TOGETHER
WE GET
THERE

Brand Guidelines

OCTOBER 2020

BRAND USE GUIDE

When/Where to Use

- Behavior change/education campaigns for road users in WA that are using the positive traffic safety culture framework (will change over time)
- On the TogetherWeGetThere.com website
- On the JuntosPorUnCamino-MasSeguro.com website
- Note: on campaigns noted above, these are the only logos to be used (no co-branding)

- Internal and external agency communications related to vision such as the Target Zero Plan (co-branded with WTSC logo)
- On the WTSCPartners.com website
- Reference materials exclusively for Target Zero Managers
- Target Zero Managers may use Target Zero logo and the regional version of Target Zero logo for their communications and outreach (maybe co-branded with WTSC logo when proceeded by "paid for through a grant from")

- Unofficial communications about WTSC as an organization and its initiatives to partners and stakeholders
- Research and other agency reports
- On media materials when topic is regarding agency news or report releases
- Within staff email signature blocks
- On the wtsc.wa.gov website
- Not for use by contractors or Target Zero Managers unless proceeded by "paid for through a grant from"

Note: Official letters signed by the Director use the state seal letterhead and are requested through the office manager

Co-Branding

There will be internal and partner-facing communications where it may make sense to co-brand materials with two or more of the WTSC brands. For external campaigns to road users that are using the positive traffic safety culture framework, the "Together We Get There" brand should be used alone. If you're unsure whether co-branding is appropriate, please contact Shelly Baldwin at sbaldwin@wtsc.wa.gov.

When pairing these marks together, ensure adequate and visually even space between them. In general, the space between each logo should be near the height of the logo block.

LOGO USE GUIDELINES

Primary-use logos

Use as the primary logo choice on all market-facing materials, both digital and print.

Stacked logos

Use sparingly, when adequate space for primary logo is not available.

Grayscale logos

Use when color printing is not available.

One-color logos

For use in instances where 4-color or grayscale gradient printing is not possible or logo needs to be knocked-out in white from a photo or solid color background.

Solo logo mark

Use sparingly as an accent mark in brand materials when the brand name is established elsewhere.

Logo clear space

All logo versions should be protected by sufficient clear space, separating the logo from other graphic elements and text.

Clear space can be measured by rotating the Washington State logomark around the logo.

Minimum sizing

To maintain the integrity and legibility of the logo, it should never be reproduced smaller than the following widths on screen and print media.

.75" minimum

.9" minimum

.5" minimum

.55" minimum

LOGO DO'S AND DON'TS
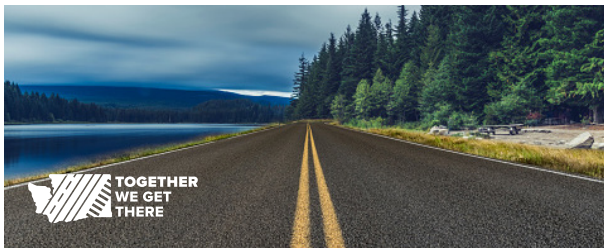
DO use the full color version of the logo over photos when areas of negative space are available that are light enough for proper contrast.

DO use a knocked-out white version of the logo over photos that have a dark, not-complex background.

A white bar of 90% opacity can be used over photos to bring in the full-color version of the logo.

Permitted logo background color combinations:

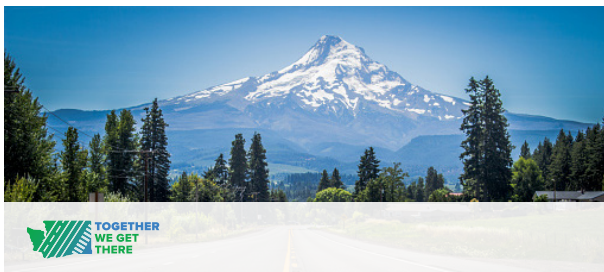DON'T use the full color version of the logo on busy photo backgrounds or photos without adequate contrast.

DON'T use a knocked-out version of the logo over photos that have a busy/complex background.

DON'T use a drop shadow or any other special effects on the logo.

DON'T squish or squash the logo dimensions.

DON'T pair logo mark with other fonts or colors.

COLOR PALETTE

Primary

	CMYK	RGB	HEX
	76/43/0/0	62/129/195	3E81C3
	87/6/100/1	0/163/75	00A34B

Secondary
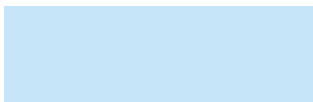
	CMYK	RGB	HEX
	100/78/45/45	2/46/72	022E48
	20/2/0/0	199/228/248	C7E4F8
	7/9/31/0	237/223/183	EDDFB7

TYPOGRAPHY

H1 THIS IS A HEADLINE

Family	Proxima Nova
Weight	Black
Tracking	40
Case	All caps

H2 THIS IS AN INTRO OR CALL-OUT TEXT

Family	Proxima Nova
Weight	Bold
Tracking	20
Case	All caps

H3 This is an H3 header

Family	Proxima Nova
Weight	Bold
Tracking	0
Case	Sentence

Body This is body copy

Family	Proxima Nova Condensed
Weight	Regular