

# DESIGN CHECKLIST

Please make sure that your design for Edmonds College incorporate the following elements.

## Logos

### Primary (Horizontal) Logo

Edmonds College's primary logo is a horizontal combomark made up of a logomark, "The Trident," and a logotype. You should use the full-color logo on white or very light-colored backgrounds, use the white logo on most colored backgrounds, and use the black logo in special cases where neither of the other logos work. Note that the logo should always be highly visible and have room around it.



### Secondary (Vertical) logo

The vertical logo should be use sparsely, depending on space constraints.



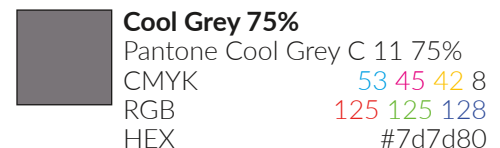
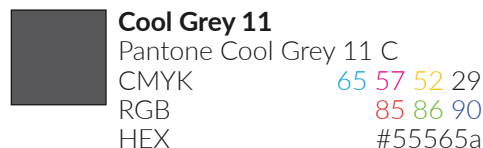
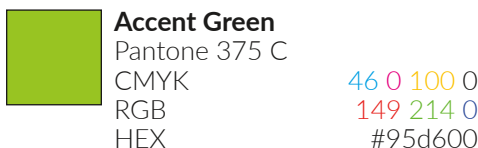
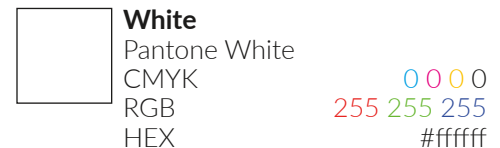
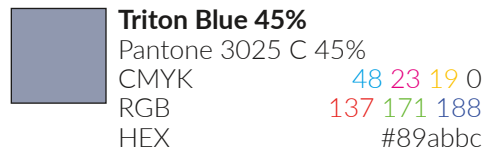
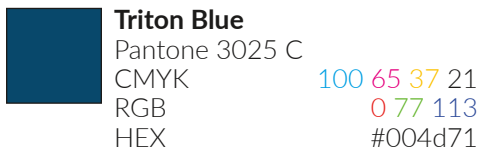
## Fonts

Typography is very important for the new Edmonds brand. The primary fonts are **Lato** and **Gotham Bold**.

**Gotham Bold** should be used for headings and subheadings. Lato should be used for body copy, **Lato Light** should be used for body copy. Both fonts are available at the following addresses:

- [employees.edcc.edu/colrel/marketing-and-public-information/brand-guidelines/fonts/gotham-bold-font.zip](https://employees.edcc.edu/colrel/marketing-and-public-information/brand-guidelines/fonts/gotham-bold-font.zip)
- [employees.edcc.edu/colrel/marketing-and-public-information/brand-guidelines/fonts/lato-font.zip](https://employees.edcc.edu/colrel/marketing-and-public-information/brand-guidelines/fonts/lato-font.zip)

## Primary Colors



\*Note: Accent Green should be used sparingly, as an accent.

## Contact Information

Always list contact information in the following order: website, phone number, email. If there's none, list the college's information: [edcc.edu](https://edcc.edu) | [425.640.1706](tel:425.640.1706) | [info@edcc.edu](mailto:info@edcc.edu)

## Contrast

Flyers, brochures, and bookmarks should be readable from an arm's length. Posters and banners should be legible from 15 feet.

## Discrimination Statement

*Edmonds College does not discriminate on the basis of race; color; religion; national origin; sex; disability; sexual orientation; age; citizenship, marital, or veteran status; or genetic information in its programs and activities. The nondiscrimination language is available in multiple languages at [edcc.edu/nondiscrimination](https://edcc.edu/nondiscrimination).*