wapiti
DIGITAL

Serve the Herd.

Size

The Wapiti logo should be no smaller than 1.375" wide for print or 99 pixels on screen.

1.375" / 99 px

Clear Space

Clear space is based upon the distance from the outside of one prong horn to the other prong horn in the elk icon of the logo. Horizontal space required is the full width of the prong horns on either side. Vertical space required is the full width of the prong horns above and below.

Background

Use the logo in it's positive form on light backgrounds and in it's negative form on dark backgrounds. The background must provide adequate contrast for the logo.

Positive

Negative

Size

0.875" / 63 px

The Wapiti logo should be no smaller than 0.875"" wide for print or 63 pixels on screen.

Clear Space

Clear space is based upon the distance from the outside of one prong horn to the other prong horn in the elk icon of the logo. Horizontal space required is the full width of the prong horns on either side. Vertical space required is the full width of the prong horns above and below.

Background

Use the logo in it's positive form on light backgrounds and in it's negative form on dark backgrounds. The background must provide adequate contrast for the logo.
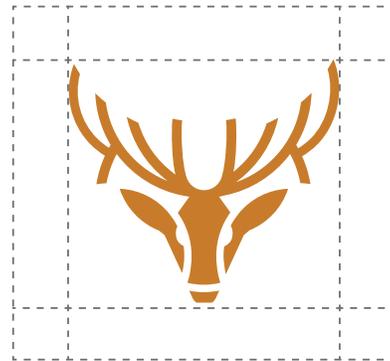
Size

0.22 in" / 16 px

The Wapiti icon should be no smaller than 0.22 in"" wide for print or 16 pixels on screen.

Clear Space

Clear space is based upon the distance from the outside of one prong horn to the other prong horn in the elk icon. Horizontal space required is the full width of the prong horns on either side. Vertical space required is the full width of the prong horns above and below.

Background

Use the logo in it's positive form on light backgrounds and in it's negative form on dark backgrounds. The background must provide adequate contrast for the logo.

Values

The Wapiti colors are Dark Blue and Gold.

Pantone 7571 C

HEX #C97D31
CMYK 18 / 56 / 96 /3
RGB 201/ 125 / 49

Pantone 548 C

HEX #00303C
CMYK 95 / 68 / 54 / 54
RGB 0 / 48/ 60

Grey Scale

If the logo moves to grey scale, the text and icon will be 100% black or white.

Positive

Negative

Secondary Fonts

Gotham (Medium)

Use Gotham (Medium) for headings and type you want to emphasize.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+{}**

Download: https://www.dropbox.com/sh/2ziwpd0tc66c570/AAA8J_
MH2nqamEJGE58ZLkEDa?dl=0

Gotham (book)

Use Gotham Book for body copy at 80% black tint.
Don't use the font any smaller than 8 pt.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+{}

Download: https://www.dropbox.com/sh/2ziwpd0tc66c570/AAA8J_
MH2nqamEJGE58ZLkEDa?dl=0

Things to Avoid

Do not alter the logo artwork in proportion or color. Below are some examples of unacceptable logo presentation.

Do not use unapproved colors.

Do not outline the logo.

Do not disproportionately scale the provided artwork.

Do not use the logo as part of a sentence.

Do not modify or recreate the provided artwork.

Do not layer other content on top or below.

Do not place the logo on a background without contrast.

Resources

Logo

Access various logo files at the following link:

https://www.dropbox.com/sh/3jvfnkvqaieh151/AAAi0VMUm4CTOnbzGFsgKwqMa?dl=0

Images

Access various image files at the following link:

https://www.dropbox.com/sh/jhww300f0jh8s7n/AABx7Fhn0Ul0OR0e6dFUxvzga?dl=0

Samples

To see samples of Wapiti collateral visit the following link:

https://www.dropbox.com/sh/f7e0fmz8aczgrrv/AAC-XNoZ4OhgvsAZcT2YhPJMa?dl=0

Fonts

To get access to Gotham fonts visit the following link:

https://www.dropbox.com/sh/2ziwpd0tc66c570/AAA8J_
MH2nqamEJGE58ZLkEDa?dl=0