

Summary

This guide focuses on the use of the corporate identity elements in all Webitecture communications.

It is intended to ensure that Webitecture's corporate identity is protected, enhanced, and projected in a manner consistent with acceptable graphic guidelines, desired brand position, and personality attributes.

As custodians of the brand, all marketing communications professionals and their suppliers share in the responsibility to support and reinforce our guidelines and imagery. This guide has been offered as a tool to assist you in these efforts.

If you have questions, please contact us on 1300 66 46 48.

Branding/LogoType

Primary Logo



Blue indicates Clear Space, must be kept free of other elements.

Grey padding indicates Safe Zone.

Magenta indicates type and element alignment and boundaries.

The minimum required Clear Space is defined by the measurement 'X'.

Alternative Logo

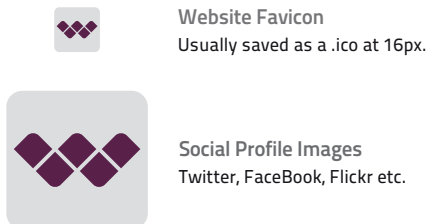


Font used in logotype

HelveticaNeue LT
1234567890 !@£\$%^&*()-=+
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

TitilliumMaps26L - 500wt
1234567890 !@£\$%^&*()-=+
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Colour specifications



Colour specifications

