Colour Specifications

The colours of the Wasaya logo must not be altered. Consistency of colour ensures strength of brand and a coherent visual identity. The official colours to be used for reproducing the Wasaya logo in Pantone, process, or web-based applications are identified below.

Colours

Pantone 180
C: 2 M: 82 Y: 82 K: 3
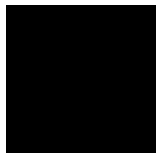R: 204 G: 51 B: 43
Hex: #CC332B

Pantone 395
C: 5 M: 3 Y: 81 K: 0
R: 250 G: 235 B: 33
Hex: #FAEB21

100% Black
C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0
Hex: #000000

Pantone Reflex Blue
C: 100 M: 90 Y: 10 K: 0
R: 24 G: 37 B: 99
Hex: #172563

Pantone is a registered trademark.

Greyscale & One Colour Applications

For one-colour applications, only greyscale, black or white versions should be used for the Wasaya logo.

For ease of use, logo files have been created and are available in a variety of formats.

Greyscale Application of Primary Brand

Black Application of Primary Brand

White Application of Primary Brand

Protected Space

A minimum of clear space around the signature or logotype ensures legibility and the integrity of the visual identity. When reproducing the Wasaya logo, minimum spacing requirements must be adhered to in order to prevent the logo from becoming cramped and unreadable. There must be a space the height of the "W" in the logotype on all sides of the logo.

Protected Space Around Logo

Minimum Size

The recommended minimum size of the logo has been identified below.

1"

Improper Use of Logo

The Wasaya logo must not be modified or distorted. Reproduction of the logo must conform to the stipulations outlined in this guide. Examples of prohibited reproductions of the logo include printing on an angle or vertically, using unofficial colours, creating patterns with the logo, adding decorations to the logo, and bevelling or inserting a shadow behind the logo.

It is also crucial that only high resolution images of the logo are used, to protect Wasaya professional image. The Wasaya logo is intended to function as a single unit and elements should not be separated except in the instances specified in this guide.

Improper Use of Logo - Distorted

Improper Use of Logo - Angled

Improper Use of Logo - Improper Colour