



# Brand-identity Guidelines

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# 1.0

## Graphics Services

### **Overview**

Graphics services are included as part of your WW&S package (27 hours with full contract).

Our in house graphics team will work with you to develop your event marketing materials including: Print, web and e-blasts.

[Click here for Graphics Production list!](#)

Once you choose your graphic package it's important to make sure all the design elements work together.

Any materials with WW&S branding that is being created in-house by your team must be approved by WWS with ample time for edits.

# 2.0

## The Logo Design



The company logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.

Primary Logo in color: Black and Pink (Pantone Rhodamine Red)  
Logo Font: Industrial 736

# 2.1

## Approved Logo usage

### COLOR:

- ✓ Ok to change color of “wine” and “&” so long as they are the same color.
- ✓ All Black over white or solid color background so long as it stands out.
- ✓ All white over solid color background so long as it stands out.



### VARIATIONS:

- ✓ Logo without “shoe” icon at top.
- ✓ Logo written out in straight line. (font: Industrial 736)
- ✗ Using the “shoe” icon on its own. (i.e. As a bullet point, or as a design element as shown on the business card (right)).



# 2.2

## Disapproved Logo usage

### Please don't:

- X Combine logo WWS logo with your logo.
- X Move the "shoe" icon. The shoe may be removed completely, but not repositioned on the logo.
- X Resize the shoe icon.
- X Place logo on top of patterns, photos or other graphics. The logo should be clean and clearly visible.

