

1. COLOUR

- A distinctive combination of colours is an integral part of our unique visual identity.
- Our corporate colours, used consistently, give our communications a strong and orderly appearance, creating brand recognition.
- When you are using the WUSC corporate colours; please use the exact colour by referencing the Pantone, CMYK, RGB, or Web colour codes below.

Note: Pantone and CMYK colours are typically used for print materials (i.e posters, brochures, etc) whereas RGB and web colours are typically used for on-screen materials (websites, PowerPoint, etc)

PRIMARY COLOURS					
SWATCH	DESCRIPTION	PANTONE	CMYK	RGB	WEB
	Blue This is WUSC's official colour. It should be the only colour used when displaying the WUSC logo. (Black and White are also acceptable)	301 C	C: 100 M: 72 Y: 27 K: 11	R: 0 G: 73 B: 135	004987
	Gold This is WUSC's secondary colour. This works best when used as a block of colour.	7409 C	C: 3 M: 33 Y: 99 K: 0	R: 246 G: 178 B: 33	F6B221
	Grey This colour is used for all major bodies of text.	Black C	C: 66 M: 64 Y: 67 K: 67	R: 46 G: 42 B: 37	2E2925

SECONDARY COLOURS					
SWATCH	DESCRIPTION	PANTONE	CMYK	RGB	WEB
	Red Secondary colour used to accent and highlight key areas.	1797 C	C: 12 M: 95 Y: 84 K: 2	R: 208 G: 50 B: 57	D03238
	Light Blue Secondary colour used to accent and highlight key areas.	7458 C	C: 55 M: 16 Y: 15 K: 0	R: 114 G: 177 B: 200	71B1C8

2. ORIENTATION

- **Official orientation:** The WUSC/EUMC logo has been designed with the symbol floating above the wordmark. This is the official and proper display.
- **Horizontal orientation:** For use in exceptional circumstances, the horizontal orientation features all the elements of the logo on the same line

OFFICIAL ORIENTATION	HORIZONTAL ORIENTATION
	

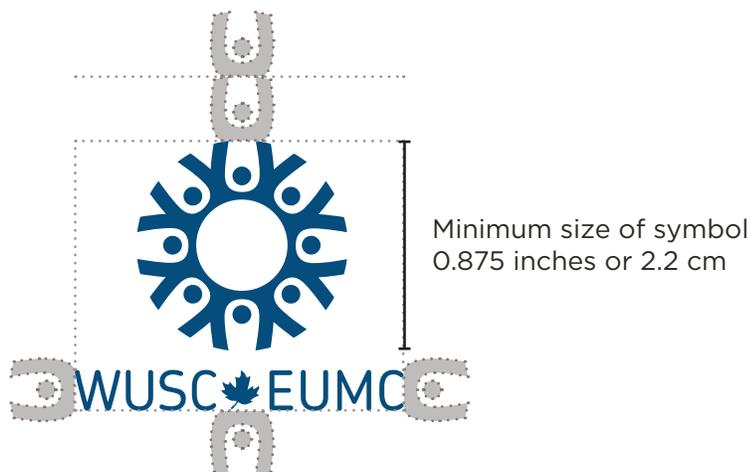
3. SYMBOL vs. WORDMARK

- **Symbol Alone:** If the full logo – symbol and wordmark – has already been established and used prominently, in unique cases the symbol can be reproduced without the wordmark.
- **Wordmark Alone:** The tagline can be used as a separate element.

SYMBOL	WORDMARK
	

4. SPACING & SIZE

- The “people” (or outstretched arms) in the symbol establish the minimum protection space/margin in most applications. It is best to use a double spaced “people” margin above the logo.
- The width of the symbol should never be less than 0.875 inches (2.2 cm).
- When using the logo always ensure the application will not compromise the legibility at any size.



5. STRETCHING

- The relative height and width of these elements must not be altered.

DON'T STRETCH	DON'T SQUISH	DON'T ROTATE
		

6. FONTS OF KNOWLEDGE

- Logo Font - The WUSC/EUMC logo uses the font Chevin medium, (under licence).
No other font should be substituted ¹
- Title Font:** The official headline font is Gotham
- Body Copy Font:** The official body copy font is Gotham Regular or Utopia. Information documents, such as this cheatsheet, can use either font. Documents that contain large paragraphs of text should use Utopia as the Body Copy Font.

¹Our rights to use the font are restricted to the wordmark and tagline. In other words, you cannot use this font for other text.