WIC OREGON

BRAND GUIDELINES

WELCOME

Welcome to the State of Oregon WIC office's brand guidelines booklet. It is intended to guide you as your agency adapts to the brand guidelines set forth by the National WIC Association. In this document you'll find guidance on everything from logo usage, font usage, brand colors and how to use supergraphic elements. Before you start using the new elements, consult these guidelines to make sure you are on the right track. Please share this document with anyone in your agency who will incorporate these branding elements into their work.

A NOTE ABOUT FILE TYPES:
Some of the files types that are available from the NWA site are made for specific design programs. These programs are not currently available to use at the local agency level.

NO: .AI, .EPS   **OK:** .JPG, .PNG

Only a portion of the graphic elements are available on the State of Oregon's WIC logo page (see link below). To get a version of your local agency logo, and additional National WIC Association branded materials, you'll need to create an NWA account here:

https://www.nwica.org/auth/register

1) Select your agency from the pull-down menu at the top. Fill in the fields below that and hit 'Create Account' at the bottom of the page.

2) Once you have created an account and logged in, click on the 'Go To The Online Community' red box.

3) Select 'Resource Center' from the left navigation bar. You can explore the content from there.

NOTE: The items provided on the NWA site are mainly for the use of professional designers. There are many items that only work in specialized design software that is not accessible to everyone. **This booklet is designed to be used by local agency staff who may not have access to that software or expertise.** The items listed in this booklet can also be found on the State of Oregon's WIC Logos page here.

STATE AND LOCAL LOGOS

All logo files are available for download from the National WIC Association website (see 'Welcome' page for instructions).

You can request customizable versions of the logo for your agency through NWA.

For the state logo usage, we have selected the green version of the WIC logo as our primary logo. There are also other color versions available; you can use those at your agency's discretion.

If you need to use a logo on a black and white document, please use the black logo, not a color version; it can affect the overall look of the logo.

Use only the provided logo files, do not recreate or alter the logos in any way. (see 'Logo Don'ts' for details.)

*NOTE: The white version of the logo can be used on any color background.*

SPACE AROUND THE LOGO

Clear space around our logo helps it stand out by separating it from other visual elements or TEXT nearby. No other elements should be present in the clear space specified here. The clear space should be 1/5th of the 'WIC' part of the logo width all the way around.

For example, if the 'WIC' part of the logo you are using is 3" wide, then you should leave 1/4" (0.25") all around the logo.

X

X

X

X

X= 1/5 OF LOGO WIDTH

X

X

OREGON

X

X
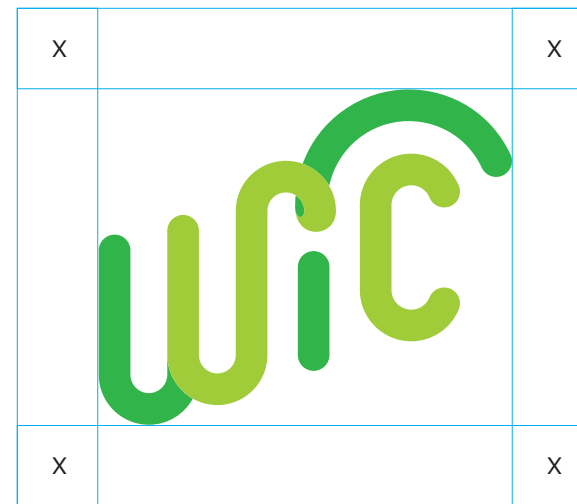
NOTE: If you are using a version of the logo that has an extension for your local agency, like the 'Oregon" in the sample here, that part is not included in the logo width measurement.

LOGO USAGE WITH OTHER LOGOS

When using the WIC logo with other logos, like the OHA logo or your local county logo, they need to be the same size as each other. Don't crowd the logos together, make sure there is adequate space around each logo (please follow 'Space Around the Logo' guidelines on previous page. They should also be lined up so that they are in line with each other.
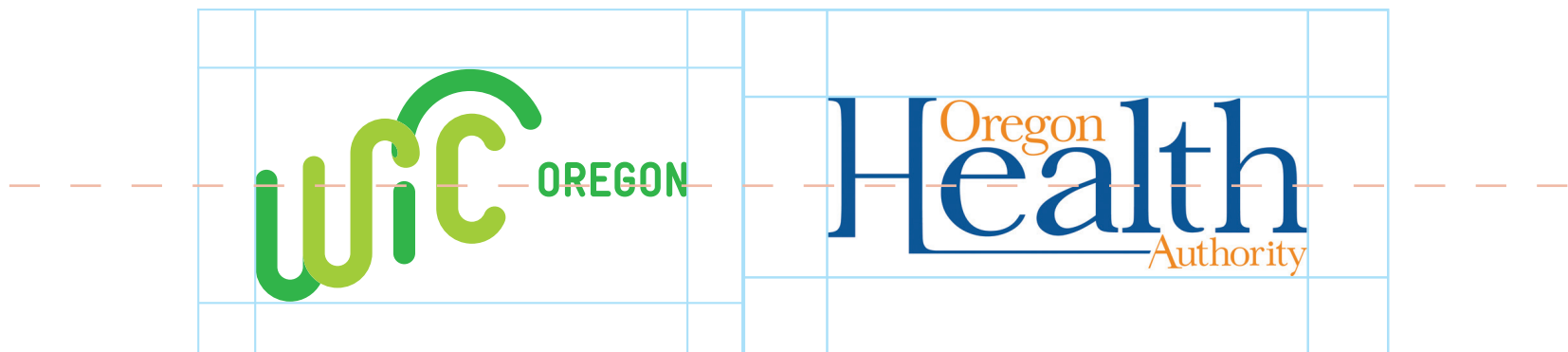
MINIMUM SIZE

On printed materials, the logo should appear no smaller than .5 inches or 13 mm wide.

In digital materials, the logo should appear no smaller than 50 pixels wide.

PRINT

0.5 INCHES / 13 MILLIMETERS WIDE

WEB

50 PIXELS WIDE

LOGO DON'TS

The WIC logo is the most recognizable visual aspect of the brand. It's very important to maintain the integrity of the logo in order to keep brand consistency. There are different ways we can use our logo, but it is critical that we use only the approved logos and icons outlined in this document.

To the right you'll see some things to avoid when using the logo.

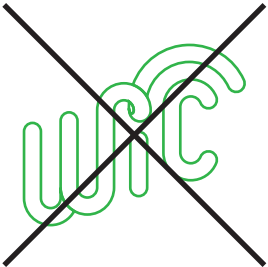

DON'T CHANGE THE COLORS IN THE WIC LOGO

DON'T PUT THE COLOR LOGO ON TOP OF A COLOR

DON'T DISTORT OR WARP THE LOGO

DON'T ROTATE THE LOGO

DON'T OUTLINE THE LOGO

DON'T APPLY VISUAL EFFECTS TO THE LOGO, SUCH AS A DROP SHADOW

FONT USAGE:
SCREEN FONTS

There are three approved fonts to use with the NWA branded materials. However, two of these fonts are not widely used and they have a substantial licensing fee to use them. The State office has licenses to use the new fonts, but they will not be made available to the local agencies.

The one font that is approved to use through the new brand guidelines is Verdana. However, Verdana was developed as a screen font (i.e. for use on the web or in PowerPoint presentations), not for printed materials.

SCREEN FONTS

For use on or on items that will be projected on a screen, the recommended font is Verdana. Please use Verdana Bold for headlines and for emphasis. Use Verdana Regular for all other screen text.

VERDANA Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,;:'"/?!
abcdefghijklmnopqrstuvwxyz

VERDANA Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,;:'"/?!
abcdefghijklmnopqrstuvwxyz

FONT USAGE: PRINT FONTS

Since Verdana was developed for screen use only, you will need to use different fonts for printed materials. Using the OHA/DHS recommendation, please follow these guidelines for printed materials.

For optimum readability, use only one or two fonts per printed piece. Ideally, use a sans serif font (like Arial or Helvetica) for headlines and a serif font (like Baskerville or Times New Roman) for body text, or vise versa. **See the samples for usage.**

Try to keep the text size for the body text at 14 pt. or higher.

1. Headline: Times New Roman Bold
2. Smaller Subhead: Times New Roman
3. Body text: Arial
4. Quotes: Arial italic

Brand Guidelines

Developed with the help of NWA

These are the brand guidelines for WIC branded materials. We are excited to roll out these new guidelines. Our Publications Coordinator was quoted as saying, *"These guidelines are clear and easy to read."*

1. Headline: Arial Black
2. Smaller Subhead: Arial Regular
2. Body text: Bookman Regular
3. Quotes: Bookman Italic

Brand Guidelines

Developed with the help of NWA

These are the brand guidelines for WIC branded materials. We are excited to roll out these new guidelines. Our Publications Coordinator was quoted as saying, *"These guidelines are clear and easy to read."*

BRAND COLORS

Our brand colors are bright and energetic to reflect the personality of WIC. Adhering to our brand colors ensures that WIC communications are consistent and distinctive.

A white background should be the foundation for all printed materials. The use of ample white space allows us to create crisp, clean documents that are easy to read on a screen or on a printed page.

WIC GREEN	WIC LIGHT GREEN
RGB: 44/179/74	RGB: 161/205/58

WIC VIOLET	WIC LIGHT VIOLET
RGB: 46/49/146	RGB: 108/84/163

WIC RED	WIC LIGHT RED
RGB: 238/52/57	RGB: 243/113/109

ICONS

Icons are a simple, effective way to help readers absorb and process information. At the state level, these are the icons we recommend; they represent the four pillars of WIC.

These icons are not decorative. They should be used sparingly and with intention.

Use icons only on a white background.

Apple = Nutrition Education

Use on materials convey nutrition education information or on advertising upcoming nutrition education trainings.

Carrot = WIC Foods

Use on materials when there are references to food packages, approved food lists, or any vendor-related items.

Megaphone = Outreach & Referrals

Use on materials that are focused on community referrals, outreach materials or for general announcements.

Milk Drop = Breastfeeding Support

Use on materials when there are references to breastfeeding, peer counseling support or breastfeeding notices.

Heart = 'Floater' icon, can be used as a generic icon

Use on materials that are aimed at showing how much we appreciate and respect our participants.

SUPERGRAPHIC
WHITE BACKGROUND

This supergraphic is to be used in combination with text on a white background.

There are 4 graphics to choose from. Use only the provided graphics; do not recreate or alter the graphics in any way.

Be sure to provide adequate clear space between the supergraphic and surrounding elements and text. Do not place text on top of the supergraphic.

Do not use these supergraphics over photos. Do not make the supergraphic lighter in color.

Use the supergraphics sparingly; if using in a multi-page document, like a report or PowerPoint presentation, one use of a supergraphic is enough. (For example, one on the opening slide of a PowerPoint presentation is enough.)

FOUR SUPERGRAPHIC WHITE BACKGROUND GRAPHICS

1

2

3

4
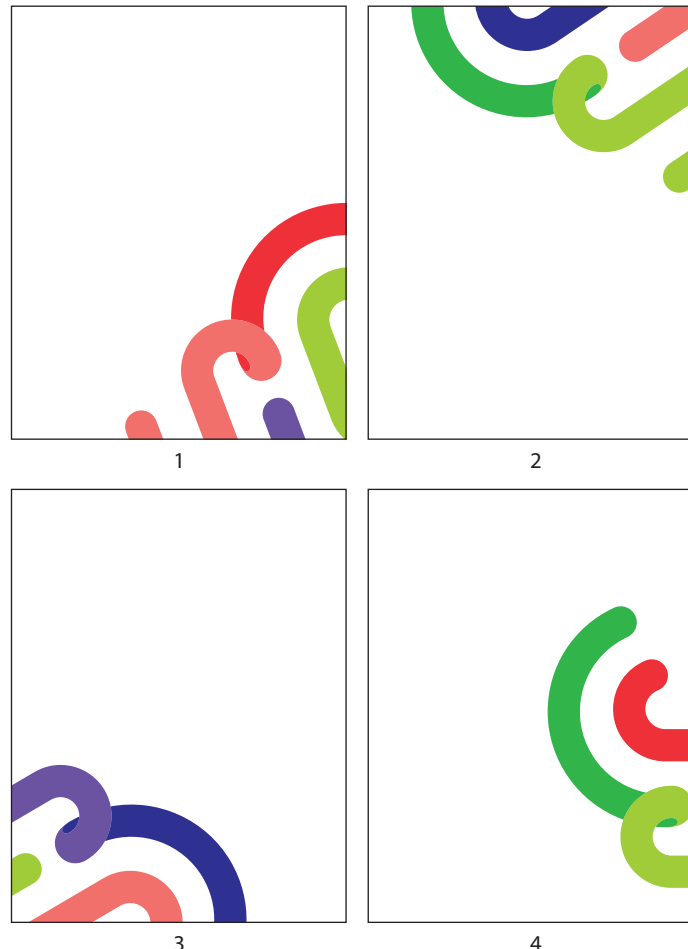
EXAMPLE OF SUPERGRAPHIC 1 IN USE

HEALTHY FOOD.
HEALTHY KID.
HAPPY MOM.

WIC

NOTE: *When printing pages with the supergraphic on your office printer, you will notice that the image doesn't go all the way to edge; that is fine. Only pages printed by a professional printer can go to the edge.*