

WILLIS
BOND

BRAND GUIDELINES

Version 1.0 | July 2020

BRAND MARK

These are the primary Willis Bond logos for use across print and online applications.

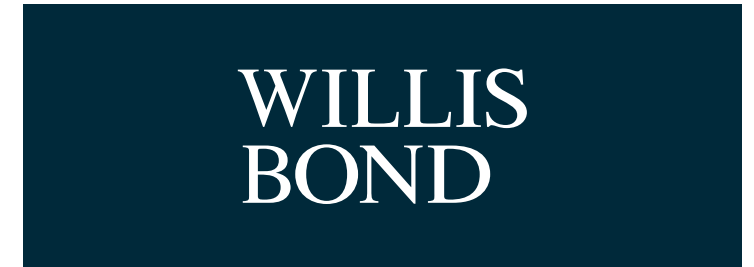
The logo should not be distorted or reproduced in any way, other than illustrated here.

The primary colour, Pantone 303C is preferred for all forms of communication, however black and white and reverse variations are available for use when necessary.

PRIMARY - STACKED

Preferred version. For use on outdoor promotions.

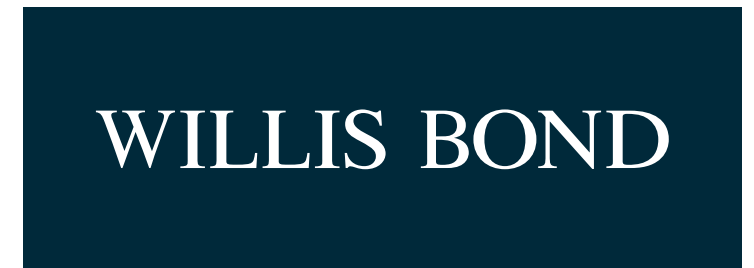
WILLIS
BOND



HORIZONTAL

For use on office signage or when the stacked version is not appropriate.

WILLIS BOND



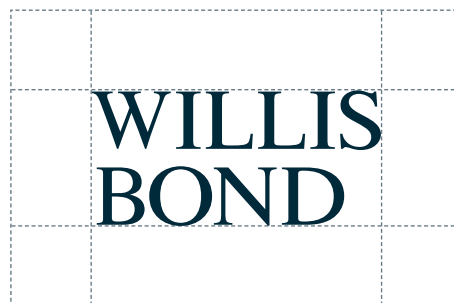
BRAND MARK

(CONT.)

The Willis Bond brand mark must maintain a minimum amount of clear space as indicated in the following illustrations.

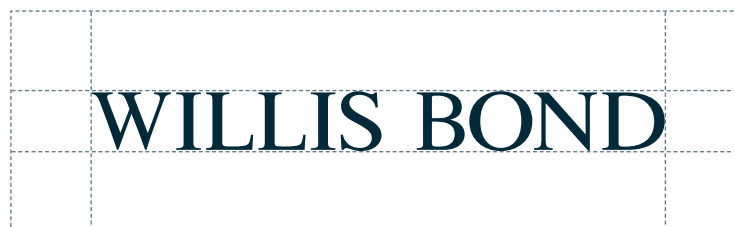
This space has been determined by the width of the letter 'W' in the Willis Bond brand mark.

To maintain legibility, the Willis Bond brand mark must not be used any smaller than indicated in the following illustrations.



WILLIS
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20mm



WILLIS BOND

40mm

W

TYPOGRAPHY

The following typefaces are for use in Willis Bond communications.

Garamond and Apex New are the primary typefaces for use, however web safe alternatives Georgia and Arial can be used when necessary (email, web copy, PowerPoint presentations).

Note: Apex New is a purchased font and comes with a licensing agreement with limitations around use, view license bill here [S:\5 Willis Bond\4 Marketing\Brand & Identity\Project and Fund Fonts\Apex New and Apex Sans](#).

PRINT

Headings, sub-headings & letter body copy

GARAMOND

Body copy - Apex New (check licensing agreement, revert to Arial as required)

Apex New

ONLINE

Headings and sub-headings

GEORGIA

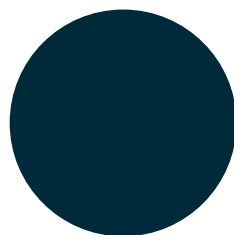
Body copy

Arial

COLOURS

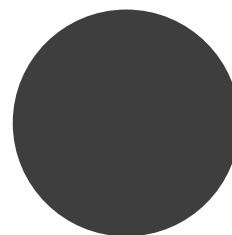
The Willis Bond brand uses six brand colours. These are WB Blue (for main and sub-heading text styles), WB Dark Grey (for all body copy text), WB Light Grey (for all call out text blocks), WB Orange and WB Cream (for use in presentation documents) and White.

The following outlines the CMYK values for printed material, RGB values for screen viewing and hexadecimal values for web use.



WB Blue

Pantone 303C
R:1 G: 41 B: 57
C: 96 M: 72 Y: 52 K: 57
#012939



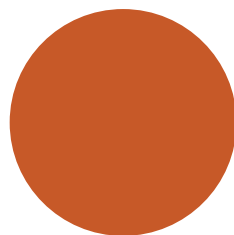
WB Dark Grey

R: 64 G: 64 B: 65
C: 0 M: 0 Y: 0 K: 90
#404041



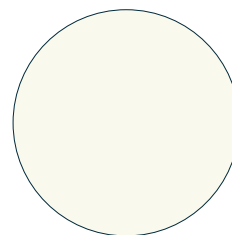
WB Light Grey

R: 230 G: 231 B: 232
C: 0 M: 0 Y: 0 K: 10
#E6E7E8



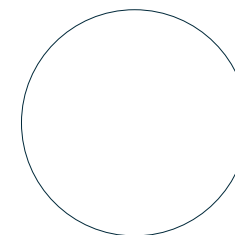
WB Orange

R: 198 G: 89 B: 36
C: 17 M: 77 Y: 100 K: 5
#C65924



WB Cream

R: 249 G: 247 B: 235
C: 2 M: 1 Y: 7 K: 0
#F9F7EB



White

R: 255 G: 255 B: 255
C: 0 M: 0 Y: 0 K: 0
#FFFFFF

WILLIS BOND

For any questions on any of the guidelines outlined in this document, please contact:

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