

WICREATIONS

BRAND GUIDELINES

#A

Technical Information

Logo

'WI' ICON
DIGITAL USE



'W' ICON
PRINT, DIGITAL USE

WI

WI

WICREATIONS WORDMARK
DIGITAL USE

WICREATIONS

WICREATIONS WORDMARK
PRINT, DIGITAL USE

WICREATIONS

WIMOTION

WICOMMUNITY

WISTAGING

WIMOTION

WICOMMUNITY

WISTAGING

WIMOTION

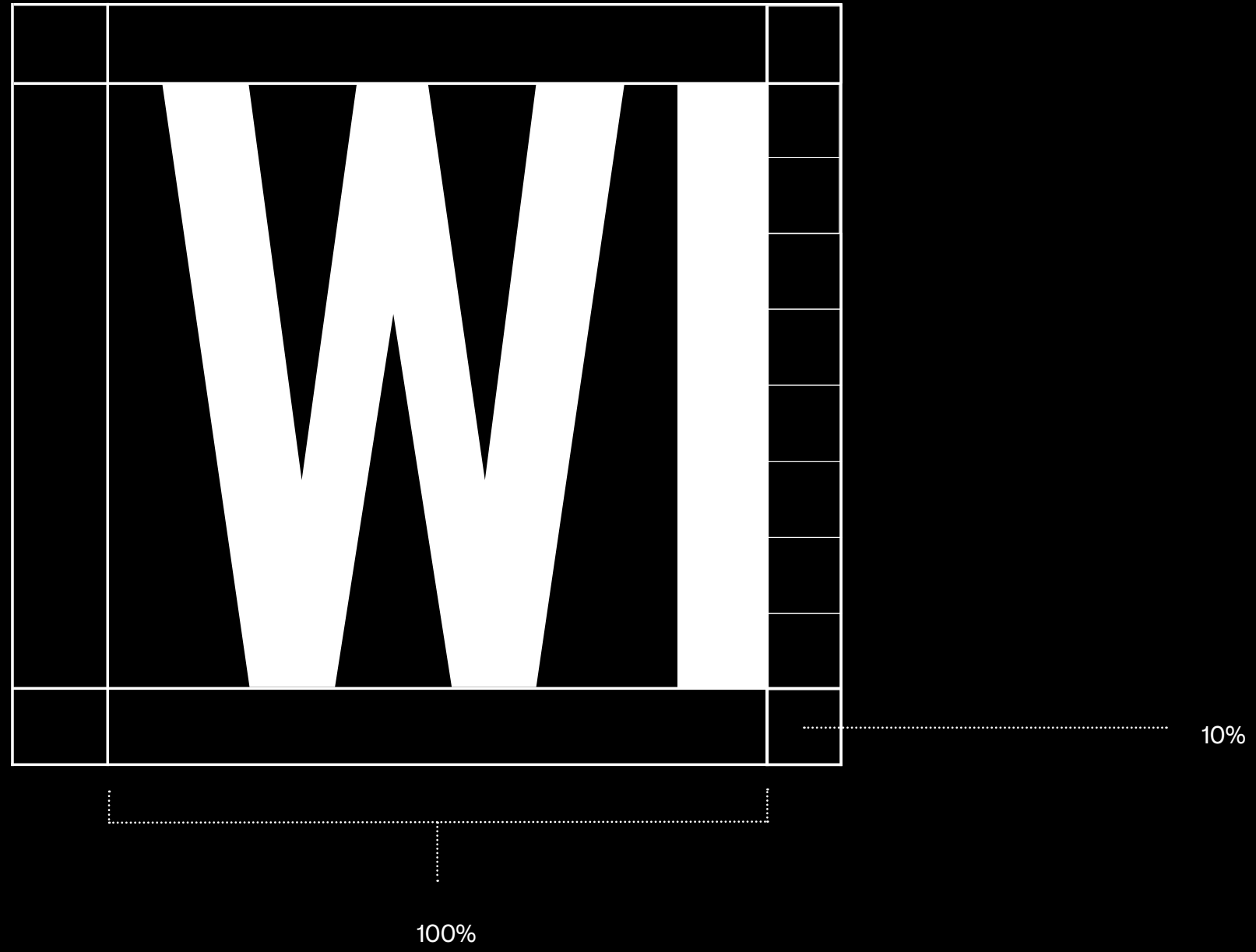
WICOMMUNITY

WISTAGING

WIMOTION

WICOMMUNITY

WISTAGING

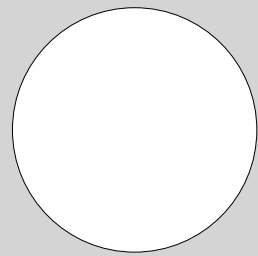


#B

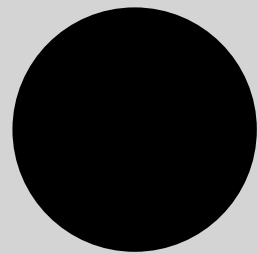
Technical Information

Color

Base

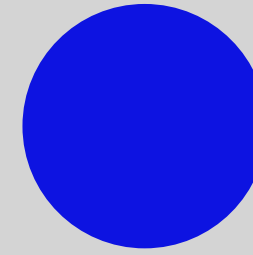


White
#ffffff

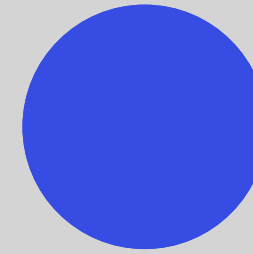


Black
#000000

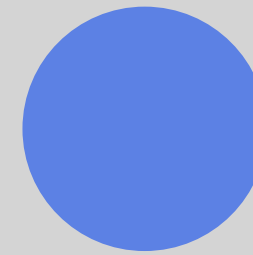
Primary



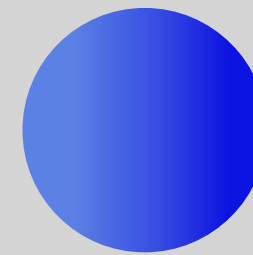
Kobalt blue
#0d13e1



Deep blue
#364ce2

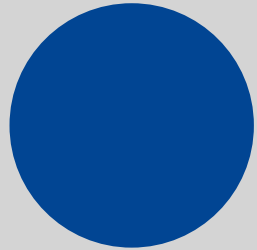


Sea blue
#5c81e4

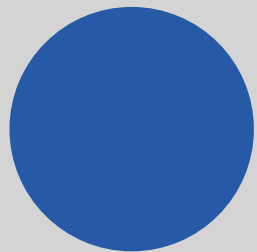


WI gradient

CMYK



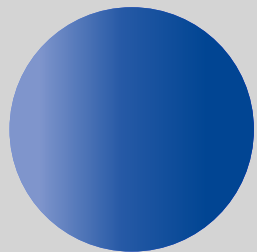
Pantone 661 EC
#014593



Pantone 7455 EC
#265aa6

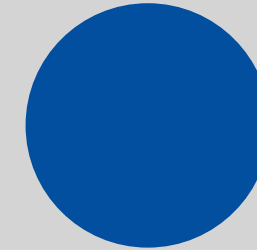


Pantone 7453 EC
#7f95cc

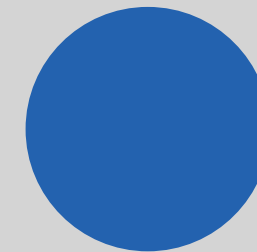


WI gradient

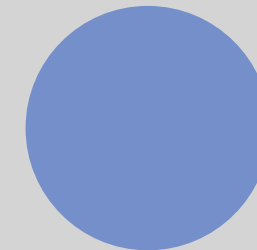
Pantone (coated euro)



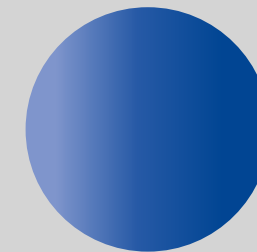
Pantone 661 C
HTML 003591



Pantone 7455 C
HTML 4060AF



Pantone 7452 C
HTML 8193DB



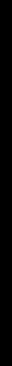
WI gradient

PRINT USE



When printed through **online printing services, laser or inkjet printers** (printers at home or in the office) only **CMYK colors** can be used. When printed with a **professional offset printer** both **CMYK and RGB colors** can be used. To ensure the **best outcome** multiple logo variations are designed. **Use the correct logo variation** to ensure good color & print outcome.

DIGITAL USE



When used in a **digital environment** both **CMYK and RGB** colors can be used. However, the identity is created to bring a wow-factor and stand out in the current digital landscape. **RGB colors** are a dominant part of this identity strategy and **are always preferred.**

#C

Technical Information

Typography

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

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

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

Titling

Din Condensed bold

Subtitling

Neue Montreal Bold

Body

Neue Montreal
Regular