

waiū

Brand Guidelines





Oduda Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890,.?!*&

Typography



Primary



#EE2324

Background

#303342

Colour





Logo

When using the waiū logo it should be surrounded with clear space to ensure good visibility. Other elements of any kind should not enter this zone. Clear space is shown above as the height of the central logo element.



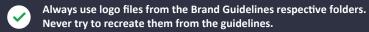




Monochrome logo - Please use full colour logo whenever possible, In some cases this may not be suitable. In these cases use this monochrome logo.













X Never switch the colors



Never rearrange elements of the design



Never stretch or distort the Logo



Never change or alter any fonts.



Never change the orientation of the logo with angles different than 0 or 90

Do's & Dont's





The minimum size with "waiu" included. Below this size, use the version without the type



7mm

The minimum size for symbol of the FINA logo

Minimum size

The minimum size shows the smallest allowed usage of the logo. This is to prevent the logo or part of it from being illegible.