

DESIGN CHECKLIST

Please make sure that your design for Edmonds Community College incorporate the following elements.

Logos

Primary (Horizontal) Logo

Edmonds Community College's primary logo is a horizontal combomark made up of a logomark, "The Trident," and a logotype. You should use the full color logo on white or very light colored backgrounds, use the white logo on any colored background, and use the black logo in special cases where neither of the other logos work. Note that the logo should always be highly visible and have room around it.



Secondary (Vertical) logo

The vertical logo should be used sparingly, mostly if it looks better considering how much room you have to use the logo.



Fonts

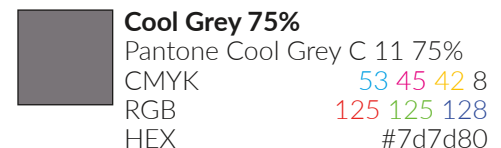
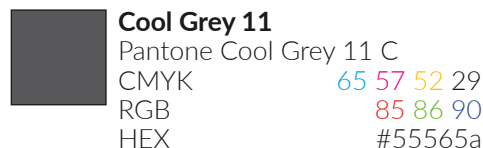
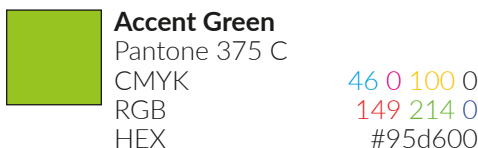
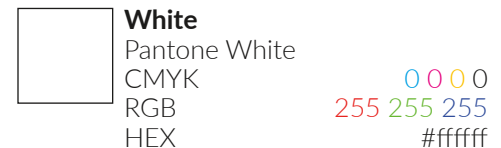
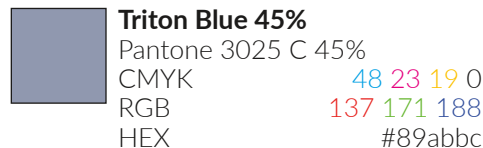
Typography is very important for the new Edmonds CC brand. The primary fonts are **Lato** and **Gotham Bold**.

Gotham Bold is best used for title and big headings, while Lato is used for all remainder of text. The preferred form of Lato to be used is **Lato Light**, but the many forms of Lato can be used to highlight parts of the text.

Both fonts are available at the following addresses:

- employees.edcc.edu/colrel/marketing-and-public-information/brand-guidelines/fonts/gotham-bold-font.zip
- employees.edcc.edu/colrel/marketing-and-public-information/brand-guidelines/fonts/lato-font.zip

Primary Colors



*Note: Accent Green should be used as an accent, as to compliment the other colors instead of being the main

Contact Information

Always list the more relevant contact information in form of website, phone number, and email. If there's none, list the college's information: edcc.edu | [425.640.1706](tel:425.640.1706) | info@edcc.edu

Contrast

Flyers, brochures, and bookmarks should be readable from an arm's length. Posters and banners should be legible from 15 feet.

Discrimination Statement

Edmonds Community College does not discriminate on the basis of race; color; religion; national origin; sex; disability; sexual orientation; age; citizenship, marital, or veteran status; or genetic information in its programs and activities. The nondiscrimination language is available in multiple languages at edcc.edu/nondiscrimination.