01. BRAND APPLICATION

OUR LOGO

WLP logotype is made up of a bold Sans Serif font which has been tweaked to create uniqueness and suggest strength in our market.

The curve that intersects between the letters denotes movement and growth which is synonymous with the logistic world.

Accents of yellow and green complete the logo, symbolizing the fresh way forward that WLP brings.

PRIMARY LOGO

1

PRIMARY + TAGLINE

WORLD LOGISTICS PASSPORT

2

**PRIMARY + TAGLINE** LANDSCAPE

WORLD LOGISTICS PASSPORT

CLEAR SPACE

In order to create maximum impact, it is important to keep the space around the logo free from other text and graphics. This buffer zone around the logo ensures prominence, integrity and professionalism.

The minimum clear space area around the logo is 1/2 unit of measure.

Note: Scale down our logo proportionately by 50% to find the right space measurement.
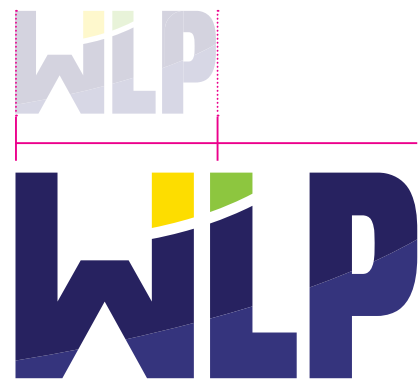
MINIMUM SIZE

In order to maintain the integrity of the logo, a minimum size has been established to which the logo must be applied.

30mm

The minimum logo size for print

The minimum size at which the logo may appear in print, is 30mm in width.

60px

The minimum logo size for screen

The minimum size at which the logo may appear in digital, is 60px in width.

COLOUR APPLICATION

The WLP logo should be applied in full-colour wherever possible. There are certain instances where this won't be achievable because of print limitations. In these cases, a one-colour logo in black has been supplied as well as white options on our Primary Blues to emphasize the brand

1. Full colour logo on white background

2. One colour logo options

3. Logo knocked out Primary Blues only

4. Logo knocked out Primary Blues only

Please note that only the full colour as well as the knocked out white version may be used on imagery

User discretion is advised.

LOGO PROPORTIONS & BORDERS ON LAYOUTS

These are general considerations when determining the size of the logo on layouts and may be adjusted to visually suit a specific layout but the height of the logo must always be a percentage of the longest side of the layout. When constructing layouts, always consider the usage size of the communication piece and its viewing distance and the legibility and readability of all the elements on the layout.

1 **Portrait layouts**

The height of the logo excluding its minimum clear space area must be 6,5% of the height of the layout.

2 **Landscape layouts**

The height of the logo excluding its minimum clear space area must be 6,5% of the width of the layout.
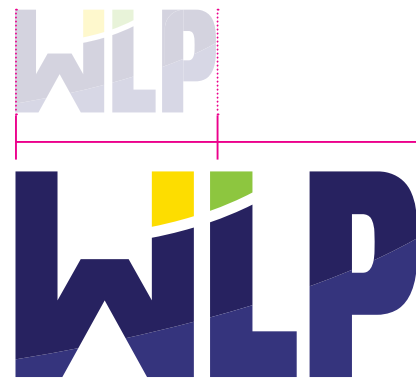
CO-BRANDING

The spacing guidelines for equal partnership co-branding aim to represent each logo in a visually equal way in terms of spacial difference.

WLP's 1/2 unit of measure should always be used as the spacing equation.

Note: Scale down our logo proportionately by 50% to find the right space measurement.

COMMON MISTAKES

The following examples illustrate some common mistakes that should be avoided when applying the logo.

1 Letter spacing inconsistent

2 Squashed and distorted

3 Incorrect background colours

TYPEFACE GUIDELINES

Our primary typeface is Poppins.

It is used predominantly for print applications; for example, advertisements, brochureware and posters and should also be used on web banners and social media posts.

Five versions of Poppins have been chosen for use – different weights and point sizes may be combined to create visually interesting communication – from Poppins Bold and Semi Bold for posters and billboards to Poppins Light and Thin for the small print on stationery.

CORPORATE TYPEFACE / FONT USAGE

POPPINS

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SUITABLE WEIGHTS
FROM FONT FAMILY

BOLD
SEMI BOLD
REGULAR
LIGHT
THIN

TYPEFACE GUIDELINES

WLP utilizes Cairo for it's Arabic audience.

Cairo balances classic and contemporary tastes with wide open counters and short a scenders and descenders that minimize length whilst keeping quick readability. The lighter weights is usually employed for body text though the heavier weights are best for headlines and show typography. Every single font incorporates stylistic ligatures as well as the Arabic element has a wide glyph set that supports the Arabic, Farsi and Urdu languages.

ARABIC CORPORATE TYPEFACE / FONT USAGE

CAIRO

لقّ

لقة باعيد الترغب
البر مستويات
إعاديزاين تصممم
التحسين ثم

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SUITABLE WEIGHTS
FROM FONT FAMILY

BOLD
SEMI BOLD
REGULAR
LIGHT
EXTRA LIGHT

SECONDARY TYPEFACE GUIDELINES

Our secondary typeface is Arial.

It is used for electronic applications generated and viewed in office software.

Arial is bundled with all Microsoft software and is therefore more widely available than Poppins. Only where the primary typeface cannot be used due to technical compatibility considerations, should the secondary typeface be used.

CORPORATE TYPEFACE / FONT USAGE

ARIAL

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

OTHER SUITABLE WEIGHTS FROM FONT FAMILY

BOLD
BOLD ITALIC
REGULAR
ITALIC

TYPOGRAPHIC HIERARCHY

1 **Main heading style**
should always have a weight of Bold(Poppins). Midnight Blue or Moonlight Blue are both accepted. Heading style is accepted in either UPPERCASE or Sentence case

2 **Sub heading style**
should always have a weight of Regular(Poppins). Midnight Blue or Royal Blue are both accepted.

3 **Body copy style**
should always have a weight of Light(Poppins). Keep copy in Shadow Grey or reversed out in white when it is applied to the Primary blues

1 # THIS IS THE MAIN HEADING STYLE

2 ## This is the sub header style

3 Puda pos doluptaquis nesecaeseque eos doluptatur recab is eture si quam, con res nitatem voluptatet maximi, que et ut quae vellam alignihil iusda duntota epratque venis inus sim nientur? Quia si tem re nimust ma suntiae pro quia aliqui tor sim excest lat arum sollupta dolupta aut ute is rem quodite sitatum rempori ipsam sed eum harum res doloreri aut ma que nis autem earum am fugitiu ntiaten ducita dolorem ullesti blanditate posandi verupta tempedi piendes tiusapicid quid et et electem porioritas vent eaque siminct orernatur, quis nones et miliae. Ebis autemque nes aceraeprest, te officabore, unt lacerem reped quam excesequi tesciist, utem. Tur, eosant eaquat alit rati aboreicil is eumque nos ut es que n

COLOUR PALETTES

WLP uses two blues and plays part as a powerful and distinctive brand asset. It helps us to stand out from our competitors. These colours should always be our most dominant colour.

Our secondary colour palette consists of a selection of greys as well bright green and yellow. These colours are used in a smaller capacity with the primary colours. Shadow Grey should only be used on general body copy.

1 **Primary colour palette**
The primary colour palette consists of the core brand colours which must appear on all communications where brand recognition and dominance is required but not necessarily at once.

2 **Secondary colour palette**
The secondary colour palette can only be used to support the primary colour palette.

1

PRIMARY PALETTE

2

SECONDARY PALETTE

MIDNIGHT BLUE

100C 100M 27Y 25K
38R 34G 96B
#262260

MOONLIGHT BLUE

68C 53M 0Y 0K
97R 119G 186B
#6076B9

LIME GREEN

50C 100M 0Y 0K
141R 198G 63B
#8CC63E

LEMON YELLOW

2C 9M 100Y 0K
253R 221G 0B
#FDDC00

SHADOW GREY

0C 0M 0Y 80K
88R 89G 91B
#58585B

PEARL GREY

4C 3M 0Y 0K
241R 242G 249B
#F0F1F8