

Corporate Signatures

2-Color



Black and White



Clear Zone



The corporate signature for Washington Mutual Home Loans is based on a gold-yellow square which houses the blue "W." The "W" logo is the same height as the first "W" in the word Washington. Always keep a clear zone equal to 1/2 the height of the square (X) around the logo. This rule applies regardless of the size of the logo.

Ink Colors



Coated Stock:
PMS 280 C

Uncoated Stock:
Pantone Reflex Blue U



Coated Stock:
PMS 130 C

Uncoated Stock:
PMS 116 U

Minimum Size



To ensure the brand integrity, clarity and impact, never reproduce the logo where the square (X) is smaller than 0.25" high.

Do Not Alter The Logo

The logo is a single unit. Never change the proportions or spacing of the "W", the square, or the logotype. Never change the font of the logotype. The logotype should not be redrawn, re-typed or altered in any way.

Always use approved logos from this CD.



All marketing materials not created by Home Loans Marketing must be approved. If you need assistance or have questions related to logo usage, please contact Home Loans Marketing at wamu_marketinghelp@compuserve.com.