
|-------|-------|--------|-----|
| 21 C  | 206 R | ce9d00 | 117 |
| 36 M  | 157 G |        |     |
| 100 Y | 0 B   |        |     |
| 1 K   |       |        |     |

### PUTTY

| CMYK | RGB   | HTML   | PMS |
|------|-------|--------|-----|
| 39 C | 159 R | 9f9b74 | 451 |
| 32 M | 155 G |        |     |
| 61 Y | 116 B |        |     |
| 3 K  |       |        |     |

### WHEAT GRASS

| CMYK | RGB   | HTML   | PMS |
|------|-------|--------|-----|
| 16 C | 219 R | dbca67 | 458 |
| 15 M | 202 G |        |     |
| 73 Y | 103 B |        |     |
| 0 K  |       |        |     |

### NATURAL WHITE

| CMYK | RGB   | HTML   | PMS  |
|------|-------|--------|------|
| 14 C | 216 R | d8d4c9 | 7534 |
| 12 M | 212 G |        |      |
| 19 Y | 201 B |        |      |
| - K  |       |        |      |

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# Fonts

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## Fonts

The brand fonts are DIN for headings and display text and Sabon Roman for body text.

## Headings and Display Text

DIN Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

DIN Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

**DIN Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

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## Body Text

Sabon Roman



ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

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# Stationery System

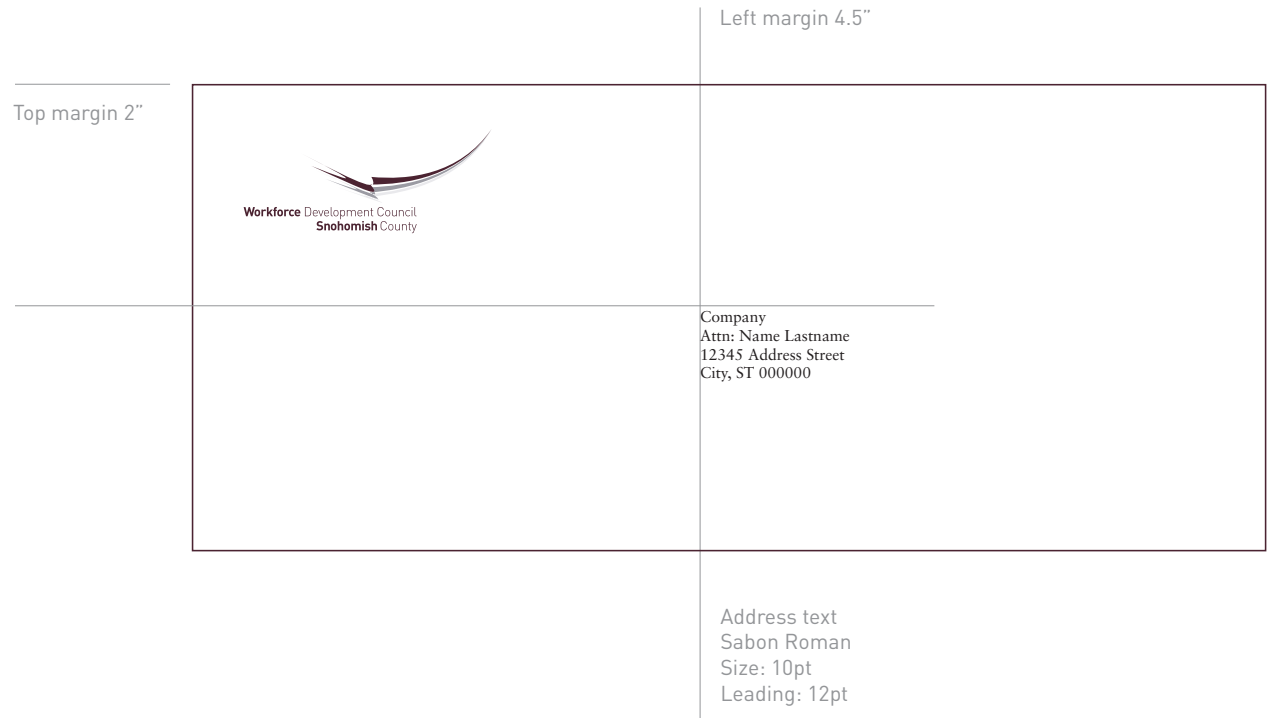
# Letterhead

Proper letterhead formatting keeps the each element; logo, tagline, body text, and address block, clear and easy to read.

|   |   |                  |
|---|---|------------------|
|   | Left margin 1.25"   | Right margin .5" |
| Header 2.25" tall                                       |  <p><b>Workforce</b> Development Council<br/>Snohomish County</p> <p style="text-align: right; font-size: small;">Lorem ipsum dolor sit amet, consectetur adipiscing elit</p>  |                  |
| Body text<br>Sabon Roman<br>Size: 10pt<br>Leading: 12pt | <p>Month 00, 2007</p> <p>Ms. Lastname,</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p>Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p> <p>Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.</p> <p>Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p>Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p> <p>Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.</p> <p>Sincerely,</p><br><p>Name Lastname<br/>Title</p> |                  |
| Footer 1.5" tall  |  <p style="font-size: x-small;">728 134th Street SW    TEL: 425.921.3477<br/>Everett, WA 98204-9277    TTY: 425.743.5994<br/>worksourceonline.com    FAX: 425.921.3484</p>   |                  |

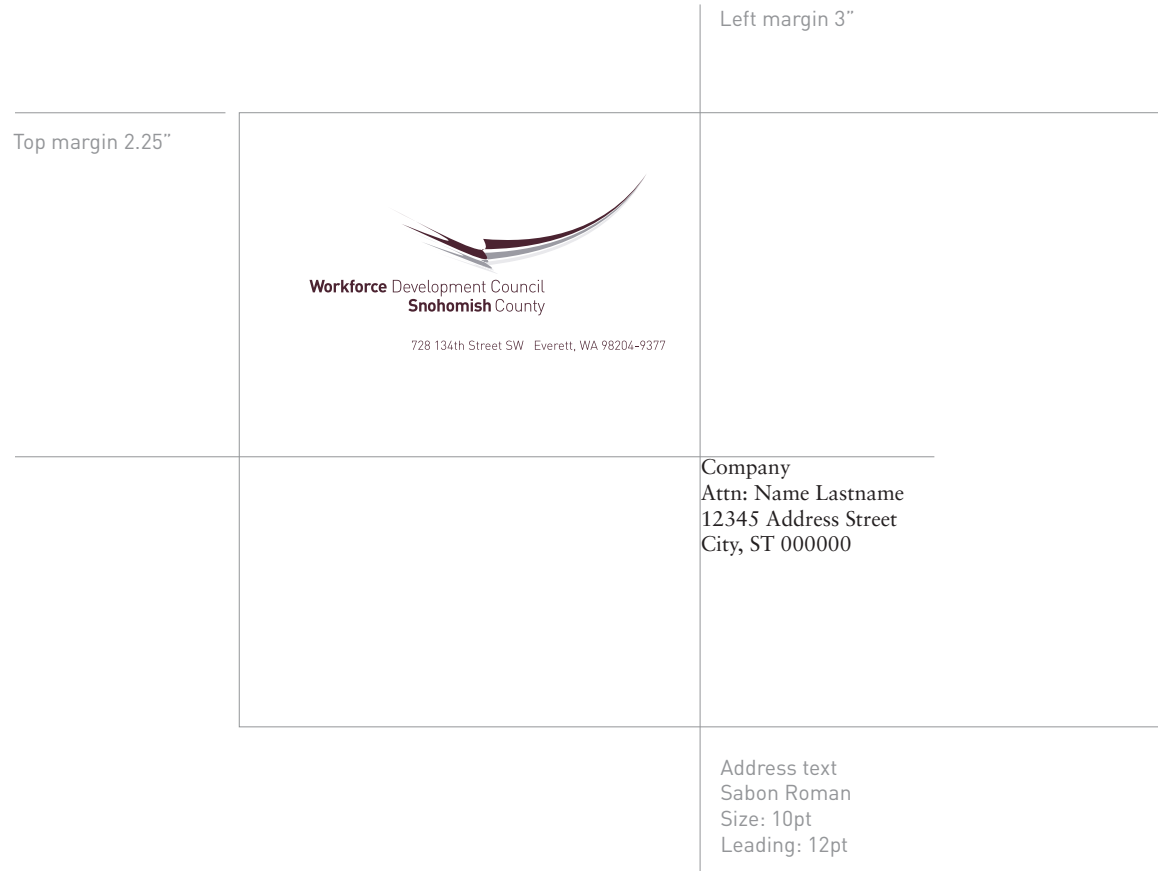
# Envelope

Proper address treatment and placement on envelope keeps the layout clean and develops consistency with the letter inside.




## 4x6" Label

Proper address treatment and placement on label keeps the layout clean and develops consistency with the letter inside.



## Email Signature

A consistent email text style, size, and layout helps to further the brand and its elements.

|       |   |  |
|-------|---|--|
|       | Black<br>Arial Regular<br>10pt over 12 pt | Body text  |
| Space | WDCSC_Email_Logo.gif                      |   |
|       |   | <b>Workforce</b> Development Council<br>Snohomish County   |
| Space | Black<br>Arial Regular<br>10pt over 12 pt | Heather Villars<br>hvillars@snocowdc.org<br>p 425.921.3439 / c 425.239.4937<br>f 425.921.3484 / TTY 425.743.5994   |
| Space | Black<br>Arial Regular<br>8pt over 10 pt  | Workforce Development Council Snohomish County is an equal opportunity employer and provider of employment and training services. Auxiliary aids and services are available upon request to persons with disabilities. |

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# Mark as Design Element

## Mark as Design Element

The mark is a dynamic element that can add excitement and build brand awareness in layouts. Still it's use can easily overwhelm a design. Thus the mark, when being used as a design element should be subtle, adding interest, while allowing the message to speak clearly.



Yes



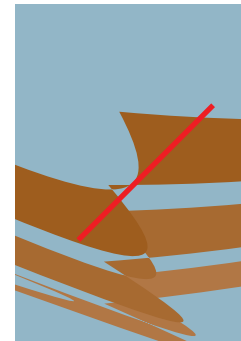
Yes



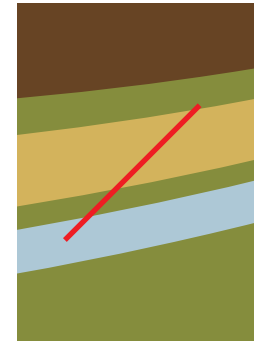
Yes



No - Too much contrast



No - Wrong color usage



No - Don't mix band colors

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# Brand Standards Administrator

Heather Villars  
hvillars@snocowdc.org  
425.921.3439