

WASHINGTON CENTER FOR

Equitable Growth

Evidence for a Stronger Economy

2025 Brand Guidelines

Washington Center for Equitable Growth advances evidence-backed policies that promote strong, stable, and broad-based economic growth by bridging the gap between academic research and policymaking.

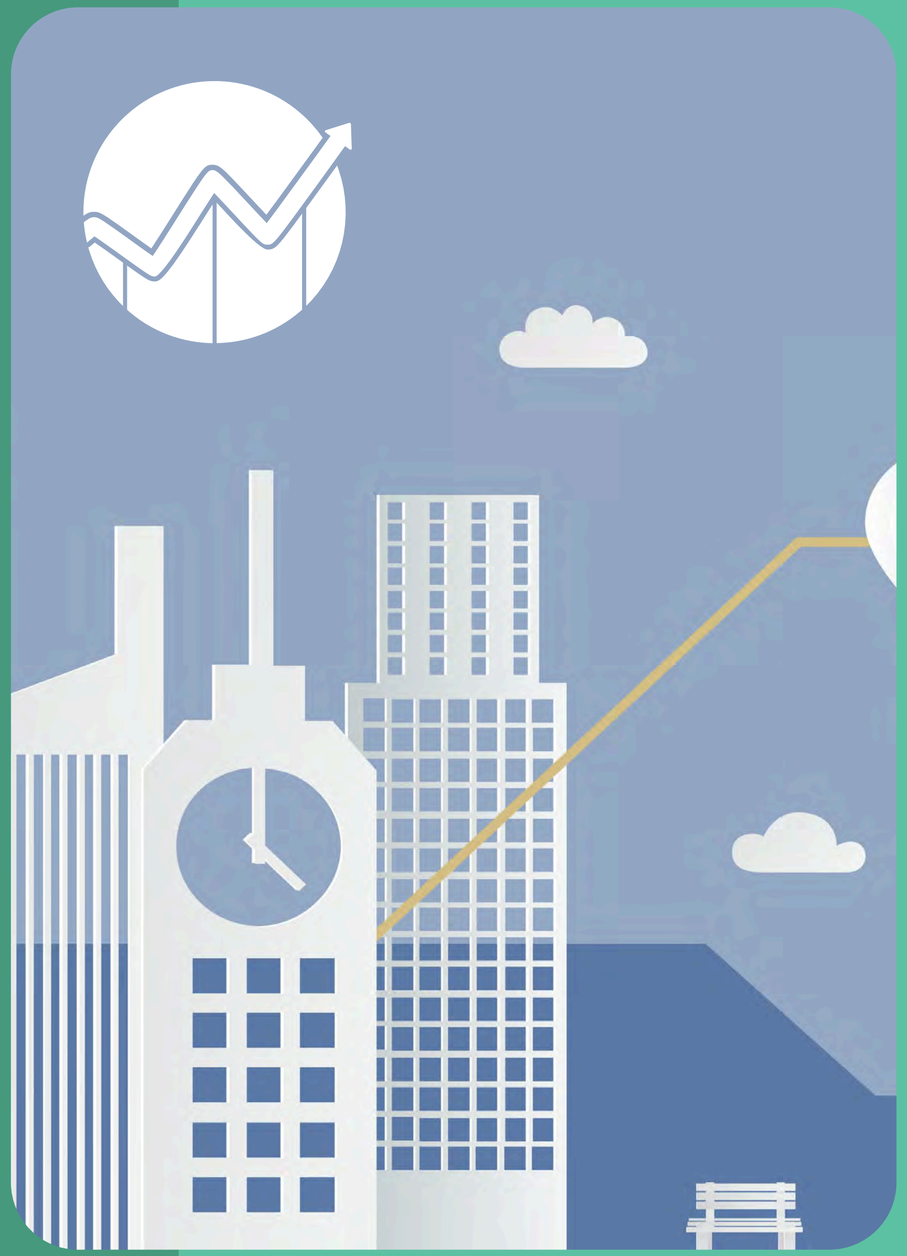
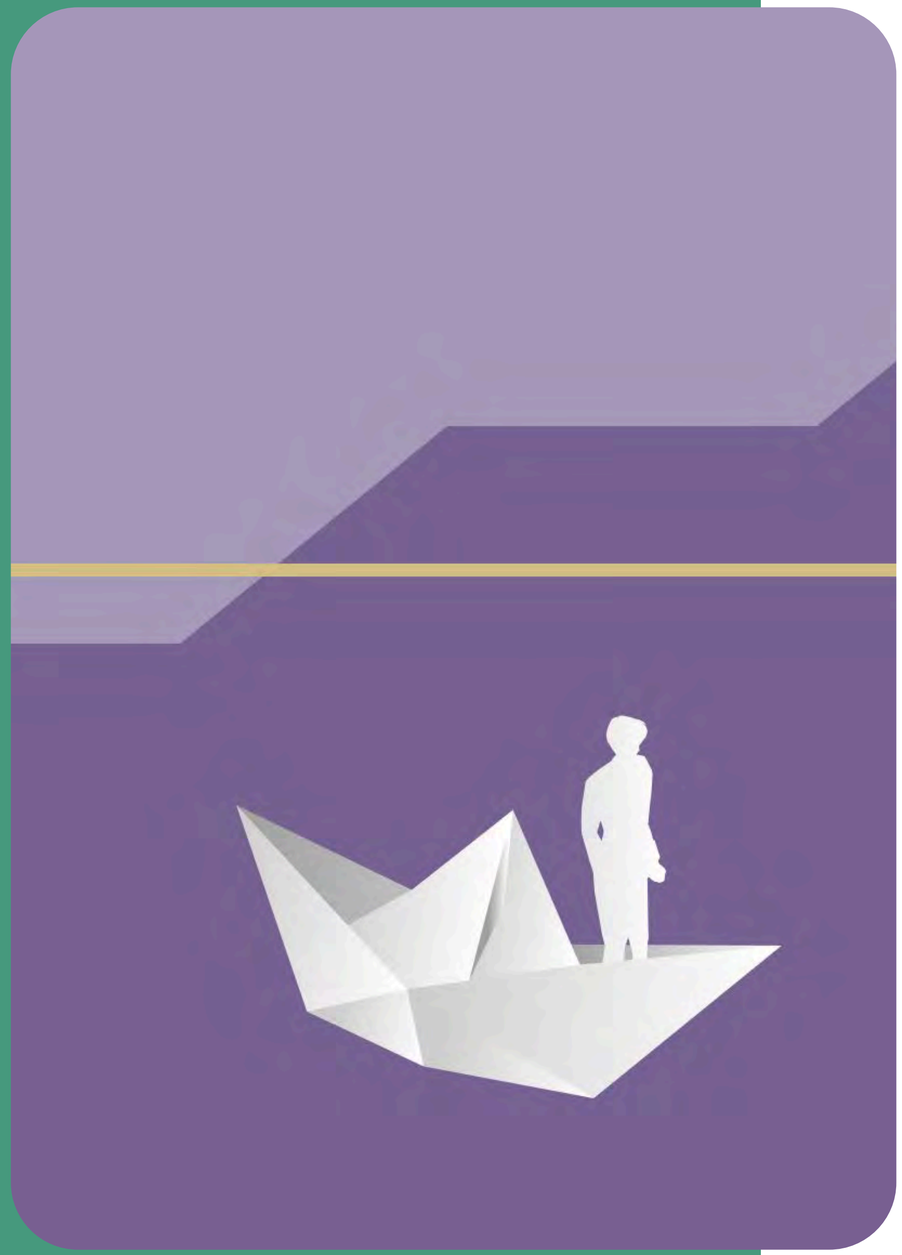


Table of Contents



Logo Lockups	04
Co-Branding	12
Brand Colors	18
Typography	23
Iconography	27
Imagery	29
Accessibility	32
Application of Systems	35

Logo Lockups

A lockup is the intentional arrangement of a logo and its accompanying elements. It is a fixed relationship that should not change. In this case, the lockup refers to the pairing of the **Washington Center for Equitable Growth** logomark and name. The name has been set with particular letter spacing and should not be recreated by simply typing it out.

The logo lockup should always be scaled while maintaining its original proportions.

The logo lockup has been optimized to perform at large and small sizes.



Stacked Logo Lockup

Stacked Logo

Use the stacked logo consistently across all applications.

The stacked logo can be displayed alongside partner logos when needed.

The stacked logo can appear in full color or in black and white.

The stacked logo can be used with or without the tagline.



Horizontal Logo Lockup

Horizontal Logo

Use the horizontal logo consistently across all applications.

The horizontal logo can be displayed alongside partner logos when needed.

The horizontal logo can appear in full color or in black and white.

The horizontal logo can be used with or without the tagline.













Logotype

In some use cases, the logotype can be separated from the logomark. This might include letterhead, instances where the logomark is greatly enlarged in the design, or in document footers.

The logotype logos can be used in full color or black and white.

The logotype can be used with or without the tagline.













Logomark

The logomark is used for brand awareness and can be used alone or as a graphic element in design to represent **Washington Center for Equitable Growth**.

The logomark can be used in full color or black or white.







Stacked Lockup Sizing

Logo Scaling

The minimum reproduction size of this logo lockup is 225px in height for digital and 1 inch in height for print use.



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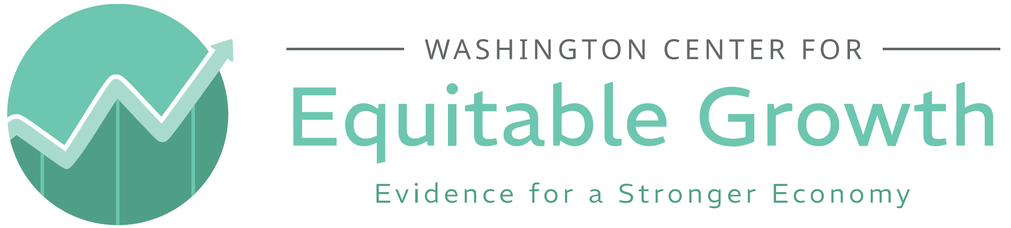
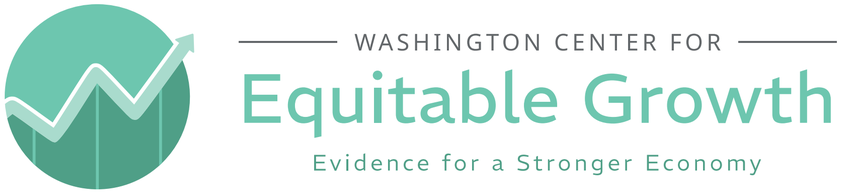
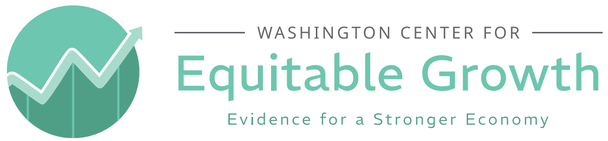
Horizontal Lockup Sizing

Logo Scaling

The minimum reproduction size of this logo lockup is 50px in height for digital and .5 inch in height for print use.







Practical Applications

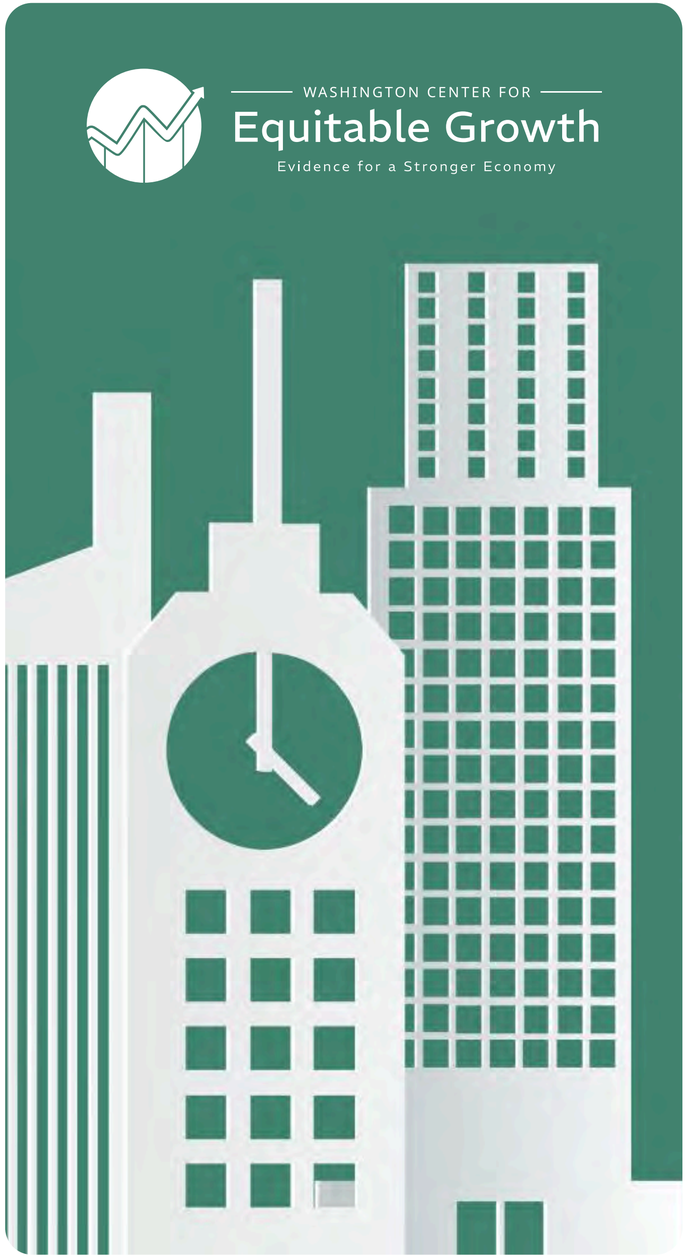
Using the Logo on Images

When placing the logo on a photograph or illustration ensure legibility is maintained.

Do not modify any colors within the logo to create contrast.







Logo Lockup

Co-Branding

Use the primary logo for co-branding. Full color is preferred.

When stacking horizontally or vertically, match the height of the partner logo to the height of the **Washington Center for Equitable Growth** logomark.



Co-Branding



WASHINGTON CENTER FOR
Equitable Growth
Evidence for a Stronger Economy

Partner Logo



WASHINGTON CENTER FOR
Equitable Growth
Evidence for a Stronger Economy

Partner Logo

Recommendations

- Use primary logo for co-branding
- Make both logos the same visual size
- Vertically middle-align logos for the best balance
- Don’t combine full-color and black & white logo versions
- Don’t add vertical or diagonal separators
- Don’t add ampersands or underscores to logos

Co-Branding

Stacked Logo

Vertical Placement



WASHINGTON CENTER FOR

Equitable Growth

Evidence for a Stronger Economy

Partner Logo



WASHINGTON CENTER FOR

Equitable Growth

Evidence for a Stronger Economy

Partner Logo

Co-Branding

Stacked Logo

Horizontal Placement





Co-Branding

Horizontal Logo

Vertical Placement





Co-Branding

Horizontal Logo

Horizontal Placement





Brand Colors

Mint, **Green**, and **Viridian** are the brand’s primary colors and should be the most dominant colors across all applications.

Blue, **Purple**, **Gold**, and **Red** are used to support and enhance the main brand shades of **Mint**, **Green**, and **Viridian**, but they shouldn’t overpower the primary colors.



Brand Colors

Main Color System

All print and digital communications should use these brand colors.

Mint
C 52% M 0% Y 16% K 24%
R 92 G 193 B 163
#5CC1A3

Green
C 54% M 0% Y 18% K 40%
R 71 G 153 B 126
#47997E

Viridian
C 49% M 0% Y 14% K 48%
R 67 G 132 B 113
#438471

Blue
C 44% M 26% Y 0% K 35%
R 92 G 122 B 165
#5C7AA5

Purple
C 19% M 32% Y 0% K 42%
R 119 G 100 B 147
#776493

Gold
C 0% M 16% Y 63% K 26%
R 45 G 48 B 51
#BD9F45

Red
C 0% M 69% Y 69% K 15%
R 217 G 67 B 67
#D94343

Color Tints

Sometimes a further set of tints is necessary while designing for digital and print collateral.

Tints provide a broader choice of colors within the brand palette.



C 40% M 0% Y 12% K 20% R 122 G 205 B 180 #7ACDB4	C 36% M 26% Y 0% K 32% R 111 G 135 B 174 #6F87AE	C 23% M 28% Y 0% K 33% R 149 G 135 B 171 #9587AB	C 0% M 9% Y 37% K 16% R 213 G 193 B 134 #D5C186
C 30% M 0% Y 9% K 15% R 151 G 216 B 196 #97D8C4	C 24% M 15% Y 0% K 23% R 149 G 168 B 196 #95A8C4	C 16% M 20% Y 0% K 27% R 166 G 154 B 185 #A69AB9	C 0% M 7% Y 26% K 13% R 223 G 208 B 164 #DFD0A4
C 20% M 0% Y 6% K 11% R 181 G 227 B 213 #B5E3D5	C 16% M 10% Y 0% K 17% R 177 G 190 B 211 #B1BED3	C 8% M 13% Y 0% K 23% R 181 G 171 B 196 #B5ABC4	C 0% M 9% Y 35% K 3% R 234 G 224 B 195 #EAE0C3

Neutral Color System

Neutral colors help to elevate the primary brand colors, and should be used regularly and generously in combination with the primary colors.

Shades of neutrals allow for flexibility in both digital and print usages, and can be used as needed.

C 3% M 0% Y 0% K 2%
R 244 G 251 B 250
#F4FBFA

C 0% M 0% Y 0% K 12%
R 244 G 244 B 244
#E0E0E0

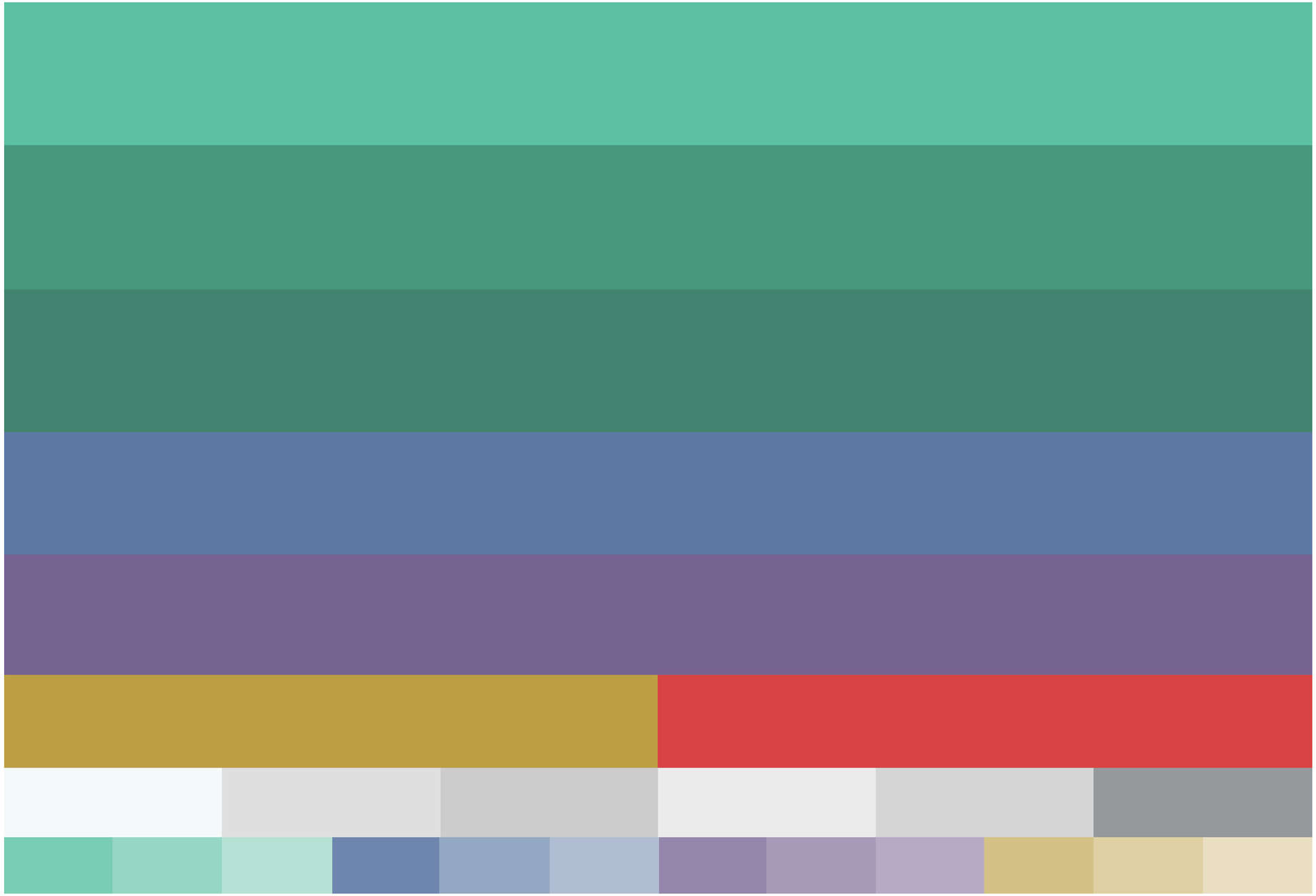
C 0% M 0% Y 0% K 20%
R 204 G 204 B 204
#CCCCCC

C 0% M 0% Y 0% K 8%
R 235 G 235 B 235
#EBEBEB

C 0% M 0% Y 0% K 16%
R 214 G 214 B 214
#D6D6D6

C 4% M 2% Y 0% K 39%
R 150 G 153 B 156
#96999C

Palette & Proportions



Typography

Kantumruy Pro is a contemporary sans-serif typeface originally designed for the Khmer script and expanded to Latin characters. It brings a distinctive blend of technical clarity and cultural authenticity, with rounded terminals that create a warm, accessible feel.

REM is a contemporary sans-serif typeface designed by Octavio Pardo for corporate and display applications. It features an unconventional heavy low contrast with outstrokes that taper thinner—the reverse of traditional type design—creating a distinctive modern aesthetic ideal for branding. With over 960 glyphs, including four sets of figures, Small Caps, and alternate characters, REM is built for sophisticated typesetting while maintaining bold contemporary appeal.



Typography

Kantumruy Pro

AaBbCcDdEeFfGg

Kantumruy Pro Extra Light
AaBbCcDdEeFfGgHhIiJjKLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz 0123456789 (&?!/,:;-*”)

Kantumruy Pro Light
AaBbCcDdEeFfGgHhIiJjKLlMmNnOoPpQqRrSsTtU
uVvWwXxYyZz 0123456789 (&?!/,:;-*”)

Kantumruy Pro Regular
AaBbCcDdEeFfGgHhIiJjKLlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz0123456789 (&?!/,:;-*”)

Kantumruy Pro Medium
AaBbCcDdEeFfGgHhIiJjKLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz0123456789 (&?!/,:;-*”)

Kantumruy Pro Semi Bold
AaBbCcDdEeFfGgHhIiJjKLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz0123456789 (&?!/,:;-*”)

Kantumruy Pro Bold
AaBbCcDdEeFfGgHhIiJjKLlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz0123456789 (&?!/,:;-*”)



Typography

REM

AaBbCcDdEeFfGg

REM Extra Light
AaBbCcDdEeFfGgHhIiJjKLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz 0123456789 (&?!/,:;-*”)

REM Light
AaBbCcDdEeFfGgHhIiJjKLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz 0123456789 (&?!/,:;-*”)

REM Regular
AaBbCcDdEeFfGgHhIiJjKLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz0123456789 (&?!/,:;-*”)

REM Medium
AaBbCcDdEeFfGgHhIiJjKLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz0123456789 (&?!/,:;-*”)

REM Semi Bold
AaBbCcDdEeFfGgHhIiJjKLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz0123456789 (&?!/,:;-*”)

REM Extra Bold
AaBbCcDdEeFfGgHhIiJjKLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz0123456789 (&?!/,:;-*”)

Messaging Hierarchies

Both **REM** and **Kantumruy Pro** can be used in various weights and sizes to create clear, distinct copy layouts.

Headlines use REM Regular or **Medium.** **ALL CAPS CAN BE USED SPARINGLY IN SEMIBOLD.**

Kantumruy Pro regular can be used for headlines and other important information. **Medium can be used as well.**

Subtitles can be written in Kantumruy Pro Medium.

Body copy always uses Kantumruy Pro regular or medium for clarity at smaller sizes.

Websafe Fallback

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

Multi-Language Fallback

Noto Sans Light
Noto Sans Regular
Noto Sans Bold SemiBold
Noto Sans Bold

Unified Visual Language

Iconography

Calls to actions and buttons use an outline style icon with a thin, consistent line weight. Icons are simple, minimal, flat and geometric. Do not draw icons in perspective or use overly detailed iconography.

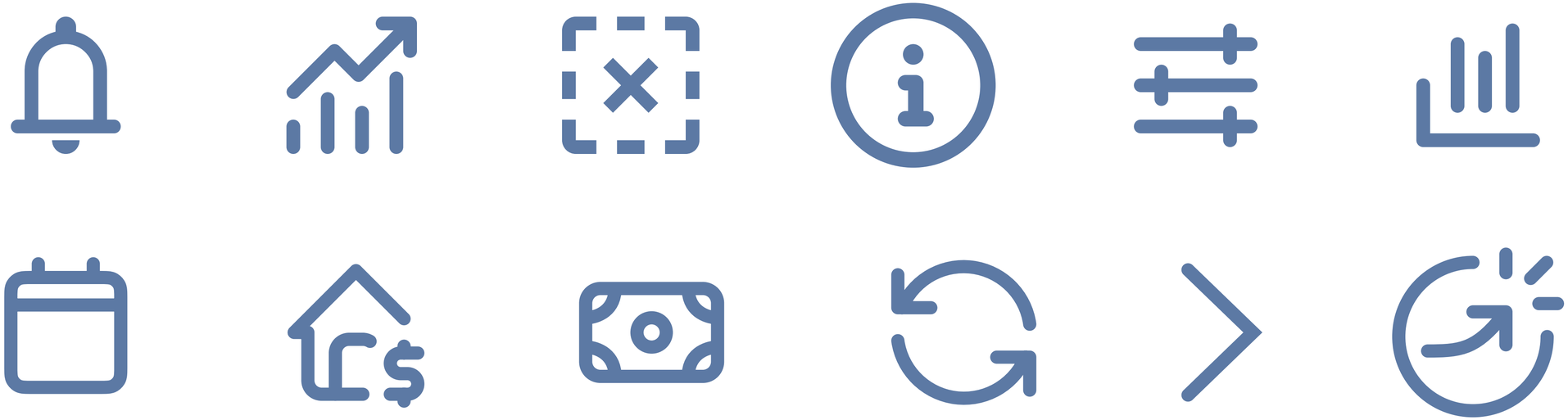
Icons are used to bring visual interest to a section or title.

Social logos are shown in a filled style.



Iconography

Outline Style Icons



Social Icons



Unified Visual Language

Imagery

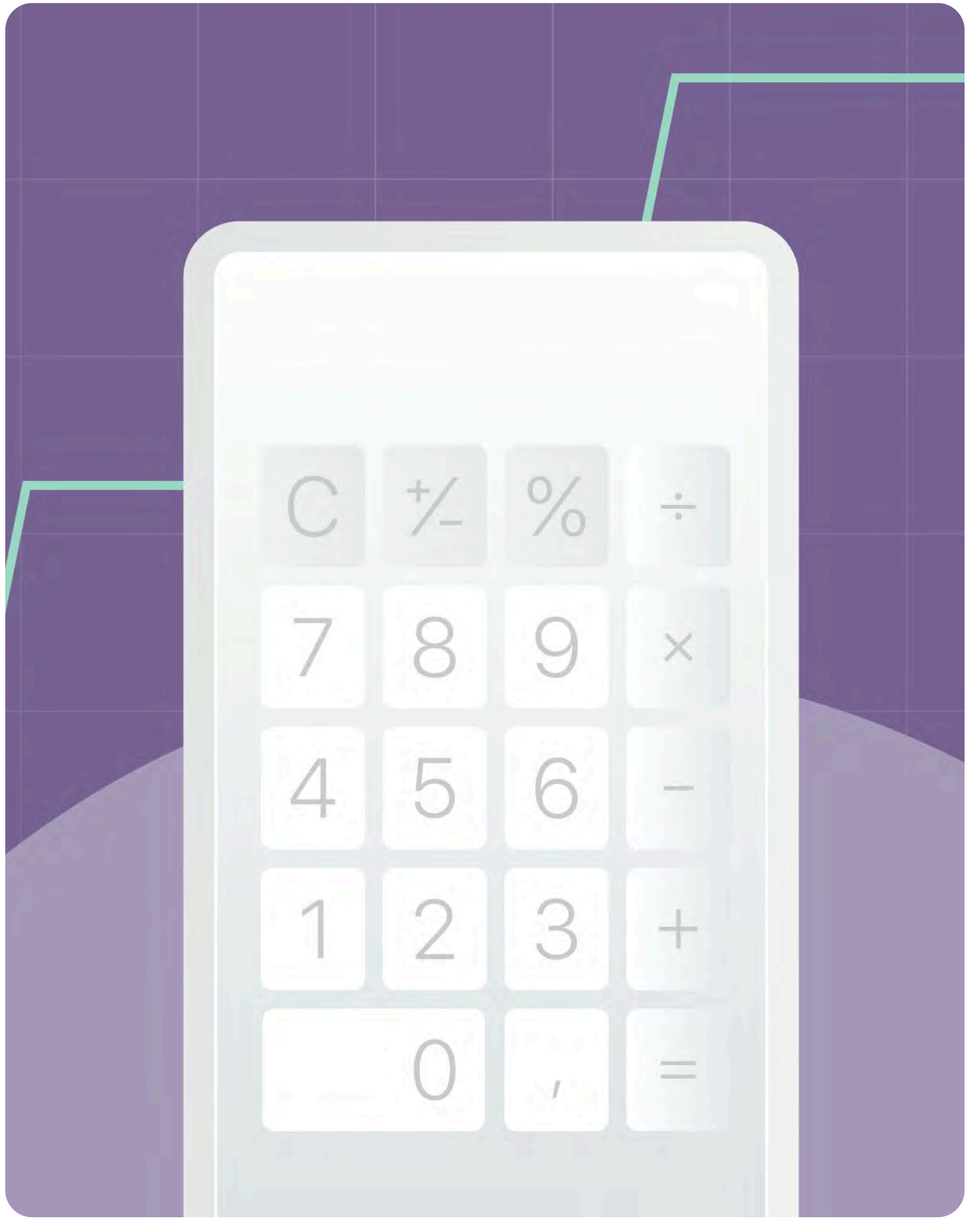
Every image used by **Equitable Growth** should have a clear and intentional purpose. Visual selections are designed to illustrate key concepts, reinforce data, and humanize the organization's work.

The organization's primary visual language centers on illustration. **Illustrations** are used to translate complex economic ideas and data narratives into clear, accessible visuals. The style features flat brand colors paired with crisp white and gray graphic elements and subtle graph lines, creating a cohesive, modern aesthetic across all platforms.

Authentic photography—featuring Equitable Growth staff, events, grantees, and partners—reflects diversity across ethnicity, age, and background. Stock photography may be used sparingly when original illustrations or photos are not available, and should always meet the same standards of authenticity and representation.



Illustrations





Photography









Unified Visual Language

Accessibility

Washington Center for Equitable Growth is dedicated to promoting justice, diversity, equity, and inclusion both within the organization and across all of its initiatives.

Its daily operations are designed to be accessible and beneficial to everyone, including individuals with disabilities, by adhering to the **Web Content Accessibility Guidelines (WCAG)**.

The organization strives to create a digital environment that is user-friendly and inclusive, recognizing that accessibility is not merely about compliance, but about fostering a truly equitable world.



Website Guidelines

Images & Video

- Provide text alternatives for any non-text content
- Provide alternatives for video-only and audio-only content
- Add captions to all videos with sound
- Allow end-user control of audio
- No content may flash more than three times in a second

Color & Text

- Use minimum color contrasts (i.e., text must meet a minimum contrast ratio against the background)
- Resize text up to 200% (i.e., the site must handle text scaling up to 200% without causing horizontal scrolling or content-breaking layout issues)
- Do not rely only on color to convey information

Structure

- Ensure all content has intuitive page structure and formatting
- Use meaningful sequence of content
- Provide instructions via more than one sense
- Make time limits user adjustable
- Use descriptive page titles
- Use headings to organize all content and label elements

Navigation

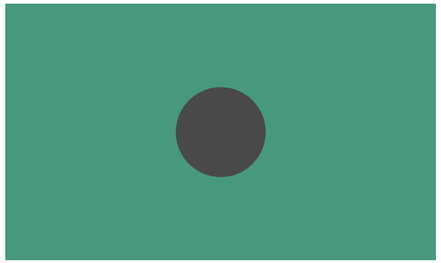
- Implement a logical focus order
- Provide Skip to Main Content links
- Allow multiple ways for users to find pages
- Use consistent menus across site
- Make sure all parts of site are keyboard-accessible
- Allow keyboard user to navigate away from all parts of a site

Color Contrast

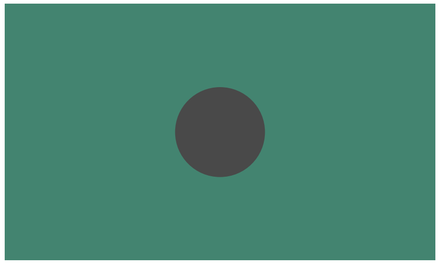
Foreground & Background Uses



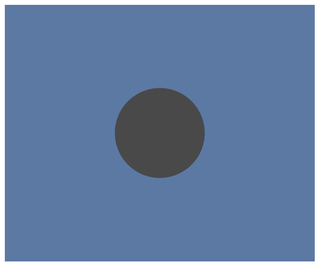
Mint
#5CC1A3



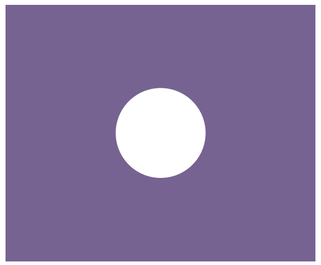
Green
#47997E
#242424



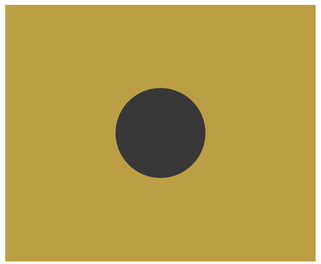
Viridian
#438471
#0A0A0A



Blue
#5C7AA5
#0A0A0A



Purple
#776493
#FFFFFF



Gold
#BD9F45
#383838



Red
#0A0A0A

Unified Visual Language

Application of Systems

For a cohesive brand experience, use simple, well-ordered layouts. A well-balanced layout guides a reader's eye through a clear hierarchy of information. Using elements in a thoughtful way allows readers to scan a layout to instantly understand its purpose and focus.

Whenever possible, the logo should be positioned either in the bottom third or top third of a layout. Legibility of the logo should always be maintained. The full primary logo should be used in print applications. In social media, the logomark can be displayed alone.



Application of Systems



Application of Systems



Application of Systems



Application of Systems



Application of Systems





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