



WASHINGTON
COURTS

G R A P H I C S T A N D A R D S

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WASHINGTON
COURTS

All of us must work hard to build a unique image for the Washington Courts. The Washington Courts logo has to become synonymous to the whole Washington Courts image, and our graphic standards create a consistent, visible image that cuts through all other advertising clutter. All of which means that to keep that visibility we need to keep the whole image in mind—whether we’re creating web pages, advertisements, brochures, or any type of marketing piece.

The following pages from the Graphic Standards Manual are acceptable Washington Courts layouts and type treatments.

1-color breakdown

2 options are available when using the Washington Courts logo in one color.
PMS #2623 is used for the entire logo.
100% Black is used for entire logo.



4-color process breakdown

76% Cyan, 100% Magenta, 0% Yellow & 30% Black is used for the entire logo.



General Rules:

Do not redraw, rearrange, modify, stack or alter the proportions of the logo in any way. Do not use typefaces that fall outside of the approved typeface. Do not crowd the logo; be mindful of clear space. Use only approved reproduction art for all reproductions of the Signature and Character.

Do not stack any part of the logo.



Do not reconfigure or alter the logo.



Do not use unacceptable typefaces in the logo.



Do not change any form of the typeface to read in all caps or lowercase from what the original type style is.



Do not add or subtract weight to the logo to make it "stand out more".



In very rare instances, the horizontal layout of the logo can be used. Its use should only be considered in cases where the vertical format cannot be used, such as in imprinting a pen or other giveaway item. The horizontal logo is not a second acceptable logo, but rather a solution when using the standard logo is not suitable.



1-color
Horizontal Logo



Optima

Optima is the Washington Courts typeface chosen for a consistent look in our corporate communications. Optima is widely available and should never be replaced with another font.

Use Optima Regular for body copy in corporate communications

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 \$1234567890(.,:;!?'/_)
 abcdefghijklmnopqrstuvwxyz

Use Optima Regular for body copy on stationery and forms

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 \$1234567890(.,:;!?'/_)
 abcdefghijklmnopqrstuvwxyz

Use Optima Bold for emphasis, particularly with Optima Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
\$1234567890(.,:;!?'/_)
abcdefghijklmnopqrstuvwxyz

Use Optima Oblique, in various weights, for special emphasis.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
\$1234567890(.,:;!?'/_)
abcdefghijklmnopqrstuvwxyz

Helvetica

Helvetica can be a secondary typeface chosen for a consistent look like the Washington Courts. Helvetica is also widely available.

Use Helvetica for body copy in corporate communications if Myriad is unavailable	ABCDEFGHIJKLMNOPQRSTUVWXYZ \$1234567890(.,:;!?'/_) abcdefghijklmnopqrstuvwxyz
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TYPOGRAPHY IN WEB DESIGN AND PRODUCTION

Arial Geneva Verdana

There are only a few fonts that are commonly used among web users on the Internet. Arial, Geneva, and Verdana are the most widely used.

Use Arial as the main font when producing headers and graphics on web pages.	ABCDEFGHIJKLMNOPQRSTUVWXYZ \$1234567890(.,:;!?'/_) abcdefghijklmnopqrstuvwxyz
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Use Geneva for the body text on web pages.	ABCDEFGHIJKLMNOPQRSTUVWXYZ \$1234567890(.,:;!?'/_) abcdefghijklmnopqrstuvwxyz
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Use Verdana as a secondary font for body text, headlines and graphics when producing and/or designing web pages and design.	ABCDEFGHIJKLMNOPQRSTUVWXYZ \$1234567890(.,:;!?'/_) abcdefghijklmnopqrstuvwxyz
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