

**WISCONSIN**  
**SCIENCE OLYMPIAD**

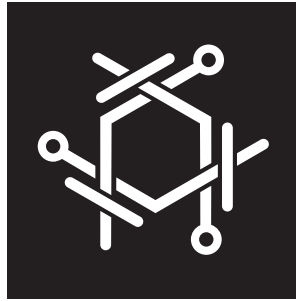


BRAND GUIDELINES

# LOGO



ALL BLACK LOGO



ALL WHITE LOGO

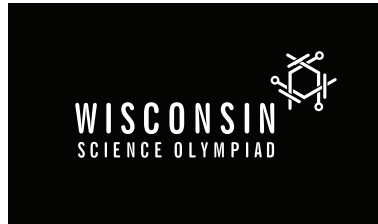


GRADIENT LOGO

# MAIN LOGO WITH TYPE



ALL BLACK LOGO



ALL WHITE LOGO



GRADIENT LOGO

# COLOR PALLET



RGB: 0, 0, 0  
CMYK: 0, 0, 0, 100  
#: 000000



RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0  
#: FFFFFFFF



RGB: 57, 148, 159  
CMYK: 76, 26, 35, 1  
#: 3949F



RGB: 118, 207, 226  
CMYK: 49, 0, 10, 0  
#: 75CEE2



RGB: 127, 65, 48  
CMYK: 34, 76, 80, 34  
#: 7E402F

LOGO ORIENTATION VARIATIONS



ORIENTATION 1

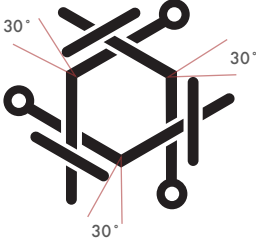


ORIENTATION 2



ORIENTATION 3

LOGO CONSTRUCTION



LOGO TYPE USES NEWS GOTHIC BT BOLD EXTRA CONDENSED, BUT ALL TERMINALS HAVE BEEN MANIPULATED TO BE ROUND.

News Gothic BT Bold Extra Condensed  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890.?!]

CLEAR SPACE



MINIMUM LOGO SIZE

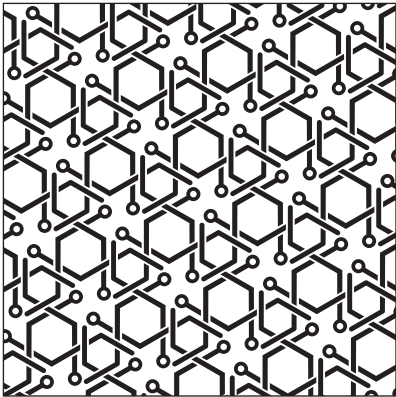


PRINT: 3/4"  
WEB: 44.246 px

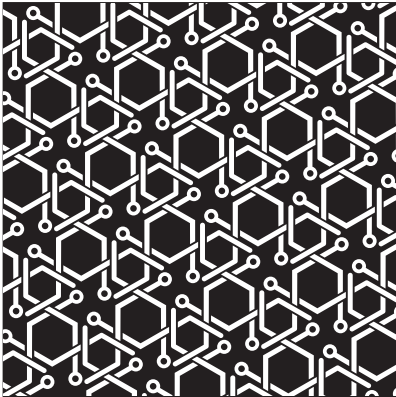


PRINT: 1/2"  
WEB: 25 px

LOGO PATTERN



BLACK



WHITE

LOGO DONT'S



DO NOT FILL TERMINALS



DO NOT INCREASE OR DECREASE TERMINAL SIZE



DO NOT RETYPE TEXT



DO NOT STRETCH

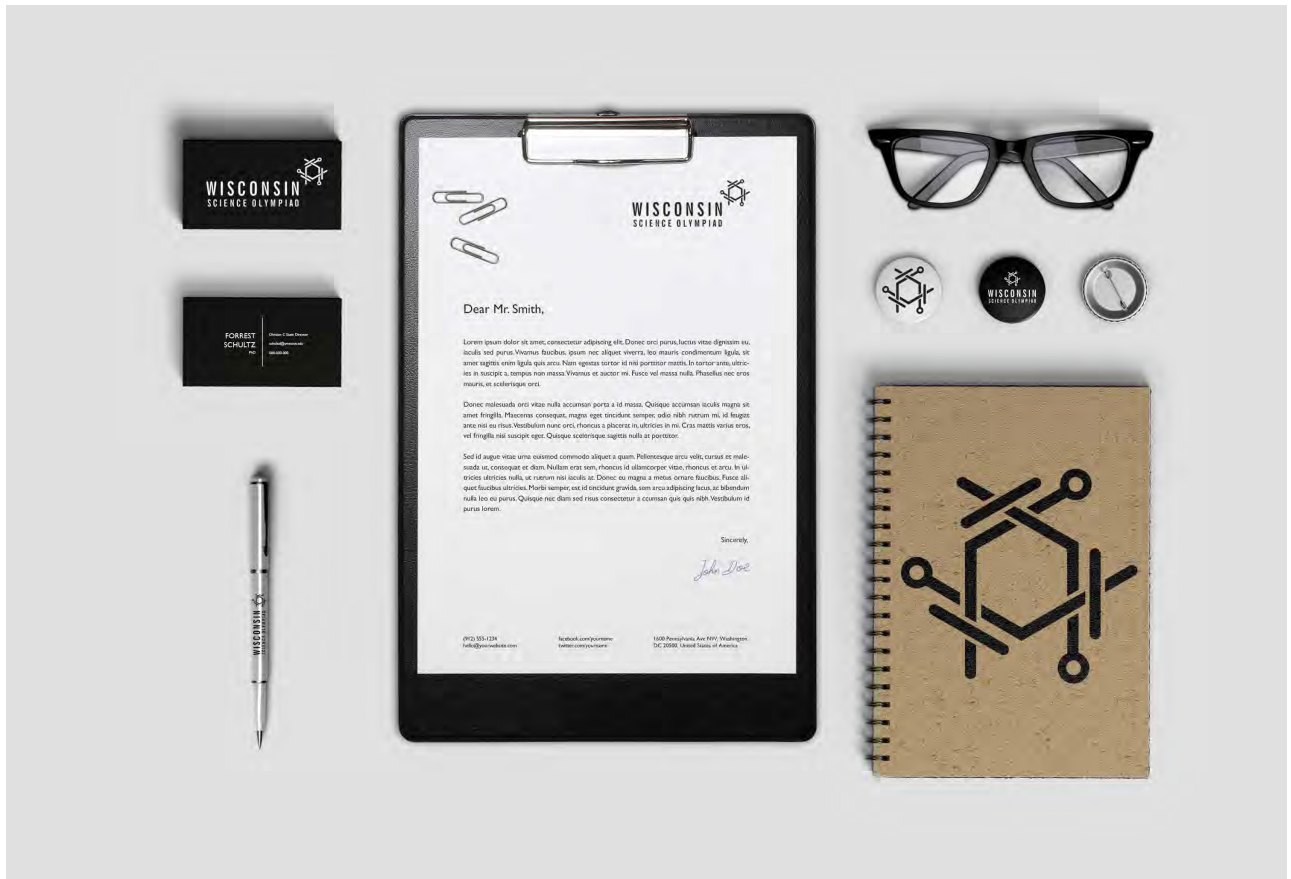
SUPPORTING TYPE

Gill Sans Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.?!|

Gill Sans Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.?!|

**Gill Sans Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ-**  
**VWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890.?!|**

# APPLICATIONS



PROFESSIONAL SET



STUDENT SET





ID CARD



EXHIBIT BOOTH





LAB COAT



CLOSE UP EMBROIDERY



HANGING BANNER





T SHIRT

MERCHANDISE TAG