



Style Guide

2021



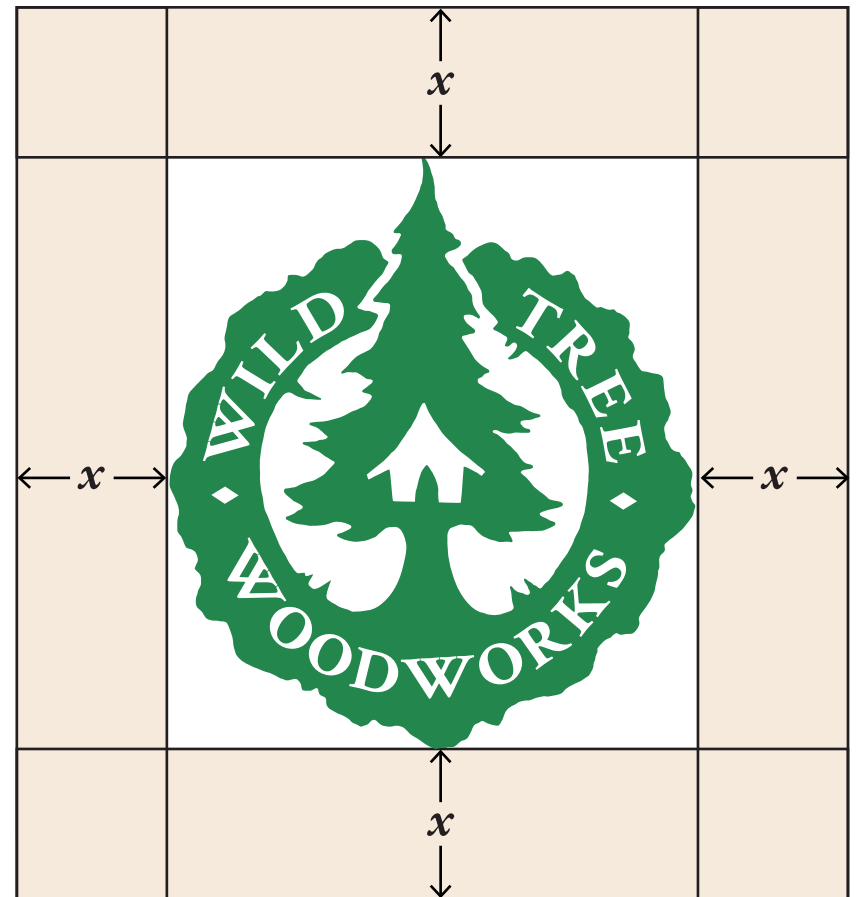
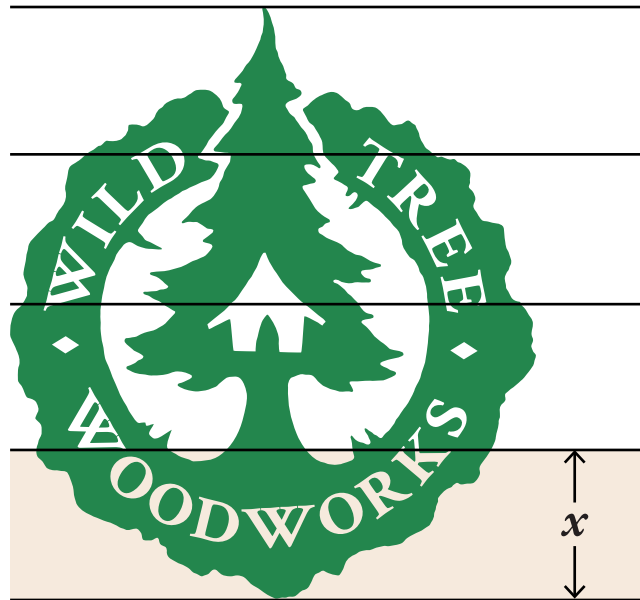
The Logo

Padding Around the Logo

Proper padding around the logo ensures the legibility and impact of the logo by isolating it from competing visual elements such as text and supporting graphics.

This zone should be considered as the absolute minimum safe distance—in most cases the logo should be given even more room.

The minimum padding amount is equal to a quarter of the height of the logo, denoted as x in the diagram.



Logo Colors

The logo can be displayed in a variety of combinations of the brand colors. The general rule in choosing a color combination is to make sure there is enough contrast between the logo color and the background color so that the logo is easily seen without straining the eyes and the logo text is legible.



Logo Usage Guide

Your logo library is a collection of files sorted into folders for your use. Certain file types work better for print vs. digital applications and vice versa.

Use this guide as a reference for how to correctly use your logo for specific applications.

NAMING CONVENTIONS

Every logo in your library has a name that denotes its color mode and file type. Here's a quick reference for how to decipher the nomenclature:

FILE TYPES

EPS • For professional printing & design software (EPS files can be scaled to any size).

JPG • For web & Word docs. Does not have a transparent background. (JPGs will get pixelated if scaled larger than 100%).

PNG • For web & Word docs when you need a transparent background (PNGs will get pixelated if scaled larger than 100%).

COLORS

RGB • For screen / web applications (colors may come out slightly off if they are printed).

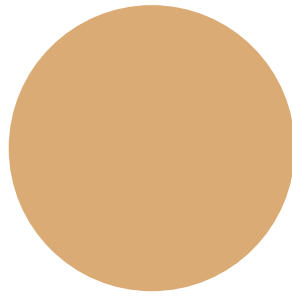
CMYK • For 4-color process printing (the most common way of printing).

PMS • Pantone color values. For spot color printing using solid ink colors.

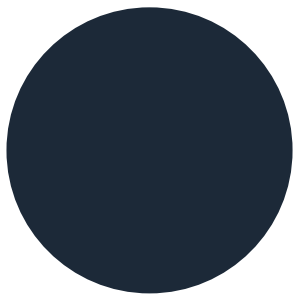
Brand Colors

Digital

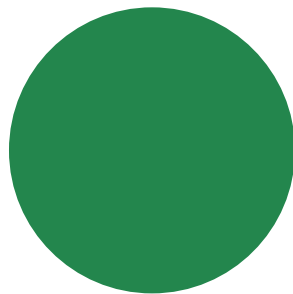
Use these color values for web, email, and social posts—typically files with extensions jpg, png, and pdf.



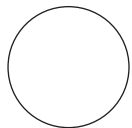
WTW Heartwood
HEX: #DBAB75
RGB: 219 171 117



WTW Blue
HEX: #1C2838
RGB: 28 40 56



WTW Green
HEX: #23864D
RGB: 35 134 77



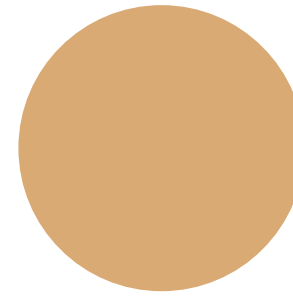
White
HEX: #FFFFFF
RGB: 255 255 255



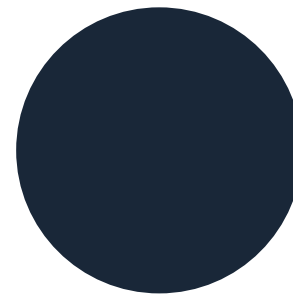
Black
HEX: #000000
RGB: 0 0 0

Print

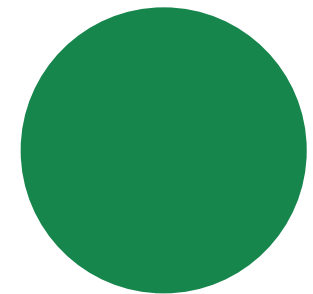
Use these color values for print projects—typically files with extensions tiff, eps, and pdf.



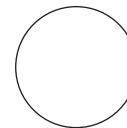
WTW Heartwood
CMYK: 14 34 60 0
PANTONE UNCOATED: 721 U
PANTONE COATED: 721 C



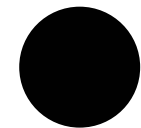
WTW Blue
CMYK: 87 74 52 57
PANTONE UNCOATED: 5463 U
PANTONE COATED: 433 C



WTW Green
CMYK: 84 24 89 10
PANTONE UNCOATED: 348 U
PANTONE COATED: 7731 C



White
CMYK: 0 0 0 0



Rich Black
CMYK: 40 40 40 100
PANTONE UNCOATED: Black U
PANTONE COATED: Black C



Typography

H1 - Titles

Filson Soft Bold

Qui Remporit Landmusdae

H2 - Headlines

Filson Soft Bold

Qui Remporit Landamusdae

H3 - Headlines

Filson Soft Bold

Qui Remporit Landamusdae acepudant maximi

Body Copy

EB Garamond Regular

Otaque nonseque modipid ebisquid qui vent, invenem repudi occus eum nosanduciunt faciunt. Nos eicimus. Unt, solorror as sum quia verio qui a dolore sa sam, vellaut et voluptas. Iqui vitiur sequiat uriorat. Tatem apicatiosa dolorum, simporae alis invel et alitius. Occulparuptas ut quiatib eruptat ibusda nonest et od molescia nobita nonsectia que doluptatiis.

H4 - Subtitles

EB Garamond Bold

Qui Remporit Landamusdae Acepudant Maximi

Captions & Small Print

Filson Soft Bold - All Caps

**QUI REMPORIT LANDAMUSDAE ACEPUDANT MAXIMI ULPA SITIIS INUMQUI CUM
CONETURES QUID QUAM QUIA EOST, REPERNAM, SIMINVERUM QUIBUS NONSEREM.**

Quotes

EB Garamond Bold Italic

*“Ed utem il idigenia dolorumet,
et adi a sed enis autem facesto mo
vollest la porepud ipitae ea conse qui
cum fugitatum sitaquad que seque
volum ullaciaeris poreicius.”*

Dos & Don'ts

Think of this guide as a friend to turn to for advice and not as a strict taskmaster never to be crossed. Its primary purpose is to make your life easier by helping you to create and maintain a consistent brand identity. Below you'll find some dos and don'ts to help you make sense of all the information here.

do

- Feel free to bend or break the rules when you need to, just be careful not to stray too far from your brand identity.
- Be playful! Don't be afraid to mix up text sizes and combinations of brand colors.
- Be protective of your brand. You built it with sweat, blood, and tears!
- Feel free to reach out to me about questions when in doubt about specific case uses.

don't

- Place the logo or text on excessively busy backgrounds.
- Use colors other than your brand colors.
- Change the brand colors by lightening or darkening them.
- Use fonts other than your brand fonts.



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