



Wisconsin Asthma Coalition Graphic Standards – Logo Use

The following graphic standards establish guidelines for working with the Wisconsin Asthma Coalition (WAC) visual brand identity. By providing consistency in our brand, we will create a visual identity that people will recognize as the “look” associated with WAC. Our logo is who we are to the public. It is very important the logo be used correctly and consistently at all times. Any exception or alterations to these standards must be approved in writing by the Children’s Health Alliance of Wisconsin Communications Coordinator. Any logo usage questions should be directed to the Communications Coordinator at (414) 390-2192.

Correct Logo Use

The graphic element (O₂) cannot be used without the logotype (the words “WISCONSIN ASTHMA COALITION” used with the O₂ graphic). The graphic element should always be centered above the logotype. The balanced relationship of elements should never be altered in any way.

- Do not separate the O₂ from the logotype.
- Do not add special effects, for example, drop shadows, outlining, stacking, beveling, blurring or distortion, to the logo.
- Do not embellish or add other art elements or typography to the logo.
- Do not vary the proportion of the logo by stretching it vertically or horizontally.
- A chapter logo may be used as a stand alone logo for the local coalition



Example:

- A chapter logo can be used in conjunction with other logos



Example:

- The standard WAC logo may be used in conjunction with an existing local coalition logo



Example:





- The words “Wisconsin”, “asthma”, or “coalition” may not be repeated in the chapter logos



Correct Use:



Incorrect Use:

Logo Font

The font families used to create the WAC logo are Futura-Book and Helvetica. The text should always be in all caps and never altered.

Logo Colors

Acceptable colors: PMS 312 (O2 and ASTHMA) and black (WISCONSIN and COALITION), all black or all white (reversed out). No other colors or variations are acceptable.

Logo Size

The logo should never be used at a size that makes the logotype difficult to read. The logo is proper size when it is no less than 1 3/16” wide by 1 3/16” high. At this size, the logotype can still be easily read. When using the WAC logo with other logos (for example, co-sponsorship), the logo should always remain in proportion and should be scaled to match the size of the other logos involved.

Logo Placement

In published materials, the logo should always be placed in the upper left hand corner. The top of the logo should be between ¼” and ½” from the upper edge and the left side of the logo should be between ¼” and ½” from the left edge. Exceptions to this logo placement are promotional materials (for example, T-shirts, pens and other specialty items, signage, displays, one-column ads, invitations and when multiple logos are used with the WAC logo, for example, co-sponsoring logos).

Logo Clear Space

It is important to have clear space around each side of the logo to separate it from other graphic elements and text. The logo should have a minimum of ¼” of clear space on all sides, although it is always desirable to have more clear space.