

WASHINGTON  
TECHNOLOGY

industry association

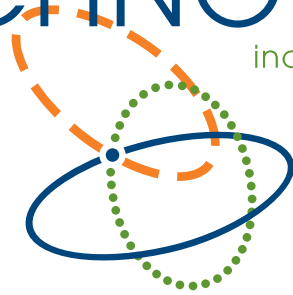


B R A N D H A N D B O O K



# WASHINGTON TECHNOLOGY

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## OUR LOGOS

### SIZE

- Not so big that it overwhelms the main message
- Not so small that it can be overlooked

### PROPORTIONS

- Never stretch or compress the logo, or otherwise distort the defined ratio of its height and width

### PLACEMENT

- Create a margin that noticeably separates the logo from all other elements.

### AS COPY

- Never use our logo as part of a title or any other text as a substitute for the Washington Technology Industry Association name.

### IN DOCUMENTS

- Always use a vector-based file (eps) when designing communications materials to prevent loss of resolution during resizing
- Use a digital copy (jpg/tif) that has been properly sized when dropping logo into a document
- Do not scan or make color copies

### LOGO TREATMENTS

- The full logo Washington Technology Industry Association should be used when space allows and the logo can be over 2" wide and 1" tall.
- The WTIA logo should be used for applications when there is no room for the full logo or the full logo would be smaller than 2" wide or 1" tall.





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## LOGO COLORS 3-color





PANTONE

			
Pantone 158C	Pantone 295C	Pantone 370C	Pantone 369U

CMYK

			
c0 m61 y97 k0	c100 m57 y0 k40	c56 m0 y100 k27	c59 m0 y100 k7

RGB

			
r245 g128 b37	r0 g69 b124	r93 g151 b50	r109 g179 b53

## LOGO USAGE

Logo on Blue Background -  
Reverse Washington Technology and keep balance of logo on white background



One-color logo - Blue



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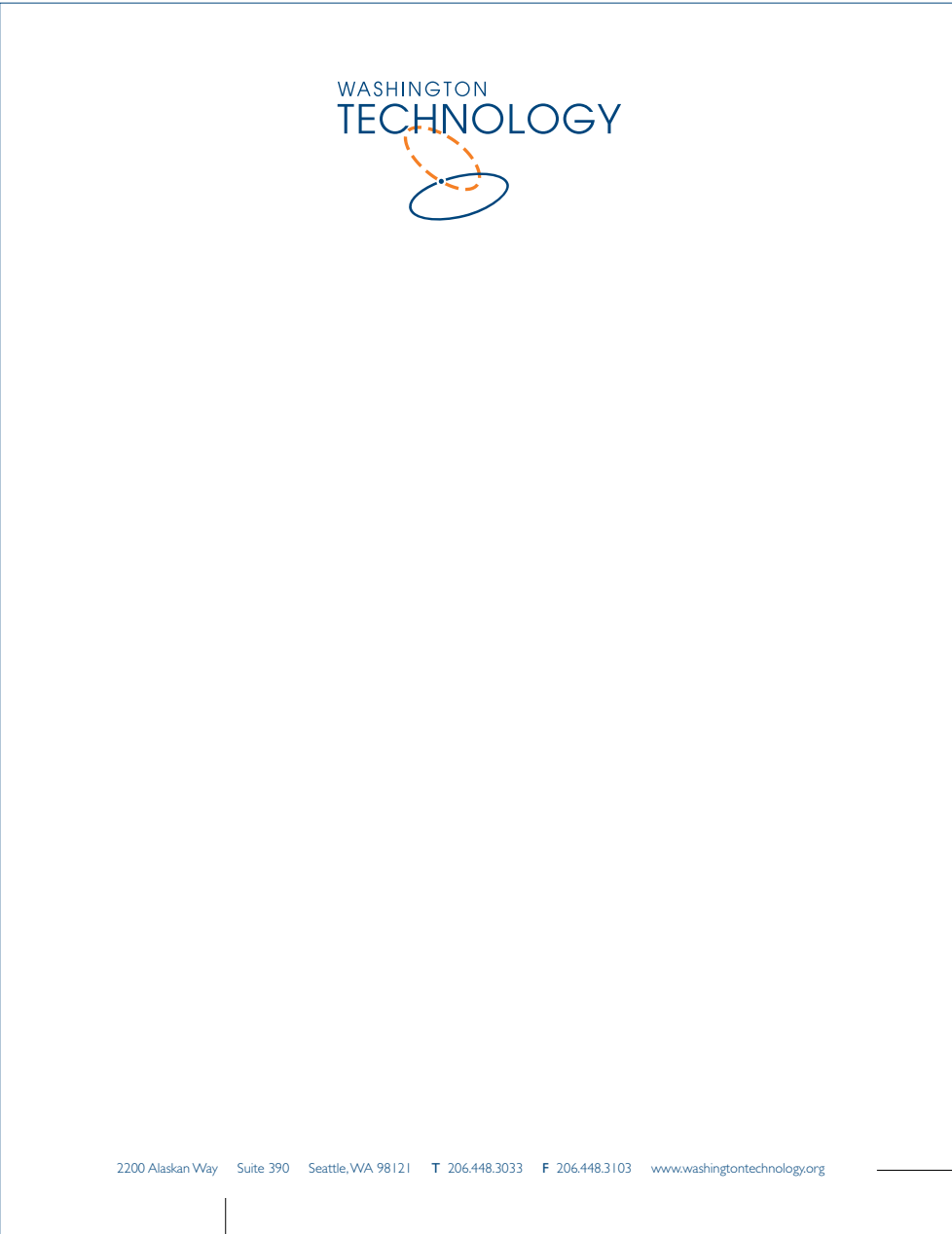
## COLOR PALETTE

It is important to use a consistent palette of colors that are complementary to our logo artwork throughout our communications.



# Business Papers

Letterhead



2200 Alaskan Way Suite 390 Seattle, WA 98121 T 206.448.3033 F 206.448.3103 www.washingtontechnology.org

9 pt. Gill Sans Light  
PMS 295

.25 rule PMS 370

Letterhead size is standard 8.5 x 11

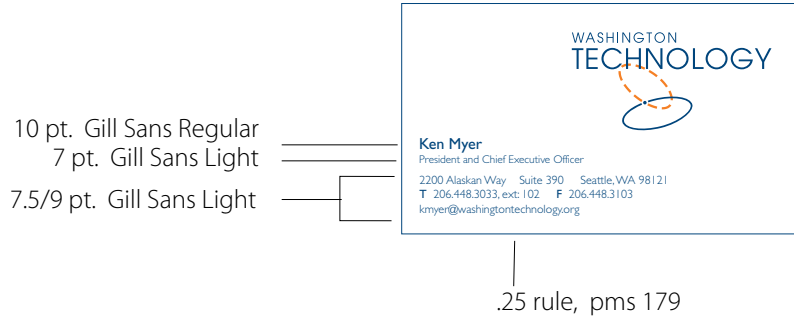
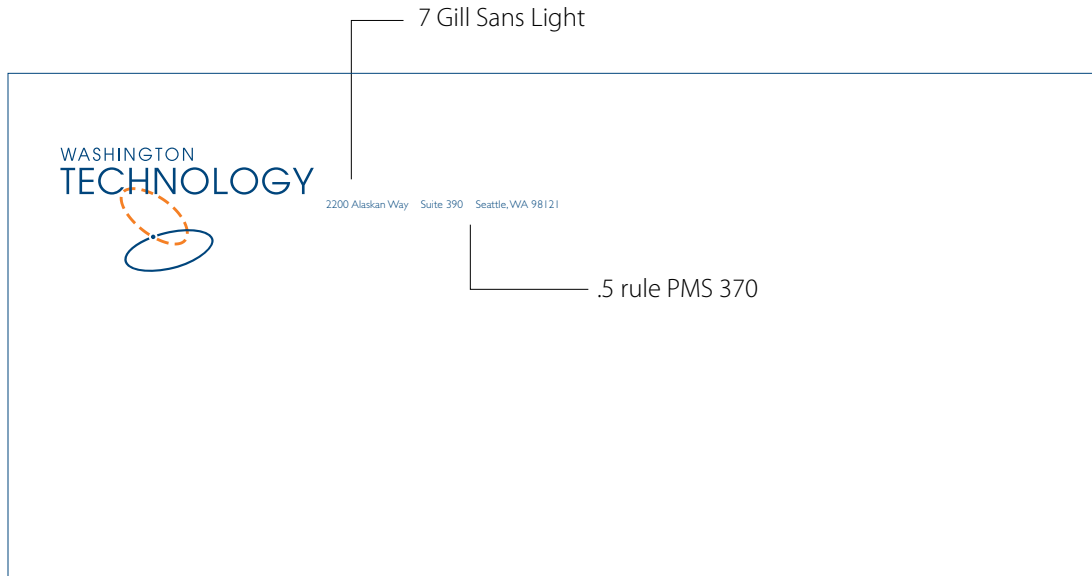
**Printing information:**

3-color PMS 295, PMS 370, PMS 158

Paper recommendation: Classic Crest

# Business Papers

Envelopes , Business Card



Envelope size is standard #10 Business Envelopes

Business Card is standard 3.5 x 2

### Printing information:

3-color PMS 295, PMS 370, PMS 158

Paper recommendation: Classic Crest

# FLYER TEMPLATES

One-page flyers



# DESIGN TOOLS

## Typography for Print and Web

### Sans Serif

Gill Sans MT

Gill Sans Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Gill Sans Light Italic  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Gill Sans Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Gill Sans Regular Italic  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Gill Sans Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

**Gill Sans Bold Italic**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

### Web

Arial

Arial Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Arial Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Arial Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

***Arial Bold Italic***  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

### Letter Writing

Arial

Arial Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Arial Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Arial Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

***Arial Bold Italic***  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**