

# Oregon WIC Logo Style Guide



# Logo Samples

## Color



## Black and White

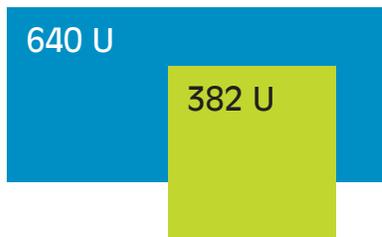


## Reverse

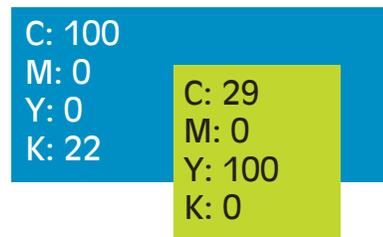


# Colors and Fonts

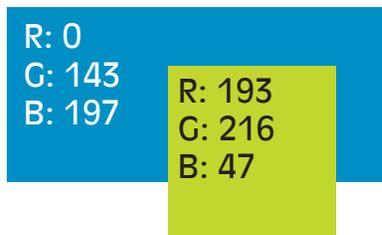
## PMS colors



## CMYK colors



## RGB colors



## Hex colors



## FONTS:

The font used for "Oregon" is Interstate Bold Condensed. If you want to use a similar style font in your document and Interstate is not available to you, Universal is a common and readily available font with a similar style.

The "WIC" font is hand drawn letters that are unique to our logo.

# Size and space requirements

## Minimum size

To ensure that we maintain legibility of the logo, we recommend that the logo is always displayed at a height of at least 0.6 inches

Minimum height  
of 0.6 inches



Size minimums are specified to ensure legibility. The specification shown here is appropriate for print and web only. There may be situations where the Oregon WIC logo will need to appear smaller than the minimum shown.

## Large/poster sized printing

For uses where the logo is needed to print larger than 7" wide, the .eps (vector) file format should be used to ensure the best image quality.

Please consult with the WIC Policy and Publications Coordinator at (971) 673-0037 if you have questions or need assistance.

## Clear space

A specified clear space around the Oregon WIC logo increases the effectiveness of the logo. There may be cases where it is difficult to allow the full recommended clear space (e.g., a very small display ad).

No other graphic elements are to touch, overlap or be combined with the Oregon WIC logo.

## Don'ts



Never use part of the logo on its own. Always use the logo in its entire form. Do not split the elements.



The WIC logo should never have effects such as stretching, altering the color, or effects that detract or obscure the logo.

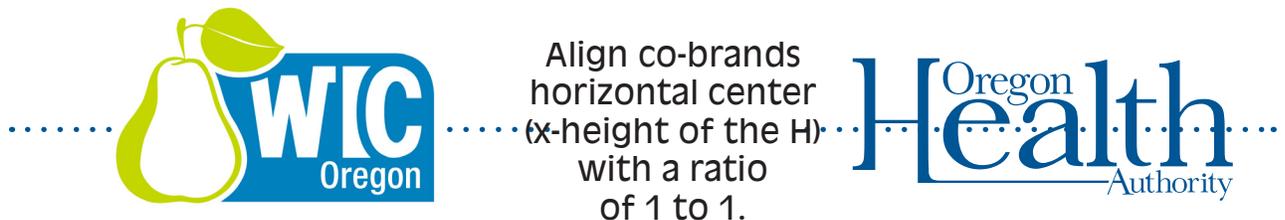


The WIC logo should never be recreated or made of substitute fonts.

# Co-branding

Oregon WIC graphics standards ensure a consistent and coordinated use of the logo. “Co-branding” is a sharing of the brand. Proper use benefits all parties involved by combining the strengths of brands and services.

When used with other entities, the logo and co-brand should have equal weight (1 to 1). Programs that are not part of the Oregon Health Authority or local WIC agencies are not allowed to use the logo without prior approval.



Contact the WIC Policy and Publications Coordinator at (971) 673-0037 for any branding and/or exemption questions.

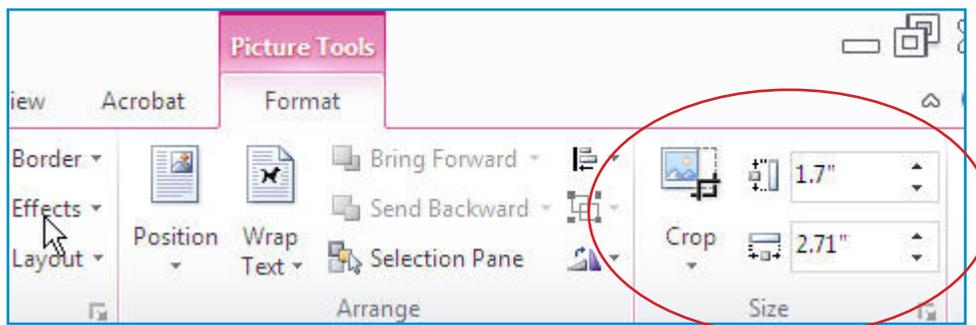
# Resizing image files

## To resize the logo manually

Click the logo and drag one of the sizing handles (the small boxes on the edge of the images) towards or away from the center to resize. In most software, using the corner handle and holding down the SHIFT or CTRL key while you drag the handle will keep the images's original proportions.

## Resize to an exact height and width

In most Microsoft Office applications, if you change the image height or width in the object properties, the software will automatically update the other dimension accordingly. In Office 2010 this option is under the "Picture Tools" tab, as shown below. In some other software or older versions of Office you may need to select the "Proportionately Resize" option before resizing to ensure that the image is not distorted.



### OREGON WIC PROGRAM

800 NE Oregon St Suite 865

Portland, OR 97232

Phone: (971) 673-0040

Fax: (971) 673-0071

Email: [holly.s.wilkalis@state.or.us](mailto:holly.s.wilkalis@state.or.us)