WVM
Witte Van Moort

Brand Guidelines

PRESS KIT

1/2X

1/2X

1X

1/2X

1/2X

01. Logo

The bounding box is the minimum space around the logo that is required for proper display.

1.1   Boundingbox
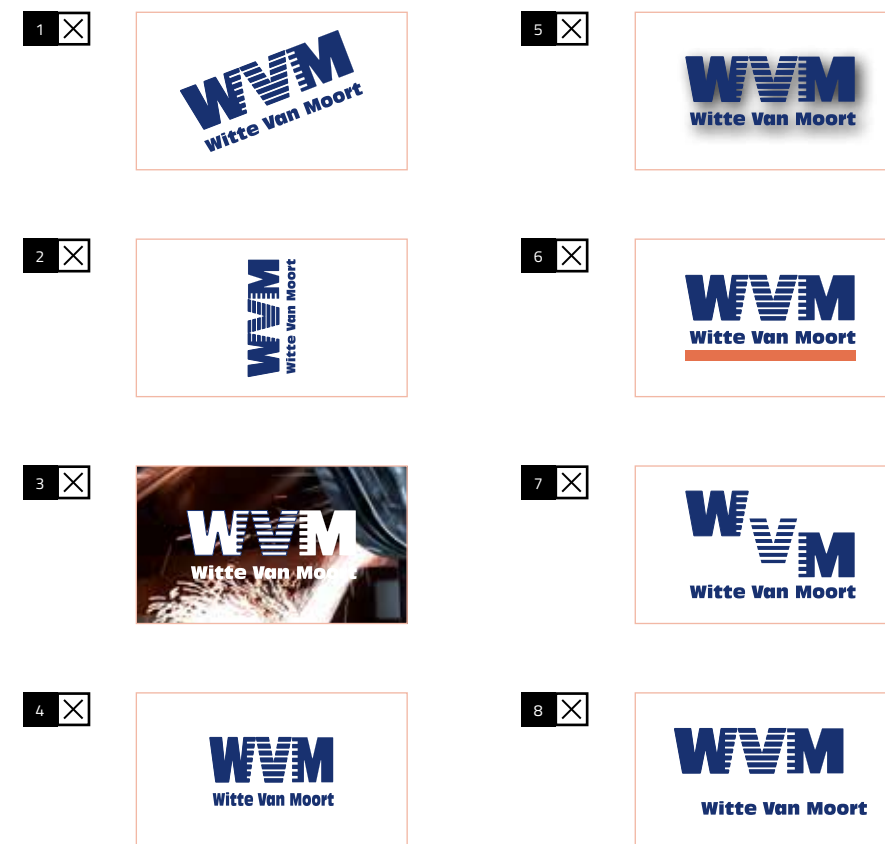
The 'W' of WvM is indicated as 1x, the minimum white space around the logo is 1/2x.

1.2   Do's and don'ts

1. Never place the logo at an angle.
2. The logo may not be used vertically
3. The logo may be placed on a coloured or photo background, provided the contrast is high enough.
4. The logo must not be stretched or compressed.
5. Do not use effects such as drop shadow, transparency etc.
6. Do not place any text or elements inside the bounding box.
7. Do not rearrange elements of the logo or create other compositions.
8. The format or position of the descriptor should not be changed.

01. Logo

A number of rules are applied to maintain the integrity of the WvM brand. Ensure that the appearance of the logo is not compromised by twisting, compression or any other distortion. The following lists some of the rules that must be observed when using the logo.

WE KNOW METAL
length WVM

WE KNOW METAL
2/3 length WVM
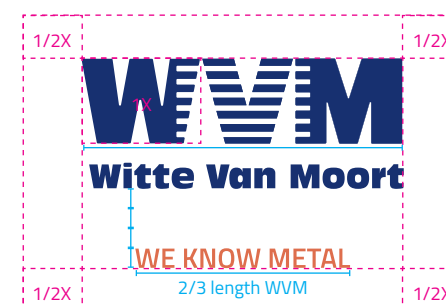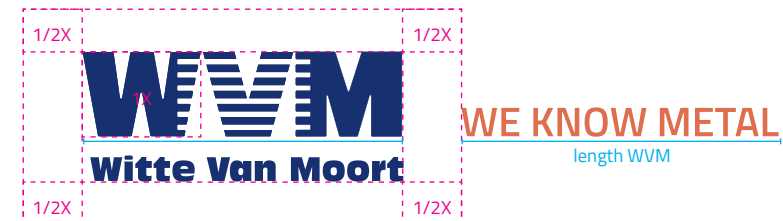
1.3   Promotion Logo

In addition to the standard WVM logo, the 'promotion' logo can be used. In exceptions, this logo may be used on resources where no lay-out or design is possible and only the logo can be placed. This would include merchandise, giveaways, clothing, etc.

This logo comes in two variations; a portrait and landscape version.

Please note: if a WVM logo is placed between logos of other companies (for example a sponsor board), the standard logo must be used. This way, the logo can be made larger and stands out more.

01. Logo

01. Logo

1.4   Logo Use

Use of logos can fall in one of three categories:

1. **Promotional logo - Resources where only a logo can be placed**
   This would include merchandise, giveaways, clothing items, etc.
2. **Standard logo - Resources with logo + lay-out only**
   These are resources where limited design is possible or desired, with the logo as a key element. Consider boarding, banners, flags, etc.
3. **Standard logo - Resources with full lay-out and formatting**
   These are resources where there is complete freedom in design/formatting and where a message and/or other content is important. This would include a website, brochures, leaflets, online marketing, etc.

1. Example logo only
2. Example limited formatting
3. Example full formatting

02. Colour

Colour coding is a way of converting many of the colours in the colour space into a set of numbers. There are different systems for such colour definitions. A corporate identity is deployed through various means, such as printed matter, websites, façade signage and cars.

2.1   Primary and Secondary Colours

WvM's colours are deliberately chosen; the professional yet fresh blue provides a calm and reliable look. The light copper colour reflects distinctive character and WvM's unique skills. Dark blue is the primary colour and has the largest proportion in all communications. Copper is the secondary colour and is used for details, call to actions and to give certain elements more attention. To break up the large amount of blue, light gray is also used. When do you use which colour coding:

Printing	CMYK or PMS
Digital	RGB or HEX (website/powerpoint, etc.)
Painting/spraying	RAL
Adhesive	Foil (car and façade lettering)

1.	CMYK	C 100 / M 100/ Y 0 / K 0
	RGB	R 24 / G 49 / B 112
	HEX	#183170
	Pantone	2738
	RAL	5002 Ultramirine Blue
	Foil	Avery 968 / 3m 903

2	CMYK	C 10 / M 70 / Y 75 / K 10
	RGB	R 229 / G 113 / B 76
	HEX	#E5714C
	PMS	Pantone 7417
	RAL	2012 Salmon Orange
	Foil	Avery 926 / 3m 70-41

3	CMYK	C 0 / M 0 / Y 0 / K 15
	RGB	R 220 / G 221 B / 221
	HEX	#dcddde
	PMS	Pantone 427
	RAL	7040 Window Grey
	Foil	Avery 428 / 3m 70-93

WVM
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Titillium Web

Aa**Bb**12**34**

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 0123456789 !@#%&*-+

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 0123456789 !@#%&*-+

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 0123456789 !@#%&-+*

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 0123456789 !@#%&*-+

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 0123456789 !@#%&*-+

3.1 Offline Set

The Titillium web is a versatile sans serif letter with thin long lines and distinctive curves that give it a friendly character. The clean hard lines in the letter create a professional look.

Titillium Web bold is used for headings and Regular for running text. The other weights are free to use.

03. Typography

Typography is the set of letters and numbers in the corporate branding. When the typographic guidelines are applied consistently, it contributes to clear information transfer and strengthens your brand's identity.

Calibri

AaBb1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklm
nopqrstuvwxyz 0123456789 !@#%&*-+

*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklm
nopqrstuvwxyz 0123456789 !@#%&*-+*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklm
nopqrstuvwxyz 0123456789 !@#%&*-+**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklm
nopqrstuvwxyz 0123456789 !@#%&*-+***

3.2   Digital Set

The Titillium web font, as the name conveys, is a web font and
therefore perfect to use for the website.

For office software (Outlook, Word, Excel, PowerPoint, etc.)
please use system letter Calibri. This system font is available
by default on most computers.

03. Typography

It is not always possible to use the selected print font for
printing digital assets. We must consider technical limitations
in this context. This is why we apply both web and system
fonts. For a standardised look, we try to choose the same
fonts as much as possible or fonts that are similar or have the
same look.