

w i t t

corporate identity guide

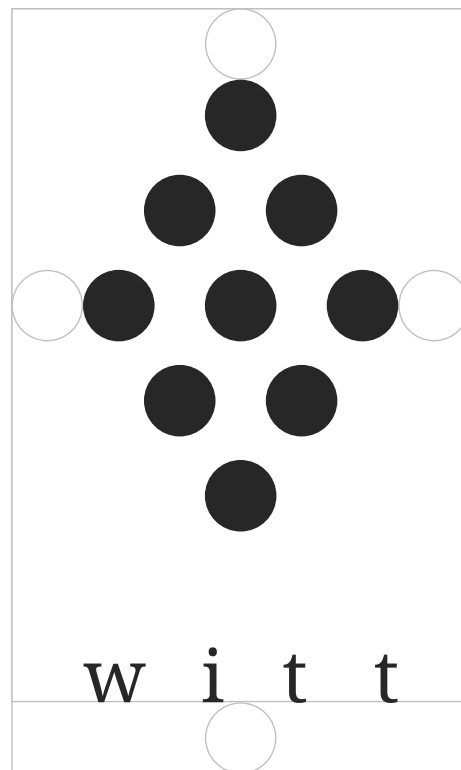
Logo Presentation

Strive to reproduce the verticle format logo with accompanying typography.

Negative space requirements as indicated

Minimum Size Print: 1" tall (top of diamond to typography baseline)

Minum Size Web: 72 pixels tall



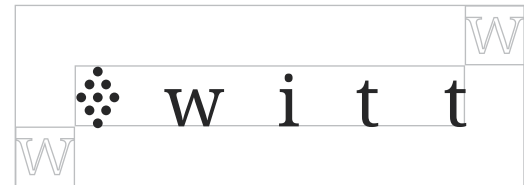
Logo Presentation

Where applicable, the wide format logo is acceptable.

Avoid using the wide format logo at presentations where the typography is larger than 72 point (1 inch). In these cases, revert to a presentation of the vertical logo.

On the web, this restriction is relaxed, and the wide format logo is acceptable up to 150px tall.

Negative space requirements as indicated

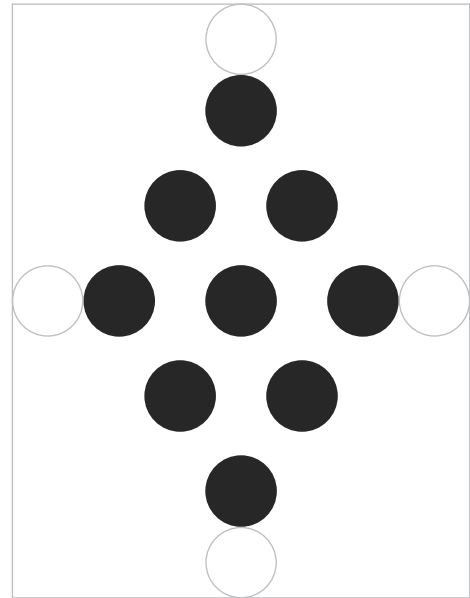


Logo Presentation

The 9 ball diamond is acceptable for reproduction on its own.

It is acceptable to crop and modify colors.

Strive to keep all 9 balls the same color, and tend to use it only conjunction with other presentations of the full or wide format logo.

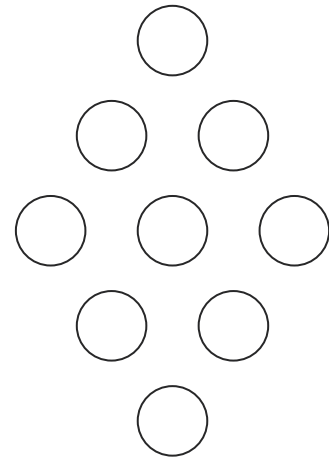


Logo Presentation

In some cases, it is acceptable to use an outlined version of the 9 ball diamond. These include:

- Metal engraving
- In animation design, where the logo later resolves to its full color form.

In both cases, care should be taken that the typography remains unaltered and unoutlined.



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Color

The primary color palette is shown.

Tend to use Highlight colors (indicated as HL) only in conjunction with the base colors they're paired with.

Colors for corporate level communications should be restricted to this palette. Advertisements and brand communications for specific products are as not restricted.

*OW - On White. Print files should be set up so that P1245c and P432c transparencies are always placed atop document background (white space) or on top of CMYK white objects whenever spot color printing is utilized.

Dark Gray P 433c #28282b C75M68Y67K90	Dark Gray (HL) P 432c #414144 C75M68Y67K90
Light Gray P 429c #bec3cc C25M28Y13K0	Light Gray (HL) P 428c #e1e2e5 C10M7Y6K0
Gold P 1245c (80%OW*) #d8a848 C75M68Y67K90	Gold (HL) P 432c (60%OW*) #414144 C75M68Y67K90
Burnt Red P 4975c #bec3cc C25M28Y13K0	Burnt Red (HL) P 181c #e1e2e5 C10M7Y6K0

Color (Gradients)

When using gradients, avoid color combinations that band, or need to pass through grays.

Gradients should start, end or pass through colors in the official palette.



Color (Logo Presentation)

Logo color presentation for standard and wide format logo is restricted to as indicated.

In all cases, the gold on black presentation is preferred.

If the logo is used on photography or gradients, it should be either black on values lower than 20% gray, or gold on values higher than 80% gray.

These color combinations also apply to preferred typography color combinations. Tend to use them, though in non-logo typography, more flexibility is provided.



Typography

The witt wordmark is cast in Droid Serif Regular, all lower case.

Use the Droid font family only for corporate level communications.

Didot Regular should be used as the default non-web display typeface. All weights are acceptable to use. On the web, replace Didot with Playfair Display.

Oxygen Light should be used as the default body typeface. Tend to use either light or bold weight, though regular is acceptable.

— Didot —

Italic Light Medium Bold

Condensed Armature

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

0123456789

Oxygen Light

Light Regular **Bold**

“A Modern Verdana”

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

0123456789

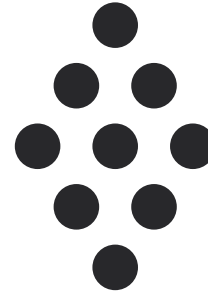
Slogan

Use with or without (but not in place of) the witt diamond and/or wordmark.

Always cast in Didot.

As Didot is not readily available on the web, avoid using it.

Consider utilizing the slogan in creative ways; use the typography as a design element. Legibility is not necessarily the goal.



W i t t

humble purveyor of handcrafted,
quality billiard cues

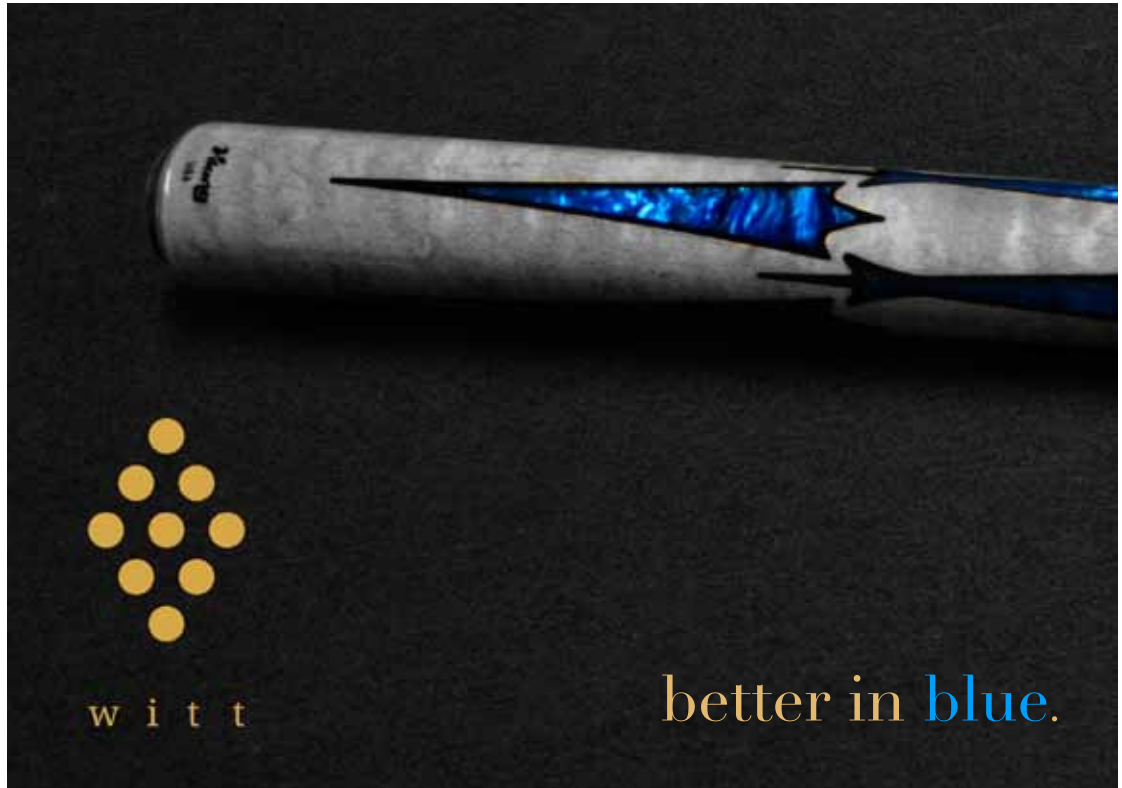
Patterns, Textures & Supporting Graphics

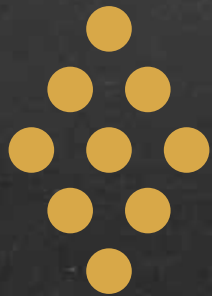
Diamond pattern from the inside of mailing envelopes. Derived from the same proportions as the 9 Ball mark.

Use sparingly in print and dont use on the web.



Photography Style





w i t t



better in blue.



gold.

standard.



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