

LOGO CLEARANCE

In order to maintain and protect the WSOS brand, additional guidelines for logo application should be followed for both internal, external as well as partner or third-party use.

Application of the logo (all versions) should include space on all sides. Use the 'O' in 'Opportunity' as a guide for the relative width of space that should exist between the logo and other logos, photos, text or edges/boards.

To maintain visual impact, the logo should not be printed less than one inch in width.



IMPROPER USE OF LOGOS



SUB-BRAND: CAREER & TECHNICAL

The Career and Technical Scholarship provides up to \$1,500 each quarter to fund a high-demand associate degree, certificate or apprenticeship from one of Washington's 34 community and technical colleges. This scholarship can be used toward nearly 1,000 trade, health care or STEM programs across Washington state. Each of these programs can lead to the jobs our communities need most such as nursing, welding and information technology.

WASHINGTON STATE
OPPORTUNITY
SCHOLARSHIP

CAREER & TECHNICAL

primary logo

WS | **CAREER &
OS | TECHNICAL**

secondary logo

A SCHOLARSHIP PROVIDED BY
WASHINGTON STATE
OPPORTUNITY
SCHOLARSHIP

Pantone: Black 6 C
CMYK: 82, 71, 59, 75
RGB: 17, 25, 33
HEX: #101820

**Pantone: Black 6 C
at 45%**
CMYK: 40, 31, 30, 0
RGB: 160, 162, 166
HEX: #888D91

Pantone: 681 C
CMYK: 70, 10, 18, 0
RGB: 52, 175, 200
HEX: #36B0C9

HELVETICA NEUE BOLD
ABCDEFGHIJKLMN O P Q R S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz
01234567890