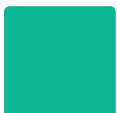
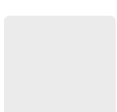


WCE Brand-identity Guidelines

Quick Guide

COLOR PALETTE

	Primary Brand Color PMS 368 C CMYK 50 / 0 / 90 / 0 RGB 139 / 198 / 80 HEX #8bc650
	Secondary Brand Color PMS 349 C CMYK 85 / 35 / 95 / 25 RGB 37 / 105 / 57 HEX #256939
	Primary Accent Color PMS 142 C CMYK 5 / 25 / 90 / 0 RGB 241 / 190 / 54 HEX #f1bE36
	Secondary Accent Color PMS 339 C CMYK 75 / 0 / 55 / 0 RGB 20 / 183 / 148 HEX #14b794
	Tertiary Accent Color PMS 158 C CMYK 0 / 65 / 90 / 0 RGB 244 / 121 / 55 HEX #f47932
	Main Text/Headings CMYK 0 / 0 / 0 / 90 RGB 51 / 51 / 51 HEX #333333
	Subtext CMYK 0 / 0 / 0 / 60 RGB 129 / 129 / 129 HEX #818181
	Background CMYK 0 / 0 / 0 / 8 RGB 233 / 233 / 233 HEX #e9e9e9

PREFERRED LOGO *Use for official WCE communications*



SECONDARY LOGO *Use when secondary to content (non official)*



LOGO ALTERNATE USAGE



LOGO RULES

- » Use the logo graphics as provided.
- » Do not alter the logo in any way.
- » Do not create your own WCE logo.
- » Use only approved colors.
- » Allow for 'safe space' and adequate size.
- » Make legibility a priority

LOGO SIZING

- Preferred Logo min. width: **2.0in**
without tagline min. width: 1.0in
- Secondary Logo min. width: **2.75in**
without tagline min. width: 1.5in
- W Icon min. width: **0.35in**
- WCE Crest min. width: **0.5in**

BRAND FONTS

Whitney HTF Light	Palatino Regular
Whitney HTF Book	<i>Palatino Italic</i>
Whitney HTF Medium	Palatino Bold
Whitney HTF Semi-Bold	<i>Palatino Bold Italic</i>
Whitney HTF Bold	

BRAND ICONS

