

APPROVED COLORS

Color and Medium

One of the most important elements of a consistent corporate identity is color. Whether our logo is viewed on signage, printed materials or on-screen, correct and consistent application of the Spokane Regional Health District colors will make them a familiar and integral part of the identity. Blue has been chosen as its primary color with green being secondary. Each medium requires unique considerations in order to achieve consistency. Following are the most common scenarios.

Use of Two Color

When printing two ink colors, the preferred inks are:
(Blue) PMS 661u and (Green) PMS 340u – for uncoated paper
(Blue) PMS 653c and (Green) 340c – for coated paper
Do not vary these colors.



uncoated paper
blue - PMS 661u
green - PMS 340u

coated paper
blue - PMS 653c
green - PMS 340c

Use of One Color

When printing one ink color, the preferred ink is:
(Blue) PMS 661u – for uncoated paper
(Blue) PMS 653c – for coated paper
black.
Do not vary these colors.



uncoated paper
blue - PMS 661u

coated paper
blue - PMS 653c



Use of Four Color Process

For a specialty publication, such as a brochure, the logo should be reproduced in the preferred ink color, but may be reproduced in 4-color process using the tint builds shown at right. If you are using one color, the logo should be reproduced in black only. No other PMS colors or tint build combinations are acceptable for use with the Spokane Regional Health District logo.



4 color Process
blue -
PMS process 205-2
(85c 50m 0y 20k)
green -
PMS process 263-3
(80c 0m 60y 10k)

Use of Backgrounds

In general, the logo is not to be used on backgrounds other than white or (blue) PMS 661. In certain circumstances, the logo may be placed on an alternate colored background as long as there is sufficient contrast with the background to define all elements clearly. Placing a color logo on a patterned background is never acceptable.



Use in Non-printed Applications

In non-printed applications such as signage, web site or video, match the PMS colors for inks. From advertising and publications to promotional and broadcast applications, consistent color usage is vital to the success of the Spokane Regional Health District visual identity.



RGB
blue - 68r 102g 169b
green - 22r 157g 117b

SIZE AND CLEAR AREA

The Spokane Regional Health District logo must not be reduced to smaller than 1 inch wide and must not be distorted in shape or proportions through scanning or manipulation. This includes stretching or shrinking the logo out of proportion. This is one of the quickest ways to destroy the integrity of the Spokane Regional Health District's image.

In all applications, the Spokane Regional Health District logo must be surrounded by an open area of at least $\frac{3}{16}$ " (illustrated by the diagram at right). This open area protects the logo from other graphic elements (i.e. typography, photography, illustration, edge of surface, etc.) that might compete with it visually, or confine it within a constricted area. It is always recommended to have a generous amount of "white space" surrounding the logo.

When using electronic versions of the logo, keep the design proportion true to the original file size. If you are not sure about exact proportions, ask the Public Information Office for assistance. "Consistent use of this mark will help eliminate any confusion about the Spokane Regional Health District's visual identity."



CONTACT US

For assistance concerning the Spokane Regional Health District Graphic Identity Program, or for additional logo sheets or electronic artwork on disk, please contact: ***Public Information Office – 324.1681***

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