WR WarRoom

Logo Style Guidelines

Primary Logo
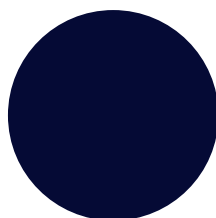
WR WarRoom

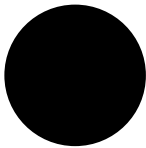|	
RGB	6, 12, 51
CMYK	97, 91, 44, 60
HEX	#060c33

The font used in WarRoom's logo is Kallisto Medium. This font was specifically chosen for the logo — all brand materials should follow the designated fonts specifically assigned to WarRoom's typography branding.
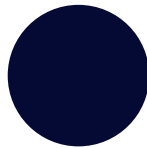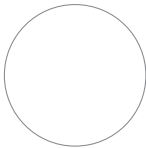
Seconary Color Variations

WarRoom

RGB	0, 0, 0
CMYK	75, 68, 67, 90
HEX	#000000

WarRoom

RGB	193, 83, 81
CMYK	13, 86, 70, 2
HEX	#c15351

RGB	6, 12, 51
CMYK	97, 91, 44, 60
HEX	#060c33

WarRoom

RGB	255, 255, 255
CMYK	0, 0, 0, 0
HEX	#ffffff

Logomark

Incorrect Usage

a.

VR WarRoom

b.

VR WarRoom

c.

VR WarRoom

d.

VR WarRoom

e.

VR WarRoom

f.

VR
War
Room

a.   **Do not** place drop shadows behind the logo.

b.   **Do not** warp or compress any part of the logo.

c.   **Do not** place the logo on any angles.

d.   **Do not** outline any part of the logo or edit the font thickness.

e.   **Do not** place the logo in a box.

f.   **Do not** rearrange any part of the logo.