WSO Brand Guidelines
Version 1.0

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Objective

To establish branding standards which will give WSO's official printed and electronic materials a consistent and recognizable visual style and tone. This will strengthen WSO's brand and will amplify its messages.

Who Should Use These Brand Guidelines?

All WSO Board Members and volunteers who develop WSO official publications should learn these guidelines. The guidelines should be used for the publications listed below.

The guidelines will be posted & maintained on the WSO website once approved. Board Members should ensure that their teams are made aware of these guidelines, and that relevant job descriptions refer to the guidelines.

Publications That Should Follow the Guidelines

The current styles of the Watermark and the WSO website are "grandfathered". Changes from their current styles are not required. However, any future changes should move toward the guidelines.

The following publications should move to the guidelines as soon as practical:

- o   Membership Roster & Handbook
- o   Exhibition catalogs
- o   All other existing publications which will be used into the future

The following publications must use the guidelines:

- o   New official E-mail blasts
- o   New printed and electronic collateral, e.g. brochures, flyers, etc.

- New WSO slide sets (e.g., PowerPoint) Use of this is not required for outsiders presenting <u>to</u> WSO, or for presentations in WSO workshops / breakout sessions.

Guideline use is <u>not required</u> for the following publications:

- E-mails, other than official E-mail blasts
- Social media posts where the social media platform determines the format (e.g., Facebook, Instagram, Twitter/X, YouTube, etc.)
- Casual internal & external communications

Potential future extensions:

- WSO official letters if & when we create a letter template

Key Branding Elements

The following key branding elements are included in this guideline:

- Logo usage
- Writing style
- Typography
- Colors
- Slide template (e.g. PowerPoint)

The following branding elements are not included at this time, but may be worth including in the future:

- Styles for images and photographs
- Graphic elements
- Letterhead template

Primary Audiences

For most WSO materials, the primary audiences are:

- WSO members
- Prospective WSO members
- Those who work with WSO and its members

Logo Usage

Only the following forms of the WSO logo should be used. The logo should not be modified (e.g. characters changed, asymmetric stretching, colors added or changed, etc.).

"Full" logo:

"Square" logo, with & without the WSO website URL:

"Horizontal" logo for the WSO website nameplate:

Additional forms of the logo could be developed in the future:

- Black & white "Horizontal" logo: A black & white version of the website nameplate logo with a white background.

- A color version of the black & white logos.

Ideally, all versions should be made available as vector graphics.

Writing Style

Given WSO's primary audiences, WSO materials should come across as warm and supportive while still being concise and professional. Thus, WSO materials should follow the following writing style:

- Relatively informal, while still being clear, concise, professional, and grammatically correct. Should not be "folksy".
- Written in the third person, other than personal messages (e.g., the President's Message).
- Tone should be warm, inviting, and supportive.
- Technical information should be presented as accurately and as detailed as necessary (e.g. the Exhibition Prospectus; discussions of specific art techniques).

Typography

Use the font Raleway Semi-Bold for headings.

Use the font Open Sans Regular for body text.

This document uses the above fonts. Here is an example:

This is a Raleway Semi-Bold heading

This is Open Sans Regular body text. Four score and seven years ago our fathers brought forth on this continent a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal.

These fonts are generally not pre-installed on MacOS or Windows computers. However, the fonts are free and easy to install from Google Fonts.
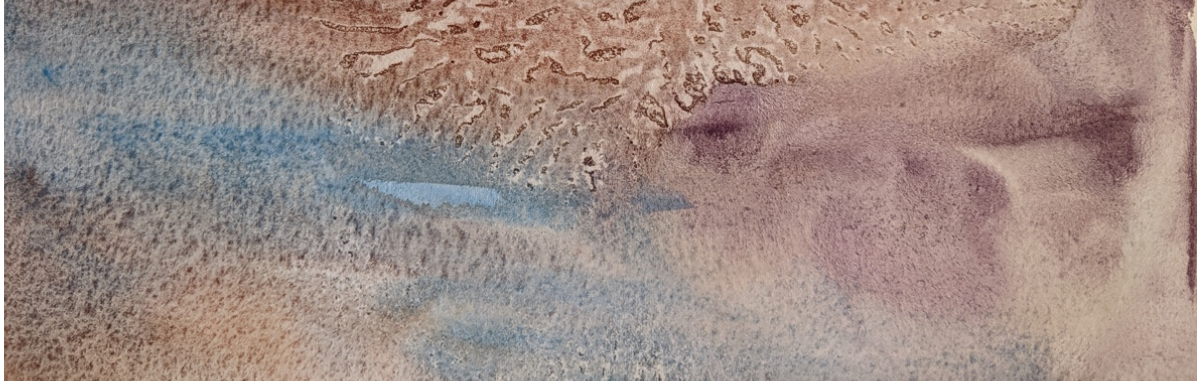
To install Raleway, go to: https://fonts.google.com/specimen/Raleway

To install Open Sans, go to: https://fonts.google.com/specimen/Open+Sans

Color Palette

The following image of a granulated watercolor wash, or portions of it, can be used as a background, header image, or border.

Watercolor wash image:

The following should be used as main theme colors:

Dark teal main color
RGB 0, 70, 82

Light teal main color
RGB 51, 167, 164

The following should be used as accent colors:
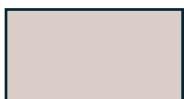
Deep Crimson accent color
RGB 128, 0, 32

Deep Taupe accent color
RGB 123, 82, 80

The following should be used as neutral colors, e.g., for backgrounds:

Light Taupe neutral color
RGB 218, 205, 199

Ivory Gray neutral color
RGB 244, 244, 244