



WESTERN STATES 100-MILE ENDURANCE RUN BRAND STANDARDS

The Western States 100-Mile Endurance Run brand standards have been created to guide the development of communication, collateral, web, marketing, and merchandising pieces associated with the Western States 100-Mile Endurance Run brand.

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OUR NAME: When referring to the Western States 100-Mile Endurance Run in print pieces or on the web, always use “Western States 100-Mile Endurance Run” for first reference. “Western States 100”, “Western States 100-Mile”, “WS 100,” or “WSER” can be used in second reference, for headlines, or on merchandise.

OUR LOGO: Our logo is one of our most valuable assets, one that is known around the world by both participants in the sport and the general public. We have two official versions of our logo, one in a circular format and one in a horizontal format (please see attached logos). A color version of our logo, in both circular and horizontal format, can also be used, provided guidelines below regarding “Color” are followed. **OUR LOGO IS NOT TO BE ALTERED IN ANY WAY, SHAPE, SIZE, OR FORM.**

LOGO USAGE: RULES THAT MUST BE FOLLOWED

■ **INTEGRITY** – Always use the logo in its entirety. Do not separate or change any elements from the design.

■ **SIZE** – Follow these specifications for proper sizing:

PRINT: Minimum 1 inch diameter, maximum 2.25 inches diameter at 300 DPI.

DIGITAL: 125 px wide at 72 dpi; embroidered imagery maximum of 2 ½ (2.5) inches in diameter.

■ **PROPORTIONS** – Never stretch, elongate or distort the logo in any way.

■ **COLOR** – The logo was designed to appear on a white background whenever possible. Any WS 100 color palette should represent a clean, natural look that reinforces the WS 100 brand. The colors should always be used in a way that complements our logo and imagery.

■ **FONTS:** For print and web text, for advertisements or collateral material, use font families that are complementary to our logo style.

NO OTHER LOGO OR SPECIFICATIONS MAY BE USED WHEN REPRESENTING THE WESTERN STATES 100-MILE ENDURANCE RUN BRAND.