w3r
CONSULTING

BRAND GUIDELINES • 2016

OFFICIAL LOGOS

Color logo
Minimum width = 1.25 inches

Color logo with tagline
Minimum width = 2 inches wide

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Color logo - 2D
Minimum width = 1.25 inches

Color logo with tagline - 2D
Minimum width = 2 inches wide

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Grayscale logo
Minimum width = 1.25 inches

Grayscale logo with tagline
Minimum width = 2 inches wide

Grayscale logo - 2D
Minimum width = 1.25 inches

Grayscale logo with tagline - 2D
Minimum width = 2 inches wide

COLOR PALETTE

The logo should only appear in the official colors:

– Primary and secondary blue
– Grayscale

Primary color palette
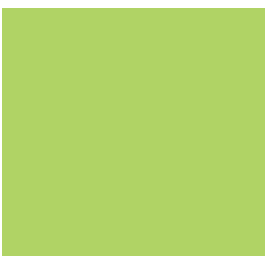
Primary blue
C 100, M 80, Y 0, K 0
PMS 2748
HEX 034ea2

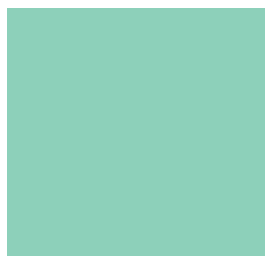Secondary blue
C 80, M 30, Y 3, K 0
PMS 7461
HEX 0091c7

Gradation
Secondary blue to
primary blue
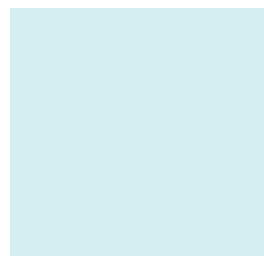Gradient ramp 38%

Secondary color palette
These additional colors may be used to complement the primary color palette. They
do not replace the logo colors, but may be used as bullets, rule lines, boxes and other
graphic elements.

C 30, M 0, Y 70, K 0
PMS 374
HEX bbd976

C 50, M 0, Y 25, K 0
PMS 3258
HEX 7accc8

C 15, M 0 Y 5, K 0
PMS 290
HEX d6eef0

Minimum width

1.25 inches

Minimum width - with tagline

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2 inches wide

Clear space

• Adequate negative space must surround the logo to equal no less than 25 percent of its width. This space should not include text of any kind. For example, if the logo is two inches wide, there should be 1/2 inch of space around it.

CLEAR SPACE

Writing out w3r

• Georgia is the preferred font for writing **w3r**. Using lowercase characters will ensure that the "3" will descend below the "w" and "r"

• If Georgia is not available, the W and R should ALWAYS appear capitalized

  – Exmple: **W3R**

General guidelines

• The logo can be used only in its entirety and should not be defaced, rotated, distorted or altered in any way.

• Do not attempt to recreate the logo.