The Logo

The WASC logo predominantly appears in “WASC Red” and must appear with the tagline “Senior College and University Commission.” The tagline must be set in Helvetica Neue LT Std 57 Condensed Oblique and appear in the same color as the WASC mark.

There are additional placement options for the tagline that may be used to suit the space availability of your layout.

Other color options for the WASC logo

- Black and White
- Reversed out of a color background
LOGO SIZING

Clearspace
To ensure the legibility of the logo, it must be surrounded with a minimum amount of clearspace. This isolates the logo from competing elements such as photography, text or background patterns that may detract attention and lessen the overall impact. The amount of clear space required for the logo should equal half the height of the logo. This clear space should be consistent on all sides of the logo.

Minimum Size
To ensure the legibility of the wordmark, the smallest size the logo should appear is 0.625 inches wide. At this size the flame in the center of the “A” is still recognizable.

WASC CORPORATE COLORS

Primary colors

<table>
<thead>
<tr>
<th>PMS 7621</th>
<th>Black</th>
<th>PMS 660</th>
</tr>
</thead>
<tbody>
<tr>
<td>C: 15</td>
<td>R: 0</td>
<td>C: 85</td>
</tr>
<tr>
<td>M: 100</td>
<td>R: 28</td>
<td>R: 61</td>
</tr>
<tr>
<td>G: 34</td>
<td>G: 27</td>
<td>M: 50</td>
</tr>
<tr>
<td>Y: 90</td>
<td>G: 26</td>
<td>G: 125</td>
</tr>
<tr>
<td>K: 10</td>
<td>B: 26</td>
<td>Y: 0</td>
</tr>
<tr>
<td></td>
<td>K: 100</td>
<td>B: 202</td>
</tr>
</tbody>
</table>
The primary typeface for brand identity applications is Helvetica Neue LT, chosen for its cleanliness and versatility.

Helvetica Neue LT 45 Light
abcdefhijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Helvetica Neue LT 55 Roman
abcdefhijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Helvetica Neue LT 75 Bold
abcdefhijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Helvetica Neue LT 85 Heavy
abcdefhijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Helvetica Neue LT 95 Black
abcdefhijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Helvetica Neue LT 45 Light Italic
abcdefhijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Helvetica Neue LT 56 Italic
abcdefhijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Helvetica Neue LT 75 Bold Italic
abcdefhijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Helvetica Neue LT 85 Heavy Italic
abcdefhijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Helvetica Neue LT 95 Black Italic
abcdefhijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

The closest Windows substitute for Helvetica Neue LT is Arial.
The primary serif typeface is Minion Pro, chosen for its classical elegance and variety of weights.

Minion Pro Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Minion Pro Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Minion Pro semibold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Minion Pro Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Minion Pro Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Minion Pro Medium Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Minion Pro Semibold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Minion Pro Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

The closest Windows substitute for Minion Pro is Times Roman.
CORRECT USAGE

To ensure a consistent and appropriate brand identity, a general set of guidelines for logo usage is outlined as follows.

- No elements of the logo artwork may be recreated, deleted, cropped, or reconfigured.
- A minimum clearspace must be maintained on the perimeter surrounding logo artwork as outlined in Logo Clearspace section. Must use the artwork provided.
- Logo artwork must be uniformly scaled. Non-uniform scaling distorts the proportions of artwork and the relationship between the icons and letterforms.
- Logo artwork should always appear upright.
- Logo artwork should appear against a solid background to ensure maximum and proper contrast.
- Logo artwork may only be reproduced directly from a digital file. It should never be reproduced from previously printed materials.
- Do not put a white box around the logo when placed on a dark background and do not reproduce the logo in colors other than those specified in these guidelines.
INCORRECT USAGE

1. Don’t change the logo’s orientation.
2. Don’t bevel or emboss the logo.
3. Don’t place the logo on a busy photograph or pattern.
4. Don’t change the logo colors.
5. Don’t add “glow” effects to the logo.
6. Don’t present the logo on “vibrating” colored backgrounds.
7. Don’t present the logo in “outline only” fashion.
8. Don’t place the logo on similarly-colored backgrounds.
9. Don’t outline the logo in any color.
10. Don’t add “drop shadow” effects to the logo.
11. Don’t put a white box around the logo when placed on a dark or busy background.
12. Don’t stretch or squeeze the logo to distort proportions.
WASC is currently in a transition phase and is seeking to introduce a comprehensive approval process for the use of any advertisement, collateral, or promotional materials containing the WASC logo or imagery prior to it being released.

All staff should seek the advice of the WASC communications staff and this guide about the proper use of logos and materials for the WASC logo or subbrand logos. If you have questions about what is appropriate talk to the WASC communications staff.

The general rule is that if collateral is being developed for a small meeting with an individual campus, approval is unnecessary because the collateral is for one-time use for a select group of people. If the collateral is designed for use at a WASC sponsored meeting involving a particular sector of institutions or group of campuses, approval must be granted in advance.

If a new design concept is created by an outside organization, agency, firm, or freelancer, the design concepts must be approved. If collateral is designed using language that has not been approved by WASC or the collateral presents a new way of describing the organization or its program approval must be granted in advance.

Any request to deviate from the guidelines laid out in the WASC Style Guide must be approved in advance.