

THE WAY TO WORK: PRIMARY IDENTITY



Primary Identity: Two Color Pantone (Green: PMS 362C / Green-Blue: PMS 315C)
Note: the two color primary identity should be used in all two color, 4-color process (see color guide) and web based applications.



Primary Identity: One Color (Green-Blue: PMS 315C)
Note: the one color version of the primary identity should only be used in one color applications or if the secondary color is not part of the identity pkg. (an example would be "black" ink)



Primary Identity: Black and White



Primary Identity: Knock-out to White
Note: identity should knock-out when on a background of 40% opacity or higher.

THE WAY TO WORK: SECONDARY IDENTITIES

These secondary identities should ONLY be used when supported by demonstrative text for The Way To Work company brand and the use of the primary identity would be considered graphically redundant.



Secondary Identity "WW": Two Color Pantone (Green: PMS 362C / Green-Blue: PMS 315C)

Note: the two color secondary identity should be used in all two color, 4-color process (see color guide) and web based applications.

THE WAY TO WORK

Secondary Identity "wordmark": Two Color Pantone (Green: PMS 362C / Green-Blue: PMS 315C)

Note: the two color secondary identity should be used in all two color, 4-color process (see color guide) and web based applications.



THE WAY TO WORK

Secondary Identities: One Color (Green-Blue: PMS 315C)

Note: the one color version of the primary identity should only be used in one color applications or if the secondary color is not part of the identity pkg. (an example would be "black" ink)



THE WAY TO WORK

Secondary Identities: Black and White

Note: secondary identities, like the primary identity, should knock-out when on a background of 40% opacity or higher.

THE WAY TO WORK: COLOR GUIDELINES

Primary Colors



Green:
Pantone Coated: PMS 362C
Pantone Uncoated: PMS 362U
Pantone SWOP: DS287-1
4/C Process: C:70 M:0 Y:100 K:10
Web: R:73 G:169 B:66

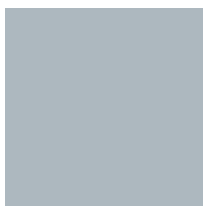


Green-Blue:
Pantone Coated: PMS 315C
Pantone Uncoated: PMS 314U*
Pantone SWOP: DS235-1
4/C Process: C:100 M:0 Y:0 K:40
Web: R:0 G:120 B:143

Secondary Colors



Light Green:
Pantone Coated: PMS 577C
Pantone Uncoated: PMS 577U
Pantone SWOP: DS291-4
4/C Process: C:35 M:0 Y:60 K:5
Web: R:163 G:202 B:131



Light Blue-Gray:
Pantone Coated: PMS 7543C
Pantone Uncoated: PMS 7543U
Pantone SWOP: DS327-9
4/C Process: C:3 M:0 Y:0 K:30
Web: R:173 G:184 B:191



Yellow:
Pantone Coated: PMS 123C
Pantone Uncoated: PMS 123U
Pantone SWOP: DS5-1
4/C Process: C:0 M:20 Y:100 K:0
Web: R:255 G:203 B:5

THE WAY TO WORK: IDENTITY USAGE

Proper usage of primary identity: suggested proportional “open-space” around the mark on all sides.



Improper usage of primary identity: DO NOT USE the primary or secondary identities in ANY of these versions.



Stroking or outlining the mark.



Choosing a color other than a primary color or black.



Tinting any of the primary colors.



Utilizing the mark on any angle other than straight/level.



Using the mark smaller than 0.75 inches wide or 0.5 inches tall.



Distorting the mark in any fashion.



Changing the color of any part of the primary or secondary marks to a non-approved color.



Using the “WW” mark with an inappropriate font other than Gotham.



Not “knocking-out” the mark when on a color greater than 40% opacity.

THE WAY TO WORK: BRAND FONT FAMILY

The Gotham font family is the approved brand font for The Way To Work. It is the basis for the new identity and should be used for all primary and secondary text, such as headlines, sub-headlines, text and descriptors.

Gotham Light

ABCDEFGHabcdefgh0123456789!@#\$\$%

Gotham Light Italic

ABCDEFGHabcdefgh0123456789!@#\$\$%

Gotham Book

ABCDEFGHabcdefgh0123456789!@#\$\$%

Gotham Book Italic

ABCDEFGHabcdefgh0123456789!@#\$\$%

Gotham Medium

ABCDEFGHabcdefgh0123456789!@#\$\$%

Gotham Medium Italic

ABCDEFGHabcdefgh0123456789!@#\$\$%

Gotham Bold

ABCDEFGHabcdefgh0123456789!@#\$\$%

Gotham Bold Italic

ABCDEFGHabcdefgh0123456789!@#\$\$%

PostClassicalEnsemble

Black & White



PostClassicalEnsemble

Knock Out of dark color

PostClassicalEnsemble

Two color option 01: Pantone 201 & Pantone 425



PostClassicalEnsemble

Two color option 02: Pantone 201 & Pantone 7545



PostClassicalEnsemble

Two color option 03: Pantone 201 & Pantone Cool Gray 11



PostClassicalEnsemble

Two color option 04: Pantone 201 & Pantone 443



PostClassicalEnsemble

Two color option 05: Pantone 1807 & Pantone 425



PostClassicalEnsemble

Two color option 06: Pantone 216 & Pantone 425



PostClassicalEnsemble

Two color option 07: Pantone 1805 & Pantone 425



Black & White



Knock Out White



2 Color Version 01



2 Color Version 02



Pantone Orange 032U



Pantone 341U

Color Version:
Spot: PMS 370
CMYK: SWOP 296-1
RGB: 93/151/50



Black & White
Version



K/O White
Version

