



## The University District Style Guide

### Primary Logo

This is The University District's primary logo and should be used for all general logo purposes.



### Logo Variations (to be used only in limited instances)

The following logo (with "Spokane Washington") is intended for possible use only when the audience is outside the geographic area, unfamiliar with The University District and *no other context* is provided.



The following logo is intended for use when black and white is the stated need/request.



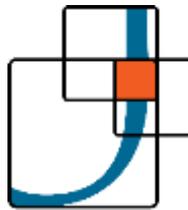
The following logo is intended for use when gray scale is the stated need/request.



The following logo is intended for use when a reverse image is needed; but only with our PMS palette colors.

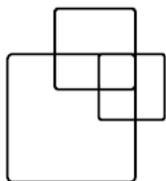


The following logo is intended for use when the logo context has already been established but repetition is required, e.g., a PowerPoint template.



## Design Elements Explained

The interlocking boxes represent collaboration, community, overlapping initiatives and the sweet spot of mutual interests in The University District.



The "J" shape evokes the "U" in The University District as well as the path the Spokane River takes as it runs through The University District.



# Font

We use Myriad Pro font for The University District logo typeface.

We use Century Gothic for email correspondence and printed internal and external documents.

Myriad Pro font family  
**Myriad Pro bold**  
MYRIAD PRO ALL CAP  
Myriad Pro condensed

Century Gothic  
**Century Gothic bold**

# Color Palette

The color palette is organized into three columns: primary, secondary, and neutral. Each color is represented by a vertical bar with its PMS code and a 50% tint, and a corresponding square with its CMYK values and web hex code.

Category	Color Name	PMS Code	Web Hex	CMYK
primary	2955PC	PMS: 2955PC	#003366	C: 100, M: 45, Y: 0, R: 0, G: 82, B: 136, K: 37
	158PC	PMS: 158PC	#e87722	C: 0, M: 61, Y: 97, R: 245, G: 128, B: 37, K: 0
	371PC	PMS: 371PC	#546223	C: 43, M: 0, Y: 100, R: 113, G: 176, B: 85, K: 56
secondary	5483C	PMS: 5483C	#118c9b	C: 62, M: 0, Y: 21, R: 56, G: 147, B: 155, K: 31
	221C	PMS: 221C	#910048	C: 0, M: 100, Y: 15, R: 177, G: 0, B: 93, K: 30
	123PC	PMS: 123PC	#ffc72c	C: 0, M: 24, Y: 94, R: 113, G: 176, B: 85, K: 0
neutral	424PC	PMS: 424PC	#534441	C: 53, M: 44, Y: 41, R: 126, G: 128, B: 131, K: 7
	437C	PMS: 437C	#464549	C: 46, M: 45, Y: 49, R: 151, G: 137, B: 129, K: 0
	416PC	PMS: 416PC	#433647	C: 43, M: 36, Y: 47, R: 149, G: 148, B: 132, K: 4

# Other Conventions

- The University District is an umbrella term for two distinct entities that share the same board of directors:
  1. University District Development Association, a 501(c)(3); and
  2. University District Public Development Authority (a public corporation)
- Unless discussing development interests, organizational structure or specific legal and administrative issues, avoid using the long form of these names in favor of the shorter: The University District.

- Avoid abbreviations such as: UD, UDDA or UDPDA
- Convention for displaying phone number: xxx.xxx.xxxx
- Preference for Mark's name: Mark Robert Mansfield, PhD
- The University District Ecological Alliance is a platform for the ecological interests in the area. This logo below is in draft form. The mission language for the Ecological Alliance is: "Working collaboratively to ensure integrity, biodiversity, and resiliency of a healthy Spokane River ecosystem."



## **Mission Statement**

The University District offers opportunities to address economic development issues, smart urban growth, environmental restoration, transportation improvements and housing needs. Connecting the core strengths of the educational institutions with regional economic drivers, The University District provides an urban laboratory for the creation of new knowledge and opportunities for community-engaged research that builds economic value and quality of life.

## **Vision Statement**

The University District attracts a critical mass of top students, staff and faculty, cutting-edge researchers and creative entrepreneurs—all of which are the catalysts for increased commercialization and technology, growth in our health-care industry and overall economic prosperity for the region.