WEDOS Logo Guidelines



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LOGO

The logo uses the official WEDOS corporate color palette. Two logo layouts are available: vertical or horizontal. Depending on the background color, the logo may be used in either its positive or negative version.

PRIMARY VERTICAL VERSION



Primary Version



Reversed Version

PRIMARY HORIZONTAL VERSION



Primary Version



Reversed Version

* The vertical and horizontal versions should be selected according to the intended application and the placement of the logo on the given medium or product.

BLACK & WHITE VERSION

The black-and-white logo is available in both positive and negative versions.
It should be used whenever the full-color version cannot be reproduced
or when the color version would be visually distracting in a given context.



CMYK – print
RGB – digital
HEX – web

LOGO COLORS

Strict adherence to these specifications ensures consistency, brand recognition, and visual integrity across all WEDOS communications.

COLOR CONVERSION

WEDOS White

CMYK 0, 0, 0, 0

RGB 255, 255, 255

HEX #FFFFFF

RAL 9016

TRAFFIC WHITE

WEDOS Blue

CMYK 95, 79, 2, 0

RGB 35, 79, 159

HEX #234F9F

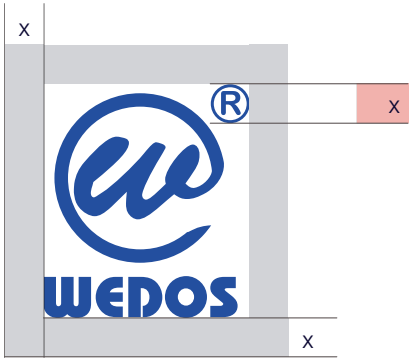
RAL 5005

SECURITY BLUE

For print applications, use the **CMYK** values. For digital media, use the **RGB** and **HEX** values.
For signmaking and physical production, use the **RAL** value.

LOGO CLEAR SPACE

A minimum clear space must always be maintained around the logo to preserve its visibility and visual impact. Maintaining this protected area ensures the WEDOS logo remains legible and recognizable in every application.





TYPOGRAPHY

Aa

ITC Bauhaus Heavy

MINIMUM SIZE

The minimum permitted size of the WEDOS logo is shown below.
Reducing the logo below these dimensions compromises legibility and brand recognition.



20 mm

20 mm / 70 px



15 mm

70 mm / 200 px

APPROVED LOGO VARIATIONS



INCORRECT LOGO USAGE

The following practices are prohibited:



Applying shadows, highlights, 3D effects, or any other visual effects.



Stretching, skewing, rotating, or otherwise distorting the logo. Changing the logo proportions.



Replacing or modifying the typeface.



Altering the official colors. Adding, removing, rearranging, or modifying any logo elements.



Placing the logo on backgrounds that reduce its visibility or legibility.