

# Primary Logo & Identity Guidelines

Client: WP SitePlan

## Logo & usage



The inner white area indicates Clear Space. This area must be kept free of other elements.

Grey padding indicates the Safe Zone; this is an area where other elements can be positioned safely without encroaching on the logo's Clear Space, think personal bubble.

## Alternative Logo versions



## Logo specifications

### Minimum Logo Width



The minimum logo size with strapline that is readable for print is 20mm width and 120px width for screen.



### Icon area

There is a bucket icon which can be used for Twitter, Facebook, Flickr etc. and where relevant within a layout.

## Logo

The logo consists of the 'WP SitePlan' icon and the words 'WP SitePlan'. These elements should always appear together in this instance, and only be split if space or production methods limit their use.

## Safe area

The logo should always have an uncluttered clearance space around it in all communications. We call this the 'safe area'.

## Font use

Lexend Deca Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()-=+

Lexend Deca Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
WXYZ  
abcdefghijklmnopqrstuvwxyz

## Color Palette



**Dark Blue**  
C100 M87 Y42 K47  
Web: #002245  
R0 G34 B69



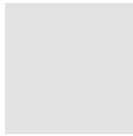
**Light Blue**  
C91 M56 Y7 K0  
Web: #006cac  
R0 G108 B172



**Orange**  
C0 M70 Y96 K0  
Web: #F67024  
R246 G112 B36



**Dark Grey**  
C100 M88 Y42 K44  
Web: #102548  
R16 G37 B72



**Light Grey**  
C86 M47 Y0 K0  
Web: #0678BE  
R6 G120 B190