



BRAND GUIDELINES 2.0

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USING OUR BRAND

Our ultimate goal is to build a clear, strong brand. Every time our company appears in public we have an opportunity to reinforce the characteristics associated with Wind Talker Innovations. It is essential that it be presented correctly and consistently whenever and where ever it appears. Following these guidelines will help make WTI instantly recognizable to all our audiences.

This guide is intended for everyone who is involved in preparing communications or products for Wind Talker Innovations.



DESIGN GUIDELINES

OUR LOGOS



Our logos were designed to be part of one visual language. We chose the hexagon to represent the multiple points of connections that can be made with Osmosis. Also, the hexagon is the strongest shape and, in this case, represents the strength of the unbreakable code, just like the name “Wind Talker.”

THE WTI LOGO

PRIMARY LOGO



SECONDARY LOGO



APPROVED VERSIONS



BLACK



REVERSED
COLOR



REVERSED
WHITE



EXTREME HORIZONTAL VERSION To be used only in footers and small spaces, less the .25" high



THE OSMOSIS LOGO

PRIMARY LOGO



SECONDARY LOGO



APPROVED VERSIONS



BLACK



REVERSED
COLOR



REVERSED
WHITE



LOGO RULES

These guidelines apply to both the WIT logo and the Osmosis logo.



THE OSMOSIS ICON

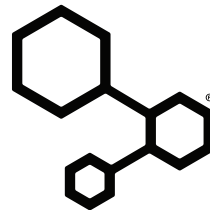
PRIMARY ICON



SECONDARY ICON



APPROVED VERSIONS



BLACK



REVERSED
WHITE



COLOR PALETTE

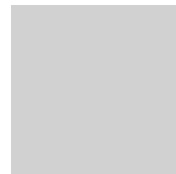
PRIMARY COLORS



PMS 631 C
CMYK 55, 10, 0, 21
RGB 90, 180, 201
HEX 5BB5C9



PMS 2116 C
CMYK 2, 0, 0, 74
RGB 65, 66, 66
HEX 414242



PMS 427 C
CMYK 0, 0, 0, 18
RGB 208, 208, 208
HEX D1D1D1



PMS 7457 C
CMYK 31, 6, 0, 7
RGB 163, 223, 237
HEX A4DFED



PMS 303 C
CMYK 98, 18, 0, 74
RGB 1, 54, 66
HEX 013642

SECONDARY COLORS



PMS 173 C
CMYK 0, 62, 80, 11
RGB 228, 87, 46
HEX E3562D



PMS 122 C
CMYK 0, 18, 75, 0
RGB 255, 210, 63
HEX FFD140

TYPOGRAPHY

When used correctly and consistently, typography unifies the appearance of communication and elevates the perception of the brand.

The font, Nunito Sans, was chosen to compliment the visual language of the logos and support the tech-forward nature of the company. It should be used in all company-branded materials, including Word docs, Powerpoint presentations and signage.

Nunito Sans Extra Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,;!@#\$\$%^&*()=+

Nunito Sans Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,;!@#\$\$%^&*()=+

Nunito Sans Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,;!@#\$\$%^&*()=+

Nunito Sans Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,;!@#\$\$%^&*()=+

Nunito Sans Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,;!@#\$\$%^&*()=+

Nunito Sans Extra Light Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,;!@#\$\$%^&*()=+

Nunito Sans Light Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,;!@#\$\$%^&*()=+

Nunito Sans Regular Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,;!@#\$\$%^&*()=+

Nunito Sans Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,;!@#\$\$%^&*()=+

Nunito Sans Black Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,;!@#\$\$%^&*()=+

TYPOGRAPHY IN USE

LAYOUT EXAMPLE



Headlines should have very loose kerning to mimic the spacing of the logo.

HEADLINES LOOK LIKE THIS.

Body copy should look like this: regular or light font and regular kerning. Body copy should look like this: regular or light font and regular kerning. Body copy should look like this: regular or light font and regular kerning.

PHOTOGRAPHY

The images chosen can be described as dark and moody. This was done intentionally to portray the futuristic feeling of the technology and, also, to allow for illustrations to be done over the images. These illustrations help portray the idea of connectivity and should be used whenever possible.

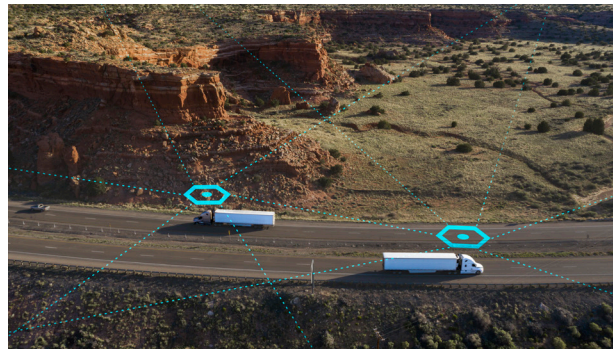


PHOTO EXAMPLES

THANK YOU