

Style Guide



It is a valuable corporate asset
which must be used consistently
in the proper approved forms

LOGO GUIDELINES



This document has been composed to give you an understanding of the core elements that have come together to create a distinctive look and feel that makes your brand instantly recognisable. Within you will note primary colour values, logo usage rules, fonts used and typography guidelines, and any secondary language. This document will assist you in ensuring a consistency across all your companies professional communications.

Light Theme Logo



WooMedia.com.au

Dark Theme Logo



WooMedia.com.au

Logo Colors



PRIMARY



CMYK

70 / 42 / 00 / 76

RGB

18 / 35 / 60



CMYK

27 / 37 / 80 / 3

RGB

188 / 153 / 80

CMYK

0 / 0 / 0 / 0

RGB

255 / 255 / 255

Font



Montserrat Semi Bold

A A

Logo Usage



Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic element of any kind should invade this zone.

The logo type should stand with a space surrounding it of no less than 25% of the total logo width and height. In the example provided, 12.5mm would need to be allowed on either end and 5.375mm on the top and the base of the logo type.

The height of the logo should not be less than one inch in any application. (A minimum height of 72 pixels.)



Restrictions on Logo Usage



X Do not remove elements from the logo.



X Do not alter the color of the logo.



X Do not modify the position of elements or add shadowing or shading to the logo.



X Do not rotate, warp, distort or change perspective of the logo.



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