



# BRAND IDENTITY

## Style Guide

### Primary Logo

This is the WCTPA's primary logo. To establish brand consistency, it should be used whenever possible.



### Reverse Color Versions

To be used only against dark backgrounds or images. Only use all white in B/W ads or against images that cause the standard reverse color logo to become lost or unreadable.



### Secondary Logo

#### Horizontal Format

In some instances, the WCTPA's primary logo will require more vertical space than is available in an ad layout. In this case, choose the horizontal format, or one of the reverse color versions as stipulated above.





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## Clear Space

### Size & Positioning

Always ensure a minimum spacing of the logo height to all edges. i.e. If a logo is 91px high, ensure a 24px minimum vertical space on the top and bottom, and 44px on the left and right edges. Never make logo smaller than 50px.



## Misuse

### Logo Misuse

Do not use the WCTPA logo in any way that damages the brand, including but not limited to: removing or altering the stripes, changing the typography or applying an off-brand color. Do not add a white box behind the logo if against a dark background or image, instead please use the reverse color version logo as described on page 1.



## Placement

### Bottom Right

The majority of the time WCTPA logo will sit in the bottom right corner of the creative.

### Exceptions

Where creative is used or executed in such a way that logo placement in the bottom right corners is not suitable, alternative positions are allowed.



## Color Palette

### Core Colors

REBEL

TROLLEY

WHISKEY

#102646

#E54B3D

#B68051

### Questions?

#### Contact:

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### Secondary Colors

DENIM

ROCKSHELTER

COVERED BRIDGE

GLASSHOUSE

SPIRIT

#669ABB

#8691A1

#991C20

#F3EADF

#F9F5F1