



Logo

Get to know our instantly recognizable
brand mark and how to use it.



Our main logos

The new Softchoice and WWT logo is a universal signature we use across all our communications. We created this logo format in English and French. We want it to be instantly recognizable, so consistency is important—please don't edit, change, distort, recolor, or reconfigure it. See page 11 for additional French logo usage



Glyph + wordmark

Our logo includes both the glyph and wordmark, balanced in perfect harmony.



Alternate French logo

This logo is used for our French website and Quebec office location. According to the Quebec Charter of the French Language, office locations and websites are considered public spaces (either physical or virtual) and therefore, the below must be used to remain compliant with french language laws.

The additional context/verbiage “Solutions Informatiques” is required for our public-space logo.

Please only use the logo for the above reason and please don't edit, change, distort, recolor, or reconfigure it.



Logo colour

Logo should always appear full colour on white backgrounds, or legible in white or two-tone with both glyphs in colour on darker backgrounds/images. Same rules apply for the French versions.



Full colour on white



Reversed on orange



Two-tone on dark



Two-tone on image

Scale

Our logos can scale but have a minimum limit to remain legible in web and print applications.



Minimum web: 150 pixels wide
Minimum print: 1.5 inch wide

Placement

Our logos should always appear in the bottom right corner or top left to create consistency across communications.



Standard placement: **Bottom right corner**

- Margins should be two S''' heights wide on all sides.



Standard placement: **Top left corner**

- Margins should be two S''' heights wide on all sides.

Logo guidance

Follow these simple rules to ensure our logo consistently looks its best.
See approved colour variations, placement instructions and sizing recommendations on the pages prior.



✗ Don't remove the wordmark



✗ Don't stretch or manipulate the logo



✗ Don't add objects or text close to the logo.



✗ Don't alter the wordmark with a different typeface



✗ Don't alter or remove the glyph



✗ Do not recolour the logo

Partnerships

Logo lockup guidance for single co-branded partnerships.



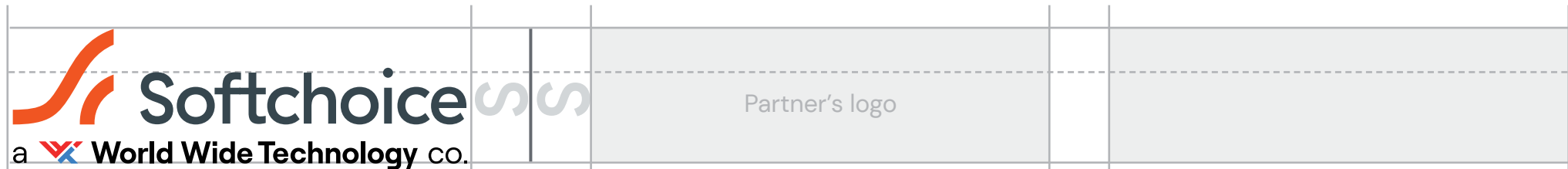
- For single partnership lockups for a horizontal layout
- Always scale the partner logo to ensure it is balanced with the Softchoice logo, it should never appear larger.
 - Always align the partner logo to the vertical centre of the Softchoice logo.
 - Always follow minimum Softchoice logo scale limit of 150px (web), 1.5" (print).
 - Divider line should be done in grey tint.



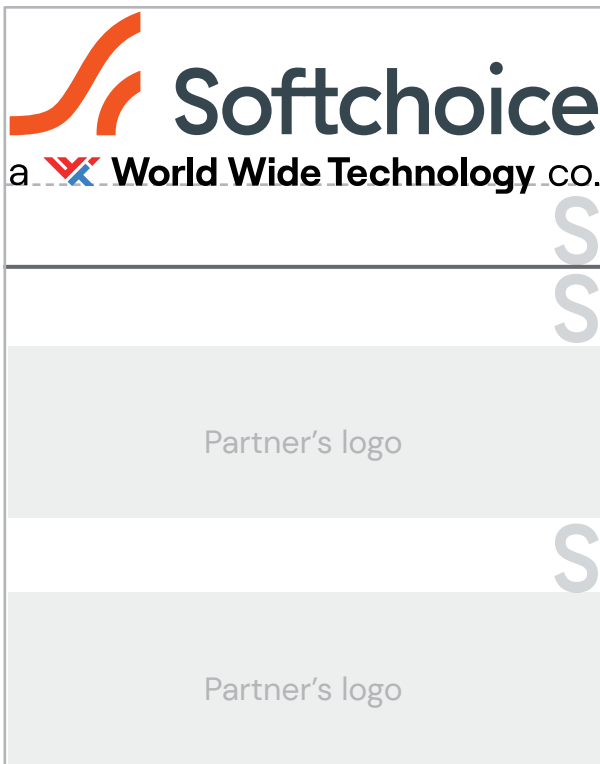
- For single partnership lockups for a vertical layout
- Always scale the partner logo to ensure it is balanced with the Softchoice logo, it should never appear larger.
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Partnerships

Logo lockup guidance for multi co-branded partnerships.



- For multi partnership lockups for a horizontal layout
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- For multi partnership lockups for a vertical layout
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