Wild Hope Center for Vocation
BRANDING GUIDELINES & ACCEPTABLE USAGE

This guide outlines the best application of the Wild Hope logo, a graphic identity marker created in order to symbolize and promote recognition of the center’s presence among the greater community.

STANDARD LOGO USAGE

The Wild Hope logo may be printed using black or reversed out of a color. The only instance in which the logo may be used in a color other than black or white is on a one color job produced through the center itself. Please refrain from altering the logo’s dimensions or opacity in order to maintain the integrity of the Wild Hope brand.

EXAMPLES OF UNACCEPTABLE USAGE

DO NOT CHANGE OPACITY

PLEASE REFRAIN FROM:
Altering logo dimensions
Changing logo opacity
Cropping the logo

PLEASE REMEMBER TO:
Leave at least the full size of the ‘o’ in “hope” around all sides of the logo on any poster or other publication.

DO NOT CROP

DO NOT DISTORT

Questions? Contact the Wild Hope Center for Vocation:
www.plu.edu/vocation --- wildhope@plu.edu