Logo Treatment

SELECTEDWORKS™
Wordmark - vertical

SELECTEDWORKS™
Wordmark - vertical
(inverted)

SELECTEDWORKS™
Wordmark - vertical
(grayscale)

SELECTEDWORKS™
Wordmark - horizontal

SELECTEDWORKS™
Wordmark - horizontal
(grayscale)

SELECTEDWORKS™
Wordmark - horizontal
(inverted)

Wordmark
Icon

Wordmark Icon
(inverted)

Wordmark Icon
(grayscale)

The SelectedWorks vertical Wordmark should be used as the primary logo mark for the SelectedWorks brand. When used on a plane where vertical space is restrictive or needs to be minimized, the horizontal layout should be used.

The Wordmark Icon should be used as a secondary logo mark when the full SelectedWorks name doesn't fit due to restrictive spacing and/or size constraints. When using the Wordmark Icon, the SelectedWorks name should appear somewhere within the same web page or document. It can also be used to add style to SelectedWorks collateral in footnotes, etc.

The logos should only be displayed in the official SelectedWorks darker blue, white, black, or tones of grey.

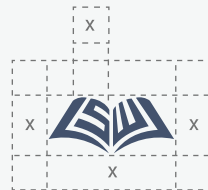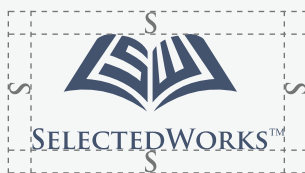The trademark symbol is to be included in the SelectedWorks Wordmark.

Spacing

The SelectedWorks logos should have enough spacing to ensure importance to other typographic elements and prevent any instances of false affiliation with other entities.

The Wordmarks (both vertical and horizontal) should have a protected clear space equal to the height of the capital "S" of the title.

The Wordmark Icon should have a protected clear space that is equal in distance to the upper curvature of the "S" page of the logo.

Sizing

1cm

1cm

1cm

The SelectedWorks logos should be large enough to ensure legibility.

The vertical Wordmark should be at least 1 cm tall; the horizontal Wordmark's "SW" icon should be at least 1 cm wide; and the Icon should be at least 1 cm wide.
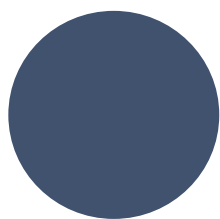
Unacceptable Usage

Do not attempt to alter or distort the SelectedWorks logos in any unspecified way. This includes stretching, outlining, changing logo elements, adding shadows, outer glows, gradients, etc.

Do not use any unauthorized colors for the Wordmark. Do not replace the SelectedWorks Wordmarks with other typefaces.

Do not display any of Wordmarks without the "SW" icon included. Do not attempt to reformat the text in the logo.

The SelectedWorks logos should always be displayed horizontally and should not be shifted from this axis.

Colors

C:71 M:28 Y:0 K:20
R:59 G:151 B:211
#3B97D3

C:69 M:63 Y:62 K:58
R:52 G:51 B:51
#333333

C:80 M:65 Y:38 K:20
R:66 G:83 B:109
#42536D

C:3 M:2 Y:2 K:0
R:244 G:244 B:244
#F4F4F4

The official SelectedWorks colors are shown here.

The darker blue is the primary color to use for SelectedWorks. The light blue is to be used sparingly. The dark grey is intended for text use and the light grey is intended for large planes of space used for organizing content.

When creating print documents it is ideal to use CMYK color. When creating web documents RGB color is the appropriate color model to use.

SELECTEDWORKS™

Typography

Roboto

Regular
ABCDEFGHIJKLMNOPQRSTUV
WXYZabcdefghijklmnopqrstuv
wxyz1234567890!@#$%^&*()

Bold
ABCDEFGHIJKLMNOPQRSTUV
WXYZabcdefghijklmnopqrstuv
wxyz1234567890!@#$%^&*()

Lora

Regular
ABCDEFGHIJKLMNOPQRSTUV
WXYZabcdefghijklmnopqrstuv
wxyz1234567890!@#$%^&*()

Bold
ABCDEFGHIJKLMNOPQRSTUV
WXYZabcdefghijklmnopqrstuv
wxyz1234567890!@#$%^&*()

TRAJAN PRO

BOLD
ABCDEFGHIJKLMNOPQRSTUV
WXYZABCDEFGHIJKLMNOPQRSTUV
WXYZ1234567890!@#$%^&*()

The acceptable typefaces used for SelectedWorks collateral are shown here.

Roboto is a sans-serif typeface family that should be used for the majority of SelectedWorks collateral including headings and body text.

Lora is a serif typeface family that can be used for headings to complement the old style serif typeface used in the SelectedWorks wordmark.

TRAJAN PRO is an old style serif typeface family that is used for the SelectedWorks wordmark. It should not be used outside the wordmark and attempts should not be made to remake the wordmark using the typeface.

bepress™

SELECTEDWORKS™

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