



Brand Guidelines

July 2021

Logos

The PacificWRO logo consists of a symbol and a wordmark. The relationship of these elements has been carefully considered for use at various sizes and on multiple materials and media.

Do not alter the relationship between these elements. Always use the original and approved art without alteration. Altering any aspect of our logo adds confusion and dilutes our brand equity. Don't change the logo colors. Don't use it as an outline. Don't distort, rotate, or skew the logo. Don't change the size relationship of the elements within the logo. Don't attempt to draw or recreate the logo as type or new art.

Logo variations

Color on a white background is the preferred configuration for collateral.

Black and white should be used when one color is required.

Clear space

A minimum amount of clear space or area of noninterference should always surround the PacificWRO logo. Clear space around the logo should be at least the height of the symbol.

PW symbol

The PW symbol alone may be used in several ways: as an avatar for social media, as an accent in collateral or on a social post graphic, or on incentive items where a more subtle, elegant look is desired. It can be reversed out of a color or have a white background. Use the version most appropriate to the context.

Color on a white background



Reversed out of a dark background



Black and white



PW symbol



Logos

Backgrounds

Adequate contrast is necessary when using the PacificWRO logo over graphic patterns or photography.

Herman Miller Certified Dealer logo

The Herman Miller brand can add value to our brand. Use our certified dealer logo whenever possible on marketing materials. See the examples section for appropriate sizing and placement on various materials. Use in 80% black whenever the PacificWRO brand is leading a proposal.

Electronic files

Artwork for the logo has been provided in four electronic file formats: EPS, PNG, JPG, and PDF.

EPS files are vector-based and preferred by professional printers.

PNG files are appropriate for Microsoft Word and PowerPoint documents or for applications requiring a transparent background.

JPG files are appropriate for use on the web or also in Microsoft Word and PowerPoint documents.

PDF files can be viewed by anyone with Adobe Reader. They can be placed in multiple document types.



Herman Miller Certified Dealer logo



HermanMiller Certified Dealer

Color palette

One primary color and five secondary colors have been identified for the PacificWRO visual system. These preferred colors should be used consistently on all communications to reinforce our brand image and create greater recognition.

If additional colors are needed for specific individual communications, special care should be given to select colors that are neutral and/or complementary to the brand colors shown in this guideline.

The colors shown here and throughout this guidebook are meant to represent specific Pantone colors as indicated. The print or screen quality shown in this guide may not be precise and has not been evaluated by Pantone, Inc. for accuracy. Please consult a current edition of the Pantone Color Formula Guide for accurate color standards.



PWRO Dark Green

Pantone® 5555
c 67 m 35 y 56 k 12
Hex: 5a7f72



PWRO Gray

80% Pantone® Black
c 0 m 0 y 0 k 80
Hex: 58595b



PWRO Blue

Pantone® 7698
c 79 m 47 y 32 k 6
Hex: 40748e



PWRO Orange

Pantone® 173
c 12 m 87 y 100 k 2
Hex: d3461e



PWRO Light Green

Pantone® 623
c 42 m 16 y 33 k 0
Hex: 99b9ae



PWRO Yellow

Pantone® 141
c 4 m 22 y 75 k 0
Hex: f5c65d

Typefaces

Two typeface families have been selected to give our visual system added elements of consistency and distinction. These typefaces should be used on all printed and web communications.

Meta OT can be purchased here: <https://www.myfonts.com/pack/638831>

Raleway is a Google font and can be downloaded for free here:
<https://fonts.google.com/specimen/Raleway?query=ralew>

For applications where these fonts are unavailable, use the Arial family.

Meta OT Family

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890***

Raleway Family

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890***

Visual elements

Shapes based on the logo

Angled and curved shapes may be used to add interest to design pieces. The shapes can be used to hold photos or overlay images in our brand colors.



Examples

Business card



Front



Back option 1



Back option 2

Examples

Pocket Folder



Examples

Social media posts



Examples

Window graphics and conference room signage

