



waiū

Brand Guidelines

Aa

Oduda Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890, . ? ! * &

Typography

Primary



#EE2324

Background

#303342



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.





Always use logo files from the Brand Guidelines respective folders.
Never try to recreate them from the guidelines.



Never stray from the color palette



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 “waiū” included. Below this size, use the version without the type



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.