

Brand Guidelines



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The Logo.

The Wise logo is crucial to increasing brand awareness and perception. It may not be altered in any way other than specified in this style guide.

The consistent use of the logo will develop strong brand recognition and public awareness.

Logo Master

The logo and logotype (text) must be used in its entirety. It must always be produced exactly as shown and in the defined Pantone solid coated colours or CMYK colours.



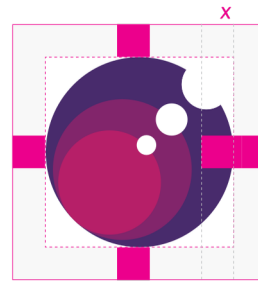
Logo Stacked



Logo Horizontal



Symbol

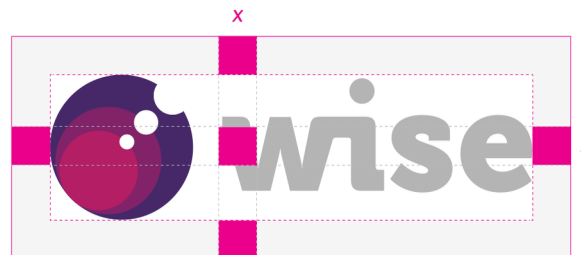
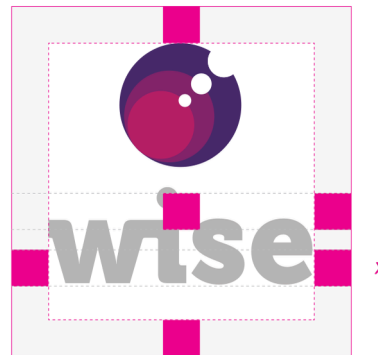


The Clear Space is defined by the small square.

Clear Area

The logo will always be surrounded by minimum clear space separating it from other objects and elements so it can be clearly identified.

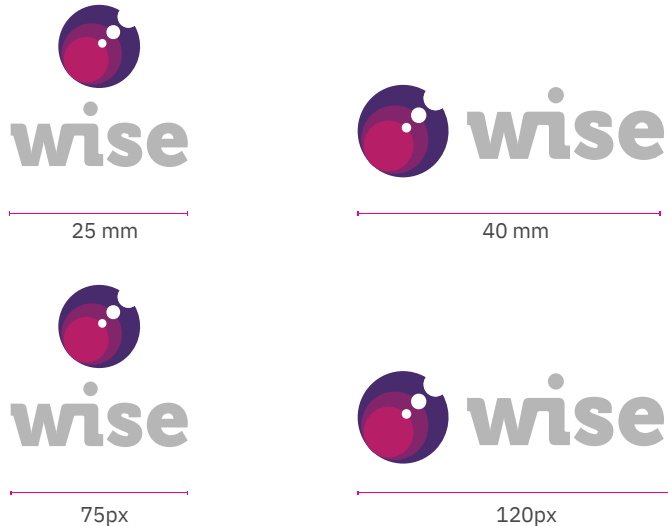
This clear space should be kept free of all type, graphic elements, rules and detailed areas within illustrations and photography.



The Clear Space is defined by the height of "lowercase" text on Logo.

Minimum Width

The minimum stacked logo width for print is 25mm and 75px for digital. The minimum horizontal logo width for print is 40mm and 120px for digital. The minimum size for the logo should only be used for applications with limited space available, the logo should never be set smaller than these sizes.



Alternate Versions

The reversed logo can effectively be used over an image and is the preferred choice of logo for this application. However, when this is done the underlying image must be simple and not overly detailed. This will ensure that the logo stands out.



Logo on black



Monotone logo black

Incorrect Use

Here are some examples on how not to use our master logo.



Do not alter logo in any way.



Do not use drop shadow or effects on the logo.



Do not rotate the logo.



Do not use colour logo in any colour background.



Do not stretch the logo.

Colour Palettes.

Primary Colours

The Wise colour palette consists of Primary and a Secondary colour palettes.



Violet

Pantone 275 C

RGB 33 23 71

HEX 211747

CMYK 98 99 0 58



Plum

Pantone 249 C

RGB 128 40 108

HEX 80286C

CMYK 43 100 0 17



Hibiscus

Pantone 675 C

RGB 174 37 115

HEX AE2573

CMYK 17 98 1 7

PACIFIC BLUE

Pantone 3125 C

#00AEC7

C	89	R	0
M	0	G	174
Y	19	B	194
K	0		

FLUSH ORANGE

Pantone 151 C

#FF8200

C	0	R	255
M	21	G	130
Y	100	B	0
K	0		

Secondary Colours

INDIGO

Pantone 2607 C

#500878

C	85	R	80
M	100	G	8
Y	0	B	120
K	13		

PASTEL PINK

Pantone 706 C

#F7CED7

C	0	R	247
M	19	G	206
Y	0	B	215
K	0		

Aluminium

#A7A9AC

C	0	R	167
M	0	G	169
Y	0	B	172
K	40		

White

#FFFFFF

C	0	R	255
M	0	G	255
Y	0	B	255
K	0		

Colour Balance

Colour balances are dominant the primary colour and neutral.



Iconography.

Icons are important visual aids that help people quickly navigate through our media. Customers can easily scan the images for the icon that's familiar and important to them.



Imagery.

Imagery should always be in keeping with the brand and should portray the brand image at all times. Below are examples photography that can be used throughout all communication for the brand.

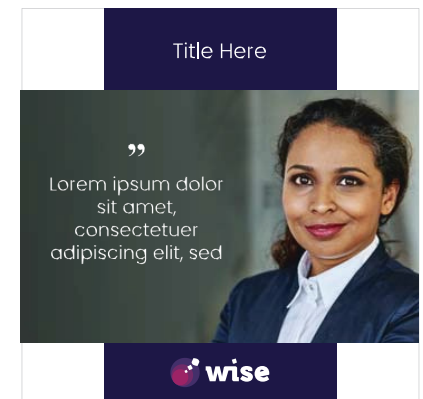
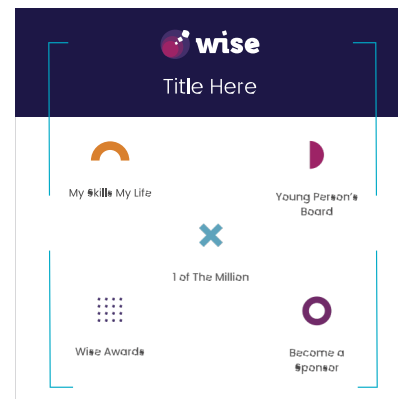
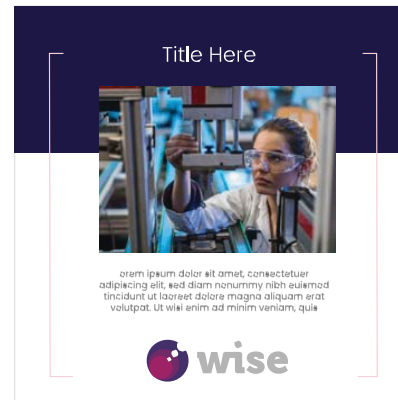
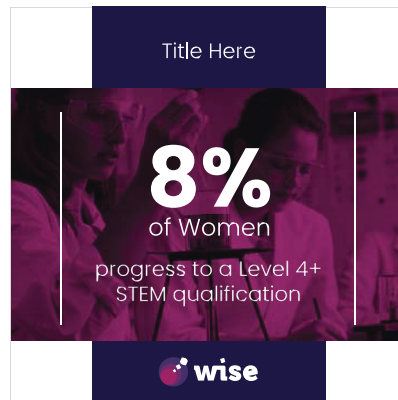


Blending Image

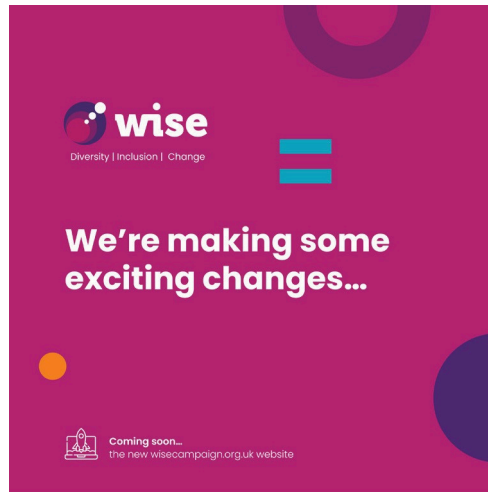


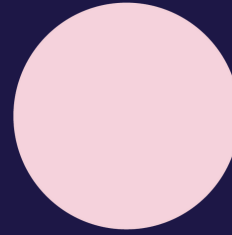
Examples.

General Social Media Templates



LinkedIn Tiles





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