



OUR NAME

When used in standard written communications, our name is West Central Initiative.

West Central Initiative

	Full color logo	Black logo	White logo
<p>LOGO USAGE</p> <p>Our logo comes in 3 colors, full color, black, or white. The logo should never be stretched or altered.</p>			

COLOR PALETTE

<p>RGB 28 168 171</p>	<p>RGB 0 122 194</p>	<p>RGB 163 204 59</p>	<p>RGB 250 181 20</p>	<p>RGB 194 201 255</p>	<p>RGB 201 86 166</p>	<p>RGB 190 165 136</p>
<p>HEX #1CA8AB</p>	<p>HEX #007AC2</p>	<p>HEX #A3CC3B</p>	<p>HEX #FAB514</p>	<p>HEX #C2C9FF</p>	<p>HEX #C957A6</p>	<p>HEX #BDA587</p>
<p>CMYK 76 12 36 0</p>	<p>CMYK 85 46 0 0</p>	<p>CMYK 42 1 100 0</p>	<p>CMYK 2 32 100 0</p>	<p>CMYK 22 18 0 0</p>	<p>CMYK 20 80 0 0</p>	<p>CMYK 62 0 52 0</p>
<p>PANTONE 326 U</p>	<p>PANTONE PROCESS BLUE U</p>	<p>PANTONE 381 U</p>	<p>PANTONE 7406 U</p>			

TYPOGRAPHY

Effra is our primary typeface for all print and digital communications.

If Effra is not available, use Calibri.

If you need a serif font to highlight particular content, use Adobe Caslon Pro. Use this sparingly.

Effra

Light
abcdefghijklmnopqrstuvwxy

Medium
abcdefghijklmnopqrstuvwxy

Heavy
abcdefghijklmnopqrstuvwxy

Regular
abcdefghijklmnopqrstuvwxy

Bold
abcdefghijklmnopqrstuvwxy