

Logo

There are two recommended logo versions for use in all communications and collateral pieces. These versions should only be used against a white background. Both vertical and horizontal versions are acceptable in all applications.



Logo Variations

Black and white versions of the WF logo may be used when appropriate. The white logo may be used against any WF primary color. The black logo should only be used against a white background.



Color Palette

Only the three primary colors should be used in communications and collateral pieces. Secondary colors should only be used with the WF pattern.



PRIMARY
PMS: 7719 C
CMYK: 26-01-100-10
RGB: 0-108-103

PRIMARY
PMS: 143 C
CMYK: 0-25-78-5
RGB: 241-180-52

PRIMARY
PMS: 425 C
CMYK: 48-29-26-76
RGB: 84-88-90

SECONDARY
PMS: 7717 C
CMYK: 97-26-54-7
RGB: 0-130-126

SECONDARY
PMS: 141 C
CMYK: 4-22-75-0
RGB: 244-197-92