



Wagner Kablo

Wagner Corporate Logo Guideline

This guideline has been prepared to introduce how to use Wagner brand and logo.

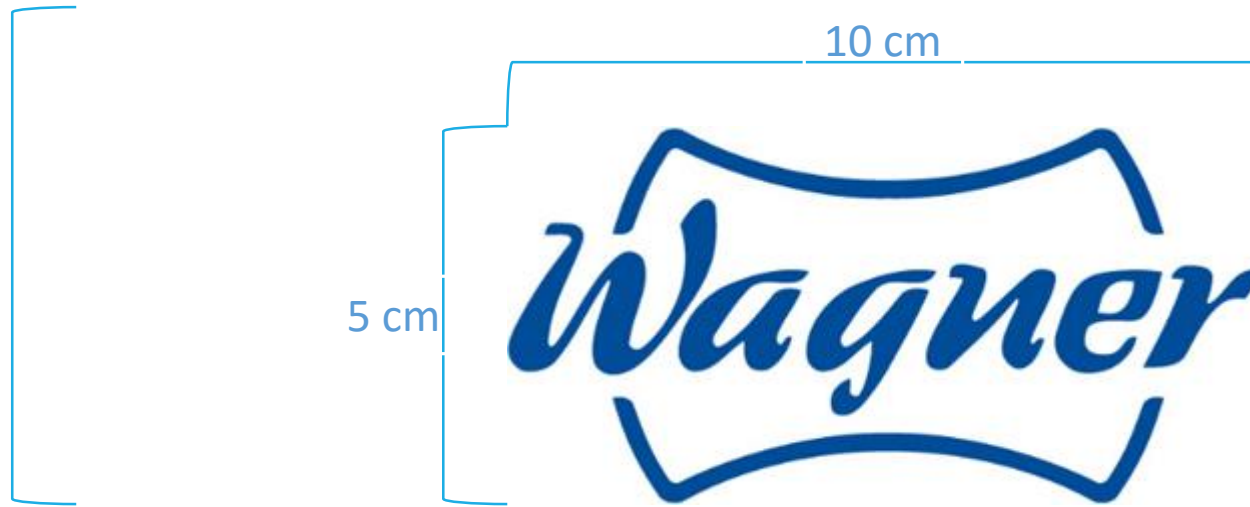
Wagner brand consist of 4 identity;

Logo, standards, corporate colours, alternative usage rules.

In this guideline, technical standards and usage details have been stated.

During the preparation of media files by third parties, in order to save brand name and keep the standards, these usage rules have to be strictly followed under the guidelines decribed in the digital files provided by Wagner.

Logo Amblem



Logo and Logotype forms a corporate signature

If required, it can be re-sized.

Logotype



In order to keep the quality standards, use only the digital logo files provided by Wagner (*.EPS, *.PDF, *.AI)



Wagner logo and logotype has only one base colour. And it has to be used only with this colour.

The coding of this colour according to different standards is shown below. Logo should be used as white, on dark color backgrounds

CORPORATE COLOURS

PANTONE	288 C
RGB	0 45 114
HEX/HTML	002D72
CMYK	10080632



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If Wagner logo and logotype is to be used together, below is the only colour permitted.

The coding of this colour according to different standards is shown below.

CORPORATE FONT COLOUR

PANTONE	Cool Gray 8 C
RGB	136 139 141
HEX/HTML	888B8D
CMYK	23161346



Wagner Logo and logotype have 4 different usage

1. Only logo

2. Logotype below logo

3. Logotype on the right side of logo

4. Only logotype

One colour female usage



Wagner Kablo

One colour male usage



Wagner Kablo

Wagner logo and logotype usage in the dark tones



Pantone Cool Gray 8 C





Wagner logo and logotype sizes can be used only as in the below alternatives

Only logo



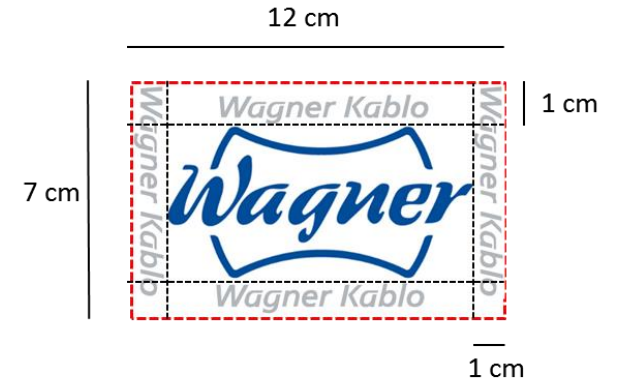
Only logotype



Logotype below logo



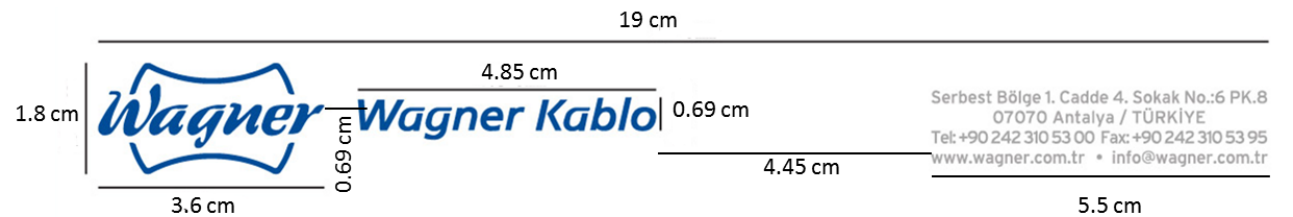
Logotype and logo boundaries



Logotype on the rightside of logo



Logotype on the rightside of logo with the address



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Correct and incorrect usage





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