



wasmcloud

# VISUAL GUIDELINES

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All content in this document, including but not limited to creative direction, artwork and copy writing, are meant to serve as the guideline that governs the usage of the logo and any additional brand assets developed by Legacy79. Implementation and enforcement will be the full responsibility of Wasmcloud.



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## Wasmcloud Logo



### NARRATIVE

The Wasmcloud logo conveys security and portability. Wasmcloud is a foundational building block for developers and organizations to rapidly create and execute code in a secure and portable application framework. Our brandmark is an hexagon (interlocking pieces) and “w” (custom solution) that combined create a box (white space) to symbolize portability.

### DESCRIPTION

The combination of the “W” brandmark and the stylized letters for Wasmcloud are referred to as the Wasmcloud Logo or Signature. The logo is the core element in the Wasmcloud Visual Identity System. Its relative size, positioning and color treatment are governed by the rules in this guide. This logo replaces any previous designs, and it is the only graphic device to be used to represent Wasmcloud.

**Note:** The logo is a unique design and cannot be accurately reproduced with any typeface. It must not be hand drawn, scanned or modified in any way. It should be used only from approved electronic files.



#### STACKED VERSION (PRIMARY)

The **Stacked Version** is the preferred representation of the Wasmcloud logo identity. This orientation should be considered first in all applications.



#### HORIZONTAL VERSION (ALTERNATE)

The **Horizontal Version** of the Wasmcloud logo is a valid application and should be employed in horizontal spaces where the Stacked Version does not appropriately fit.



#### "SHIELD" BRANDMARK (SUPPLEMENTAL)

The **"W"** brandmark of the Wasmcloud logo can be used as a support element and/or for promotional purposes. The brandmark should always be used in a context where the full version of the Wasmcloud logo is present.



STACKED VERSION



HORIZONTAL VERSION



#### SPACING GUIDELINES

Maintain generous margins throughout printed and online materials to allow elements to have proper breathing room and to aid the reader's eye in navigation.

#### X-HEIGHT

Always maintain a clear space greater than or equal to:

**Stacked Logo** - The bottom of the Wasmcloud letters and the bottom of the "W" icon (X).

**Horizontal Logo** - The bottom of the "W" icon and the top of the Wasmcloud letters (X).

### Full Color Applications *(Preferred)*



FULL COLOR: ● PMS 3395 & ● PMS 533



FULL COLOR:  
● PMS 7541 @ 55%, ● PMS 3395 & ● PMS 533

### One Color (PMS) Applications *(Allowed)*



ONE COLOR: ● PMS 3395



ONE COLOR REVERSED: ○ WHITE & ● PMS 3395

### Single Color Applications *(Allowed)*



BLACK



BLACK & WHITE (REVERSED)

#### ACCEPTABLE COLOR USE

The full color applications of the Wasmcloud logo are the primary and preferred versions for reproduction. It may be reproduced on PMS 7541 with a 55% screen, or a solid white background. No other color substitutions should be allowed.

#### ONE COLOR (PMS) APPLICATIONS



When reproducing the Wasmcloud logo in a one PMS color application, the logo may be reproduced on a solid white background or inverted on PMS 3395. No other color substitutions should be allowed.

#### SINGLE COLOR APPLICATIONS





When reproducing the Wasmcloud logo in a single color application, Black or white are acceptable colors. No other color substitutions are allowed.



### Primary Color Palette

	Color	PMS C	HEX	CMYK	RGB
	Green Aqua	3395 C	#00C389	77 / 0 / 67 / 0	0 / 195 / 137
	Light Gray	7544 C	#768692	53 / 34 / 22 / 10	118 / 134 / 146

### Secondary Color Palette

	Yellow	7549 C	#FFB600	0 / 22 / 100 / 0	255 / 182 / 0
	Space Blue	648 C	#002E5D	100 / 69 / 0 / 56	0 / 46 / 93
	Gunmetal	7546 C	#253746	88 / 57 / 27 / 65	37 / 55 / 70
	Gainsboro	7541 C	#D9E1E2	10 / 3 / 0 / 0	217 / 225 / 226

#### ACCEPTABLE COLOR USE

The Primary Wasmcloud Color Palette consists of Green Aqua & Light Gray. These colors are reproduced most accurately in Pantone® 3395 C and Pantone® 7544 C.

The Secondary Color Palette is intended for supplementary use such as borders, backgrounds, line dividers, etc.

#### LEGEND

##### PMS - Pantone® Matching System

Used primarily for stationery and executions where the exact colors need to be followed.

##### CMYK (Cyan, Magenta, Yellow & Black)

Print settings used whenever the logo is reproduced in a four color process (e.g. brochures, flyers, etc.).

##### HEX & RGB (Red, Green & Blue)

RGB refers to “screen settings” - used whenever the logo is intended for use on a screen/monitor and not print (e.g. website, e-mail, etc.).





