

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 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.

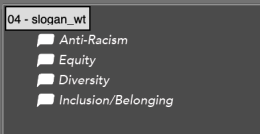
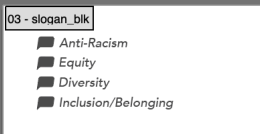


LOGO PACK CONTENTS

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PRIMARY LOGO

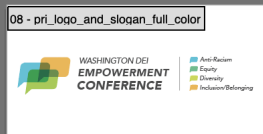
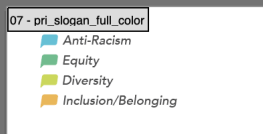
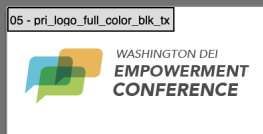
black/white



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PRIMARY LOGO

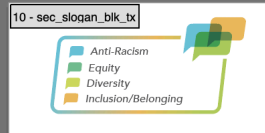
full color



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SECONDARY LOGO

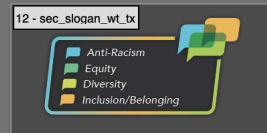
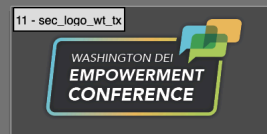
Full color on bright background



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SECONDARY LOGO

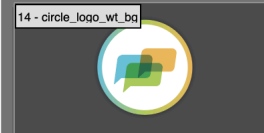
Full color on dark background.
Primarily use on busy background or video.



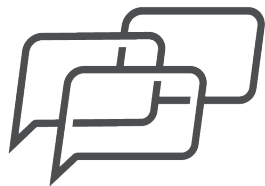
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CIRCLE LOGO





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)



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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.