



The Alliance

for **PROFESSIONAL DEVELOPMENT,**
TRAINING, and **CAREGIVER EXCELLENCE**

GRAPHIC STANDARDS

06.2022

Logo components

Alliance's graphic standards help maintain the integrity of our visual representation. These are the components of Alliance's logo.

MARK



The Alliance mark is never used alone. It is only used with The Alliance logo type or tag line.

LOGO TYPE

The Alliance

for **PROFESSIONAL DEVELOPMENT,**
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TAG LINE TYPE

RISE *with* **THE ALLIANCE**

Logo treatment

The top two are preferred treatments with the third to be used when the space is limited and the secondary type would not be legible. Any other arrangement or orientation of the graphic elements is a misuse that will weaken The Alliance brand.

MARK & LOGO TYPE LOCK-UP



LOGO TYPE ONLY

The Alliance

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SHORTENED LOGO

The Alliance

This option should only be used in situations where the space is too small to maintain legibility of the secondary type.

Mark treatment options

The Alliance mark is never used alone. It is only used with The Alliance logo type or tag line.

MARK & LOGO TYPE LOCK-UP



MARK & TAG LINE

RISE *with* THE ALLIANCE



MARK & URL

risewiththealliance.org



Color options

Guidelines for the color options of The Alliance logo are detailed below.



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Color palette

The Alliance color palette is made up of primary and secondary colors. Use the CMYK for printed materials and the RGB or HEX codes for online projects.

Primary color palette



Secondary color palette

A secondary color can be featured with a primary color as an accent. The primary color is still the dominant color but the secondary color is used in combination to draw attention.

<p>Green</p> <p>CMYK: C-84 M-29 Y-38 K-3 R-0 G-137 B-149 HEX: 008995</p>	<p>Gold</p> <p>CMYK: C-0 M-13 Y-43 K-13 R-232 G-211 B-162 HEX: b7a57a</p>	<p>Purple</p> <p>CMYK: C-61 M-100 Y-25 K-10 RGB: R-118 G-35 B-108 HEX: 76236c</p>
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Color background tints

The Alliance color palette is made up of primary and secondary colors. Use the CMYK for printed materials and the RGB and HEX for online projects.



Typography

The Alliance typography is made up of the following fonts. Encode Sans and Open Sans are open-source fonts and can be downloaded from the [UW Typography webpage](#) or from [Google](#).

Display font

for heads and subheads

Encode Sans Normal Light

Encode Sans Normal Regular

Encode Sans Normal SemiBold

Encode Sans Normal Bold

Encode Sans Normal ExtraBold

Encode Sans Normal Black

Text font

for body copy / paragraph styles

Open Sans Regular

Open Sans Italic

Open Sans Bold

Open Sans Bold Italic

Open Sans Light

Open Sans Light Italic

Substitute fonts

for use when brand fonts are not available

Verdana Regular

Verdana Italic

Verdana Bold

Verdana Bold Italic

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

Business cards

The Alliance color business card is two-sided. The front is relevant contact information while the second side contains the mark and tag line. These are ordered through Creative Communications online and on an as-needed basis.

FRONT



BACK



Email signature

The Alliance email signature mirrors the front of the business card. It does not include graphics and is all black. The font is Open Sans (see Typography page for information on downloading). This signature includes contact information and an acknowledgement of the land on which the Alliance is based.

ROBIN BLOMSTER

Senior Communications Manager | The Alliance
Pronouns: she/her/hers

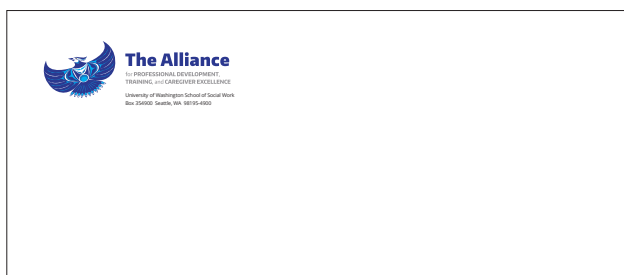
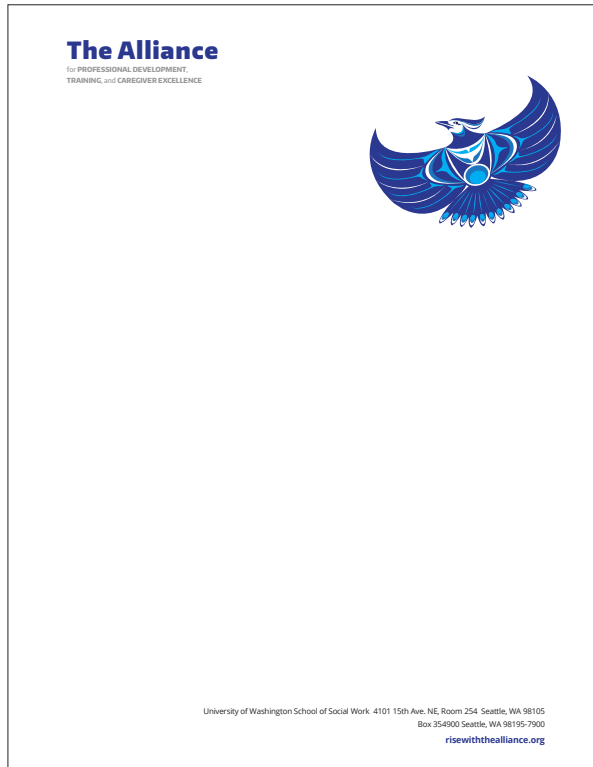
University of Washington | School of Social Work
Box 354900 Seattle, WA 98195-4900
4101 15th Ave. NE, Room 254 Seattle, WA 98105
o: 206-543-2366 | c: 206-419-6584
rmbloom@uw.edu | risewiththealliance.org

*The Alliance working within the SSW is on the
traditional territory of the Coast Salish people.*

All caps, ExtraBold, font size 8 pt.
Regular, font size 8 pt.

Light, italic, font size 8 pt.

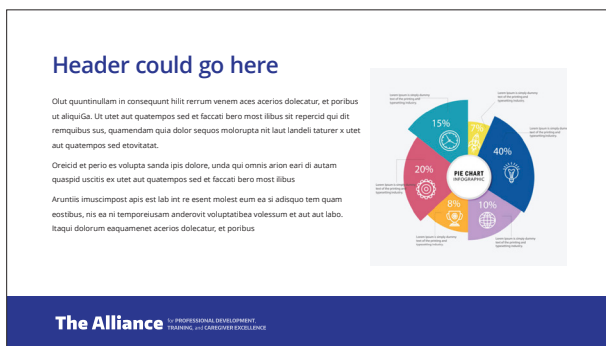
Letterhead and envelope



PowerPoint

The PowerPoint template has a logo opening slide, a title slide and multiple content slide options for a variety of presentations. You can find all the options under the “New Slide” button on the Home screen.

For text, Verdana is used to avoid any font substitutions problems when running on different machines.



Promotional application

For promotional materials, choose the logo arrangement that maximizes the legibility of the type.

Work with the Communications Manager to ensure products and choices adhere to brand.

