YWCA NAME AND BRAND GUIDELINES

When referring to our full association name, use either YWCA Seattle | King | Snohomish or YWCA Seattle King Snohomish.

- Refrain from using other variations, such as:
  - Those without spaces (YWCA Seattle|King|Snohomish)
  - With other symbols (like YWCA Seattle-King-Snohomish or YWCA Seattle/King/Snohomish)
  - Written out like YWCA of Seattle, King County, and Snohomish County, or any similar variation
- Use YWCA instead of The YWCA
- As shorthand, we can be referred to as YW, but never The Y. “The Y” refers to YMCA.

When using our logo, do not alter it in any way (including rotating it, or cropping portions of it).

Our brand color palette is as follows:

- **PERSIMMON** #FA4616 | R:250  G:70  B:22 | C:0  M:87  Y:100  K:0
- **BLACK** #KKKKK | R:0  G:0  B:0 | C:0  M:0  Y:0  K:100
- **WHITE** #FFFFFF | R:255  G:255  B:255 | C:0  M:0  Y:0  K:0
- **GRAY** #CCCCCC | R:189  G:189  B:189 | C:0  M:0  Y:0  K:34