

Corporate Identity Standards for WITS



The fonts

Consistent font usage is important to the brand standards. All printed materials such as postcards, brochures and books should use our approved font.

For web solutions, please use the font Verdana.

ITC Franklin Gothic Std Book
abcdefghijklmnopqrxtuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910\$%&?

ITC Franklin Gothic Std Book
abcdefghijklmnopqrxtuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910\$%&?

ITC Franklin Gothic Std Book
abcdefghijklmnopqrxtuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910\$%&?

ITC Franklin Gothic Std Book
abcdefghijklmnopqrxtuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910\$%&?

Color palette

To maintain our brand look please use the approved color palette.

	Print (Pantone/PMS)	Print (cmyk)	Screen (RGB)	Web (Hex#)
	152 C	c-0, m-51, y-100, k-1	R-243, G-143, B-29	# F38FID
For body copy				
	Cool Gray 10 C	c-0, m-0, y-0, k-68	R-113, G-112, B-115	#717073
For web use only				
	1215 C	c-0, m-0, y-45, k-0	R-255, G-228, B-156	#FFE49C
	130 C	c-0, m-30, y-100, k-0	R-253, G-185, B-19	#FDB913
	292 C	c-0, m-0, y-45, k-0	R-120, G-189, B-232	# 78BDE8

Logo layout

This is the only way the logo should be represented. The icon and tagline should never be moved or scaled in size.



Secondary tagline usage

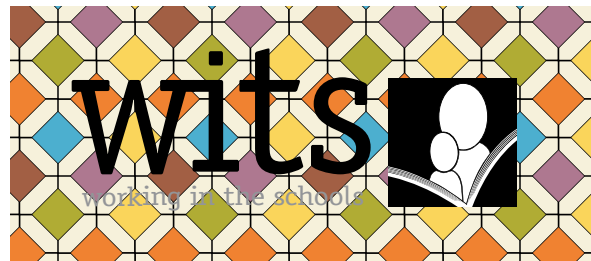
Do not modify tagline text in any way. It should always appear in the ITC Franklin Gothic ITC font family and should be in lower case.

one adult, one child, one book at a time

Please do not do this to our logo

We have shown a few examples of what not to do with our logo.

- Use our logo in the correct proportions
- Do not overprint the logo on an unflattering background or patterned background
- Do not alter the logo in any way
- Do not change any of the colors in the logo
- Do not outline the fonts or icons



Clear space and minimum size

Minimum clear space

Keep the area around the WITS logo clean and uncluttered. No text or other graphics should overlap the logo.



Clean space

Minimum size

The size you choose for the WITS logo will depend on the type of literature you are creating and the printing technique to be used. To insure readability do not use the logo smaller than 0.5" in height.




Minimum size logo

The logo


The WITS logo is the way for people to identify our organization. The logo should be used on all collateral, such as brochures, stationery, online applications and presentations.



Letterhead, envelope and business card

wits 
working in the schools

one adult, one child, one book at a time

wits 
working in the schools
27 east monroe suite 1400
chicago illinois 60603

27 east monroe suite 1400
chicago illinois 60603
t 312.368.9487
f 312.368.7011
www.witsontheweb.org

one adult, one child, one book at a time

wits 
working in the schools

kristen berlacher
associate

27 east monroe suite 1400
chicago illinois 60603
t 312.368.9487
f 312.368.7011
www.witsontheweb.org
kristen@witsontheweb.org

one adult, one child, one book at a time

Letterhead, envelope and business card

The image shows a design template for a letterhead and an envelope. The letterhead is a large rectangle with the 'wits' logo in the top left corner. The logo consists of the word 'wits' in a bold, lowercase, sans-serif font, followed by a square icon containing a stylized figure of a person reading a book. Below the logo is the tagline 'working in the schools'. At the bottom left of the letterhead is the tagline 'one adult, one child, one book at a time'. At the bottom right is the address and contact information: '27 east monroe suite 1400', 'chicago illinois 60603', 't 312.368.9487', 'f 312.368.7011', and 'www.witsontheweb.org'. The envelope is a smaller rectangle with a flap on the top right. The tagline 'one adult, one child, one book at a time' is printed on the flap.

wits
working in the schools

one adult, one child, one book at a time

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chicago illinois 60603

t 312.368.9487
f 312.368.7011
www.witsontheweb.org

one adult, one child, one book at a time

The image shows a design template for a business card. The card is a rectangle with the 'wits' logo in the top left corner. The logo consists of the word 'wits' in a bold, lowercase, sans-serif font, followed by a square icon containing a stylized figure of a person reading a book. Below the logo is the tagline 'working in the schools'. Below the logo and tagline is the name and title: 'kristen berlacher', 'associate'. To the right of the name and title is the address and contact information: '27 east monroe suite 1400', 'chicago illinois 60603', 't 312.368.9487', 'f 312.368.7011', 'www.witsontheweb.org', and 'kristen@witsontheweb.org'. The card is set against a solid orange background. At the bottom of the orange background is the tagline 'one adult, one child, one book at a time'.

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