



WISTA

Logo



# LOGO USAGE

## INTRODUCTION

The logo is the most important element of an organisation's visual identity. As such, it is important to use within certain parameters to ensure it always conveys the same message.

Use the logo that is most appropriate for your needs. NWA's should use their NWA specific logo for all events, communications, and activities being promoted, sponsored or planned by the NWA. The WISTA International logo should be used by the International organization only. The WISTA logo without an NWA name or the word International should be used when the other two are not applicable or preferred.



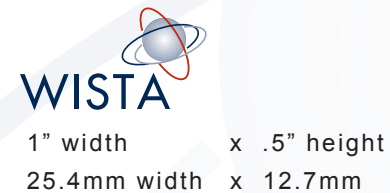


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## MINIMUM ALLOWED SIZE

The minimum allowed size depends on which version of the logo is being used. On the logo without the acronym spelled out the minimum size should be one inch wide by half an inch tall. In metrics, this is 25.44 millimeters wide by 12.7 millimeters tall.

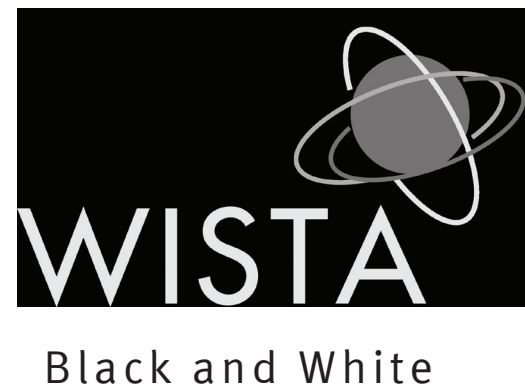
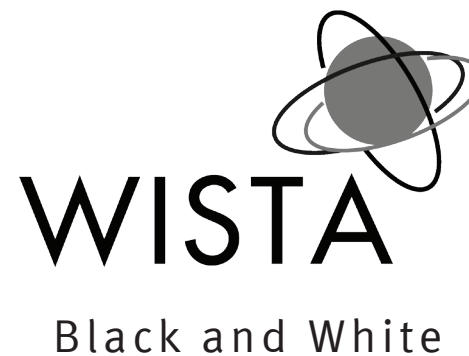
The minimum size for the logo with the acronym spelled out should be 1.7 inches wide by 1.2 inches tall. In metrics, this is 43.18 millimeters wide by 30.4799 millimeters tall. If it is made any smaller, the text becomes unreadable.



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## COLORS AS IT APPLIES TO THE LOGO

There will be times when the logo has to be printed or shown in a black and white environment, in colour, on dark backgrounds, etc. The following is the way to approach each scenario.

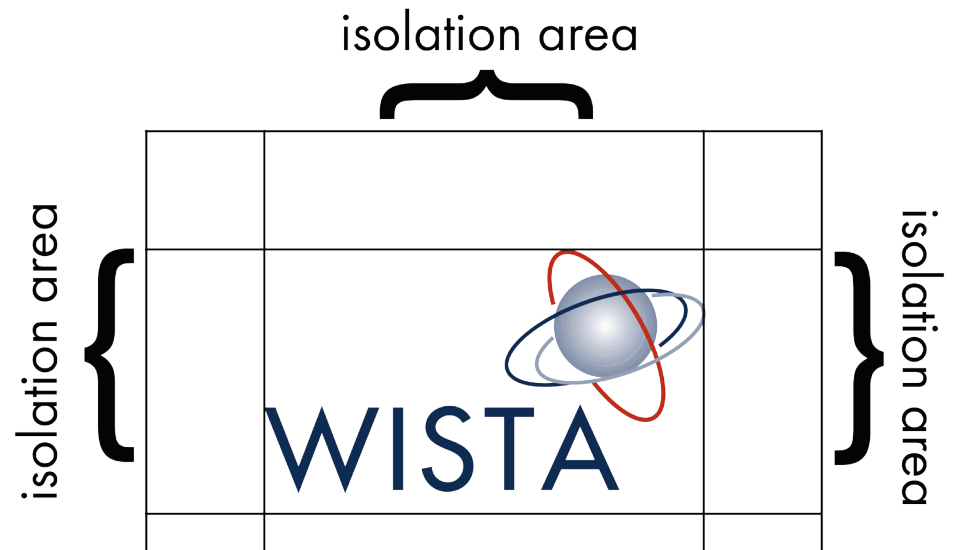


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## LOGO CLEARANCE

The logo should have a margin on most sides in order to leave some breathing room. The margin should be a minimum of the width of the letter W in relation to the logo as shown below.

The only exception is the bottom. The logo may be used without much space on the bottom.



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## LOGO | CORRECT

Since WISTA is a global organisation, variations are necessary for each country. On the right, you will see the correct approach for such usage of the logo. The country name should be written for international purposes in English, but may be written in the local language for domestic purposes.



## LOGO | WRONG

Whenever the logo appears with the name of the country, said country should never be in capital letters. It should always follow the same format as seen in the what to do example on the right.



# LOGO USAGE

## LOGO | WRONG



Changing the placement of the logotype.



Distorting the shape of the logo in any way.



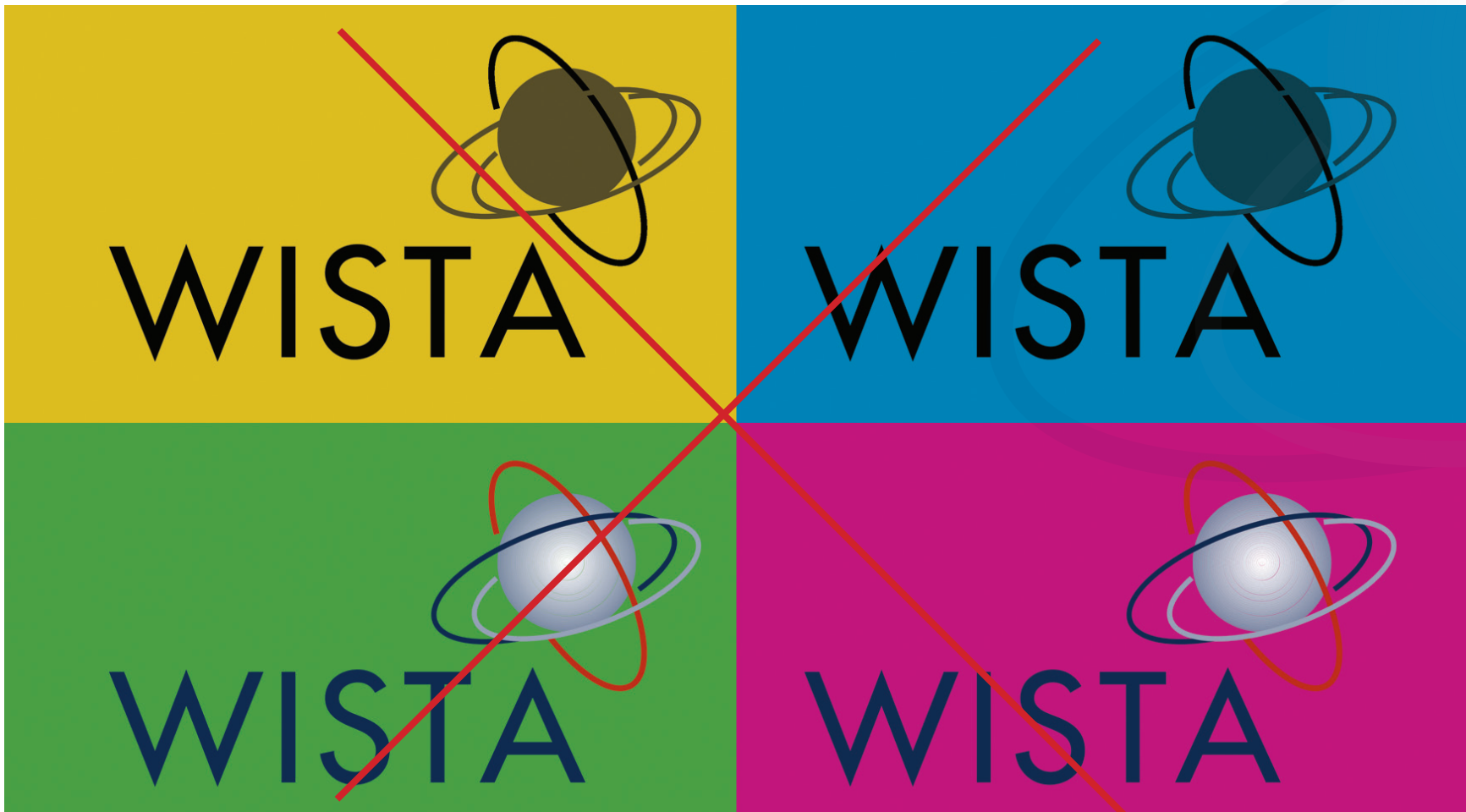
Changing the size of the logotype in relation to the text.



Changing the colour in any way.

# LOGO USAGE

Always avoid background colours, with the exception of WISTA's corporate colours or black and white.







WISTA

Logomark

# LOGO USAGE

## LOGOMARK

On occasion the logomark may be used by itself as a design element. Also, some elements of the logomark may be used to create shapes. This will be discussed further during the image section. The globe should not move or spin in multimedia uses.

