

LOGO USAGE GUIDELINES



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LOGO USAGE

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

LOGO USAGE

STACKED

HORIZONTAL

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.



Standard Use



White with Color Bar (In this case WWT Blue)



Black and White



Symbol Only

LOGO USAGE

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

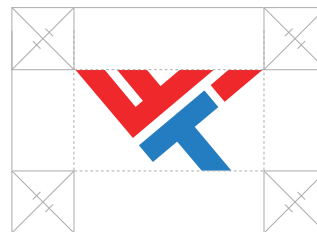
M 45% G 128


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.



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

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)

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.



World Wide Technology

1.75 inches



World Wide Technology

Width: 125 px - Height: 44 px



World Wide Technology

2 inches



World Wide Technology

Width: 165 px - Height: 29 px

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

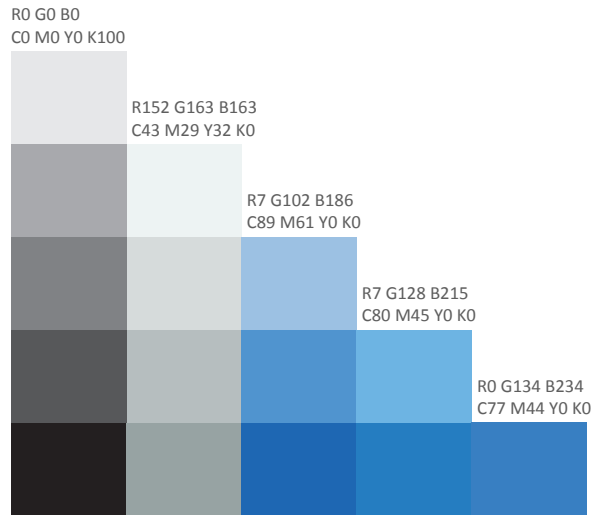


Do not place logo on busy background

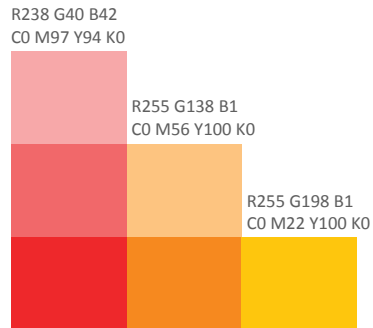
COLOR AND TYPOGRAPHY

Color Palette

CORPORATE COLORS



ACCENT COLORS



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



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