WILLY WINMAR

BRAND IDENTITY GUIDE

BRAND IDENTITY GUIDE

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WILLY WINMAR

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BRAND IDENTITY GUIDE

FULL COLOR LOGO

The primary logo should be used for the majority of brand applications such as advertising, promotions, site signage, websites, social media and small format marketing material. This version should be used for internal communications as well as external.
The Willy Winmar logo is the visual signature of the company. It is extremely important to follow this brand identity guide.

All variants of logo must be used on applications where the logo will be greater than or equal to 2” wide.

HORIZONTAL LOGO

HORIZONTAL LOGO

2 in.

VERTICAL LOGOS

BRAND IDENTITY GUIDE

LOGO USAGE

All logo variants can be placed on white background, example is presented on this page.

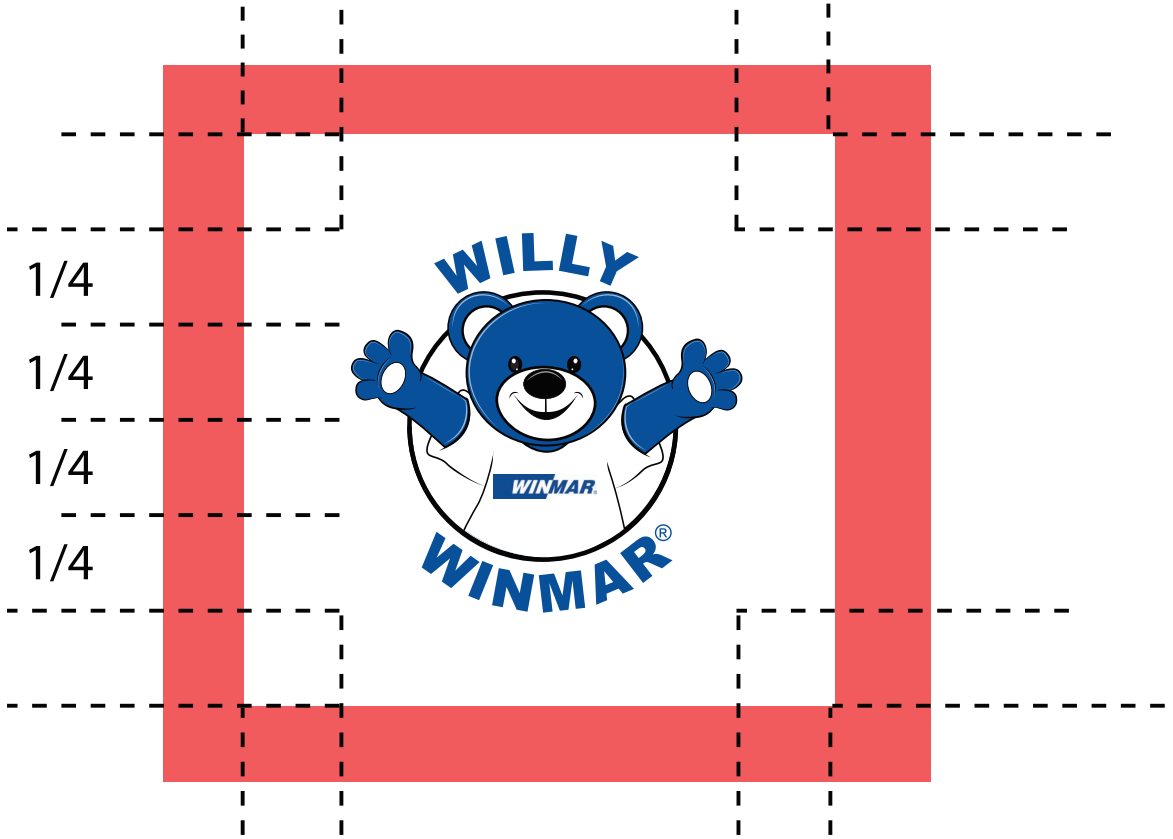
- FULL COLOR LOGO AT WHITE BACKGROUND

#FFFFFF

BRAND IDENTITY GUIDE

CLEAR SPACE

Clearance on each side of the logo should be no less than 1/4 the height of the logo as used.



BRAND IDENTITY GUIDE

IMPROPER USAGE

x Do not use 50/50 split color backgrounds.
x Do not change the font.
x Do not change or alter the icon.
x Do not clutter with additional words.
x Do not scale smaller than instructed in this guide.
x Do not use logo as a pattern or background treatment.
x Do not reverse the colors of the logo.
x Do not print other words inside the logo area.
x Do not change colors used in the logo.
x Do not combine with elements from other logos.
x Do not combine logo with any other graphic elements or images.
x Do not remove icon from the logo.
x Do not alter the size and position of the words.

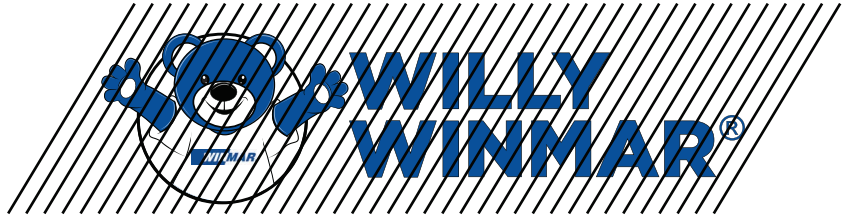
WILLY WINMAR

- THIS GUIDE OUTLINES HOW THE LOGO SHOULD APPEAR. BELOW WE WILL PRESENTED ARE SOME EXAMPLES OF LOGO MISUSE.

DO NOT SCALE DISPROPORTIONATELY.

DO NOT ROTATE.

DO NOT SCREEN OR GHOST THE LOGO.



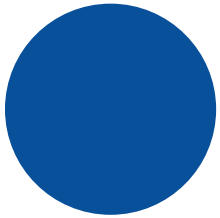
DO NOT PLACE ON DISTRACTING BACKGROUNDS

BRAND IDENTITY GUIDE

COLOR PALETTE

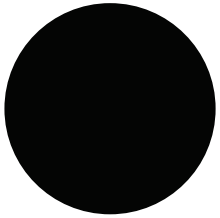
WILLY WINMAR

- PRIMARY PALETTE

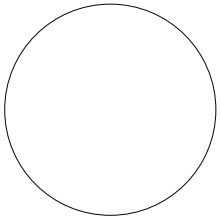


HEX	#004E9A
RGB	0, 78, 154
CMYK	100, 78, 8, 0
PANTONE	7686 C

- SECONDARY PALETTE



HEX	#000000
RGB	0, 0, 0
CMYK	75, 68, 67, 90
PANTONE	black



HEX	#FFFFFF
RGB	255, 255, 255
CMYK	0, 0, 0, 0
PANTONE	white

BRAND IDENTITY GUIDE

TYPOGRAPHY

WILLY WINMAR

HEADER

GOTHAM BOLD

Titles

Gotham Medium

Body

Arial Regular

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Arial Narrow

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BRAND IDENTITY GUIDE

SECONDARY ELEMENTS

Willy Winmar's modern and concise branding is designed to reflect this through the use of clean edges and colors.
A combination of soft calming colors refined by strong deeper hues offer both feelings of trust and expertise.
Layout and composition of Willy Winmar's branding should always maintain clean edges, lines and defined color blocking for modern and concise messaging. Color compositions should be organized in a way that flow and lead the reader to key points allowing them to be at ease.
Color blocks, lines and typography used as supporting elements compliment the clean, fluid lines of the Willy Winmar logo and refines the brand.

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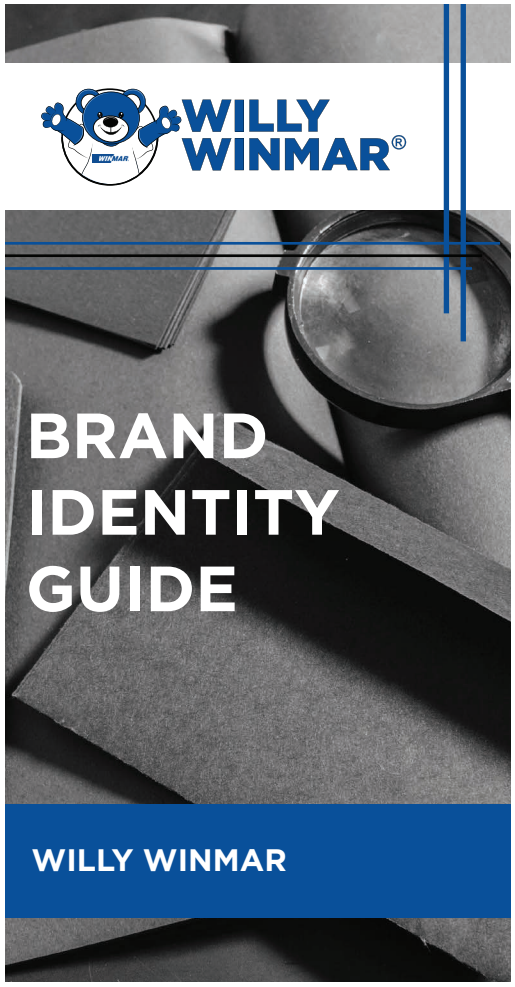
SOCIAL MEDIA EXAMPLES

WILLY WINMAR

INSTAGRAM STORY



SOCIAL MEDIA POSTS