Updated 25 May 2017
Hello.

Thank you for displaying the WARC logo. We offer our wordmark in different sizes and layouts for both digital and print formats. These guidelines must be followed when using them.

Resources
warc.com/press

Press Enquiries
amanda.benfell@warc.com
Logo Guide
Writing

When referring to WARC in writing, always use capital letters. Do not use Warc or W.A.R.C.
Spacing

Respect the spacing around the logo and do not allow other elements to crowd it.

Normal spacing
The spacing around the logo should be at least the height of the logo.

Line height
For smaller text, use half of the logo's height as the minimum spacing above and below the logo.
Sizing

Maximum size

There should be spacing equivalent to the height of the logo all around it. Once this limit has been reached, the logo is big enough.

Minimum size

Do not make the logo any smaller than 26px in height.
Don’t try to box the logo, the wordmark is an identity on its own.

Don’t skew, tweak, rotate or modify the shape of the logo in any way.

Don’t recolour parts of the logo.

Don’t overlay the logo with standalone shapes and patterns.

Don’t disrespect the spacing guide.

Don’t re-order the logo in any way.
The dark WARC blue should be used as the main colour identifier for our brand.

The electric blue is to be used as a support colour and should only take up to 20% of the total palette.

<table>
<thead>
<tr>
<th>Colour</th>
<th>Code (HEX)</th>
<th>Code (RGB)</th>
<th>Code (CMYK)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WARC blue</strong></td>
<td>#313678</td>
<td>49/54/120</td>
<td>100/72/0/32</td>
</tr>
<tr>
<td><strong>Electric blue</strong></td>
<td>#3D46C4</td>
<td>61,70,196</td>
<td>100/57/0/2</td>
</tr>
</tbody>
</table>
Main colour treatments

Light on dark

Use the white logo on dark backgrounds

Dark on light

Use the WARC blue logo on light backgrounds
Colour abuse

Don't paste the dark logo on a coloured background

Don't recolour the logo

Don't pick a too light background colour

Don't tweak the logo opacity

Don't blend in the colours

Don't use too much accent colouring in background.

Don't add in extra colours
WARC Products
Product logos

WARC has several products that have their own logos. If you wish to use these, they are all available at warc.com/press.

Spacing

The spacing around the logo should be at least the height of the text of the logo.

Abuse

Do not alter the logo in any way:

• Do not recolour the logo or change its opacity
• Do not reorder the logo
• Do not skew, rotate or modify the shape of the logo
Examples