



wessex leasing
Identity Guidelines

May 2011

Identity: Full colour logo

The wessex leasing logo represents the brand for the leasing division.

Applying the rules of the new identity uniformly and consistently across all media will ensure the brand is perceived effectively.



Logo in full.

wessex leasing full colour logo.

Identity: Reversed logo

Wherever possible the full colour version of the logo should be used. If this is not possible the reversed coloured background version should be used.



Logo in full.

wessex leasing reversed logo.

Identity: Mono logo

Wherever possible the full colour version of the logo should be used. If this is not possible the mono version here should be used.



Logo in full.

wessex leasing mono logo.

Minimum Clearspace

When using the logo, allow it to “breathe” and have maximum impact by preserving a minimum clear space zone around it. The minimum clear space is equal to the width of the word ‘wessex’, as illustrated.

Maintaining the clear space zone between the logo and other graphic elements such as type, images, other logos, and the edge of pages, helps to ensure that the logo retains a strong presence wherever it appears. Where possible, allow even more space around the logo.



Colours

Two swatches have been chosen for the wessex leasing logo and these must be strictly adhered to throughout all media.

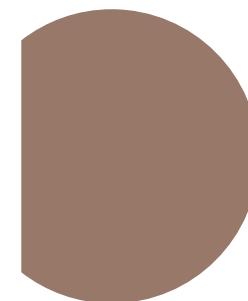
CMYK is the print industry standards for colour match and RGB and Web (Hex) colours are included for digital and online work.

SWATCH 1

Web: #997869

RGB: R153 G120 B105

CMYK: C30 M45 Y50 K20



SWATCH 2

Web: #CCEAEE

RGB: R204 G234 B238

CMYK: C19 M0 Y6 K0

