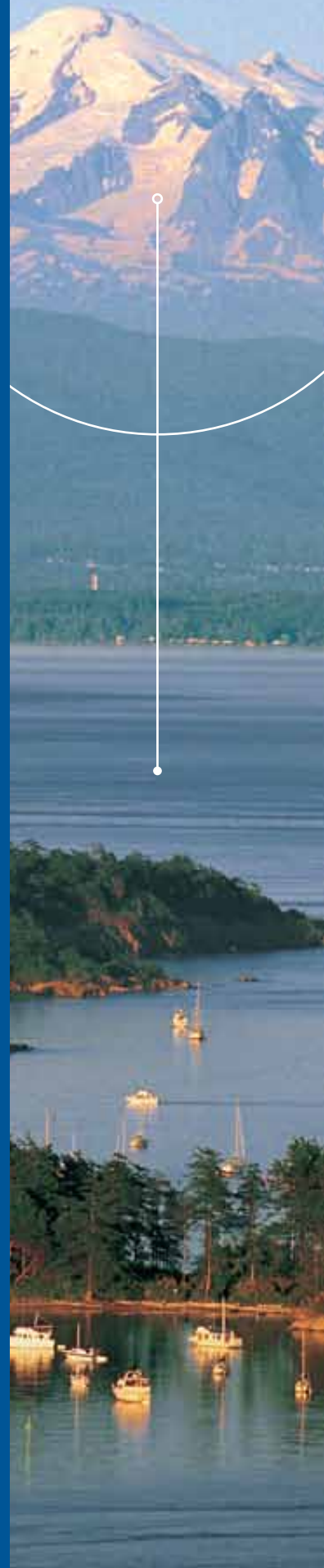




**S** **T**  
**Y** **L**  
**E** **Guide**

inspiration



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May 2011

Dear Colleagues:

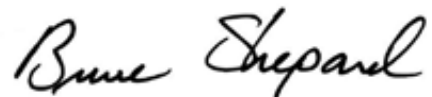
When we conducted our campus listening sessions and the 100 Conversations over the past few years, we consistently heard that Western's presentation of itself to the outside world lacked a cohesive and clear message. We all knew and loved Western, but couldn't we improve the way we communicated our distinctive excellence to others? We responded by engaging in Western's first-ever branding initiative, concluding in January 2011 with the rollout of all-new marketing and presentation materials. After much hard work and collaboration across the campus, we achieved our goal: to capture and articulate like never before those unique characteristics that make Western such a special place.

Now that the creative work is done, it is up to us to make sure that all aspects of our new brand identity are reflected in our communications about Western in precise, effective and consistent ways. The new graphic identity guidelines contained in this booklet detail how Western's visual identity is to be used in a variety of print and electronic communications. This publication is intended to be a resource for all units of Western, which are expected to adhere to the guidelines.

Questions about the guidelines and the use of the Western marks should be directed to the Office of University Communications.

We have so much to be proud of at Western, and with these new guidelines we can be more effective in sharing our story with others. Thank you for using the new graphic designs that we have developed together as you communicate with our various constituents. And as always, thank you for your work and service on behalf of Western.

Sincerely,

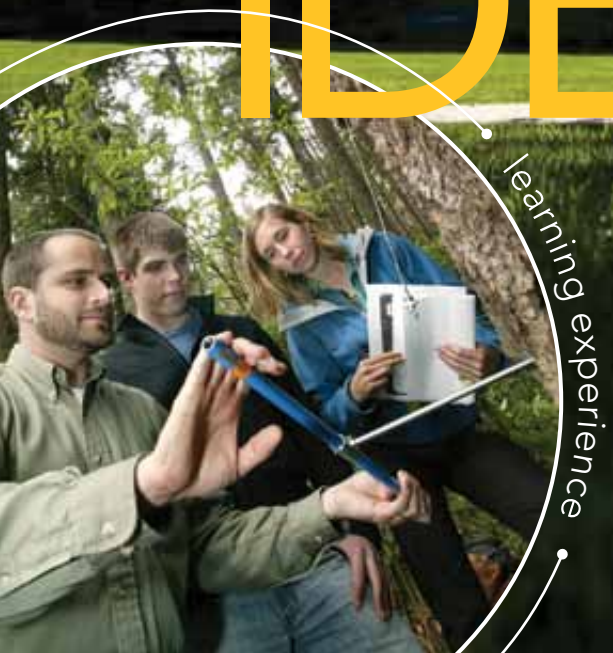
A handwritten signature in black ink that reads "Bruce Shepard". The signature is written in a cursive, flowing style.

Bruce Shepard  
President





# IDENTITY





## Graphic Identity Guidelines

The Western Graphic Identity Guidelines in this Style Guide are central to our communications and marketing strategies. They provide a road map for presenting the university in a cohesive and powerful way to our internal and external audiences. These guidelines consist of integrated systems of graphic elements including the Western logo, tagline and wordmark; athletics logos; color palettes, and typography. Together, the Style Guide and the graphic elements are a powerful toolkit for campus users to dramatically increase the strength and effectiveness of their message in a cohesive, comprehensive way.

### Graphic standards oversight

The graphic identity program is administered through the Office of University Communications, which oversees implementation of the guidelines, provides consulting, and ensures compliance. General questions regarding the guidelines and use of the brand should be directed to this office at x3350.

### Who are the guidelines for?

All units of Western Washington University must follow these guidelines. Materials for inter-departmental or on-campus use can be created within departments and do not need to go through the graphic artists in University Communications.

### Commercial and promotional uses of the university marks and verbiage

Western Washington University asserts ownership over its name, marks, slogans, mascot, or any combination of these which refer to, or are associated with, Western. The Western marks cannot be used to imply or suggest endorsement of any product or service not provided by the university. The university logo, tagline, seal, athletics logo, and other marks are registered and protected by law.

Individuals and organizations outside the university who wish to use any of the university marks for commercial purposes or for promotional activities must first obtain permission from either Western's Office of Trademark Licensing or the Office of University Communications.

### Office of University Communications

John Thompson, Marketing Manager  
360-650-3350 | john.thompson@wwu.edu

### Office of Trademark Licensing

Steve Brummel, Director of Athletic Marketing  
360-650-7758 | steve.brummel@wwu.edu

## 4 THE WESTERN LOGO

### Use of the University's name

Consistent usage of the University name in communication pieces helps ensure that the message and central themes are delivered concisely and with a standard theme. When using the University's name, always spell it out completely on first usage; after that, the preferred short form is "Western," not "WWU."

### The Western logo

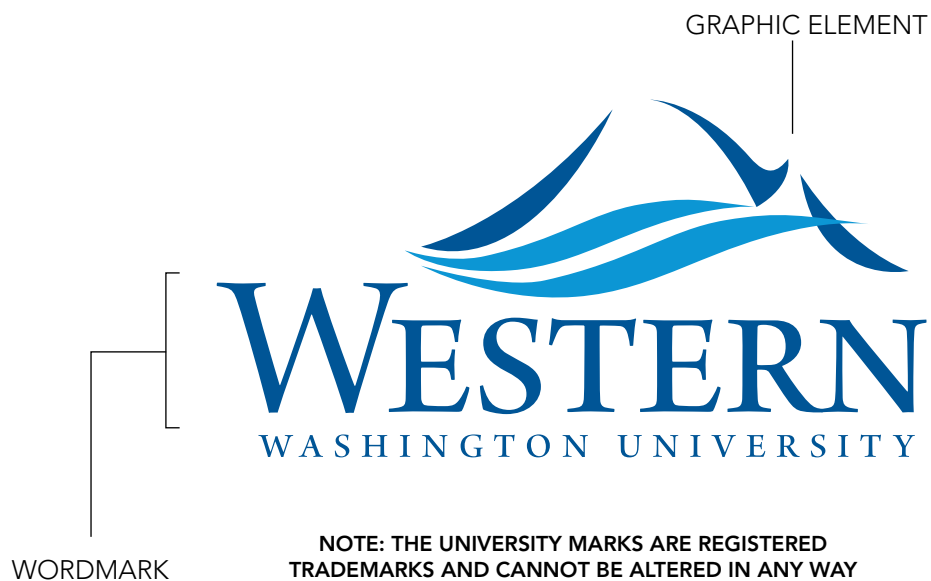
The term "logo" refers to the graphic element and set of words known as the "wordmark" or "logotype."

### When and how to use the logo

All print and electronic communication materials, published by Western Washington University for internal and external audiences, must prominently display an approved version of the new Western logo on the front page. Exceptions to this rule must be approved by the Office of University Communications. This includes business cards, stationery, brochures, invitations, direct mail, postcards, fliers, booklets, catalogs, statements, posters, banners and environmental graphics, advertising, websites, video, DVD, CD, film, PowerPoint presentations and all social media applications. Also, please note that the logo, wordmark, or tagline cannot be used by external non-university entities -- even those involved in partnerships with on-campus units -- without the express written consent of the Office of University Communications.

Exceptions to these guidelines include communications between faculty, staff, and students that are strictly internal, such as memoranda, draft papers and meeting notes. Lastly, the new logo is the official logo for all of Western Washington University, and previous institutional logos, in whole or in part, may not be used in place of the new logo, or in any sub-branding, on or off campus.

The term "logo" refers to the graphic element and set of words shown to the right. The logo has two parts: the **wordmark** which is the name of the university, and **graphic element**, which is the stylized representation of Mount Baker and the waves of Bellingham Bay. The logo is available in electronic form online at [www.wvu.edu/identity](http://www.wvu.edu/identity).





Full Color



Grayscale



Reversed With Blue Waves  
*(must be on background of Western Blue #294 - see page 13)*



Reversed With Gray Waves



Full Reversed



Full Reversed

## 6 MINIMUM SIZE & SPACE REQUIREMENTS

### Minimum Size

Minimum size for the Western logo is 1-inch wide. There may be situations where the Western logo will need to appear smaller than the minimum show below (i.e. lapel pins, pens, pencils, CD spine labels, etc.) Please consult with the Office of University Communications if you have questions.



### Space Requirements

A specified clear space around the Western logo ensures the integrity and impact of the mark; see "X height," below. No other graphic element should touch, overlap or be combined with the Western logo.



x = height of graphic element  
recommended clear space = 1/2x





### Horizontal Logo Option

The horizontal version of the logo, below, is available for use only in space-restricted applications, such as pens, for example, where using the regular logo would result in the wordmark being too small to read. Use of the horizontal logo is by approval only, through the Office of University Communications: 650-3350 or [john.thompson@wwu.edu](mailto:john.thompson@wwu.edu).



### Space Requirements

A specified clear space around the Western logo ensures the integrity and impact of the mark; see “X height,” below. No other graphic element should touch, overlap or be combined with the Western logo.



### Questions?

Do you have questions about your potential use of the logo in a document, application, or product? Contact the Office of University Communications at 650-3350.

## 8 UNACCEPTABLE USES



### Special Effects

No drop shadows, outlining, inlining, or otherwise applying special effects to all or part of the logo.



### Improper Color

Do not change color of the graphic element or wordmark from the specified colors on page 6.



### Distracting Backgrounds

The Western logo must never be placed on backgrounds that distract, overpower or have similar color values.



### Relationship

The logo elements must never be split. The graphic element and logotype must stay together as designed. For acceptable uses, see page 14.



**Different Typeface**

The Western logo was created as artwork, no fonts are to be used in its place.



**Relative Positioning**

Do not change the size relationships or positioning of the graphic element relative to the wordmark.



**Distortion**

The logo should not be subject to distortion or manipulation (i.e. slanting, stretching).



**Resolution**

Pixelation should not be apparent in the logo.

## 10 OTHER WESTERN MARKS

The Western logo is often used with other official and affiliated university marks.

### Western Logo

Used on publications and other materials to visually promote a cohesive identity for Western Washington University to all audiences.



### WWU Athletic family of marks

Reserved for use by the Athletic Department and approved licenses and in publications promoting Western spirit. The athletic logo should never be used in place of the Western logo. See page 15 for complete list.



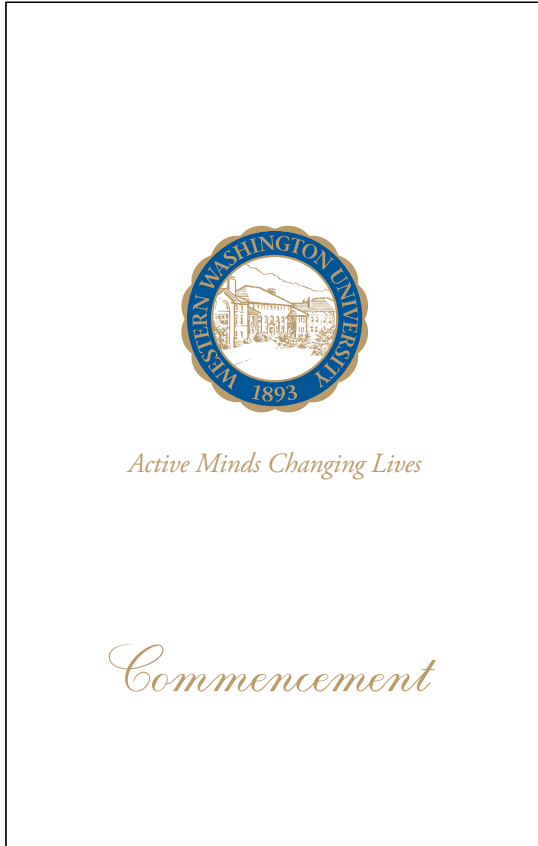
### University Seal

The legal seal of the university is to be used only for diplomas, transcripts, certificates and other legal documents and products as designated by the President's Office.



**Note:** All marks are trademarked and enforced through the state Office of Trademark Licensing.

COMMENCEMENT COVER



WESTERN DIPLOMA







# COLOR

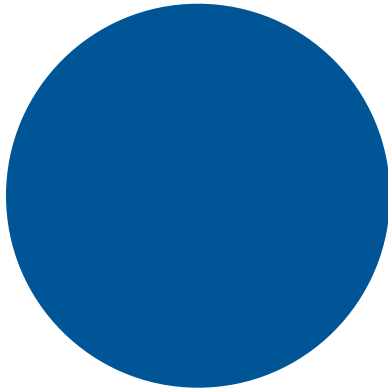
*palette*

independent spirit •



### Primary Colors

These colors are the two primary identity colors for Western Washington University.



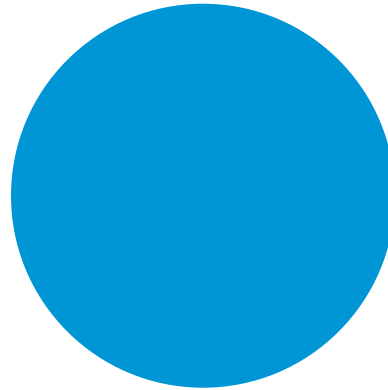
**WESTERN BLUE**

**Pantone 294**

C-100 M-58 Y-0 K-21 (process color)

**Web Use:**

R-0 G-63 B-135  
#003F87



**WESTERN LIGHT BLUE**

**Pantone 2925**

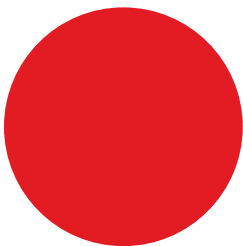
C-85 M-24 Y-0 K-0 (process color)

**Web Use:**

R-0 G-131 B-214  
#0083D6

### Extended Color Palette

These colors are visually compatible with Western's primary colors and can be used effectively as an extended palette.

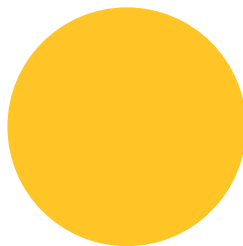


**Pantone 1797**

C-0 M-100 Y-99 K-4  
(process color)

**Web Use:**

R-204 G-45 B-48  
#CC2D30



**Pantone 123**

C-0 M-24 Y-94 K-0  
(process color)

**Web Use:**

R-255 G-198 B-30  
#FFC61E

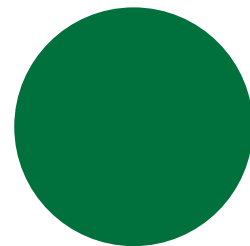


**Pantone 382**

C-29 M-0 Y-100 K-0  
(process color)

**Web Use:**

R-186 G-216 B-10  
#BAD80A



**Pantone 349**

C-100 M-0 Y-95 K-55  
(process color)

**Web Use:**

R-0 G-107 B-63  
#006B3F

**Sub-branding for outward-facing units**

Outward-facing offices and units such as the Alumni Association and The Western Foundation have been authorized to use a unique logo construction (below) to enable them to use the mountain/bay image in their name. This type of logo construction is for outward-facing offices and units ONLY, and must be approved by the University's marketing manager in the Office of University Communications.



**Sub-branding for campus units**

Colleges, departments, centers, administrative offices or divisions and all other campus units need to use one of the following acceptable logo uses in their sub-branding materials such as web pages or print collateral: either the horizontal college logo below **OR** the official university logo in conjunction with a pre-existing college logo. **The Western logo must not be subordinate in either placement or size in any of these applications;** if you have any questions about this policy or need your college logo built and sent to you as a print- or web-ready image, contact the Office of University Communications at x3350.

COLLEGE OF FINE AND PERFORMING ARTS

Western Washington University

*Active Minds Changing Lives*



NEW STUDENT SERVICES/FAMILY OUTREACH

Western Washington University

*Active Minds Changing Lives*



**The University Tagline: Active Minds Changing Lives**

A tagline is a shorthand description of our brand using a term that is easily accessible to our target audiences. Use the tagline in outward- or inward-facing documents or projects as needed; it is not required, but when used, helps further penetration of the brand's message.

When using the tagline, it should appear in either of the two university fonts: Garamond or Avenir, as below, and with the first letter of each word capitalized, with no comma.

**CORRECT USES:**

Active Minds Changing Lives

(Avenir)

Active Minds Changing Lives

(Garamond)

**INCORRECT USES:**

*Active Minds Changing Lives*

(incorrect font)

Active minds, changing lives

(comma, lower case)



inspiration unlimited

*Spirit*

**MARKS**



## Western's Spirit Marks

The Western Washington University family of marks, mascot and name are reserved strictly for the use by the Athletic Department, approved university entities and approved licensees. Note that Athletics is authorized to use its own color palette for approved spirit marks, uniforms, and promotional materials (see next page).

### Publications

The athletic logo should never be used in place of the Western logo, but may be used in addition to the Western logo in selected publications to promote Western spirit. For special written permission to use the athletic logo in WWU publications, contact WWU Athletic Marketing.

### Advertising

The use of the Western athletics logo, trademarks, mascot or name is prohibited in advertising that promotes non-athletic related activities and entities. For more information, contact WWU Athletic Marketing.

### Licensed products

The athletic logo is available to organizations that have a signed trademark license agreement with the university. For more information, contact WWU Athletic Marketing (an affiliate of the collegiate licensing company.)








PRIMARY MARKS					
1 			2 		
ALT. PRIMARY MARKS		SECONDARY MARKS			
3 	4 	5 	6 	7 	8 
PEELABLES					
9 	10 	11 	12 	13 	14 

COLOR INFORMATION			
<p>You must use the approved university colors or the *PANTONE® colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For the PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.</p>			
SCHOOL COLORS	PANTONE COLORS	THREAD COLORS	
VIKING BLUE VIKING LIGHT BLUE VIKING GRAY VIKING BLACK WHITE	PANTONE 282 PANTONE 652 PANTONE COOL GRAY 4 PANTONE PROCESS BLACK WHITE	MADEIRA 1043 MADEIRA 1143 MADEIRA 1012 BLACK WHITE	RA 2215 RA 2275 RA 2733 BLACK WHITE
VIKING BLUE	VIKING LIGHT BLUE	VIKING GRAY	VIKING BLACK

The Collegiate Licensing Company (CLC) is the licensing representative for WWU. As WWU’s representative, CLC is responsible for administering the licensing program; including processing applications, collecting royalties and enforcing proper usage. If you are interested in obtaining a license to produce WWU merchandise, contact CLC to obtain an application.

VERBIAGE	GENERAL INFORMATION	
Western Washington University ® Vikings™ WWU™ WWU Vikings™ Western™ Western Washington Vikings™	LOCATION: BELLINGHAM, WA MASCOT: VIKINGS SCHOOL NICKNAME: VIKINGS	ESTABLISHED DATE: 1893 CONFERENCE: GREAT NORTHWEST ATHLETIC CONFERENCE

WORD MARKS	FONT MARKS	YOUTH MARK
15	19	21
	<p>A B C D E F</p> <p>G H I J K L M</p> <p>N O P Q R S</p> <p>T U V W X Y Z</p> <p>1 2 3 4 5 6 7 8 9 0</p>	
16	19	
	<p>A B C D E F</p> <p>G H I J K L M</p> <p>N O P Q R S</p> <p>T U V W X Y Z</p> <p>1 2 3 4 5 6 7 8 9 0</p>	
17	20	
	<p>A B C D E F</p> <p>G H I J K L M</p> <p>N O P Q R S</p> <p>T U V W X Y Z</p> <p>1 2 3 4 5 6 7 8 9 0</p>	
18	20	
	<p>A B C D E F</p> <p>G H I J K L M</p> <p>N O P Q R S</p> <p>T U V W X Y Z</p> <p>1 2 3 4 5 6 7 8 9 0</p>	

ADDITIONAL PERTINENT INFORMATION			
	Yes	No	Restrictions
• University seal permitted on products for resale:	—	<u>X</u>	_____
• Alterations to seal permitted:	—	<u>X</u>	_____
• Overlaying / intersecting graphics permitted with seal:	—	<u>X</u>	_____
• University licenses consumables:	<u>X</u>	—	_____
• University licenses health & beauty products:	<u>X</u>	—	_____
• University permits numbers on products for resale:	<u>X</u>	—	_____
• Mascot caricatures permitted:	<u>X</u>	—	_____
• Cross licensing with other marks permitted:	<u>X</u>	—	_____
• NO USE of current player's name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.			
• NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.			

## Adobe Garamond Pro

O p

ADOBE  
GARAMOND  
PRO REGULAR  
150 POINT

Garamond is the name given to a group of old-style serif typefaces named after the punch-cutter Claude Garamond (c. 1480–1561). A direct relationship between Garamond's letterforms and contemporary type can be found in the Roman versions of the typefaces Adobe Garamond, Granjon, Sabon, and Stempel Garamond. Garamond's letterforms convey a sense of fluidity and consistency. Garamond is considered to be among the most legible and readable serif typefaces for use in print (offline) applications. It has also been noted to be one of the most eco-friendly major fonts when it comes to ink usage.

a b c d e f g h i j k l m n o p q r s t u v w x y z  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0 \$ % & ( . , : ; # ! ? )

ADOBE GARAMOND PRO REGULAR

*a b c d e f g h i j k l m n o p q r s t u v w x y z*  
*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*  
*1 2 3 4 5 6 7 8 9 0 \$ % & ( . , : ; # ! ? )*

ADOBE GARAMOND PRO ITALIC

**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**1 2 3 4 5 6 7 8 9 0 \$ % & ( . , : ; # ! ? )**

ADOBE GARAMOND PRO BOLD

***a b c d e f g h i j k l m n o p q r s t u v w x y z***  
***A B C D E F G H I J K L M N O P Q R S T U V W X Y Z***  
***1 2 3 4 5 6 7 8 9 0 \$ % & ( . , : ; # ! ? )***

ADOBE GARAMOND PRO BOLD ITALIC

## Avenir

Op

AVENIR  
55 ROMAN  
140 POINT

Avenir was originally released in 1988 with three weights, each with a roman and oblique version, and used font designer Adrian Frutiger's two-digit weight and width convention for names: 45 (book); 46 (book oblique); 55 (text weight); 56 (text weight oblique); and, 75 (bold) and 76 (bold oblique). The typeface family was later expanded to six weights, each with a roman and oblique version.

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890\$%&(.,:;#!?)

AVENIR 35 LIGHT

*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890\$%&(.,:;#!?)*

AVENIR 35 LIGHT OBLIQUE

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890\$%&(.,:;#!?)

AVENIR 55 ROMAN

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890\$%&(.,:;#!?)**

AVENIR 85 HEAVY



22 TEMPLATES FOR LETTERHEAD, BUSINESS CARDS AND ENVELOPES



Department Name

Old Main XXX • MS XXXX  
516 High Street, Bellingham, WA 98225  
(360) 650-XXXX • Fax (360) 650-XXXX  
www.wwu.edu

**BUSINESS CARD**  
3.5" X 2"



**Your Name**  
Title  
Department

Old Main XXX, MS XXXX  
516 High Street, Bellingham, WA 98225  
www.wwu.edu/department  
4th line if needed

(360) 650-XXXX  
Fax (360) 650-XXXX  
Your.Name@wwu.edu  
4th line if needed



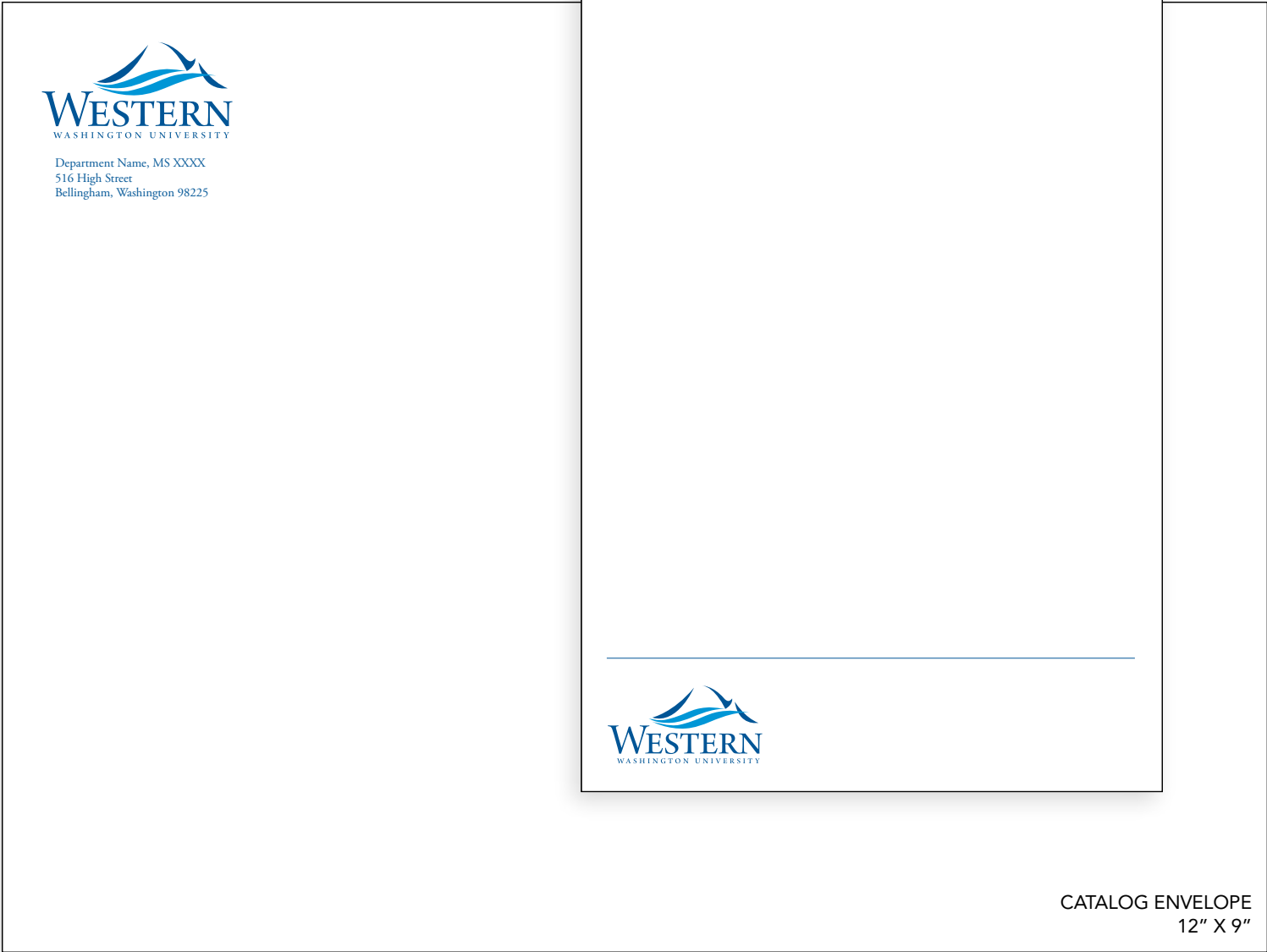
Department Name, MS XXXX  
516 High Street  
Bellingham, Washington 98225

**ENVELOPE**  
9.5" X 4.125"

**LETTERHEAD**  
8.5" X 11"

*Active Minds Changing Lives*

Western letterhead, envelopes, notepads and stationery can be ordered online at [www.wwu.edu/printandcopy](http://www.wwu.edu/printandcopy).  
A desktop template of letterhead is available online at [www.wwu.edu/identity](http://www.wwu.edu/identity).



ALL SAMPLES SHOWN ARE 65% OF ACTUAL SIZE.



BRAND GUIDE



POSTERS

## Get Ready For Renewal!

Campus residents are invited to reserve a room for next year during Housing Renewal 2011-2012. The renewal process is conducted online and returning residents enjoy the privilege of selecting their own rooms, roommates and amenities. Room selection privileges are granted to an eligible pool of 1,100 students and additional students are placed on a waitlist. The eligible pool and waitlist are filled on a first-come first-served basis using online ticketing company, **Brown Paper Tickets**. Housing Renewal is a time-sensitive five-step process, so be sure to visit our website for complete information.

- 1**  
Submit Your Renewal Application


Start the renewal process by submitting your renewal application anytime during the application period. The application collects your meal plan selection, housing preferences and roommate attributes. Submission of your application does not guarantee housing; be sure to proceed to STEP 2 to gain eligibility.  
**APPLY ONLINE: MARCH 7 - 31**  
[housing.wvu.edu/apps/assignments/apply](http://housing.wvu.edu/apps/assignments/apply)
- 2**  
Obtain Your Virtual Ticket

Once you have a renewal application on file, you are ready to get your virtual ticket online at Brown Paper Tickets. Tickets are available for 24 hours; the process is free and requires student ID, student email, campus physical number, and address and phone number. You will not actually see your ticket.  
**TICKETING BEGINS: TUESDAY, MARCH 14, 10:00 AM**  
[www.brownpaperticket.com](http://www.brownpaperticket.com)
- 3**  
Receive Your Confirmation Email

A couple days after you indicate your status in the application, you will receive a confirmation email. If you do not receive an email, you may need to re-submit your application.  
**CONFIRMATION EMAIL: MARCH 21, 10:00 AM**  
[www.wvu.edu/myweb](http://www.wvu.edu/myweb)
- 4**  
Check Your Room Selection Time

Room selection times are based upon the number of students who want to live in a particular building. Students on the waitlist will be notified when a room becomes available.  
**TIMES POSTED IN MYWEB: MARCH 28, 10:00 AM**  
[housing.wvu.edu/myweb](http://housing.wvu.edu/myweb)
- 5**  
Sign Your Contract & Select Your Room

Students select their room and roommate during the room selection process. Once a room is selected, students are added to a room and are notified via email. Students must be sure to log into Room Selection and select their room. Proceed to verify your selection and sign your contract. Failure to accept a room selection will result in being placed back on the waitlist.  
**ROOM SELECTION: APRIL 11 - 30**  
[housing.wvu.edu/apps/room-selection](http://housing.wvu.edu/apps/room-selection)




University Residences  
516 High Street  
Bellingham, WA 98225

**NONPROFIT  
U.S. POSTAGE PAID  
WESTERN WASHINGTON  
UNIVERSITY**

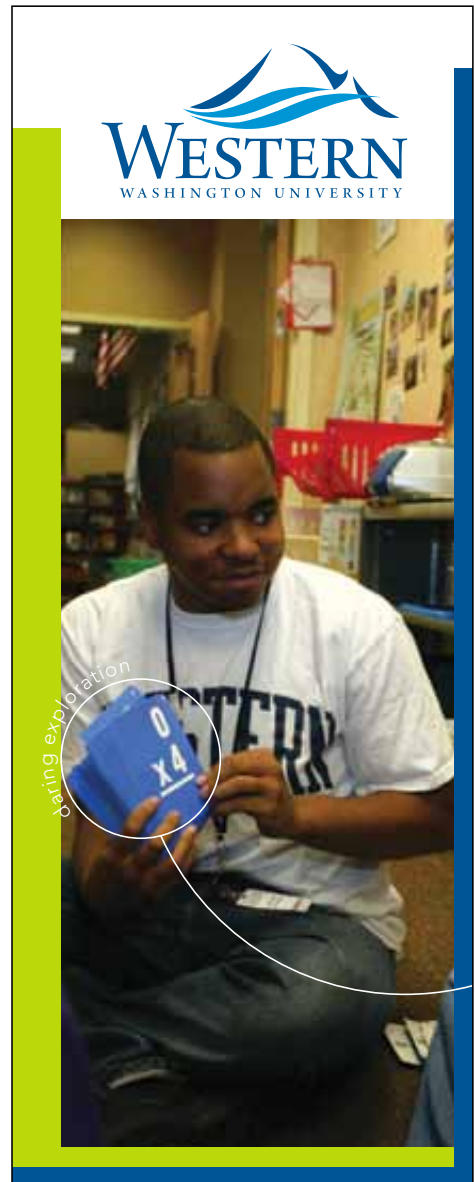
**TIME SENSITIVE:  
OPEN IMMEDIATELY!**

UNIVERSITY RESIDENCES  
HOUSING RENEWAL 2011-2012



[housing.wvu.edu](http://housing.wvu.edu)

RESIDENCE FLYER



BANNERS, VARIOUS SIZES  
Appropriate for indoor and outdoor use.



**POWERPOINT TEMPLATE**

Samples of a PowerPoint templates available to download.  
Other templates are available online at [www.wvu.edu/identity](http://www.wvu.edu/identity).

**WWU graphic identity program**

University Communications  
John Thompson, assistant director  
WWU marketing manager  
360-650-3350  
john.thompson@wwu.edu  
news.wwu.edu

**WWU stationery system**

Print and Copy Services  
Craig Wood, prepress/printer  
360-650-2419  
craig.wood@wwu.edu

**Online templates (coming Fall 2011)**

University Communications/ATUS  
www.wwu.edu/identity

**Editorial style**

University Communications  
Paul Cocke, director  
360-650-2575  
paul.cocke@wwu.edu  
news.wwu.edu

**Marketing strategies and advertising**

University Communications  
John Thompson, assistant director  
WWU marketing manager  
360-650-3350  
john.thompson@wwu.edu  
news.wwu.edu

**Trademarks and licensing**

Athletic Marketing  
Steve Brummel, director  
360-650-7758  
steve.brummel@wwu.edu  
www.wwuvikings.com

**Copying, digital printing and print production**

Print and Copy Services  
Rosemary Sterling, director  
360-650-2987  
rodemary.sterling@wwu.edu  
www.wwu.edu/printandcopy/

**Mailing services**

Mail Processing  
Judy Magnuson, manager  
360-650-3770  
judith.magnuson@wwu.edu

**Graphic design services**

University Communications  
Chris Baker, graphic designer  
360-650-2253  
chris.baker@wwu.edu

University Communications  
Derek Bryson graphic designer  
360-650-2159  
derek.bryson@wwu.edu





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516 High Street, Bellingham, WA 98225  
Old Main 300, MS-9011 • 360.650.3350