

Wireline Brand Guidelines

Version 1 2014

Wireline Brand Guidelines

Logo

Preferred Version

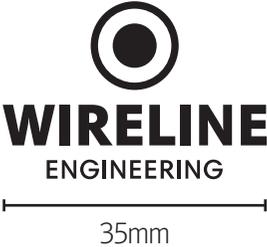
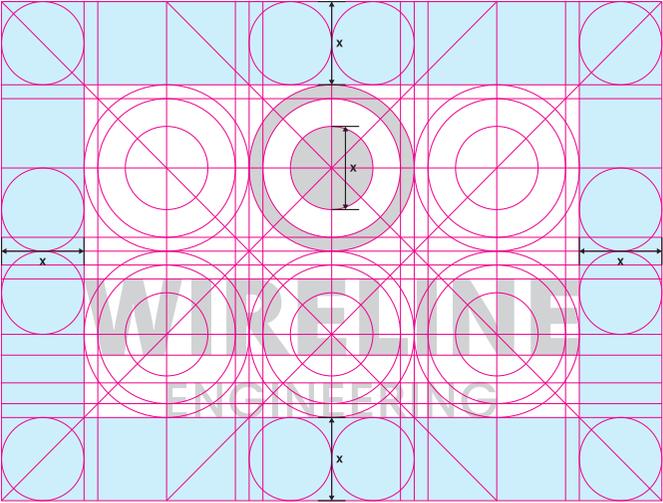
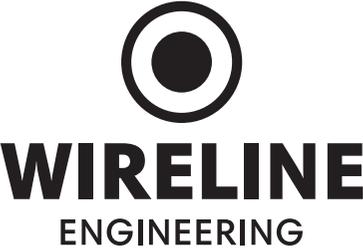
This is the preferred version of the Wireline logo.

Clear Space

It is essential that clear space is used around the logo to maximize its visual impact. Clear space refers to a distance of “X” as a unit of measurement surrounding the logo. “X” is equal to the height of the inner circle of the Wireline icon. Blue indicates Clear Space. The blue area must be kept free of all other graphical and visual elements.

Minimum Size

The preferred version of the Wireline logo should never be smaller than 35mm wide.



Wireline Brand Guidelines

Logo

Additional Versions

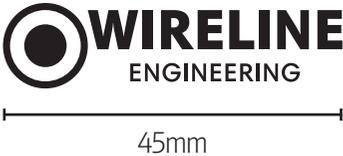
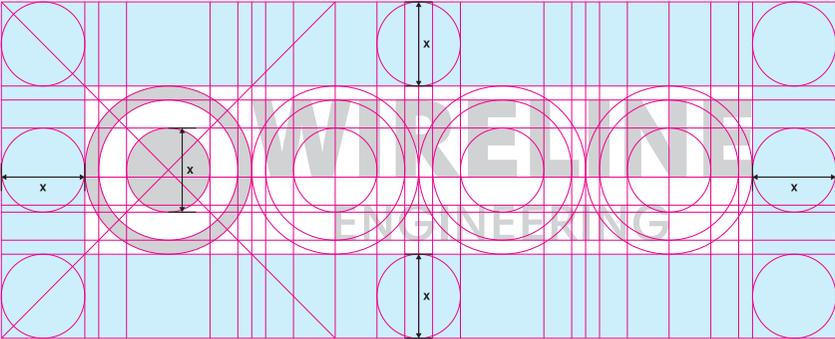
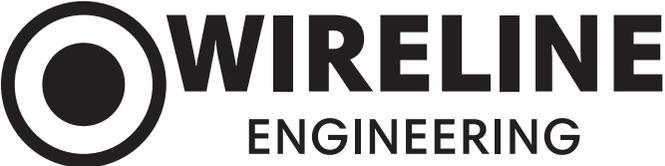
The version of the logo shown on this page may be used whenever it is not possible to use the preferred version.

Clear Space

It is essential that clear space is used around the logo to maximize its visual impact. Clear space refers to a distance of "X" as a unit of measurement surrounding the logo. "X" is equal to the height of the inner circle of the Wireline icon. Blue indicates Clear Space. The blue area must be kept free of all other graphical and visual elements.

Minimum Size

The landscape Wireline logo should never be smaller than 45mm wide.



Wireline Brand Guidelines

Logo

American Version

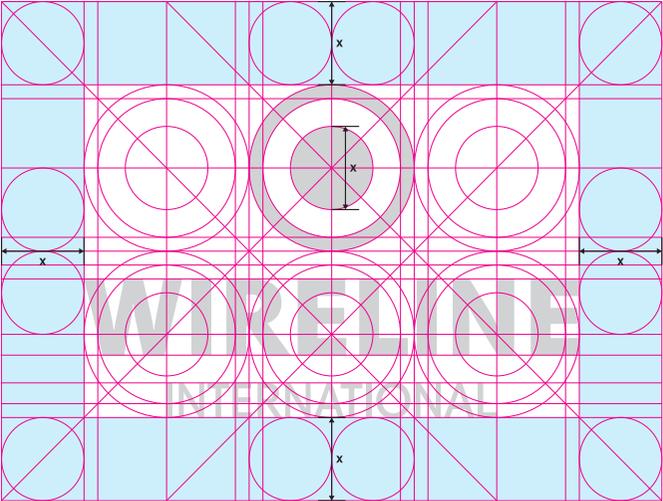
This is the preferred version of the American Wireline logo.

Clear Space

It is essential that clear space is used around the logo to maximize its visual impact. Clear space refers to a distance of “X” as a unit of measurement surrounding the logo. “X” is equal to the height of the inner circle of the Wireline icon. Blue indicates Clear Space. The blue area must be kept free of all other graphical and visual elements.

Minimum Size

The preferred version of the Wireline logo should never be smaller than 35mm wide.



Wireline Brand Guidelines

Logo

American Additional Versions

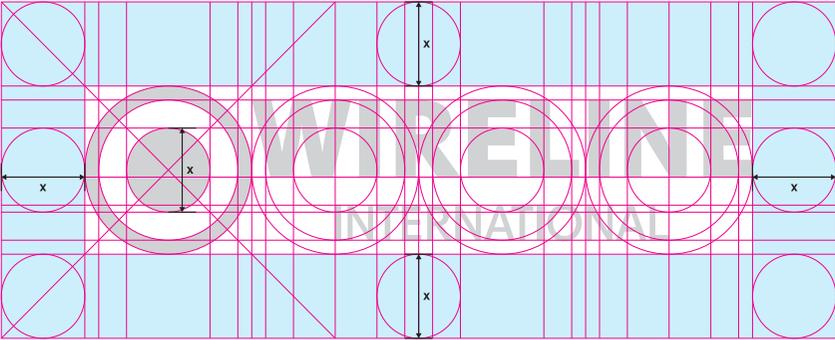
The version of the logo shown on this page may be used whenever it is not possible to use the preferred version.

Clear Space

It is essential that clear space is used around the logo to maximize its visual impact. Clear space refers to a distance of “X” as a unit of measurement surrounding the logo. “X” is equal to the height of the inner circle of the Wireline icon. Blue indicates Clear Space. The blue area must be kept free of all other graphical and visual elements.

Minimum Size

The landscape Wireline logo should never be smaller than 45mm wide.



Wireline Brand Guidelines

Icon

Icon

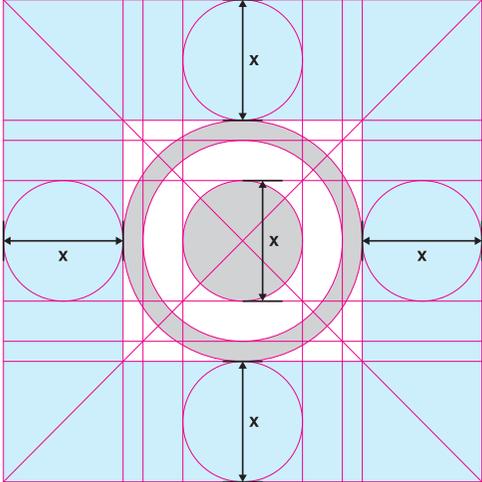
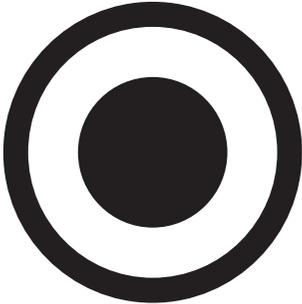
The Wireline icon can be used in both print and digital. The same rules must apply to print and digital, however the minimum size applies to print only.

Clear Space

It is essential that clear space is used around the logo to maximize its visual impact. Clear space refers to a distance of "X" as a unit of measurement surrounding the logo. "X" is equal to the height of the inner circle of the Wireline icon. Blue indicates Clear Space. The blue area must be kept free of all other graphical and visual elements.

Minimum Size

The Wireline icon should never be smaller than 24pt (8.467mm) when used in print.



24pt

Wireline Brand Guidelines

Colour

Wireline Brand Colours

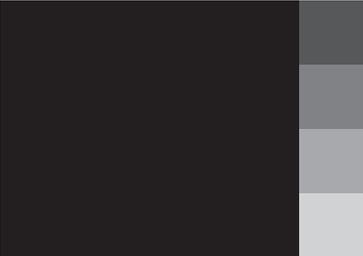
The primary brand colour is Pantone 109U.
Should a coated Pantone be required, use
Pantone 123C.

Pantone 109 U
Pantone 123 C
C 0 / M 25 / Y 99 / K 0
R 255 / G 180 / B 0
FFB400



80%
60%
40%
20%

C 0 / M 0 / Y 0 / K 100
R 0 / G 0 / B 0
000000



80%
60%
40%
20%

Wireline Brand Guidelines

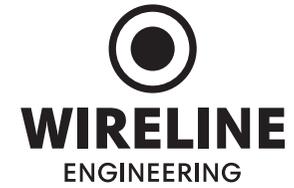
Logo Usage

Logo on Colour

It is important that the guidelines outlined in this document are adhered to so that our brand remains consistent and incorrect usage does not occur.

1. White background logo should be black.
2. Yellow background logo should be black.
3. Black background logo should be yellow.

1.



2.



3.



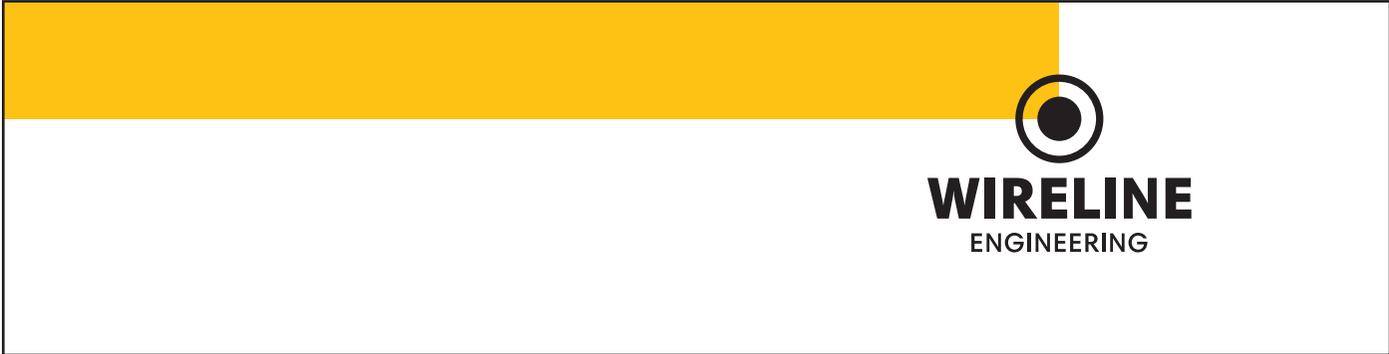
Wireline Brand Guidelines

Logo Usage

Logo with Yellow Band

The yellow band is an optional treatment that allows both the logo and the yellow to be included. The band should always come from the centre of the Wireline roundel. It can be used on the top left or right but never the bottom. It should always run to the end of the page.

Correct Usage



Incorrect Usage

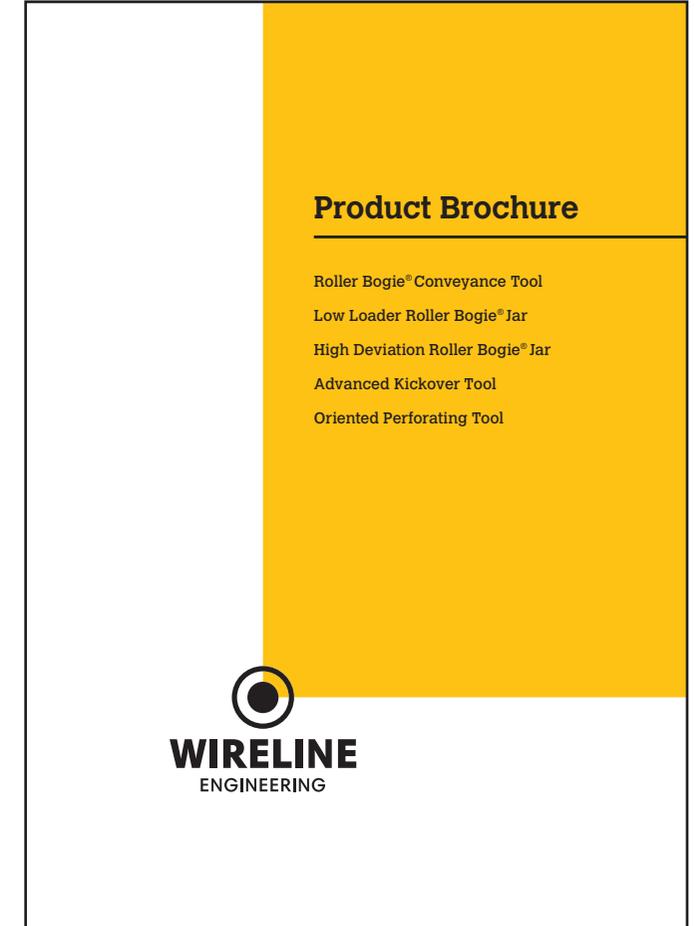
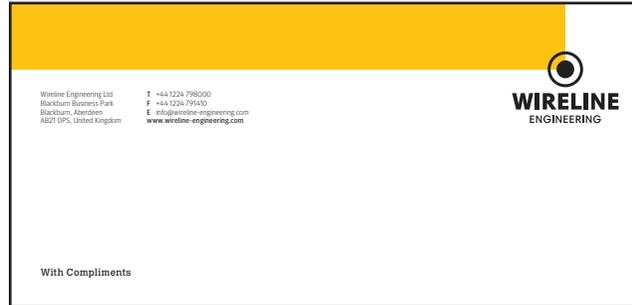


Wireline Brand Guidelines

Logo Usage

Logo with Yellow Band

Examples of the yellow band usage.



Wireline Brand Guidelines

Logo Usage

Incorrect Logo Usage

It is important that the guidelines outlined in this document are adhered to so that our brand remains consistent and incorrect usage does not occur.

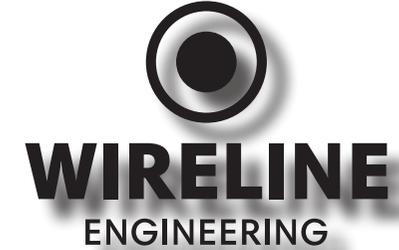
Examples of Incorrect Usage

1. Changing the orientation of the logo.
2. Adding effects to the logo.
3. Changing the colours.
4. Adjusting the shape of the logo.
5. Moving the icon.
6. Changing the size of any logo elements.

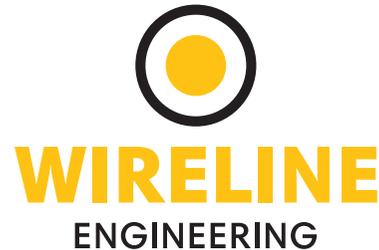
1.



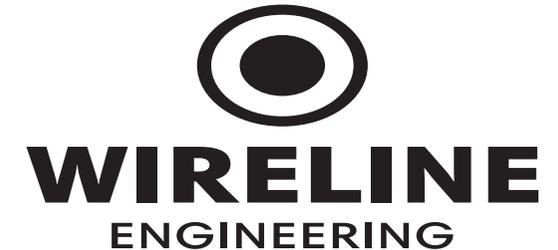
2.



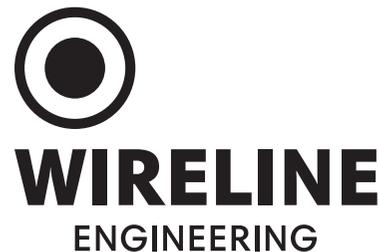
3.



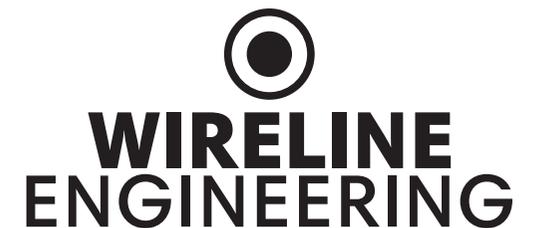
4.



5.



6.



Wireline Brand Guidelines

Type

Preferred Typography

Headlines

The main headline should always be set in Calvert MT Pro Bold.

Sub-headlines

Sub-headlines should be set in Calvert MT Pro Regular or Light.

Body Text

Body text should be set in Meta Headline OT Light or Regular. Meta Headline OT Bold should only be used selectively.

Second Choice Typography

Headlines

The main headline should always be set in Arial Bold.

Sub-headlines

Sub-headlines should be set in Arial Bold or Regular.

Body Text

Body text should be set in Arial Regular.

Calvert MT Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890;()+-=£\$%&@/!?,.

Calvert MT Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890;()+-=£\$%&@/!?,.

Calvert MT Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890;()+-=£\$%&@/!?,.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890;()+-=£\$%&@/!?,.

Meta Headline OT Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890;()+-=£\$%&@/!?,.

Meta Headline OT Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890;()+-=£\$%&@/!?,.

Meta Headline OT Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890;()+-=£\$%&@/!?,.

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890;()+-=£\$%&@/!?,.