



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.



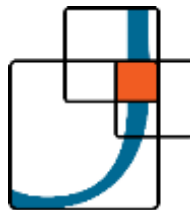
The following logo is intended for use when gray scale is the stated need/request.



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

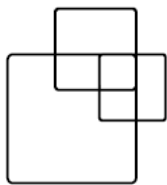


The following logo is intended for use when the logo context has already been established but repetition is required, e.g., a PowerPoint template.



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

Category	Color Name	PMS Code	Web Hex	CMYK
primary	Light Blue	PMS: 2955PC		
	Dark Blue	PMS: 2955PC	#003366	C: 100, M: 45, Y: 0, K: 37
	Orange	PMS: 158PC	#e87722	C: 0, M: 61, Y: 97, K: 0
secondary	Light Green	PMS: 371PC		
	Dark Green	PMS: 371PC	#546223	C: 43, M: 0, Y: 100, K: 56
	Light Purple	PMS: 221C	#910048	C: 0, M: 100, Y: 15, K: 30
neutral	Light Grey	PMS: 424PC		
	Dark Grey	PMS: 424PC	#118c9b	C: 62, M: 0, Y: 21, K: 31
	Lightest Grey	PMS: 416PC		

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.