



columbiaTM
ABILITY ALLIANCE

BRAND STYLE GUIDE

VISUAL IDENTITY
USAGE & GUIDELINES





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WHAT ARE BRAND STANDARDS?

OVERVIEW

This Brand Style Guide sets forth the brand standards for Columbia Ability Alliance, establishing a cohesive image for our organization.

Our branding serves as a stamp of quality on every product and service we provide. These standards have been approved by the organization's leadership and board, with the expectation that all departments, programs, staff and vendor partners will adhere to the guidelines.

Our brand marks are a symbol for the dedication and passion of Columbia Ability Alliance employees who work hard to maintain an exceptional level of service and create a high standard of business for our community.

OUR BRAND STORY

In the heart of the Tri-Cities, a beacon of hope and transformation has been shining bright for over six decades. Columbia Ability Alliance is not just a nonprofit organization; it's a lifeline for individuals with unique abilities and life barriers.

BRAND JOURNEY

Our story is one of evolution, perseverance, innovation and an unwavering commitment to empower individuals with barriers to achieve personal success and contribute to a more accessible and equitable community.

Our journey began in 1963 as the United Cerebral Palsy Association of Benton and Franklin Counties. Families and advocates united with a shared purpose—to improve the lives of individuals with cerebral palsy and other disabilities. Options for employment and social integration were few and far between, so we set out to change that.

What started as a modest initiative soon grew into a force for change, and over the years, our name evolved to Columbia Industries (CI) to better reflect our expanding mission. For decades, the agency focused on and specialized in providing vocational training and on-site employment opportunities for individuals with disabilities. As the supported employment landscape changed, our focus shifted from sheltered employment to opportunities for employment within our local community. No longer is it standard to employ individuals with disabilities at one location in limited roles; the focus is now on developing enriching, engaging community-based employment for all.

With this belief in mind, as the agency celebrated its 60th anniversary in 2023, we paused to reflect on our rich history. During this time, we also finalized a strategic plan to guide us into the next phase of growth, which included the decision to rebrand from Columbia Industries to better align with the heart of our mission. Our journey continues to evolve as we embrace our new identity to take us into the next 60 years and beyond: **Columbia Ability Alliance.**

OUR VISION

TRANSFORMING A COMMUNITY

We are not limited by a singular focus; we embrace diversity and aim to address a myriad of challenges faced by our community. From specialized job training and employment services to vocational food service training, opportunities for social engagement and life skills development, and access to foundational support services, our programs work together to create pathways to more independent living.

Our vision transcends our organization's walls; we aspire to build a community that is accessible and equitable. By providing exceptional services to an increasing number of individuals with unique abilities, we aim to foster diversity and inclusion and establish a thriving, universally accessible community for all to enjoy.

Columbia Ability Alliance's reach extends to a diverse group of individuals who face unique barriers in life. We stand by those with developmental or

physical disabilities, individuals experiencing housing instability, men and women reentering society after incarceration, veterans, those battling addiction, and women escaping domestic violence situations.

We are inspired by the individuals who have been forced to watch from the sidelines, those who feel like they don't have a seat at the table, and those who have to fight relentlessly for a fair opportunity to succeed. We see you, we hear you and we are prepared to empower you on your journey to personal success.

At Columbia Ability Alliance, our story is one of transformation and innovation, from humble beginnings to becoming a powerful local force for empowerment and inclusivity. We are more than an organization; we are a community of change-makers, dedicated to building a better world for all. Together, we are empowering individuals and enriching our community. Together, we are Columbia Ability Alliance.



WHY REBRAND?



PLANNING FOR THE FUTURE

As we completed our strategic plan in 2023, we realized that our existing identity and the mission we carry out each day were disconnected. We began the process of exploring a rebrand with open minds: we wanted to explore options for a logo update, brand refresh and complete identity overhaul.

We gathered community perspective by partnering with Focal Point Marketing and Sonar Insights, who, in partnership with our leadership team, crafted and deployed surveys to gain insight into our existing brand and how it was portrayed and received in the community. Key findings were that it felt cold and corporate and didn't properly express what we do or evoke any compelling emotions. From this data, we knew that this project was more than a brand refresh; it was time to embrace our evolving mission and rebrand entirely.

After extensive brainstorming sessions with key stakeholders, including board members, employer partners and clients we serve, the creative team at Focal Point went to work building new brand concepts. They put together multiple variations of names, color palettes and brand icons, which were tested by two different focus groups: one existing of key stakeholders intimately familiar with our current brand, and one consisting of community members at large. Using insight from those focus group sessions, the top concepts were further refined until the team came to agreement on the branding laid forth in this document. This document provides the directions, ideas and tools for portraying the Columbia Ability Alliance brand. The artwork, colors, examples and specifications provided in this guide will enable users to consistently implement the brand across a variety of platforms.

WHO WE ARE

Empowering Individuals,
Enriching Our Community



columbia ABILITY ALLIANCE

COLUMBIA

We pay homage to our roots, both historically and geographically, by maintaining the word COLUMBIA in our new identity. The Tri-Cities region is our home; our roots run as deep as the river itself. We live here, work here and provide services to individuals across the region who call this place home. We care deeply about this community and making it a more diverse and inclusive place for all.

ABILITY

Recognizing and celebrating that we each possess unique ABILITIES is essential for nurturing individual potential and fostering personal growth. It empowers individuals to harness their unique talents, contribute meaningfully to society and achieve their fullest potential.

ALLIANCE

We understand that the definition of success looks different for each person who walks through our doors, and that the journey to independence is not achieved alone. An ALLIANCE represents cooperative and collaborative relationships aimed at enhancing collective strengths and achieving shared aspirations.

MISSION, VISION, METHODS & VALUES



MISSION

Columbia Ability Alliance is dedicated to supporting and empowering individuals with unique abilities and life barriers on their journeys to independence and personal success.



VISION

Create a more accessible and equitable community by providing exceptional service to an increasing number of individuals with unique abilities and other life barriers. By advancing diversity and inclusion, we aspire to enhance the quality of life for all residents in our region and establish a thriving, universally accessible community for all to enjoy.



METHODS

We provide employment services, specialized job and life skills training, career opportunities, a social enrichment center, and connection to vital community resources. As a registered 501(c)(3) organization, we rely on public support and donations, while also operating successful commercial ventures as a social enterprise to help sustain our mission services.



VALUES

We value authentic communication, unwavering honesty and integrity, continuous innovation, collaborative teamwork and nurturing trust.





**BRAND
ELEMENTS
& STYLE**



VISUAL IDENTITY

STACKED SIGNATURE



SEAL SIGNATURE



WIDE SIGNATURE



BRAND SIGNATURES

The Columbia Ability Alliance visual identity is represented in these logo marks, called signatures. The brand signatures combine a unique symbiotic icon with a modern logotype to make up a memorable visual identity system.

The identity system was developed with input and guidance from community members and Columbia Ability Alliance employees and stakeholders. The end result emphasizes the traits and characteristics that the organization is most known for: empowering individuals, building community, and providing training for those with disabilities.

The adopted brand consists of three signatures:

- **Stacked Signature**
- **Seal Signatures**
- **Wide Signature**

The Stacked Signature is the preferred/primary logo signature, as it is the most versatile and has been adopted for each of the brand extensions (core services). This should be the default and go-to logo signature used in marketing efforts.



SIGNATURE MECHANICS

STACKED SIGNATURE



SIGNATURE

The Columbia Ability Alliance brand will come to be recognized by its visual identity, or signature. The signature is represented in three options, varying in shape and size, which offer flexibility for use in print, digital, and various media. The visual identity, when used in compliance with these guidelines, will help to build brand awareness and recognition as an advocate for equity in Southeastern Washington.

CONSTRUCTION

Knowing the make-up, or construction of the signature, helps to identify its components and how it all fits together like a puzzle. The signatures were built with intention, scale, and proximity in mind. This construction is identified above, showing the spacial relationships of each component and their proximity. Adhering to this construction will help to preserve the integrity of the Columbia Ability Alliance brand.

Please do not attempt to recreate the signature in any way.



CLEAR SPACE



A = WIDTH OF LETTER "C" FROM LOGOTYPE

CLEAR SPACE The protected area surrounding the logo (as indicated by the dotted perimeter margin) is referred to as clear space. This margin of negative space helps ensure that nothing interferes with the logo.

MARGIN The size of this clear space is identified by the width of the "C" in the logotype, labeled "A" (shown above).

MINIMUM SIZING For best readability, any Columbia Ability Alliance signature should be sized no smaller than 1.25" on the shortest edge (90 pixels for web). If used on promotional products that require a smaller size, use the black or 1-color variation for best results.

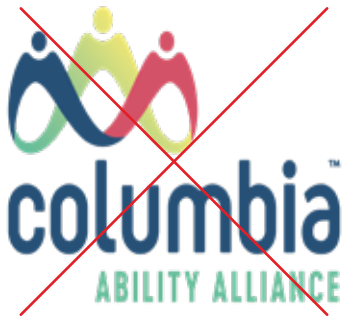
LOCKUP BORDER A clear space margin has been included on all "lockup" logo variations for optimal appearance on dark or photographic backgrounds (indicated by dotted line).

! USAGE & GUIDELINES

SIZING/SCALING



✓ Preferred / acceptable scale



✗ Wrong scaling (unproportional)



✗ Wrong scaling (unproportional)

COLOR USAGE



✓ Preferred / acceptable color



✗ Wrong colors (not approved)



✗ Defacing/making derivative

GUIDELINES

For all permitted uses of our brand assets, you may not do the following:

- alter our logos in any way
- place a logo too close in proximity to other content that makes it indistinguishable
- use our logos in a way that suggests any type of association or partnership with another entity without first an approval by Columbia Ability Alliance
- use our logos in a way that is harmful, obscene or damaging to our brand
- use our logos in places containing content associated with hate speech, pornography, gambling or illegal activities

SCALING

Columbia Ability Alliance brand signatures should be scaled and sized proportionally. **DO NOT** attempt to stretch, expand, nudge, squeeze or misshape the logo assets. Inappropriate scaling negatively impacts the integrity of the brand.

COLORS

Approved signature colors are outlined on page 20 of this document. Using colors other than the approved palette is prohibited.

DERIVATIVES

Assets outlined in this document were developed specifically for the Columbia Ability Alliance brand. Derivatives and modifications to these assets are prohibited.

LOGO VARIATIONS



BRAND SIGNATURES

Each Columbia Ability Alliance logo signature comes in a range of color variations for different uses and purposes. Each signature is provided in the varieties listed to the right, if applicable, and in a range of file formats for print and digital use.

DIGITAL LOGO FILES

All brand signatures and color variations are available in a number of file formats, each of which have preferred uses. EPS, SVG and PDF file formats are vector image files that are best for high-quality print reproduction. JPG and PNG file formats are best for web/digital implementations.



VECTOR FORMATS
(FOR PRINT USE)



RASTER FORMATS
(FOR WEB USE)

COLOR VARIETIES



4-Color CMYK Logos

Four-color process logo options should be the primary variation used for print collateral needs, including all full-color printed materials.



1 & 3-Color Spot Logos

Spot color logos should be used on materials utilizing individual Pantone-color printing. This applies to screenprinting or embroidery on apparel, as well as offset printing. Spot colors include Pantone® 7694 (navy), 7723 (green) and 7418 (red).



Black Logos

These logos should be used on documents that utilize black-only printing (copiers, faxing, etc.). Full color graphics do not fax or reproduce well, leading to poor brand consistency.



Reverse/White Logos

These logos are best suited when being used on top of dark, solid colors or graphics. If there is question about when to use this variation, consult a Columbia Ability Alliance representative.



Lockup Logos

These multi-functional logos have a white border that helps provide optimal results on any background.

LOGO VARIATIONS

CONTINUED

STACKED SIGNATURE – VARIATIONS

4-COLOR



4-COLOR REVERSE



4-COLOR LOCKUP



3-COLOR SPOT



3-COLOR SPOT REVERSE



1-COLOR (INCLUSION)



1-COLOR (TRANSFORMATION)



1-COLOR (EMPOWERMENT)



1-COLOR (ENCOURAGEMENT)



1-COLOR (BLACK)



1-COLOR (WHITE)



LOGO VARIATIONS

CONTINUED

WIDE SIGNATURE – VARIATIONS

4-COLOR



4-COLOR REVERSE



4-COLOR LOCKUP



3-COLOR SPOT



3-COLOR SPOT REVERSE



1-COLOR (INCLUSION)



1-COLOR (TRANSFORMATION)



1-COLOR (EMPOWERMENT)



1-COLOR (ENCOURAGEMENT)



1-COLOR (BLACK)



1-COLOR (WHITE)



SEAL SIGNATURE – VARIATIONS

4-COLOR



4-COLOR REVERSE



4-COLOR LOCKUP-1



4-COLOR LOCKUP-2



4-COLOR LOCKUP-3



3-COLOR SPOT



3-COLOR SPOT REVERSE



1-COLOR (BLACK)



1-COLOR (WHITE-1)



1-COLOR (WHITE-2)





OTHER VISUAL ASSETS

STACKED TAGLINE – VARIATIONS

4-COLOR



4-COLOR REVERSE



4-COLOR LOCKUP



3-COLOR SPOT



3-COLOR SPOT REVERSE



1-COLOR (INCLUSION)



1-COLOR (TRANSFORMATION)



1-COLOR (EMPOWERMENT)



1-COLOR (ENCOURAGEMENT)



1-COLOR (BLACK)



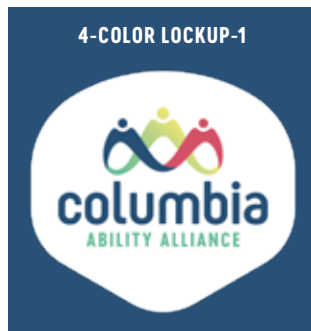
1-COLOR (WHITE)



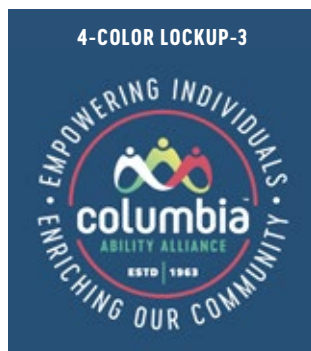
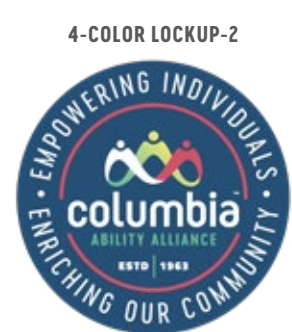
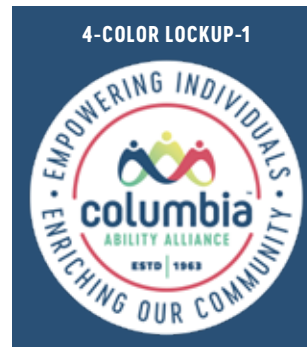
OTHER VISUAL ASSETS

CONTINUED

BADGE – VARIATIONS



TAGLINE SEAL – VARIATIONS



COMMUNITY ICON – VARIATIONS

4-COLOR



4-COLOR REVERSE



4-COLOR LOCKUP



3-COLOR SPOT



3-COLOR SPOT REVERSE



1-COLOR (INCLUSION)



1-COLOR (TRANSFORMATION)



1-COLOR (EMPOWERMENT)



1-COLOR (ENCOURAGEMENT)



1-COLOR (BLACK)



1-COLOR (WHITE)



COMMUNITY ICON BADGE – VARIATIONS

4-COLOR LOCKUP-1



4-COLOR LOCKUP-2



1-COLOR (BLACK)



1-COLOR (WHITE)



ICON BACKGROUNDS – VARIATIONS

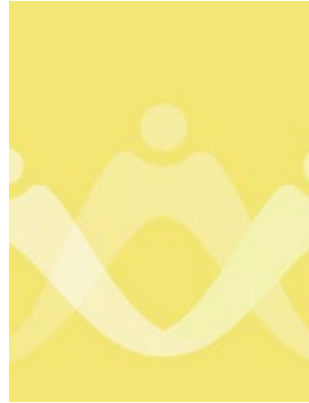
BLUE PORTRAIT



GREEN PORTRAIT



YELLOW PORTRAIT



RED PORTRAIT



BLUE LANDSCAPE



GREEN LANDSCAPE



YELLOW LANDSCAPE



RED LANDSCAPE



PATTERNS – VARIATIONS

4-COLOR



4-COLOR REVERSE



1-COLOR BLUE



1-COLOR WHITE



BRAND EXTENSIONS

CORE SERVICES BRAND EXTENSIONS

Each Columbia Ability Alliance core mission service has its own set of brand extension logo assets that utilize the name and brand visuals. The extensions are available in full-color, spot color, black, and white (reverse) versions. The structure of these extensions were developed with intentionality and purpose, allowing the brand signature to remain intact while highlighting the individual core services.

Additionally, each brand extension has a specific color assigned to it from the approved color palette to distinguish that core service from one another. For a detailed color breakdown, see the Color Palette section on page 26.

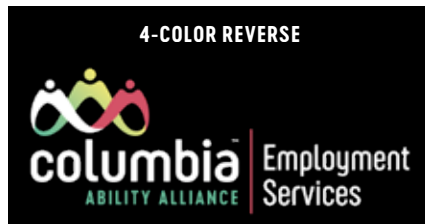


Employment Services

4-COLOR



4-COLOR REVERSE



4-COLOR LOCKUP



1-COLOR LOCKUP



1-COLOR (INCLUSION BLUE)



1-COLOR (BLACK)



1-COLOR (WHITE)



Opportunity Kitchen

4-COLOR



4-COLOR REVERSE



4-COLOR LOCKUP



1-COLOR LOCKUP



1-COLOR (TRANSFORMATION RED)



1-COLOR (BLACK)



1-COLOR (WHITE)



Federal Building

4-COLOR



4-COLOR REVERSE



4-COLOR LOCKUP



1-COLOR LOCKUP



1-COLOR (BLUE)



1-COLOR (BLACK)



1-COLOR (WHITE)



Community Center

4-COLOR



4-COLOR REVERSE



4-COLOR LOCKUP



1-COLOR LOCKUP



1-COLOR (LIME GREEN)



1-COLOR (BLACK)



1-COLOR (WHITE)



Empowerment Place

4-COLOR



4-COLOR REVERSE



4-COLOR LOCKUP



1-COLOR LOCKUP



1-COLOR (EMPOWERMENT GREEN)



1-COLOR (BLACK)



1-COLOR (WHITE)



UNDERSTANDING COLOR OUTPUT

Logo graphic files contain very specific information on how their colors are reproduced. This information is commonly referred to as “color mode”. The most widely used color modes are CMYK and RGB. See the chart at the bottom of this page to learn what distinguishes these color modes apart.

CMYK

CMYK stands for Cyan, Magenta, Yellow, Keytone (black). CMYK printing is also known as process color printing. Printers digitally separate the artwork into these four different “layers” and print them on top of each other to composite the image or logo. These four inks mix on the paper in different ways to recreate almost any color. Process CMYK is the recommended way to create photos and illustrated artwork for printed reproduction.

RGB

RGB stands for Red Green Blue. This is a color mode that is specific to computers, TV screens, mobile devices and other digital displays. There are no exact equivalents in print. Logos that are used on-screen are built in RGB. An RGB logo file may not print very well on standard printers. It is not meant to be reproduced on paper. RGB is especially tricky because virtually all digital displays are calibrated differently. One color may look perfect on one screen, but completely different on another. RGB color should be considered variable and inconsistent as far as printing is concerned. This color mode is not recommended for print reproduction.



COLOR OUTPUT & USAGE

	CMYK	RGB
MEANING	Cyan, Magenta, Yellow and Black	Red, Green, Blue
USES	Print	Digital (computers, TVs, mobile, etc.)
OTHER USEFUL INFO	<p>CMYK consistency can vary by printer.</p> <p>Color matching can be done with CMYK offset printing to ensure optimal color.</p>	<p>Not recommended for print.</p> <p>On-screen logos will be built in RGB.</p> <p>Screen color can vary due to color calibration.</p>



COLOR PALETTE

PRIMARY PALETTE

ACCENTS

Inclusion Blue PANTONE® 7694 C-90, M-68, Y-30, K-18 • R-41, G-80, B-118 • HEX #295076	HEX #5693CE	HEX #356DA1	HEX #1F3B57
Empowerment Green PANTONE® 7723 C-60, M-4, Y-50, K-0 • R-103, G-187, B-153 • HEX #67BB99	HEX #92D1B7	HEX #369F85	HEX #2D7154
Encouragement Yellow PANTONE® 100 C-6, M-3, Y-68, K-0 • R-244, G-231, B-115 • HEX #F4E773	HEX #FDF493	HEX #D4BE56	HEX #BDA932
Transformation Red PANTONE® 7418 C-12, M-82, Y-48, K-2 • R-210, G-82, B-102 • HEX #D25266	HEX #EE6471	HEX #B54253	HEX #822C3A
Federal Building Blue PANTONE® 653 C-78, M-46, Y-20, K-1 • R-66, G-123, B-163 • HEX #427BA3	HEX #61A1C5	HEX #2C7096	HEX #245976
Community Center Green PANTONE® 382 C-31, M-3, Y-84, K-0 • R-186, G-208, B-85 • HEX #BAD055	HEX #DFE697	HEX #A7BF3C	HEX #8DA33C

Color can have an powerful emotional effect on people and it plays a big role in the success of brands today in reaching their audiences. Color has the ability to evoke feeling and emotional responses, and more importantly, can influence opinions. A brand's color palette should be a visual representation of its personality, and when used consistently, it can root in the minds of audiences for positive brand recognition.

In this case, the foundation for which this palette was developed was the warmth and disposition of the people we serve and our employees as mentors and advocates. The colors were chosen to reflect the vibrancy and richness of the people that make up our organization and communities we serve.

FONT RECOMMENDATIONS

It is recommended that whenever possible, utilize these suggested font options for headlines, subheads, or body copy in all advertising and marketing collateral. From business documents to forms and brochures, these fonts work best with the Columbia Ability Alliance brand signatures.

PRIMARY TYPEFACES

PREFERRED TYPEFACE FOR BODY TEXT, HEADLINES, CALLOUTS
(GOOGLE FONT)

Titillium Web Book
Titillium Web Bold
Titillium Web Black

PREFERRED TYPEFACE FOR CALLOUTS, PULL-QUOTES

Cervo Neue Thin Neue
Cervo Neue Thin Neue Italic
 Cervo Neue ExtraLight Neue
Cervo Neue ExtraLight Neue Italic
 Cervo Neue Light Neue
Cervo Neue Light Neue Italic
 Cervo Neue Regular Neue
Cervo Neue Regular Neue Italic
 Cervo Neue Medium Neue
Cervo Neue Medium Neue Italic
 Cervo Neue SemiBold Neue
Cervo Neue SemiBold Neue Italic
 Cervo Neue Bold Neue
Cervo Neue Bold Neue Italic
 Cervo Neue ExtraBold Neue
Cervo Neue ExtraBold Neue Italic
 Cervo Neue Black Neue
Cervo Neue Black Neue Italic

SPECIALTY-USE TYPEFACE

Sugo Pro Display Light

SECONDARY TYPEFACES

PREFERRED SUBSTITUTE FOR BODY TEXT, HEADLINES, CALLOUTS
(GOOGLE FONT)

Exo ExtraLight
Exo ExtraLight Italic
 Exo Thin
Exo Thin Italic
 Exo Regular
Exo Italic
 Exo Medium
Exo Medium Italic
Exo SemiBold
Exo SemiBold Italic
Exo Bold
Exo Bold Italic
Exo ExtraBold
Exo ExtraBold Italic
Exo Black
Exo Black Italic

Helvetica Regular
Helvetica Italic (or Oblique)
Helvetica Bold
Helvetica Bold Italic (or Oblique)

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

Arial Narrow Regular
Arial Narrow Italic
Arial Narrow Bold
Arial Narrow Bold Italic

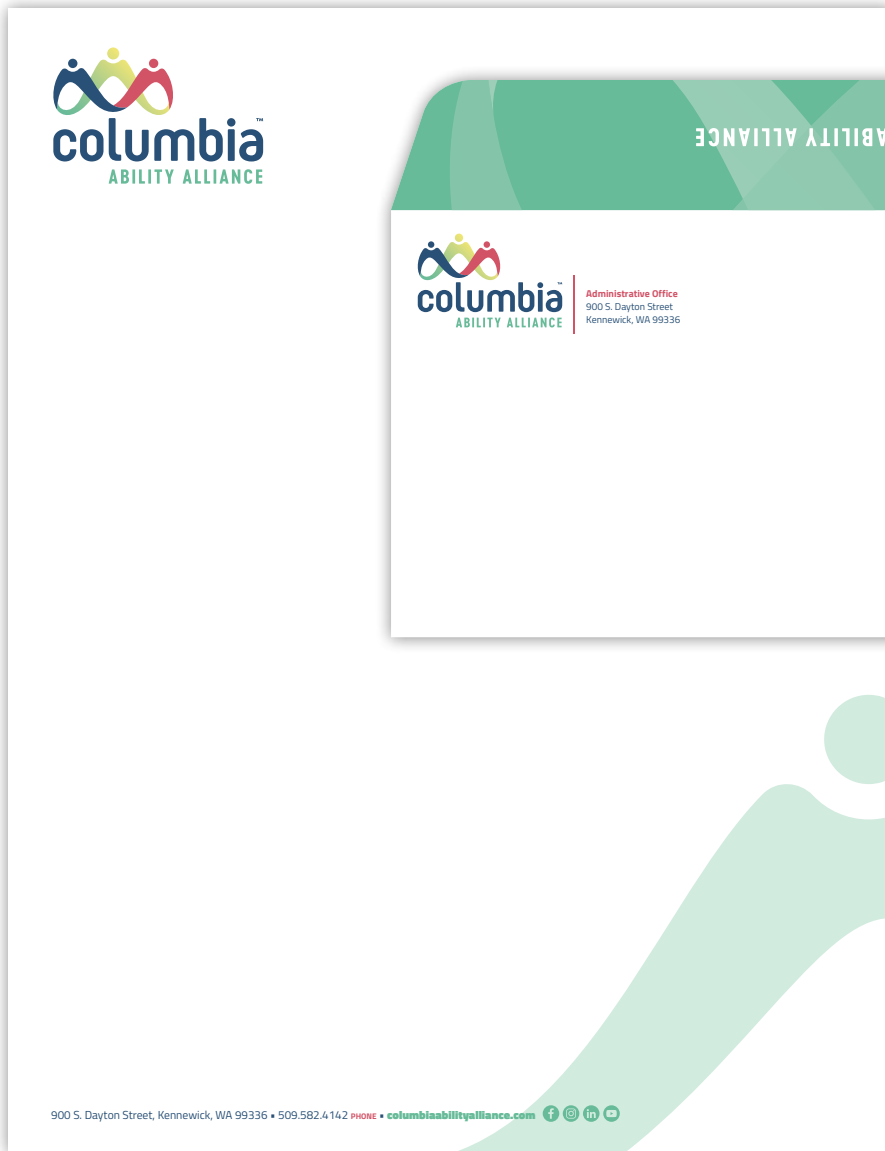


BRAND APPLICATION

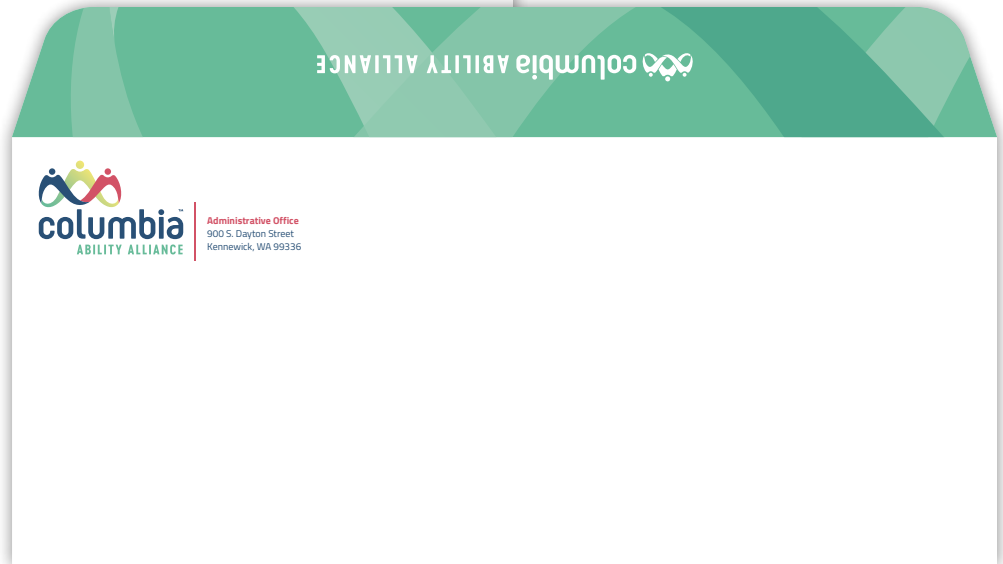


STATIONARY

LETTERHEAD / STATIONARY



STANDARD NO.10 ENVELOPE



BUSINESS CARD (FRONT)



BUSINESS CARD (BACK)



STATIONARY

Stationary, including letterhead, business cards and envelopes have been developed for Columbia Ability Alliance. All stationary materials are standard sizes: letterhead (8.5" x 11"), No.10 envelope (9.5" x 4.125"), No.9 envelope (8.875" x 3.875") and business cards (3.5" x 2").



BRANDED MERCHANDISE

APPLYING THE BRAND TO PROMOTIONAL ITEMS & APPAREL

Naturally, one of the easiest ways to introduce the Columbia Ability Alliance visual brand identity is to wear it! When applying the signature to apparel and other promotional items such as water bottles, coffee mugs and pens, remember to use the best signature and variation for the job.

The samples provided below illustrate various promotional gear items using an appropriate Columbia Ability Alliance signature option for each. These are for reference only, as they are meant as suggested usage options.

For questions or concerns, refer to page 32 for brand contact information.

COFFEE MUG



Badge logo (Lockup-1)

EMBROIDERED SS POLO



Stacked Signature logo (3-color)

LANYARD



Wide Signature logo (4-Color Reverse)

SCREEN-PRINTED SS GRAPHIC TEE

Tagline Seal logo (4-Color Reverse)



BASEBALL HAT

Stacked Signature logo (3-Color Reverse)



BALL POINT PEN



Icon logo (1-Color White)



CONSISTENCY IS KEY!

Consistency plays a critical role in establishing and maintaining the Columbia Ability Alliance brand. Today, there are more platforms and channels to convey our brand than ever before – making it even more difficult to remain consistent.

When audiences see a consistent Columbia Ability Alliance visual identity, it reinforces our unique brand in their minds. By knowing what they can expect from our brand, as well as seeing it multiple times in various formats and applications, they will begin to assign a higher value and trust in our brand.

This brand style guide should serve as a consistency rule book for all intents and purposes. It's a resource for individuals responsible for carrying out visual executions of the brand. Being consistent doesn't mean that all advertisements, campaigns, or marketing materials have to look the same. But while our brand's visual identity and messaging should be consistent, our advertising and marketing campaigns can be more flexible. The key is finding a happy middle ground where the visual identity isn't compromised as a result.



USAGE TERMS & CONDITIONS

IMPORTANT NOTICE

Use of this publication is subject to the following terms and conditions (“Terms & Conditions”) and all applicable laws. Do not attempt to use any brand assets outlined in this document without prior authorization.

TERMS & CONDITIONS

This publication is for the exclusive use by individuals and entities authorized to use the Columbia Ability Alliance logo signatures. The brand signatures, logotype and all visual identity assets featured in this document are the property of Columbia Ability Alliance. Nothing contained in this publication should be construed as granting by implication, estoppels, or otherwise, any license or right to use any brand asset featured in this publication without the express written permission by Columbia Ability Alliance. Misuse of this publication or the brand assets featured herein is strictly prohibited.

USAGE POINT OF CONTACT

For any questions or concerns regarding the Columbia Ability Alliance brand signatures or visual identity, including usage of brand assets, colors, or fonts, please contact:

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