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**BRAND GUIDELINES  
2018**



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GUIDELINES

# 1 LOGO

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The WEkEO logo has to be displayed on a white background to guarantee the transparent effect of the design.

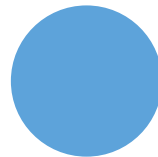



## 2 COLORS

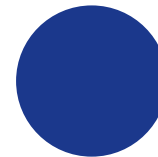
The use of WEKEO brand colors will ensure consistency of the brand across all mediums.


### PRIMARY COLORS

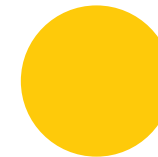
The primary colors of WEKEO are inspired by Copernicus logo color set.



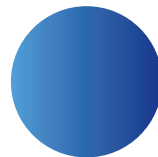
**BLUE 1**   
C 64 M 24 Y 0 K 0  
RVB (93,163,218)



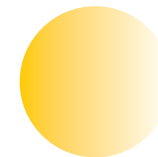
**BLUE 2**   
C 100 M 90 Y 0 K 10  
RVB (37,48,129)



**YELLOW**   
C 0 M 20 Y 0 K 100  
RVB (255,200,0)



**GRADIENT 1**  
Blue 1 > Blue 2



**GRADIENT 2**  
Yellow > White

### 3 TYPOGRAPHY

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PF Square Sans Pro family is the mandatory font for WEkEO's logo, images incorporating texts and professional publications.

PF SQUARE SANS PRO LIGHT

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

PF SQUARE SANS PRO MEDIUM

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

PF SQUARE SANS PRO REGULAR

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

PF SQUARE SANS PRO BOLD

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

## 3 GUIDELINES

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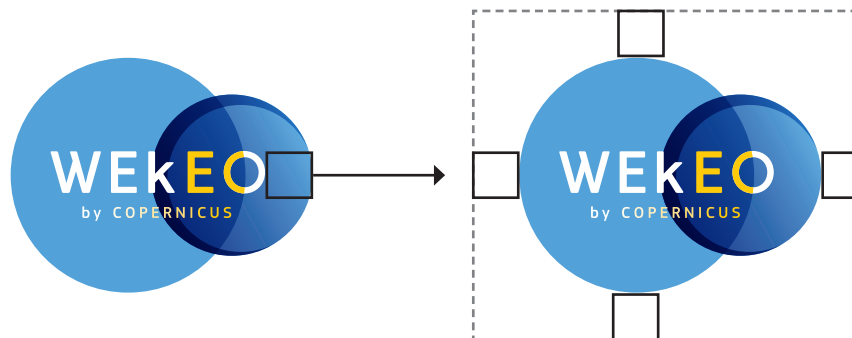
### BACKGROUND COLOR

Everytime the layout makes it possible, the WEkEO logo has to be displayed on a **white background** to guarantee the transparent effect of the design.



### LOGO POSITIONING

It is important to not violate the space around the logo.  
No graphical elements should be displayed inside the «security frame».



# 3 GUIDELINES

## LOGO DON'TS



**NO**  
No rotation



**NO**  
No color modification



**NO**  
No shape modification



**NO**  
No distorsion

## 3 GUIDELINES

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### PARTNERS LOGOS

When the WEkEO appears along with its partners, the logos should be displayed as follows :

