

OCTOBER, 2024

WSCAD LOGO

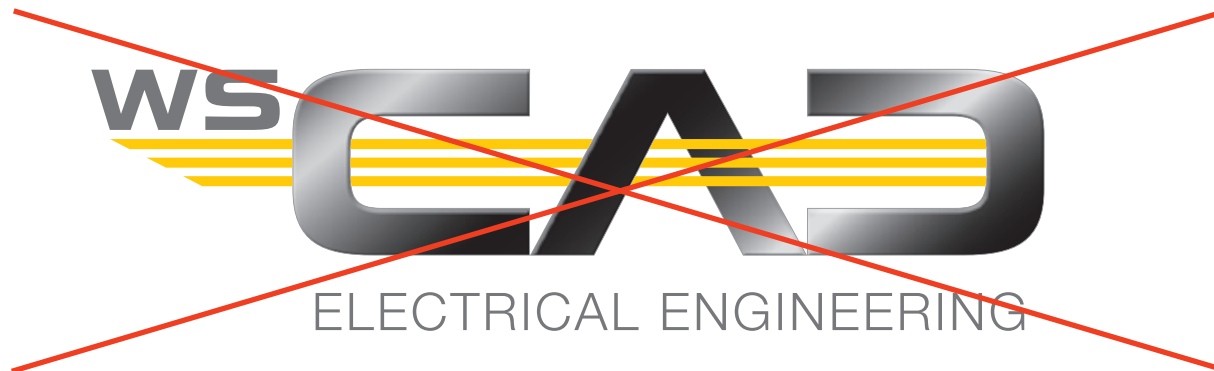
GUIDELINES FOR EXTERNAL USE



Logo without claim



Logo with gradient and claim - OUTDATED!



Logo structure

The logo consists of an individually combined lettering and is composed of the letters WS and CAD, which are integrated by three tapered lines. The colour of the three lines is yellow and forms a dynamic contrast to the letters.

The logo may only be used in the present variants. Changing the logo or using parts of the logo is not permitted for legal reasons.

If you have any questions about the Corporate design, please contact:
brandservice@wscad.com

WSCAD logo, positive version

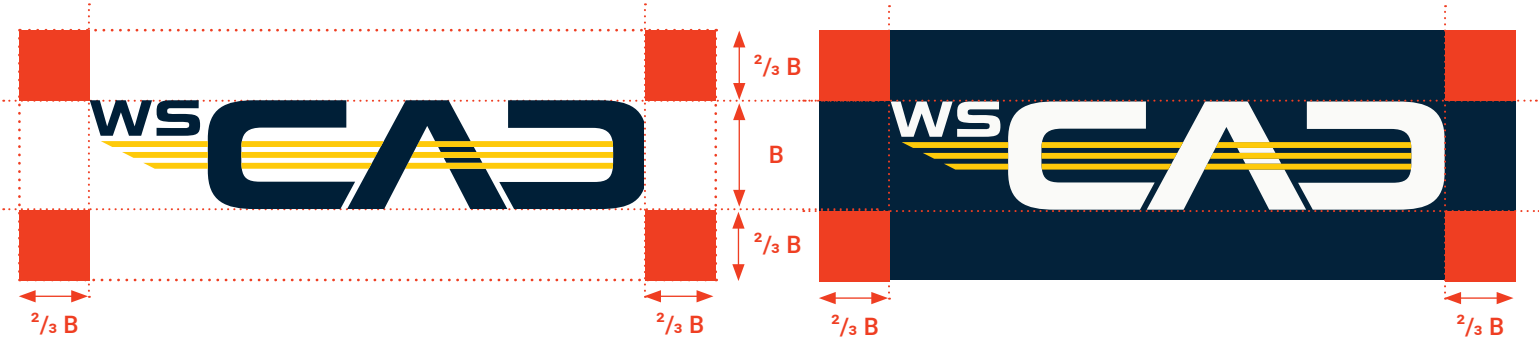


Positive dark blue on white

WSCAD logo, negative version *



Negative white on WSCAD Blue



Positive version black/white



Negative version black/white



Logo versions

The positive logo in dark blue is intended for use on white or light backgrounds. The negative logo with white lettering is designed for use on dark backgrounds.

Avoid placing the logo on busy or visually complex backgrounds. The defined clear space around the logo must be maintained at all times.

The black and white versions of the logos are used for production purposes.

Structure of logo and logo protection zone

Freestanding logo version

There must be a minimum distance around the logo on all sides. No text or graphic elements may be placed in this free space. Please refer to the rules for compliance with the protection zone in the adjacent examples.

WSCAD colour scheme



.....
WSCAD Blue
.....
CMYK 100/79/48/58
.....
PMS 2965 C/U
.....
RGB 16/38/59
.....
HEX #10263B
.....



.....
WSCAD Yellow
.....
CMYK 0/20/100/0
.....
PMS 7406 C/U
.....
RGB 255/204/0
.....
HEX #FFCC00
.....

Colours

Please only use the colours defined in the guideline to ensure a uniform appearance.

RAL colours must be defined separately depending on the application.

If you have any questions, please do not hesitate to contact us at
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