

WRITERS FEDERATION OF NS

brand guidelines

Official logos for WFNS:



DARK BACKGROUNDS– This logo works well on dark backgrounds as is. If it is a tone too close to any of the blues in the logo, please use the white version:








The WFNS Lounge logo may be used on an image background as long as it does not compromise the legibility of the logo.





WRITERS FEDERATION OF NS

corporate colours




Logo colours- Main logo

	C-86, M-52, Y-47, K-19 (R-42, G-96, B-108) #2a606c Pantone 5473 C	→	WRITERS'
	C-90, M-51, Y-19, K-2 (R-0, G-112, B-159) #00709f Pantone 7690 C	→	FEDERATION
	C-62, M-20, Y-0, K-0 (R-86, G-168, B-221) #56a8dd Pantone 292 C	→	NOVA
	C-85, M-35, Y-26, K-1 (R-4, G-133, B-164) #0485a4 Pantone 314 C	→	SCOTIA
	C-43, M-13, Y-4, K-0 (R-141, G-190, B-221) #8dbedd Pantone 2905 C	→	OF

Suggested colours- Light Backgrounds

	C-43, M-13, Y-4, K-0 (R-141, G-190, B-221) #8dbedd Pantone 2905 C	→	OF
	C-16, M-5, Y-5, K-0 (R-211, G-226, B-233) #d3e2e9 Pantone 642 C		

Suggested colours- Harmony Contrast

	C-67, M-100, Y-35, K-38 (R-82, G-21, B-76) #52154c
	C-1, M-100, Y-32, K-0 (R-234, G-17, B-108) #ea116c
	C-18, M-36, Y-88, K-1 (R-210, G-161, B-64) #d2a140

WRITERS FEDERATION OF NS

corporate typeface

HEADING: **SEB NEUE BLACK** OR
SEB NEUE AIR

SEB
Neue

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz

AIR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
abcdefghijklmnopqrstuvwxyz

Text: Seb Neue regular or light

SEB
Neue

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
abcdefghijklmnopqrstuvwxyz

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

NEWS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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Logo Sizing / Positioning Restrictions

Shape Consistency - The shape and position of the WFNS logo must not be altered in any way. No horizontal or vertical scaling.



Spacial Relationships - The protected zone for copy is the width of the negative space between the W and the F in WFNS. No major elements may be positioned within this protected zone. Logo should always be positioned at least the specified width away from the edge of the page.

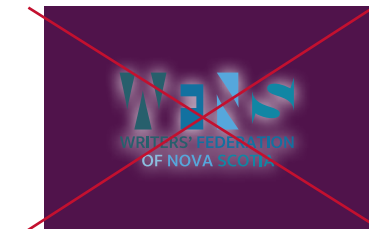
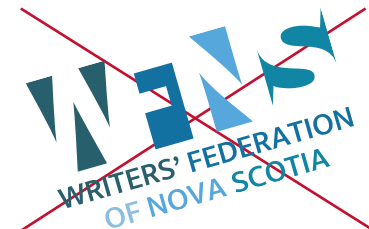


Minimum Logo Size - for printed material is - .5" wide for logo only, .85" wide for logo with tagline and 1.3" wide for banner version.



The minimum size for specialty items (pins, pencils, pens, etc.) would be determined on a case by case basis by Mblem Graphic Design (see contact).

Unacceptable Logo Usage



None of the logo elements can be left off. No colours are to be replaced in any part of logo. Logo should always appear with the original dimensions (no stretching or compression). No effects should be used with the logo.

*Regulations throughout these brand guidelines apply to all versions of the logo.

For all brand usage inquiries or digital versions of the proper logo formats please contact:

Mblem Graphic Design
Telephone: 902.423.2900
Email: kate@mblem.ca