NORTHWEST
INDIVISIBLE

BRAND GUIDELINES.

DEFEND DEMOCRACY.
DEFY FASCISM.

A grassroots movement confronting authoritarian rule through organized, nonviolent resistance.

INTRODUCTION

OUR MISSION STATEMENT

As a volunteer, grassroots organization, Northwest Indivisible confronts the dictatorial drift and fascist agenda of the MAGA regime through tactics of civil resistance to protect, defend, and advance democracy. As part of the network of Indivisibles throughout the country, NWI embraces its values and principles.

OUR STORY

We started Northwest Indivisible in response to the Trump regime's transformation of presidential authority into dictatorship through fascist tactics—rejecting human rights, scapegoating, and weaponizing fear to erode democratic institutions.

When Donald Trump took office, he vowed to restore a "golden age" by "liberating" America from its social and cultural anxieties. Scapegoating immigrants as "scum" and "vermin" responsible for fears and woes, he cast himself as the strongman who would purify the nation of these and Make America Great Again.

But, as wannabe dictators do, Trump dismantled democracy, placed himself above the law, and enriched an oligarchy through tax breaks. He poured billions into ICE, creating the foundation for a police state that disappeared those he had branded enemies. The Justice Department enabled this aggression, while Republicans in Congress looked away.

Consolidating dictatorial authority, Trump urged Republican governors to gerrymander their states, renamed the Department of Defense as the Department of War, and deployed federalized National Guard troops into Los Angeles to suppress the imagined violence of protests—then D.C., Memphis, Portland, and Chicago.

Soon, he identified all who opposed him—all dissent—as "the enemy from within," scapegoating free speech itself, the bedrock of democracy. Project 2025 became the plan to entrench this rule.

Democracy is not inevitable. We must protect and defend it. That means naming Trump's strategies as dictatorial and fascist as they unfold—and confronting them through nonviolent civil resistance.

Join us.

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THE LOGO COMPONENTS

THE WORDMARK: GOTHAM BOOK

NORTHWEST

INDIVISIBLE

LOGOMARK (DIGITAL ICON)

THE WORDMARK: GOTHAM BLACK

THE LOGO

LOGO USAGE
COLOR VARIATIONS FOR PLACEMENT

Below are all the accepted treatments of the logo

Horizontal Layout

FULL COLOR
To be used whenever possible on white or light colored backgrounds.

DARK BLUE (LIBERTY)
To be used in applications with limited color use such as newsprint.

ONE COLOR
To be used only on one color applications such as etching or embroidery.

Vertical Layout (Same rules apply as Horizontal Layout)
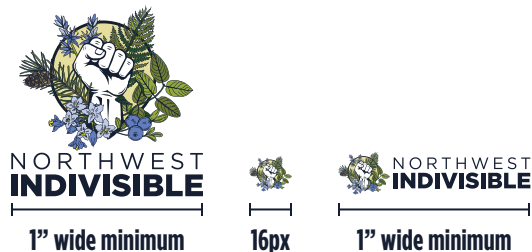
Wordmark (Same rules apply as Horizontal Layout)

Logo mark (Digital Icon)

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LOGO USAGE
CLEAR SPACE + MINIMUM SIZE

1" wide minimum **16px** **1" wide minimum**

GENERAL REQUIREMENTS

- The current Northwest Indivisible logo must be used in it's entirety at all times. The symbol and words "Northwest Indivisible" are not to be seperated, and the proportions must be maintained.
- All reproductions of the logo should be made from the Northwest Indivisible official digital artwork. The Northwest Indivisible logo may not be incorporated into any other design or logo.
- Provide excellent contrast where the logo will be placed to ensure that the logo remains accessible, legible and readable for everyone.
- A minimum amount of clear space must surround the logo. Clear space frames the logo, separating it from other design elements, such as headlines, body text, graphics, and the outside of design materials.

SIZE

- The stacked logo may not be reproduced at a size that is smaller than 1" wide, and the horizontal logo may not be reproduced smaller than 1.5" wide. The logo mark may not be reproduced smaller than 16px.
- All proportions must be maintained.

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INCORRECT LOGO USAGE

DO NOT STRETCH
OR DISTORT THE
LOGO IN ANY WAY.

DO NOT CHANGE
THE ORIGINAL LAYOUT
OF THE LOGO.

DO NOT ADD
SPECIAL EFFECTS
TO THE LOGO.

DO NOT ADD
DROP SHADOWS
THE LOGO*.

*Exception when applied
on images ONLY.

DO NOT ROTATE THE LOGO.

DO NOT REDUCE
THE TRANSPARENCY
OF THE LOGO.

DO NOT USE
ALTERNATIVE
COLORS.

DO NOT USE THE LOGO IN TEXT.

DENY   FASCISM!

DO NOT USE THE LOGO ON
A BACKGROUND THAT
REDUCES LEGIBILITY.

DO NOT CROP
THE LOGO.

DO NOT COVER UP
THE LOGO WITH OTHER
GRAPHIC ELEMENTS.

DO NOT ALTER THE
LOGO BY REMOVING
ELEMENTS.
(NORTHWEST WAS REMOVED)

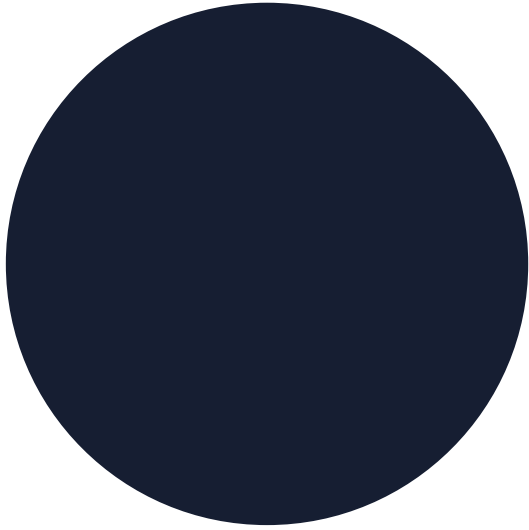**DO NOT** TYPESET OR
RECREATE THE WORDMARK
IN ANOTHER TYPEFACE.

DO NOT SEPARATE THE
EMBLEM FROM THE LOGO-
(HOWEVER, DIGITAL ICON/
LOGO MARK IS ACCEPTABLE .)

NORTHWEST INDIVISIBLE

PRIMARY COLORS

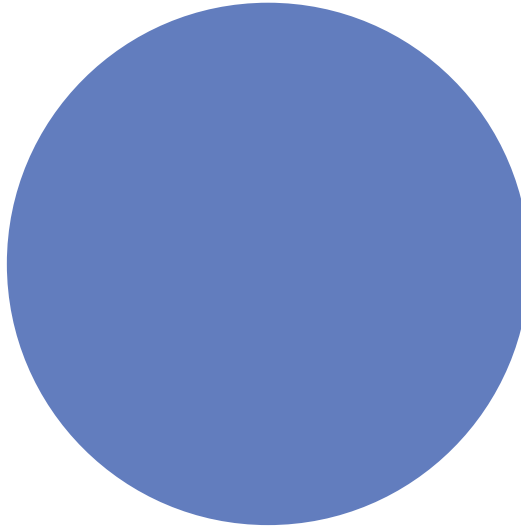## LIBERTY

hex: #182033
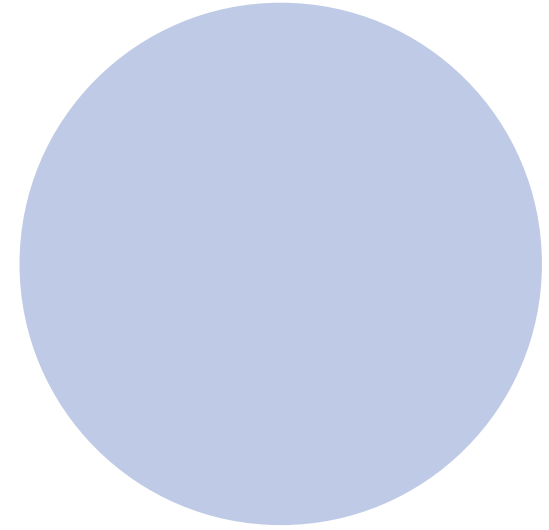**RGB:** 24, 32, 51
CMYK: 53, 37, 0, 80
pantone: PANTONE 296 C

UNITY

hex: #637ebe
RGB: 99, 126, 190
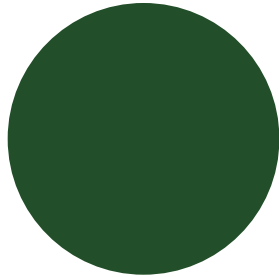**CMYK:** 48, 34, 0, 25
pantone: PANTONE 7456 C

HORIZON

hex: #bfcbe8
RGB: 191, 203, 232
CMYK: 18, 13, 0, 9
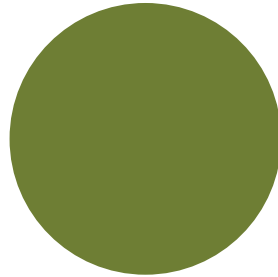**pantone:** PANTONE 2708 C

SECONDARY COLORS

DOUGLAS FIR
hex: #244F28
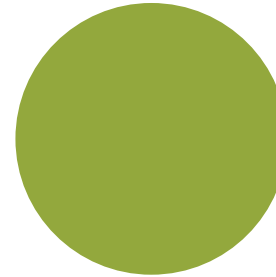**RGB:** 36, 79, 40 | **CMYK:** 54, 0, 49, 69
pantone: PANTONE 357 C

FERN
hex: #6F7E35
RGB: 111, 126, 53 | **CMYK:** 12, 0, 58, 51
pantone: PANTONE 7491 C

SPROUT
hex: #93a83d
RGB: 147, 168, 61 | **CMYK:** 13, 0, 64, 34
pantone: PANTONE 7495 C
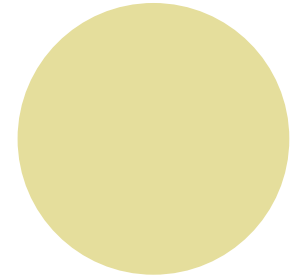
REFORMATION
hex: #e5dd9d
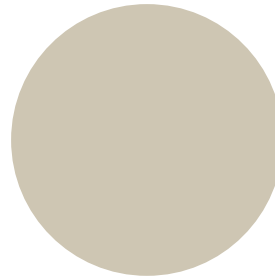**RGB:** 229, 221, 157 | **CMYK:** 0, 3, 31, 10
pantone: PANTONE 7402 C
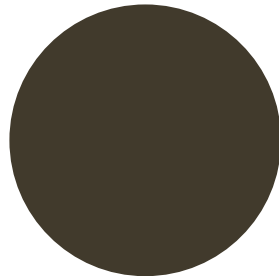
EARTH
hex: #423b2d
RGB: 66, 59, 45 | **CMYK:** 0, 11, 32, 74
pantone: PANTONE Black 2 C

COMMUNITY
hex: #cfc6b4
RGB: 207, 198, 180 | **CMYK:** 0, 4, 13, 19
pantone: PANTONE 4755 C

HOPE
hex: #f5f4f0
RGB: 245, 244, 240 | **CMYK:** 0, 0, 2, 4
pantone: PANTONE Col Grey 1 C

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FONT OVERVIEW

(HEADLINES + SUBHEADS + BODY COPY + CAPTIONS)

BRAND GUIDELINES

Aa
Gotham Black

HEADLINES
ABCDEFGHI JKLMNOPQR STUVWXYZ 1234567890! @#$%^&*

SUBHEADS
ABCDEFGHIJKLMN OPQRSTUVWXYZ 1234567890! @#$%^&*

Aa
Gotham Condensed Medium

Aa
Gotham Condensed Regular

BODY COPY
ABCDEFGHIJKLMN OPQRSTUVWXYZ 1234567890! @#$%^&*

CAPTIONS
ABCDEFGHIJKLMN OPQRSTUVWXYZ 1234567890! @#$%^&*

Aa
Gotham Condensed Light

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FONT OVERVIEW: VISUAL HIERARCHY EXAMPLE

BRAND GUIDELINES

STAND FOR DEMOCRACY. TOGETHER.

Grassroots. Courageous. Indivisible.
Defending democratic values in the Pacific Northwest.

Northwest Indivisible is a volunteer-powered movement committed to confronting authoritarianism and protecting the foundations of American democracy. We organize, educate, and mobilize our communities to resist the MAGA regime's extremist agenda and to champion equality, justice, and truth.
Rooted in the spirit of the Evergreen State, we believe lasting change begins locally — with people who care enough to act. Through civil resistance, advocacy, and collective resolve, we stand as one against the forces that threaten freedom.

HEADLINES
Font: Gotham
Style: Bold
Size: 32 pts

SUB HEADERS
Font: Gotham Condensed
Style: Medium
Size: 24 pts

BODY COPY
Font: Gotham Condensed
Style: Regular
Size: 12 pts

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