1. **LOGO**

Our logo is the single most visible symbol of our company. The WYG logo is a single, integrated graphic, made up of the slate 'seal' and the freehand 'WYG'.

Our logo is a mark of responsibility to our brand, and more importantly, our customers. It is crucial to use the WYG logo correctly and consistently to ensure the visual impact and overall integrity are not compromised or diluted.

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**Brand promise**

*creative minds* safe hands

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**Logo - component parts**

*creative minds* safe hands  
Seal  
Freehand initials

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**Logo colours**

Our logo can only be produced from either full colour or mono. Please select the most appropriate colour for your communication. Note: a white keyline present within our logo enables us to keep our logo visible against darker backgrounds.

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**Maintaining clear space**

Our logo must always have enough clear space around it, this will enable it to stand out from the page. The minimum clear space area is equal to one quarter of the height of the ‘seal’. The clear space area is proportional at all sizes of the logo.

![Logo dimensions](image)

**Minimum size**

The logo should never be too small to read. A minimum size of 20mm has been set.

![Logo size](image)

**Brand promise dimensions**

The brand promise should be scaled and proportioned with the logo.

![Brand promise](image)
2. CORRECT USE OF LOGO

The WYG logo should always be used correctly and consistently. Only official supplied logos should be used.

You can download jpeg versions of our logos from the media centre on the website.

If you require the logo in a format other than jpeg please email: marketing@wyg.com

3. INCORRECT USE OF LOGO

The examples on this page indicate inconsistent and incorrect representations of the logo. It is important not to manipulate the logo by stretching, squashing, changing the colour, placing on a very busy background or applying drop shadows. On the strapline version, the font or colour of the text should never be changed.

- Do not stretch
- Do not squash
- Do not add drop shadows or effects
- Do not change the colours
- Do not use on a busy background
- Do not change the position of the strapline
- Do not use different fonts for the strapline
- Do not change the strapline colours