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 were 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 use sparsely, mostly if it looks better considering how much room you have to use the logo.
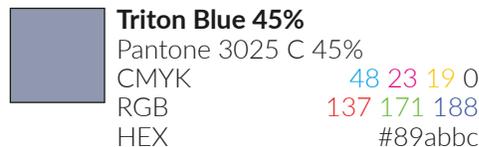
☐ Fonts

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

Gotham Bold is best use for title and big headings, while Lato is used for all reminder 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

	Triton Blue			**Triton Blue 45%**			**White**
	Pantone 3025 C			Pantone 3025 C 45%			Pantone White
CMYK	100 65 37 21	CMYK	48 23 19 0	CMYK	0 0 0 0
RGB	0 77 113	RGB	137 171 188	RGB	255 255 255
HEX	#004d71	HEX	#89abbc	HEX	#ffffff

	Accent Green			**Cool Grey 11**			**Cool Grey 75%**
	Pantone 375 C			Pantone Cool Grey 11 C			Pantone Cool Grey C 11 75%
CMYK	46 0 100 0	CMYK	65 57 52 29	CMYK	53 45 42 8
RGB	149 214 0	RGB	85 86 90	RGB	125 125 128
HEX	#95d600	HEX	#55565a	HEX	#7d7d80

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 | 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.