

# 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

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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.



#### MAKE A DESIGN REQUEST

Have interest in a one color job or a photo overlay as is shown on the left? Please contact the center for design approval.

### EXAMPLES OF UNACCEPTABLE USAGE

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**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](http://www.plu.edu/vocation) --- [wildhope@plu.edu](mailto:wildhope@plu.edu)

