



BRANDING GUIDE

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Logo

To support East West College of the Healing Arts' branding program, use of the logo should adhere to the guidelines laid out in this branding guide.

You may download all branding files at:
<https://www.eastwestcollege.com/logofiles-and-branding-style-guide/>

Please use the approved logos on this page.

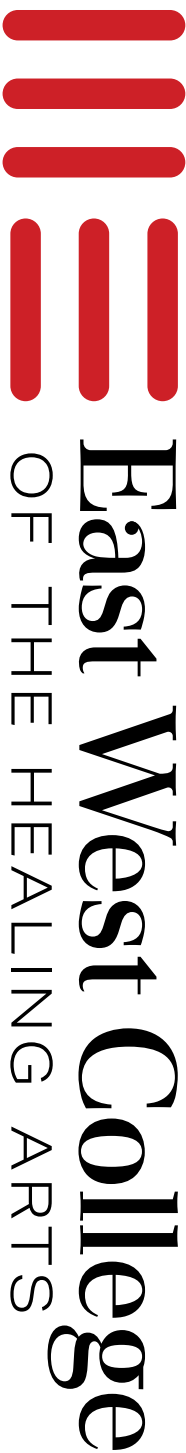
- 1. Primary Logo: Used in the majority of settings.
- 2. Secondary Logo: Used in settings where a vertical logo is required.

1.



1.

2.



Logo

To avoid crowding the logo and losing the impact of its use, the appropriate amount of spacing should be utilized in each instance.

Here is a diagram showing the required spacing to appropriately show the logo (shown in gray).

The space between the logo and other elements should be no less than equal to the width of the lines in the logo icon.



Logo

The logo should not be edited in any way not approved in this guide.

Do not:

- 1. Stretch or distort the icon or text.
- 2. Change the color of the icon or text.
- 3. Alter the size relationship between the icon and text.
- 4. Change the font in the text.
- 5. Move the icon in relation to the text.
- 6. Use a drop shadow.
- 7. Place other elements on top of logo.
- 8. Crowd the logo with other elements.

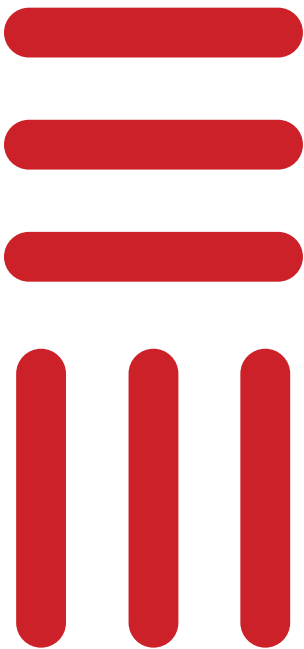
1. 
2. 
3. 
4. 
5. 
6. 
7. 
8. 

Logo

The following are approved alternates to the primary logos.

- 1. Added text "Portland, OR" for merchandise.
- 2. Just the icon (must be vertical, as shown).
Appropriate space is 1/2 the width of the icon.
- 3. Just the text (must be horizontal, as shown).
Appropriate space is the height of the uppercase "E".

2.



1.



3.



4.

Typography

The following typefaces should be used in all media containing text where possible.

The primary type families are used in the logo and marketing materials. The title serif font is custom made. The subtitle sans serif font is licensed through Adobe.

The secondary type families are used on the website and are approved for use throughout the college community. Both secondary type families are available on Google Fonts as free downloads.

Logo Subtitle Font

Aktiv Grotesk Ex Light

Secondary Type Families

Merriweather

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Playfair Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Questrial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Colors

The colors on this page are available for use.
Make sure to use the proper color settings for each project.

Black

RGB: 0, 0, 0

CMYK: 0, 0, 0, 100

HEX: #000000

Dark Gray

RGB: 57, 56, 57

CMYK: 69, 63, 60, 53

HEX: #393839

Middle Gray

RGB: 109, 110, 113

CMYK: 58, 49, 46, 15

HEX: #6d6e71

Light Gray

RGB: 188, 190, 192

CMYK: 26, 20, 20, 0

HEX: #bcbec0

White

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0

HEX: #ffffff

Pink

RGB: 237, 178, 185

CMYK: 4, 35, 15, 0

HEX: #edb2b9

EWC Logo Red

RGB: 205, 32, 39

CMYK: 13, 100, 98, 3

HEX: #cd2027

Purple

RGB: 73, 41, 65

CMYK: 64, 83, 47, 47

HEX: #492941

OMC Blue

RGB: 0, 119, 132

CMYK: 88, 38, 42, 9

HEX: #007784

Light Blue

RGB: 153, 201, 206

CMYK: 40, 7, 18, 0

HEX: #99c9ce

Colors

The logos on this page represent the approved color variations of the logo.

In the even the primary logos are not clearly visible due to a colored/printed background or color printing limitations, the following logo variations are acceptable.

Original full-color logo



Full White



Full Black



Full Red



