



Preserving the Wysdom Mark of Identity:
Guidelines for Logo Usage

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Colour

The colour version of the Wysdom logo has TWO variations.



V. 1.



V. 2.

Black and White

The black and white version of the Wysdom logo has TWO variations.



V. 1.



V. 2.





Col our



s:\wysdom stationery\WysdomLogo

Version I

This colour version of the logo should be used in all circumstances where the background is light in colour*, ESPECIALLY ON WHITE.



This version of the logo SHOULD NOT be used in instances where the background colour is textured or is either of our corporate colours:

Wysdom Yellow (Pantone 124, R/G/B = 234/178/0, CMYK = 0/27/100/6, HEX=FFCC33)

Wysdom Purple (Pantone 268, R/G/B = 77/25/121, CMYK = 91/94/0/24, HEX=4D979)

*light in colour refers to any colour with a darkness hue of 10% or less.





Col our



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Version 2

This colour version of the logo should only be used in circumstances where the background colour is any colour other than Wysdom purple and is a mid-tone colour*.

This version of the logo **SHOULD NOT** be used on dark backgrounds, especially black.

Wysdom Purple (Pantone 268, R/G/B = 77/25/121, CMYK = 91/94/0/24, HEX=4D979).



This version of the logo should be used in circumstances where the background colour is Wysdom Yellow. If the background colour happens to be Wysdom Purple, or similar (dark in colour), and only one colour is permitted, revert to the black and white versions of the logo.



Wysdom Yellow (Pantone 124, R/G/B = 234/178/0, CMYK = 0/27/100/6, HEX=FFCC33)

* a mid-tone colour refers to any colour that has a darkness hue of greater than 10% but is not dark (e.g. forest green, navy blue, claret etc.).





Black and White



Version 1

This black and white version of the logo should be used in circumstances where only black printing is permitted, and the background colour is light* in colour, especially white.

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This version of the logo should also be used in circumstances where the background colour is textured.





Black and White



Version 2

This black and white version of the logo should be used in circumstances where the background colour is Wysdom Purple, or in circumstances where only black printing is permitted, and the background colour is dark, especially black.

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Wysdom Purple (Pantone 268, R/G/B = 77/25/121, CMYK = 91/94/0/24, HEX = 4D979).

