Brand Identity Style Guides

USAWE

2/17/2021

Crippen Design



USAWE	Logo & Brand Identity Guidelines
1	Primary Logo
2	Logo Variation
3	Color Specifications
4	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



One color



Grayscale



Full color with background

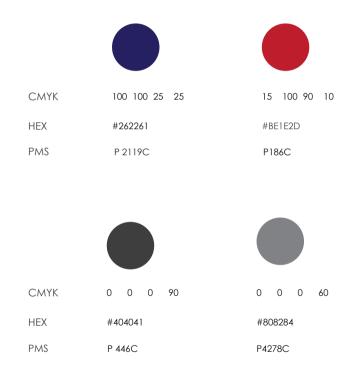


One color: Reverse



Grayscale with Background

Priamary colors



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!@£\$%^&*()