

EarthLab Style Guide

A quick rundown of EarthLab's style at-a-glance. For any questions, please contact Allie Long at alongs@uw.edu.

Primary Logos

Left Aligned



Center Aligned



Logo Guidelines

- Clear space guidelines should always be followed on all four sides of the logo
- Logo should be left aligned on either the top or bottom of a document, depending on the type of promotional piece
- Please don't stretch, crop, recreate, or reconfigure the logo
- Please don't change the logo colors
- Find downloadable logo files on the EarthLab [Google Drive](#)

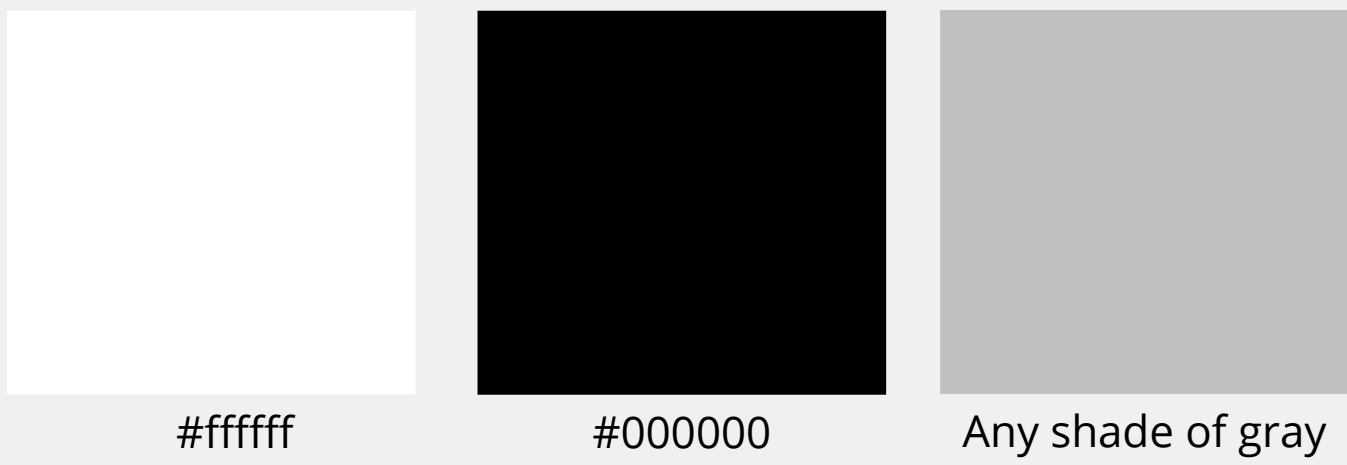


Color Palette

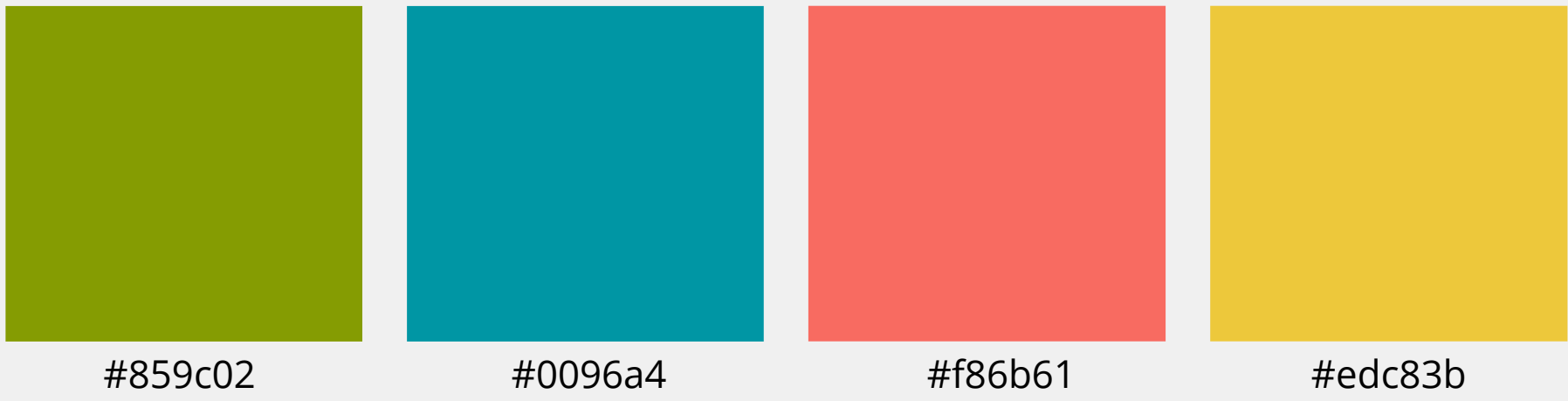
Primary UW Colors



Secondary UW Colors



Tertiary/EarthLab colors



Typography

Header



Sub-header



Body



Imagery

