Council 28
AFSCME®
Washington Federation of State Employees

STYLE GUIDE

APRIL 2024

OUR LOGO

AFSCME Green

AFSCME Black

The main logo is AFSCME Green and AFSCME Blue

An inverted logo i.e. white can also be used as well as one color, AFSCME Green and Black in certain situations.

It should not be used in any other color from the palette. Whenever possible, use the AFSCME Green and AFSCME Blue version of the logo.

AFSCME White

OUR COLORS and FONTS

AFSCME Green	AFSCME Blue	Black
Hex = #10AC4E	Hex = #005DAA	CMYK = 0, 0, 0, 100
CMYK = 81, 3, 97, 0	CMYK = 97, 73, 3, 0	

These are the brand colors.

These colors have been selected to align our union's brand with AFSCME.

FONTS:

Headers: **Montserrat Black**

Body text: Proxima Nova or Open Sans

LOGO MISUSE

- Never stretch or disproportionately resize the logo.

- Do not alter the AFSCME logo in any way, including changing the colors, angles or dimensions.

- Ensure the AFSCME logo is legible.

- Do not use the AFSCME logo without the Washington Federation of State Employees text.

- The tagline 'We Make Washington Happen' can be used, but only with the AFSCME logo that includes the Washington Federation of State Employees text.

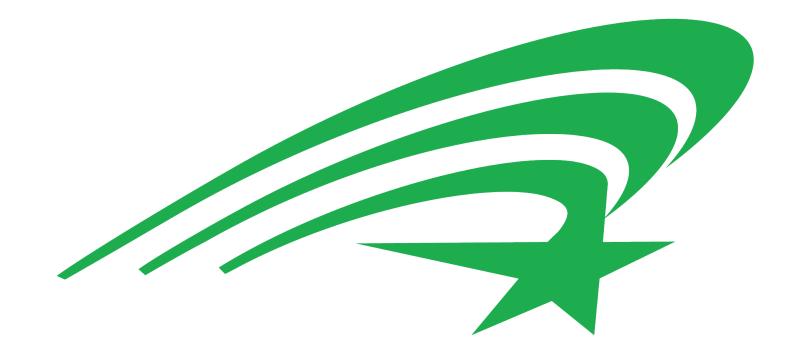- Only use the approved logo. Do not use old logos.

Council 28/WFSE
AFSCME®

If your item requires embroidery, such as on hats, patches, and other apparel., please use this logo.

The primary logo has text that cannot be embroidered.

Do not use this logo for non-embroidered uses.

THE FUTURE IS OURS
Convention 2019 • AFSCME Council 28/WFSE

In limited scenarios, the AFSCME 'star and swoosh' can be used alone, without the AFSCME logo—for example, if you want to incorporate AFSCME branding into a complex design or illustration, such as a Convention logo.

However, most designs will use the AFSCME logo, not just the AFSCME star and swoosh.