Brandmark:

**Unacceptable uses**

The consistent and correct application of the Washtenaw Coordinated Funders (WCF) branding is essential. Always follow the standards presented in these guidelines. The examples on this page illustrate some of the unacceptable uses of the branding.

- Never substitute type in the brandmark
- Never alter the colors in the brandmark
- Never separate the symbols from the WCF name
- Never put other words or phrases inside the brandmark
- Never distort the shape of the brandmark
- Never alter the shape of the brandmark in any way
- Never add elements inside the brandmark
- Never add elements over the brandmark
- Never rearrange the elements of the brandmark
- Never reverse the brandmark to white
- Never extract any of the graphic elements contained in the brandmark to use separately

**Note:**
Never attempt to redraw or rescale the elements of the brandmark or add other graphic elements to its presentation. Do not extract any of the graphic elements contained in the brandmark to use separately. See exceptions for video, animation and interactive on page 4.11.