Logo Usage

All WWT logos must be reproduced from materials supplied by WWT. Each representation of the WWT mark should be consistent, undistorted and clear. Always follow the specifications set forth in the materials provided by WWT. Never alter or create WWT’s logos without authorization from WWT.

Correct Usage

• Use only WWT’s provided and approved artwork
• Use only WWT approved colors
• Use correct positioning for the WWT logo as specified in these guidelines
• Maintain the safe area around the WWT logo
• The WWT logo should not appear on a textured or patterned background
• The WWT logo should not be sized smaller than the minimum size requirements stated in these Guidelines
• WWT has the right to request removal or termination of use of any WWT logo at any time
The WWT Logo

This logo should only be used by WWT and approved WWT partners. Use of the WWT logo is only authorized when a marketing activity or program is sponsored in whole or in part by WWT itself. Partners may post the WWT logo on their websites in their partner vendor lists, but this usage must be approved by WWT and adhere to the guidelines in this document.
The WWT Logo

**WWT RED**
Pantone 1788 C or 1788 U  
C 0%    R 238  
M 97%    G 40  
Y 94%    B 42  
K 0%    Web #EE282A

**WWT BLUE**
C 80%    R 7  
M 45%    G 128  
Y 0%    B 215  
K 0%    Web #0780D7

**SAFE AREA**
The WWT logo must be placed in an area that allows for ample space to “breathe,” free from visual clutter that competes with or obstructs the readability of the mark except where there is approval from WWT Marketing.

**ADDITIONAL USAGE GUIDELINES:**

1. The standard red and blue logo (text below or text to the side) should be used whenever possible, particularly within any Federal marketing communications materials.

2. As an alternative, the “reverse out” version (white on a solid background, or single, solid-color logo on a white background) can be used when trying to coordinate a color scheme.
   - Do not place the logo on a photographic background that provides insufficient contrast
   - Do not place the logo on a busy photograph or patterned background
   - Do not place the logo on a two-toned background (red/blue)

*In the illustrations above, the is 1/3 (.33) the width of the WWT (Red and Blue) Logo mark.*
The WWT Logo

**MINIMUM SIZE**
The WWT logo should always be large enough to ensure legibility. At its specified minimum size, the logo is prominent and readable. The minimum size measurement refers to the width of the WWT signature. There is a print (printed media) and pixel (on screen) minimum size requirement.

- **PRINT**:
  - Width: 125 px - Height: 44 px
  - 1.75 inches

- **SCREEN**:
  - Width: 165 px - Height: 29 px
  - 2 inches
LOGO VIOLATIONS

Do not alter colors of the WWT symbol

Do not alter logo proportions

Do not rotate or skew the logo

Do not interfere with logo safe area

Do not squash or stretch the logo

Do not place logo on busy background
COLOR AND TYPOGRAPHY

**Color Palette**

**CORPORATE COLORS**
- R0 G0 B0
- C0 M0 Y0 K100
- R152 G163 B163
- C43 M29 Y32 K0
- R7 G102 B186
- C89 M63 Y0 K0
- R7 G128 B215
- C80 M45 Y0 K0
- R0 G134 B234
- C77 M44 Y0 K0

**ACCENT COLORS**
- R238 G40 B42
- C0 M97 Y94 K0
- R255 G138 B1
- C0 M56 Y100 K0
- R255 G198 B1
- C0 M22 Y100 K0
- R255 G198 B1
- C0 M22 Y100 K0

**Typography**

**HEADLINES**

- **PRIMARY TYPEFACE:** Proxima Nova

  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  1234567890!#$%^&*()

- **SECONDARY TYPEFACES:** Proxima Nova font family to be used however is most appropriate for the context.

  **PROXIMA NOVA BLACK**
  **PROXIMA NOVA BOLD**
  **PROXIMA NOVA SEMIBOLD**
  **PROXIMA NOVA REGULAR**
  **PROXIMA NOVA LIGHT**
  **PROXIMA NOVA THIN**