

WIKO

Styleguide

V1/ DEC 2018 - Logotype - the essentials

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Our logotype

The Wiko logotype is displayed in a large, teal-colored, rounded sans-serif font. The letters are bold and have a friendly, approachable feel. The 'W' is particularly stylized with rounded terminals, and the 'O' is a simple, thick-lined circle.

The Wiko logotype

Our corporate logotype is the most immediate representation of our company, our people and our brand to the world. It is a valuable corporate asset that must be used consistently in the proper, approved forms.

Logo variants

The word "WIKO" in a teal, rounded, sans-serif font.The word "WIKO" in a black, rounded, sans-serif font.

Primary Logo

The primary logo should be used as an introduction/ signature of the brand on a communication. It's the default choice for most graphic applications of the brand.



Secondary Logo

The Secondary Logo should be used when the use of the primary logo becomes too complicated and could hinder the legibility of the logo. While the primary logo remains the default choice for most graphic applications of the brand, there are certain instances where an element with a stronger visual impact is required (photo/vivid background, POS, **distributor catalogs or tech sheets**, etc.)

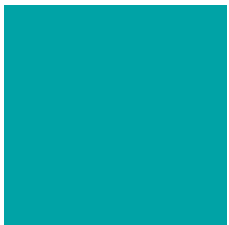


Lettermark / Monogramm

The Lettermark is an aspirational way of branding on merchandising and promotional items and can be used stand alone on internal communications

Colors

BLEEN



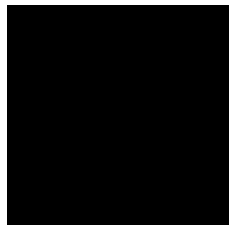
CMYK
90/0/40/0

RGB
0/178/169

PANTONE
326 C

Hexadecimale
#00b2a9

BLACK



CMYK
0/0/0/100

RGB
0/0/0/0

Hexadecimale
#000000

The primary colour of the Wiko logo is turquoise, known as "bleen" (blue + green).

It is important to respect these colour specifications to ensure uniformity.

Clear Space



Clear Space

Clear space is the open, protected zone surrounding the logo.

Allow for as much white space as possible. This space is identified to protect the visual integrity of the logo.

Shown here is the logo with the required clear space measurement.



Implementation & misuse

DO'S



Light background



Corporate background colour



Monochrome black



Black background



Dark, dense photo background



Clear photo background



Dense, busy photo background

DON'TS



Using colours that are not included in this manual



Using filters or other shading effects



Associating colours that affect the readability of the logo



Using the logo in bleen on busy background



WIKO

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