



# WA RANGERS ASSOCIATION STYLE GUIDE 2019



## LOGO COLORS



### **GOLD**

C 0  
M 15  
Y 100  
K 0



### **BLACK**

C 60  
M 40  
Y 40  
K 100

The WA Rangers logo guidelines are set to govern the composition, design, and general look of the branding.



# LOGO CLEARANCE

To protect the clarity and visual integrity of the logo it has an exclusion zone defined by the tip of the star no other graphic elements or type must sit within the exclusion zone.

It must always appear legible against any background colour or photography.



# SIZE REQUIREMENTS

The WA RANGERS LOGO must not be used smaller than 21mm top to bottom to ensure the visual recognition is intake.

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

**ARIAL BOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

# FONT

A contemporary sans serif font, Arial contains all the symbols and special characters. It is commonly available and accessible.



Full colour version



Full colour version



Mono version



Mono version

# IMPROPER USAGE



DO NOT add unnecessary embellishments like drop shadows, gradients, embossing etc. to the logo.



DO NOT tilt, rotate, stretch, skew or distort the logo in anyway.



DO NOT alter the logo or colours.



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