



WordFrame Logo/Wordmark Usage

WordFrame Logo Usage

The WordFrame logo should be displayed in its entirety on either a solid light or dark background (avoid mid-tone or strongly colored backgrounds). The logo should not be displayed in parts, with color variations or with other elements superimposed on top of the logo.

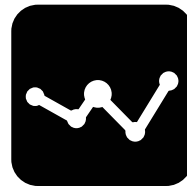
The logo should not be displayed on screen at a size any smaller than 24px tall (with the exception of system icons that demand smaller sizes). The logo should not be displayed in print at a size any smaller than 3/8" tall.

Below are the only admissible presentations of the logo.

For colour applications



For black & white applications



WordFrame Logo/Wordmark Usage

The WordFrame logo may be displayed on its own without the accompanying “WordFrame” text. When displayed with the accompanying “WordFrame” text, it must be displayed in one of the following arrangements.

When displayed with the WordFrame logo, the product name “WordFrame” should be rendered in the “Trebuchet MS” - Regular font in the appropriate size in relation to the logo as indicated in the figures below.

The WordFrame logo with wordmark should not be displayed on screen with the logo portion at a size any smaller than 24px tall. The WordFrame logo with wordmark should not be displayed in print with the logo portion at a size any smaller than 3/8” tall.

Below are the only admissible presentations of the WordFrame logo/wordmark.

For colour applications



WordFrame



WordFrame



WordFrame

For black & white applications



WordFrame



WordFrame



WordFrame

Logo/Wordmark Incorrect Usage

The WordFrame logo/wordmark should not be displayed modified or in ways that visually compromise the logo. The following figures highlight some common mistakes to avoid when displaying the logo and wordmark.



The logo should not appear on a background that results in insufficient or variable contrast.



Never distort the logo in any way.



The logo should never appear on a patterned background that impedes its legibility.

WordFrame



The positions of the various elements of the logo should never be altered.



Never add any shadow effects to the logo.

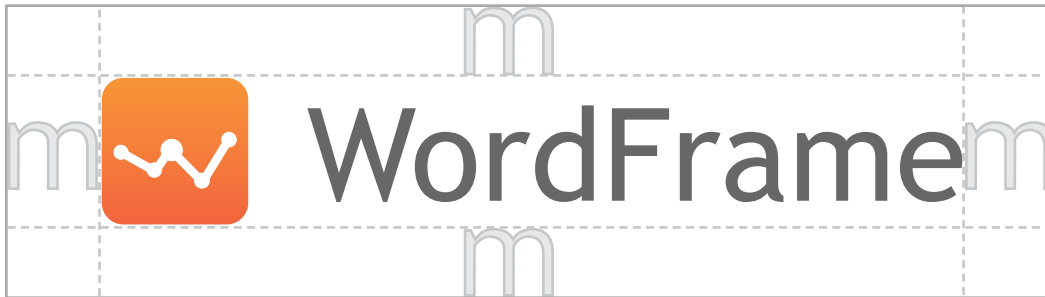


The typography in the logo should never be altered in any way.


Protection Space & Colours


Protection Space


To heighten its visual impact, the logo should always be surrounded by a protection space which must be at least the size of the letter “m” in the “WordFrame” wordmark (see illustration below). This space must always remain free of any graphic or typographic elements.



WordFrame Logo/Wordmark Colours

Text colour:  CMYK: C=60 M=51 Y=50 K=20
RGB: R=102 G=102 B=102
HEX: #666666

Graphic's background colour (gradient):  top
CMYK: C=0 M=48 Y=88 K=0
RGB: R=255 G=153 B=51
HEX: #FF9933

bottom
 CMYK: C=0 M=75 Y=85 K=0
RGB: R=255 G=102 B=51
HEX: #FF6633

Graphic's symbol:  CMYK: C=0 M=0 Y=0 K=0
RGB: R=255 G=255 B=255
HEX: #FFFFFF

WordFrame's colour palette consists of four colours: WordFrame Orange, WordFrame Dark Orange, WordFrame Gray and White. (Possible usage of pure black for black and white applications - see p.3)