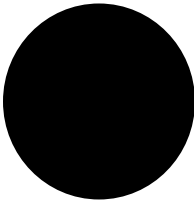
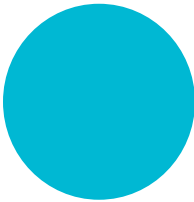


The Waco Project Brand Guide (Logos, fonts, colors and uses)



Color palette

The primary colors are key indicators of The Waco Project brand. Black is most often used for typography while teal and white act as supporting colors that can be used for backgrounds and design elements.



R: 0	C: 72
G: 184	M: 3
B: 211	Y: 15
	K: 0

R: 0	C: 60
G: 0	M: 40
B: 0	Y: 40
	K: 100

Font

The preferred font for The Waco Project is Arial.

Title

The full name of the initiative is *The Waco Project*. "The" should never be removed when referring to the initiative. The first letter of each work in the title should always be capitalized.

Minimum Size



The smallest the logo should be presented is 1.5" wide.

Clear Space

To ensure legibility, always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd and lessen the impact of the mark.

The minimum clear space is defined as the height of the blue box. The minimum space should be maintained as the logo is proportionately resized.



Unacceptable uses

There are a few rules necessary for maintaining the integrity of the brand. Do not compromise the overall look of the logo by rotating, skewing or distorting in any way—that includes adding unnecessary and unattractive text decorations like drop shadows and outlines.