

YWCA NAME AND BRAND GUIDELINES



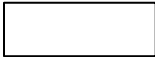

When referring to our full association name, use either **YWCA Seattle | King | Snohomish** or **YWCA Seattle King Snohomish**.

- Refrain from using other variations, such as:
 - Those without spaces (YWCA Seattle|King|Snohomish)
 - With other symbols (like YWCA Seattle-King-Snohomish or YWCA Seattle/King/Snohomish)
 - Written out like YWCA of Seattle, King County, and Snohomish County, or any similar variation
- Use **YWCA** instead of The YWCA
- As shorthand, we can be referred to as **YW**, but never The Y. “The Y” refers to YMCA.

When using our logo, do not alter it in any way (including rotating it, or cropping portions of it).



Our brand color palette is as follows:

	PERSIMMON	#FA4616 R:250 G:70 B:22 C:0 M:87 Y:100 K:0
	BLACK	#KKKKK R:0 G:0 B:0 C:0 M:0 Y:0 K:100
	WHITE	#FFFFFF R:255 G:255 B:255 C:0 M:0 Y:0 K:0
	GRAY	#CCCCCC R:189 G:189 B:189 C: 0 M:0 Y:0 K:34