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



Dark Theme Logo







THE POWERHOUSE OF REALESTATE

PRIMARY

CMYK RGB 70 / 42 / 00 / 76 18 / 35 / 60

CMYK RGB

27/37/80/3 188/153/80

CMYK RGB

0/0/0/0 255/255/255



Montserrat Semi Bold



Logo Usage

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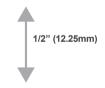
Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic element of any kind should invade this zone.

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 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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