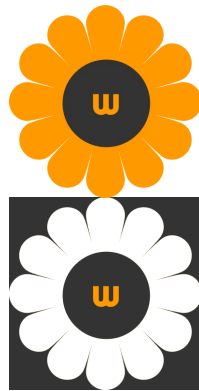


# Visual guidelines

## Workflowsers® Wordmarks Guidelines



### Guidelines

These guidelines are designed to address proper usage of Workflowsers Wordmarks.

### Using the Wordmark

Listed below are general restrictions and recommendations for using the Workflowsers Wordmarks.

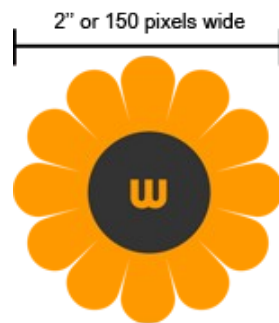
### Restrictions

- The wordmarks are considered artwork and may not be recreated or modified in any way.
- The wordmarks should never appear connected to or as part of any other symbol, icon, or artwork.
- Do not create new graphical devices, wordmarks, or staging visuals. Always follow the brand guidelines.
- Follow all placement and sizing guidelines for the Workflowsers Wordmarks as outlined in this guide.
- Only include one Workflowsers Wordmarks on a page.

# Visual guidelines

## Sizing

- The wordmarks have no standard size; they can change size depending on their uses. Use the following guideline when sizing the wordmarks.
- This first wordmark must always be readable. To ensure this, it should never appear smaller than 2" when used in printed full color. Online, the wordmark should never appear smaller than 150 pixels wide.

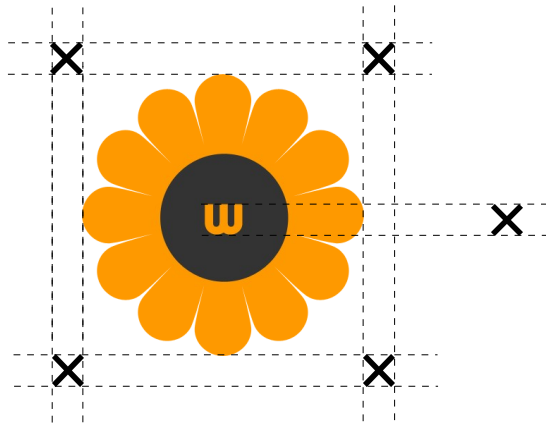


- This second wordmark must always be readable. To ensure this, it should never appear smaller than 4" when used in printed full color. Online, the wordmark should never appear smaller than 300 pixels wide.

# Visual guidelines

## Clear space

To stage this first wordmark properly, a minimum clearance must be maintained around the logo equal to the height of the letter W in the flower.



To stage this second wordmark properly, a minimum clearance must be maintained around the logo equal to the height of the letter W in Workflowers.

# Visual guidelines



## Placement on backgrounds

The preferred method of reproduction the lockup artwork is to place it on a white or light-colored background.

Do not place the lockup on a background that does not provide enough contrast to make it completely legible.

Don't place any of the lockups on busy backgrounds or on backgrounds that do not provide enough contrast for the wordmark to be read easily.

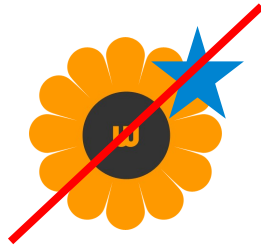


Do use backgrounds that provide sufficient contrast to the lockups.

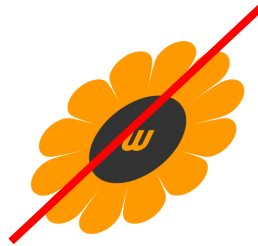
White is the preferred background color.

# Visual guidelines

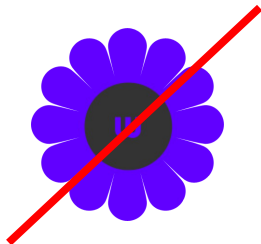
Do not add anything.



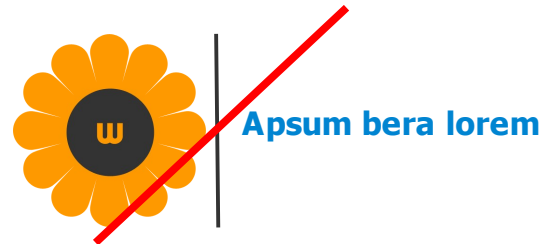
Do not alter the wordmark shape.



Do not change the colors.



Do not combine with additional text.



Do not rotate a wordmark.



## General requirements

- Never appear connected to, or as part of, any other symbol, icon, or graphic element.
- Never be modified in any way. Use the artwork as it is provided.
- Never be combined with any additional text or descriptor.

# Visual guidelines

grayscale printing.



Black monochrome printing.



## Color printing

The color printing of Wordmarks must be in accordance with the color codes of the directive.

Hexadecimal :

- Orange = #FF9900.
- Dark grey = #333333.
- Light grey = #999999.

## Grayscale and monochrome

The printing of Wordmarks is to be preferred color, if impossible, for printing in grayscale or black monochrome, follow these guidelines.

## Questions

If you have questions or can't find artwork that meets your communications needs, please contact [contact@workflows.net](mailto:contact@workflows.net).