



CORPORATE IDENTITY MANUAL

Quick Reference Guide

C O R P O R A T E I D E N T I T Y M A N U A L

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00 - INTRODUCTION

FOREWORD

This manual is for all those who represent WFS Ltd.: our team, outsourced contractors, vendors, and business partners. These standards will ensure that our brand stays consistent, clear and powerful. With this guide and your commitment to the highest standards, everything that carries the WFS name will reinforce the strength of our brand.

This manual contains a set of guidelines for the use of the main WFS Ltd. brand identifiers, namely colours, fonts, logo, and stationary. Some use cases are also detailed, for reference.

Any external promotional material should be filtered through the marketing department, and whenever possible all requests for such material should be sent to marketing to prepare. If you are in need of promotional material of any type, please contact the marketing department. If you simply need to know which logo to use or in cases that the corporate identity manual does not cover, please call and we will assist you.

All versions of the new WFS logo can be found in **E:\SHARED folder - STAFF\WFS Ltd.- New Logos** And located on the WFS website <http://www.wfsltd.com/library.html>.

01 - GRAPHIC IDENTITY

01.1 WFS LTD. COLOUR PALETTE

The Pantone 2757C represents the dark blue and the Pantone 872C is metallic gold. In some instances metallic gold is not available, in those situations a simulated, non-metallic version of the gold is acceptable, as long as it matches the Pantone number.

Pantone 2757 C

Cyan 100%
Magenta 90%
Yellow 30%
Black 27%



Red 0
Green 38
Blue 100

002664

Pantone 872 C

Cyan 40%
Magenta 45%
Yellow 75%
Black 15%

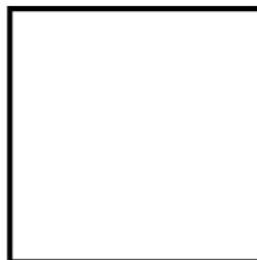


Red 141
Green 116
Blue 74

8d744a

White

Cyan 0%
Magenta 0%
Yellow 0%
Black 0%



Red 255
Green 255
Blue 255

#ffffff

01 - GRAPHIC IDENTITY

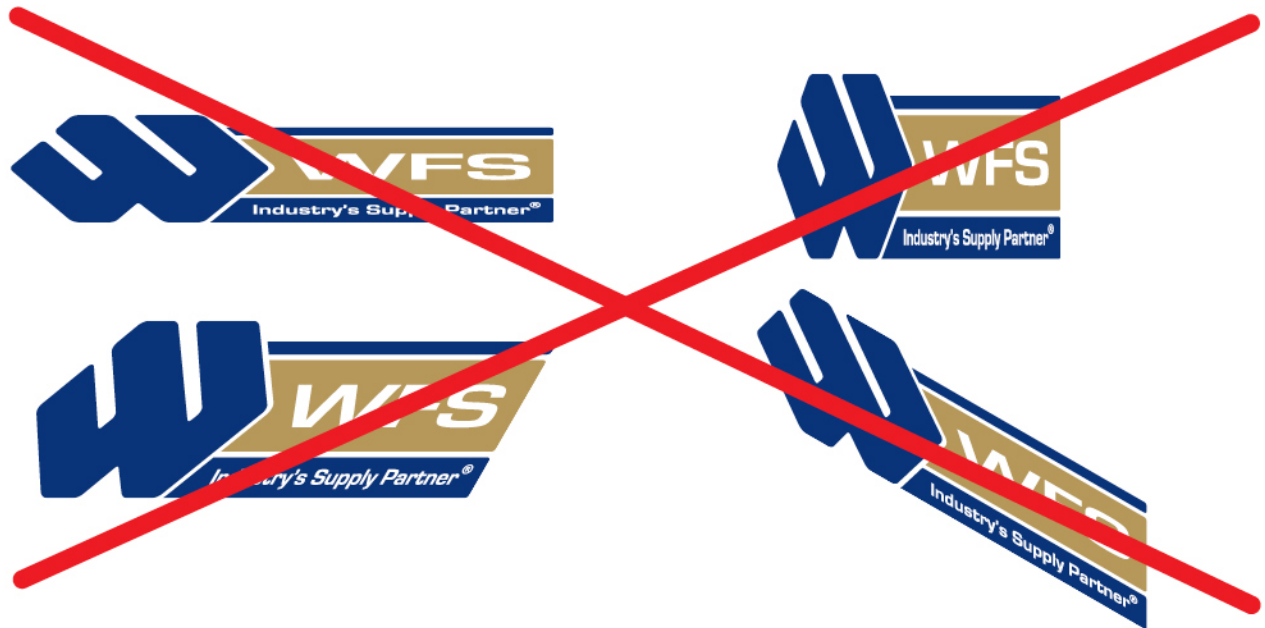
01.2 LOGO MORPHOLOGY

Graphical and Textual Components:

The logo consists of two parts, the graphic element and the text element.



Both elements must be used together. **The logo must always be used as it is, in its entirety, no portion of the logo may be used, it must be kept as whole.** Do not use the WFS graphic as a bullet point in any block text.



You must not modify the logo by changing its shape, composition, layout or the proportions of elements. Any other alterations are strictly prohibited as well.

01 - GRAPHIC IDENTITY

01.2 COLOUR SPECIFICATIONS

Full Colour Logo

This version should be used for websites and 4 colour printing processes where the Pantone numbers will be converted to 4 colour printing. The printer will convert the logo files from the Pantone 2 colour version for you. Do not attempt to convert the colours yourself. If you are required to supply the logo in 4 colour format, or full colour format, contact the marketing department and we can provide you with the proper digital file.

2 Colour Logo

This version should be used for all WFS stationary, printed material, publishing material, vehicles and indoor and outdoor signs. Be sure to specify the Pantone numbers to the printer who will be providing the material. These numbers are important for them to match the colours.



Black and White Logo

The black and white version of our corporate logo is 100% solid black and 50% black.



Single Colour or Monotone Colour Logo

In some instances, such as pens, shirts and other promotional items, it may be necessary to use a single colour version of the logo. In these situations use solid 100% black.



NOTE: These are the only colour specifications of the logo that can be used.

If an instance occurs where it is not possible to follow these colour specifications, contact the marketing department for further instructions and guidelines.

Marketing Department Support

Any external promotional material should be filtered through the marketing department, and whenever possible all requests for such material should be sent to marketing to prepare. If you simply need to know which logo to use, please call and we will assist you.

All versions of the new WFS logo can be found in **E:\SHARED folder - STAFF\WFS Ltd.- New Logos** And located on the WFS website <http://www.wfsltd.com/library.html>

01 - GRAPHIC IDENTITY

01.2 BACKGROUND COLOURS FOR LOGO

Printing on Coloured Backgrounds

The logo should be placed on a white background whenever possible.

If the logo must be placed on a coloured background, the following background colours are encouraged to be used but not limited to:

#ffffff



Red 255
Green 255
Blue 255

Cyan 0%
Magenta 0%
Yellow 0%
Black 0%

#000000



Red 35
Green 31
Blue 32

Cyan 0%
Magenta 0%
Yellow 0%
Black 100%

8d744a



Red 141
Green 116
Blue 74

Cyan 40%
Magenta 45%
Yellow 75%
Black 15%

If you require to print the logo against a coloured background, you will need to determine how dark the background is and decide whether the logo will be visible on the background or if it needs to have an outline around the logo. **The outline should be in white and have a 6pt. thick outline evenly around the logo.**

01 - GRAPHIC IDENTITY

01.2 TRUE COLOURS

Colour on white background



Black on white background



Grey scale on white background



Colour on black background



Black on black background



Grey scale on black background



Colour on gold background



Black on gold background



Grey scale on gold background



Colour on green background



Black on red background



Grey scale on turquoise background



01 - GRAPHIC IDENTITY

01.2 THE WRONG COLOURS





01 - GRAPHIC IDENTITY

01.2 LOGO STRAPLINES

Use Myriad Pro font on PMS 2757 C for logo straplines.

Slogan:



Make sure the slogan is flush right and lined up to the logo and all fonts are capitalized.

Website:



Make sure website is flush right and lined up to the logo and all fonts are uncapitalized.

01 - GRAPHIC IDENTITY

01.3 CO-BRANDING

Placing WFS logo next to another brand's logo

On WFS promotional items and/or any items the WFS company has purchased, no brand may be larger than the WFS logo. Brands must be smaller or equal in size vertically and horizontally. However, on the occasion where a vender or company has purchased an item of promotion, below are the size restrictions.



ANOTHER BRAND

If the other brand's logo is built on the horizontal, WFS must be equal in height or must not exceed 1.5 x the height of the WFS logo.



**ANOTHER
BRAND**

If the other brand's logo is built on the vertical, WFS must be equal in height or must not exceed 1.5 x the height of the WFS logo.

The logos must be centered when lined up on the horizontal or on the vertical. The proportions of the two logos must be chosen such that they both have equal visual impact. Treat other brands with as much respect you would like yours to be treated with.

01 - GRAPHIC IDENTITY

01.4 WFS LTD. TYPOGRAPHY

Fonts

Pro Myriad fonts are the preferred type however any sans serif-font is also acceptable.

Myriad Pro Regular

Myriad Pro Bold

Myriad Pro Black



01 - GRAPHIC IDENTITY

01.5 REGISTERED TRADE-MARK LOGO

Trade-Marked Logo

As of June 7, 2011, the WFS Ltd. corporate logo and design are registered and trademark in Canada and in the United States of America. All logos must show the registered trade-mark ® symbol. This mark should be placed above the “r” in “Industry’s Supply Partner”. The Mark consists of a stylized “W” and quadrilaterals containing the letters “WFS” in a light background and the words industry’s Supply Partner” in a dark background with horizontal lines or bands.



The registered trade-mark symbol should be placed to the right and above the “Industry’s Supply Partner”.

When using the logo and tagline, the ® must remain in all uses. When using the “W” logo and WFS, without the tagline, you must also use the ®.



NOTE: Only the gold and silver version can be used for pens by the marketing department.
NO OTHER EXCEPTIONS.

01 - GRAPHIC IDENTITY

01.5 REGISTERED TRADE-MARK LOGO

Trade-Mark Uses

When using the tagline "Industry's Supply Partner", in describing what we do in any marketing or promotional material, use ® only when it relates to our wares and services. For example, a brochure would state, "As Industry's Supply Partner, we are committed to..." an ® is then used to identify the trademark.

In the case of a signature line (see example below), it would not be appropriate to use the ®, since it is simply an identification. When using WFS Ltd in the tagline, the trade-mark does not apply, since Ltd. is not in the corporate logo and design.

Example:

John Smith

WFS Ltd.

"Industry's Supply Partner"

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Fax: (519) 854-8516

