Brand and visual Identity guidelines

February 2018

Introduction
Visual guide 2018

A brand is the sum impression that the representations create in the mind of our audiences. It's an integrated personality and positioning that projects the unique image and values of our network.

Those applying this consistent approach to their own communications will benefit from the credibility and equity the brand has already established. The values and reputation associated with the international network as a whole will immediately apply to the author of any communications piece aligned with the brand.

It is vital that all areas associated withWSLALOM make a concerted effort to express what they represent and reinforce it consistently. This guide provides the reference for the creation of the identity that align with the brand.

Brand

1

Variations of the logo
Claim versions

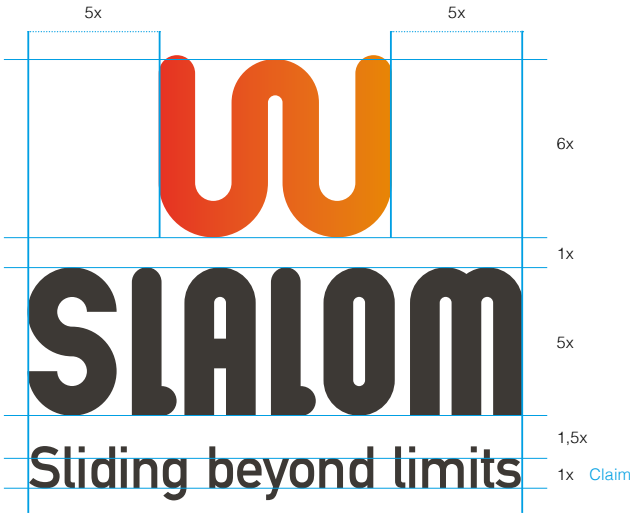
Main logo compostion

Apply in.

Front covers, back covers of brochures, special supports (roll-up, e.g.), corporate material where the communication department deems it appropriate to include it.

Alternative option

Apply this version only in cases of do not having enough space to host the main version.



Variations of the logo
Claim versions negative

Main logo compostion

Apply in.

Front covers, back covers of brochures, special supports (roll-up, e.g.), corporate material where the communication department deems it appropriate to include it.

Alternative option

Apply this version only in cases of do not having enough space to host the main version.

Imagotype
No claim versions

Main compostion

Apply like a watermark, like a pattern, or like a signature in some publicity corporate materials.

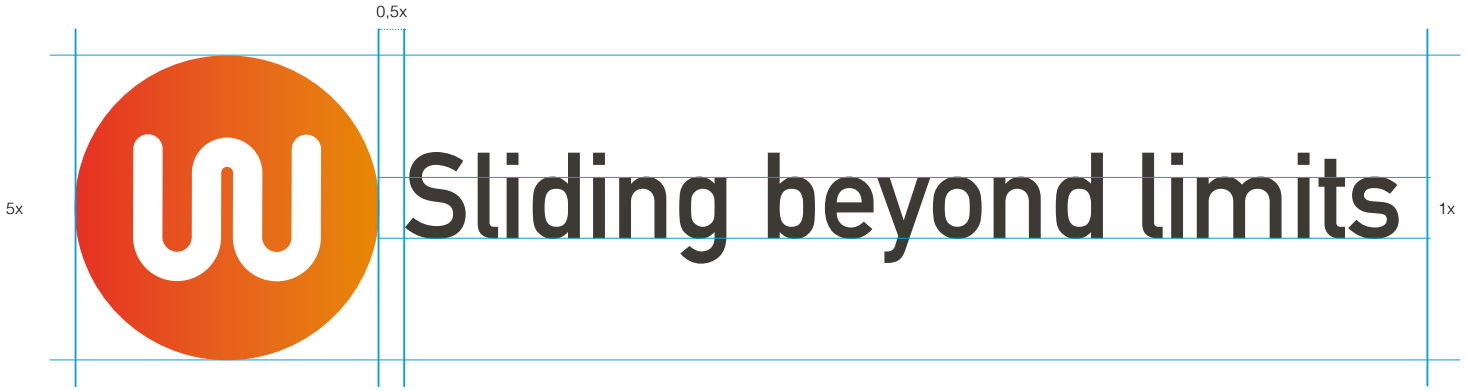
Black version

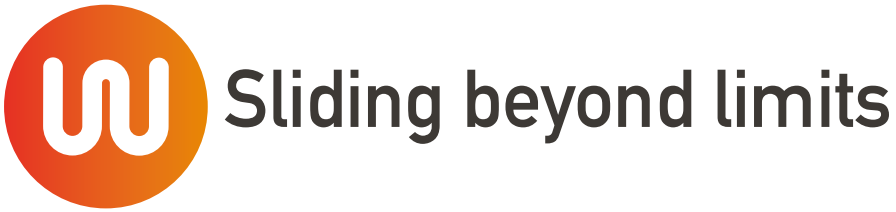
Use this version in case of have a black and white print, or to help the legibility with a white color support behind.

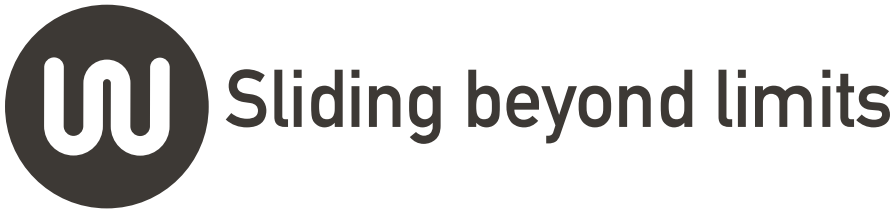
White version

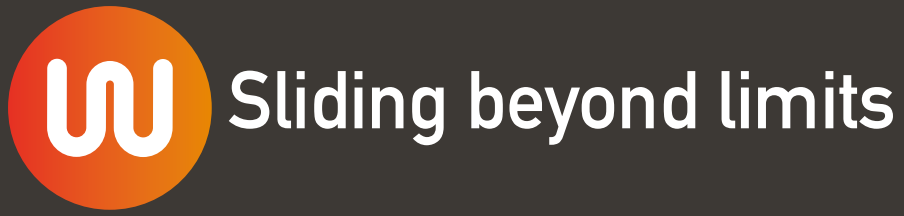
Use this version in case of have a black and white print, or to help the legibility with a white color support behind.

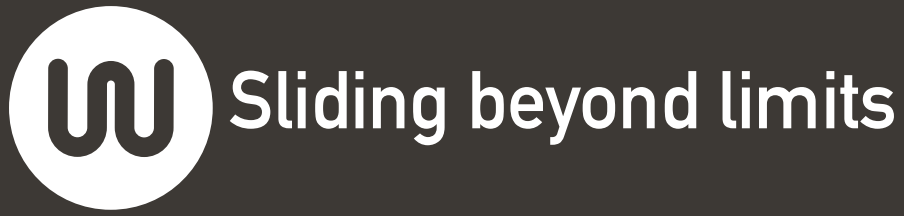
Imagotype
Claim versions











Typography 2

Corporate typography
Comunication Type

The type

DIN alternate: Is a clean, modern and sober sans serif. It can reach a minimalist point but without losing visual force. It has many weights / variants allowing optimal modulations.

DIN Alternate

DIN Alternate Light

12343567890
abcdefghijklmnopqrstuvxwz
ABCDEFGHIJKLMNOPQRSTUVXWZ

DIN Alternate Regular

12343567890
abcdefghijklmnopqrstuvxwz
ABCDEFGHIJKLMNOPQRSTUVXWZ

DIN Alternate Medium

12343567890
abcdefghijklmnopqrstuvxwz
ABCDEFGHIJKLMNOPQRSTUVXWZ

DIN Alternate Bold

12343567890
abcdefghijklmnopqrstuvxwz
ABCDEFGHIJKLMNOPQRSTUVXWZ

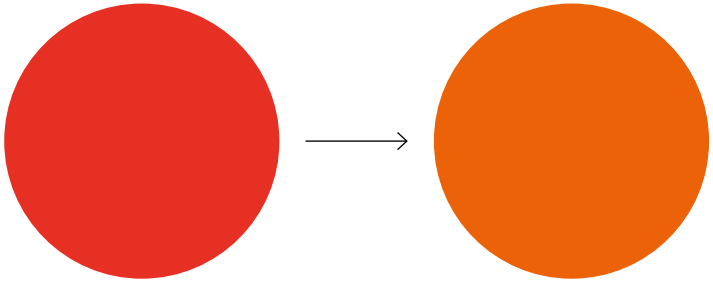
*Always use DIN Alternate Bold for the corporative claim.

Corporate colors 3

Corporate colors
Logotype colors

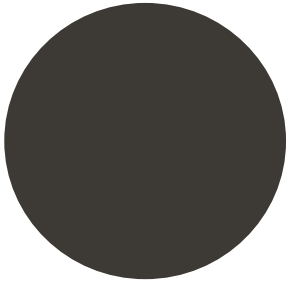
Use of color

The main colors for the (W) are the degraded of Red PANTONE 485C and orange PANTONE 1505 U, and a variation of a soft black PANTONE Black 7C.



PANTONE 485C
CMYK 0 91 90 0
RGB 198 52 40

PANTONE 1505 U
CMYK 0 72 100 0
RGB 207 98 28



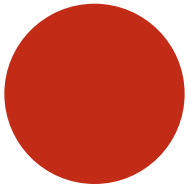
PANTONE Black 7C
CMYK 0 0 0 90
RGB 63 62 62

Corporate colors
Complementary colors

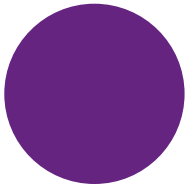
Use of color

Use these colors in corporate pieces, or in publicity supports, to reinforce the brand and the identity of it.

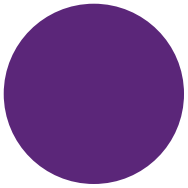
PANTONE 485C
CMYK 0 91 90 0
RGB 198 52 40



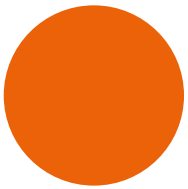
PANTONE 7626 C
CMYK 15 93 100 8
RGB 134 133 136



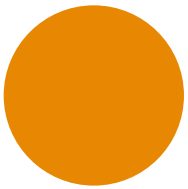
PANTONE 526 C
CMYK 75 100 02 0
RGB 90 41 126



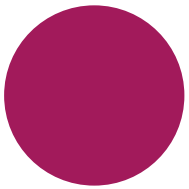
PANTONE 268 C
CMYK 80 10011 2
RGB 81 42 118



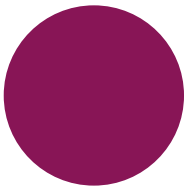
PANTONE 1505 U
CMYK 0 72 100 0
RGB 207 98 28



PANTONE 7569 C
CMYK 6 54 100 6
RGB 209 134 32



PANTONE 220 C
CMYK 36 100 36 9
RGB 139 32 90



PANTONE 235 C
CMYK 39 100 27 26
RGB 115 23 83

Logotype applications

4

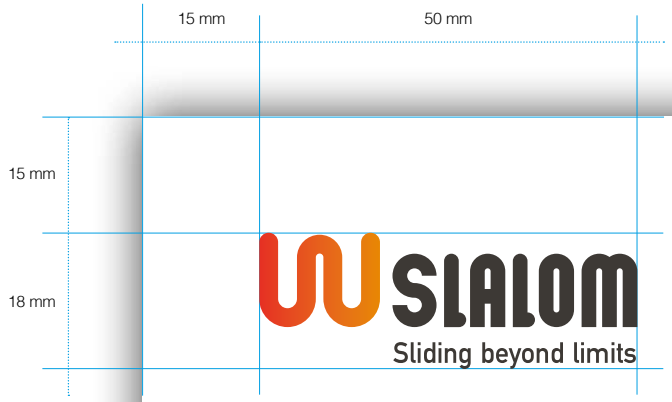
Logotype application
Adaptation to support

Logotype dimension

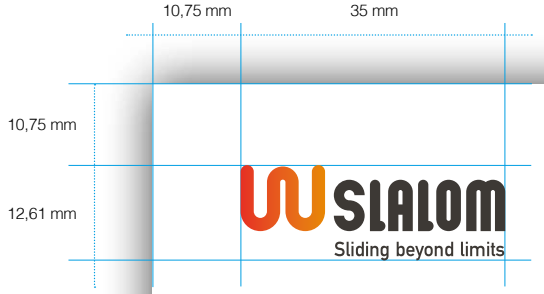
The size of the logo in documents Din A4 size, will be 50 mm wide.

Logotype position

The logo will always be applied on the upper left corner and will have 15 mm of spacing from the top from the left margin.



Aply this dimensions in A4 and 20x20 cm



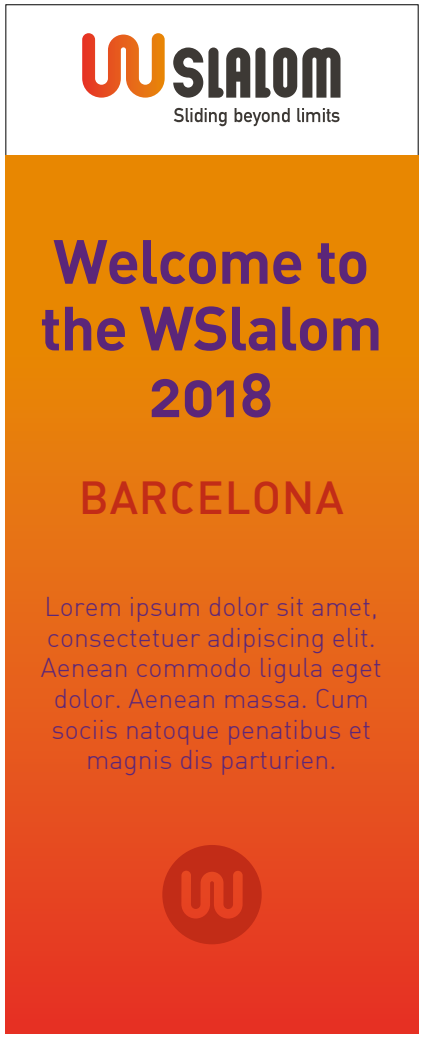
Aply this dimensions in A5.

In smaller formats reduce proportionally.

Adaptation to support
The dimensions indicated correspond to A4 and 20 x 20 cm supports. In smaller formats, like A5, the logo size have to be reduced proportionally to the width of the support.

Logotype application
Mockup

Logotype application
Rollup

Rollup

The objective of this piece is to inform and indicate.
Apply the corporate colors and the correct dimensions to communicate better the message.