

OCTOBER, 2024



WSCAD

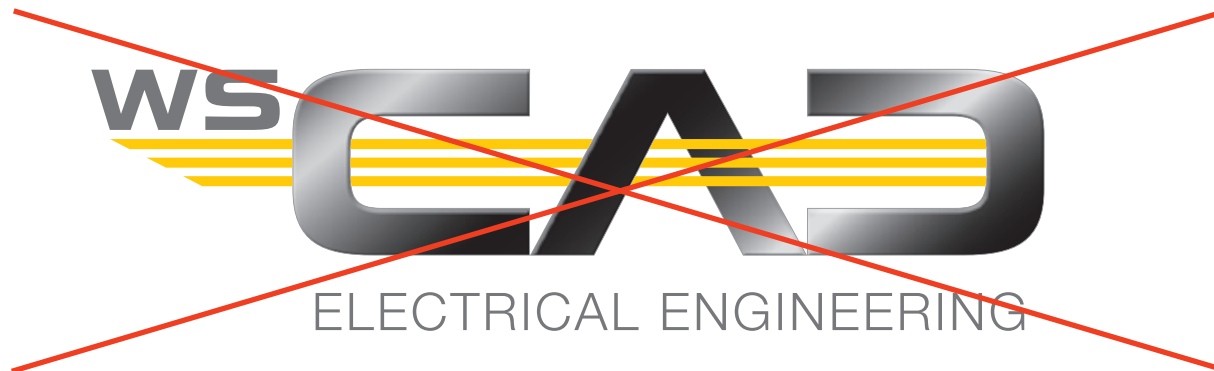
DESIGN MANUAL - LOGO



Logo without claim



Logo with claim - OUTDATED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 color of the three lines is yellow and forms a dynamic contrast to the metallic gray 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

1. WSCAD logo with bracket, positive version



Bracket version on image background (or colored background in WSCAD Blue)

2. WSCAD logo, positive version



Positive dark blue on white

3. WSCAD logo, negative version *



Negative white on WSCAD Blue

4. Positive version black/white



5. Negative version black/white



Logo versions

The WSCAD corporate logo exists in 9 variants.

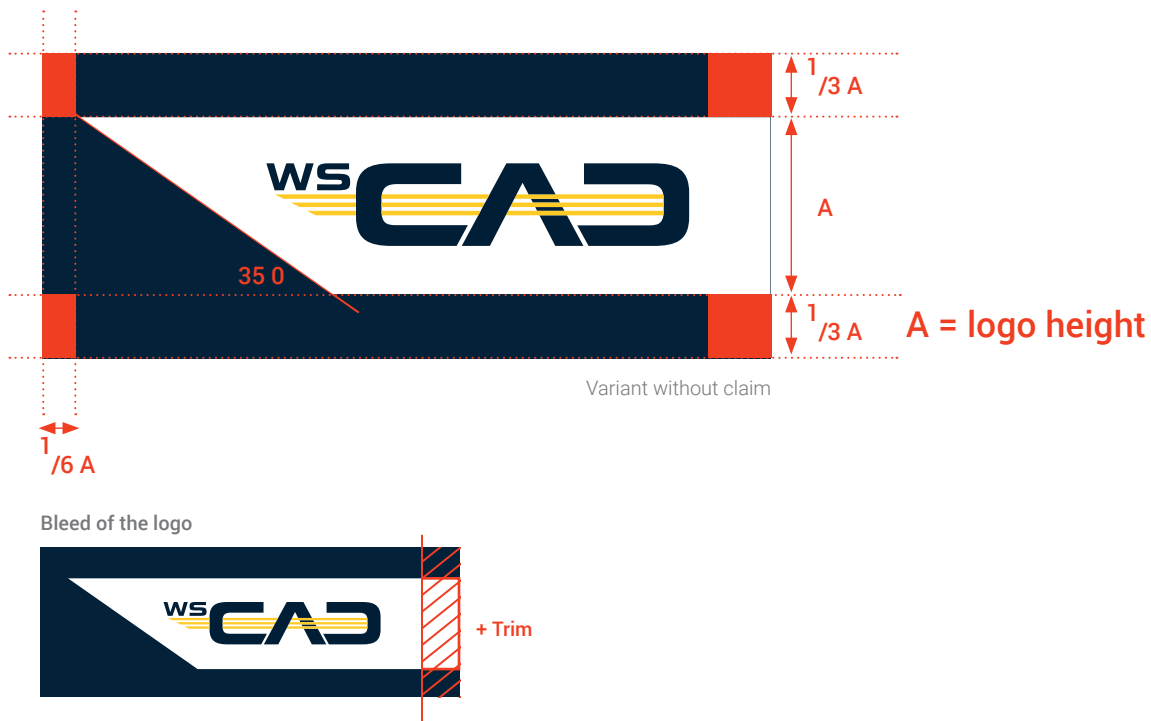
For applications on communication media (e.g., brochures and advertisements), the logo is enclosed with an oblique "bracket"; this version is used on WSCAD Blue and picture motifs.

The positive version without "bracket" is used for business papers and signage, as well as merchandising articles and social media icons.

The negative version of the logo is used on WSCAD Blue, mainly on the back of brochures or merchandising items.

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

1. WSCAD logo with "bracket"



Structure of logo and logo protection zone

Logo version with "bracket"

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.

The logo version with "bracket" is always placed in the format right-aligned with the edges sloping away; production-related trimming must be created individually, depending on the format. In this version of the logo, the positive logo is on a white surface that runs obliquely parallel to the lines on the left. The proportions of the logo area must not be changed.

This logo version is preferably used on all means of communication such as brochures, advertisements, online applications and the like.

2. WSCAD logo without "bracket"



Negative version "White"



Positive version "Blue"

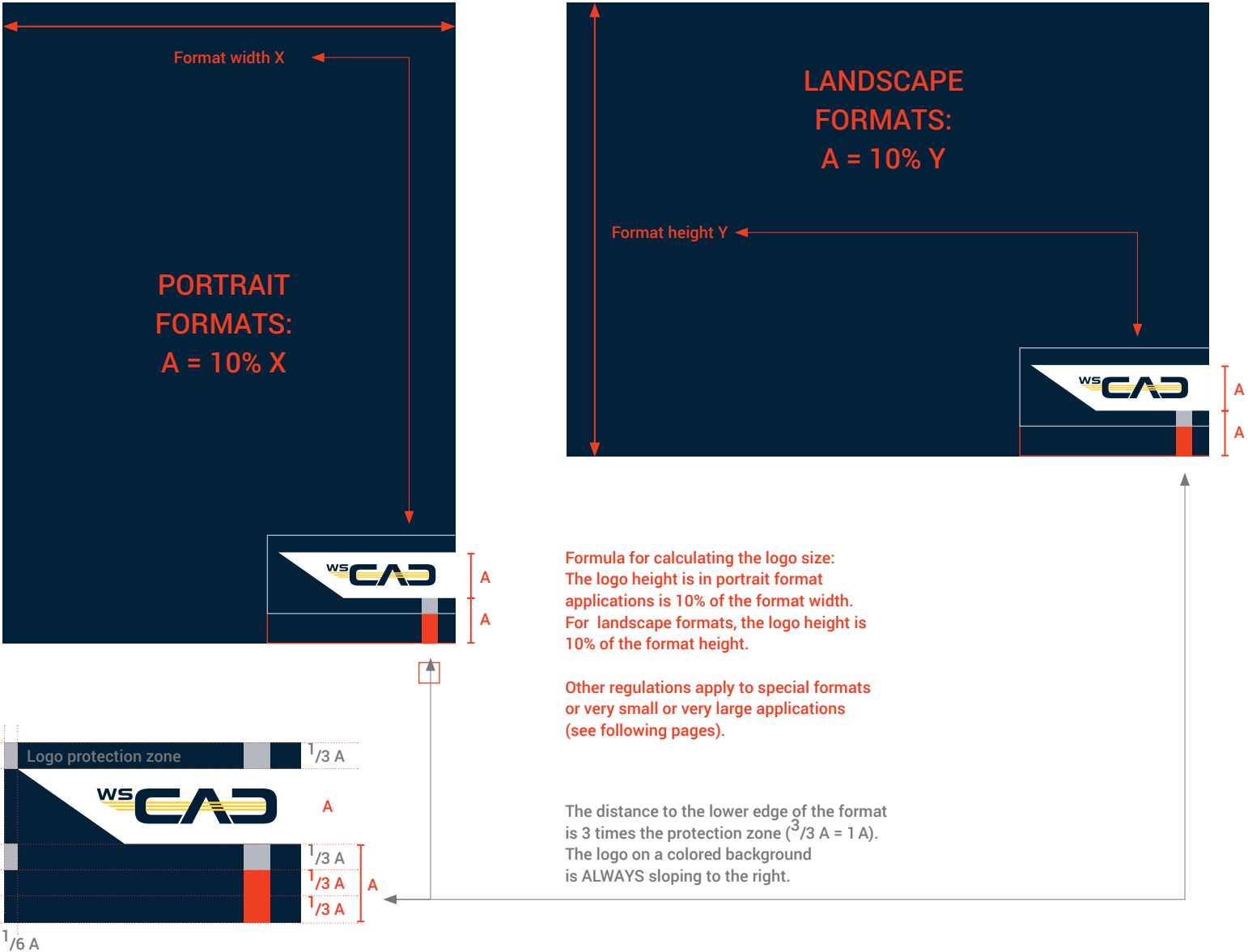
Structure of logo and logo protection zone Freestanding logo version

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.

The logo version without "bracket" is available in a positive and negative version.

This logo version is preferably used on brochure back pages, merchandising articles, business papers and signage. You will find a precise description of the correct application on the following pages of this Design Guideline.

Use of the WSCAD logo for DIN formats (communication materials: e.g., advertisements, user reports, fact sheets, image brochures)



Logo sizes for the bracket logo

For standard DIN formats, the height (A) of the bracket logo is **10%** of the short side of the format. The logo is placed in the format at the **bottom right** at a distance A from the edge.

Logo sizes (logo height A) for:

Portrait formats:

A3 > 29.7 mm

A4 > 21 mm

A5 > 14.8 mm

Landscape formats:

A3 > 29.7 mm

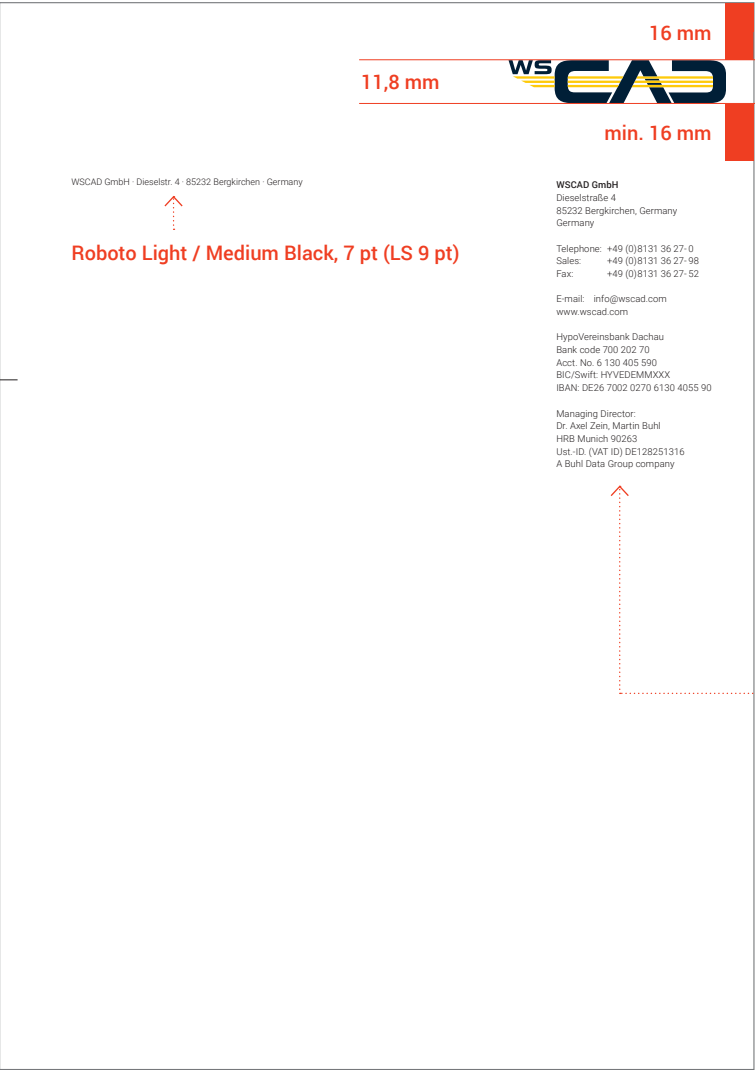
A4 > 21 mm

A5 > 14.8 mm

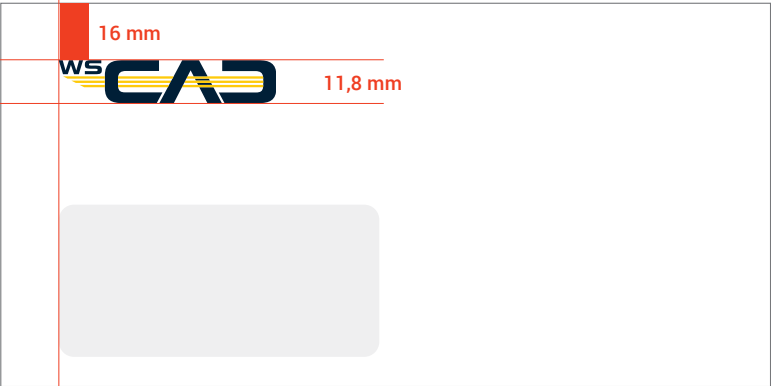
(Values can be rounded to whole numbers: e.g., 14.8 mm for A5 portrait results in 15 mm).

If you have any questions, please do not hesitate to contact us at brandservice@wscad.com.

Letterhead



Envelope DIN long



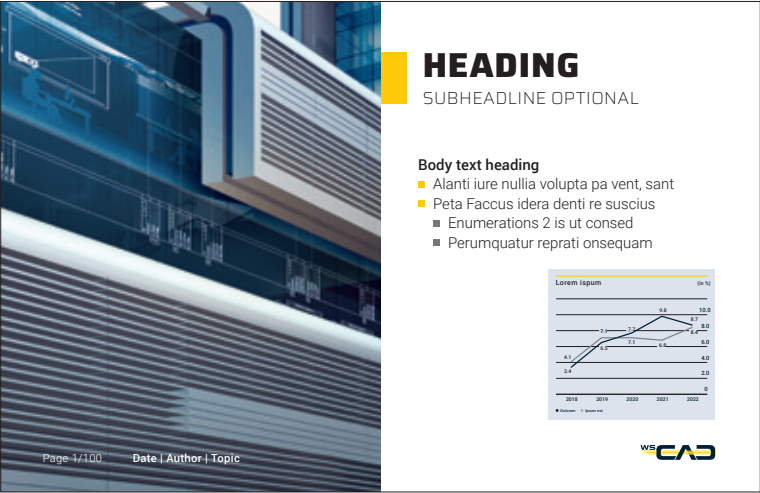
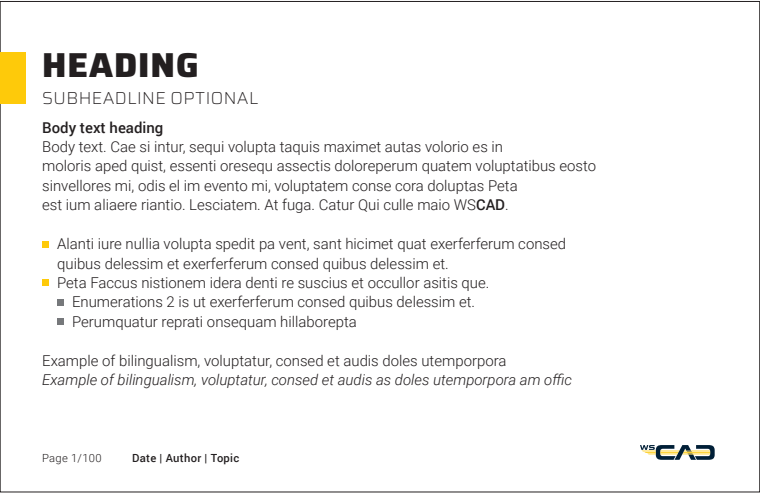
Letterhead and envelope

The free-standing positive version of the WSCAD logo is used for the business stationery. The size of the logo depends on the individual application.

Splendorgel from FEDRIGONI is used as paper for the business stationery.

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PowerPoint



PowerPoint presentation

There are different sample pages available in PowerPoint for your presentations. For Office applications presentation templates, the system font Roboto and Saira is used. The WSCAD logo is always at the bottom right of the format. The **headline version 1** is used (see page 14). Please observe the rules for determining the logo size (see pages 10–12) and the typographic rules described above.

If you have any questions, please do not hesitate to contact us at **brandservice@wscad.com**.

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WSCAD GmbH
Dieselstraße 4
85232 Bergkirchen, Germany
Germany
Tel.: +49 (0) 8131 3627-98
Fax: +49 (0) 8131 3627-50
E-mail: info@wscad.com
www.wscad.com

