WISTA

BRAND STYLEGUIDE

IMAGES

IMAGES

PHOTOGRAPHS | CORRECT

Images should be relevant to whatever the piece is trying to convey. Whenever possible photographs depicting the corporate colours should be used.

Key points: Depth, contrast, interesting angles, style, movement. These key points should be used as a general idea of what images should be like. An image may not possess all of these qualities, but at least some should be present.

Whenever text or the logo is used in conjunction with an image, the background and foreground should have enough contrast to ensure legibility.

PHOTOGRAPHS | WRONG

Specific shipping brands or logos present in photographs should be avoided or edited out.

In order to avoid copyright infringement, users should refrain from using any image they do not own the rights to. An appropriate source is a stock company such as shutterstock.com, but only if you have an account with them.

WISTA

IMAGES

CONTRAST | CORRECT

The following is an example of appropriate contrast.

IMAGES

CONTRAST | WRONG

The following are examples of BAD contrast that should be avoided at all costs.

IMAGES

CONTRAST | CORRECT

The following is an example of appropriate contrast.

WISTA

IMAGES

CONTRAST, EXAMPLES

The following examples show good versus bad contrast.

GOOD CONTRAST

BAD CONTRAST

IMAGES

PLACEMENT

The logo should almost always be placed at the top left corner. Most cultures read from left to right and top to bottom. Not all do, but enough to warrant this placement as it ensures the vast majority of the people will come across it first, setting the tone for the rest of the piece.

When the main focus of a visual is the logo, it can also be placed at the center of the page or near it (see cover and closing page as examples). Lastly, the logo may be used centered on top in collateral like a rollup or a trifold.
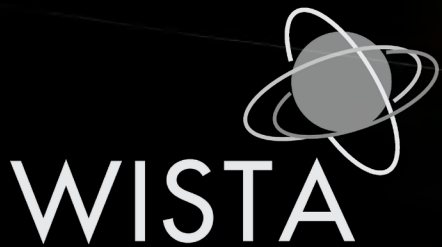
IMAGES

PLACEMENT

IMAGES

PLACEMENT

The ellipse of the logo can be used to make a shape within an image. This may be needed for posters and large scale prints, but can also work with smaller collateral materials.

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IMAGES

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The logomark can be used by itself at different opacities as a design element.