



Corporate  
identity  
manual

The purpose of this manual is to clearly and unambiguously describe the corporate identity of **WDSF Breaking for Gold** and to explain how that identity should be developed in the different communication applications.

This manual aims, therefore, to normalize and homogenize the graphic parameters that must be used, in a uniform way, by all those people in charge of developing and representing the image.

The correct and consistent use of the **WDSF Breaking for Gold** brand will help us achieve the objectives of identifying and reinforcing it.

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# 1/ MARK

Corporate standards normalize the correct use of the brand.

Therefore, in order to avoid unwanted results in the implementation of the brand a series of generic rules must be followed.

1.01 Logo

1.02 Main graphic mark. Color, black and negative versions

1.03 Graphic construction of the brand

## 1.01 Logo

The **WDSF Breaking for Gold** logo is configured with two square shapes, one hollow and the other with a mass of color, which turn on themselves to give that sense of movement in keeping with the brand's identity. In counterpoint to this movement, sans-serif typefaces are used, which enhance the values of innovation and modernity that we want to associate with the brand.

The white line, simulating that of a brush, also conveys the sensation of movement associated with dance.

To enhance the message of the logo, in addition to black and white, gold tones are used.

The logo cannot be broken down for other compositions, such as; the logo horizontally, since the identity of the brand would be lost.



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## 1.02 Main graphic mark

Whenever possible, the mark will be applied in its main version. In the event that it is not possible for technical reasons, the black and white version will be used.

\_Main Version



\_Negative main version



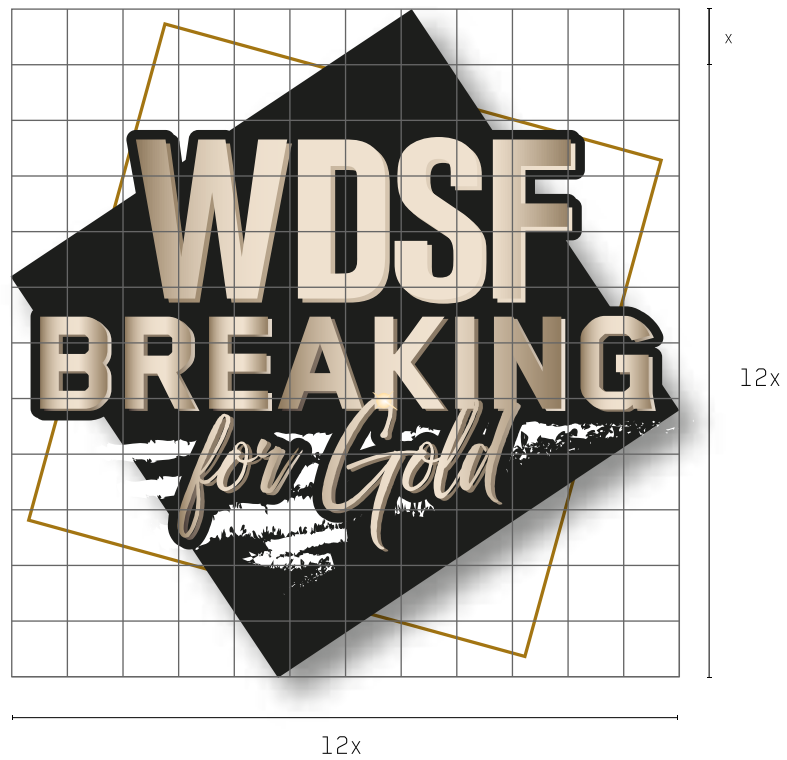
\_Black and white version



\_Negative black and white version



## 1.03 Graphic construction of the brand





2/

RULES OF USE OF THE BRAND

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## 2.01 Protection zone and minimum reduction

To ensure the legibility of the brand and its independence from other elements that may share its visual space, we present on this page the minimum margins of the protection zone and the minimum sizes in which it can be reproduced.



## 2.02 Chromatic use: The brand on colored backgrounds

Maximum visibility, readability and contrast have to be ensured in all applications. If the logo is to be applied on non-corporate backgrounds or photographs, it must be applied in black or white, depending on the brightness of the background.

\_Dark non-corporate color background

\_Light non-corporate background color



\_Dark photographic background

\_Light dark photo background



## 2.03 Wrong uses

The brand must always be reproduced following the corporate standards contained in this manual. In this sense, the colors indicated or the proportions can never be altered.

\_Incorrect

\_Correct



# 3 /

## TYPOGRAPHY

3.01 Corporate Typography

3.02 Secondary Typography

3.03 Typography for Advertising and Editorial Use

# 3.01 Corporate Typography

The corporate typeface associated with the brand in its corporate applications is Blender.

*\_Blender Pro Thin*  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890€&()\*?¿!i@

*\_Blender Pro Book*  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890€&()\*?¿!i@

*\_Blender Pro Medium*  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890€&()\*?¿!i@

*\_Blender Pro Medium Italic*  
*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890€&()\*?¿!i@*

*\_Blender Pro Bold*  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890€&()\*?¿!i@

*\_Blender Pro Bold Italic*  
*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890€&()\*?¿!i@*

**\_BLENDER PRO HEAVY**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890€&()\*?¿!i@**





## 3.02 Secondary Typography

There is a corporate typeface, used in the logo, that can be used on occasions when a typeface that is not sans-serif is needed, less formal and more dynamic, that is used for a headline or to highlight something in particular: Crown Heights.

*Crown Heights*  
*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890*

A third typeface appears in the logo that is typical of the WDSF brand: Akzidenz Grotesk Extra Bold. This is only used to represent that brand in this logo, it may not be used in anything corporate of the WDSF Breaking for Gold brand.

**Akzidenz Grotesk Extra Bold**  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**



### 3.03 Typography for Advertising and Editorial Use

For use in publications and advertising material, we suggest the use of Arial font. It perfectly complements corporate typography, is specially designed for the composition of long texts and allows its use in three different weights (Regular, Bold and Black) with their corresponding italics.

#### Arial

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890€&()\*?¿!¡@

#### Arial Italic

*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890€&()\*?¿!¡@*

#### Arial Bold

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890€&()\*?¿!¡@**

#### Arial Bold Italic

***abcdefghijklmnopqrstuvwxyz***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890€&()\*?¿!¡@***

#### Arial Black

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890€&()\*?¿!¡@**

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# 4/ CORPORATE COLORS

#### 4.01 Corporate colors

## 4.01 CORPORATE COLORS

Color references are the Pantones specified here. If the printing conditions do not allow its use, the logo may be printed in four colors, or in black. This is the main color of the brand and the one that should predominate.

Pantone

# 7401 C

C5 M12 Y43 K0

R246 G223 B164

HTML #F6DFA4

## 4.01 CORPORATE COLORS

Pantone

126 C

C30 M44 Y100 K25

R156 G118 B15

HTML #9C760F

## 4.01 CORPORATE COLORS

Pantone

4625 C

C42 M73 Y76 K66

R80 G44 B30

HTML #502C1E

## 4.01 CORPORATE COLORS

# BLACK

CO MO YO K100

RO GO BO

HTML #000000