



WALLIN
EDUCATION PARTNERS

Graphic Standards **Guide**

INTRODUCTION

WHY IS A GRAPHIC STANDARDS GUIDE NECESSARY?

Wallin Education Partners has developed a new identity system. In order for the new system to convey who we are, it must be used consistently in every facet of communication. This guide is designed to support and strengthen Wallin Education Partners's graphic presence, which is imperative to the firm's success.

IMPLEMENTATION

This graphic standards guide must be used by everyone who produces materials for Wallin Education Partners. While implementing the system doesn't mean that all materials must look exactly alike, it does mean they must look professional and look like they belong to the same family, with identifiers, fonts and colors used consistently. All materials must adhere to the standards contained in this guide in order to maintain a high-quality look and feel, and be unique to Wallin Education Partners.

Materials governed by this guide include, but are not limited to, the following:
letters, e-mails, brochures, flyers, publications, website, newsletters, print and broadcast advertising, promotional videos and CDs, stationery and business cards, banners and posters, indoor and outdoor signage, and promotional items.

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THE HORIZONTAL SIGNATURE

The horizontal signature for Wallin Education Partners is comprised of the logomark (symbol) and the logotype (typography). The horizontal configuration is the preferred signature.



THE VERTICAL SIGNATURE

The vertical signature uses the same elements, but the symbol is much larger when compared with its horizontal counterpart. Note: in both signatures, the type is the same size.



THE WALLIN EDUCATION PARTNERS SIGNATURE WHITE OR LIGHT-COLORED BACKGROUNDS

Always use approved digital artwork; do not attempt to recreate.



White or Light-colored Background

On a white or light-colored background, the Wallin Education Partners signature must maintain a sufficient contrast between the signature and the background. Sufficient contrast means that the signature is very easy to read.

THE WALLIN EDUCATION PARTNERS SIGNATURE DARK-COLORED BACKGROUNDS

Always use approved digital artwork; do not attempt to recreate.

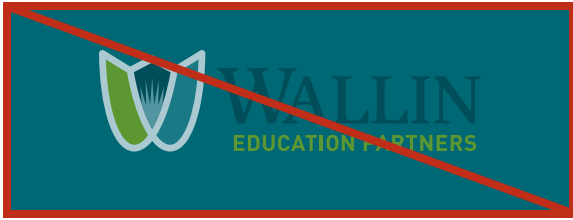


Dark-colored Background

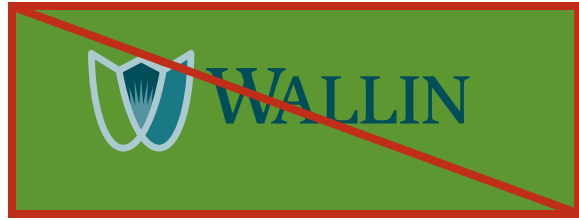
On a dark-colored background, the Wallin Education Partners signature must maintain a sufficient contrast between the signature and the background. Sufficient contrast means that the signature is very easy to read.

THE WALLIN EDUCATION PARTNERS SIGNATURE IMPROPER USAGE

Always use approved digital artwork; do not attempt to recreate.



INCORRECT Do not use improper figure/ground relationships for the signature.



INCORRECT Do not use Pantone 370 as a background color for the signature.



INCORRECT Do not use artwork that is not appropriate for the target media.



INCORRECT Do not recreate the signature.



INCORRECT Do not recreate the signature.



INCORRECT Do not skew the signature.

COLOR PALETTE

It is permissible to use screens, or tints, of these colors to enhance readability or for aesthetic reasons.



PANTONE 370
57C 0M 100Y 27K
93R 151G 65B



PANTONE 316
100C 0M 30Y 70K
0R 79G 90B

IDENTITY INDEX: WALLIN EDUCATION PARTNERS HORIZONTAL SIGNATURE

The eps and jpg artwork will work in both Macintosh and Windows platforms.

eps Use for quality reproduction, scalable vector art created in Adobe® Illustrator CS3.

jpg Use in Microsoft® Office Suite and Web applications.

JPG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG FILE.

eps: Spot color (Pantone)



File name: Wallin_H_2C

eps: 4-color process (CMYK)



File name: Wallin_H_4C

jpg: RGB full color



File name: Wallin_H_RGB

eps and jpg: Black



File name: Wallin_H_BLK

eps: Greyscale



File name: Wallin_H_GS

eps: Spot color (Pantone)+White



File name: Wallin_H_2C_WHT

eps: 4-color process (CMYK)+White



File name: Wallin_H_4C_WHT

eps and jpg: White



File name: Wallin_H_WHT

DEPENDING ON THE MEDIA, COLORS CAN BE REPRODUCED USING THESE FORMULAS:

PANTONE For offset printed materials or signs with match colors, use the PANTONE version.

The PANTONE colors are the same regardless of paper stock specified (i.e., gloss coated, matte coated, uncoated, etc.).

CMYK For printed materials using the four-color process.

RGB For Microsoft Office Suite, other computer, or broadcast media use.

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jpg Use in Microsoft® Office Suite and Web applications.

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eps: Spot color (Pantone)



File name: Wallin_V_2C

eps: 4-color process (CMYK)



File name: Wallin_V_4C

jpg: RGB full color



File name: Wallin_V_RGB

eps and jpg: Black



File name: Wallin_V_BLK

eps: Greyscale



File name: Wallin_V_GS

eps: Spot color (Pantone)+White



File name: Wallin_V_2C_WHT

eps: 4-color process (CMYK)+White



File name: Wallin_V_4C_WHT

eps and jpg: White



File name: Wallin_V_WHT

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IDENTITY INDEX: WALLIN EDUCATION PARTNERS SHIELD

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jpg Use in Microsoft® Office Suite and Web applications.

JPG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG FILE.

eps: Spot color (Pantone)



File name: Shield_2C

eps: 4-color process (CMYK)



File name: Shield_4C

jpg: RGB full color



File name: Shield_RGB

eps and jpg: Black



File name: Shield_BLK

eps: Greyscale



File name: Shield_GS

eps and jpg: White



File name: Shield_WHT

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