

# Wisconsin Woman-Owned Business Enterprise LOGO + USAGE GUIDELINES

Approved full-color Woman-Owned Business Enterprise (WBE) Logos should:

- Be printed in full-color printing applications;
- Be placed on appropriate background colors or solid area of a given image; and
- Have the specified spacing, proportions, color(s), and arrangements, with no alterations.

## Full Color Logo:

Woman-Owned Business Enterprise Logo



## All White Logo:

For use over dark backgrounds



## All Black Logo:

For use over light backgrounds



## All White Logo:

For use over dark backgrounds



## Examples of Proper Usage:



### Spotlight on Woman-Owned Business Enterprise Logo

Andesti doleserum doluptae volurunt que consequas maximolest voluptae nestia volecae etur, sae sit pa quaeprorresto officimus idis et adis qui anda volupti onsed. Obis atur, cuscientur as molupturita destiissit offictota volorro et, quodi aspid quae porendenimpe simint molut lametus rest, nobitatem quatat eosae parum archicti ut evel etur re conessed modi bero. Xernatur, nimpor reriae volent voluptas sunt est facepellab ipsae cus et pore con ea de nus, apid ut odi beat aditius, nim quiat.

Proper provision of adequate clear space between the logo and other design elements.



Proper placement of logo on space free of patterns, or design elements that could reduce readability of the logo.



Proper usage of the all white logo for use over darker background colors.

## Examples of Improper Usage:



Do not distort the logo proportions.



Do not place logo over distracting imagery; or over imagery of the US American Flag.



Do not alter the colors of the logo using effects/filters or for printing purposes.

## Minimum Size:



minimum size for  
logo placement



minimum size for  
logo placement

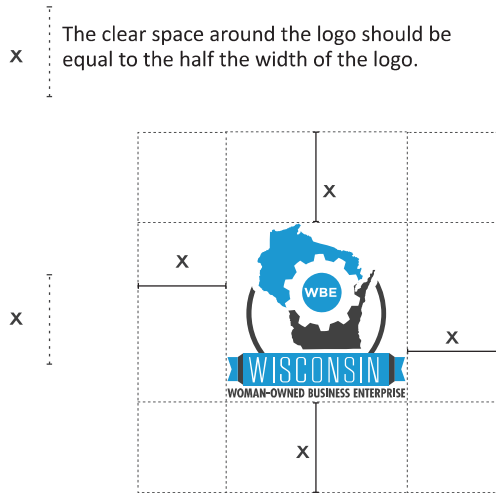


minimum size for  
logo placement

The **minimum** logo size is **1 inch wide** placed proportionally.

## Minimum Clear Space:

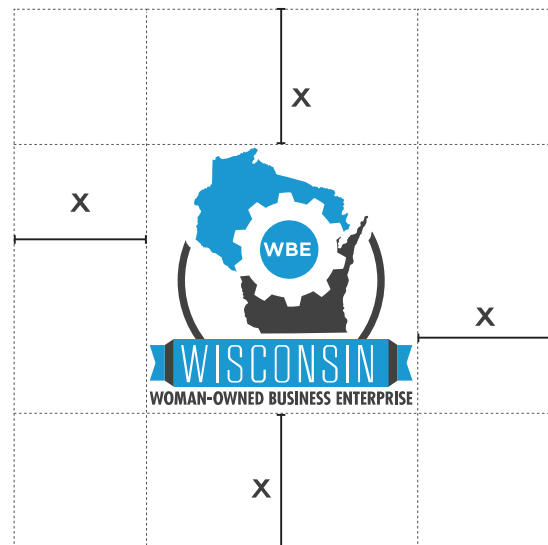
The “**clear space**” is the space maintained surrounding the entire logo, free of any design. It ensures clear readability and greater impact of the logo free from competition with other elements.



The clear space around the logo should be equal to the half the width of the logo.

$x = 1/2$  the width of the placed logo

For example: if the width of the placed logo is 1 inch. Then a 1/2 inch of clear space should be provided (free of design) on each side of the logo.



For example: if the width of the placed logo is 1.5 inches. Then a 0.75 inch of clear space should be provided (free of design) on each side of the logo.

## LOGO MISUSAGE

Do not distort the Logo in any of the following ways.



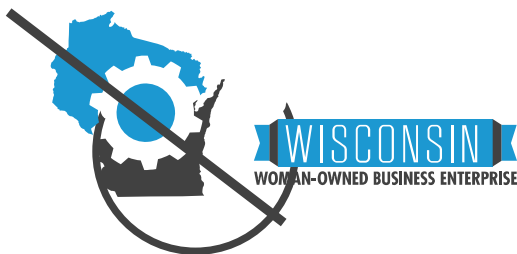
Do not alter the “WBE logo”. The WBE banner and Wisconsin icon must be used together.



Do not change the colors of the WBE Logo.

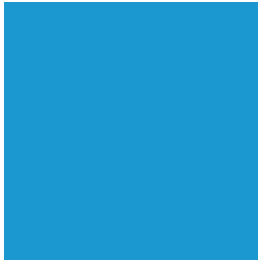


Do not distort the WBE logo.



Do not reposition the elements of the WBE logo or enlarge/reduce any portion.

## Color Standards:



**Blue:**  
Pantone Solid Coated: 7689 C  
Pantone Solid Uncoated: 2995 U

R: 11  
G: 153  
B: 208

C: 077%  
M: 025 %  
Y: 003%  
K: 000%

HEX: #0b99d0  
WEBSAFE: #0099cc

---



**Gray:**  
Pantone Solid Coated: 446 C  
Pantone Neutral Black U

R: 66  
G: 66  
B: 66

C: 067%  
M: 060%  
Y: 059%  
K: 046%

HEX: #424242  
WEBSAFE: #333333

---



**Black** *(for use in all black logo only):*  
Pantone Solid Coated: Pantone Black 6 C  
Pantone Solid Uncoated: 5463 U

R: 16  
G: 24  
B: 32

C: 100%  
M: 79 %  
Y: 44%  
K: 93%

HEX: #101820  
WEBSAFE: #000033

Font:

**Gotham Bold:**

RBN02 LIGHT

**FUJIYAMA BOLD**

Font used for the creation of the logo. Suggested font for use in supporting documents and files.

**abcdefghijklmnopqrstuvwxy**

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**

**123456789**

123456789

**!@#%&\*()**