



JUNE 15
WORLD ELDER ABUSE
AWARENESS DAY





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WEAAD | Brand Identity Style Guide - P2

INTRODUCTION

These basic guidelines have been developed to ensure the integrity of the WEAAD brandmark when used by external bodies. By following these guidelines and always using the digital artwork supplied, you can deliver a consistent presentation.

SPACIAL PARAMETERS

The WEAAD brandmark consists of two elements: the Ribbon graphic device and the logotype messaging.

These elements are integral to one another and should be used together at all times and only in the configuration shown in these guidelines. The brandmark has carefully established spacing and size relationships; these must not be altered in any way.

MINIMUM CLEAR SPACE

The WEAAD brandmark should always be placed with an area of clear space surrounding it. This ensures that no other graphic elements will interfere with the communication of the brand.

The minimum area of clear space surrounding the brandmark is determined by the cap-height of the title lines "WORLD ELDER ABUSE AWARENESS DAY", as per the diagram below. This measurement should be used as a guide whenever the brandmark is used.





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COLOUR

The WEAAD corporate colours have been selected from the Pantone® matching system and in all situations where the WEAAD brandmark is used, colour should match as closely as possible to the Pantone® standards. For reference, the colours of the brandmark should match the breakdowns listed below for various colour formats.



PMS
CMYK
RGB
WEB

PANTONE 268 C

C82% M100% Y0% K12%
R80 G45 B127
(HTML) #502d7f



PMS
CMYK
RGB
WEB

PANTONE 7413 C

C0% M53% Y100% K4%
R217 G122 B35
(HTML) #d97a23

INCORRECT USAGE

The WEAAD brandmark may not be redrawn or altered in any way. The examples below show various ways in which the WEAAD brandmark is incorrectly reproduced.

There must be no distortion of width or height. Proportions between elements of the brandmark cannot be modified. Do not rotate the brandmark in any way.

The brandmark must always be used on a white or light background which does not hinder the legibility of the brandmark messaging. The brandmark must never be placed over an image area of contrasting background.

