WASHINGTON STATE LEARNING CENTER
BRAND STYLE GUIDE

LOGO

COLORS

NAMING CONVENTION

The **word mark** is the full name of the product, *Washington State Learning Center*. *Learning Center* is in large, Josefin Sans bold type to ensure it stands out first. **The graphic element** represents both knowledge sharing and knowledge acquisition to develop well-rounded learners.

Graphic element —

WASHINGTON STATE
LEARNING
CENTER

—— Word mark

HEX #17939A; RGB 23, 147, 154

HEX #137B81; RGB 19, 123, 129

HEX #0F4A5C; RGB 15, 74, 92

HEX #000000; RGB 0, 0, 0

The color scheme uses shades of teal to promote calm, communication, renewal, clarity of thought.

Color #137B81 should be used for any text that needs to display in the lighter teal shade as it meets ADA standards. This color should also be the lightest teal used as a background to any white text.

Black is used for body text to ensure clear, crisp readability for all learners.

On first reference, the brand name is descriptive by using "Washington State" to distinguish it from all other learning management systems, and it clearly states this is a learning product: **Washington State Learning Center**.

On second reference, the brand name removes "Washington State" for brevity: **(the) Learning Center**

Do not use an acronym for the brand (e.g. WSLC or TLC). An acronym dilutes the brand.

Examples

The Washington State Learning Center is a common space for comprehensive learning and training solutions. The new Learning Center is your one-stop shop for professional development.

Note: adding "the" is acceptable but is always lowercase, as it is not part of the brand name. As shown in the second example above, it does not need to immediately precede Learning Center.

LOGO GUIDELINES & USE

- Materials for internal and external audiences must use the official logo.

- Place the logo on the front page of all official print and electronic communication materials.

- The requirements for logo use include, but are not limited to: learner certificates, brochures, invitations, direct mail, fliers, booklets, statements, posters, banners, advertising, websites, video, presentations, social media posts.

- The logo cannot be altered in any way.

- For requests or questions related to the Learning Center logo, please send an email to communications@des.wa.gov.

Variants

Whenever possible, the logo should be used in full color. Other acceptable versions include the grayscale logo and the reverse type logos.

Full color	Grayscale	Reverse

Size and Space Requirements

Minimum size for the Learning Center logo is 1.5-inch wide.

The clear space around the logo ensures the integrity and impact of the mark. This clear space should be equal to the width of the letter L in LEARNING. No other graphic element should touch, overlap or be combined with the logo.

Logo usage don'ts

Don't add drop shadows, bevels, or other effects.

Don't separate or remove any components of the logo.

Don't change the positioning or size relationship of the logo.

Don't change the logo colors.

Don't change the orientation of the logo.

Don't distort the logo.