



THE SWCS LOGO

The SWCS logo is the brand mark of the organization. To ensure it is represented properly, the logo should always occupy its own space, either by being placed within a solid white area or floating over SWCS imagery.

SWCS Logo With Tagline and Without Tagline

The SWCS logo with tagline is the logo of choice and should be used whenever possible. The logo and tagline lockup can either be used together as a pair or in special instances placed separately on the same page proportionately.

Spacing and Dimension Guidelines

The SWCS Logo should not touch any other images or text. There should be a minimum of .25" (1/4") of space all around the logo. The space is measured by the cap height of the letter "T" as indicated.



Usage of the SWCS Logo

In most every case, the full color version of the logo should be used, preferably over the white/blue gradient background as indicated to the right or over plain white. However, where necessary the white version of the SWCS logo can be reversed out of a solid color or photo; the grey version may be used also. NOTE: the grey version should be used when faxing.

