

Brand Identity Style Guides

USAWE

2/17/2021

Crippen Design

USAWE

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Typography

Primary Logo



Logo variation

USAWE's logo use on an application will often depend on the background and production method. When using the logo on a white background you can use the full color version or a single color version.



Full color



Full color with background



One color



One color : Reverse



Grayscale



Grayscale with Background

Primary colors



CMYK 100 100 25 25

HEX #262261

PMS P 2119C



CMYK 15 100 90 10

HEX #BE1E2D

PMS P186C



CMYK 0 0 0 90

HEX #404041

PMS P 446C



CMYK 0 0 0 60

HEX #808284

PMS P4278C

The Typeface Family

There are two fonts used for this logo. The main font "The Bold Font" and the secondary font "Louis George Cafe".

How to Use:

The Bold Font is to be used for "USAWE" in the logo. "Louis George Cafe" is to only be used for the spelled out version of the name.

THE BOLD FONT (BOLD)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@£\$%^&*()

Louis George Cafe (BOLD)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*()