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# WyldLynx Procedure - Style Guide

Procedure

## Revision History

Version	Date	Record Number	Summary of Changes
1.0	13/05/2020	DOC/20/00077	Final

## Document Review

Date of Next Scheduled Review

## Distribution List

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## Table of Contents

1. Overview.....	4
2. Procedure Application .....	4
3. Our Logo .....	4
3.1. Authorised colour variations .....	5
3.2. Logo placement .....	6
3.3. Minimum size .....	6
3.4. Logo Misuse.....	7
4. Approved colours .....	8
4.1. Accent colours .....	8
5. Typography.....	9
5.1. Website fonts .....	9
5.2. Word / Powerpoint fonts .....	10
5.3. Sales and Marketing fonts .....	10
6. Media.....	11
6.1. Delivery Format.....	11
6.1.1. Video .....	11
6.1.2. Images .....	11
6.2. Video.....	12
6.2.1. 'Safe' zones.....	12
6.2.2. Titles (Intros and 'outros') .....	12
6.2.3. Watermarks.....	14
6.2.4. 'Lower-Thirds' .....	15
7. Copyright .....	15

## 1. Overview

This procedure is to provide advice on how to use and not to use the WyldLynx logo, colours and assets.

Each staff member and authorised advocate must adhere to this procedure or speak to the Leadership Team for prior approval before deviating from the rules outlined in this document in relation to use of the logo or any other style assets.

## 2. Procedure Application

This procedure applies to all WyldLynx workers including full time, part time, casual employees and contractors.

## 3. Our Logo

Our logo is the combination of a simple and modern wordmark with the claw icon.



The standard and preferred configuration is the 'WyldLynx Orange' claw icon and the Black lettering.

A copy of this logo (in high quality png format) is contained in record number **DOC/16/00155** [WyldLynx Logo](#)

An editable vector version (containing all elements which can be separated, including slogan) is contained in DOC/20/00232 [WyldLynx vector logo](#)

Other acceptable formats include claw logo only and wide version with slogan, in the following colour combinations.



Claw Logo



Wide Logo with Slogan

Commented [TD2]: to be updated

In cases where a less wide version is required, the following may be used, however these are not the preferred versions, and the wider version is almost always the most preferred version to be used.



Claw Logo with wording limited to claw width



Claw Logo with wording wider than claw width

### 3.1. Authorised colour variations

With our word portion of the logo being Black, this will generally not work on a dark or black background. In these situations, a white version is authorised.

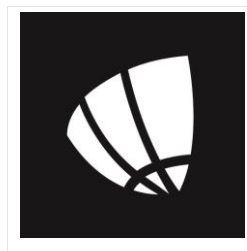
The following are the only colour versions that are allowed for use.



'WL Orange' Claw Logo on a white/light background



'WL Orange' Claw Logo on a black/dark background



White Claw Logo on a black/dark background



Logo with slogan on a white/light background



Logo with slogan on a black/dark background



Commented [TD4]: update

Commented [TD3]: update

Logo on a white/light  
background

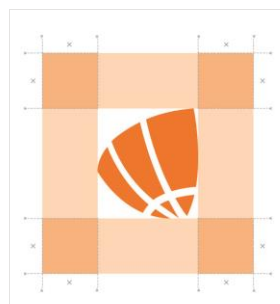
Logo on a black/dark  
background

Logo on a black/dark  
background

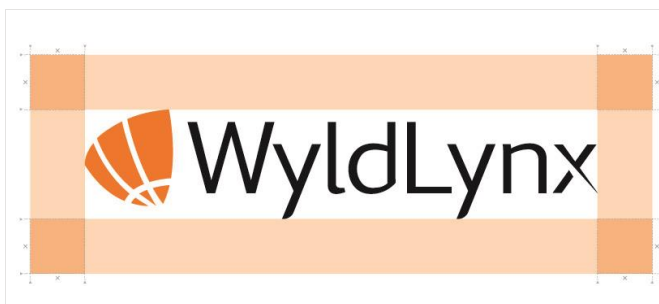
### 3.2. Logo placement

Use of the logo is subject to adequate spacing, known as the 'Exclusion Zone'.

The blank area around the logo must be, at a minimum, equal to half the height of the logo on each side.



Claw Logo exclusion zone



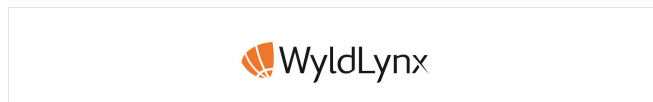
Wide Logo exclusion zone

### 3.3. Minimum size

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised wherever the logo is used.



Claw logo should never be smaller than 20px in digital or 6mm in print



Wide logo should never be smaller than 60px in digital or 20mm in print

### 3.4. Logo Misuse

It is important that the appearance of the logo remains consistent.

The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. The orientation, colour and composition should remain as indicated in this document — there are no exceptions.

Logos must not be modified in any of these formats, or any others.



**X** – Do not change the colour of the claw to black



**X** – Do not change the colour of the name to 'WL Orange'



**X** – Do not rotate the logo



**X** – Do not change the spacing or overlap any part of the logo



**X** – Do not stretch the logo



**X** – Do not squash the logo



**X** – Do not outline the logo



**X** – Do not add a gradient



**X** – Do not change the colour to standard orange



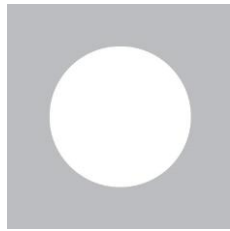
**X** – Do not attempt to manually recreate the claw logo or the name portion

## 4. Approved colours

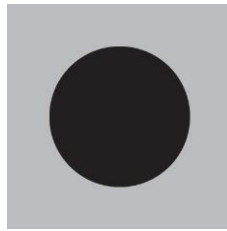
Our logo consists of three potential colours, with only two ever being present together at the same time.



**WL Orange**  
#F47A20  
R244 G122 B32  
C0 M64 Y100 K0



**White**  
#FFFFFF  
R255 G255 B255  
C0 M0 Y0 K0



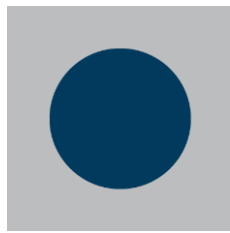
**Black**  
#000000  
R0 G0 B0  
C100 M100 Y100 K100

### 4.1. Accent colours

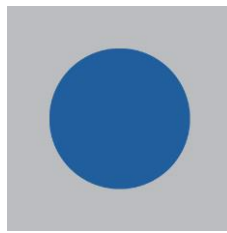
In addition to the colours found within the logo, an accent colour has been approved for use in print and digital, as a compliment to the 'WL Orange', along with two other shades of blue that can be used in different situations (eg. 'WL Dark Blue' is used as a background in videos, and 'WL Bright Blue' is used as an accent and for Hyperlink boxes in brochures).



**WL Blue**  
#354B5A  
R53 G75 B90  
C81 M62 Y47 K31



**WL Dark Blue**  
#013A5D  
R1 G58 B93  
C100 M78 Y39 K29



**WL Bright Blue**  
#215E9E  
R33 G94 B158  
C92 M67 Y10 K1



## 5. Typography

Multiple fonts are in use across different mediums. There are no strict guidelines in place currently for allowed fonts, however the general guideline is that any fonts used are to be clean, clear and sans serif.

If a strict font library is put in place, this style guide will be updated to reflect that.

### 5.1. Website fonts

The font families in use across the website include:

- Raleway
- OpenSans
- FontAwesome (icons)

#### Raleway

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0  
! @ # \$ % ^ & \* ( )

#### OpenSans

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0  
! @ # \$ % ^ & \* ( )

## 5.2. Word / Powerpoint fonts

The font families provided in Word and PowerPoint documents via pre-formatted style templates include:

- Trebuchet MS
- Calibri

### Trebuchet MS

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0  
! @ # \$ % ^ & \* ( )

### Calibri

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0  
! @ # \$ % ^ & \* ( )

## 5.3. Sales and Marketing fonts

The font families in use across sales and marketing materials, brochures and other PDFs include:

- Clear Sans
- Montserrat font family
- Nexa font family
- FontAwesome (icons)

### Clear Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0  
! @ # \$ % ^ & \* ( )

### Nexa

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0  
! @ # \$ % ^ & \* ( )

### Montserrat

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0  
! @ # \$ % ^ & \* ( )

### FontAwesome



## 6. Media

Media encompasses the assets produced in multiple streams, including images and video.

Video is a media format that is becoming more and more prevalent, and valuable as a marketing tool.

While this format comes with its own special requirements and limitations, it is still a media format used to represent WyldLynx, and therefore must be used in accordance with limitations and rules outlined in this style guide.

### 6.1. Delivery Format

#### 6.1.1. Video

The primary delivery platform for video is currently YouTube, which offers many benefits, along with some limitations.

As YouTube is an American company providing video hosting across the internet, the question of PAL vs NTSC is often ignored, and in many cases could even be considered as outdated. However, when the question is posed of whether to encode video in NTSC or PAL, the choice should be **PAL** (25fps), as this is the recognised standard for the Oceania region.

Video distributed via YouTube should be in full HD format 1080p (1920x1080 pixels, progressive). A minimum size is 720p (1280x720 pixels progressive). 4K is acceptable, but not required or even recommended. No interlaced video should be used. Where the source video is interlaced, it must be de-interlaced before incorporating into a project, or exporting.

#### 6.1.2. Images

The format for delivering images will vary based upon the medium and the requirement.

Image formats found on the WyldLynx website include

- .jpg (raster) – standard, popular but old image format
- .png (raster) – common format that allows transparency to be viewed in web browser
- .webp (raster) – new(er) format that allows for transparency and reduced size/efficiency
- .svg – vector format viewable on web browsers, highly efficient and scalable

Image formats used for printing should always be high-quality and high-resolution .jpg for photos, and be vector-based for other elements, such as text and logos.

Standard vector format for use in editing is .ai (Adobe Illustrator) but can always be exported into other formats for delivery (eg. to printers), including above raster formats, or .eps (Encapsulated PostScript).

## 6.2. Video

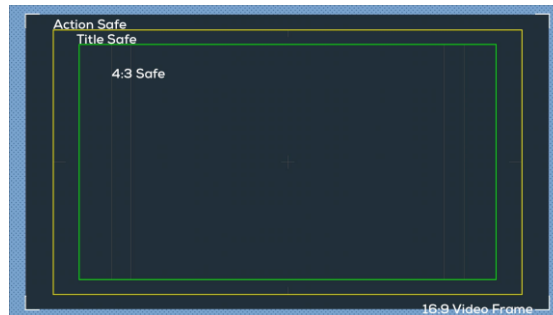
Each video produced is a WyldLynx asset, and must be branded as such. It is important that WyldLynx videos are recognised as such when viewed in part or in full.

Each video offers slightly different opportunities for titles, watermarking and branding, based on different content, but there are minimum levels that must be met.

### 6.2.1. 'Safe' zones

"Title/Action Safe Zones" are a standard guide system that originally comes from broadcast TV and ensured the viewer saw what the editor wanted them to.

With modern TV's, monitors and laptop screens, the old issues have been all but resolved, however it is still good practice to observe these rules when editing, with some relaxations.



No titles or watermarks should be placed outside of the 'Action Safe' guideline, but inside the 'Title Safe' line is unnecessarily strict these days. Placing outer-edge titles and logos between the Action and 'Title Safe' areas can be a good compromise.

### 6.2.2. Titles (Intros and 'outros')

Intros and 'outros' with WyldLynx details should always be used.

The length of the video should also decide the length of the intro and outro. Videos lasting up to around 90 seconds can have intros and outros lasting around 4-8 seconds each. Longer videos can have intros closer to the 20-30 second mark (each), and outros can last a similar period of time.

It is important to remember that this medium is video, so take advantage of motion where possible. Moving titles carry more weight and impact on the viewer than static titles. Subtle movements make the frame feel alive instead of dead and boring.



Links to video samples in Content Manager

		
<a href="#">WL-Intro-Generic-World.mp4</a>	<a href="#">WL-Outro30fps 1300 Full20s.mp4</a>	<a href="#">Intro-SmartLocations.mp4</a>
Other elements available in <a href="#">Marketing Media Folder</a>		

### 6.2.3. Watermarks

Videos on Youtube may contain identifying intros and outros, but if those are removed, without watermarking there is often nothing denoting that this is a WyldLynx video (video theft and repurpose is VERY common).

A watermark, positioned in the bottom right corner of the Action Safe line, should be visible at all times (although a transition period of up to 30 seconds immediately after the intro and before the outro is acceptable).

The use of the WyldLynx claw logo only is not acceptable as a watermark (size permitting – an HD video of at least 720p should use the full logo, but for other, smaller format videos, the claw logo may be all that can fit). The reasoning behind this is that the claw by itself only identifies the owner as WyldLynx to those who know that is our logo. The name along with the logo allows a viewer to google the name and find out who we are.

The watermark should be visible, but not distracting. For this, the following is recommended:

- an opacity of 35%;
- a shadow;
- white logo;
- positioned in the bottom right corner of the Action Safe area.

This is an example of how the watermark should look:



#### 6.2.4. 'Lower-Thirds'

'Lower Thirds' are used in video to highlight details pertaining to what is being displayed at the time, often details of a speaker or other information that may add to the video content.

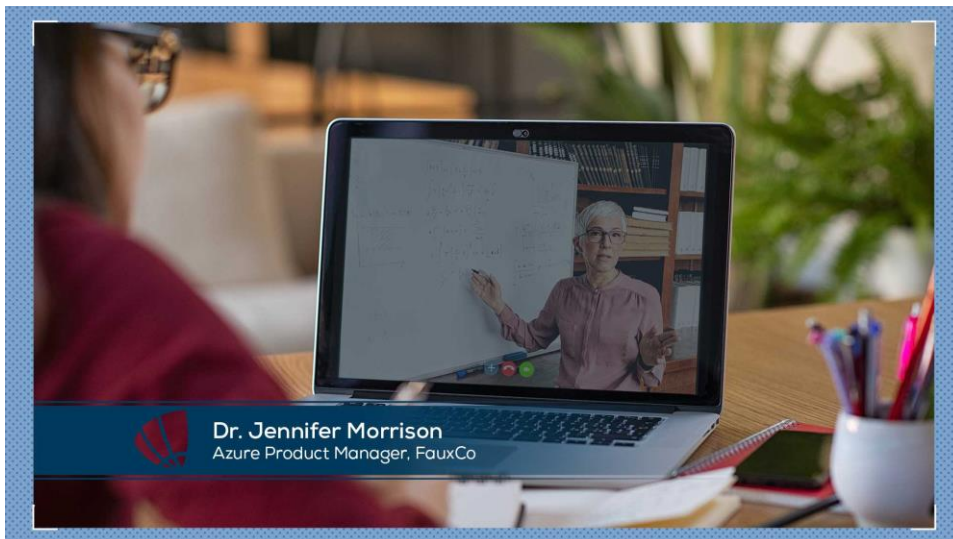
It is important that it doesn't distract from the video and audio, but done correctly can add to the professionalism of the video.

Below is an example of the relative size, position and general layout of the 'lower third'.

This element should be animated, however a fade on and off is also acceptable. The duration should generally be in the range of 8-20 seconds total, including fade/animation time.

Colours, fonts and other elements should all follow the rules contained elsewhere within this style guide.

In this example, the claw logo has been used as a mask/cutout of the WL Dark Blue box, with a fade and cutout lines, and the Nexa font family for the text.



## 7. Copyright

All assets used in WyldLynx media, including but not limited to images, video, sound and copy, whether they be from stock libraries or other sources, must be able to demonstrate appropriate use under the relevant copyright agreement.

Where the works are original elements, such as screen recordings, any participants must be aware of the potential use of the recording.

No elements are to be used that are not demonstrably owned by WyldLynx, or legally authorised to use.