

BLUE WATERS LOGO USAGE GUIDELINES

The rules established in this guide were created to protect the Blue Waters brand identity and must be observed at all times by all parties authorized to reproduce the Blue Waters logo.

BLUE WATERS NAME IN TEXT

Do not use the logo within text—either in a heading or in the body of the text. If additional emphasis is desired in text, use a bold weight but not italics.

OFFICIAL LOGO USAGE

The scale, placement, and proportional relationships of the elements within the Blue Waters logo are fixed and may not be altered.

LOGO CLEAR ZONE

A certain amount of free space is required to isolate the Blue Waters logo from surrounding type and graphical elements wherever it occurs. This open space, known as the “logo clear zone,” is equal to the width of the letter “W” as it appears in the logo. This is the minimum amount of space that must be maintained to ensure optimum legibility, but a larger clear zone is always preferred.

POSITIVE USAGE

The color version of the Blue Waters logo is the preferred version. Use positive logo alternatives (either blue or black) on white to medium value backgrounds lighter than 20% of black. For color values ranging from 20% to 50% of black, select the positive or reverse option that provides the greatest visual contrast.

REVERSE USAGE

The logo may be reversed from any dark value background color ranging in value from 50% of black to solid black and any image background providing adequate contrast. For color values ranging from 20% to 50% of black, select the positive or reverse color option that provides the greatest visual contrast.

LOGO MISUSE

This guide contains the only acceptable uses of the Blue Waters logo, which may not be redrawn, cut apart, repositioned, embellished, or altered in any way. In addition to the general usage rules established within this guide, below are a few examples of potential logo abuses you should avoid.

- Do not allow the logo to appear on a background that provides inadequate contrast.
- Do not use low quality or second-generation copies of the logo.
- Do not use the logo to create a pattern.
- Do not distort or improperly scale the logo.

Blue Waters logo



logo clear zone



positive logos



reversed logo



logo misuse

