

WILD WORLD NEWS

Logo Usage Guidelines



LOGO ARTWORK

The Wild World News logo is solely comprised of lettering (logotype) in the Myriad Pro font (regular) and Arial Black (regular) for the subtext, with 27.6 pt leading and -21 tracking.

The logotype is custom designed lettering and should never be replaced by a font or any other type.

The logotype may not be altered in any way unless it is changed to any of the approved logo variations.

ACCEPTABLE LOGO VARIATIONS

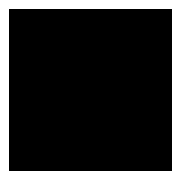
The color variations of the logo have been selected accordingly and should never be altered.

Examples below show approved designs:

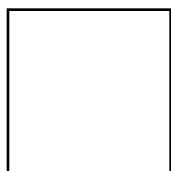


COLOR

When color is an option the following colors must be used (usage as shown below left):



R: 0
G: 0
B: 0
#000000



R: 255
G: 255
B: 255
#FFFFFF

SIZE

The dimensions of the artwork have been selected accordingly and should never be altered.

Examples below show improper usage:



MINIMUM SIZE



For maximum performance, it is recommended that the minimum size for reproduction of the artwork be 14.29 inches across, 8.79 inches in height.