

STYLE GUIDE

WOODWELDER



FONTS & COLORS

FONTS

HEADING

Open Sans Condensed Bold

SUBHEADING

Open Sans Condensed Light

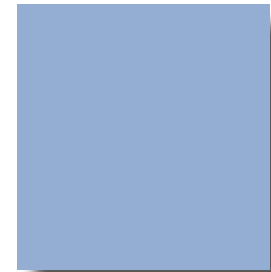
BODY

Myriad Pro

COLORS



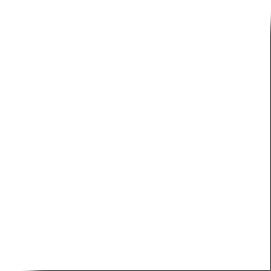
Dark Blue
#1a3c5d



Light Blue
#94aed4



Grey
#9c9a9a



White
#ffffff

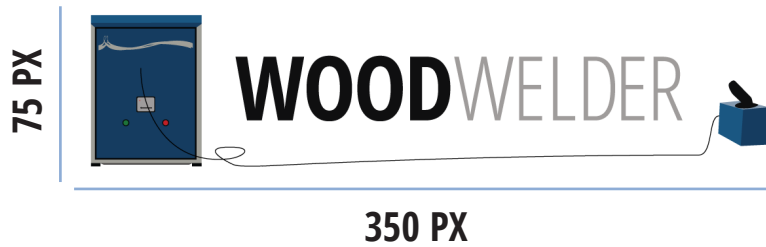
LOGO USAGE

WEB USAGE

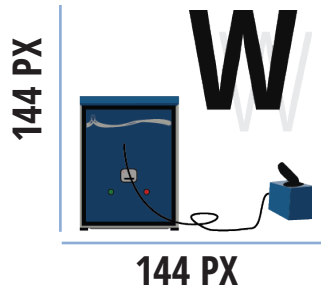
FAVICON



WEB LOGO



PRINT LOGO



VARIATIONS



DO'S, DON'TS & ICONOGRAPHY

DO'S

- Provide sufficient spacing surrounding the logo.
- Ensure readability in logo sizing.
- Include logo in top left of each web page.

DON'TS

- Alter logo by any means including adding or subtracting details of logo.
- Distort or stretch logo.
- Place on non-branded content or products.

ICONOGRAPHY



Shopping
Cart



Search



Side & Mobile
Navigation



Profile



Back to Top